

## Assessing the Impact of Different Marketing Techniques on Youth Perception Towards Health Nutrition-Related Products

Dr. Parul Sharma <sup>(1)</sup> Tariro.K. Mazhawidza <sup>(2)</sup>, Netsai .T. Chikonhi <sup>(3)</sup>, Nalesia DA .H.T. Machauene<sup>(4)</sup>

*Mittal School Of Business, Lovely Professional University<sup>(1,2,3,4)</sup>*

-----\*\*\*-----  
**Abstract** - research study aims to investigate This and assess the influence of various marketing techniques on the perceptions of youth regarding health and nutrition-related products. In today's consumer-driven society, the marketing strategies employed by companies play a significant role in shaping consumer attitudes and behaviors, particularly among the younger population and young individuals aged between 18 and 25 years and mainly Lovely Professional University. The research will focus on analyzing the impact of various marketing techniques such as celebrity endorsements, social media promotions, educational campaigns, and packaging designs on the youth's perception of health nutrition-related products.

Findings from this study will provide valuable insights for both marketers and policymakers seeking to promote healthier dietary choices among the youth population. By understanding the specific marketing techniques that resonate positively with young consumers and contribute to improved perceptions of health nutrition-related products, stakeholders can develop more targeted and effective strategies to encourage healthier lifestyles among the youth.

**Key Words:** *marketing techniques, youth perception, health nutrition, consumer behavior, dietary choices.*

### 1.INTRODUCTION

In today's fast-paced and consumer-driven society, the marketing of products, including health nutrition-related products, holds significant influence over consumer

behavior, particularly among the youth population. The way in which these products are marketed and presented to young individuals can shape their perceptions, attitudes, and ultimately, their choices regarding healthy eating and nutrition. Therefore, understanding the impact of different marketing techniques on youth perception is crucial for developing effective strategies to promote healthier lifestyles.

This research study aims to assess the influence of various marketing techniques on the perceptions of youth towards health nutrition-related products. The study recognizes the importance of targeting the youth population, as their preferences and choices today will greatly influence their long-term dietary habits and overall health outcomes. By examining specific marketing techniques utilized in this context, such as celebrity endorsements, social media promotions, educational campaigns, and packaging designs, this research seeks to uncover how these strategies shape the youth's perceptions of health nutrition-related products. The study will focus on individuals aged between 18 and 25 years, representing the crucial transitional phase from adolescence to adulthood where habits and preferences are still being formed. By gathering data, the research aims to understand the key factors that influence youth perception, including their attitudes towards health, the effectiveness of marketing messages, and the extent to which different marketing techniques impact their choices and behaviors.

The findings of this research will provide valuable insights for marketers and policymakers seeking to promote healthier dietary choices among the youth population. By understanding the marketing techniques that positively resonate with young consumers and contribute to improved perceptions of health nutrition-related products, stakeholders can tailor their strategies accordingly. Ultimately, the research will contribute to the development of more targeted and effective marketing approaches, with the potential to encourage healthier lifestyles among the youth and mitigate the rising concerns associated with poor nutrition and related health issues.

In summary, this research aims to assess the impact of different marketing techniques on youth perception towards health nutrition-related products. Through a mixed-methods approach, the study seeks to gain a comprehensive understanding of the factors influencing youth perception and provide insights to support the development of targeted marketing strategies aimed at promoting healthier dietary choices among the youth population.

## 2.OBJECTIVES OF THE STUDY

1. Assessing the impacts or influence of different marketing techniques on youths' perceptions towards health \_ related products.
2. Assessing the role of environmental factors like social media, peer influence on youth decision making process regarding health behavior.
3. Assessing the impact of different marketing techniques on youth perception towards health nutrition related products.

## LITERATURE REVIEW

Mayhew (2015) Published online by Cambridge University Press: 30 March 2015. Food packages were objectively assessed to explore differences in

nutrition labelling, selected promotional marketing techniques and health and nutrition claims between countries, in comparison to national regulations.

VI Kraak (2006) Creating an environment in which children in the United States grow up healthy should be a high priority for the nation.

Identifying food marketing to teenagers: a scoping review E Truman (2019) – Springer. Teenagers are aggressively targeted by food marketing messages (primarily for unhealthy foods) and susceptible to this messaging due to developmental vulnerabilities and peer-group influence. Yet limited research exists on the exposure and power of food marketing specifically to teenage populations. Research studies often collapse “teenagers” under the umbrella of children or do not recognize the uniqueness of teen-targeted appeals. Child- and teen-targeted marketing strategies are not the same, and this study aims to advance understanding of teen-targeted food marketing by identifying the teen-specific promotion platforms, techniques and indicators detailed in existing literature.

Lisa (2013) In response to concerns about childhood obesity, the Federal Trade Commission (FTC) released two reports documenting food and beverage marketing expenditures to children and adolescents. The recently released 2012 report found an inflation-adjusted 19.5% reduction in marketing expenditures targeted to youth from \$2.1 billion in 2006 to \$1.8 billion in 2009. The current article highlights feature of the FTC's analysis, examines how expenditures relate to youth exposure to food marketing, and assesses changes in the nutritional content of marketed products.

Phillips, C (2012) Healthy dietary practices are initiated early in life and form the foundation for

good nutrition and healthy development. Our food environment, which includes the nature and extent of food marketing, influences food values and impacts dietary practices. Food marketing has long been recognized to impact on food preferences and consumption patterns, but despite numerous calls to action to protect children from the harmful impact of food marketing by reducing the power of and exposure to marketing, children continue to be exposed to it. The development of an evidence-informed policy guideline through the WHO guideline development process will help more countries to put in place effective actions to protect children from the harmful impact of food marketing.

Elliott, C. (2020) The high volume and power of marketing non-core foods to children via product packaging in supermarkets should be of concern to policy makers wanting to improve children's diet for their health and to tackle childhood obesity. Claims about health or nutrition on non-core foods deserve urgent attention owing to their potential to mislead and confuse child and adult consumers.

L Castronuovo (2021) Gender roles and stereotypes in food marketing: Gender plays an important role in food marketing strategies and reactions among children. Food choices and behavior are influenced by social expectations and gender stereotypes. For example, social media can reinforce gender roles, influencing how children perceive and interact with food brands.

Inconsistencies in research findings: Studies show inconsistencies in the effects of food marketing on boys and girls. Some studies suggest that girls are more affected, while others suggest that boys may be more affected. In addition, gendered advertising specifically targets children and influences their preferences and choices.

Strategies and Gender: While foods themselves are not inherently gender neutral, marketing strategies often create a gender stereotype, making certain foods more appealing to boys or girls

Variables affecting the relationship between gender and food attitudes: Various factors mediate the relationship between advertising, gender and food attitudes these include weight status, nutritional knowledge, advertising strategies, media diversity, brand awareness, and family dynamics. However, research on these variables and their interactions with gender differences remains limited.

Strengths and weaknesses of the study: The study highlights strengths such as contributing to data management and suggesting new research directions. However, it notes limitations, including TV advertising bias in existing research, common definitions of key variables, and methodological characteristics of research in various fields.

Anastasia Tsochantaridou (2023) The case provides a comprehensive analysis of the impact of food advertising on adolescents especially through various media such as television and digital media,

Effectiveness of food advertising: Research consistently shows that exposure to unhealthy food advertisements is associated with increased willingness and intent to consume advertised foods by adolescents. This link has been found in many studies and is associated with increased consumption of sugary drinks and fast food.

Digital marketing impact: Digital marketing, including social media platforms and online gaming, engages adolescents in interactive and immersive experiences, making them especially vulnerable in ways persuasion, targeted marketing campaigns, often without clear

advertising cues, can influence adolescents' food choices and preferences.

**Gender differences:** Gender plays a role in how adolescents respond to food advertising, and studies have shown differences in the effects of boys and girls, for example, television commercials may have girls are more influenced, while boys may be more involved in certain social media platforms.

**Peer interaction and social influence:** Peer interaction and social pressure also contribute to adolescents' sensitivity to food advertising. Social media platforms where ads can resemble text from friends blur the distinction between brands and personalized content, affecting the preferences and behaviors of teens influence the function.

**Neuroscientific Responses to Advertising:** There is limited understanding of how the human brain responds to food advertising, especially in terms of reward and attention. Individual differences in response to advertising may lead to problematic food consumption irrespective of body weight.

**Resistance to Food Marketing:** Children and adolescents are often unable to counteract the effects of food advertising due to developmental barriers and cognitive limitations Resistance requires active attention, auditory persuasion understand, develop intellectual maturity, and be motivated to fight back, which young people often lack.

Laccourreya · 2019 This study examined the association between food marketing memories in video game-based video games and a range of food-related behaviors among UK adolescents, which revealed the complexity of the relationship between food and marketing practices.

The study discusses how these findings fit with existing models, such as the hierarchical effects of unhealthy food promotions, and notes contradictions and areas for further

investigation. It suggests possible explanations for the unexpected results, such as the effect of factors such as starvation or internal inhibition. Furthermore, it highlights the importance of measuring the direct impact of food marketing, and the need for further research to explore the nuances of consumer demographics and platform applications emphasize.

H Dixon (2013) In recent years, there has been growing concern about the impact of marketing strategies aimed at children, particularly those promoting low-calorie foods (EDNP) Nutrient claims highlight the specific nutritional content of foods emphasis, often in a positive light, while endorsement comes from sports figures associates these products with sport, health and fitness, which appeals more to a younger audience

Pre-teens are particularly vulnerable to the impact of such marketing tactics due to their inability to critically evaluate advertising messages and their sensitivity to peer and celebrity influence Furthermore, research shows that children view foods endorsed by sports celebrities as healthier or more desirable.

This highlights the urgent need for intervention programs aimed at reducing the impact of commercially unhealthy foods on children. An effective strategy can prevent nutrient content claims and endorsements from sports celebrities on EDNP foods aimed at children. By limiting visible and attractive progress, policymakers can help create environments that support healthy food choices for children, ultimately contributing to efforts to prevent childhood obesity and enhance overall well-being has developed.

Charlene Elliott (2020) This study explores the complex world of food marketing aimed at children, primarily through food packaging. It focuses on various strategies to attract children and parents to specific foods, such as use of cartoon characters, premium offers, bright colors,

names of play items and these strategies have been developed to introduce children and parents as foods packaged is especially for children, of the product It creates an attractive and fun feeling everywhere.

The proliferation of such "fun" children's foods in supermarkets has raised concerns about its effects on children's eating, health and relationship with food Research shows that food packaging affects young children's interest and preferences, such as the impact seen in broader food marketing strategies.

The discussion then turns to the importance of considering the nutritional value of packaged foods for children. Initial interest in food packaging and children focused on promoting cereals for children, but the public health movement later turned its attention to questions about the nutritional value of these products.

## RESEARCH GAP

Research on the impact of different marketing techniques on youth perception towards health and nutrition-related products is still relatively limited. One research gap is the lack of comprehensive studies that specifically focus on how various marketing strategies, such as social media campaigns, influencer endorsements, product placement, and packaging design, influence the perceptions and behaviors of young consumers regarding health and nutrition products. Additionally, there's a need for longitudinal studies to examine the long-term effects of marketing techniques on youth attitudes, preferences, and consumption patterns of such products. Understanding these gaps can provide valuable insights for designing effective marketing strategies aimed at promoting healthier dietary choices among youth.

## RESEARCH METHODOLOGY

### Research philosophy

The research philosophy for this topic of assessing the impact of different marketing techniques on youth perception towards health nutrition-related products can be aligned with interpretivism. Interpretivism is a research philosophy that focuses on understanding and interpreting human experiences, meanings, and social constructs in a subjective manner. This philosophy recognizes that individuals' perceptions and interpretations of marketing strategies are influenced by various subjective factors such as personal beliefs, values, and cultural contexts.

In this research, interpretivism allows for an in-depth exploration and understanding of the youth's subjective experiences and perceptions towards health nutrition-related products. It acknowledges that marketing techniques are not perceived universally, but rather vary among individuals based on their unique perspectives and social contexts. By adopting an interpretivist approach, the researchers aim to uncover the underlying meanings and interpretations attached to different marketing techniques and their impact on youth perception. Interpretivism supports the collection of qualitative data through methods such as interviews and open-ended surveys. This allows researchers to explore the nuances and complexities of youth perceptions, capturing their thoughts, emotions, and personal experiences related to health nutrition-related products and the marketing strategies employed. By analyzing these qualitative data, the research can gain a deeper understanding of how marketing techniques shape the youth's perceptions, enabling the identification of patterns, themes, and underlying factors that influence their decision-making processes.

Furthermore, interpretivism aligns with the aim of this research to contribute to knowledge and understanding. The subjective nature of perceptions and interpretations highlights the importance of exploring the youth's perspectives to generate insights that can inform



marketing strategies geared towards promoting healthier dietary choices. By adopting a research philosophy rooted in interpretivism, the study acknowledges the complexity and inherent subjectivity involved in understanding youth perception, allowing for a comprehensive exploration of the topic.

### Research purpose

The purpose of the research is to assess the impact of different marketing techniques on youth perception towards health nutrition-related products. It aims to investigate how various marketing strategies influence the attitudes, beliefs, and behaviors of young individuals in relation to these products. The research endeavors to provide valuable insights and understanding of the effectiveness and potential implications of marketing techniques in shaping youth perception.

The research aims to contribute to the existing knowledge and understanding of the influence of marketing on youth perception, particularly in the context of health nutrition-related products. Its findings may provide valuable insights for marketers, policymakers, and stakeholders involved in promoting healthier dietary choices among young individuals. Additionally, the research may guide the development of more effective and responsible marketing strategies to improve overall nutrition and well-being among the youth population. Overall, the purpose of the research is to shed light on the effects of marketing techniques on youth perception towards health nutrition-related products, with the ultimate goal of informing interventions and strategies aimed at promoting healthier lifestyles and behaviors.

### Research approach

The research approach for assessing the impact of different marketing techniques on youth perception towards health nutrition-related products can be a mixed-methods approach. This approach combines both

quantitative and qualitative methods to collect and analyze data, allowing for a comprehensive understanding of the topic from multiple perspectives.

Quantitative research methods can be employed to gather numerical data on the youth's perceptions, attitudes, and behaviors regarding health nutrition-related products and the marketing techniques used. This can be achieved through survey questionnaires distributed to a large sample of participants and we circulated our questionnaires to LOVELY PROFESSIONAL UNIVERSITY STUDENTS because they were our sample populations. The questionnaire included questions that assess the effectiveness of various marketing techniques, the influence of marketing on product perception, and demographic information to understand any potential variations among different groups. Statistical analysis was applied to analyze the collected data and identify trends, correlations, and statistical significance.

Qualitative research methods can complement quantitative data by providing deeper insights into the subjective experiences and interpretations of the youth. This can be accomplished through in-depth interviews or focus group discussions and for our research we did interviews with some of the selected students. These qualitative methods allowed us to explore the underlying meanings, motivations, and contextual factors that shape youth perception. Additionally, it is essential to consider ethical considerations throughout the research process, especially when involving human participants. Obtaining informed consent, ensuring confidentiality, and protecting the privacy and well-being of participants should be prioritized.

### Sampling methods

The primary target demographic for this project is youth and adolescents, between the ages of 18 and 25. This age

group was selected in order to gain a broader understanding of the topic by using the perspectives and insights of individuals at this stage of life development. Purpose of a qualitative study focusing on this population is to collect rich and heterogeneous data that will be invaluable for examining the impact of marketing strategies on attitudes towards health and nutrition products.

The study mainly focuses on Lovely Professional University students. These students often make decisions about their daily meals, which gives them a different perspective on the issue. Additionally, they are exposed to marketing strategies throughout their study, which makes them more aware of the strategies used to promote health and nutrition-related products.

Random sampling was used to ensure that the data collected for the study were unbiased and representative. Samples were selected from all departments of the university, including business, civil engineering, hotel management, and many others. This approach aims to capture the perspectives and experiences of different academic disciplines, to enhance the findings and insights of the research.

### Data collection methods

1. Surveys: Surveys are a commonly used quantitative data collection method. They can be used to gather data from a large sample of participants and provide numerical information on youth perception towards health nutrition-related products and the effectiveness of various marketing techniques. The surveys can include questions on demographics, product perception, attitudes towards marketing, and purchasing behavior.

2. Interviews: In-depth interviews were conducted to gather qualitative data on individual experiences and perceptions. This method provided a deeper

understanding of the underlying factors that shape youth perception towards health nutrition-related products.

3. Focus Groups: Focus groups can be used to gather qualitative data from a small group of participants who are selected based on specific criteria such as age, gender, or dietary habits. This data collection method can provide insights into how youth perceive and interpret different marketing techniques and how such perceptions vary among different groups.

4. Social media analysis: Social media platforms can be used to collect data on youth perceptions of marketing and health nutrition-related products. This method provided an opportunity to analyze social media campaigns, hashtags, and influential posts that target youth and shaping product perceptions.

5. Observation: We collected data using direct observation of behavior and interactions. By observing youth in their natural environment, researchers can gain an understanding of their behaviors, preferences and buying tendencies in relation to health nutrition-related products. consent is obtained, participant confidentiality is maintained, and privacy and the welfare of young individuals is protected.

### Data analysis

#### Age:

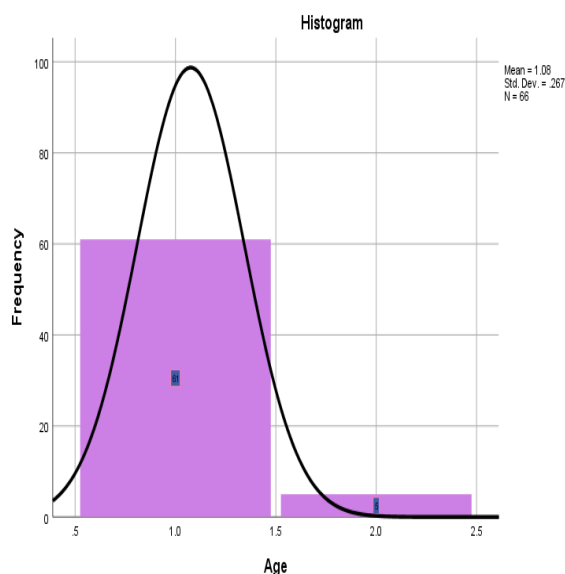
18-25 respondents are represented by the number 1

26-30 respondents are represented by the number 2

## Statistics

### Age

N	Valid	66
	Missing	0
Mean		1.08
Median		1.00
Mode		1
Std. Deviation		.267
Variance		.071
Skewness		3.282
Std. Error of Skewness		.295
Kurtosis		9.042
Std. Error of Kurtosis		.582
Range		1
Minimum		1
Maximum		2
Sum		71
Percentiles	25	1.00
	50	1.00
	75	1.00



**Mean:** The average age range of 1.08 indicates that the majority of respondents fall within the 18–25 age range,

with the decimal representing the average category rather than a specific age due to the categorical nature of the variable.

**Median:** With a median age range of 1.00, half of the respondents are in the 18–25 age range, while the other half are in the 25–35 or older age range, suggesting some symmetry in the distribution around these age groups.

**Mode:** The most common age range among respondents, as indicated by the mode of 1, is 18–25, implying that a sizable percentage of the sample falls into this age range.

**Standard Deviation and Variance:** The age range data's dispersion or spread around the mean is quantified by the variance of 0.071 and the standard deviation of roughly 0.267. Greater variability in the age ranges is implied by a higher standard deviation and variance, suggesting that the ages of the respondents are not closely concentrated around the mean age range of 18 to 25.

**Skewness:** The distribution of age ranges is skewed to the right, according to the positive skewness value of 3.282. This implies that the younger age groups (18–25) have a comparatively higher number of responders than the older age groups (25–35 and above).

**Kurtosis:** The distribution of age ranges is more peaked and has heavier tails than a normal distribution, as indicated by the kurtosis value of 9.042. This suggests that the responses might be grouped around specific age groups or contain outliers, which could point to a non-uniform distribution of respondents across age ranges.

**Range:** The range of one indicates that there are two age categories altogether, ranging from 1 to 2. The observed age range exhibits a high of over 45, and a low of 18 to 25.

**Minimum:** The smallest age category is 1 (18-25).

**Maximum:** The largest age category is 2 (26-30).



**Sum:** The sum of all age categories is 71.

Overall, the data indicates that there is age heterogeneity among the respondents, with some falling into older age categories, even if the majority of respondents are in the 18–25 age range. The distribution, however, shows heavy-tailedness and is positively skewed, meaning that a higher percentage of respondents are younger. This suggests that replies may be clustered around specific age groups.

### Gender

1 = Male

2 = Female

### Statistics

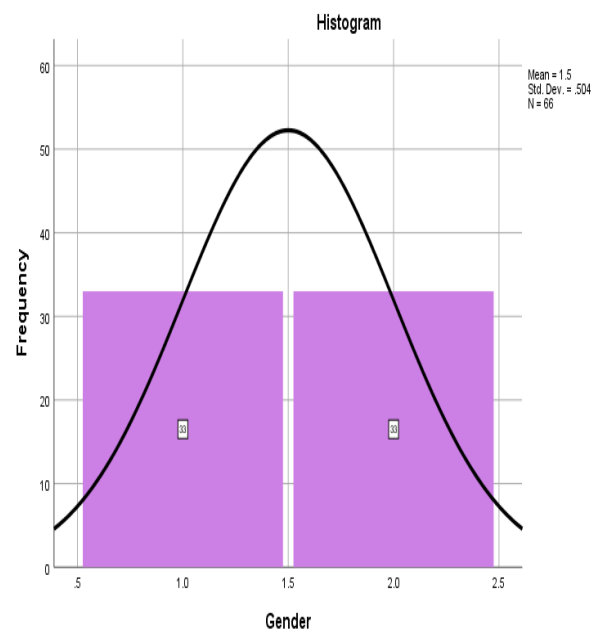
#### Gender

N	Valid	66
	Missing	0
Mean		1.50
Median		1.50
Mode		1 <sup>a</sup>
Std. Deviation		.504
Variance		.254
Skewness		.000
Std. Error of Skewness		.295
Kurtosis		-2.063
Std. Error of Kurtosis		.582
Range		1
Minimum		1
Maximum		2
Sum		99
Percentiles	25	1.00
	50	1.50
	75	2.00

a. Multiple modes exist. The smallest value is shown

### Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	33	50.0	50.0	50.0
2	33	50.0	50.0	100.0
Total	66	100.0	100.0	



**Mean:** The average gender value of 1.50 suggests that, on average, respondents are evenly distributed between male and female.

**Median:** With a median gender value of 1.50, half of the respondents identify as male (1), while the other half identify as female (2).

**Mode:** The mode of 1a indicates that multiple modes exist, with one of the modes being male (1). This suggests that male is one of the most common responses among respondents.

**Standard Deviation and Variance:** The standard deviation of 0.504 and variance of 0.254 indicate a relatively low variability in responses, suggesting that gender distribution is relatively consistent among respondents.

**Skewness:** The skewness value of 0.000 suggests that the distribution of gender values is approximately symmetrical.

**Kurtosis:** The negative kurtosis value of -2.063 indicates that the distribution is platykurtic, meaning it's less peaked and has lighter tails than a normal distribution.

**Range:** The range of 1 indicates that there are two gender categories altogether, ranging from 1 to 2, representing male and female, respectively.

**Minimum:** The smallest gender category is 1, representing male.

**Maximum:** The largest gender category is 2, representing female.

In conclusion, the analysis suggests that respondents are evenly distributed between male and female, with no significant skewness or kurtosis in the gender distribution. The variability in responses is relatively low, indicating consistency in gender distribution among respondents.

## Do you follow any companies that promote health and nutrition products on social media

### Statistics

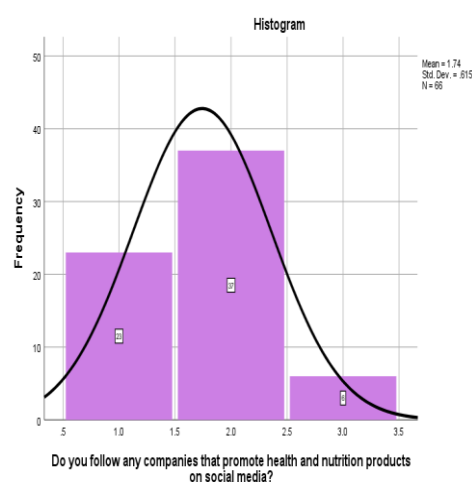
Do you follow any companies that promote health and nutrition products on social media?

N	Valid	66
	Missing	0
Mean		1.74
Median		2.00
Mode		2
Std. Deviation		.615
Variance		.379
Skewness		.215
Std. Error of Skewness		.295
Kurtosis		-.538

Std. Error of Kurtosis		.582
Range		2
Minimum		1
Maximum		3
Sum		115
Percentiles	25	1.00
	50	2.00
	75	2.00

## Do you follow any companies that promote health and nutrition products on social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	23	34.8	34.8	34.8
	2	37	56.1	56.1	90.9
	3	6	9.1	9.1	100.0
	Total	66	100.0	100.0	



**Mean:** The average response of 1.74 suggests that, on average, respondents are inclined to follow companies that promote health and nutrition products on social media.

**Median:** With a median response of 2.00, half of the respondents answered "no" (2) when asked if they follow such companies on social media.

**Mode:** The mode of 2 indicates that "no" is the most common response among respondents.

**Standard Deviation and Variance:** The standard deviation of 0.615 and variance of 0.379 suggest some variability in responses, indicating that attitudes towards following health and nutrition companies on social media vary among respondents.

**Skewness:** The positive skewness value of 0.215 suggests a slight skewness to the right in the distribution of responses, indicating that more respondents may lean towards following these companies rather than not.

**Kurtosis:** The negative kurtosis value of -0.538 indicates that the distribution is platykurtic, meaning it's less peaked and has lighter tails than a normal distribution.

**Range:** The range of 2 indicates that there are three response categories altogether, ranging from 1 to 3, representing "yes," "no," and "maybe," respectively.

**Minimum:** The smallest response category is 1, representing "yes."

**Maximum:** The largest response category is 3, representing "maybe."

**Sum:** The sum of all responses is 115.

In conclusion, the analysis suggests that while the average inclination is towards following companies that promote health and nutrition products on social media, the distribution of responses is varied. The most common response is "no," but there is some skewness towards the "yes" and "maybe" categories, indicating that some respondents do follow such companies while others do not or are undecided.

### How do you feel about companies using limited-time offers or discounts to promote their health and nutrition products

### Statistics

How do you feel about companies using limited-time offers or discounts to promote their health and nutrition products?

	Valid	66
	Missing	0
Mean		1.89
Median		2.00
Mode		1
Std. Deviation		.879
Variance		.773
Skewness		.352
Std. Error of Skewness		.295
Kurtosis		-1.281
Std. Error of Kurtosis		.582
Range		3
Minimum		1
Maximum		4
Sum		125
Percentiles	25	1.00
	50	2.00
	75	3.00

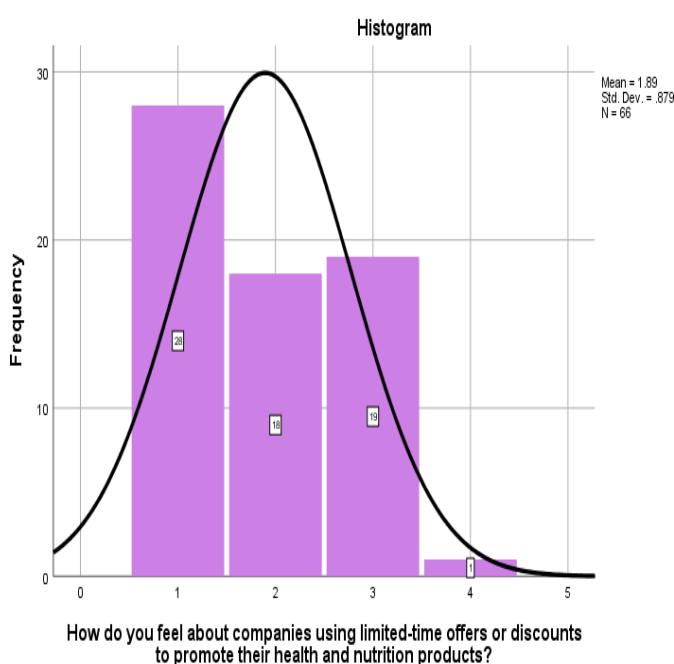
### How do you feel about companies using limited-time offers or discounts to promote their health and nutrition products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	28	42.4	42.4	42.4
	2	18	27.3	27.3	69.7
	3	19	28.8	28.8	98.5
	4	1	1.5	1.5	100.0
	Total	66	100.0	100.0	

**Mean:** The average response of 1.89 suggests that, on average, respondents feel somewhat positively about companies using limited-time offers or discounts to promote their health and nutrition products.

**Median:** With a median response of 2.00, half of the respondents feel somewhat positively or neutral about this marketing strategy.

**Mode:** The mode of 1 indicates that "very positive" is the most common response among respondents.



**Standard Deviation and Variance:** The standard deviation of 0.879 and variance of 0.773 suggest some variability in responses, indicating that feelings towards this marketing strategy vary among respondents.

**Skewness:** The positive skewness value of 0.352 suggests a slight skewness to the right in the distribution of responses, indicating that more respondents may lean towards feeling somewhat positively or very positively about this marketing strategy.

**Kurtosis:** The negative kurtosis value of -1.281 indicates that the distribution is platykurtic, meaning it's less peaked and has lighter tails than a normal distribution.

**Range:** The range of 3 indicates that there are five response categories altogether, ranging from 1 to 5, representing "very positive," "somewhat positive," "neutral," "somewhat negative," and "very negative," respectively.

**Minimum:** The smallest response category is 1, representing "very positive."

**Maximum:** The largest response category is 4, representing "somewhat negative."

**Sum:** The sum of all responses is 125.

Overall, the analysis suggests that, on average, respondents feel somewhat positively about companies using limited-time offers or discounts to promote their health and nutrition products. However, there is variability in responses, with some feeling very positively or somewhat negatively about this marketing strategy.

## Health nutrition products are essential for maintaining overall well-being

### Statistics

Health nutrition products are essential for maintaining overall well-being

N	Valid	66
	Missing	0
Mean		1.53
Median		1.00
Mode		1
Std. Deviation		.684
Variance		.468
Skewness		.927
Std. Error of Skewness		.295
Kurtosis		-.321
Std. Error of Kurtosis		.582
Range		2
Minimum		1

Maximum	3
Sum	101
Percentiles	25
	50
	75
	1.00
	1.00
	2.00

### Health nutrition products are essential for maintaining overall well-being

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	38	57.6	57.6	57.6
2	21	31.8	31.8	89.4
3	7	10.6	10.6	100.0
Total	66	100.0	100.0	

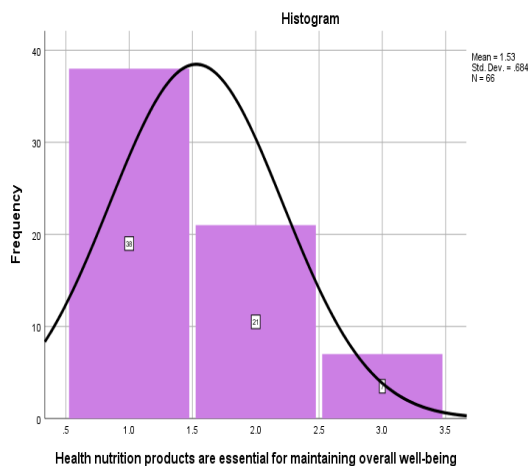
1= strongly agree

2 = agree

3 = neutral

4 = disagree

5 = strongly disagree



**Mean:** The average response of 1.53 suggests that, on average, respondents tend to agree or strongly agree that health nutrition products are essential for maintaining overall well-being.

**Median:** With a median response of 1.00, half of the respondents strongly agree or agree with the statement.

**Mode:** The mode of 1 indicates that "strongly agree" is the most common response among respondents.

**Standard Deviation and Variance:** The standard deviation of 0.684 and variance of 0.468 suggest some variability in responses, indicating that opinions vary among respondents regarding the importance of health nutrition products for overall well-being.

**Skewness:** The positive skewness value of 0.927 suggests a skewness to the right in the distribution of responses, indicating that more respondents may lean towards strongly agreeing or agreeing with the statement.

**Kurtosis:** The negative kurtosis value of -0.321 indicates that the distribution is platykurtic, meaning it's less peaked and has lighter tails than a normal distribution.

**Range:** The range of 2 indicates that there are five response categories altogether, ranging from 1 to 5, representing "strongly agree," "agree," "neutral," "disagree," and "strongly disagree," respectively.

**Minimum:** The smallest response category is 1, representing "strongly agree."

**Maximum:** The largest response category is 3, representing "neutral."

**Sum:** The sum of all responses is 101.

#### Percentiles:

- 25th: 1.00
- 50th (Median): 1.00
- 75th: 2.00

In conclusion, the analysis suggests that respondents tend to agree or strongly agree that health nutrition products are essential for maintaining overall well-being, with "strongly agree" being the most common response. However, there is variability in responses, with some being neutral or disagreeing with the statement.

### Marketing campaigns for health nutrition products have influenced my perception positively

1= strongly agree



2= agree

3= neutral

4= disagree

5= strongly disagree

### Statistics

Marketing campaigns for health nutrition products have influenced my perception positively

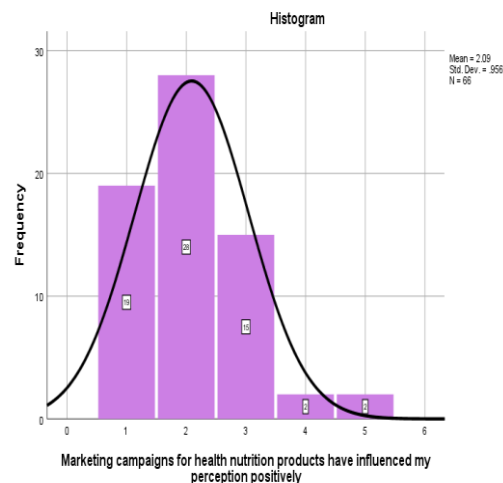
N	Valid	66
	Missing	0
Mean		2.09
Median		2.00
Mode		2
Std. Deviation		.956
Variance		.915
Skewness		.902
Std. Error of Skewness		.295
Kurtosis		1.030
Std. Error of Kurtosis		.582
Range		4
Minimum		1
Maximum		5
Sum		138
Percentiles	25	1.00
	50	2.00

75

3.00

### Marketing campaigns for health nutrition products have influenced my perception positively

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	19	28.8	28.8	28.8
	2	28	42.4	42.4	71.2
	3	15	22.7	22.7	93.9
	4	2	3.0	3.0	97.0
	5	2	3.0	3.0	100.0
Total		66	100.0	100.0	



**Mean:** The average response of 2.09 suggests that, on average, respondents tend to agree or somewhat agree that marketing campaigns for health nutrition products have positively influenced their perception.

**Median:** With a median response of 2.00, half of the respondents agree or somewhat agree with the statement.

**Mode:** The mode of 2 indicates that "agree" is the most common response among respondents.

**Standard Deviation and Variance:** The standard deviation of 0.956 and variance of 0.915 suggest some

variability in responses, indicating that opinions vary among respondents regarding the influence of marketing campaigns on their perception.

**Skewness:** The positive skewness value of 0.902 suggests a skewness to the right in the distribution of responses, indicating that more respondents may lean towards agreeing or somewhat agreeing that marketing campaigns have positively influenced their perception.

**Kurtosis:** The positive kurtosis value of 1.030 indicates that the distribution is leptokurtic, meaning it's more peaked and has heavier tails than a normal distribution.

**Range:** The range of 4 indicates that there are five response categories altogether, ranging from 1 to 5, representing "strongly agree," "agree," "neutral," "disagree," and "strongly disagree," respectively.

**Minimum:** The smallest response category is 1, representing "strongly agree."

**Maximum:** The largest response category is 5, representing "strongly disagree."

**Sum:** The sum of all responses is 138.

#### Percentiles:

- 25th: 1.00

- 50th (Median): 2.00

- 75th: 3.00

Overall, the analysis suggests that respondents tend to agree or somewhat agree that marketing campaigns for health nutrition products have positively influenced their perception. However, there is variability in responses, with some being neutral or disagreeing with the statement.

#### How often do you encounter marketing messages targeting youth

1=Daily

2= Weekly

3= Monthly

4= Rarely

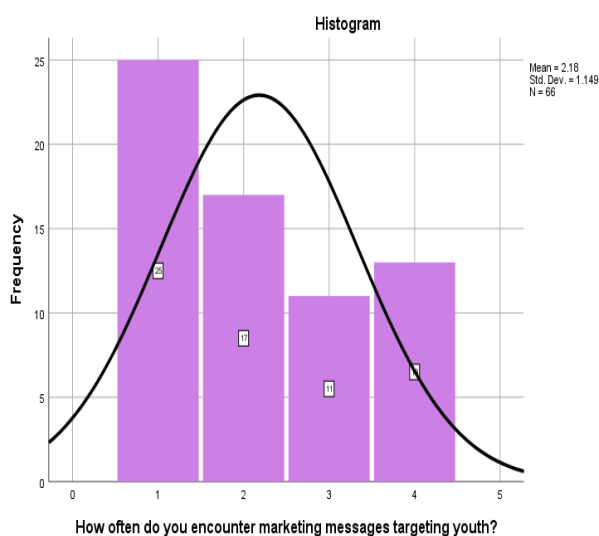
#### Statistics

How often do you encounter marketing messages targeting youth?

N	Valid	66
	Missing	0
Mean		2.18
Median		2.00
Mode		1
Std. Deviation		1.149
Variance		1.320
Skewness		.448
Std. Error of Skewness		.295
Kurtosis		-1.249
Std. Error of Kurtosis		.582
Range		3
Minimum		1
Maximum		4
Sum		144
Percentiles	25	1.00
	50	2.00
	75	3.00

## How often do you encounter marketing messages targeting youth?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	25	37.9	37.9	37.9
2	17	25.8	25.8	63.6
3	11	16.7	16.7	80.3
4	13	19.7	19.7	100.0
Total	66	100.0	100.0	



**Mean:** The average response of 2.18 suggests that, on average, respondents encounter marketing messages targeting youth weekly.

**Median:** With a median response of 2.00, half of the respondents encounter such marketing messages weekly.

**Mode:** The mode of 1 indicates that "daily" is the most common response among respondents.

**Standard Deviation and Variance:** The standard deviation of 1.149 and variance of 1.320 suggest some variability in responses, indicating that the frequency of

encountering marketing messages targeting youth varies among respondents.

**Skewness:** The positive skewness value of 0.448 suggests a slight skewness to the right in the distribution of responses, indicating that more respondents may lean towards encountering such messages less frequently than weekly.

**Kurtosis:** The negative kurtosis value of -1.249 indicates that the distribution is platykurtic, meaning it's less peaked and has lighter tails than a normal distribution.

**Range:** The range of 3 indicates that there are four response categories altogether, ranging from 1 to 4, representing "daily," "weekly," "monthly," and "rarely," respectively.

**Minimum:** The smallest response category is 1, representing "daily."

**Maximum:** The largest response category is 4, representing "rarely."

**Sum:** The sum of all responses is 144.

Overall, the analysis suggests that, on average, respondents encounter marketing messages targeting youth weekly. However, there is variability in responses, with some encountering such messages more frequently (daily) and others less frequently (monthly or rarely).

## Findings

Based on our findings of our data analysis, several potential avenues for future research could be explored to deepen our understanding on the impact of different marketing techniques on youth perception towards health nutrition-related products and also researchers might explore several areas to further enhance understanding and inform marketing strategies on the following:

1. Long-term effects: Investigate the long-term effects of different marketing techniques on youth perception and behavior regarding health nutrition-related products. Assess whether certain techniques have sustained effects or if there are changes in perception over time.

2. Comparative analysis: Conduct a comparative analysis of the effectiveness of various marketing techniques. Compare traditional advertising methods, such as print and television, with newer digital marketing strategies, such as social media influencers and online advertisements, to determine their relative impact on youth perception.

3. Cultural influences: Examine how cultural factors influence youth perception towards health nutrition-related products. Explore how marketing techniques can be tailored to different cultural contexts, considering cultural beliefs, values, and norms.

4. Targeted messaging: Investigate the effectiveness of targeted messaging in marketing campaigns. Determine whether personalized or tailored messages based on demographic factors (e.g., age, gender, socio-economic status) are more effective in shaping youth perception towards health nutrition-related products.

5. Ethical considerations: Explore the ethical implications of different marketing techniques targeting youth. Investigate the potential impact of misleading or deceptive marketing practices on youth perception and behavior, and assess the role of ethics in promoting responsible marketing practices.

6. Media literacy interventions: Evaluate the effectiveness of media literacy interventions in enhancing youth's ability to critically evaluate marketing messages related to health nutrition products. Assess how such interventions can empower youth to make informed choices and resist potentially manipulative marketing techniques.

## Conclusion

Based on the data collected through various methods, the research on the impact of marketing techniques on youth perception towards health nutrition-related products yields several important findings. These findings provide valuable insights into the effectiveness of marketing strategies and their implications for shaping youth attitudes and behaviors. First, the research demonstrates that marketing techniques play a significant role in capturing the attention and interest of youth regarding health nutrition-related products. Strategies such as branding, advertising, and social media campaigns have shown to influence product perception, making them more attractive and desirable to the target audience.

Furthermore, the research identifies that marketing techniques have a direct impact on youth purchasing and consumption behaviors. Compelling marketing strategies can shape buying preferences and drive young individuals towards healthier choices in their dietary habits. On the other hand, misleading or deceptive marketing practices can lead to the adoption of unhealthy nutritional patterns.

The ethical considerations surrounding marketing to youth for health nutrition-related products also emerge as a critical finding. The study emphasizes the need for responsible marketing practices that prioritize the well-being of young individuals. Regulatory measures and industry guidelines should be established to ensure that marketing messages targeting youth are truthful, transparent, and aligned with nutritional guidelines.

In terms of the future of this research, there are several avenues for further exploration. Additional studies can delve deeper into specific marketing techniques and their differential impact on various subgroups of youth. Longitudinal studies can provide insights into the long-term effects of marketing on youth perception, behaviors,

and health outcomes. Furthermore, comparative studies across different countries and cultures can shed light on the influence of cultural contexts on youth perception towards health nutrition-related products.

Overall, the findings of this research highlight the significant role of marketing techniques in shaping youth perception towards health nutrition-related products. By understanding these dynamics, policymakers, marketers, and stakeholders can develop strategies to promote healthier choices and contribute to the overall well-being of young individuals. Continued research in this area is crucial for creating evidence-based guidelines and interventions to mitigate the potential negative effects of marketing and foster a healthier future for youth.

## ACKNOWLEDGEMENT

I would like to extend my sincere gratitude to all those who have contributed to the successful completion of this research paper on the topic "Assessing the impact of different marketing techniques on youth perception towards health nutrition related products." As BCOM students, this journey has been both challenging and rewarding, and I am deeply indebted to the following individuals and entities for their invaluable support and guidance throughout this journey.

First and foremost, I express my heartfelt appreciation to my supervisor, Dr. Parul Sharma, for his unwavering support, insightful feedback, and encouragement at every stage of this research. His expertise, patience, and dedication have been instrumental in shaping this paper and enhancing its quality.

## FUTURE PERSPECTIVES

- **Marketing Strategies:** Looking at how different subgroups of young people are affected by marketing strategies, such as product placement, celebrity endorsements, and internet influencer

campaigns. Targeted marketing campaigns might benefit from an understanding of which tactics work best for various populations.

- **Long-Term Effects:** To evaluate the long-term impacts of marketing on young people's perceptions, behaviors, and health outcomes, longitudinal studies should be conducted. Following people over time can show how early exposure to marketing messaging affects eating patterns, health consequences, and attitudes about nutrition as adults.
- **Cultural settings:** Comparative studies across various nations and cultural settings can be used to investigate how cultural influences affect young people's perceptions of items connected to health and nutrition. This study can reveal subtle cultural differences in dietary attitudes and help develop culturally aware marketing campaigns.

## REFERENCES.

- Mayhew, A. J., Lock, K., Kelishadi, R., Swaminathan, S., Marcilio, C. S., Iqbal, R., Dehghan, M., Yusuf, S., & Chow, C. K. (2015, March 30). Nutrition labelling, marketing techniques, nutrition claims and health claims on chip and Biscuit Packages from sixteen countries: Public Health Nutrition. Cambridge Core.
- Truman, E., & Elliott, C. (2019, August 19). Identifying food marketing to teenagers: A scoping review - international journal of behavioral nutrition and physical activity. SpringerLink



- Author links open overlay panel Lisa M. Powell PhD a, a, b, c, Abstract In response to concerns about childhood obesity, Malik, V. S., Reedy, J., Harris, J. L., Powell, L. M., Molnar, A., Speers, S. E., Andreyeva, T., Iom, U.S. Department of Agriculture and DHHS, CDC, Gidding, S. S., Appel, L. J., Ogden, C. L., Commission, F. T., ... Cheyne, A. (2013, September 17). Food marketing expenditures aimed at youth: Putting the numbers in context. *American Journal of Preventive Medicine*
- Author links open overlay panel Lisa M. Powell PhD a, a, b, c, Abstract In response to concerns about childhood obesity, Malik, V. S., Reedy, J., Harris, J. L., Powell, L. M., Molnar, A., Speers, S. E., Andreyeva, T., Iom, U.S. Department of Agriculture and DHHS, CDC, Gidding, S. S., Appel, L. J., Ogden, C. L., Commission, F. T., ... Cheyne, A. (2013, September 17). Food marketing expenditures aimed at youth: Putting the numbers in context. *American Journal of Preventive Medicine*.
- Mehta, K., Phillips, C., Ward, P., Coveney, J., Hindsley, E., & Carter, P. (2012, May 21). Marketing Foods to children through product packaging: Prolific, unhealthy and misleading: *Public Health Nutrition*. Cambridge Core.
- Elliott, C., & Truman, E. (2020, March 30). The power of packaging: A scoping review and assessment of child-targeted food packaging. MDPI.
- Brown bill, A. L., Cairns, G., Fleming-Milici, F., Mahabir, S., Malik, V. S., Mangold, W. G., Ruder, E. H., Scully, M., Swinburn, B. A., Yoo, C. Y., Appel, G., Statistics, A. B. of, Council, A. F. and G., Baldwin, H. J., Belsen-Robinson, T., ... Freeman, B. (2021, May 29).
- Murphy, G., Corcoran, C., Tatlow-Golden, M., Boyland, E., & Rooney, B. (2020, March 25). See, like, share, remember: Adolescents' responses to unhealthy-, healthy- and non-food advertising in social media. MDPI.