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SWOT ANALYSIS OF FOOD PRODUCTS BY SCHOOL GOING CHILDREN



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ABSTRACT:

The present study was intended to study the SWOT analysis by school going children on food products. The study was carried out among the school going children of Puducherry belonging to both government and private schools. About five hundred and seventy one samples (N=571) from 12 to 15 years of age were selected comprising of both boys and girls. A questionnaire was formulated to collect the data from samples. The

entire study was spread over a period of eight months from January 2012 to August 2012. Percentages and illustrations were used. It was found that the samples were aware of the food products/snacks listed in the questionnaire. The awareness was attributed to the detailed and attractive television advertisements, which make the young children to fall a prey to the advertisements thereby resulting in early onset of non communicable diseases.

KEYWORDS

Swot Analysis, Food Products, attractive television advertisements.

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INTRODUCTION :

Globalization has resulted in rapid changes in diets and lifestyles, which has a significant impact on the health and nutritional status of populations, particularly in developing countries. Traditional diets have been replaced by high-fat, energy-dense diets with a substantial content of animal-based foods (Jasmina and Raji, 2014). SWOT analysis is a strategic planning method generally used to evaluate the Strengths, Weaknesses, Opportunities and Threats involved in a project or in a business. In the present study, SWOT analysis was done for the selected food products and its advertisements in television as said by the respondents.

OBJECTIVE:

The objective of the study was to conduct a SWOT analysis on food related advertisements and the food products by the target group.

METHODOLOGY:

The study was carried out in Puducherry in both government and private schools for a group of about five hundred and seventy one (N=571) children in the age group of 12-15 years. Questionnaire was used for collecting data. Percentages and Illustrations were used.

RESULTS:

SWOT Analysis of the Food Products and its related Advertisements as Evaluated by the respondents

The strengths, weaknesses, Opportunities and threats (SWOT) according to the respondents for a variety of products listed are depicted in the following table 1.1.

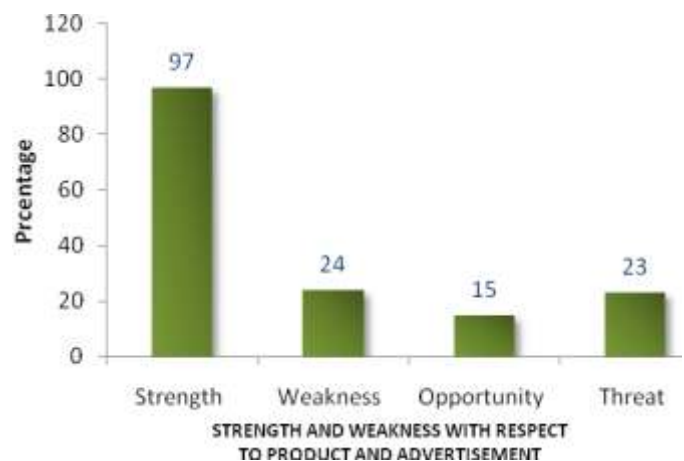
Table 1.1 SWOT analysis for selected food products & its advertisements on TV

Variables	Awareness of the product		With respect to product & advertisement							
	Aware	Unaware	Strength		Weakness		Opportunity		Threat	
			Yes	No	Yes	No	Yes	No	Yes	No
BISCUITS										
Milk bikis	99	1	100	0	28	71	25	75	22	78
Oreo	100	0	100	0	29	71	22	77	26	74
Dream cream	99	1	99	1	27	72	26	73	23	76
Good day	100	0	100	0	24	76	24	76	21	79
Hide and Seek	100	0	100	0	32	68	25	75	30	70
Dark fantasy	97	2	98	2	26	72	18	80	19	79
Little Hearts	91	8	91	-	29	62	14	77	18	73
Nice	76	24	76	-	10	66	10	66	10	66

SWOT ANALYSIS OF FOOD PRODUCTS BY SCHOOL GOING CHILDREN

CHOCOLATES & CANDIES										
Dairy Milk	100	0	100	0	18	82	-	100	18	82
Five star	100	0	100	0	22	78	-	100	28	72
Kit kat	100	0	100	0	20	80	-	100	22	77
Alpenliebe	99	1	99	-	23	76	-	99	24	75
SNACKS										
Lays	100	0	100	0	21	78	22	78	33	67
Kurkure	99	1	99	0	22	77	26	73	25	74
Bytes	98	2	98	0	24	74	28	70	22	76
Bingo	100	0	100	0	27	73	21	79	27	73
Cheetos	99	1	99	-	23	76	26	73	27	72
BREAKFAST CEREALS /RTE										
Maggi	100	0	99	1	30	70	27	73	30	70
Cornflakes	92	8	92	-	19	73	18	74	17	75
Oats	98	2	98	-	-	98	27	71	23	75
Chocos	99	1	98	1	26	73	22	77	22	77
Rice flakes	88	12	88	-	20	68	18	70	18	70
BEVERAGES										
Complan	99	1	99	-	24	75	-	99	22	77
Ragi malt	94	6	94	-	22	72	-	94	23	71
Pepsi /Coke	98	2	98	-	28	70	-	98	21	77
7up / Sprite	100	0	99	1	27	72	-	100	27	73
Appy fizz	99	1	98	1	31	68	-	99	28	70
Maaza / Slice/ Frooti	100	0	99	1	26	73	-	100	26	73
Fanta	99	1	98	2	29	70	-	99	28	71
Tropicana	94	6	93	1	23	71	-	94	22	72
AVERAGE	97	3	97	3	24	73	15	84	23	73

From the above table it can be concluded that almost all the respondents (99%) are aware of the biscuits such as Milk Bikis, Oreo, Dream Cream, Good Day, Hide and Seek, Dark Fantasy, Little Hearts and a comparatively less percentage (79%) for Nice biscuits. A majority of the respondents have listed the strengths of biscuits such as appearance, freshness, taste, sweetness, ingredients such as cream and nuts. About 28% of the respondents have mentioned the



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weaknesses as to being very costly and soggy for biscuits.

All the respondents (100%) are aware of all the chocolates and candies listed and have mentioned the strengths as colourful, yummy, chocolaty, flavoursome, etc. About 23% have mentioned the cost as weakness, and 28% mention the cost, changes in the taste at times as threat. The snacks mentioned were well known to 100% of the respondents. The strengths listed by the samples include crunchiness, colour, flavor and taste. The weakness as said by 23% of the samples include reduced shelf life and prohibitive cost. Only a meagre percentage, around 25% of the respondents had a positive feedback on opportunities and felt that the introduction of wider range of products with respect to flavor, package, etc. by the manufacturers would be a boon. For threat, around 73% of the respondents had noted that there will be no threat to the market for these products. The remaining 27% felt that the taxation levied by the Government would make the product price soar, and the competition in the market would be a threat. Some had pointed out that maintaining the quality was important as otherwise it would turn out to be a threat. The threats mentioned by 33% include causing unpleasantness after consumption of fried items which may be due to repeated use of the oils. The breakfast cereals are well known to 100% of the samples. The strengths mentioned include factors like taste, energetic feeling, having variety of flavours, easy to cook and even can be prepared by themselves if required. The weakness and threat mentioned by 30% include causing problems of stomach etc., which can be attributed to the waxy coatings which makes the product ready to cook. The list of carbonated beverages and health drinks was also well known to 100% of the respondents. The strengths listed for both health drinks and carbonated beverages were energy booster, colourful, delicious, etc. The weakness and threat mentioned by the sample group include the cost factor, increased acidity etc. which may lead to heartburn, repeated belching, causing a discomfort.

CONCLUSION:

Awareness level was too high which was acknowledged to TV advertisements and their attitude on the product is based on the advertisement. Therefore, media and peer pressure has a telling effect than their parents and siblings.

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