



澳門大學

UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU

**Studying the Influence of TV Commercials on
Children's Perception and their Diet Behavior: A case
study of Nanping Experimental Primary School in
Mainland China**

By

**Sophia, Liu Jian
M-B0-4009-4**

Supervisor: Dr. Angela, Wen-Yu Chang

A thesis submitted for the degree of Master of Arts at the University of Macau

September 2012

Declaration

I declare that the thesis here submitted is original except for the source materials explicitly acknowledged and that this thesis, or parts of this thesis have not been previously submitted for the same degree or for a different degree.

I also acknowledge that I am aware of the Rules on Handling Student Academic Dishonesty and the Regulations of the Student Discipline of the University of Macau.

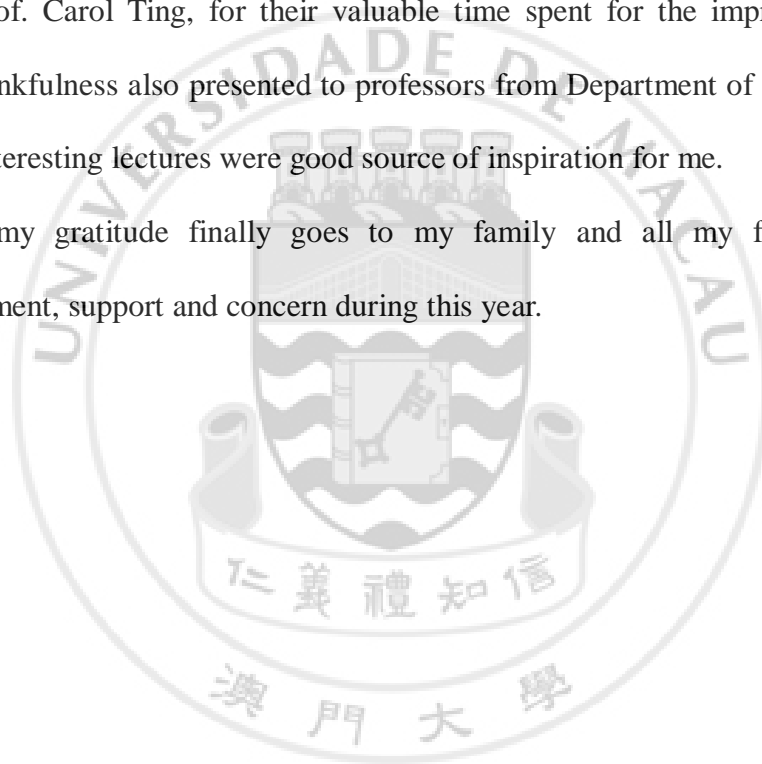


Acknowledgments

I could not have accomplished the thesis smoothly in this year without the support of many people. First and foremost, I would like to show my deepest gratitude to my supervisor, Dr. Angela Chang, who gave me a continual encouragement and careful theoretical instructions from the initial to the final.

I would also like to thank my examination committee members, Prof. Todd Lyle Sandel, Prof. Carol Ting, for their valuable time spent for the improvement of my thesis. Thankfulness also presented to professors from Department of Communication, for their interesting lectures were good source of inspiration for me.

And my gratitude finally goes to my family and all my friends for their encouragement, support and concern during this year.



Abstract

The present study explores the Chinese children's perceptions of TV food and beverage advertising, the influence of TV commercials on their diet behavior and body weight. A questionnaire survey was conducted for a total of 272 students with age 7-12 who live in Fujian, mainland China. It then relates to the age and effect of media use with children's weight. The discussion is mainly on the children engaged as consumers of advertising, showing their ability to understand the persuasive intent of advertising. It is found that sampled children, aged 9, express the recognition of bias and deception in advertising, while aged from 9 to 12 years old, they progressively develop the cognitive defence. This research intends to study consumer's social learning and the association of TV food commercials and childhood obesity by surveying the perspective of mainland Chinese children. Potential limitations and future study direction are concluded.

Keywords: Childhood obesity, TV food advertising, social learning, social cognitive theory

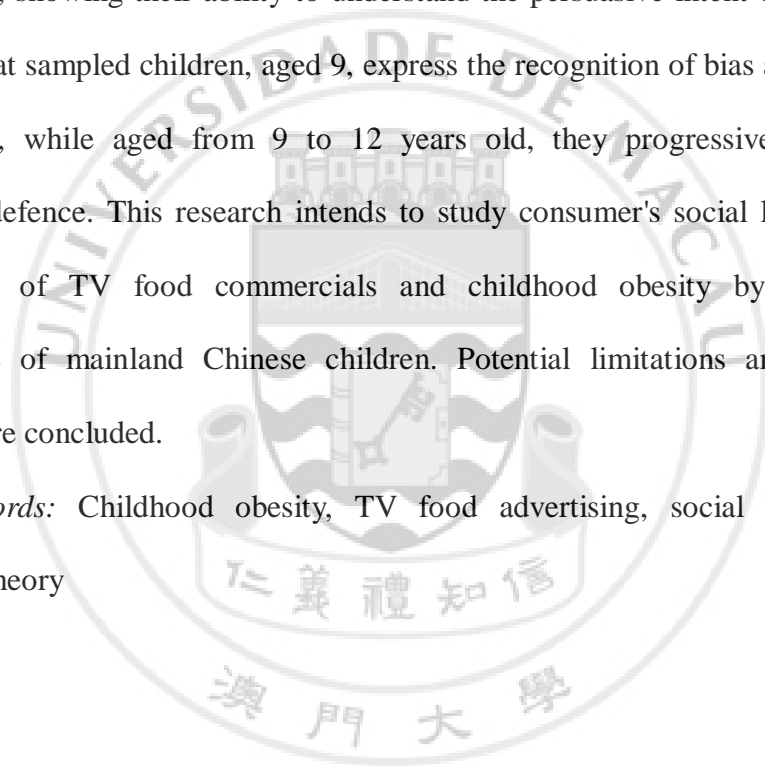


Table of Contents

Chapter 1	
Introduction	1
Significance of this study	1
Background of this study	2
Overweight and obese people in China	2
Overweight and obese children in China	3
Purpose of this study	5
Chapter 2	
Literature Review	6
Childhood Obesity	6
Social Learning	7
Social Cognitive Theory	8
Socializing Agents	9
Healthy Eating	10
TV Food Advertising and Marketing	11
Skepticism	14
Age-related Defense Cognition	14
Urban and Rural Skeptical Difference	14
Chapter 3	
Research Question	16
Definition of Key Concepts	17
Overweight and Obesity	17
Older and younger students	17
Chapter 4	
Methodology	18
Participants	18
Research Method	18
Procedure	19
Chapter 5	
Findings & Results	21
Attitudes on TV Food Commercials	23
Children's Diet Behaviors and Parents' Influence	28
Overweight & Obese Children's Diet Behaviors and Food TV Commercials	33
Chapter 6	
Discussions & Conclusions	36
Discussion	36
Conclusions	39
Limitation	40
Future Research Direction	41
References	42
Appendix A	
Appendix B	