Food Marketing towards Children: Brand Logo Recognition, Food-Related Behavior and BMI among 3-13-Year-Olds in a South Indian Town

Given its effect on food consumption and related behaviours, children-directed food marketing is increasingly recognised as an important health risk. In addition to lifestyle changes, India is experiencing a change in the marketing landscape with an increasing amount of money spent yearly on Indian television advertising. Additionally, promoted food tends to be high in fat, sugar and salt. The objectives of this study were (i) to assess the ability of 3-13 year olds children to recognise brand logos that are featured in food promotional campaigns and how this ability relates to age and socioeconomic status, (ii) to investigate food-related behaviour and BMI in these children, and (iii) to investigate the relationship between individuals’ logo recognition ability and their food-related behaviour and BMI.

This cross-sectional study revealed that logo recognition increased with age, and that children in high socio-economic groups scored significantly higher than those in low socio-economic groups. Overall, the study found significant association between logo recognition and BMI.