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# Toys as Food Premiums : Does it Promote Unhealthy Eating Habits? (Understanding Mother's Perspective)

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## Abstract

**Purpose :** The study analyzed the role premiums play in selection of food items, and the source of information about toys as premium. The study also analyzed the attitude of children towards products with toys as premium and also the attitude of mothers towards the quality of toy premiums promoting unhealthy eating habits among kids.

**Design/ Methodology/ Approach :** The study was based on data collected from 110 mothers with children in the age group of 4 - 10 years. Mothers are considered as the primary caretakers of children; so, their opinion was considered. The instrument for the study was a self-administered questionnaire. The study was conducted from January - March 2018.

**Findings :** Premiums play a very important role in the selection of food products by children. They were more interested in premiums than in the food products. Mothers, on the other hand, were concerned about the unhealthy eating habits and quality of premiums. Mothers were of the view that educational and creative toys should be provided with the food products. The marketers should also use premiums for promoting healthy food products.

**Research Limitations :** The study was conducted in Delhi - NCR only. The study only took into consideration mothers' perspectives, and children's attitude was not measured directly.

**Managerial Implications :** Research findings from this study have implications for policy makers from a public health perspective; marketers for designing their promotional strategies; and for parents to take their decisions for the betterment of their kids.

**Originality/ Value :** The present study would help marketers in understanding the role premiums plays in selection of food products. They will also understand the attitude of mothers and children towards the premiums.

**Keywords:** children, advertisements, food, premiums, toys

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**M**arketers target family in most of the promotions of products and services. The changing family patterns, shift from joint family to nuclear family, and exposure to socialization agents have changed the way the purchase decisions are taken. Children these days are emerging as one of the homogenous clusters with identity of their own as consumers (Malik & Shah, 2016). Children play a significant role in the consumer market

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