

A Comprehensive Analysis of Misleading Food and Beverage Advertisements, with a Special Emphasis on Television Commercials regarding Women's Health and Wellness

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Abstract

This research paper delves into the dynamic landscape of contemporary advertising, acknowledging its profound impact on daily experiences in the evolving journey of human civilization. Whether individuals are commuting or in the sanctuary of their homes, exposure to advertisements has become an omnipresent aspect of modern life, extending seamlessly into the digital realm through platforms such as YouTube, Facebook, and Twitter. Advertisements have metamorphosed into a formidable force, not only shaping our immediate environment but also exerting a substantial influence on lifestyles and the formation of identities. In light of this, a critical examination of the accuracy of advertisers' claims becomes imperative, particularly when focusing on the intricate domain of food and beverages. The food and beverage industry, marked by intense competition, witnesses entities ardently promoting and selling their products. In this highly competitive marketplace, companies strive to establish market dominance, often resorting to misleading and faulty advertising practices. Navigating the intricacies of the food and beverage sector necessitates a discerning evaluation of the claims propagated by advertisers. To fulfil the objectives of this research paper, the researcher conducted a comprehensive investigation into the dissemination of false information by these Television Commercials, uncovering their role in deceiving consumers and violating the standards set by the Advertising Standards Council of India's Code for Food and Beverages. Employing qualitative content analysis, the study specifically concentrates on scrutinizing food and beverage Commercials broadcasted on television. The findings illuminate the adverse impact of such television commercials, with a special focus on the realm of women's health and wellness. This research contributes to an enhanced understanding of the challenges within the food and beverage industry, emphasizing the

need for vigilant scrutiny and regulatory measures to safeguard consumer well-being, particularly in the context of women who bear a disproportionate brunt of these deceptive practices.

Keywords: Advertisement, Advertising Standards Council of India's Code, Television Commercial, Violation, Women's health and wellness.

1. Introduction:

Meaningful Brands has explored the connection between brands and consumers, emphasizing the integration of transparency, ethics, and social commitment into a company's vision. While the primary goal is to sell, certain companies, like Nestlé and others promoting healthier living, go beyond profit. Natura in Brazil, with a strong sustainability focus, communicates its social value more easily than Walmart, which transformed its image by embracing sustainability. Authenticity in corporate social responsibility (CSR) is vital, and companies should focus on holistic contributions to individuals' personal priorities for a more impactful connection.

Statistics indicate that almost two-thirds of American women are overweight or obese, leading to a \$33 billion annual expenditure on weight loss products. The industry includes various services and

products, with the Federal Trade Commission (FTC) monitoring deceptive marketing practices. Magazines, popular for health information, negatively impact body image and eating behaviors, especially in adolescent girls. A study aims to assess the prevalence and types of weight loss information in women's health and fitness-focused magazines.

Advertising critic Jean Kilbourne addressed the subconscious impact of advertisements at Harvard T. H. Chan School of Public Health. She dissected hidden messages in food and body image ads, emphasizing their role in creating a harmful "toxic cultural environment." Kilbourne praised the Striped program for preventing eating disorders and called for societal shifts in thinking about food, suggesting measures like warning labels, taxes on diet products, and media literacy education.

1.1 Advertising

A defined concept of advertising is presented as follows: "Advertising is the nonpersonal communication of information, typically paid for and designed to be persuasive, concerning products, services, or ideas, conveyed by identified sponsors through various media" (Bovee, 1992, p. 7). Setting aside academic language, let's dissect this statement to discern its meaning.

The discussion on how advertising works begins with a definition of advertising. According to various definitions, advertising is the nonpersonal communication of information, usually paid for and persuasive, about products, services, or ideas by identified sponsors through various media. This definition is dissected to understand its components.

1. **Nonpersonal:** Advertising is distinguished from personal selling, where the seller and buyer interact directly. Personal selling offers advantages such as detailed discussions and immediate feedback but comes with the drawback of being labor-intensive and time-consuming.
2. **Communication:** Communication involves passing information, ideas, or feelings from one person to another. In

advertising, the primary channels are sound and sight, with limited effectiveness for smell, touch, and taste.

- **Sound:** Effective in conveying words and creating the "theatre of the mind," allowing the listener to imagine images and actions.

- **Sight:** Arguably the most useful communication channel, combining words and images to convey information. Sight is crucial for advertising as it allows the presentation of products and their benefits.

3. **Information:** Information in advertising is incomplete, focusing on what the advertiser believes the customer needs to know. Complete information is impractical in an ad, so advertisers aim to highlight aspects that appeal to customers.

- **Perceptible, Imperceptible, and Induced Differentiation:** Advertisers differentiate products based on perceptible differences (visible attributes), imperceptible differences (actual but not obvious distinctions), and induced differences (persuading consumers of distinctions through advertising).

- **Parity Products:** Products with minimal inherent differences rely on induced differences to create unique selling

propositions. Advertisers associate these products with specific lifestyles, aiming to persuade consumers that using their product aligns with desired lifestyles.

4. Paid For: Advertising involves paying for the creation and placement of ads in various media. This distinguishes advertising from public relations, where information is disseminated without payment.

5. Persuasive: The ultimate goal of advertising is persuasion. Advertisers seek to influence consumer behavior by presenting information that highlights the benefits of their products, services, or ideas.

6. Products, Services, or Ideas: Advertisers promote tangible products, services, or abstract ideas. The challenge is to identify and communicate the values associated with these offerings, catering to the diverse preferences of consumers.

7. Identified Sponsors: Legal and practical considerations require advertisers to identify themselves as sponsors. This prevents confusion between advertising content and editorial content, ensuring transparency and accountability.

8. Various Media: Advertising utilizes non-personal channels such as newspapers,

magazines, radio, television, billboards, and more to convey messages to a broad audience.

Therefore, advertising, as defined, involves nonpersonal communication through various media, paid for by identified sponsors. Its effectiveness lies in carefully crafting persuasive messages that differentiate products and appeal to consumers' values and lifestyles.

1.2 What is Food?

As per the regulations outlined in the Food Safety and Standards Act of 2006, Act No. 34 of 2006, Chapter 1 (Preliminary), the term "food" encompasses any substance, whether processed, partially processed, or unprocessed, intended for human consumption. This definition includes primary food as defined in clause (zk), genetically modified or engineered food, infant food, packaged drinking water, alcoholic beverages, chewing gum, and any substance, including water, incorporated during the food's manufacture, preparation, or treatment. Notably excluded are animal feed, live animals unless prepared or processed for human consumption, plants before harvesting, drugs, medicinal products, cosmetics, narcotic or

psychotropic substances. Additionally, the Central Government has the authority to declare any other article as food through an official notification, considering its use, nature, substance, or quality. The term "food additive" is also defined as any substance not typically consumed as a food by itself but intentionally added to food for technological purposes in manufacturing, processing, preparation, treatment, packing, packaging, transport, or holding, excluding contaminants or substances added for nutritional improvement.

1.3 Why we need Law and codes for Regulating Advertisement:

Law and code are essential tools in regulating and controlling misleading advertisements, serving as guardians of consumer rights and ensuring fair practices in the marketplace. Misleading advertisements can deceive consumers, leading to uninformed purchasing decisions, financial losses, and potential harm to health or safety. Legal frameworks and industry codes establish clear standards, defining what constitutes deceptive practices and providing a basis for accountability. These regulations empower regulatory bodies to take action

against businesses engaging in misleading advertising, imposing penalties and sanctions. By having laws and codes in place, there is a foundation for promoting transparency, truthfulness, and integrity in advertising practices. This not only protects consumers from deceptive tactics but also fosters a competitive and trustworthy business environment where companies are incentivized to compete based on the merits of their products and services rather than manipulative advertising strategies.

2.0 Advertising Standards Council of India (ASCI)

Introduction to ASCI

Established in 1985, the Advertising Standards Council of India (ASCI) is dedicated to promoting self-regulation in advertising to safeguard consumer interests. ASCI upholds its Code for Self-Regulation, ensuring that advertisements adhere to legal, decent, honest, and truthful standards, avoiding hazards or harm and maintaining fairness in competition. ASCI operates as a voluntary self-regulation council, registered as a not-for-profit company under Section 25 of the Indian Companies Act. Principal members, comprising reputable industry firms in

India, include advertisers, media entities, advertising agencies, and other professional or ancillary services related to advertising practices. Notably, ASCI is not a government entity and does not formulate regulations for the public or relevant industries.

2.1 Purpose

The primary purpose of the Code is to govern the content of advertisements, with the aim of not impeding the sale of products that may be perceived as offensive by some individuals. As long as the advertisements for such products themselves are not offensive, there is generally no basis for objection under this Code.

2.3 Guidelines for Food and Beverages Advertisement by ASCI

2.3.1 Preamble:

Communication and advertisements pertaining to Food and Beverage (F&B) hold substantial sway over the general public, influencing their lives and well-being. It is crucial that F&B advertisements serve their intended purposes, with advertisers adhering to rigorous principles of self-regulation to avoid misleading the public in any way that could be detrimental to well-being. Special care is warranted in

the advertising of F&B, particularly those with elevated levels of Fat, Sugar, and Salt (HFSS). Recognizing the necessity of promoting elevated standards of business ethics and ensuring responsible commercial communication to consumers, as well as the imperative to provide honest and truthful information about food and beverage products, the following guidelines are outlined.

2.3.2 Guidelines:

1. Advertisements must not be misleading or deceptive. Claims implying that the consumption of the advertised product directly leads to personal changes in intelligence, physical ability, or exceptional recognition should be substantiated with evidence and a robust scientific basis.
2. Advertisements making health or nutritional claims must be supported by appropriate scientific evidence, adhering to the basic food standards laid down under the Food Safety Standards Act and Rules, where applicable.
3. Advertisements should not disparage good dietary practices, such as the inclusion of fresh fruits and vegetables, recommended by accepted dietary opinions to be part of a normal diet.

4. Advertisements must not encourage overconsumption or depict inappropriately large portions of any food or beverage. They should advocate moderation and show portion sizes suitable for the occasion or situation.

5. Advertisements should not undermine the importance of healthy lifestyles or mislead regarding the nutritive value of the food or beverage.

6. Advertisements should respect the role of parental care and guidance in ensuring appropriate food choices for children.

7. Unless nutritionally designed as such, advertisements for food or beverages should not portray them as meal replacements.

8. Claims in advertisements should align with information on the label or packaging of the food or beverage.

9. Advertisements for food and beverages should not claim or imply endorsement by any government agency, professional body, independent agency, or individual in a specific profession in India without prior consent, current validity, verifiable endorsement, and explicit naming of the endorsing body.

2.3.2 A) *Violation*

“Violation is an action that breaks or acts against something, especially a law, agreement, principle or something that should be treated with respect”. (Cambridge Dictionary)

“Violation is an action that causes harm or damage by treating someone or their possession without respect.” (Merriam Webster dictionary)

“Violation is to do something that is not allowed by any law rule or principle.” (Learndictornay.com)

“Violation is an action that breaks a law, agreement principle etc.”. (Idoceanline.com)

2.3.3 **Significance:**

The significance of the study titled lies in its dual focus on scrutinizing television commercials that violate the Advertising Standards Council of India's (ASCI) Code and investigating the prevalence of misleading information in television commercials related to women's health and wellness.

1. **ASCI Code Violations:** The study addresses the importance of upholding ethical advertising practices by examining instances where advertisements breach the ASCI Code. Analyzing such violations is

crucial for maintaining the integrity of the advertising industry, protecting consumers from deceptive practices, and ensuring that advertisers adhere to established standards.

2. Women's Health and Wellness: With a specific emphasis on television commercials, the research delves into the portrayal of women's health and wellness in advertisements. Given the influence of media on societal perceptions, particularly regarding health-related matters, this study aims to identify and scrutinize potentially misleading information targeting women. Understanding the impact of such television commercials is vital for promoting accurate health narratives and safeguarding the well-being of female consumers.

To sum up we can say, this study not only contributes to the enforcement of advertising standards but also addresses the specific concerns related to the portrayal of women's health, offering insights that can inform regulatory measures and foster a more responsible advertising environment.

2.4 Objectives:

1. To study the advertisements that violate the Advertising Standard Council of India's (ASCI) Code.

2. To study the misleading information given in Television commercials regarding women's health and wellness.

2.5 Research Methodology

This investigation is grounded in both primary and secondary data obtained from ASCI's press releases, newspapers, journals, website, and television advertisements. The study seeks to comprehend the role of ASCI in the advertising industry across print and electronic media. Specifically focusing on advertisements presented on electronic media and published in newspapers, the research procured data by capturing specific advertisements from television, newspapers, and the internet. The methodology employed involves content analysis and qualitative research, evaluating parameters such as visual content (including captions, written text, cautions, lower thirds, and ingredients on labels) and audio aspects (language, dialogues, background music). The study extensively examined all ASCI Codes related to Food and Beverages.

In the current study, the researcher has a list of a few false and misleading advertisements which are associated with

big brands and celebrity names. The researcher has analyzed three popular channels i.e. Aaj Tak, Zee TV and Doordarshan which are also part of the researcher's study on the topic "Violation of Advertising Standards Council of India's Code for Self-regulation in TV Commercials: Special focus on Food and Beverages". Researcher have noticed that some television commercials provide misleading information.

2.6 Data presentation and interpretation:

2.6. (A) McVities Digestive: This television commercial is 30 seconds. It has 5 main characters three female, one male and one kid. Out of three females, one is actress Kajol.

Script:

Kajol: *Good Morning*

The neighbour girl: *Chai (shouts out loud)*

The boy: *Marie (shout out loud)*

Voice Over: *Maida (eco turns back)*

Kajol: *Ordinary mariekhoge to sirfmaida hi paoge, habit fit banao, Mcvities Wholewheat Marie khao*

Voice Over: *New McVities Wholewheat Marie mein sirf maida nahi, isme hai whole wheat, fibre or nutrient ke natural goodness.*

Kajol: *McVities*

Voice Over: *Wholewheat (Eco turns back)*

Kajol: *Mcvities ye habit hai fit*

Although the product's name, "Goodness of Wholewheat," would lead consumers to believe that whole wheat makes up the majority of its basis.

Product: 1: McVities digestive



The product actually contains 43.3% refined wheat flour (maida) and 15.3% whole wheat (atta), with the latter being a far smaller proportion of the former.

Product: 2. McVitiesMaries



The mentioned product claims on its packaging to be made of whole wheat, but its ingredients contradict the front label. The ingredients list indicates that whole wheat flour (atta) constitutes 17.7%, while refined wheat flour (maida) accounts for 46.8%, along with other ingredients such as yeast, sugar, vegetable oil, etc. Both these products violate ASCI guidelines for Food and Beverages, Clause VIII as the information given in television commercials and information given on the reverse pack is in contradiction.

This commercial contravenes Clause VII of ASCI Guidelines for Disclaimers made in supporting, limiting, or explaining claims. The disclaimer mentions that the product contains 50.9% Maida and 10.9% Atta, which contradicts the ingredients listed on the label. The label specifies that

refined wheat flour (maida) constitutes 46.8%, and whole wheat flour (atta) is 17.7%. This television commercial also violates Clause 1.5 of the ASCI Guidelines for Usage of Awards and Rankings in Television Commercials, which stipulates that television commercials should be crafted to build consumer trust and avoid exploiting their lack of understanding or knowledge. But the word mcvitis and eco sound which turns back to its state whole wheat can mislead consumers by giving the impression that it is made of total whole wheat.

2.6. (B) Horlicks: This television commercial is 20 seconds long and has 7 characters and 3 main characters one is playing the role of mother; one is playing the role of daughter and one is playing the role of son.

Script:1

Kids1. *Mummy ne sabkopaalak paneer de diyakhoodkam khaya*

Kid2. *Calcium and iron kaha se milega*

Kid1. *Jaha se hamemilta h, Ek cup Horlicks mein hai iron jaise palak mein, Vitamin C jaise orange mein or Calcium jaise doodh mein, Horlicks nhi paalak paneer*



Guidelines for Foods & Beverages clause 2, 3 and 6 by giving the false information of its nutritional value, giving it preference over good dietary practice, presenting it as option of fresh fruits and vegetables and portraying it as meal replacement. Researcher studied and found that Classic Horlicks contains 13.5g of sugar per 100g, equivalent to 3.6g per serving or about 1 teaspoon of sugar while the chocolate variant of Horlicks contains 30g of sugar per 100g. Despite its certain beneficial vitamins and minerals, Horlicks quantities are generally insufficient. Meeting the recommended daily nutrient intake would require consuming a substantial amount. The primary contributor to its adverse health impact is the elevated sugar content from both malt and added sugar.

This commercial is in contrast with the visuals where a mother had small quantity of spinach (Palak Paneer) and audio compares Palak Paneer with Horlicks and display Horlicks as the substitute of spinach (Paalak Paneer) and the disclaimer says: “Horlicks kudarti ya vishesh tor par khaye jane wale khadya padartho ka vikalp nahi hai. Horlicks ek poshtik beverage hai, jiska sewan rozana ke ahaar ke hisse ke roop mein kiya jana chaiye.” This disclaimer is violating the Chapter-1 truthful and honest representation and ASCI Guidelines for Disclaimers made in supporting, limiting or explaining claims made in Commercials clause 1, 3 and 10(A)(ii) as it is trying to distort the information given in the television commercial with the disclaimer, and not holding the disclaimer for at least 4 seconds at 00:09 time code and 00:19 time code.

In 2018, Amitabh Bachchan initially supported the Horlicks nutrition campaign 'Rashtriya Poshan Abiyaan.' However, he withdrew his support after medical professionals highlighted its high sugar levels.

Furthermore, the television commercial is violating the ASCI

2.6 (C) Horlicks: This television commercial is of 30 seconds and have 7 characters and 3 main character one is

playing role of mother; one is playing the role of daughter and one is playing the role of son. After the backlash for the previous television commercial Horlicks modified its commercial and change few of the graphical representations and comparison with the other organic products.

Script: Commercial of 2022

Kids1. *Mummy ne sabkopaalak paneer de diya khood kam khaya*

Kid2. *Calcium and iron kaha se milega*

Kid1. *Jaha se hame milta hai,*

Voice Over: *Horlicks ke 2 cup doodh mein*

ha 1.5 glass jitna calcium,

2 bowl palak jitna iron,

Or 1 santre jitna Vitamin C

Mom: *Horlicks?*

Kid1: *Nhi, paalak paneer*



The brand unveiled the commercial in 2022 with a few modifications. This year, they compare Horlicks with calcium equivalent to that in 1.5 glasses of milk, iron found in two bowls of spinach, and vitamin C present in one orange.

However, the commercial contradicts its visuals where a mother consumes a small quantity of spinach (Palak Paneer). The audio compares Palak Paneer with Horlicks, portraying Horlicks as a substitute for spinach (Palak Paneer). The disclaimer states, "Horlicks is not an alternative to naturally or specifically consumed food items. Horlicks is a nutritious beverage that should be consumed as part of daily nutrition." This disclaimer violates Chapter-1 on truthful and honest representation and ASCI Guidelines for Disclaimers, specifically clauses 1, 3, and 10(A)(ii). The television commercial attempts to distort information given in the ad with the disclaimer, failing to hold it for at least 4 seconds at the 00:28 time code.

Additionally, the television commercial contravenes ASCI Guidelines for Foods & Beverages under clauses 2, 3, and 6 by providing false information about its nutritional value, promoting Horlicks over good dietary practices, presenting it as an option to fresh fruits and vegetables, and positioning it as a meal replacement. Research has revealed that Classic Horlicks contains 13.5g of sugar per 100g,

translating to 3.6g per serving or approximately 1 teaspoon of sugar. The chocolate variant of Horlicks contains 30g of sugar per 100g. Despite containing certain beneficial vitamins and minerals, the quantities in Horlicks are generally insufficient. Meeting the recommended daily nutrient intake would necessitate consuming a substantial amount. The primary contributor to its adverse health impact is the elevated sugar content from both malt and added sugar.

2.6 (D) Lipton Green Tea: This Television Commercial is on 25 seconds and have 2 main characters one is a model and another a leading actress Shraddha Kapoor.

Script:

Song: *i fallen in love with you, you love mei and i love you.*

Shraddha Kapoor: *Sabki diet kabhi kabhi dheeli padd jaati hai, Don't pachtao, green tea banao, Kyunki ye scientifically proven hai, ki ye belly fat kamkartahai, Lipton Green Tea, aadat daal lo.*

In this Television Commercial a model is seen running in the park and keeping eye over other who are slimmer than her. She is wearing a t-shirt looking bit fat then the girl she saw running. She came back home and

look herself in mirror where Shraddha Kapoor who is seen in yellow without sleeves fit t-shirt which is clearly indicating that she owns toned arm, belly and slim waist. She uses tries to motivate that girl for drinking Green tea daily. And says “*Aadat daal lo*”.

The word ‘aadat’ is violation of ASCI guidelines for F&B, Clause 1 & 5. The advertisement promotes green tea as a vital element of one's diet, suggesting that exercise and a balanced diet alone are insufficient for reducing belly fat. The TVC asserts that Lipton Green Tea is indispensable for losing belly fat and underscoring green tea as an essential component of a diet. The second violation is when the model compares herself to other girls with flat bellies. This comparison conflicts with ASCI guidelines for Food and Beverages, specifically Clause 1 as this clause prohibits misleading or deceptive commercials and mandates that claim about the product's impact on personal changes in intelligence, physical ability, or exceptional recognition must be supported and substantiated with evidence and a scientific basis.

According to Randomized Controlled Trials (RCTs) National Library of Medicine, National Center for Biotechnology Information website, research conducted by Jurgens, T. et al. (2012) mentioned in the article titled “Can green tea preparations help with weight loss?” explored the efficacy of green tea preparations in aiding weight loss. The results indicates that the weight reduction attained from green tea preparations is improbable to hold clinical significance.

2.6 (E) Gujarat Co-operative Milk Marketing Federation: Amul Taaza

Milk: This Television Commercial is of 40 sec in duration and total 8 models are performing in it.

Script:

*Mummy ki chutki daddy ki gudiya,
Pal mein jo bhar de, khooshiyo se dooniya,
Khatti mithi, baate, masti mulakate,
Dil mein basi sabke iss ghar ki betiya,
Iss ghar ki betiya, is ghar ki betiya,
Dil mein basi sabke iss ghar ki betiya,
Har ghar ke har dil mein basa Amul Taaza
Iss ghar ki betiyan,
Hamesha Taaza.*

The advertisement’s claim “Hamesha Taaza”, was not substantiated,

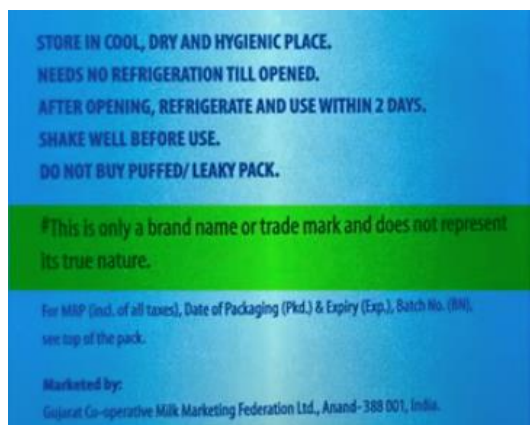
and is misleading by ambiguity. As it has a shelf life of 90 days. So how could it will be considered to be ‘Hamesha Taaza’ in English we can say ‘Always Fresh’ after the 90th day or the expiry date and the word “Homogenized Toned Milk” states that it is not fresh or taaza. The definition of “Homogenization” according to US Food and Drug Administration. 2017 (Article titled ‘Raw Milk Misconceptions and the Danger of Raw Milk Consumption’ available at www.fda.gov.) that states “Homogenization is the process of combining and distributing milk fat globules to keep milk from separating and to give it a more uniform texture”. Not only this according to Food Safety and Standards (Advertising and Claims) Regulations, 2018 “The term “fresh” shall only be used on products which have not been processed in any manner except, washed, peeled, chilled, trimmed or cut, irradiated by ionizing radiation not exceeding 1kG or other processing necessary for making the product safe for consumption without altering its basic characteristics in any manner. If such processing also leads to extension in the shelf-life of the product the term “fresh” shall not be used.

On the other hand, the label states the product name ‘Amul Taaza’ but the back packaging states “this is only a brand name or trade mark and does not represent its true nature”. This is the violation of ASCI guidelines for Food and Beverages (F&B) Clause VIII (Claims in commercials should not be inconsistent with information on the label or packaging of the food or beverage).

This TVC is also in violation of ASCI Clause 1.5 of the ASCI Guidelines for Usage of Awards and Rankings in Television Commercials which states that Television Commercials should be framed in such manner as to gain consumer trust, and not exploit his/her lack of understanding or knowledge. Because word ‘Taaza’ on the front and the statement on the back are in contradiction and can mislead to the consumer.



Just like above-mentioned product ‘Amul Paneer Fresh’ is also in violation of ASCI Clause 1.5 of the ASCI Guidelines for Usage of Awards and Rankings in Television Commercials for the same word “Taaza” as Amul taaza paneer has 45-day shelf life.



2.6 (F) Wagh Bakri Spiced Tea: This television commercial is of 30 seconds and has 2 main characters in it.

Script:

Model 1: *Sunday ke din bhi*

Model 2: *Achi sehat ke liye mein saato din exercise krta hu*

Model 1: *Baarish mein bimar ho gyi to*

Model 2: *Meri sehat ka dyan rakhti h 7
khoobiyo waali waagh bakri spice tea*

Voice over: *Kyunki waagh bakri spice tea
mein hai 7 masalo ka misran, jo de swaad
or sehat ek hi cup mein, sehat ke 7 nuskhe
waagh bakri spice tea.*

In the second model featured in this television advertisement, the individual engaging in exercise is attired in a sports bra and ankle-length tights, while in contrast, model 1 is clad in a salwar suit. Model 2 is prominently displaying her slender physique and trim waist. In response to the query "sunday ke din bhi," model 2 asserts, "achi sehat ke liye mein saato din exercise karti hu," and the statement "meri sehat maintain rakhti hai wagh bakri spice tea" is deemed misleading, as per Chapter-I Truthful & Honest Representation: Clause 1.4. This is because the portrayal of exercise appears exaggerated, and reliance on tea for health maintenance may not be entirely accurate, especially considering the potential risks of exercising in the rain, which can lead to injuries or health issues.

This action constitutes another violation of Chapter-III regarding Harmful

Products/Situations, specifically Clause 3.3, which stipulates that advertisements should not, without justifiable reason, depict or allude to hazardous practices, exhibit a disregard for safety, or encourage negligence.

2.7 Conclusion

Research has analyzed various television commercials. From which 5 television commercials of the leading brands were found to be repetitive violators of ASCI codes which were giving misleading information about women's health and wellness. Hindustan Unilever Limited, Gujarat Corporation's Amul Taaza Milk, Amul Fresh Paneer, Horlicks, Wagh Bakri Spiced Tea, Mcvities Digestive, Lipton Green Tea, Women Horlicks Plus are some of them and there is a long list of violators. The research concluded that most of the leading brands of these commercials are violating 3 out of 9 codes on an average basis. The researcher found that most of these advertisers are regular violators of these ASCI codes. Most of the claims in the advertisements related to food and beverages don't abide by the ASCI standards. ASCI don't have powers like the Film Censor Board of India. ASCI is a self-

regulatory body and doesn't have the power to punish, fine or ban any advertiser for being a repetitive offender of the ASCI's codes. ASCI should become a legal body. To be aware of misleading TVCs the consumer must know that firstly there are the products which are named and the name do not represent their true nature like Cadbury biscuit banana oats and Maggie atta noodle spinach, but in actuality it does not contain that particular ingredient in as the main component in its manufacturing. Secondly, to mislead the consumers some brands use a marketing strategy where the company name is healthy as if, it sells and contains only healthy products, like Real fruit juice, Amul Taaza paneer, and Amul Taaza milk. There are two ways to beat this marketing strategy. First, you should know this is only a brand name/trade mark and does not represent its true nature. The second is to read the ingredient list.

2.8 (A) Suggestions and Recommendations

The following suggestions and recommendations have emerged from the present study.

1. ASCI needs to be very strict with its codes, as there is no punishment maybe that

is why the advertisers repeat the violations repeatedly.

2. There should be a particular platform where audio-video television commercials should be displayed with the violation information done by the particular advertisement.

3. The researcher also found when any advertisement is found misleading, it has been either banned or revised but the viewer doesn't come to know why it was banned and why it was revised.

4. There has to be a way to inform the viewer that the particular advertisement was found misleading. This information will help the viewer to change their mind about buying or eating the particular product.

5. ASCI needs to be a legal body and there should be strict laws and punishments for all the violators as it is not about entertainment it is about information which is concerned with eating and buying food which leads and affects to our health.

2.8 (B) Limitations

1. Capturing data from Television was tough as videos were not clear while recording from a phone or camera.


2. Advertisements can be recorded through any applications or screen recorded but while using screen recording applications screen got blank.

3. It's difficult to get the same television commercial from any platform as either it is deleted from the official network or sometimes it has stopped playing on any channel.

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