



ROLE OF TV KITCHEN PROGRAMS FOR HIGHLIGHT- ING ADVERTISEMENT (COMPARATIVE ANALYSIS OF FOOD DAIRIES AND ZA- KIR'S KITCHEN)

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Abstract

Television performs a great role in switching the consumer behavior. It provides new patterns for purchasing and consuming any sort of goods and services. It is an effective way to attract the consumers through advertisement that the certain product will be a little more satisfactory for them. The objective of this study is to find out the role of Cooking Programs in highlighting advertisements. This study examines which TV cooking show does more advertising during cooking show? Study contains content analysis of two famous TV cooking programs, one of them is Chef Zakir's "Zakir's Kitchen", and other is Chef Zarnak Sidhwa's "Food Diaries". In content analysis method researcher selected 20 shows, by selecting 10, 10 episodes of each program. According to collected data it was found that during the cooking show Chef Zarnak Sidhwa presented more advertisements as compared to Chef Zakir.

Keywords: Electronic Media, Cooking Shows, Kitchen items, Food items, Advertisement

INTRODUCTION

The advent of recent private news, sports, entertainment, and food channels are growing in Pakistan. This has widened our acquaintance with food and expanded our daily menus. Earlier women used to frown on cooking, but now they feel joy for mastering in this skill. Every day people come across different formats of advertising which have a direct or indirect effects on their lives. Nowadays, producers are making their best to force everyone to buy and consume their products. (Sabaghzadeh & Altinkaya. 2017). Advertisement performs a great role to inform about the products and its services to the target consumers. It is a sort of communication to impact the behavior of the people with efficient and effective manner. (Haroon, et. al. 2011). As a matter of fact, a picture can tell even more than a thousand of words, therefore TV advertisements demonstrate the brand or commodity in a fascinating manner. Cooking shows are an important part of a growing numbers of television programs. Over the decades, cooking shows transformed, reflecting and shaping audience's interests and cultural trends. Various cooking programs with their experts and chefs are transferring their skills to the viewers, enlarging dinning tables with a variety of local and international cuisines and improving eating patterns completely. (Aziz, et. al. 2012). Consumers do receive some food safety information, cleaning, storage, proper cooking, and other potentially helpful messages from TV cooking shows. (Frans, 2017). To be geared or produced these shows toward housewives were easy and inexpensive for television stations. They furnished convenient sponsorship by a range of kitchen appliances, food products, and utility companies. (Collins, K 2015). It is quite distinct now that the prime objective of advertising is the application of branding to attract consumers "emotionally, intellectually and morally". TV advertisement performs a key role in the branding process such as creating awareness to purchase decision regarding a specific brand and even shifting to a new brand. (Zakaria, et. al. 2017). Consumers purchasing behavior is very much important, it is associated mostly by liking and disliking of the advertisement of the product. (Collins, K 2015). Consumer behavior towards a product entirely depends on advertising, without any evaluation of the quality of the product. Though cooking shows apparently provide cooking instructions. While, appliances and specific brands are presented more deliberately in these cooking programs. So the purpose of this study is to find out the role of TV cooking shows that highlights Kitchen Items through programs.

Purpose of the Study

The purpose of this study is to find out, which type of cooking how TV cooking programs advertised items during their programs, Researcher analyzed which items are mostly promoted during programs and how cooking host advertised in the shape of cooking programs.

Objective of the Study

To analyze that which cooking program does advertise more during cooking show.

Research Question

RQ: Which of these cooking shows "Food Diaries" or "Zakir's Kitchen" advertises more?

LITERATURE REVIEW

According to Aktas (2006), Advertisements is an indispensable tool to introduce different services and foods to the public. The purpose of advertisements can be observed as an enlarging commercial benefits and the demands of the consumers. (Aktas, 2006).

Ketchum (2016), elaborated that media discourses about food during the last two decades, have increased. While most of the lifestyle magazines put forward articles and recipes about cuisines. (Ketchum, 2016).

Collins (2015), acknowledged that small kitchen appliance expenditures continually exceeded in 2009, though Print media performed an important role in the promotion of food interest, however it was the broadcast media that began to mark steadily the lines of class differences.

According to Hersch et al (2014), Since 1980, Americans have decreased the time they consume preparing meals at home. Along with these factors the lack of basic cooking abilities, healthful eating information may affect children and families both. However, evidence discloses that cooking programs are effective to lead food-related attitudes and preferences.

On this matter as Sommer (2013), stated that People choose, purchase, prepare and eat food to survive. Food does not only fulfil biological needs, but it is also an interaction among the individuals and representation of relationships, as well as their culture, and the society in which they live together. Food and eating are essential parts of our everyday life.

Uribe and Fuentes (2015) mentioned that the most popular forms of non-advertising tactic is the insertion of brands within the program content, that is popularly called brand placement. This brand placement has extended over the last three decades significantly.

Iqbal and Lodhi (2015) emphasized that there is a competitive business environment in these days, where businesses strive for customers. Advertising is taken as an essential medium to communicate that is used as a commercial tool and transformative mean worldwide. Guerrilla marketing is very important sort of communication which catches the customer concentration faster than any other type of advertising.

However, Jebaraj (2016) exemplified that the instant food products were originated during the year 1958 in Japan. Though its beginning in India was in earlier 1980's, but it is found in the shelves of every kitchen of Indian homes now.

According to Aziz et al (2012), there are three 24-hours dedicated food channels in Pakistan, i.e. Masala TV, Zauq TV and ZaiqaTV. Comparatively "Masala TV" is most popular amongst all of these , which has been launched by Hum Network Limited.

Uribe and Fuentes (2015) mentioned that the use of product insertion in cooking programmes has extended over the last three decades significantly. However, spending on paid product placement has approximate growth from US\$6.25 billion in 2009 to US\$8.25 billion in 2012 worldwide.

Ha and Gizaw (2014) perceived that companies nowadays are highly concerned on individual purchaser behavior, because it assists them to get details about how the consumers feel, ponder and choose products. Consumer behavior study involves the process when individual or group of people choose, purchase, utilize or dispose of the products and services to please desires and requirements.

According to Abideen and Salaria (2010) consideration, one of the strongest medium of advertisement is television, because it influences the individual's conduct, attitude, exposure, life style and even all other cultural aspects of country also.

RESEARCH METHODOLOGY

The method by which researcher goes through its work of explaining, describing, and estimating phenomena are known as a research methodology. It is demonstrated as the study of methods through which information is acquired. Owing to the nature of the study and research objective, researcher selected content analysis technique. In this study, the researcher analyzed cooking programs of two different channels experts i-e, Chef Zakir's "Zakir's Kitchen", from Dawn TV and Zarnak Sidhwa's "Food Diaries", from Hum Masala TV". Researcher selected samples of 20 cooking shows of two different programs, 10 shows from Chef Zakir's from "Zakir's Kitchen", of Dawn TV and 10 shows from Zarnak Sidhwa's "Food Diaries", of Hum Masala TV, and analysed three elements (Raw food, Prepared food and Utensils). While, from July 2017 to September 2017 of these shows are the samples for data collection and its analysis. Collected data analyzed through tables.

Data Collection and Analysis

In this chapter researcher examines and interprets the significance of findings in the view of data collection, and review. Researcher selected content analysis methods of data collection in this study. As described in the earlier chapter, the most popular cooking shows "Zakir's Kitchen" and "Food Diaries" contents were analyzed of three months, since July to September 2017. The Raw food items, Prepared food items as well as Kitchen Appliances and Utensils including Other items Category of these both selected cooking programs.

July

“Food Diaries” contents				
Date	Raw food Items	Prepared Food Items	Kitchen Utensils	Appliances/
7/18/2017	Soya Supreme Oil Soya Supreme Banaspati	Chicken Stock Cubes	Anex Beater	
7/20/2017	Shehzada Rice Soya Supreme Oil Soya Supreme Banaspati		Anex Deluxe Rice Cook-ware Sonex Cookware	
5/27/2017	Soya Supreme Oil Soya Supreme Banaspati Shehzada Rice	Chicken Stock Cubes	Sonex Cookware	

Findings: In the month of July 2017 Zarnak Sidhwa host of Food Diaries cooking show uses Raw Food items like (Soya Supreme Oil, Soya Supreme Banaspati and Shehzada Rice) frequently. She uses Prepared item (Chicken Stock Cubes). Sidhwa highlights Anex items in Kitchen Appliances/Utensils like (Anex Beater, Anex Deluxe Rice Cooker) and (Sonex Cookware). Including Raw Food, Prepared and Kitchen Appliances/Utensils.

August

Date	Raw food Items	Prepared Food Items	Kitchen Utensils	Appliances/
8/4/2017	Soya Supreme Oil Soya Supreme Banaspati		Sonex Cookware	
8/9/2017	Soya Supreme Banaspati Soya Supreme Oil		Anex Beater	
8/29/2017	Soya Supreme Oil		Sonex Cookware	

	Soya Supreme Banaspati							
8/30/2017	Soya Supreme Banaspati					Anex Deluxe Handy Vegetable Slicer		
	Soya Supreme Oil					Sonex Cookware		

Findings: Zarnak Sidhwa's Food Diary cooking show highlights consumption of Raw Food items (like, Soya Supreme Oil, Soya Supreme Banaspati) most frequently in the whole month of August 2017. Show host Zarnak does not add any Prepared item in cooking. She highlights Kitchen Appliances/Utensils (like, Anex Beater, Anex Deluxe Handy Vegetable Slicer) and Sonex Cookware) while cooking. Host also shows other categories (Anex Hair Dryer, and Vouch 365 Coupon) less frequently, while (Hum Masala Food Magazine, Masala's Desert Magazine, Set and Equipment by Fotile) most frequently in her cooking show.

September

Date	Raw food Items	Prepared Food Items	Kitchen Utensils	Appliances/
9/19/2017	Soya Supreme Oil		Anex Beater	
	Soya Supreme Banaspati		Anex Deluxe Chopper	
9/25/2017	Soya Supreme Banaspati		Anex Deluxe Handy Vegetable Slicer	
	Soya Supreme Oil		Anex Beater	
9/27/2017	Soya Supreme Oil		Anex Deluxe Kettle	
	Soya Supreme Banaspati		Anex Beater	

Findings: Zarnak Sidhwa host of Food Diaries cooking show uses Raw Food items (like, Soya Supreme Cooking Oil and Soya Supreme Banaspati) frequently in the whole month of September 2017. She does not use any Prepared item in September. Sidhwa highlights only Anex items in Kitchen Appliances/Utensils (like, Anex Beater, Anex Deluxe Chopper, Anex Deluxe Handy Vegetable Slicer and Anex Deluxe kettle). Including Raw Food, Prepared and Kitchen Appliances/Utensils, Host also shows other categories (Hum Masala Food Magazine, Masala's Desert Magazine and Set and Equipment by Fotile) frequently in her cooking show.

July

“Zakir’s Kitchen” contents									
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Date	Raw food Items			Prepared Food Items			Kitchen Utensils	Appliances/	
7/3/2017	Nil								
7/12/2017	Nil								
7/25/2017	Nil								
7/27/2017	Nil								

Findings: In the whole month of July Zakir host of Zakir’s Kitchen cooking show doesn’t highlight any specific brand and product of Raw Food items, Prepared Food Items, Kitchen Appliances/Utensils, except Other Categories in which host highlights (Kit Kat chocolates) only.

August

Date	Raw food Items			Prepared Food Items			Kitchen Utensils	Appliances/	
8/3/2017	Nil								
8/7/2017	Nil								
8/16/2017	Nil								
8/22/2017	Nil								

Findings: In the whole month of August Zakir host of Zakir’s Kitchen cooking show does not highlight any specific brand and product of Raw Food items, Prepared Food Items, Kitchen Appliances/Utensils and Other Categories.

September

Date	Raw food Items			Prepared Food Items			Kitchen Utensils	Appliances/	
9/8/2017	Nil								
9/26/2017	Nil								
9/29/2017	Nil								

Findings: In the whole month of September Zakir host of Zakir’s Kitchen cooking show doesn’t highlight any specific brand and product of Raw Food items, Prepared Food Items, Kitchen Appliances/Utensils, except Other Categories in which host highlights (Surf Excel Gift Hamper) only.

Overall Data

Zarnak Sidhwa’s “Food Diaries” Content			
Month	Raw food Items	Prepared Food Items	Kitchen Appliances/Utensils
Jul	8	2	5
Aug	8	0	5
Sep	6	0	6
Total	22	2	16

“Zakir’s Kitchen” Content			
Year	Raw food Items	Prepared Food Items	Kitchen Appliances/Utensils
Jul	0	0	0
Aug	0	0	0
Sep	0	0	0
Total	0	0	0

DISCUSSION

According to collected data in the month of July, August and September of 2017, “Food Diaries” cooking show advertised various items. “Food Diaries” cooking show highlighted highest advertising items in the month of July which were 15 items, in August 13 items, and less advertising items in the month of September which were 12 items. On other side Chef Zakir did not presented any item in three months.

CONCLUSION

In this study researcher investigated the “Coverage of Advertising in Cooking Programs of Pakistan. Researcher selected two most of the popular cooking programs, which of them are chef Zakir’s, Zakir’s Kitchen and Zarnak Sidhwa’s Food Diaries. Researcher applied quantitative techniques of content Analysis, in this study. In Content Analysis of data Collection method, researcher selected 10, 10 shows of each program of the three months of 2017. In the content analysis, researcher selected three units of analysis of cooking programs, which are, Raw food items (it includes spices, salt, oil, fruits, nuts, vegetables, seeds, meat etc),

Prepared food items (such as cookies, chicken stock cubes etc), Kitchen Appliances and Utensils (Blender, Electric Kettle, Toaster, Microwave, etc). According to collected data, chef Zarnak Sidhwa advertised total 40 items, which of them Raw food items were 15, Prepared food items 13, and Kitchen appliances and Utensils were 12. On the other side Zakir did not advertised any item in his 10 programs.

RESEARCH QUESTION TESTING

RQ: Which of these cooking shows “Food Diaries” or “Zakir’s Kitchen” advertises more?

RESULT

Zarnak Sidhwa presented overall 40 items during 10 programs of 2017, while Chef Zakir did not advertised any item during in program. Hence collected data shows that Zarnak Sidhwa’s Food diaries program gives more advertisements during show as compare Zakir’s Kitchen. As it is found that programs used expensive items in their programs so program hosts are suggested to avoid using hefty amount of expensive items in their programs.

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