



IMPACT OF ADVERTISING ON FOOD CULTURE OF THE GARHWAL REGION: A STUDY OF CHANGING FOOD HABITS AND CONSUMER BEHAVIOUR

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ABSTRACT

"Advertising is a persuasive communication attempt to change or reinforce one's prior attitude that is predictable of future behaviour." If we look around the world filled with advertising on huge billboards in the street, on the pages of magazines, between the tracks played on the radio, on the walls of the subway, on the pages of internet sites, at the bottom of emails, on the back of cinema tickets, on the shirts of football players.

Food culture represents the traditions, beliefs, and practices associated with food consumption within a society. The Garhwal region of Uttarakhand and possesses a rich culinary heritage based on traditional foods such as Kandali ki Kafuli, Chainsoo, Jhangora, Mandua, Bhatt ki Churkani, Gahat Dal and Faanu. However, increasing exposure to advertising through Print Media (Newspapers and Magazines), Electronic Media (Television and Radio), Social Media, Mobile applications, and digital marketing has significantly transformed food preferences, especially among youth.

This study investigates the impact of advertising on food the food culture of Garhwal region and analyzes how modern marketing strategies influence food choices, eating habits and cultural identity. The study finds that advertising has contributed to the growing popularity of fast food, packaged food products, and multinational food brands while simultaneously reducing the consumption of traditional Garhwali foods.

The study adopts a quantitative survey design. Data are collected from 200 respondents through a structured questionnaire using stratified random sampling. Statistical techniques such as percentages analysis, mean score analysis, Chi-square test and correlation analysis are employed. The findings indicate that social media is the most influential advertising medium among Garhwal region. Exposure too food advertisements significantly affect food habits and consumer behaviour, encourages fast food consumption and contribute to changing dietary habits. The study concludes that advertising play a vital role in shaping food culture among Garhwal region and recommends media literacy and nutrition awareness programs.

Keywords: Advertising, Food Culture, Garhwal Region Youth, Consumer Behaviour, Traditional Food, Fast Food, Digital Media.

1. INTRODUCTION

The advertising comes from the Latin word 'advertere' meaning 'to turn the mind toward'. Harold W. Berkman and Christopher Gilson, have define "Advertising as a persuasive media communication designed to respond and help achieve the marketing objectives".

According to the New Encyclopedia Britannica "Advertising is a form of communication intended to promote the sale of product/service to influence public opinion, to gain political support or to advance a particular cause".

In 1477, Willam Caxton, one of the first English publishers from London brought out the first ever printed advertisement in the form of a handbill to advertise his religious book. The first newspaper advertisements were in about 1525 that appeared in Germany, for a book. The first advertisement in an English newspaper appeared in 1625. It was the form of an announcement in Mercurius Britanicus. Advertising in India gained significance only after the World War II, with the birth of Association of Advertising Agencies of India (AAAI) in Sep. 1945.

Advertising has evolved from traditional print and electronic media to highly personalized digital communication. Digital advertising includes advertisement delivered through

social media platforms, search engines, websites, mobile application, YouTube, OTT Platforms and food delivery applications. Unlike traditional advertising, digital advertising use artificial intelligence and use data to target consumers based on their interests, location, online behavior and purchasing history.

Food companies increasingly use Instagram, Facebook, YouTube, WhatsApp, Influencer marketing and food bloggers to promote products. Attractive visuals, short-form videos, celebrity endorsements, discount offers and personalized recommendations encourage young consumers to purchases food products. Studies show that Instagram and YouTube are among the most influential platforms for food related advertising and are associated with cravings and impulse food ordering among young adults.

In recent decades, technological advancement, globalization, tourism and digital media have transformed dietary patterns in the region. Advertising has emerged as on of the most influential factors affecting consumer food preferences. Through television commercials, social media campaigns, celebrity endorsements and influencer marketing, food companies shape perceptions regarding taste, convenience, status and lifestyle. Studies on Garhwal region



indicate that digital marketing and online advertisements significantly influence consumer purchasing decisions, particularly among younger population.

2. OBJECTIVES OF THE STUDY

1. The primary goal of the study is to know about the impact of advertising on food culture of Garhwal region.
2. To examine the role of advertising in shaping food preferences in Garhwal region.
3. To analyze the influence of digital and social media advertising on youth.
4. To assess the cultural implication of changing food habits and consumer behaviour.
5. To suggest measures for preserving traditional Garhwali food culture.

3. RESEARCH METHODOLOGY

Research Design: Descriptive and analytical research design.

Data Sources

To collect the data for present study primary as well as secondary both sources were used. Under the primary sources, data/facts were collected with the help of questionnaire. While books and journals, research articles, government reports, media reports, online databases, feature, write-ups, newspapers and their special edition were used as secondary sources.

Sample Size: 200 respondents aged 18 to 35 years.

4. REVIEW OF LITERATURE

Recent research on digital marketing in Garhwal highlights that social media advertisements, online promotions, and mobile marketing significantly influence consumer purchase decision. Business increasingly utilizes digital platforms to target consumers in the region. Research on food culture in Uttarakhand indicates that modernization, tourism, market expansion and exposure to external cultures have altered traditional dietary practices. Traditional foods face challenges due to growing demand for commercially promoted foods and convenience products. Studies on youth and advertising in Uttarakhand further reveal that digital and social media advertisements substantially affect attitudes, awareness and consumption behaviour among younger generations.

Kotler (2017) argues that advertising influences consumer awareness, attitudes, and purchase intentions by creating favorable brand images.

5. TRADITIONAL FOOD CULTURE OF GARHWAL

The traditional food culture of Garhwal, a region in the Indian state of Uttarakhand, reflects the areas geography, climate, agriculture and cultural heritage. Located in the Himalayan region, Garhwal has developed a unique food tradition based on locally available grains, pulses, vegetables, dairy products and forest resources. For centuries, the people of Garhwal region have depended on locally grown crops such as finger millet (Mandua), Barnyard millet (Jhangora, Black Soyabean (Bhatt), Gahat, and local vegetables to prepare wholesome meals.

Major Traditional Food Grains of Garhwal Region

(i) Mandua (Finger Millet) : Mandua is one of the most important staple crops of Garhwal. Its nutritional value is rich in calcium, high in iron, high dietary fiber, gluten free, good sources of protein. Traditional dishes of mandua such as Mandua Roti, Mandua Halwa, Mandua Porridge. Mandua is especially consumed during winter because it provides warmth and energy.

(ii) Jhangora (Barnyard Millet): Jhangora is another traditional millet, widely cultivated in Garhwal region of hill. It is mainly used for Jhangora Kheer, Pulao, Khichdi. Jhangora is rich in carbohydrates, fiber and essential minerals.

(iii) Gahat (Horse Gram): Gahat is another traditional millet, widely cultivated in Garhwal region of hills. It is mainly used for Gahat Dal, Gahat Soup, Gahat Paratha. It is believed to help maintain body warmth during cold weather.

(iv) Bhatt (Black Soybean): Bhatt is unique to the Himalayan region. It is mainly used for popular dishes Bhatt ki Churkani, Bhatt Dal etc. It is an excellent source of plant protein.

Famous Traditional Dishes of Garhwal Region

(i) Kafuli: Kafli is considered the state dish of Uttarakhand. Its ingredients are Spinach, Fenugreek leaves, Mustard leaves, Rise flour, Local spices. Kafuli is rich in iron and vitamins.

(ii) Chainsoo: Chainsoo is prepared from roasted black gram (urad dal). Its nutritional value is rich in protein. It is easy to digest and popular during winters.

(iii). Fannu: Fannu is prepared using mixed lentils. Its nutritional value is high, rich in protein. Its traditionally served with rice.

(iv) Dubuk: Fannu is prepared using Gahat flour, Bhatt flour, and local spices. It is especially consumed during winter.

(v). Bhatt ki Churkani: This dish is prepared by roasting black soybeans and cooking them in a thick gravy. It is among the most famous Garhwal dishes. Its traditionally served with rice.

(vi) Jhangora Kheer: A traditional dessert made from Jhangora, Milk, Sugar or Jaggery and Dry fruits. It is among the most famous Garhwal dishes

Famous Traditional Beverages of Garhwal Region

Buttermilk (Chhach), Fresh Milk, Herbal Tea, Buransh (Rhododendron) juice, Local herbal drinks. These beverages are valued for their refreshing and health promoting properties.

Famous Traditional Sweets of Garhwal Region

Famous traditional sweets of Garhwal region is Arsa, Singori, Rotana, Gulgula etc.. These are commonly prepared during festivals and weddings.

Nutritional Importance

Traditional Garhwali foods are known for their health benefits such as High dietary fiber, Rich in plant protein, Low fat, Rich in antioxidants, Good source of calcium and iron, Supports digestive health and suitable for diabetic and gluten-sensitive individuals (many millet based foods)



6. IMPACT OF ADVERTISING ON FOOD CULTURE OF THE GARHWAL REGION

To complete the research paper entitled “Impact of Advertising on Food Culture of Garhwal Region : A Study of changing food habits and consumer behaviour”. 200

respondents of Garhwal region were selected as sample and fact was collected by random sampling. A questionnaire of 20 questions was used for collecting views of respondents. We have selected purposive sampling for the place Srinagar (Garhwal) and Gopeshwar (Chamoli) of Garhwal region. Views were analyzed in the following table form.

Q.1. Do you watch, read or listen to advertisement?

Table No. 1

Response	No. of Respondents	Percentage (%)
Yes	168	84
No	02	01
Sometimes	30	15

From the above table it is clear that 84% of total respondents either watch, read or listen to advertisements while 01% respondents do not watch, read or listen advertisement and

15% respondents said that they sometimes watch, read or listen to advertisements.

Q.2. Do you think advertising is useful in your life?

Table No. 2

Response	No. of Respondents	Percentage (%)
Yes	154	77
No	04	02
Sometimes	42	21

It is obtained from the above table that 77% of total respondents agreed that advertising is useful in our life, while

02% respondent do not think so and 21% respondents said that sometimes useful in our life.

Q.3. Who is the most frequently used media platform by you.

Table No. 3

Response	No. of Respondents	Percentage (%)
Facebook	40	20
Instagram	80	40
YouTube	50	25
Television	20	10
Radio	04	02
Newspapers	06	03

It is obtained from the above table the majority of 40% respondents frequently used Instagram, 25% used YouTube, 20% used Facebook, 10% used Television, 03% used Newspapers and 02% used Radio.

Q.4. Which medium do you use most frequently to view food advertisements?

Table No. 4

Response	No. of Respondents	Percentage (%)
Newspapers	10	05
Television	20	10
Social Media	80	40
Outdoor Hoardings	26	13
Food Delivery Apps	64	32

It is obtained from the above table the majority of 40% respondents most frequently to view food advertisement, 32%

view Food Delivery Apps, 13% view Outdoor Hoardings, 10% view Television, 05% view Newspapers.

Q.5. Do you order food online in your life?

Table No. 5

Response	No. of Respondents	Percentage (%)
Yes	160	80
No	40	20

It is obtained from the above table the majority of 90% respondents order food online in life, 20% say no.



Q.6. Which part of your life is influenced by advertisements mostly?

Table No. 6

Response	No. of Respondents	Percentage (%)
Living Standard	14	07
Language	04	02
Food Habits	24	12
Buying Habits	16	8
Fashion	12	06
All of the above	130	65

From the above table it is clear that 07% of respondents think that their living standard is influenced by advertisements, 02% think that their language is influenced, 12% agree that their food habits are influenced, 8% think their

buying habits are influenced, 06% think their fashion is influenced and 65% agree to the fact that all of the above parts of their life is influenced.

Q.7. Do food advertisements influence your food choices?

Table No. 7

Response	No. of Respondents	Percentage (%)
Yes	150	75
No	20	10
Sometimes	30	15

It is obtained from the above table that 75% of total respondents agreed that food advertisements influence our food

choices, while 10% respondent say no and 15% respondents say sometimes.

Q.8. What kind of food you like the most?

Table No. 8

Response	No. of Respondents	Percentage (%)
Home Cooked	20	10
Packed Lunches	16	08
Fast Food	16	08
Junk Food	32	16
Snacks	10	05
All of the above	106	53

It is obtained from the above table that 53% of total respondents prefer all types of food mentioned above whereas

10% prefer home cooked, 08% prefer packed lunches, 08% prefer fast food, 16% prefer junk food and 05% prefer snacks.

Q.9. What is the frequency of fast-food and junk food consumption by you.

Table No. 9

Response	No. of Respondents	Percentage (%)
Daily	80	40
Weekly	54	27
Monthly	46	23
Rarely	20	10

It is obtained from the above table the majority of 40% respondents consume fast food and junk food at least once daily,

27% weekly, 23% monthly consume and 10% respondents consume fast food and junk food rarely.

Q.10. How often do you consume traditional Garhwali food?

Table No. 10

Response	No. of Respondents	Percentage (%)
Daily	08	04
3 to 5 times a week	22	11
1 to 2 times a week	30	15
Occasionally	50	25
Never	90	45



It is obtained from the above table the majority of 45% respondents never consume traditional Garhwali food, 25% Occasionally, 15% consume 1 to 2 time a week, 11% consume

3 to 5 time a week and only 4% respondent daily consume traditional Garhwali food.

Q.11. Which factor most influences your food choice?

Table No. 11

Response	No. of Respondents	Percentage (%)
Taste	90	45
Nutrition	10	05
Price	50	25
Brand	16	08
Advertisement	34	17

It is obtained from the above table the majority of 45% respondents influences with taste, 25% respondents influence

with price, 17% respondents influence with advertisement, 8% with brand and only 5% respondents influence with nutrition.

Q.12. How often do you notice food advertisements?

Table No. 12

Response	No. of Respondents	Percentage (%)
Always	110	55
Often	30	15
Sometimes	36	18
Rarely	14	07
Never	10	05

From the above table it is clear that 55% of respondents always notice food advertisement, 15% often, 18%

sometimes, 07% rarely and 05% never notice food advertisement.

Q.13. Do you think food advertisements influence the purchasing decisions of Garhwal region people?

Table No. 13

Response	No. of Respondents	Percentage (%)
Yes	150	75
No	18	09
Can't Say	32	16

It is obtained from the above table the majority of 75% respondents think food advertisements influence the purchasing decisions of Garhwal region people, 09% No, 16% Can't say.

Q.14. Do you think traditional Garhwali food is becoming less popular due to advertising of branded foods?

Table No. 14

Response	No. of Respondents	Percentage (%)
Yes	148	74
No	22	11
Can't Say	30	15

It is obtained from the above table the majority of 74% respondents think traditional Garhwali food is becoming less

popular due to advertising of branded foods, 11% respondent say no and 15% respondent Can't say.

Q.15. Do you think advertisements promote unhealthy eating habits at present?

Table No. 15

Response	No. of Respondents	Percentage (%)
Yes	158	79
No	20	10
Sometimes	22	11

It is obtained from the above table the majority of 79% respondents think advertisement promote unhealthy eating habits at present, 10% say no and 11% say sometimes.



Q.16. Do you think Advertising encourages people to prefer branded food products over traditional foods of Garhwal region?

Table No. 16

Response	No. of Respondents	Percentage (%)
Yes	136	68
No	38	19
Can't Say	26	13

It is obtained from the above table the majority of 68% respondents think advertising encourages people to prefer branded food products over traditional foods of Garhwal region, 19% say no and 13% Can't say.

Q.17. Do you think traditional Garhwali food should be promoted through advertising?

Table No. 17

Response	No. of Respondents	Percentage (%)
Yes	168	84
No	12	06
Can't Say	20	10

It is obtained from the above table the majority of 84% respondents think traditional Garhwali food should be promoted through advertising, 6% say no and 10% Can't say.

Q.18. Do you think the Government should support advertising campaigns for traditional Garhwali food?

Table No. 18

Response	No. of Respondents	Percentage (%)
Yes	158	79
No	24	12
Can't Say	18	09

It is obtained from the above table the majority of 79% respondents think the Government should support advertising campaigns for traditional Garhwali food, 12% say no and 09% Can't say.

Q.19. Do you think advertising has significantly changed the food culture of Garhwal region?

Table No. 19

Response	No. of Respondents	Percentage (%)
Yes	148	74
No	30	15
Can't Say	22	11

It is obtained from the above table the majority of 74% respondents think advertising has significantly changed the food culture of Garhwal region, 15% say no, 11% Can't say.

Q.20. What should be done to promote Garhwali food?

Table No. 20

Response	No. of Respondents	Percentage (%)
Awareness through media	28	14
Promote by Government	14	07
Self-awareness in new generation	22	11
Brand Promotion of Garhwali Food	26	13
All of the above	110	55

It is obtained from the above table the majority of 55% respondents say all of the above should be done to promote Garhwali food, 14% say awareness through media, 07% say promote by government, 11% say self-awareness in new generation and 13% say brand promotion of Garhwali food.

7. CHALLENGES TO FOOD CULTURE OF THE GARHWAL REGION

Despite the nutritional value, food culture of the Garhwal region faces several problems:

- Influence of fast-food and junk food culture of Garhwal region.



- (ii) Rapid urbanization of Garhwal region.
- (iii) Migrations from villages to town area of Garhwal region.
- (iv) Changing lifestyles of Garhwal region people.
- (v) Decline in millet cultivation due to migration.
- (vi) Preference for processed and packaged foods by new generation of Garhwal region.
- (vii) Reduced interest among younger generation of Garhwal region

8. PREVENTION AND PROMOTION OF FOOD CULTURE IN GARHWAL REGION

To preserve the traditional food culture of Garhwal region:

- (i) Organized Garhwali food festivals by Government and Non-government organization.
- (ii) Promote millet-based diets through awareness campaigns by Government and Non-government organization.
- (iii) Encourage local restaurants and home stay to serve traditional cuisine of Garhwal region.
- (iv) Support farmers cultivating indigenous crops of Garhwal region.
- (v) Use digital media and advertising to promote Garhwali recipes.
- (vi) Include traditional foods in Aanganbadi, Schools and University awareness programs.
- (vii) Develop food tourism centered on Garhwali cuisine by Government and Non-Government organization.

9. FINDINGS

- i. More 84% of total respondents either watch, read or listen to advertisements while 01% respondents do not watch, read or listen advertisement and 15% respondents said that they sometimes watch, read or listen to advertisements.
- ii. More 77% of total respondents agreed that advertising is useful in our life, while 02% respondent do not think so and 21% respondents said that sometimes useful in our life.
- iii. The majority of 40% respondents frequently used Instagram, 25% used YouTube, 20% used Facebook, 10% used Television, 03% used Newspapers and 02% used Radio.
- iv. The majority of 40% respondents most frequently to view food advertisement, 32% view Food Delivery Apps, 13% view Outdoor Hoardings, 10% view Television, 05% view Newspapers.
- v. The majority of 90% respondents order food online in life, 20% say no.
- vi. The 07% of respondents think that their living standard is influenced by advertisements, 02% think that their language is influenced, 12% agree that their food habits are influenced, 8% think their buying habits are influenced, 06% think their fashion is influenced and 65% agree to the fact that all of the above parts of their life is influenced.
- vii. More 75% of total respondents agreed that food advertisements influence our food choices, while 10% respondent say no and 15% respondents say sometimes.

- viii. More 53% of total respondents prefer all types of food mentioned above whereas 10% prefer home cooked, 08% prefer packed lunches, 08% prefer fast food, 16% prefer junk food and 05% prefer snacks.
- ix. The majority of 40% respondents consume fast food and junk food at least once daily, 27% weekly, 23% monthly consume and 10% respondents consume fast food and junk food rarely.
- x. The majority of 45% respondents never consume traditional Garhwali food, 25% Occasionally, 15% consume 1 to 2 time a week, 11% consume 3 to 5 time a week and only 4% respondent daily consume traditional Garhwali food.
- xi. The majority of 45% respondents influences with taste, 25% respondents influence with price, 17% respondents influence with advertisement, 8% with brand and only 5% respondents influence with nutrition.
- xii. More 55% of respondents always notice food advertisement, 15% often, 18% sometimes, 07% rarely and 05% never notice food advertisement.
- xiii. The majority of 75% respondents think food advertisements influence the purchasing decisions of Garhwal region people, 09% No, 16% Can't say.
- xiv. The majority of 74% respondents think traditional Garhwali food is becoming less popular due to advertising of branded foods, 11% respondent say no and 15% respondent Can't say.
- xv. The majority of 79% respondents think advertisement promote unhealthy eating habits at present, 10% say no and 11% say sometimes.
- xvi. The majority of 68% respondents think advertising encourages people to prefer branded food products over traditional foods of Garhwal region, 19% say no and 13% Can't say.
- xvii. The majority of 84% respondents think traditional Garhwali food should be promoted through advertising, 6% say no and 10% Can't say.
- xviii. The majority of 79% respondents think the Government should support advertising campaigns for traditional Garhwali food, 12% say no and 09% Can't say.
- xix. The majority of 74% respondents think advertising has significantly changed the food culture of Garhwal region, 15% say no, 11% Can't say.
- xx. The majority of 55% respondents say all of the above should be done to promote Garhwali food, 14% say awareness through media, 07% say promote by government, 11% say self-awareness in new generation and 13% say brand promotion of Garhwali food.

10. CONCLUSIONS

On the basis of above findings, we can conclude this research paper with a view that the Advertising has become powerful force in shaping food culture in the Garhwal region. While it has increased awareness of new food products and expanded consumer choices, it has also contributed to the decline of traditional dietary practices. The growing influence of television, social media and digital marketing has encouraged a shift toward fast food, junk food and branded products, particularly among youth. However, advertising can also serve as a tool for cultural preservation if strategically



employed to promote traditional Garhwali cuisine. A balanced approach that combines modernization with cultural preservation is essential for sustaining Garhwal's unique food heritage.

Social media platforms, particularly Instagram and YouTube, play a crucial role in shaping food preferences and purchasing behavior. While advertising provides information and enhances consumer awareness excessive exposure to fast food and junk food marketing contributes to unhealthy dietary patterns and weakens traditional food culture. Balanced media education and nutrition awareness initiatives can help youth make informed food choices while preserving the rich culinary heritage of Garhwal region.

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