A Content Analysis of Appeals in Food and Beverage TV Commercials

Assoc. Prof. **Isil OZGEN**, PhD

Department of Tourism Management
Faculty of Business
Dokuz Eylul University, Turkey
E-mail: isilozgen@gmail.com

Assoc. Prof. **Huriye TOKER**, PhD

Department of New Media and Journalism
Faculty of Communication
Yasar University, Turkey
E-mail: huriye.toker@yasar.edu.tr

Abstract. *This study was conducted to analyze the appeals of food and beverage TV commercials which were broadcasted on Turkey's national and international TV channels between 2011-2018. The main aim of this research was to do a reality check and try to compare different groups of food TV commercials according to their basic characteristics and appeal strategies. The research followed Aristotle's modes of persuasion, and product appeals are identified primarily from the literature review and summarized into a systematic coding. Data gathered from the broadcasted TV commercials are reached through the companies own YouTube channels. A total sample of 400 national and international food and beverage TV commercials are grouped and analyzed according to their characteristics such as dairy, beverages, foods for breakfast, oil, meat, pulse and legumes, sauces and dressings, chocolate, and confectionary. The results of the study illustrate the range of techniques used to advertise foods to consumers and the techniques do not generally differ according to the type of food advertised. The most typical product appeals were mood alteration and taste both in national and international TV commercials.*

Keywords: Food advertising; Rhetoric; Product appeal strategy; Food TV commercials.

Introduction

Since the invention of TV, advertisers used this audio-visual medium for setting their client's product apart from others in the minds of targeted customers. The first TV commercial which was broadcasted in 1941 in the U.S was a watch brand named 'Bulova' and after its success on sales, TV advertising had a bandwagon effect and several firms belonging to different sectors broadcasted their products on TV and the audience was bombarded with commercials. In 2013, the average American was exposed to about 52,000 TV commercials (Teixeira, 2014) and typically customers encounter 5,000 commercial messages a day as opposed to 500 to 2,000 in the 1970s (Kirn, 2007). The emergence of digital communication technologies has also opened up new promotional techniques for advertisers such as the use of social media, gaming environment and other virtual tools (Gunter, 2016). Based on Zenith Global Advertising Expenditure report 2017, internet (\$205 billion) and TV (\$ 192 billion) advertising is at the top of the ranking of communication media based on total advertising expenditure (Digital Strategy Consulting, Zenithmedia, eMarketer, 2017). Across multiple media channels and physical locations for food advertising where digital advertising passed TV advertising figures, in 2016 (Statista, 2018), advertisers still see TV as a reliable medium to reach the audiences (WHO, 2013).

The audio-visuality of commercials on TV which is sometimes a rarity in digital advertising (Yu, 2017) and average TV watching hours of consumers, which is about 4 hours per capita in the U.S. (Deng and Mela, 2018), demonstrates that TV will continue its dominance. According to the report of Media Monitoring Center in Turkey between 12-18 December 2016, the food and beverage companies are the leading companies which have more commercials in the media. Within one week, people were exposed with 88 thousand 761 commercials and these commercials allocated 1 million 800 thousand 158 seconds in various media channels (Medya Takip Merkezi, 2016). Based on several reports mentioned above it can be easily claimed that TV advertising is still huge and growing.

The food and beverage sector in Turkey has nearly as triple TV commercials available than the other sectors such as construction and finance in the media. The food sector constitutes 5% of the total brand value in Turkey. According to Brand Finance 2018 Report; Ülker, Anadolu Efes, Pınar, Sütaş, Türk Tuborg, Superfresh, Banvit, Tat, Kent, Dardanel, are the leading 10 brands in the country (Brand Finance, 2018). As we concentrate advertising expenditure on total media in Turkey, it has reached 2.2 billion USD and TV commercials had counted for 787 million USD (Reklamcılar Derneği, 2018) in 2018.

Most of the food advertising on TV are soft drinks, sweetened breakfast cereals, biscuits, confectionary, snack foods, ready to eat meals and fast food outlets (WHO, 2013) and global food and beverage companies are dominating the entire

countries. According to the FORBES Global 2000, Nestle, Anheuser-Busch InBev, and Coca-Cola are the top three food and drink companies in the world (McGrath, 2016). They are also world's most powerful public companies as measured by a composite score of revenue, profit, assets and market value.

Since food and beverage companies are among the leading advertisers both in Turkey and around the world the researchers focused on the food and beverage TV commercials. The main aim of the study is to find out which product persuasion and rhetoric appeals (*pathos, ethos, logos*) are frequently used in food and beverage TV commercials according to food product groups. Most of the studies regarding food TV commercials were done during the air time, air date and specific to several TV networks and belonging to a certain country. In prevalent studies the researchers had to filter food commercials from others and had a limited choice of food groups and time period and generally focused on product appeals. In this study, besides product appeals, rhetoric appeals, duration of the TV commercials according to food groups, target audience based on food groups were also focused.

Moreover, the current study had the following research questions:

RQ1: What types of persuasion appeals are frequently used in food product groups?

RQ2: What is the duration of TV commercials according to food product groups?

RQ3: What are the main target audience in TV commercials according to food product groups?

RQ4: What is the preference of rhetoric appeal usage in the TV commercials based on food product groups?

Over the past few decades, advertisers elicit and developed a wide array of techniques to persuade their customer's choices and preferences (Rozendaal, Buijzen and Valkenburg, 2011). The oldest ways to appeal the audience is provided by Ancient Greek philosopher Aristotle and referred as Rhetoric.

Aristotle's Rhetoric Appeals

Rhetoric, which is one of the most common types of persuasive discourses in an advertisement is an art form or a discipline that is associated with the use of persuasive discourse, in which "a sender attempts to persuade, to inform or to motivate an audience" (Corbett, 1990, 3). The basic principles of Aristotle's three persuasive appeals: *ethos, pathos and logos* are still used in communication and we are experiencing these appeals every single day without realizing it and they are "valid and concise analytical tools" even today (Pultz and Samuelsen, 2013).

As Aristotle stated, *ethos* (the Greek for character) is the form of persuasion through the use of authority or creditability. *Ethos* is appealing to the credibility

of the speaker's ethics or authority. It is created by *experience, expertise, credentials, certifications, professional standing* and polished presentation of the speaker's 'self' (Gabrielsen and Christiansen 2010, 105). It is an attempt to catch someone's attention by using ethics or a moral appeal. According to the philosopher, the ethos mode is effective when the message itself impresses the audience from the speaker, who is a person of sound sense, high moral character, and benevolence (Corbett, 1990, 80). In this study, ethos appealing of TV commercials were labeled if they focus on the spokesperson's trustworthiness; his reputation for honesty, his experience in a particular field and if the spokesperson uses counter-argument to make us believe his thesis.

The second persuasion appeal which is used shortly to evoke emotions in the receiver is *Pathos*, in pathos emotional appeal is directed to someone's feelings, like fear or love. (Nielsen-Langballe, 2013). Throughout the advertisements, pathos is broadly placed in every paragraph with emotion-laden words. Aristotle recognized the last mode of persuasion as an appeal to our emotions. However, he expressed the wish that rhetoric would solely deal with rational appeals but he realistically accepted the appeal to pathos. The emotional ads, which ask you to donate money with powerful shots such as a starving child or an injured animal can be an example of this appeal. "*Pathos persuades us by using; love, guilt, pity and humor*" (Gabrielsen and Christiansen, 2010, 103). If the ad focuses on the values and beliefs; capacity for empathy, it mostly appeals to pathos. If the ad appeals to our imaginations and feelings to show how tangible world around us, also labeled as an appeal to pathos.

The third appeal is *Logos* (the Greek for "word") which is the "act of appealing to reasoning or logic" (Gabrielsen and Christiansen, 2010, 70). Aristotle considered logos as the most important of the three strategies. However, he acknowledged that the two other modes of persuasion are relevant in order to achieve effective persuasion (Corbett, 1990, 23). It is a logical appeal that tries to persuade the person with facts and statistics mostly pointing out internal consistency and clarity within its argument and frequently uses data to support its claim. It focuses attention on the message and as a form of persuasion by the use of reasoning and the appeal to one's intellect. This is the most vital appeal because it deals with facts and figures of real life. Logos mostly present with evidence like photographs, statistics with reliable methods such as expert testimonies, etc. With these basic definitions, the selected national and international TV commercials were analyzed in order to understand how each commercial attempt to persuade the audience. Researchers aimed to discover the images, words, situation, body language, numbers and figures, celebrity and trustworthy characters in the TV commercials to label the rhetorical message.

Food and Beverage TV commercials

The relevant literature on food and beverage TV advertising, which mainly consists of content analysis is varied and generally the themes are focused around; *food advertising that encourage unhealthy products, childhood obesity, understanding of advertisers' persuasive tactics in food and beverage advertising and its effectiveness, the practices that governments should take regarding unhealthy product advertising.*

Food advertising that encourages unhealthy products and its relationship with childhood obesity is among the popular studied topics. Food and beverage industry view the young population as a target regarding their purchasing influence on parents and as future buyers (Story *et al.*, 2004). But children are a vulnerable group since they are unable to understand cognitively the persuasive techniques that marketers use till the age of 8 (Carter *et al.*, 2011) and marketers use of negative themes such as food craving, violence, mocking, nagging especially for unhealthy foods during children's peak viewing times should necessitate policymakers to take action (Pettigrew *et al.*, 2012). One of the most cited and broad in scope study is prepared by Kelly *et al.*, (2010). The researchers compared television food advertising to children in several countries with 13 research groups in Australia, Asia, Western Europe, North and South America. TV commercials were classified as core and non-core, where core food TV commercials, have nutritional value and non-core TV commercials were having undesirable nutrients and high in calories. The results demonstrated that across all sampled countries, children were exposed to high volumes of television advertising for unhealthy foods, and the rate of food advertising to unhealthy foods was higher during children's peak viewing times.

The researchers suggested a call for regulations of food advertising during children's peak viewing times since there is a proven connection between food advertising, preferences, and consumption. Evidence regarding healthy and unhealthy food advertising on TV mostly end up with similar conclusions which is unhealthy foods are more frequently broadcasted than healthy foods and healthy products generally target adults whereas unhealthy products focus on young adults or children, and unhealthy food commercials rely on emotional appeals which is more easily understandable and the use of persuasive resources based on incentive (such as gifts) not the food itself (Puggelli and Bertolotti, 2013, Li *et al.*, 2016, Mchiza *et al.*, 2013, Fosu *et al.*, 2013, Boyland *et al.*, 2012, Ponce-Blandon *et al.*, 2017, Guran *et al.*, 2010, Chang *et al.*, 2018). In order to generate a likable brand in the mind of a consumer emotional appeals demonstrating positive or negative feeling associated with a product is commonly used in food advertisements (Page and Brewster, 2007, Hebden *et al.*, 2011). The most prominent emotional appeals targeting children were fun and happiness, play, fantasy/imagination, social enhancement/peer acceptance and coolness/hipness whereas (product claims) (Con-

nor *et al.*, 2006, Boyland *et al.*, 2012, Kent *et al.*, 2011, Keller *et al.*, 2011, Guran *et al.*, 2010) rational appeals are taste, flavor, mood alterations (Page and Brewster, 2007, Wicks *et al.*, 2009, Warren *et al.*, 2007, 2008, Maryam *et al.*, 2006). Moon (2010) has found out in his study on Korean televisions that, emotional appeals are highly utilized in unhealthy products. The dominant appeals also differ according to the gender of children and teenagers, Buijzen and Valkenburg (2002) has emphasized that typical appeals targeted to male children were action-adventure, sports and play whereas to female children were nurturing, physical attractiveness, friendship, and romance. Having the best, competition and achievement were the appeals for male teenagers whereas romance, sexuality and belonging to a group were the appeals for female teenagers in commercials. Hebden *et al.*, (2011) also claimed that advertisers' use of persuasive marketing techniques is issued in multiple combinations, interestingly, do not generally differ according to the type of food advertised.

After reviewing the relevant literature related to TV commercials, a content analysis of 400 food and beverage TV commercials were conducted mostly by focusing on the advertisers' persuasive techniques mentioned in the theory.

Methodology

The main aim of this research is to compare different food groups TV commercials persuasion appeals. Food TV commercials including all visual, audio and text presentation were the coding and analytical units for this study and the codes of appeals were based on earlier content analysis studies. The mainly used comprehensive coding tool in this study was formed by Warren *et al.* (2008, 237) and the use of rhetorical appeals. Content analysis had been chosen as the qualitative research methodology in this study since it provides descriptive in depth information, and popular analysis technique used in media researches. In this study, firstly food groups were classified as dairy products, beverages, foods for breakfast, oil products, meat products, pulse & legumes, sauces & dressings, chocolate & confectionary. Secondly, food brands regarding these food groups were determined and brands' YouTube channels were searched by keywords in English and Turkish such as 'name of the brand', 'food item name' and 'TV commercial' between February 2017 to January 2018. Due to capacity limits YouTube provides up to 1000 video clips for every keyword (Yoo and Kim, 2012) so even though the results retrieved can be much higher the available videos are limited. In this situation the researchers followed random sampling technique by choosing frequency of views (less than 1000 views are ignored) and only the official brands' videos that had been uploaded in their YouTube channels were taken into consideration, Advertising firms' and individual uploads of TV commercials were ignored. A total of 400 TV commercials were reached. At the beginning it

was planned to reach to the same amount of TV commercials belonging to food groups at certain years which can be traced back, in order to make comparisons between national and international TV commercials but it was not possible to attain the necessary amount which was among the limitations of the study. The product appeals related to food TV commercials that Warren *et al.* (2008) coded were competitiveness/uniqueness (products that are presented better or different from others), premium offers (products having free gifts or material benefits), introduction of new product, taste, flavor, smell and texture (product's sensory characteristics), nutritional content, convenience (product's easiness in consumption), mood alterations (creating positive feelings or removing negative feelings), health and well being, speed and strength, achievement and enablement, action and adventure, magic and fantasy, peer acceptance, adult approval, trickery (denying, tricking or deceiving others out of the product) and other appeals. Rhetoric appeals of pathos was materialized if there is any sign of emotion such as love, serenity, interest, annoyance, boredom, sadness, surprise, fear, trust, acceptance, joy, disgust, anger, etc. ethos was materialized according to the trustworthiness of the claims based on experience, expertise, credentials, certifications, professional standing and logos was materialized based on scientific figures such as nutritional claims, statistical information. Besides the above mentioned product and rhetoric appeals, the authors added the following variables; duration of the TV commercials (in between 20 seconds ranging to 2 minutes), product and logo placement on the screen, dialogue, slogan and external voice usage, existence of a jingle, music use, target audience. All codes were rated according to their existence in the commercials as included or not included, except logo, product placement and target audience. Logo and product placement are coded according to their position on the screen as in the middle, on the right or left or at the bottom or above and the variations related to their position. Target audience were coded as parents, family, children, adults, youths, housewives, everybody and unidentified target. All coding was performed by a primary researcher. Even though the coding was done by a primary researcher, a randomly selected 50 commercials were compared with 2 independent (Ph.D. students studying management) rater evaluation. The independent raters received 2 hours of training regarding coding procedures whether the codes are included or not in the commercial. The variables were rated simultaneously by each rater after watching the commercials. Raters entered the data to most visible appeals that were stated verbally, superimposed as text, or explicitly included as part of a visual in each commercial. The differences and disagreements were discussed after data entry and reached to a final coding consensus.

Results and Discussion

A number of 400 national and international TV commercials belonging to several brands were analyzed in order to understand the appeals used. Commercials according to food groups (186 national, 214 international) were mentioned in Table 1. The sample and the biggest part of food and beverage TV commercials belong to dairy and beverage products. In order to reach healthy results from the sample, high priority was given in gathering fair enough national and international TV commercials.

Table 1. National and International TV Commercials According to Food Groups

Food Groups	National	International	Total
Dairy Products	46	52	98
Beverages	44	48	92
Foods for breakfast	14	17	31
Oil Products	20	22	42
Meat Products	10	10	20
Pulse/ Legumes	14	25	39
Sauces/ Dressings	11	10	21
Chocolate/ Confectionary	27	30	57
Total	186	214	400

In terms of food categories, nearly a quarter of them (98 TV commercial) were categorized as dairy products which allocate most of the commercials in the research. In Turkey, the commercial related to dairy products become more important competition sphere for the food sector and therefore 98 ads were represented from the dairy products. Table 2 shows the product categories of the selected sample of commercials between the years 2011-2018. The research data mostly represented by the commercials from 2016 with 88 ads and 2017 with 80 ads.

Table 2. Food Groups and the Broadcasted Year of the TV Commercials

Food Groups	2011	2012	2013	2014	2015	2016	2017	2018	Total
Dairy Products	0	11	11	17	12	19	28	0	98
Beverages	4	7	12	16	17	14	12	10	92
Foods for breakfast	0	2	5	1	5	8	7	3	31
Oil Products	1	4	6	8	6	10	6	1	42
Meat Products	0	0	2	7	4	3	3	1	20
Pulse/ Legumes	0	1	3	9	5	13	7	1	39
Sauces/ Dressings	0	2	0	6	4	6	1	2	21
Chocolate/ Confectionary	0	3	4	8	5	15	16	6	57
Total	5	30	43	72	58	88	80	24	400

The certain characteristics of the commercials such as the use of external voice, use of dialogue, and use of slogan and jingle were also analyzed and mentioned in Table 3.

Table 3. The Certain Characteristics of the TV Commercials

Food Groups	Use of External Voice					Dialogue Use				
	Included		Not included		Total	Included		Not included		Total
	National	International	National	International		National	International	National	International	
Dairy Products	38	43	10	7	98	21	14	27	36	98
Beverages	42	43	2	5	92	11	10	33	38	92
Foods for breakfast	13	15	1	2	31	2	5	12	12	31
Oil Products	18	20	3	1	42	6	2	15	19	42
Meat Products	9	10	1	0	20	2	2	8	8	20
Pulse/ Legumes	12	24	2	1	39	7	10	7	15	39
Sauces/ Dressings	11	9	0	1	21	1	0	10	10	21
Chocolate/ Confectionary	26	28	1	2	57	11	6	16	24	57
Total	169	192	20	19	400	61	49	128	162	400
Food Groups	Slogan Use					Use of Jingle				
	Included		Not included		Total	Included		Not included		Total
	National	International	National	International		National	International	National	International	
Dairy Products	46	47	2	3	98	13	11	35	39	98
Beverages	43	47	1	1	92	18	12	26	36	92
Foods for breakfast	13	14	1	3	31	4	2	10	15	31
Oil Products	19	21	2	0	42	7	3	14	18	42
Meat Products	10	10	0	0	20	6	1	4	9	20
Pulse/ Legumes	14	24	0	1	39	9	1	5	24	39
Sauces/ Dressings	11	10	0	0	21	5	3	6	7	21
Chocolate/ Confectionary	27	30	0	0	57	10	3	17	27	57
Total	183	203	6	8	400	72	36	117	175	400

Use of external voice and slogan were heavily preferred by all food groups whereas, dialogue use and use of jingle was less favorable characteristics by the food groups. When the basic characteristics of the commercials were examined it can be stated that all the product companies preferred similar characteristics for their ads with the use of external voice, slogan or jingle, and again they were becoming similar with avoiding or less preferring the use of dialogue. After defining

specific characteristics of the commercials, it was found out that there was not a huge variation between the product groups and their features.

As another variable, the time devoted to the commercials belonging to food groups were also not varied between national and international TV commercials of the brands. Table 4 demonstrates that the general time duration of the commercials was between 21 to 40 seconds represented by 209 commercials, followed by 1-20 seconds with 96 commercials. The rest of the 95 commercials continue more than 41 seconds to 2 minutes.

Table 4. Duration of the TV Commercials According to Food Groups

Food Groups	1-20 sec.	21-40 sec.	41 sec-1 min	1-1.20 min.	1.21-1.40 min.	1.41-2 min.	2 min	Total
Dairy Products	15	56	19	6	0	1	1	98
Beverages	24	44	18	4	2	0	0	92
Foods for breakfast	5	24	9	1	0	0	0	39
Oil Products	12	17	10	2	0	1	0	42
Meat Products	5	11	2	1	0	1	0	20
Pulse/ Legumes	11	18	2	0	0	0	0	31
Sauces/ Dressings	8	9	4	0	0	0	0	21
Chocolate/ Confectionary	16	30	7	3	0	1	0	57
Total	96	209	71	17	2	4	1	400

After analyzing the certain characteristics of the commercials, the second part of the research aim was to find out the product and rhetoric appeals of the commercials. In this study, it is found out that emotional appeal and its clear signal of pathos strategy is far more preferred for the advertising environment (Table 5). However, the use of pathos appeal per food group differs, it was the most favored persuasion appeal to the consumers.

Pathos, which uses various emotional signs and symbols to appeal the audience were used mostly in dairy products with 67 times and least in meat products with 14 times in this study. As it is shown in Table 5, within 400 commercials, pathos was used with a combination of logos and ethos. Only 3 TV commercials were not categorized under a specific rhetoric appeal but the rest of them were clearly labeled and categorized with a visible rhetoric appeal under the analysis. Including all rhetoric appeals in TV commercials was not common only 10 products were categorized as including all rhetoric appeals in 400 commercials. It was also revealed that there is no significant difference between national and international TV commercials using rhetoric appeals. It can be claimed that the advertising environment well determined with its advertising strategy and mostly included pathos in it. As a repetitive finding of other international researches, "Pathos is the technique of appealing to the emotions of the audience" (Gabrielsen and

Christiansen, 2010, 70). Throughout the advertisement, pathos was broadly placed in every paragraph with emotion-laden words or visual materials.

Table 5. Preference of Rhetoric Appeals in the TV Commercials

Rhetoric Appeals	Dairy Products		Beverages		Foods for Breakfast		Oil Products	
	National	International	National	International	National	International	National	International
Pathos	32	35	19	28	6	12	10	11
Pathos & Logos	10	11	10	4	2	2	10	7
Ethos	0	1	0	0	0	0	0	0
Ethos & Logos	0	0	0	0	0	0	0	0
Pathos & Ethos & Logos	0	0	0	4	0	0	1	0
Pathos & Ethos	6	2	9	7	0	0	0	1
Logos	0	1	4	5	4	3	0	2
Unclear	0	0	1	0	2	0	0	0
Total	48	50	43	48	14	17	21	21
Food Groups Total	98		92		31		42	
Rhetoric Appeals	Meat Products		Pulse/ Legumes		Sauces/ Dressing		Chocolate/ Confectionary	
	National	International	National	International	National	International	National	International
Pathos	7	7	5	24	9	7	21	27
Pathos & Logos	1	2	5	0	2	1	4	1
Ethos	2	0	0	0	0	0	0	0
Ethos & Logos	0	0	0	0	0	0	0	0
Pathos & Ethos & Logos	0	0	3	0	0	0	1	0
Pathos & Ethos	0	1	1	1	0	1	1	2
Logos	0	0	0	0	0	1	0	0
Unclear	0	0	0	0	0	0	0	0
Total	10	10	14	25	11	10	27	30
Food Groups Total	20		39		21		57	

Researchers claimed that food and beverage advertisers used a range of visual, audio and emotive techniques to appeal to an audience that does not discriminate by the type of food advertised. The results of this study illustrated the range of techniques used to advertise foods to consumers on TV advertising. These techniques did not generally differ according to the type of food advertised (Hebden *et al.*, 2011, 782). In order to better understand the persuasion appeals of the commercials, it was also needed to reveal the target audience.

Table 6. Food Groups According to Target Audience

Food Groups	Target Audience								Total
	Parents	Family	Children	Unidentified	Adults	Youth	Housewives	Everybody	
Dairy Products	22	18	9	20	19	8	0	2	98
Beverages	0	4	6	26	30	22	0	4	92
Foods for breakfast	0	13	0	13	3	1	1	0	31
Oil Products	0	20	3	10	2	0	6	1	42
Meat Products	0	5	0	7	5	0	0	3	20
Pulse Legumes	20	0	0	5	7	2	5	0	39
Sauces/ Dressings	1	7	0	5	3	0	5	0	21
Chocolate/ Confectionary	0	4	7	6	16	20	1	3	57
Total	43	71	25	92	85	53	18	13	400

The main target audience was interestingly found as unidentified with 92 commercials, these commercials did not include words or any signal in order to understand the specific target of the commercials. Adults (85 ads), families (71 ads), and parents (43 ads) which totally reached half of the commercials (199 ads) in this research (Table 6) followed the unidentified target audience. Children and housewives were weakly represented in the study with 25 and 18 product ads. After defining certain characteristics mentioned in above tables, the commercials were coded according to product appeals which were identified in previous studies.

Warren *et al.* identified 19 codes in their research (2008, 237, Table 1) and in this study, only 10 of them were found. The most preferred appeals were mood alteration (379 ads), taste (347 ads), easiness in consumption (320 ads), additional value (141 ads), adult approval (120 ads), peer approval (136 ads), nutritional content (111 ads), health and well-being (111 ads), magic fantasy (107 ads), misleading and trickery (79 ads).

The product appeals of the commercials were not varied for the different food groups. The most preferred product appeal was the mood alteration and it was highly used for all food groups. It seems that free from product categories certain appeal strategies were chosen in a consensus to attract as big consumer groups as possible. Foods were having more similar appeals in their commercials to compete within their sector or within the global food sector.

Table 7. Product Appeals of TV Commercials

Food Groups	Easiness in Consumption					Misleading/ Trickery			
	Included		Not included		Total	Included		Not included	
	National	Inter-national	National	Inter-national		National	Inter-national	National	Inter-national
Dairy Products	39	37	9	13	98	16	14	32	36
Beverages	35	40	9	8	92	3	10	32	30
Foods for breakfast	6	12	8	5	31	3	3	11	14
Oil Products	17	19	4	2	42	0	2	21	19
Meat Products	9	10	1	0	20	1	3	9	7
Pulse/ Legumes	13	15	1	10	39	1	5	13	20
Sauces/ Dressings	9	9	2	1	21	2	0	9	10
Chocolate/ Confectionary	26	24	1	6	57	3	10	24	20
Total	154	166	35	45	400	29	47	151	120

Food Groups	Mood Alterations					Nutritional Content			
	Included		Not included		Total	Included		Not included	
	National	Inter-national	National	Inter-national		National	Inter-national	National	Inter-national
Dairy Products	47	48	1	2	98	9	17	39	33
Beverages	40	47	4	1	92	17	12	27	36
Foods for breakfast	10	17	4	0	31	3	3	11	14
Oil Products	17	19	4	2	42	12	8	9	13
Meat Products	10	10	0	0	20	1	1	9	9
Pulse/ Legumes	12	25	2	0	39	11	1	3	24
Sauces/ Dressings	10	10	1	0	21	5	0	6	10
Chocolate/ Confectionary	27	30	0	0	57	9	2	18	28
Total	173	206	16	5	400	67	44	122	167

Food Groups	Taste Sensory Characteristics					Magic/ Fantasy Use			
	Included		Not included		Total	Included		Not included	
	National	Inter-national	National	Inter-national		National	Inter-national	National	Inter-national
Dairy Products	37	43	11	7	98	10	16	38	34
Beverages	37	40	7	8	92	12	17	32	31
Foods for breakfast	7	13	7	4	31	1	4	13	13
Oil Products	21	19	0	2	42	4	3	17	18
Meat Products	10	10	0	0	20	1	2	9	8
Pulse/ Legumes	13	25	1	0	39	8	3	6	22
Sauces/ Dressings	5	0	6	10	21	3	0	8	10
Chocolate/ Confectionary	27	26	0	4	57	10	13	17	17
Total	157	176	32	35	400	49	58	140	153

Food Groups	Additional Value					Health and Well Being			
	Included		Not included			Included		Not included	
	National	Inter-national	National	Inter-national	Total	National	Inter-national	National	Inter-national
Dairy Products	25	18	23	32	98	13	21	35	29
Beverages	19	13	25	35	92	19	12	25	36
Foods for breakfast	2	5	12	12	31	5	4	9	13
Oil Products	9	6	12	15	42	13	10	8	11
Meat Products	7	3	3	7	20	1	2	9	8
Pulse/ Legumes	10	6	4	19	39	11	3	3	22
Sauces/ Dressings	2	1	9	9	21	8	0	3	10
Chocolate/ Confectionary	13	2	14	28	57	9	1	18	29
Total	87	54	102	157	400	79	53	110	158

Food Groups	Peer Approval					Adult Approval			
	Included		Not included		Total	Included		Not included	
	National	Inter-national	National	Inter-national		National	Inter-national	National	Inter-national
Dairy Products	18	19	30	31	98	31	17	17	33
Beverages	14	20	30	28	92	9	2	35	46
Foods for breakfast	1	4	13	13	31	3	10	11	7
Oil Products	5	7	16	14	42	3	8	18	13
Meat Products	5	5	5	5	20	8	3	2	7
Pulse/ Legumes	2	11	12	14	39	5	13	9	12
Sauces/ Dressings	0	0	11	10	21	1	2	10	8
Chocolate/ Confectionary	10	15	17	15	57	4	1	23	29
Total	55	81	134	130	400	64	56	125	155

Conclusion

All 400 food commercial both national and international were analyzed for the persuasive techniques used. The foods being advertised were mostly associated with feelings of happiness, taste, and fun. The mood alteration (379 ads) and taste (347 ads) seem to be the most important appeals to attract the consumers, echoing previous analyses. While it might be argued that sensory appeals for foods and beverages were inherent, the emphasis on fun and happiness in these ads constitutes a conscious choice from advertisers. Mood alterations suggest that product will either create/enhance positive feelings such as happiness, relief, etc. or remove negative feelings like anxiety or anger. All the food ads try to appeal this feeling of happiness in their strategy whether it is a sauce, beverages or meat. The results indicate a sharp division in the evidence, with scientific, peer-reviewed papers showing that high levels of such advertising of less healthy foods continue

to be found in several different countries worldwide (Galbraith-Emami and Lobstein, 2013, 971). In this research, it is found out that the TV commercials and their basic characteristics in terms of slogan, music or external voice getting more similar even in different food categories in the world. It would appear that the messages of food ads are relatively uniform. This similarity also continues with the strategy of the appeal of the commercials. However, we are heading a new era which identified with healthy consuming, the foods and their commercials are still prioritized mood alteration and taste in its messages. In sum, 332 product ads out of 400 (Table 5) prefer pathos or a combination of pathos and ethos strategies in TV commercials.

The food commercials still managed by the oldest pathos appeal which Aristotle described and however, many brands, product, and food categories appear they are getting more similar to approach the audience and attract them. If the advertising landscape is dominated by commercials with special effects and emotional appeals, we might be prepared to critically evaluate those messages. For further studies, cultural differences of advertising appeals by using eye-tracking systems, generation differences among the advertising appeals, the appeals used in the gaming environment and social media can be analyzed.

References

1. Boyland, E., Harrold, J.A., Kirkham, T.C., Halford, J.C.G. (2012). Persuasive techniques used in television advertisements to market foods to UK children. *Appetite*, 58, 658-664.
2. Brand Finance Turkey 100 Report (2018). Türkiye'nin en değerli markalarının yıllık raporu, Haziran 2018 Brand finance Turkey sektör analizleri. Retrieved August 1, 2018 from: http://brandfinance.com/images/upload/brand_finance_turkey_100_2018.pdf.
3. Buijzen, M., Valkenburg, P.M. (2002). Appeals in television advertising: A content analysis of commercials aimed at children and teenagers. *Communications*, 27, 349-364.
4. Carter, O.B.J., Patterson, L.J., Donovan, R.J., Ewing, M.T., Roberts, C.M. (2011). Children's understanding of the selling versus persuasive intent of junk food advertising: Implications for regulation. *Social science and medicine*, 72, 962-968.
5. Chang, A., Schulz, P.J., Schirato, T., Hall, B.J. (2018). Implicit messages regarding unhealthy foodstuffs in Chinese television advertisements: increasing the risk of obesity. *International Journal of Environmental Research and Public Health*, 15(1), 70. doi: 10.3390/ijerph15010070.
6. Collins C.A., Champlin S.E., Pasch K.E., Williams J.D. (2013) Introduction: Childhood Obesity: Media, Advertising, Community, and Advocacy. In Williams J., Pasch K., Collins C. (Eds.) *Advances in Communication Research to Reduce Childhood Obesity*. Springer, New York, NY.

7. Connor, S.M. (2006). Food-related advertising on preschool television: building brand recognition in young viewers. *Pediatrics*, 118, 1478-1485.
8. Corbett, E. P. J. (1990). Classical rhetoric for the modern student. (3rd Edition), New York: Oxford University Press.
9. Deng, Y., Mela, C.F. (February 2018). TV viewing and advertising targeting. *Journal of Marketing Research*, 55(1), 99-118. doi: 10.1509/jmr.15.0421.
10. Digital Strategy Consulting (2017). Global Online Advertising 'to overtake' traditional TV ad spend this year, 29 March 2017. Retrieved July 1, 2017 from: http://www.digitalstrategyconsulting.com/intelligence/2017/03/global_online_advertising_to_overtake_traditional_tv_ad_spend_this_year.php.
11. E-Marketer (2017). Worldwide ad spending marketers estimates and updated forecast 2016-2021, October 13. Retrieved July 1, 2017 from: <https://www.emarketer.com/Report/Worldwide-Ad-Spending-eMarketers-Updated-Estimates-Forecast-20162021/2002145>.
12. Fosu, I., Wicks, J.L., Warren, R., Wicks, R.H. (2013). What's on the menu? Disclaimers, emotional appeals and production techniques in food advertising on child-rated programs in the United States. *Journal of Children and Media*, 7(3), 334-348.
13. Gabrielsen, J. and Christiansen, T.J. (2010). *The power of speech*. Denmark: Gyldendal.
14. Galbraith-Emami, S., Lobstein, T. (2013). The impact of initiatives to limit the advertising of food and beverage products to children: A systematic review. *Obesity Reviews*, 14, 960-974.
15. Gunter, B. (2016). *Food Advertising, Nature, impact, regulation*. Cham: Springer.
16. Guran, T., Turan, S. Akçay, T., Değirmenci, F., Avcı, O. Asan, A., Erdil, E., Majid, A. Bereket, A. (2010). Content analysis of food advertising in Turkish television, *Journal of Paediatrics and Child Health*, 46(7-8), 427-430.
17. Hebden, L, King L., Kelly, B. (2011). Art of persuasion: An analysis of techniques used to market foods to children. *Journal of Paediatrics and Child Health*, 47, 776-782.
18. Keller, S.K., Schultz P.J. (2011). Distorted food pyramid in kids programs: a content analysis of television advertising watched in Switzerland. *European Journal of Public Health*, 21, 300-305.
19. Kelly, B., Halford, J., Boyland, E., Chapman, K., Bautista-Castano, I., Berg, C., Caroli, M. Cook, B., Coutinho, J.G., Effertz T., Grammatikaki, E., Keller, K., Leung, R., Manios, Y., Monteiro, R., Pedley, C., Prell, H., Raine, K., Recine, E., Serra-Majem, L., Singh, S., Summerbell, C. (2010). Television food advertising to children: A global perspective. *American Journal of Public Health*, 100(9), 1730-1736.
20. Kent M.P., Dubois, L., Wanless A. (2011). Food marketing on children's television in two different policy environments. *International journal of pediatric obesity*, 6, 401-408.
21. Kim, W. (2007, February 11). Here There and Everywhere, *New York Times Magazine*, p. 17.
22. Li, D., Wang, T., Cheng, Y., Zhang, M. Yang, X., Zhu, Z., Liu, D., Yang, W., Zeng, L. (2016). The extent and nature of television food advertising to children in Xi'an, China. *BMC Public Health*, 16, 770-778.

23. Maryam, A., Mehdi, M.R., Masood, K., Moosoomah, G., Nasrin, O., Yadollah, M. (2005). Food advertising on Iranian children's television: a content analysis and experimental study with junior high school students. *Ecology of food and nutrition*, 44, 123-133.
24. McGrath, M. (2016). The world's largest food and beverage companies 2016: Chocolate, beer, and soda lead the list, *Forbes Global 2000 Report*. Retrieved October 10, 2017 from: <https://www.forbes.com/sites/maggiemcgrath/2016/05/27/the-worlds-largest-food-and-beverage-companies-2016-chocolate-beer-and-soda-lead-the-list/#57d864511e96>.
25. Mchiza, Z.J., Temple, N.J., Steyn, N.P., Abrahams, Z., Clayford, M. (2013). Content analysis of television food advertisements aimed at adults and children in South Africa. *Public Health Nutrition*, 16(12), 2213-2220.
26. Medya Takip Merkezi (2016). Retrieved December 20, 2017 from: https://www.medytakip.com.tr/mbs/index_19_aralik_2016.html.
27. Moon, Y.S. (2010). How food ads communicate 'health' with children: a content analysis of Korean television commercials. *Asian Journal of Communication*, 20(4), 456-476.
28. Nielsen-Langballe, T. (2013). The magic of advertising: An analysis of a beauty product advertisement. BA Thesis, December 2013, Aarhus School of Business and Social Sciences, Aarhus University, Denmark.
29. Page, R.M., Brewster, A. (2007). Emotional and rational product appeals in televised food advertisements for children: Analysis of commercials shown on US broadcast networks, *Journal of Child Health Care*, 11(4), 323-340.
30. Pettigrew, S., Roberts, M., Chapman, K., Quester, P., Miller, C. (2012). The use of negative themes in television food advertising. *Appetite*, 58, 496-503.
31. Ponce-Blandon, J.A., Pabon-Carrasco, M., Lomas-Campos, M. (2017). Content analysis of food advertisements addressed to children and adults in Andalusia, *Nursing and Advanced Health Care*, 1, 006.
32. Puggelli, F.R., Bertolotti, M. (2014). Healthy and unhealthy food in Italian television ads for adults and children. *Young consumers*, 15(1), 58-67.
33. Pultz, T., Samuelsen, A. (2013). A cross-cultural analysis of ethos, pathos, and logos in advertising. Retrieved October 10, 2017 from: <https://core.ac.uk/download/pdf/12523369.pdf>.
34. Reklamcılar Derneği (2018). Türkiye'de tahmini medya ve reklam yatırımları reklamcılar derneği raporu, Mart 2018. Retrieved August 1, 2018 from: <http://rd.org.tr/www/rd/assets/doc/RD-medya-ve-reklam-yatirimlari-2017-Raporu.pdf>.
35. Rozendaal, E., Buijzen, M., Valkenburg, P. (2011). Children's understanding of advertisers' persuasive tactics. *International Journal of Advertising*, 30(2), 329-350.
36. Statista (2018). Daily time spent watching TV per capita in the United States from 2013 to 2020 (in minutes). Retrieved July 19, 2018 from: <https://www.statista.com/statistics/186833/average-television-use-per-person-in-the-us-since-2002/>.

37. Story, M., French, S. (2004). Food advertising and marketing directed at children and adolescents in the US, *International Journal of Behavioral Nutrition and Physical Activity*, 1(3), 1-17.
38. Teixeira, T.S. (2014). The rising cost of consumer attention: Why you should care, and what you can do about it. *Harvard Business School*. Working paper 14-055. Retrieved October 2, 2018 from: https://www.hbs.edu/faculty/Publication%20Files/14-055_2ef21e7e-7529-4864-b0f0-c64e4169e17f.pdf.
39. Warren, R., Wicks, R. H., LeBlanc Wicks, J., Fosu, I. and Chung, D. (2008). Food and Beverage Advertising on U.S. television: A comparison of child-targeted versus general audience commercials. *Journal of Broadcasting & Electronic Media*, 52(2), 231-246.
40. Warren, R., Wicks, R. H., LeBlanc Wicks, J., Fosu, I. and Chung, D. (2007). Food and beverage advertising to children on US television: did national food advertisers respond? *Journalism and Mass Communication Quarterly*, 84(4), 795-810.
41. WHO (2013). Marketing of foods high in fat, salt and sugar to children: update 2012–2013. Denmark: WHO Regional Office for Europe Publications.
42. Wicks, J.L., Warren, R., Fosu, I., Wicks, R.H. (2009). Dual-modality disclaimers, emotional appeals, and production techniques in food advertising airing during programs rated for children: is there a good balance? *Journal of Advertising*, 38(4), 93-105.
43. Yoo, J.H., Kim, J. (2012) Obesity in the New Media: A Content Analysis of Obesity Videos on YouTube, *Health Communication*, 27(1), 86-97. doi: 10.1080/10410236.2011.569003.
44. Yu, F. (2017). Tv advertising unfazed by the growth of digital. Retrieved July 19, 2018 from: https://www.theepochtimes.com/tv-advertising-unfazed-by-growth-of-digital-2_2251487.html.
45. Zenithmedia (2017). Internet advertising expenditure to exceed US\$ 200 bn this year, 26 March 2017. Retrieved July 1, 2018 from: <https://www.zenithmedia.com/internet-advertising-expenditure-to-exceed-us200bn-this-year/>.