

A few years ago, Nestlé had repositioned Maggi as a healthy snack with the launch of rice and atta noodles, and highlighted the benefits with the tagline, "Taste bhi, health bhi" (Taste as well as health). And now recently,

GSK has come out with Foodles, which it claims are nutritious instant noodles.

Meanwhile, a strong positive disposition towards milk food drinks is noticed amongst the parents with 83 per cent claiming that these help provide the required nutrition which normal food does not provide. Conversely, 68 per cent of the children feel school canteens "rock". Another 20 per cent buy canteen food because it makes them appear cool. Similarly, 66 per cent children like chewing gums as it raises their "cool" quotient. Among their favourite food items, ice cream tops the list closely followed by chocolates and biscuits. Breakfast cereals top the list in the least-liked food category.

The IMRB study also covered media and entertainment. According to the study, children resort to entertainment solely to reduce tension and the burden of studies. This is closely followed by the intention of getting information about new things. Interestingly, gaming beats TV as the prime source of entertainment. Thirty per cent children go on to claim that entertainment is not possible without cool gadgets. Viewership of general entertainment channels among children is only passive; mainly because single TV households have a fight for the remote amongst the parents to watch their favourite show. As many as 60 per cent of the children claim they would switch to a kids' channel if they got the remote.

PESTER POWER

- # Fitting into a group vital for 60 per cent
- # Window shopping at malls favourite pastime for 68 per cent
- # 25 per cent track what's going on in peer group
- # Celebrity endorsements favoured by 63 per cent
- # 20 per cent mobile phone purchases influenced by kids
- # Participation in environment-related work important for 70 per cent
- # School canteens rock for 68 per cent
- # 30 per cent feel junk food should be allowed
- # 35 per cent will buy a product if friends have it

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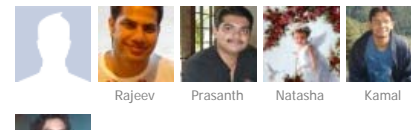
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