

# Surveillance of Advertisement in Broadcast Media about Food, Pharmaceutical and Health Care Products.

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## Abstract

This research has 3 objectives: 1) to create effective surveillance of advertisement broadcasted in the media on food, medicines and health products 2) to find out the exploited content and format of broadcasted advertisements especially for food, medicine and health care products in a media and 3) to give the policy recommended on supervision of advertisements broadcasted in the media. This research used a mixed methodology of both quantitative and qualitative methods. The instruments were a training workshop and focus group discussion. The quantitative research methodology was recording data by collecting the data from monitoring advertisements from the media. The samples were 82 persons selected by purposive samplings from 4 regions. The result was the process to create the effective network called “the classic model”; advertising of health products was high and the most popular types of advertising was using a spot between most programs.

**Keywords:** Consumer’s Networking, Advertising, Surveillance Network

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## เครือข่ายการเฝ้าระวังการโฆษณาอาหาร ยา และผลิตภัณฑ์สุขภาพ ที่มีลักษณะเอาเปรียบผู้บริโภคในกิจการกระจายเสียงและกิจการโทรทัศน์

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### บทคัดย่อ

การวิจัยครั้งนี้ มีวัตถุประสงค์ เพื่อสร้างกลไกต้นแบบที่มีประสิทธิภาพ ในการเฝ้าระวังการโฆษณาอาหาร ยา และผลิตภัณฑ์สุขภาพที่มีลักษณะเอาเปรียบผู้บริโภค ทางสื่อกระจายเสียง สื่อวิทยุโทรทัศน์ดาวเทียม และสื่อเคเบิลทีวี เพื่อศึกษารูปแบบ เนื้อหา โฆษณาอาหาร ยาและผลิตภัณฑ์สุขภาพที่มีลักษณะเป็นการเอาเปรียบผู้บริโภคทาง สื่อกระจายเสียง โทรทัศน์ดาวเทียม และเคเบิลทีวี และเพื่อจัดทำข้อมูล บทสรุป และ ข้อเสนอเชิงนโยบายในการกำกับดูแลโฆษณาทางสื่อที่มีลักษณะเป็นการเอาเปรียบ ผู้บริโภค การวิจัยครั้งนี้เป็นการวิจัยแบบผสมผสานระหว่างการวิจัยเชิงปริมาณและ การวิจัยเชิงคุณภาพ เครื่องมือที่ใช้ในการเก็บข้อมูลเชิงปริมาณ ได้แก่ แบบบันทึกข้อมูล การโฆษณาทางสื่อ และการวิจัยเชิงคุณภาพ โดยการอบรมตัวแทนเครือข่ายต่าง ๆ จำนวน 82 คน ซึ่งเป็นผู้แทนจากพื้นที่ทั้ง 4 ภาค โดยการคัดเลือกแบบเจาะจง ผลการวิจัย พบว่า กระบวนการสร้างเครือข่ายผู้เฝ้าระวังที่มีประสิทธิภาพ คือ การใช้ “Classic Model” โฆษณาทางสื่อ แบ่งออกเป็นผลิตภัณฑ์สุขภาพมาก ด้านรูปแบบการโฆษณา พบว่า ส่วนใหญ่ใช้เป็นสปอตโฆษณาสั้นระหว่างรายการมากที่สุด

**คำสำคัญ:** การสร้างเครือข่ายผู้บริโภค, การโฆษณา, เครือข่ายการเฝ้าระวัง

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## Introduction

The Act 2010 section 31 has decided to have intensive surveillance in the media broadcasting of advertisement like radio, satellite TV and cable TV for the benefits of the consumer so as not to be taken advantages by the entrepreneurs and the promoters of the products by deceitful means of misleading information directed in the television and radio broadcasting of the national telecommunications. NBTC is placed in charge of monitoring operation of business of telecommunications to protect consumer's rights. According to the ministry of broadcasting and television, Vol.1 (2012 - 2015) determines a strategy to protection consumer from the distorted advertisement broadcasted in the media. The principle that protection consumer rights by considering the main human rights by not abusing or misusing the media in broadcasting of advertisement and promotions of products in a manner that is false, distorted, bias, unfair with discriminatory motive of complete commercial benefit. This 2010 section 31 is a mechanism for handling complaints conveniently, effectively to control, solve and remove the concern issue and problems quickly to avoid discrimination as well as promoting public awareness to defend and to understand the use of public media effectively for the benefit of everyone. Through this process of media literacy campaign, citizens have complained to the office of the NBTC about broadcasting of advertisement in the media stating that with falsify, distorted and exaggerated information promoters have taken complete advantages over innocent consumers.

According to the research on the health care products advertisement broadcasted in radio, satellite TV and cable TV in 16 provinces for a period of two months from April to October of 2011. It was observed that radio is the easiest and most frequently access media for getting information about products information and promotions. Here in these types of promotions

consumers are easily captivated by the attractive favorable information where the promoters use DJ who will ask questions to an individual who had experience in using the products. Moreover, they interview popular public icons for adding values and credibility to their products. Furthermore, the entrepreneur and promoters use radio to telecast their products to sell and deliver adding benefits to the consumers, where promoters have contact center for consumers to enquires anything regarding their products in buying, selling and delivery which again is a convenient value added service which deceived the innocent consumers and customer effectively by using radio as a new strategy in the business.

On the part of the consumer, there was total falsified and misleading information in the advertisement, broadcasted in the media because they lack of reliable information, lack of awareness about the inappropriate medicines and health care products which can cause health risks. There are limitations of competent regulatory agencies to care and control the central and provincial issue or concern problems. In addition, legal action had many steps, such as surveillance of radio advertising must be recorded to transcribe all the words, Then, to ensure that the products have no problem and also to check if the permission of advertising is correct or not. This may take a while to check with the food and drug administration because of the lack of a presents of database that allow advertising. Officials and authority cannot be accessed. The advertisement issue in each area is struck as there were lots of limitations to correct the complaints. It was also declared to the public that law regulatory agencies will punished entrepreneur who are found to be practicing falsify and misleading advertisement broadcasted in the media, but, there were repeated offender who willingly distort or continuously misrepresent their products and to mention few of those: such as food products, community radio, cable TV and satellite TV which are the main media for advertising of medicines and health care products with the NBTC were

oversight. Also during the process to build system of supervision the advertisement of health products become more severe. To solve the issue of falsify advertising of health products there should have to be reviewing process and there should be an improvement in the law related to health product advertisement and that should be related with the changes of society and modernization. Contribution of the management to solve the problems must be honesty. (Foundation for consumers and the enterprise network consumers, 2011) for these reasons, the study of network on advertising of food, medicine and health care products has to be thoroughly check before broadcasting in the media for the consumers.

### **Research objectives**

1. To create effective surveillance of advertisement on food, medicines and health products. Advertisement should totally be consumer friendly while broadcasting in the media and participation of all sectors as well as in the surveillance of broadcasted media should be efficient and effective.
2. To find out the exploited content of broadcasted advertisement especially for food, medicine and health care products in the media.
3. To give the policy recommend on supervision of advertisement broadcasted in the media.

### **Literature review**

#### **The Networking**

Networking means making a change. Encouraged to exchange information and cooperate voluntarily. Networking should be encouraged and facilitated. (Ministry of social development and human security, 2014) The members of the network were connected friendship. That they are independent rather than dependent establish ostracized. In additions,

the network is not required to create a one-way contact with the news. Such as sending out newsletters to subscribers on your list. But you need to exchange information with each other

### **The need for a network**

Developing or solving any problems using the forms inherited a culture within the agency or organization. Creating a "network" can solve the above problems by providing opportunities for individuals and organizations to exchange information and experiences, including lessons to individuals or organizations outside of their departments. Reduce duplication of work cooperate and work in a manner that is mutually beneficial.

### **The advertisement in the media**

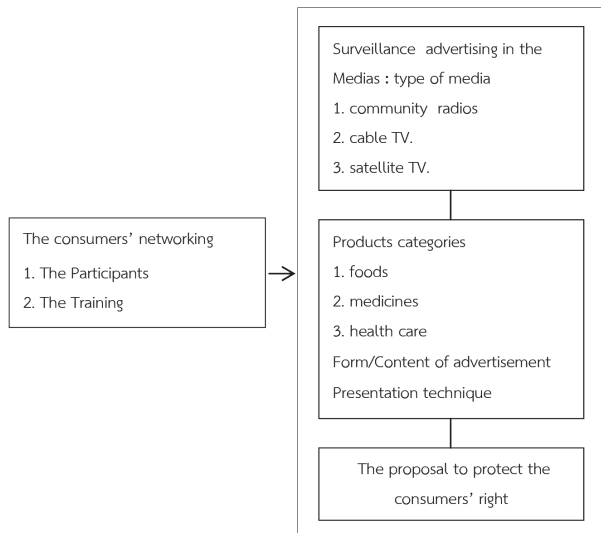
Community radio, cable TV and satellite TV which are the main media for advertising of medicines and health care products with the NBTC were oversight. Also during the process to build system of supervision the advertisement of health products become more severe. To solve the issue of falsify advertising of health products there should have to be reviewing process and there should be an improvement in the law related to health product advertisement and that should be related with the changes of society and modernization. Contribution of the management to solve the problems must be honesty. (Foundation for consumers and the enterprise network consumers, 2011) For these reasons, the study of network on advertising of food, medicine and health care products has to be thoroughly check before broadcasting in the media for the consumers.

According to the research on the health care products advertisement broadcasted in radio, satellite TV and cable TV in 16 provinces for a period of two months from April to October of 2011. It was observed that radio is the easiest and most frequently access media for getting information about products information and promotions. Here in these types of promotions consumers are easily captivated by the attractive favorable information where

the promoters use DJ who will ask questions to an individual who had experience in using the products. Moreover, they interview popular public icons for adding values and credibility to their products. Furthermore, the entrepreneur and promoters use radio to telecast their products to sell and deliver adding benefits to the consumers, where promoters have contact center for consumers to enquires anything regarding their products in buying, selling and delivery which again is a convenient value added service which deceived the innocent consumers and customer effectively by using radio as a new strategy in the business.

### The Conceptual framework

From the prior literatures the following conceptual framework in figure 1 framed a study to create role model of the consumers' network to go on surveillance advertising in the medias.



**Figure 1:** Framework of the research

## Research Methodology

This research was mixed methodology both quantitative and qualitative research.

### **The qualitative research methodology**

The qualitative research methodology was the process of the network. The preparation before the surveillance management training is by using the selected representative youth group for consumer network who comes from every region, with 30 persons each in each group chosen specifically for this research. Which are as follows:

1. Choosing the agent for creating network for consumers.

- 1.1 Who had an experience of work related in network for consumers.

- 1.2 Network or team that can perform surveillance in the area continuously and efficiently.

2. Design a prototype training curriculum. The course is focused on providing participants with the knowledge, understanding and practice of act to detect advertising content. Detailed curriculum and training process for personal model were as follows.

- 2.1 Knowledge about the situation in advertising products of food, medicine and health care products and for participants for awareness of the situation in advertising products broadcasted.

- 2.2 Knowledge of legal topics and essence of consumer protection laws: the mechanism of practice to provide participants with knowledge to understand laws related to food, medicine and health care products.

- 2.3 To provide knowledge to the participant on how to inspect items of the advertisement so as to be able to catch a distorted, misrepresent information that will help to understanding and give practice guidelines to monitor advertisement to achieve advertising literacy presented through various media to execute data correctly.



2.4 Impart knowledge about media that will be an inspiration to practice which will help create a role model for surveillance of advertisement.

2.5 Small group discussions.

### **The quantitative research methodology**

The quantitative research was the term of surveillance advertising in the 4 regions. The process were as follows, :

1. A preliminary study from a list of advertisement broadcasted in the media like satellite TV and cable TV (1-3 December 2012).

2. Choose 5-10 stations in each area with advertising products related to have taken advantage of consumers, using the criterion of 7 items to consider texts appeared in advertising content.

3. The duration of data collection started to record since 4 December 2012 - 4 March 2013.

This research was carried out through surveillance and recorded data from advertising details on food, medicines and health care products broadcasted on the media with 5-10 stations, based on a variety of advertising products.

### **The criteria to analysis and monitor the advertising media.**

In the process of surveillance network in all sectors use the same or similar criteria for determining the content of picture and text that fit the offence under section 22 (1). The consumer protection Act, B.E. 1979 and revised by the consumer protection act (No.2) of 1998, which stated that “the advertising must not use text that is unfair to consumers or use the text that may cause adverse effects to the society as a whole, however, no matter what the message is a message about the origin, the quality or characteristics of goods or service as well as delivery supply using the products or services” should be monitor to protect consumers rights.

The law has separate criteria to analyze 5 concerns or issue which are:

1. Checking promoter's text to see if it is misleading, distorted, misrepresenting, falsified beyond truth.
2. Checking the license number of advertisement to see if it is valid.
3. Making sure, the text causes no misunderstanding in its essence about its products and services.
4. The advertising content should complement or match with the actual products and also to remove mismatch of the product.
5. Making sure those advertisement text complies with the law of the land which support directly or indirectly and not deviate towards criminal motive of taking advantages of the consumer or customer that will lead to disgrace the national culture.
6. Making sure that the text cause no disharmony disgrace the harmony among people.

## **Conclusion and Discussion**

### **The Findings.**

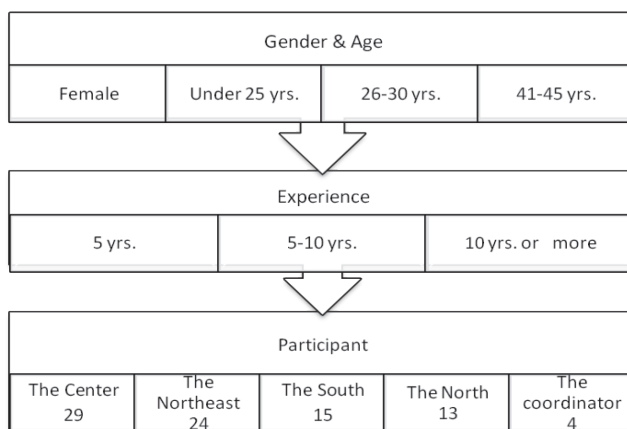
1. Effective network surveillance of advertisement on food products: with attractive media broadcasting innocent consumers are easily mislead and misguided by the promoters taking advantages over their innocent attitudes.

1.1 Monitor by the participant of all sectors in the surveillance of broadcasted media with effectiveness. The workshop was 2 days. There are three categories of research participant's network model:

- 1) The age: mainly male under the age of 25 years, 26-30 years, 41-45 years.
- 2) The experience in the field: 10 individual as participant. Experience in working network was less than 5 years followed by between

5-10 years and more than 10 years.

3) The participant from all region: the highest number of 29 from the Central, the Southern were 24, 15 from the Northeast and the North 13. (figure 2)



**Figure 2:** The 3 categories of participant's network

1.2 Knowledge and understanding about the advertising give advantage to consumers and related laws before joining the training helps participants with knowledge of the situation of advertising products, food, medicine and health product and this training will enhance knowledge about the law's essence of consumer protection and knowledge about the inspection of advertising media and advertising techniques to the media. After training showed that participants' knowledge and understanding to achieve the objective of training to bring knowledge about advertisement practice are increased. However, each sector has selected the participants by considering the knowledge and ability to devote time to work in the surveillance area.

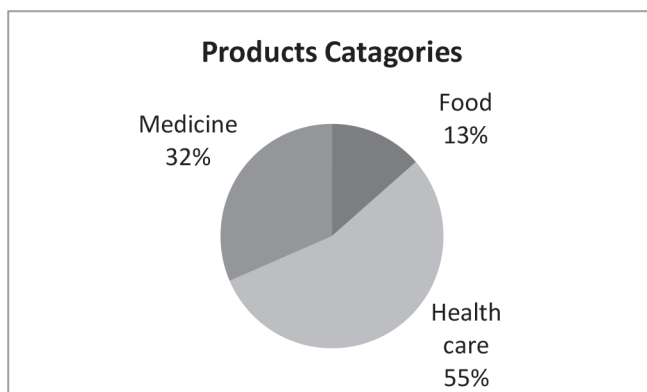
## 2. Advertising form and content

### 2.1 The format of advertising were as follows:

1) The spot (loose spot) by opening items between the various stations. Length is between 35-50 per second (in programmed spot). And sometimes the spots are used as knowledge to build trust.

2) Talking on the program or TV show by host giving an interview about products information's, they even use expert data and reference to build credibility by expert medical researchers and artists.

### 2.2 The categories of products were shown in figure 3



**Figure 3:** The products categories

From the figure 3 show the percentage of all products that most of products were health care products were 55 percent, 32 percent of medicines and 13 percent of food products.

2.3 The advertising content in health care products are found to have violated the law of food acts of 1979 accounted for 100 percent by advertising that show misleading drug benefit information like: advertising that can alleviate the water cure or prevent diseases, as well as maintaining

good health while some products are text support which directly or indirectly have violated the law and morality that leads to the disgrace of the national culture.

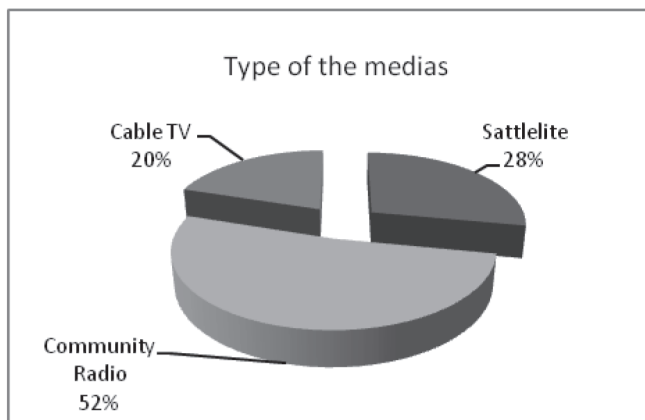
2.4 Content of food advertising product category were found to have violated the law of 1979 with 100 percentages by advertisements that show medicinal properties, i.e., it has an elements to relieve, treat or prevention, diseases with vitamin.

2.5 Content advertising products of food were found to have violated the food law of 2522 with 100 percentages with an advertisement that show medicinal properties, i.e. it can alleviate the water cure or prevent diseases, as well as maintain good health.

2.6 It was observed that all the advertisement content in the media about products were falsify, exploiting and manipulating the innocent consumers.

**Table 1 The type of the medias from all regions.**

Type of the medias	Number of each region				Total	percentage
	The Center	The North	The Northeast	The South		
Satellite TV	2	2	1	1	6	28.0
Community Radio	2	10	5	2	19	52.0
Cable TV	1	1	2	2	6	20.0
Total	5	13	8	5	31	100.0



**Figure 4:** The type of the medias

The findings from the surveillance also found that the products advertising in media covers products of every age group like: vegetable mixed fruit and food products to nourish the brain. Weight loss products, white skin for adolescents, body care products, eye care for working people in the city. Product of the body pain for the working population in the countryside. Products to treat chronic illness for patients with chronic diseases and for the elderly with health problems.

Almost every production surveillance of advertisements presented in the form of spot and talks which are presented in the format of conversations where experience user and the host share their experience of using the products, talking mainly about the benefits of using the products, where the host interview the user about the products which are recorded and telecast or circulate in the radio and television for all the regions where consumers can be convinced to take the products. The talks in radio are for central, Northern, Eastern and Southern region by the DJ also in each local as a medium for communication of advertisement of health products for men

presented on television, satellite TV, often use the strategy of sex appeal by MC in the form of the younger women in sexy dress.

### **3. Policy Recommendations**

The person who monitor the advertisement need to be aware of the law relating to advertising like: the consumer protection act on pure food, drug and the false advertising law which need the content to be understand thoroughly before working as a watcher that will help expand to build a network to other groups should have the followings:

3.1 The network members should volunteer in the area with a group of people. The youth in the areas must be trained to the knowledge of law related to advertising, which is consumer protection act on pure food and drug of false advertising.

3.2. The model of coordination network. The establishment of pilot batch or group for network, according to article, the surveillance tracking advertising can be the center to coordinates information exchange and the NBTC to create data support to understand production information and publish relevant information. As well as to handle the initial complaint effectively. There should be expanding cooperation to other sectors including educational institutions in the area of youth volunteer for public media.

3.3 To support the NBTC information of network and to create the perception of information literacy and advertising to take advantage of (the new knowledge website newsletter production list through the media. The conference meets leaders, etc.) The budget support activities to expand the network, such as training to give skills knowledge and ability to monitor and report in the areas with skill training and better innovative knowledge about the regulations advertising in the media.

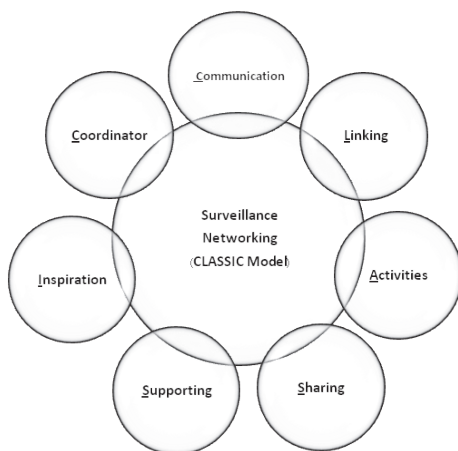
3.4 To provide channels that connects the participant with convenient, modern facilities, such as creating groups website to link

members' networks very close and easier that will help solve the problems and have a good relationship between each other.

## Discussion

1. Creating an effective surveillance on food, medicines and health care products in the advertisement for promotions.

The effective ways to create and develop network approach is called the classic model the details are as follow:



**Figure 5:** The Classic Model

1.1 Provide a communication channel that can contact each other easily and conveniently such as creating groups websites to link members network, creating more intimacy to help solve the problems and have a good relationship between each other.

1.2 Members must organize a network jointly to link or achieve the target.



1.3 Activities are regularly performed to exchange knowledge and experience and to communicate between each other.

1.4 Held stage to share or develop potential activities to solve various problems in the work.

1.5 Support necessary resources like new knowledge and information's, database which are related to the laws of consumer protection that are always provided to the members to protect consumer's rights.

1.6 Activities to connect the relationship and inspiration between older people and young people who will be in succession that will lead to sustainability.

1.7 A network of success by having each sector to have a coordinator that work closely to monitor.

1.8 Provide a communication channel that can contact each other easily and conveniently such as creating groups websites to link members network, creating more intimacy to help solve the problems and have a good relationship between each other.

To expand the network and to help new generations of support group to accelerate the knowledge to build and cover greater areas and regions by giving training about advertisement to educate the participant so that they will understand and be aware of the effect of the advertisement on consumers. Due to the lack of understanding and ignorance about the benefits to be gained poor interest is given in working for advertisement medias.

It is important to create a network of success by having each sector to have a coordinator that work closely to monitor the result of the summary coordinator periodically. To finish the surveillance at this point is at the micro level when compared with the mechanical system in surveillance at the macro level. There should be an established coordinate system between workers in the area, which will have network with government policy level

with high efficiency of work to achieve the goal.

It was also found that the strategies of advertising to build trust are greatly diversify thus, consumers of all age groups have the risk of media manipulations, if we don't know the tricks of the quantity and frequency, the worst is it is delivering facts with false information's in the advertisement. Most of the consumers are in the deceitful grasp of the promoters. With all the above examples of falsify advertisement promoters are aiming to build their credibility in the market about their products in all forms.

2. Regulating food, medicines and health products in the media to avoid consumer discriminations.

Broadcasting media are believed to have taken advantage of consumers with false, distorted or exaggerated advertisement. From the research it was found that consumers have been misguided and manipulated by the advertising group in all regions of the country. While consumers may be ignorant and without any complaints about such advertising. There should be strong suggestions on supervision of the powerful practical effect and the method should be as follows.

2.1 NBTC should have an appointed subcommittee to have direction of advertising standards in the media so that they will be able to supervise according to the advertising standards of manual work to evaluation criteria that take advantage of consumer by faulty advertising. The evaluation and follow up should be done regularly by the committee if there is a problem in practice.

2.2 There should be an appointed of board for operation of radio station, satellite TV., and cable TV supervision for advertising of stations need to consider the content of various products in broadcast station and the examination of International broadcasting according to the criterion that has been laid down as mechanism of supervision for practice and regular meeting of the board.

2.3 Public or consumer should be trained to understand the negative practice of the promoters so that they are aware of the situation and avoid manipulation.

Once one has the knowledge of what is going behind them, they need to open up by filing complain so that this bad practices by the promoters can be stop or can be avoided in future, which will make sure that all the promoters are more careful in their advertisement promotions. Community should coordinates, scattered between different networks of community in the areas.

## Suggestions

Research on network surveillance of food, medicines and health care products have taken advantage of consumers through public medias. Conclusion as a recommendation to the stakeholders which are of two types or 2 groups namely: Director and radio, satellite TV and cable TV as follows:

### 1. Suggestions for group director of NBTS.

1.1 Awareness and alertness on surveillance of advertising should have manual concerning advertising related to advertisement discriminating consumers and illegally practicing of promoting their products. As a guideline for the radio, satellite TV and cable TV station operator they need to get a license all over the country to provide practical assistance, going in the direction of upholding the rights of the consumers together to create the system and mechanism to promote the practice. Monitoring should be both nationally and station level, because most ignored advertisements broadcasted in station level specially the supervisory board in particular.

1.2 Awareness and alertness on surveillance of advertising should be constructive mechanism of cooperative to handle complaints, cooperation, Integration and sharing the information with all parties involved, such as the

food and drug administration office of consumer protection, etc.

1.3 Awareness and alertness on surveillance of advertising by the general population can be difficult because people see the importance and not affect directly, so we should accelerate the process so that people are awake and will take part in the surveillance. This is process and steps to create participation which are as follows:

1) Should have surveillance center at the provincial level / region / country for the notification where advertising related to have taken advantage of consumers by a working group to clear the issue.

2) Should protect the rights of consumers by studying the content associated with the consumer protection which will reduce the effect of exaggerated levels of advertising.

3) Should have meetings at management station with stakeholders such as DJ and MC, especially in the media with the discovery of this cheap practice of cheating on the parts of the promoters lying in the public media and definite measure should be taken by legal proceeding strictly for the protection of consumer rights form faulty advertisement.

## 2. Suggestions for radio, television, satellite and cable TV.

2.1 There should be regulated standard board stations to serve the host. Specify total time of content of the text in advertisement. Program advertised and consider the advertising content fit for consumers and also set a standard list which will be considered as illegal practice on the radio, satellite TV and cable TV.

2.2 There should be the owner or operator of satellite television and radio, cable TV surveillance are broadcasting without pre-checking the advertising content or content presented in the broadcast. So the station should create the system and mechanism to promote prevention by monitoring and controlling, the track level station and by establishing oversight board of advertisement in particular on operation to report to NBTC.

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