

## **Effect of Advertisement on Confectionery Products on Children (with special Reference to Kottayam District)**

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### **ABSTRACT**

Today advertising influences the life of every person, including children. Corporate Giants have realized that investing in marketing to adolescents and children furnish marvellous perpetual return on investment, due to children's pester power. Children are observed to be the greatest opinion leaders when it comes to influence on family decisions on what to buy. Usually a life-time Brand loyalty is developed during a person's adolescence. Latest channels of advertisements to youth have been growing like game advertising, mobile app advertising, search engine advertising, social media advertising etc. But the most lucrative and influential channel of youth advertisements still remain television marketing. The purpose of this research is to analyse the impact of the advertisement of confectionery products on children. Certain confectionery Brand marketing methodology of mixing surprise, fun and taste to attract children is also analysed. This research will also help to identify the various essential factors in advertisement and also the type of advertisement that influence the buying behaviour of children. Significant concerns are raised due to children's potential vulnerability as audience which may lead to family conflicts. Data collected through questionnaire using the convenience sampling technique. The study restricted to Kottayam district only. For analysis purpose ANOVA, Composition indices, Percentage analysis are used. The finding of the study reveals that the television advertising is known as the most persuasive form of advertising. The amazing combination of visuals and the presentation of an advertisement make the children attracted to a particular product. The study focuses exclusively on the age group of below 16 and provide significant stakeholder recommendations.

**Keywords:** Advertisement, Confectionery product, Advertising to children, Brand Loyalty , Buying Behaviour.

### **1. INTRODUCTION**

*"Stopping advertising to save money is like stopping your watch to save time."*

*– Henry Ford*

Advertising plays a greater role in marketing compared to other tools of marketing communication. We often see a number of products available in the market and also a number of brands with a different proposition in the same product category. It is must to provide information to consumers about the availability of brands and products of the manufacturer. Advertisement plays the communicator's role to the consumers. The Maslow's need hierarchy theory proposes that consumers do not pursue the same need at all times and they need persuasion to move from the level of need to a state of motive. Motives are goal directed actions of consumers. Advertising plays the role of persuader to the consumers to take goal directed action. The food and beverage industry has viewed children and adolescents as a major

market force because of the amount of money they spend themselves, the influence they have on their parents spending and are the adult consumers of the future.

## **EFFECT OF ADVERTISEMENT**

Advertising is a subset of promotion mix and is one of the 4ps in the marketing mix which comprise product, price, place and promotion Advertising is a promotion strategy which serves as a major tool in creating product awareness in the mind of the consumer to take purchasing decision. Advertising through mass media influences audience, but television has mass reach and is the strongest medium of advertising. Advertising can influence the attitude of individual behaviour, life style in the long run as well as the culture of the country. The primary aim of advertiser is to reach consumers and influence their awareness, attitude and buying behaviour. Their major preoccupation is to keep individuals interest in their product through spending on advertising. They also need to understand what influence customers behaviour. Advertising has the potential to contribute to brand choice of consumers. Brand memories consist of those associations that are related to brand name in consumer's mind. These brand cognition influence consideration, evaluation and final purchase.

## **ADVERTISING TO CHILDREN**

Advertising to children is the act of marketing or advertising products or services to children, as defined by national legislation and advertising standards. In the early days, advertising for toys and other products for children was primarily targeted towards parents and their message was direct. Today however, things have changed. Marketing messages are more sophisticated, more pervasive, and are aimed directly at "hooking" kids at a very early age. Although advertisement helps us to become aware of the products in the market, they have their negative effects also. Children in general are more susceptible and get easily influenced by advertisement.

## **2. REVIEW OF LITERATURE**

(Shaista Khan, Sheheryar Syed, 2014) in this article the authors analyse the response of children's attitude towards television advertising and also identifying children's perception about the advertisement. The study reveals that children's are now more aware about the good and bad aspects of TV advertisement. So marketer should understand the psychic of children's before launching any advertisement.

(Arnas, 2006) This study aims to identify the effect of Television food advertisement on children's food purchasing requests to their parents. The study reveals that children request to purchase advertised food while watching television and while shopping.

(Anish John A, Sarika Mohan, Renju Chandran V R, 2015) This study aims to determine the influence of surprise toys on purchasing kinder joy again and also to study the key factor in surprise toy influence children to purchase kinder joy. The findings of the study revealed that the kids were influenced by surprise toy on purchasing chocolates again.

(Samar Fatima, Samreen Lodhi, 2015) This study investigates the influence of advertisement on their buying behaviour while creating the awareness and building the perception. Based on the

studies they states that advertisements are very useful in creating the awareness among the people but they are failed to build strong perceptions in the mind of consumers.

### 3. STATEMENT OF THE PROBLEM

It is a well-accepted fact that advertisement influences the purchase decision of consumers. However the nature, extent and type of influence vary according to the nature of the product and the consumers. But companies are still in confusion about what kind of ingredients should be there while advertising to children and how do these advertisements influence to change consumer buying behaviour.

### 4. OBJECTIVES

- To study the impact of advertisement of confectionery products on children.
- To identify the most influential type of advertisement on the buying behaviour.
- To identify the various essential factors in advertising that influence the children.
- To gauge children's awareness about confectionery products and their advertisement.

### 5. HYPOTHESIS

- There is no significant relationship between the media selected and repeated purchase.
- There is no significant relationship between age and their purchase of confectionery product.
- There is no significant relationship between most interested confectionery product advertisement and purchase of confectionery product.
- There is independent relationship between age and their most interested confectionery product advertisement.

### 6. METHODOLOGY

Primary and secondary data are used for study. Primary data are collected from the respondents through a structured questionnaire. Samples were selected through the convenience sampling method. For the purpose of this study, children aged below 16 only were selected. The secondary data used in this study are collected from books, journal, internet etc.

### 7. LIMITATIONS OF THE STUDY

The study covers only five major confectionery products, namely biscuits, chocolate, sauces, noodles, health drink. Since the study is based on samples, inherent limitations of sampling have also affected the study to a great extent.

### 8. HYPOTHESIS TESTING

#### HYPOTHESIS – 1

H<sub>0</sub>: There is no significant relationship between the media selected and repeated purchase.

**ANOVA**

SOURCES OF VARIANCES	SUM OF SQUARES	DEGREES OF FREEDOM	MEAN SQUARES	F-RATIO
Between samples	SSC = 25.6	K-1 = 1	MSC = 25.6	F =
Within samples	SSE = 400.4	N-K = 8	MSE = 50.5	$\frac{25.6}{50.5}$
	SST = 426	N-1 = 9		= .5069

**TABLE NO 1**

**RESULT OF TEST**

TEST	LEVEL OF SIGNIFICANCE	DEGREE OF FREEDOM (K-1) (N-K)	COMPUTED VALUE	TABLE VALUE	H <sub>0</sub> : ACCEPTED / REJECTED
ANOVA	5%	(1,8)	.5069	5.32	Accepted

**TABLE NO 1.A**

Since the table value is more than the computed value the null hypothesis is accepted. ie relationship between media selected and repeated purchase is independent.

**HYPOTHESIS – 2**

H<sub>0</sub>: There is no significant relationship between age and their purchase of confectionary product.

**ANOVA**

SOURCES OF VARIANCES	SUM OF SQUARES	DEGREES OF FREEDOM	MEAN SQUARES	F-RATIO
Between samples	SSC = 20.04	K-1 = 4	MSC = 5.01	F =
Within samples	SSE = 42.66	N-K = 25	MSE = 1.7064	$\frac{5.01}{1.7064}$
	SST = 62.7	N-1 = 29		= .293

**TABLE NO 2**

**RESULT OF TEST**

TEST	LEVEL OF SIGNIFICANCE	DEGREE OF FREEDOM (K-1) (N-K)	COMPUTED VALUE	TABLE VALUE	H <sub>0</sub> : ACCEPTED / REJECTED
ANOVA	5%	(4,25)	2.93	2.76	Rejected

**TABLE 2.B**

As the table value is less than the computed value the null hypothesis is rejected. Hence we can conclude that there is significant relationship between standard and their purchase of confectionary products.

**HYPOTHESIS – 3**

H<sub>0</sub>: There is no correlation between most interested confectionary product advertisement and purchase of confectionary product.

**ANOVA**

SOURCES OF VARIANCES	SUM OF SQUARES	DEGREES OF FREEDOM	MEAN SQUARES	F-RATIO
Between samples	SSC = 24	K-1 = 4	MSC = 6	F = $\frac{6}{16.3}$ = .36
Within samples	SSE = 326	N-K = 20	MSE = 16.3	
	SST = 350	N-1 = 24		

**TABLE NO 3**

**RESULT OF TEST**

TEST	LEVEL OF SIGNIFICANCE	DEGREE OF FREEDOM (K-1) (N-K)	COMPUTED VALUE	TABLE VALUE	H <sub>0</sub> : ACCEPTED/ REJECTED
ANOVA	5%	(4,20)	.36	2.87	Accepted

**TABLE 3.B**

Since the table value is more than the computed value the null hypothesis is accepted. ie Relationship between most interested confectionary product advertisement and their purchase of confectionary product is not significant.

**HYPOTHESIS – 4**

H<sub>0</sub>: There is independent relationship between age and their most interested confectionary product advertisement.

**ANOVA**

SOURCES OF VARIANCES	SUM OF SQUARES	DEGREES OF FREEDOM	MEAN SQUARES	F-RATIO
Between samples	SSC = 33.35	K-1 = 4	MSC = 8.3375	F = $\frac{8.3375}{0.9328}$ = 8.93
Within samples	SSE = 23.32	N-K = 25	MSE = 0.9328	
	SST = 56.67	N-1 = 29		

**TABLE NO 4**

**RESULT OF TEST**

<b>TEST</b>	<b>LEVEL OF SIGNIFICANCE</b>	<b>DEGREE OF FREEDOM (K-1) (N-K)</b>	<b>COMPUTED VALUE</b>	<b>TABLE VALUE</b>	<b>H<sub>0</sub>: ACCEPTED / REJECTED</b>
ANOVA	5%	(4,25)	8.93	2.76	Rejected

**TABLE NO 4.B**

As the table value is less than the computed value the null hypothesis is rejected. Hence we can conclude that there is dependent relationship between age and their most interested confectionary product advertisement

**9. FINDINGS**

- The study shows that there is no association between the media selected and repeated purchase.
- The study reveals that there is significant relationship between age and their purchase of confectionery products.
- Based on the study it is clear that there is no association between most interested confectionery product advertisement and their purchase of confectionery product.
- It is clear from the study that there is association with age and their most interested confectionery product advertisement.
- Majority of the respondents like to watch advertisement on TV
- It is clear from the studies that majority of children considered Noodles advertisement as their most interested advertisement.
- Visual display is the most important factor in the advertisement that influences the purchase decision.
- Confectionery brands that bundle surprise and fun (eg toy inside Kinder Joy) attracts majority of children.

**10. SUGGESTION**

- The advertisement shall be made more attractive by providing free gifts and exploiting the popularity of celebrity
- Advertisement to children should be closely regulated. If the advertiser violates the rules, the strict action should be taken.
- Children are highly influenced by the advertisement and they are not aware about the pros and cons of using that product. So it is the duty of parents to take up necessary steps to lead them right.

**11. CONCLUSION**

The television advertising is known as the most persuasive form of advertising. The amazing combination of visuals and their presentation coax children and lead to induced buying behaviour. Children are unable to understand the difference between construction of reality and the reality itself. Children are get attracted to products and services that they really don't need or is bad for them. As a result from the survey it is found that food advertisements are more influential to the children. So it is the responsibility of the advertisers and government to take into account the far reaching impact of advertisements on young minds. However, parent should also carry out their duty of imparting media education to their children.

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