

A Study on the Role of Advertisement on the Consumers to Purchase Confectionery Products in Tirunelveli District

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ABSTRACT

Advertising may influence consumers in many different ways, but the primary goal of advertising is to increase the probability that consumers exposed to an advertisement will behave or believe as the advertiser wishes. To find out the role of advertisements on confectionary products among consumers, the researcher has attempted to do the research process goes within the confectionary products namely Biscuit, Chocolates, Wafers, Noodles, Sauces and Health Drinks. This study intends to identify the role of advertisement on consumer with reference to confectionery products in Tirunelveli district. Primary data were collected from the selected respondents by the personal interview schedule with the help of pre-tested comprehensive interview schedule specially designed for the purpose. Today, consumers play an important role. Especially confectionary products (Biscuits, chocolate, noodles and health drinks) are concerned they do not care price of which they want to buy. Also they do not care whether these products are healthy for them or not. While they are shopping the first thing comes in their mind to purchase the advertised products. In this station, the advertising has a stronger effect on consumers. As far as confectionery products are concerned, consumers are influenced more by television advertisements than by the other medium of advertising. Even though there are lots of tools to show the goods or services, television was chosen as the best way that can enhance the company's profits greatly by most of researchers.

KEY WORDS: *Confectionary Products, Advertisement and Television*

INTRODUCTION

Advertising may influence consumers in many different ways, but the primary goal of advertising is to increase the probability that consumers exposed to an advertisement will behave or believe as the advertiser wishes. Thus, the ultimate objective of advertising is to sell things persuasively and creatively. It is a form communication intended to persuade its viewers, readers or listeners to take some action. It usually includes the name of a product or service and how that product or service could benefit the consumer, to persuade potential customers to purchase or to consume that particular brand.

STATEMENT OF THE PROBLEM

To find out the role of advertisements on confectionary products among consumers, the researcher has attempted to do the research process goes within the confectionary products namely Biscuit, Chocolates, Wafers, Noodles, Sauces and Health Drinks. This study intends to identify the role of advertisement on consumer with reference to confectionery products in Tirunelveli district.

OBJECTIVES OF THE STUDY

- i) To study the role of advertisement on consumers to purchase confectionery products
- ii) To identify the important attributes for a celebrity to endorse a brand to influence consumer behavior

METHODOLOGY

The researcher collected the primary data from consumers in Tirunelveli district. For the collection of primary data, the minimum requirement of sample size is 384 respondents. According to Rajendra Nargundkar (2010), sample size can be estimated through the formula $n = pq (z/e)^2$ Where n = sample size, p =probability of inclusion, q =probability of exclusion, of a consumer in the sample, z = random variable with 95 % confidence level, e = tolerance limit, say 0.05 Substituting these values, $n = (0.05) (0.05) (1.96 / 0.05)^2 = 384$. However 415 consumers of various confectionery products were selected through stratified random sampling method in order to avoid sampling error. Primary data were collected from the selected respondents by the personal interview schedule with the help of pre-tested comprehensive interview schedule specially designed for the purpose.

ANALYSIS AND INTERPRETATION

Consume confectionery products before watching advertisement

An attempt has been made to find out whether consumers consume confectionery products before watching advertisement, the data have been collected from the consumers and the results are presented in the Table 1.

Table 1: Consume confectionery products before watching advertisement

Sl. No	Consume confectionery products before watching advertisement	No. of Respondents	Percentage
1.	Yes	139	33.5
2.	No	276	66.5
	Total	415	100

Source: Primary data

Table 1 reveals that 66.5 per cent of the respondents have not consumed confectionery products before watching advertisement and 33.5 have consumed confectionery products before watching advertisement. It is inferred that most of the respondents have not consumed confectionery products before watching advertisement.

Association between gender group of consumers and consume confectionery products before watching advertisement

Chi-square test is attempted with the following null hypothesis,

Hypothesis: There is no association between gender group of consumers and consume confectionery products before watching advertisement

The details of consume confectionery products before watching advertisement among consumers on the basis of their gender group are presented in Table 2.

Table 2: Chi-square test for association between Gender group of consumers and consume confectionery products before watching advertisement

Gender	Consume confectionery products before watching advertisement		Total	Chi-square Value	p Value
	Yes	No			
Male	98 (23.6)	159 (38.3)	257 (61.9)	33.955	0.000
Female	41 (9.9)	117 (28.2)	158 (38.1)		
Total	139 (33.5)	276 (66.5)	415 (100)		

Source: Primary data

Gender-wise analysis of consume confectionery products before watching advertisement reveals that 38.3 per cent of the male respondents not consume confectionery products before watching advertisement, 28.2 per cent of the female respondents not consume confectionery products before watching advertisement, 23.6 per cent of the male respondents consume confectionery products before watching advertisement and 9.9 per cent of the female respondents consume confectionery products before watching advertisement.

From table, it is inferred that 'p' value is less than 0.05. So the null hypothesis is rejected that there is a significant association between gender group of consumers and consume confectionery products before watching advertisement. Hence, it is concluded that gender is a significant factor determining the consume confectionery products before watching advertisement.

Table 3: Consume confectionery products after watching advertisement

Sl. No	Consume confectionery products after watching advertisement	No. of Respondents	Percentage
1.	Yes	415	100
2.	No	-	-
	Total	415	100

Source: Primary data

Table 3 reveals that 100 per cent of the respondents have consumed confectionery products after watching advertisement.

Table 4: Major type of confectionery products preferred

Sl. No	Major type of confectionery products preferred	No. of Respondents	Percentage
1.	Biscuits	72	17.3
2.	Chips	28	6.7
3.	Chocolates	109	26.3
4.	Noodles	22	5.3
5.	Health Drink	43	10.4
6.	Cakes	58	14.0
7.	Ice Creams	30	7.2
8.	Cool Drinks	42	10.1
9.	Others	11	2.7
	Total	415	100

Source: Primary data

Table 4 indicates that 26.3 per cent of the respondents preferred chocolates, 17.3 per cent of the respondents preferred biscuits, 14 per cent of the respondents preferred cakes, 10.4 per cent of the respondents preferred health drink, 10.1 per cent of the respondents preferred cool drinks, 7.2 per cent of the respondents preferred ice creams, 6.7 per cent of the respondents preferred chips, 5.3 per cent of the respondents preferred noodles and 2.7 per cent of the respondents preferred other confectionery products. It is inferred that most of the respondents preferred chocolates.

Association between gender group of consumers and Major type of confectionery products preferred

Chi-square test is attempted with the following null hypothesis,

Hypothesis: There is no association between gender group of consumers and major type of confectionery products preferred

The details of major type of confectionery products preferred among consumers on the basis of their gender group are presented in Table 5.

Table 5: Chi-square test for association between Gender group of consumers and Major type of confectionery products preferred

Major type of confectionery products preferred	Gender		Total	Chi-square Value	p Value
	Male	Female			
Biscuits	48 (11.6)	24 (5.7)	72 (17.3)	3.256	0.578
Chips	20 (4.8)	8 (1.9)	28 (6.7)		
Chocolates	69 (16.6)	40 (9.6)	109 (26.3)		
Noodles	10 (2.4)	12 (2.9)	22 (5.3)		
Health Drink	24 (5.8)	19 (4.6)	43 (10.4)		
Cakes	30 (7.2)	28 (6.8)	58 (14)		
Ice Creams	21 (5.1)	9 (2.1)	30 (7.2)		
Cool Drinks	29 (7)	13 (3.1)	42 (10.1)		
Others	6 (1.4)	5 (1.3)	11 (2.7)		
Total	257 (61.9)	158 (38.1)	415 (100)		

Source: Primary data

Gender-wise analysis of major type of confectionery products preferred reveals that 16.6 per cent of the male respondents preferred chocolates, 11.6 per cent of the male respondents preferred biscuits, 9.6 per cent of the female respondents preferred chocolates, 7.2 per cent of the male respondents preferred cakes and 6.8 per cent of the female respondents preferred cakes.

From table, it is inferred that 'p' value is higher than 0.05. So the null hypothesis is accepted that there is no significant association between gender group of consumers and major type of confectionery products preferred. Hence, it is concluded that gender is not a significant factor determining the major type of confectionery products preferred.

Opinion on impact of advertisement on confectionery products

In order to find out the significant difference among gender group of consumers with respect to the opinion on impact of advertisement on confectionery products, 't' test is used with the null hypothesis as, **"There is no significant difference among gender group of consumers with respect to the opinion on impact of advertisement on confectionery products"**. The result of 't'test for opinion on impact of advertisement on confectionery products among different gender group of consumers is presented in Table 6.

Table 6: 't' test for Significant difference among Male and Female Consumers with respect to the Opinion on impact of advertisement on confectionery products

Opinion on impact of advertisement on confectionery products	Gender (Mean Score)		t Statistics
	Male	Female	
I learn a lot from advertisement about confectionery products	3.9107	3.7911	1.084
Most advertisements are amusing & entertaining	4.2188	4.1459	1.065
Advertisements are not for entertainment, information or social awareness	4.2813	4.0759	1.836
I buy confectionery products which I find in the advertisement	3.7813	3.6585	1.012
It's interesting to discuss advertisement with my friends	4.0848	3.9380	1.065
Advertisements make misleading claims; do not deliver what they promise	4.1652	3.8987	2.293*
Many advertisement are to make fool of people and to catch them in their trap	4.2098	4.4759	1.237
Advertisement persuade people to buy things they do not really need	3.9955	3.6899	2.499*
Advertisement are an important source of product information	4.1027	3.8797	1.801
If I go shopping on my own, choosing things, I keep advertisements in mind	4.1161	3.9430	1.542
Advertisements make you try new products, improve life style sand raise standard of living	4.3839	4.2278	1.478
I buy the products by their brand names and not on the basis of what advertisements say	4.1071	3.9747	1.256
I buy those products whose advertisements tell about free gifts, premium offers etc.	4.2009	4.0633	1.210
Advertisements tell only the nice things, hiding the bad about their products	4.2321	4.0759	1.422
I buy a product only if the advertisements convinces me of its benefits	4.3795	4.2658	1.069

Source: Primary data

*-Significant at five per cent level

From table 6, it is understood that advertisements make try new products, improve life style sand raise standard of living and buy a product only if the advertisements convinces its benefits are the important opinion on impact of advertisement on confectionery products among the male respondents as their mean scores are 4.3839 and 4.3795 respectively. It is further understood that many advertisement are to make fool of people and to catch them in their trap and buy a product only if the advertisements convinces its benefits are the important opinion on impact of advertisement on confectionery products among the female respondents as their mean scores are 4.4759 and 4.2658 respectively. Regarding the opinion on impact of advertisement on confectionery products among different gender group of consumers, advertisements make misleading claims; do not deliver what they promise and advertisement persuade people to buy things they do not really need are statistically significant at 5 per cent level.

Factors Influencing to go for the Purchase Based on the Gender Group of Consumers

An attempt was made to know the factors influencing to go for the purchase based on the gender group of consumers such as male and female.

To test the factors influencing to go for the purchase based on gender group of consumers, the following null hypothesis was proposed.

H_0 : There is no significant relationship between gender group of consumers and factors influencing to go for the purchase.

The non parametric statistics of Mann Whitney U test was used to analyze the factors influencing to go for the purchase based on the gender group of consumers in this context. The details of the results of Mann Whitney U test are presented in Table 7.

Table 7: Results of Mann-Whitney U Test – Gender group of Consumers and Factors influencing to go for the purchase

Factors influencing to go for the purchase	U-value	Z-value	p-value	Mean rank	
				Male	Female
Brand image	23171.00	0.677	0.498	222.26	230.59
Style/Design	23122.50	0.708	0.479	222.08	230.87
Brand name	21890.00	1.653	0.098	217.53	238.03
Quality	23772.00	0.219	0.826	224.44	227.16
Advertisements	16178.00	5.904	0.000	196.83	270.55
Price	18663.00	4.074	0.000	245.13	194.65
Durability	19441.50	3.472	0.001	242.30	199.09
Trend	20653.50	2.560	0.010	213.10	244.98
Word of mouth	20382.50	2.762	0.006	238.88	204.47
Availability of product	24189.00	0.889	0.515	228.64	232.48

Source: Computed data

S-Significant ($p < 0.05$); NS-Not Significant ($p > 0.05$)

The table 7 lists the result of the Mann Whitney U test for factors influencing to go for the purchase based on gender group of consumers. Since the p-value is greater than 0.05, the null hypothesis is accepted at 5 per cent level of significance. Hence, this means that all the respondents have almost given similar rank to factors influencing to go for the purchase except 'Advertisements', 'Price', 'Durability', 'Trend' and 'Word of Mouth'. It can be concluded that gender group of the respondents does not affect the ranking given to brand factors influencing to go for the purchase except 'Advertisements' (C.V, 16178.00, p value 0.000, $p < 0.05$), 'Price' (C.V 18663.00, p value 0.000, $p < 0.05$), 'Durability' (C.V 19441.50, p value 0.001, $p < 0.05$), 'Trend' (C.V 20653.50, p value 0.010, $p < 0.05$) and 'Word of mouth' (C.V 20382.50, p value 0.006, $p < 0.05$).

Important attributes for a celebrity to endorse a brand to influence consumer behavior based on the age group of consumers

An attempt was made to know the important attributes for a celebrity to endorse a brand to influence consumer behavior based on the age groups such as up to 20 years, 21 to 30 years, 31 to 40 years, 41 to 50 years and above 50 years.

Table 8: Kruskal Wallis Test – Mean Rank for Age and Important attributes for a celebrity to endorse a brand to influence consumer behavior

Sl. No	Important attributes	Age Group (Mean Rank)				
		Up to 20	21-30	31-40	41-50	Above 50
1.	Attractive	246.50	225.80	220.19	255.50	212.01
2.	Beautiful/smart	212.33	199.89	274.42	373.00	231.47
3.	Classy	292.38	223.57	220.95	85.50	203.88
4.	Elegant	254.90	222.34	226.61	215.50	190.23
5.	Trustworthy	253.69	220.73	226.56	337.88	265.29
6.	Dependable	237.35	237.85	203.37	67.38	268.09
7.	Honest	268.08	244.12	181.82	190.00	223.33
8.	Reliable	191.85	260.01	160.60	325.38	123.88
9.	Sincere	278.38	247.61	176.10	81.73	188.71
10.	Experts	113.50	167.44	247.57	400.25	265.69
11.	Experienced	252.50	250.19	228.79	106.25	119.80
12.	Knowledgeable	333.00	187.97	216.88	277.00	256.24
13.	Qualified	373.50	197.33	203.51	277.25	258.85
14.	Skilled	263.75	141.76	293.63	89.25	226.86

Source: Computed data

To test the important attributes for a celebrity to endorse a brand to influence consumer behavior based on age group of consumers, the following null hypothesis was proposed.

H_0 : There is no significant relationship between age group of consumers and important attributes for a celebrity to endorse a brand to influence consumer behavior.

The non parametric statistics of Kruskal-Wallis test was used to analyze the important attributes for a celebrity to endorse a brand to influence consumer behavior based on age group of consumers in this context. The details of the results of Kruskal-Wallis test are presented in Table 9.

Table 9: Results of Kruskal-Wallis Test – Age group of Consumers and Important attributes for a celebrity to endorse a brand to influence consumer behavior

Important attributes for a celebrity to endorse a brand to influence consumer behavior	Chi-square value	p Value	Significance/Not significance
Attractive	1.175	0.759	NS
Beautiful/smart	37.137	0.000	S
Classy	12.074	0.007	S
Elegant	1.574	0.665	NS
Trustworthy	4.659	0.199	NS
Dependable	13.106	0.004	S
Honest	25.232	0.000	S
Reliable	60.056	0.000	S
Sincere	38.350	0.000	S
Experts	47.368	0.000	S
Experienced	45.164	0.000	S
Knowledgeable	50.162	0.000	S
Qualified	38.318	0.000	S
Skilled	53.432	0.000	S

Source: Computed data

S-Significant ($p < 0.05$); NS-Not Significant ($p > 0.05$)

The table 9 lists the result of the Kruskal-Wallis test for important attributes for a celebrity to endorse a brand to influence consumer behavior based on age group of consumers. Since the p-value is greater than 0.05, the null hypothesis is accepted at 5 per cent level of significance. Hence, this means that all the respondents have almost given similar rank to important attributes for a celebrity to endorse a brand to influence consumer behavior except 'Beautiful/smart', 'Classy', 'Dependable', 'Honest', 'Reliable', 'Sincere', 'Experts', 'Experienced', 'Knowledgeable', 'Qualified' and 'Skilled'. It can be concluded that age group of the respondents does not affect the ranking given to important attributes for a celebrity to endorse a brand to influence consumer behavior except 'Beautiful/smart' (C.V, 37.137, p value 0.000, $p < 0.05$), 'Classy' (C.V 12.074, p value 0.007, $p < 0.05$), 'Dependable' (C.V 13.106, p value 0.004, $p < 0.05$), 'Honest' (C.V 25.232, p value 0.000, $p < 0.05$), 'Reliable' (C.V 60.056, p value 0.000, $p < 0.05$), 'Sincere' (C.V 38.350, p value 0.000, $p < 0.05$), 'Experts' (C.V 47.368, p value 0.000, $p < 0.05$), 'Experienced' (C.V 45.164, p value 0.000, $p < 0.05$), 'Knowledgeable' (C.V 50.162, p value 0.000, $p < 0.05$), 'Qualified' (C.V 38.318, p value 0.000, $p < 0.05$), and 'Skilled' (C.V 53.432, p value 0.000, $p < 0.05$).

SUGGESTIONS

- Some of the respondents informed that the advertisement for the confectionery products is not sufficient. Hence the manufacturer should spend more on making advertisement and also if necessary they should correct media for giving advertisement where the information about the confectionery products should reach all the consumers.
- Some of the respondents informed that the children do not like the confectionery products because of the taste problem; hence the manufacturer should try to include more flavor and ingredients to increase the taste of confectionery products

CONCLUSION

Today, consumers play an important role. Especially confectionary products (Biscuits, chocolate, noodles and health drinks) are concerned they do not care price of which they want to buy. Also they do not care whether these products are healthy for them or not. While they are shopping the first thing comes in their mind to purchase the advertised products. In this station, the advertising has a stronger effect on consumers. As far as confectionery products are concerned, consumers are influenced more by television advertisements than by the other medium of advertising. Even though there are lots of tools to show the goods or services, television was chosen as the best way that can enhance the company's profits greatly by most of researchers.

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