



Impact of Advertising on Buying Behavior of College Going Students with Special Reference to Confectionery Products

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ABSTRACT:

There are many types of research has been done on the effect of advertising of confectionery products on School going children. But almost no research shows the impact on college-going students. This research paper specifically focuses on the impact of advertisements of confectionery products on college-going students. For the research purpose, we have collected the responses from different colleges of Nagpur including Dr. Ambedkar College of Management, Kamla Nehru College of Arts and Commerce, Raisonicollege of management, etc.

Keywords: College Students, Confectionery products, Advertisements, Behaviors.

INTRODUCTION:

As we know if we have produced a product we have to sell it and for selling a product we have to attract customers for it and for attracting customer we need to do publicity of a product which means we need to bring notice to people about a product for that advertisement is the best option. Advertisements attract people's attention and give information about a product. It is the best way to communicate with the customers and inform them about a brand or product. Television, radio, and newspaper magazines are some of the media in which advertisements appear.

It is estimated that about 2.2 billion dollars are generated in the Indian advertising industry every year. Many agencies are trying to meet all the demands and the Advertising sector's growth in business has to lead a boom in this industry. The creative minds in India have come up with mind-blowing concepts in

the field of advertisement, have you ever eaten an orange Candy corn mango Candy? Yes, they are known as confectionery. Mostly they are sweet in taste and are made with the most commonly used sugar type ie. is table sugar which we use in the kitchen. confectionery products include chocolate products, jellybeans, gel forms, lollipops, biscuits, cakes, Wafers, etc. Every year tons of money is invested in advertising these products.

Confectionery products marketers deliberately target children. Since they are very innocent they easily get trapped in the net of advertisers. Nowadays not only children but also young adults and college students are getting affected by advertisements. Advertisers show youngsters eating chocolates, wafers, biscuits, etc. that create a big impact on their mindset. Giving chocolates as a gift has become the very culture in students' life. New advertisers have dramatically changed the buying behavior of college-going students.

In this Research Paper, we have collected the data from 51 college students from random colleges of Nagpur. It will help to identify the ground reality of college student's life regarding advertisements of confectionery products and their Behaviors.

LITERATURE REVIEW:

There are plenty of studies that have been carried out on the effects of Advertisements; most of them are on children. The most common finding from the researches is social media and TV advertising has a high impact in

Manipulating people to buy confectionery products. Following are some other researches done on the topic.

Dr. Udayakumar and S Ramesh, September 2017, concluded that children get easily manipulated by advertisements, especially on TV media. Also these days, children are taking part in the decisions of family shopping.

Dr. Raju and Ms. Bhavana (Impact of television on regarding Chocolate brands-Nov 2012) says commercial on television have more impact on potential customers than the other medium of advertising. This also show that only after seeing the advertisements customers did not care for the price as well as if the product is healthy or not.

“Food Advertising and Marketing Directed at children and Adolescents in the US” reviewed by Mary Story and Simone French stated that the food products which are deliberately marketed to children of junior and preschools are lofty in fats and sugars. These ingredients make people crave more for those food products.

OBJECTIVES:

- To find out which type of media influences college students to buy Confectionery products
- To know which confectionery product college students consume the most.
- To know which factors of advertisement college students like the most
- To understand college students' mindset about different aspects of advertising.

FINDINGS AND CONCLUSION:

As we have distributed our questionnaire in various colleges of Nagpur and collected 51 responses, we uncovered deep rooted perspectives of student's life. Following are the findings and the conclusion on each aspect of the data in structured manner •

1. Type of Confectionery products College Students consumes most.

As we can see most of the college students (66%) likes chocolates over any other confectionery product. 54% of college students prefer biscuits and 39% prefer wafers. Here we can see Chewing gum has the lowest priority as only 7 respondents have shown their interest in it. This shows investing money on advertising for chewing gum to college would not be the right decision on the other hand company can get good returns if invested money in advertising for chocolates.

2. Type of Media College students access most.

Social media tops the list of accessing media as 78% of respondents have declared it their number one source for seeing advertisements. Youtube is in the second rank with 62.7%. Following it 47.1% of Respondents' TV and 9.8% access radio. Here we can see the influence of the Internet as an advertisement source over traditional sources. If company's target market is college students then going through 'Social Media' would be the best option.

3. For how Long Duration college students watch the ad :

Here we can consider College students are more likely to watch an advertisement for up 15 sec, as there is very little difference between the people who watch an advertisement for 1-5 Sec, 5-10 Sec, and 10-15 Sec. But as we move towards 15-30 Sec duration the percentage is fall by straight 12% and there are only 7.8 % people who are willing to watch ads for more than 30 Sec. This clearly shows if the company makes ad of more than 15sec, there would be 80% chances college students will not watch it. This can be the biggest insight for companies which are targeting college students.

4. Factors of advertisement that influences college students most:

This chart shows us college students are more focused on what message the advertisement gives than any other factor. Song and Dialogue are voted almost the same 45.01% and 47.01% respectively. We can see Celebrity is considered as the lowest important factor among college students. It is breaking the paradigm of lots of big companies who are spending crores of rupees on Celebrities by making them their brand ambassador. Instead giving message through the ad would be the best option while targeting college students.

The insights from the research paper are breaking many myths of traditional as well as modern marketers. This data can be very helpful to marketers to think from different perspectives and make changes in presents strategies and would also be very useful in planning future campaigns.

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