



Impact on Advertisement to Children with Special Reference to Confectionary Products

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ABSTRACT:

This research paper aims to explore the impact of advertising on children, with a particular focus on confectionery products. Advertising plays a significant role in shaping children's preferences, attitudes, and behaviors towards consumer goods, including confectionery items. The study seeks to analyze the strategies employed by advertisers to target children, examine the psychological effects of advertising on children's cognition and behavior, and assess the ethical considerations surrounding advertising to young audiences.

The paper utilizes a combination of qualitative and quantitative research methods, including literature reviews, case studies, and surveys, to investigate the influence of confectionery advertisements on children. The study will examine the persuasive techniques and tactics employed in confectionery advertising, such as catchy jingles, appealing visuals, animated

characters, and celebrity endorsements. It will also analyze the impact of these advertisements on children's preferences, pester power, and consumption patterns of confectionery products.

The findings of this study will contribute to a better understanding of the impact of advertising on children's choices and behaviors regarding confectionery products. The research aims to provide insights for policymakers, parents, educators, and advertisers on how to promote responsible advertising practices and protect children from the potential adverse effects of advertising, particularly in relation to confectionery items. Ultimately, the research seeks to foster a healthier advertising environment for children, encouraging balanced choices and positive well-being.

Keywords: advertising, children, confectionery products, persuasive techniques, impact, ethics, regulations

1.1 INTRODUCTION:

Advertising The word advertising is derived from the Latin word viz, "advertero" "ad" meaning towards and "verto". Simply stated advertising is the art "says green." Advertising is a general term for and all forms of publicity, from the cry of the street boy selling newspapers to the most celebrated attention attracting device. Indian Advertising Industry The Indian advertising industry is talking business today. It has evolved from being a small -scale business to a full fledged industry. It has emerged as one of the major industries and tertiary sectors and has broadened its horizons be it the creative aspect, the capital employed or the number of personnel involved. The Indian advertising industry in very little time has carved a niche for itself and placed itself on the global map.

The Indian advertising industry with an estimated value of 13, 200-crore has set eyeballs gazing at some astonishing pieces of work that it has given in the recent past. The creative minds that the Indian advertising industry incorporates have come up with some mind-boggling concepts and work that can be termed as masterpieces in the field of advertising. The Indian economy is on a boom and the market is on a continuous trail of expansion. With the market gaining grounds Indian advertising has every reason to celebrate. Businesses are looking up to advertising as a tool to cash in on lucrative business opportunities. Growth in business has led to a consecutive boom in the advertising industry as well. With development in technology, various avenues are opening up in the advertising industry. It is estimated that about 2.2 billion dollars are generated in this industry every year. Be it is print, radio, television or Internet, every medium plays a significant role in the growth of this industry. Today, the Advertising Industry in India is surging with revenues. To meet all the demands in the advertising sector, many agencies are coming to the scene.

STATEMENT OF THE PROBLEM

Visual images play a very important role in capturing the attention of the children which promotes selling of a product through advertising, where illustration and photographs are the key elements required to carry that message to the target audience. But these visual elements sometimes cannot make

the desired persuasion due to lack of definite advertising. The audio visual advertising is an assessment to draw some linkage between the products advertised and the aspiration that is felt by audiences, especially by children.

OBJECTIVE OF THE STUDY

- A understand the impact of advertisement on confectionery products in Coimbatore.
- To understand which age group of children uses more of the confectionary product.
- To find out the influence of the time spent watching television by the children and getting influenced by the products and thereby influencing the buying behavior of the parents.
- To identify whether there are health issues with children due to increased consumption in confectionary products

RESEARCH METHODOLOGY

Research methodology is a way of systematically solving the Research problems. Research methodology is a systematic method of or process of dealing with identifying problems, collection of facts or data, and analyzing these data for the purpose of making the decision.

The methodology includes publication research, interviews, surveys and other research techniques, and could include both present and historical information. The methodology includes publication research, interviews, surveys and other research techniques, and could include both present and historical information.

- ❖ Percentage Analysis
- ❖ Rank Analysis
- ❖ Chi square Test

SCOPE OF THE STUDY

This study has been undertaken to find out the effectiveness of advertisement on confectionery products among the people in Coimbatore city. This study is confined to the city of Coimbatore only considering the ultimate of the local customer.

II. REVIEW OF LITERATURE

Dr P Nithya Priya(2022) Advertising is multi dimensional and has diverse aims to achieve. Marketers have long recognized the importance of combining the elements of the marketing mix into a cohesive marketing strategy (Integrated Marketing Communication). The carefully prepared messages of the marketers can reach the target audience most effectively.

Nithya Natarajan(2021)claimed that, marketers purposely target more at children than parents when designing the package of the product as they are maintaining children's interest to influence parents' buyer behavior.

Bylon Abeeku Bamfo(2019)The study assessed the effect of television advertising on children's purchasing behavior in Ghana. The population consisted of children between the ages of 13 and 18 years who watched television adverts. The study was conducted on a sample of 230 respondents of which 202 responses, representing 87.83% response.

Jeremy Hunt(2018)A study by the Institute for Fiscal Studies this week found that about a third of the food and drink adverts seen by children are for high fat, sugar or salt products, shown in non-children's programmes before the watershed.

Ratri Virianita's(2018)The purposes of this research are to describe: children's television snacks advertisement exposure, children's social support in Tanjungsari Village, and to analyze the relation between television commercial snacks advertisement exposure and social support with children's snacking behavior.This research was conducted inTanjungsari Village.

III. PROFILE OF STUDY

Confectionery is the art of making confections, which are food items that are rich in sugar and carbohydrates. Exact definitions are difficult. In general, though, confectionery is divided into two broad and somewhat overlapping categories, bakers' confections and sugar confections. Bakers' confectionery, also called flour confections, includes mainly sweet pastries, cakes, and similar baked goods. Sugar confectionery includes candies (sweets in British English), candied nuts, chocolates, chewing gum, bubble gum, pastil age, and other confections that are made primarily of sugar. In some cases, chocolate confections (confections made of chocolate) are treated as a separate category, as are sugar-free versions of sugar confections.

The confectionery Industry also includes specialized training schools and extensive historical records. Traditional confectionery goes back to ancient times and continued to be eaten through the Middle Ages into the modern era. Before sugar was readily available in the ancient western world,

confectionery was based on honey. Honey was used in Ancient China, Ancient India, Ancient Egypt, Ancient Greece and Ancient Rome to coat fruits and flowers to preserve them or to create sweetmeats]Between the 6th and 4th centuries BC, the Persians, followed by the Greeks, made contact with the Indian subcontinent and its "reeds that produce honey without bees". They adopted and then spread.

In the early history of sugar usage in Europe, it was initially by the apothecary who had the most important role in the production of sugar-based preparations. Medieval European physicians learned the medicinal uses of the material from the Arabs and Byzantine Greeks. One Middle Eastern remedy for rheums and fevers were little, twisted sticks of pulled sugar called in Arabic al fänäd or al pänäd. These became known in England as alphenics, or more commonly as or pan sugar. They were the precursors of barley sugar and modern cough drops. In 1390, the Earl of Derby paid "two shillings for two pounds .

IV. DATA ANALYSIS AND INTERPRETATION

Analysis and interpretation of data is the process of assigning meaning to collected information and determining the conclusions, significance and implication of the findings. It is an important and exciting step in the process of research. In all research studies, analysis follows data collection.

The statistical tools are

- ❖ Percentage Analysis
- ❖ Rank Analysis
- ❖ Chi Square Test

TABLE SHOWING THE TIME THEY SPENT ON WATCHING TV,INTERNET PR OTHER MEDIA RESPONDENTS

S.NO	TIME THEY SPENT ON WATCHING TV , INTERNET OR OTHER MEDIA	NUMBER OF RESPONDENTS	PERCENTAGE
1	HALF AN HOUR	22	18
2	1 HOUR	30	25
3	1-2 HOUR	39	33
4	MORE THAN 2 HOUR	29	24
	TOTAL	120	100

SOURCE TYPE: Primary Data

INTERPRETATION:

The above table states that 33% of the respondents are belonging to 1-2 hour ,25% of respondents are belonging 1 hour,24% of respondents are belonging more than 2 hour,18% of respondents are belonging half an hour.

CHART SHOWING TIME THEY SPENT ON WATCHING TV,INTERNET OR OTHER MEDIA RESPONDENTS

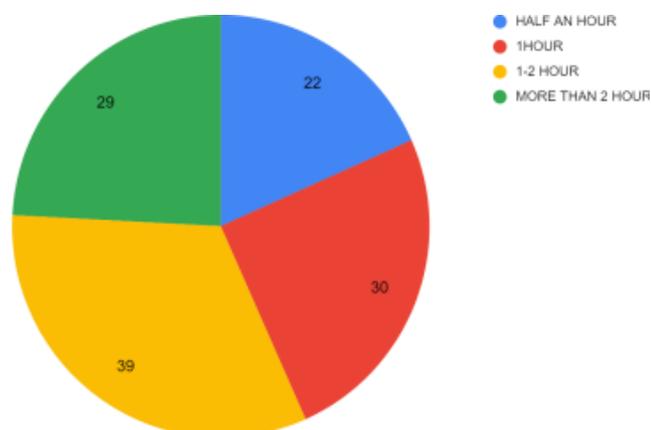


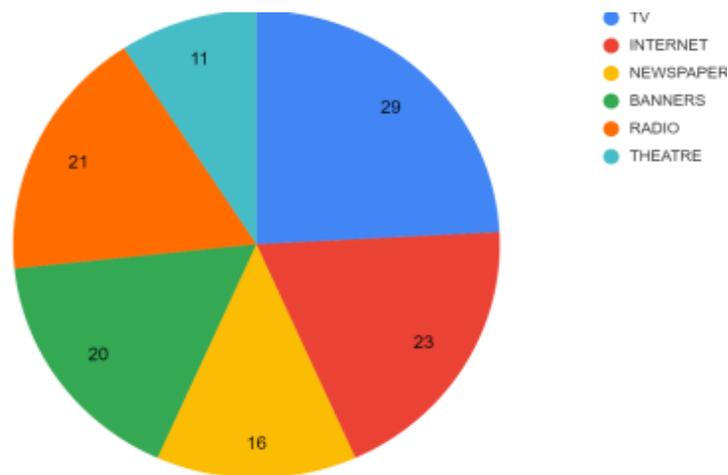
TABLE SHOWING MEDIA OF ADVERTISEMENTS ATTRACTS THEM RESPONDENTS

S.NO	MEDIA OF ADVERTISEMENT ATTRACTS THEM	NUMBER OF RESPONDENTS	PERCENTAGE
1	TV	29	24
2	INTERNET	23	19
3	NEWSPAPER	16	13
4	BANNER	20	17
5	RADIO	21	18
6	THEATRE	11	9
	TOTAL	120	100

SOURCE TYPE: Primary Data

INTERPRETATION:

The above table states that 24% of the respondents are belonging to tv ,19% of respondents are belonging internet,18% of respondents are belonging radio ,17% of respondents are belonging banners,13% of respondents are belonging newspaper,9% of respondents are belonging theater.

CHART SHOWING MEDIA OF ADVERTISEMENTS ATTRACTS THEM RESPONDENTS**TABLE SHOWING THE FAVORITE PRODUCT AFTER WATCHING ADVERTISEMENT RESPONDENTS**

S.NO	FAVORITE PRODUCT AFTER WATCHING ADVERTISEMENT	NUMBER OF RESPONDENTS	PERCENTAGE
1	CHOCOLATE	34	28
2	BISCUITS	30	25
3	NOODLES	41	34
4	WAFERS	15	13
	TOTAL	120	100

SOURCE TYPE: Primary Data

INTERPRETATION:

The above table states that 34% of the respondents are belonging to noodles,30% of respondents are belonging to biscuits,41% of respondents belonging to noodles,15% of respondents are wafers.

CHI SQUARE

Chi-square test is the non-parametric test of signification differences between the observed distribution of data among the observed distribution of data among categories and the expected distribution based on the null hypothesis. The test (pronounced as chi-square test) is one of the simplest and most widely used non-parametric test in statistical work. The symbol is the Greek letter Chi. The test was first used by Karl person in the 1900.

TABLE SHOWING THE COMPARATIVE RELATIONSHIP ON THE BRAND PREFERENCE AND FACTOR PREFERENCES OF RESPONDENTS:

AGE OF CHILDREN	SOURCE						TOTAL
	TV	INTERNET	NEWSPAPER	BANNER	RADIO	THEATRE	
3-5	11	6	3	5	9	1	35
6-10	4	15	5	6	3	5	38
10-15	5	2	21	10	4	5	47
TOTAL	20	29	21	16	11	120	29

O	E	O-E	(O-E) ²	(O-E) ² /E
11	5.83	5.167	26.694	4.576
4	6.333	-2.333	5.444	0.860
5	7.833	-2.833	8.028	1.025
6	6.708	-0.708	0.502	0.075
15	7.283	7.717	59.547	8.176
2	9.008	-7.008	49.117	5.452
3	8.458	-5.458	29.793	3.522
5	9.183	-4.183	17.500	1.906
21	11.358	9.642	92.962	8.184
5	6.125	-1.125	1.266	0.207
6	6.650	-0.650	0.423	0.064
10	8.225	1.775	3.151	0.383
9	4.667	4.333	18.778	4.024
3	5.067	-2.067	4.271	0.843
4	6.267	-2.267	5.138	0.820
1	3.208	-2.208	4.877	1.520

5	3.483	1.517	2.300	0.660
5	4.308	0.692	0.478	0.111
TOTAL		120.000		42.407

CHI SQUARE VALUE = $(O-E)^2/E$

Calculated Value of = 0.353

Degree of freedom = $(\text{Row} - 1) * (\text{Column} - 1)$

= $(3-1) * (6-1)$

Degree of Freedom=10

Significance Level = 0.05

Table value = 18.307

Hypothesis:

H0 There is no significant relationship between age of children watching and different type of advertisement

H1 There is a significant relationship between age of children watching and different type of advertisement

INTERPRETATION:

In the above comparative analysis, the calculated value (0.353) is less than the table value 18.307 at 0.05 level of significance. Hence Null hypothesis is accepted. Thus, there is no significant relationship between age of children watching different type of advertisement

FINDINGS:

PERCENTAGE ANALYSIS

1. Most of the respondents comes noodles category.
2. Most of the respondents will go with your decision category.
3. Majority 93% of the respondents comes under the category of yes.
4. Most of the respondents are forcing parents to buy categories.
5. Most of the respondents in the maggi category.

RANK ANALYSIS

- The above table depicts the level of the media children watch regularly with the highest rank of radio, second rank towards television, third rank towards newspaper, fourth rank towards theater and fifth rank towards internet.

CHI-SQUARE ANALYSIS

- There is a significant relationship between age of children and watching different type of advertisement

SUGGESTIONS:

COMPANY POINT OF VIEW:

- Gourmet chocolate bars: offer high-quality, artisanal chocolate bars with unique flavors such as lavender, sea salt, or chili. consider partnering with local chocolatiers or using ethically-sourced cocoa.

CUSTOMER POINT OF VIEW:

- Artisanal Chocolates: Look for high-quality chocolates with unique flavors such as sea salt, lavender, or chili. These are often made in small batches with premium ingredients and can be a real treat.

CONCLUSION:

The study concludes that advertisements play a very important role in the world. From this study we can get the knowledge that the children are getting awareness about the products and the advertisement. The children having the relationship between the new confectionery products enter into the market through advertising and also children are very most getting more knowledge about the new products entering the market.

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