

Effects of advertisement of confectionery products on school children

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Abstract

The study conducted by the researcher was the effect of confectionery products among school children. In this study the researcher focuses on the impulse of advertisement made through various advertising network and media. The tools used in the study are Percentage analysis and Average Ranking analysis. The area of study is limited to Coimbatore city. The source of data is adopted on primary data collection among 106 respondents. The researcher brings out the effects of advertisement made through various media exposition like television, radio, magazine, movies, internet, etc. and observes the effect of the products on children minds.

Keywords: children, advertisement, confectionary.

Introduction

The word “advertise” originates from the Latin “advert ere”, which means to turn toward or to take note of. Advertising is paid, non-personal communication that is designed to communicate in a creative manner, through the use of mass or information – directed media, the nature of products, services, and ideas. It is a form of persuasive communication that offers information about products, ideas, and services that serves the objectives determined by the advertiser. 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.

Advertising is, in fact, the most influential and powerful medium in the present commercial society. It creates an entire worldview, shaping our attitude and beliefs. Advertisements pervade every aspect of our life and most of us are hardly aware of it. In the movement for equal status and fair treatment to women, an important part is attributed to the mass media, particularly to electronic media.

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. Indian advertising industry in very little time has carved a niche for itself and placed itself on the global map.

Statement of the Problem

To find out how children are influenced by the advertisements especially of confectionary products. So the statement of this project would be ‘Effect of Advertisements on Children with special reference to confectionary products’ the research process goes within the following confectionary products:

- Biscuit

- Chocolates
- Wafers
- Noodles
- Sauces
- Health Drinks

Objectives of the Study

- To know the children’s awareness about confectionary Products & their advertisements.
- To study the impact of advertisement Products on children.
- To know whether is there any connection between TV watching habit of children and their medium of study or not.
- To study the effects of advertisement on children.

Research Methodology

Area of Study

The study was conducted in top five schools at Peelamedu in Coimbatore City.

They are

- G.R.G Matriculation School,
- P.S.G Public School,
- National Model School,
- G.R.Damodharan Matriculation School and
- P.S.G.R.Krishnammal School for girls.

Sources of Data

The source of researcher study is based on primary data collection among 106 respondents.

Sampling Design

The sampling design used in the study is convenience sampling

Statistical tool used

- Percentage Analysis
- Average Ranking analysis

Limitations of the study

1. The study is limited to 106 respondents and confined to school students from age group 12-15 in the Peelamedu area.

- 2. The findings made and conclusions arrived would be valid only in Peelamedu area.
- 3. Details obtained from the respondents are subject to personal bias.

Analysis and interpretation

Table 1: Percentage Analysis Personal Factors in the Respondents

Gender	No of Respondents	Percentage
Male	39	36.8
Female	67	63.2
Total	106	100
Age	No of Respondents	Percentage
12	7	6.6
13	34	32.1
14	42	39.6
15	23	21.7
Total	106	100
Residence	No of Respondents	Percentage
Own house	75	70.8
Rented house	24	22.6
Rent free house	5	4.7
Others	2	1.9
Total	106	100
Earning Members	No of Respondents	Percentage
One member	31	29.2
2 members	44	41.5
3 members	16	15.1
Above 4 members	15	14.2
Total	106	100
Standard	No of Respondents	Percentage
6	7	6.6
7	33	31.1
8	42	39.6
9	24	22.6
Total	106	100
Place	No of Respondents	Percentage
Rural	36	34
Urban	70	66
Total	106	100
Family Income	No of Respondents	Percentage
Below 5000	3	2.8
5001-10000	3	2.8
10001-15000	36	34
Above 15000	64	60.4
Total	106	100
Media Exposition	No of Respondents	Percentage
Radio	49	46.2
Magazines	11	10.4
Movies	4	3.8
Internet	4	3.8
Television	68	64.2
Missing system	38	35.8
Total	106	100

Table 2: Average rank analysis

S.NO	Variables	Ranking score						Total respondent	Total score	Mean score	Rank
		1	2	3	4	5	6				
1	Biscuits	1920	1876	1860	636	100	280	106	6672	62.9434	2
		24	28	31	12	4	7				
2	Wafers	800	1474	1020	1696	325	480	106	5795	54.66981	3
		10	22	17	32	13	12				
3	Chocolates	4080	1273	1020	477	150	160	106	7160	67.54717	1
		51	19	17	9	6	4				
4	Sauces	240	737	720	901	800	1240	106	4638	43.75472	6
		3	11	12	17	32	31				
5	Noodles	560	871	1020	954	825	720	106	4950	46.69811	5
		7	13	17	18	33	18				
6	Health Drinks	880	871	720	901	450	1400	106	5222	49.26415	4
		11	13	12	17	18	35				

Findings

- Majority of the respondents (63.2%) are female.
- Majority of the respondents (39.6%) are under the age group of 14.
- Majority of the respondents (70.8%) are in Own house.
- Majority (41.5%) of earning members are two.
- Majority (39.6%) respondents are in 8th standard.
- Majority (66%) of respondents belong to urban area.
- Majority (60.4%) of respondent's income level are above Rs.15, 000.
- Majority (64.2%) of respondent's media exposition through television.
- Majority of the respondents give 1st Rank to Chocolates items.

Suggestions

- Since children have limited understanding advertisers should not directly persuade children to buy the product which is shown in the advertisement.
- As far as advertisements of confectionary products are concerned, advertisements should be seen with their pros and cons. E.g. Chocolate
- Advertisers must not misuse children's relative inexperience.
- Children can be easily attracted by the celebrity so, as far as confectionary products are concerned celebrity should not directly or indirectly persuade children wrong in order to increase the sales.
- It is the duty of parents to see what their children are watching on television and if they are highly influenced by the advertisements especially of confectionary products then parents should try to explain to them the pros and cons of using that product or take up necessary steps to lead them right.

Conclusion

Today, particularly young children play an important role as consumers. Especially confectionary products (Biscuits, Chocolates, Wafers, Sauces, 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 is to purchase the advertised products. In this situation, the advertising has a stronger effect on younger children than the older children. Nowadays it seems that children's impact on family decision in shopping has been steadily increased. After the research, it was found as far as confectionary products are concerned children sometimes insist their parents to purchase those products for them. As far as confectionery products are concerned, children 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.

Reference

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