



## A study on the impact of television advertisement on children food products in Coimbatore district

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### Abstract

Exposure to television advertisements of impact of children's food product, choices and request for these products Advertisements are heavily promoted during children's viewing time and keep updating the kids of the new products arriving in the market. It was found that the majority of children are influenced by TV 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.

**Keywords:** advertising, effectiveness, food product

### Introduction

Today, advertising plays an important role in getting customers to buy your products and services. Advertising costs, on the other hand, are very important compared to other activities of most businesses. Today, every company wants to capture the highest market share. To this end, each company uses different methods to attract customers from different market segments and use the best methods to become a leader. In this challenging environment, businesses need to promote their products so that more customers are interested in them. This study describes the effects of television advertising on children. In order to attract children to products, it is necessary to include stimuli according to children's age, way of thinking, and interest in products in advertisements. Children will persuade their parents to purchase this product if they see advertisements that are relevant to their interests. There is a very close relationship between advertising and children's purchasing behavior, and we sought to examine the impact of advertising on children through research articles. For this purpose, we conducted a survey and collected data from children of different grades from different schools in different regions. After seeing the advertisement, the children let their parents buy the product. This study attempted to measure the effect of coercion on parents in relation to advertising products such as food advertisements.

Children also buy products through school advertisements and Internet advertisements Children purchase products through Internet advertisements and school exhibitions. Children's age also affects their purchases. Younger children are less influenced by advertising, and older children buy more of the advertised products. For example, a 10-year-old child understands a product advertisement, and a child under 15 understands the advertisement completely and buys her more promotional products. The study also describes the relationship between food advertising and children's purchasing behavior, as children purchase more food compared to other products. more than a quarter of his evening

### Objectives

- To identify the responses of different age group towards the TV advertisement on children in Coimbatore city.
- To identify the responses of male and female towards the TV advertisement on children buying behavior.
- To identify the responses of TV viewing hours towards the TV advertisement on children.

### Scope of the Study

Purpose of this research to quantify that TV advertisement impact on children in Coimbatore city. But almost researchers agreed that TV advertisement have impact on children in Coimbatore city. So, this is very helpful for companies. Research is very important because if we know the results of research then we take the decisions according to the results. result shows that TV advertisements have impact on children buying behavior then companies should not take this step.

### Limitation of the Study

- Time of the study was limited only six months.
- The number of the respondents was limited to 100 only
- The study was conducted at Coimbatore. So it is applicable only to Coimbatore.
- In this study some statistical tools like percentages analysis were applied for working some
- Analysis, these statistical tools have their own limitation.

### Review of Literature

Karunesh Saxena *et al* (2019) 1 stated that advertisers should always take care of the proper programming. Product should be advertised on the right channel. So that it can be useful for both advertisers as well as viewers. Advertisers should advertise the product or services at the right timeslots. Advertisement should not contain any false value. It creates confusion among the viewers and directly affects the brand image.

Tarun Rai (2020) stated that as long as product differentiation needs to be established, advertising will continue to have pre-eminent role to play. The role of advertising has become sharper, media has fragmented too many channels, too much competition. Dying concept of brand loyalty makes task for brand that much tougher. Harrison (2021) further analysed food advertisements targeted at children and general- audience on the basis of certain variables. These variables include health related messages, eating occasion, eating location, apparent character gender, apparent character race, apparent character body size.

**Research Methodology**

Descriptive and analytical research includes surveys and findings enquiries of different types. The main purpose of description of the state affairs that exist at present.

**Sampling Area**

The study was conducted in Coimbatore city.

**Sampling Size**

The sample size considered for the research is 100 customers.

**Data Collection Survey Method**

The sources of data pertaining to the study are primary data as well as secondary data.

**Primary Data**

Structure survey questionnaire is used for collection of data.

**Secondary Data**

Secondary data is collected from Company records, Magazines and business journals, Internet, Text book.

**Tools for Analysis**

Percentage analysis and Chi-square test are used for analyzing the data collected

**Analysis and Interpretation**

**Table 1:** Demographic profile of the respondents

Relationship Between The Educational Qualification and The influence purchase decision	Often	Rearly	Some Times	Not at All	Total
Under Graduate	17	8	18	5	48
Post Graduate	8	6	12	2	28
Technical	1	5	3	2	11
Others	7	2	4	-	13
Grand Total	33	21	37	9	100

**Table 2:** Chi- Square

Factors	Degree of Freedom	Table Values	Calculated Values	Relation- Ship
Educational Qualificatio n and The influence purchase decision	9	16.92	0.984148	No significance

**AIM**

To find out the relationship between the educational qualification and the sales promoting activities influenced your purchase.

**Testing Hypothesis**

**Null Hypothesis (Ho)**

There is no significant relationship between the educational qualification and the sales promoting activities influenced your purchase.

**Alternate Hypothesis (Ha)**

There is significant relationship between the educational qualification and the sales promoting activities influenced your purchase.

Chi square test =  $\sum (O_{ij}-E_{ij})^2/E_{ij}$

O<sub>ij</sub> - observed frequency

E<sub>ij</sub> - expected frequency

Calculated value = 0.984148

**Degree of Freedom**

= (C-1) (R-1)

= (4-1) (4-1)

= 3\*3

= 9

Table value = 16.92

The table value of 8 degree of freedom at 0.05 level of significance is 16.92.

Therefore 16.92>0.984148

**Result**

Null hypothesis accepted because the calculated value is less than the table value so, it is concluded that there is no significant relationship between the educational qualification and the sales promoting activities influenced your purchase.

**Result and Discussion**

- Majority (63%) of the respondents are female.
- Majority (69%) of the respondents are in the age group more than20.
- Majority (53%) of the respondents are unmarried.
- Majority (56%) of the respondents are don't have child.
- Majority (56%) of the respondents are don't have child.
- Majority (46%) of the respondents income are more than 20000.
- Majority (97%) of the respondents have TV at home.
- Majority (38%) of the respondents watch TV for 1-2 hours a day.
- Majority (51%) of the respondents favorite confectionery product is chocolate.
- Majority (40%) of the respondents are familiar with advertisement of chocolate.
- Majority (75%) of the respondents responded for yes.

- Majority (42.9%) of the respondents purchase noodles after seeing advertisement.
  - Majority (61%) of the respondents prefer TV for advertisement.
  - Majority (33%) of the respondents purchase their favourite cartoon character.
  - Majority (39%) of the respondents purchased confectionery product oneself.
  - Majority (39%) of the respondents sometimes purchase confectionery product from advertisement.
  - Majority (38%) of the respondents have an idea of purchase any confectionery products after watching advertisement.
  - Majority (77%) of the respondents responded yes for advertisement helps to make better selection. 19.
  - Majority (53%) of the respondents are satisfied towards confectionery products.
  - Majority (73%) of the respondents responded yes to recommend confectionery products to their friends.
  - There is no significant relationship between Educational Qualification and The influence purchase decision.
4. <http://www.chocomize.com>
  5. <http://www.media-awareness.com>
  6. <http://www.indiamart.com>
  7. <http://www.globaldata.com>

### Suggestions

- Advertisers should not directly persuade children to buy the advertised product, as children have limited comprehension. Advertisements must not exploit the relative inexperience of children.
- Children are easily attracted to cartoons and jingles, so when it comes to sweets, children need to know all the pros and cons of this particular product.
- It is the parent's duty to see what the child is watching on television and if the child is strongly influenced by advertising, especially sweets, the parent should inform the child by advertising the pros and cons of the product. You should try to explain.
- Parents are suggested to be educated and educate their children about the benefits of healthy eating and the disadvantages of unhealthy eating.
- The government has also been suggested to be responsible for drafting rules and regulations on advertising.

### Conclusion

The results of the survey are positive. And the average survey response rate ranges from “agree” to “strongly agree.” This indicates that respondents agree that TV advertising influences children's purchasing behavior. The average results show that parents are more likely to buy something when their children see more ads. The correlation results show that there is an overall positive correlation, meaning there is a relationship between most of the variables. If the correlation is positive, the variables help and harmonize with each other.

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