

**EFFECTS OF ADVERTISEMENTS AND BUYING PREFERENCES OF  
CHILDREN TOWARDS CONFECTIONARY PRODUCTS IN  
THANJAVUR TOWN**

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## **INTRODUCTION**

Mass communication of information intends to persuade buyers so as to maximize the profit (Littlefield and Kirkpatrick, 1971). Advertisement, one of the forms of mass communication, has become an integral part of our lives. Hassan (2010) defines advertisement as “paid form of non-personal presentation or promotion of ideas, goods or services which is presented by an identified sponsor”. It increases their knowledge about the latest available products in the field of almost everything. Children are one of the main target groups of advertisers. Advertising to children is the act of marketing or advertising products or services to children, as defined by National Legislation and Advertising standards. Advertising to children is often the subject of debate, relating to the alleged influence on the consumption by children. Advertising to children can take place through traditional media such as television, radio and print as well as new media.

## **STATEMENT OF THE PROBLEM**

Children in the current generation are unique in many ways. Children love the way the television set responds instantaneously to the mere pressing of a button. They feel they can control and make it do what they want. Today one is exposed to a large number of advertisements throughout the day on all sorts of products and services. Through this study an effort is made to find out how children are influenced by the television advertisements especially towards confectionery products. The research process goes within the confectionery products such as biscuits, chocolates, ice cream, cakes and cookies.

## **OBJECTIVES OF THE STUDY**

- To understand the nature of children while purchasing confectionery products as a result of watching television advertisement
- To observe the approach and attitude of children towards their parent on purchasing the product and
- To assess the children buying behaviour with respect to confectionery products.

## **METHODOLOGY**

In this study both primary and secondary data has been used for the purpose of collecting data. The primary data have been collected through the well structured questionnaire. In order to understand the effects of advertising while kids purchasing pattern of confectionery items, 100 samples were selected as a sample in Thanjavur town by adopting opportunistic sampling method. The secondary data have been collected from various published literature like text books, magazines, newspapers and websites. Data has been analysed using percentage and interpreted for meaning inferences.

## LIMITATIONS OF THE STUDY

The study is subject to the following limitations.

- The study area is confined only to Thanjavur town
- The study of sample size is restricted to only 100 respondents due to time constraints.

## DATA ANALYSIS AND INTERPRETATION

**Table -1: Age wise classification of the Respondents**

Factors	No.of respondents	Percentage
Upto 30 years	22	22%
30 to 40 years	68	68%
Above 40 years	10	10%
Total	100	100%

*Source: Primary Data*

From the table depicts that out of 100 respondents, 68% respondents are belonged to the age category of 30 - 40 years, 22% are belonged to the age category of upto 30 years, and the rest of 10% pertaining to the age category of above 40 years.

**Table -2: Age wise classification of their Children**

Factors	No.of respondents	Percentage
Upto 3 years	30	30%
3 to 6 years	54	54%
6 to 9 years	14	14%
9 to 12 years	12	12%
Total	100	100

*Source: Primary Data*

From the above table clearly shows that the age wise classification of the respondents kids, it clearly indicates 54 children are belonged to the age group of 3 to 6 years followed by 36 children are belonged to upto 3 years, 14 are between the age group of 6 to 9 years and the rest were 9 to 12 years.

**Table -3: Confectionary Products most liked**

<b>Factors</b>	<b>No.of respondents</b>	<b>Percentage</b>
Chocolates	48	48%
Chewing gums	08	08%
Cookies	28	28%
Chips	16	16%
Total	100	100%

*Source: Primary Data*

The table shows the confectionary items most liked by the children, it clearly indicates the 48% of the respondents prefer chocolate items, followed by 28% of the respondents prefer to buy cookies, 16% of the respondents were prefer to buy chips and the rest were prefer chewing gums.

**Table -4: Brand preference of Confectionary Products**

<b>Factors</b>	<b>No.of respondents</b>	<b>Percentage</b>
Local	30	30%
National	48	48%
International	22	22%
Total	100	100%

*Source: Primary Data*

The table clearly shows that the brand preference of confectionary products, out of 100 samples, 48 respondents are prefer to buy National level products,

followed by 30 respondents are purchase local products and the remaining were 22 respondents are purchase international brands.

**Table -5: Sources of Advertisements**

<b>Factors</b>	<b>No.of respondents</b>	<b>Percentage</b>
Cartoon channels	60	60%
Other shows	22	22%
Newspapers	08	08%
Posters	10	10%
Total	100	100%

*Source: Primary Data*

From the table shows the sources of advertisements watched by the children, 60% of the respondents are watching advertisements from cartoon channels like Pogo, Cartoon networks, etc., followed by 22% respondents are watched through other T.V. channels only 8% of the respondents are watching advertisements from newspapers.

**Table -6: Effects of various factors on Purchase Decision**

<b>Factors</b>	<b>No.of respondents</b>	<b>Percentage</b>
Taste	32	32%
Colour	10	10%
Packaging	24	24%
Brand	12	12%
Suitable price	12	12%
Shape	10	10%
Total	100	100%

*Source: Primary Data*

From the above table clearly indicates the factors influence while purchasing confectionary products, out of 100 samples 32 respondents prefer to buy taste of the confectionary products, followed by 24 respondents are prefer to packaging of the confectionary items and only 10 respondents are prefer colours and shape of confectionary items respectively.

**Table -7: Preference of Promotional scheme**

<b>Factors</b>	<b>No.of respondents</b>	<b>Percentage</b>
Buy one get one	42	42%
Free gift	32	32%
Extra quantity	16	16%
Scratch coupon	10	10%
Total	100	100%

*Source: Primary Data*

From the table clearly indicates the preference given by the respondents towards promotional schemes, 42 respondents are prefer Buy one get one offers, followed by 32 respondents are expected free gift as promotional scheme and only 10 respondents are prefer scratch coupons.

## **FINDINGS**

- Out of 100 respondents, 68% respondents are belonged to the age category of 30 - 40 years.
- The age wise classification of the respondents' kids, it clearly indicates 54 children are belonged to the age group of 3 to 6 years.
- 48% of the respondents prefer most liked confectionary items is chocolates.
- Out of 100 samples, 48 respondents are preferred to buy National level products.
- 60% of the respondents are watching advertisements from cartoon channels like Pogo, Cartoon networks, etc.,

- Out of 100 samples 32 respondents prefer to buy taste of the confectionary products.
- 42 respondents prefer Buy one get one offers.

## **SUGGESTIONS**

- The confectionary manufacturer should produce high nutrition products, it will helpful to the children by way of getting immunity power, growth, etc.
- Avoid malnutrition products while manufacturing confectionary items, it will safeguard the children from obesity, ill-health, etc.
- Sugar content products are produced with lesser sugar content, it will helpful to the children from cavity problems.
- Prices should be reduced; it will lead to increase the sales of the confectionary products.

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