

AN ANALYTICAL STUDY ON ADVERTISEMENT FACTORS TOWARDS KIDS CONFECTIONARY PRODUCTS

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Abstract:

Advertisement is playing a vital role in marketing industry, Advertisement is key to the organizations to increase the sales. Presently most of the kids are watching the advertisement through television, mobile etc.. based on that advertisement kids are influencing their parents to get their desired products. In this research the researcher tries to find out how the kids are influenced by the various advertisement factors of confectionary products.

Key words: Kids, Advertisement, Confectionary products.

Introduction:

Two magic communication that prestigious the world marketing. The marketer are quite often used those witchcraft words to limit the target auditory. The thaumaturgy words are Consumer and patron. But notion of custom of such words are have different purpose. However the manufacturers show the product, in the end the marketer has to flagship the products in front of goal auditory. The main tools used by the marketer to flagship the product is Advertising. The discourse of notice is to make secure that, target auditory as to remember the result at the time of pre-emption process. But question look by the marketer to identify the direct media to gain the slice audience. Here the perturbation starts, how to identify the decent media to announce regards their product and transmute the target audience either to destroyer or customer. Sometimes consumer and the purchaser can be the same. Marketer interest so many media to publish but one of the most expensive media is Television.

In this up-to-date era, different categories of channels in Television are valid to the marketer such as News, Sport, Movie, Music, Comedy, Devotional, Fitness, Tour & Travels, Astrology, Science etc. Among these channel, one of the emerging Channel is Children Television Channel or Kids Television Channel. Even marketer are marching towards Kids Television Channels for advertise their work. As it's clearly noticeable in

the name of the ravine it-same sample that this ditch is meant for kids, but marketers well informed about kid leather are the destroyer but not a royal buyer. Because these kids are not having the dominion or cleverness to purchase the product even product are in exigency for them. This is forasmuch as of; commonly kids are not having the earning capacity. So they extremity to turn on someone to purchase their desire result by supremacy them.

Statement of the problem

Now a day's kids are influencing to their parents to purchase their desired products, so most of the manufacturers targeting the kids through various advertisement factors such as favorite cartoon character, jungles, promotional gifts, pictorial representation, music and celebrities etc... in this research tries to analyze how the kids are influenced by the various advertisement factors of confectionary products.

Objectives of the study

1. To evaluate the various advertisement patterns adopted by the advertisers to influence Kids'.

Need and importance of study

The research is undergone to analyze whether convenient food product ads influence the buying behavior of their parents and also to know about whether ads are conveying the right message to the targeted audience or the information which is communicated by means of ads reach the targeted audience.

M. Thirupathi and Dr. S. Gopalakrishnan (2019) In the bestow era world is proper across-the-board village due to late information and news systems. Radio, Television (TV) movies, video Pancratium, cell phones, and computer networks have whispered pivotal roles in our student's maid lives. The media has demonstrated potentially pervading outcome, both indisputable and negative on student cognitive, festive and behavioural development. Through convenient sampling techniques 30 respondents were selected. A structured questionnaire was used for the data assembly. After crowd of data Garret Ranking Techniques were betake to draw deduction. The results show that ancestors of the respondents agreed that electronic media play a viable party for sustainable letters for academic intention. However, due to the peril of these, precede to misbehavior in the college and public place.

Dr. T. N. Murty et.al (2013) said that Advertising is a constitution of connection used to persuade an audience (viewers, readers or listeners) to take some gesticulation with respect to products, ideas, or services. Most frequently, the desired result is to strive destroyer behavior with respect to a mercatorial sacrifice, although public and ideological advertising is also familiar. Advertising is sole of everyone's' lifestyle, and the quality of collision of adverting on children is proper annihilating day by day. Using 'On the Spot' example method 100 children between 5-15 placet age cluster and 50 author are interviewed with the befriend of interview schedule and data collected is presented in the form of patty cake delineate. The research paper

concludes that advertising severely affect the erosive habits of present formation children. The role of parents and licit system execute crucial party in preventing the anti-soundness ads influencing the children's eating habits

Preetha R and Radhika S (2016) Advertising to children is often the subject of debate, relating to its apparent influence on children's consumption. Advertising to children can take place on traditional media like television, radio and print - as well as new media (internet and other electronic media). Packaging, in-store advertising, event sponsorship and promotions can also be means to advertise to children. The research aims to find out how children are influenced by the advertisements especially of confectionary products. For the purpose of the study the following confectionery products biscuits, chocolates and health drinks were chosen.

Chithira John, and C. Sengottuvelu (2017) The objective of the study is to find out the impact of television advertisements of on buying behaviour of children with reference to confectionery products such as chocolate, candies, chewing gum and cakes /pastries and the attributes advertisements inducing children and the health issues that occur in children. Sampling method used for the study is probability sampling because here each sample has equal chance of being selected and again followed with multi-stage sampling. Data was collected from the questionnaire filled by 150 children of age group 6 to 14.

Table -1 Demographical factors

Particular	Respondents	Frequency	Percentage
Age	7 Year	4	7.5
	8 Year	5	9.9
	9 Year	6	11.9
	10 Year	8	16.4
	11 Year	2	4.2
	12 Year	25	50.1
	Total	50	100.0
Gender	MALE	22	44.9
	FEMALE	28	55.1
	Total	50	100.0
Birth Order	1ST	35	70.4
	2ND	12	24.9
	3RD	2	3.4
	4TH	1	1.3
	Total	50	100.0
Working Parents	FATHER	27	54.5

	MOTHER	3	6.5
	BOTH	19	38.2
	NONE	0	.8
	Total	50	100.0
Class of Studying	2nd Class	4	7.3
	3rd Class	9	17.1
	4th Class	8	16.1
	5th Class	5	10.9
	6th Class	3	6.2
	7th Class	21	42.3
	Total	50	100.0

Table -2

		Independent Samples Test					
		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference
New Products	Equal	4.102	.048	-.418	48	.678	-.167
	Not Equal			-.395	33.067	.695	-.167
Product Feature	Equal	.182	.672	.882	48	.382	.300
	Not Equal			.856	36.648	.398	.300
Pictorial Representation	Equal	.042	.838	.441	48	.661	.167
	Not Equal			.440	40.384	.662	.167
Promotional Gifts	Equal	5.969	.018	1.043	48	.302	.417
	Not Equal			.979	32.095	.335	.417
Your Favorite	Equal	.509	.479	.208	48	.836	.083
	Not Equal			.204	38.323	.839	.083
Jingles	Equal	.133	.717	.364	48	.717	.150
	Not Equal			.361	39.472	.720	.150
Rhythms	Equal	1.12	.294	.151	48	.880	.067
	Not Equal			.147	36.641	.884	.067
Brands	Equal	1.204	.278	.812	48	.421	.333
	Not Equal			.780	35.302	.440	.333
More Activity	Equal	.055	.816	-1.313	48	.195	-.517

	Not Equal			-1.293	38.717	.204	-.517
Celebrities	Equal	.400	.530	-.875	48	.386	-.350
	Not Equal			-.890	43.122	.379	-.350

From the table No 2, it can be inferred that levene's test for equality of variances indicate that the variances for the male and the female are equal for the variables like products features, pictorial representation, favorites, Jingles, Rhythms, Brands, more activity and celebrities its corresponding p values are higher than 0.05. For remaining measures variables for not equality of variances indicate that the variances for the male and female are not equal for the variables like New products and promotional products and its corresponding p value are less than 0.05. It becomes necessary to use the not equal – variance t test p value to be considered.

It can be observed that the significant value two tailed are higher than 0.05, Product features (p=.382), Pictorial Representation (p=0.661) favorite (0.836), Jingles (p=0.717), Rhythms (p=0.880), Brands (p=0.421), more activity (p=0.195) and celebrities (p=0.047). In this null hypothesis are rejected for product features, pictorial features, favorite, Rhythms, Jingles, brands and celebrities in equal variance of levene's test. For remaining variables null hypothesis are accepted in equal variance.

Finally, there is statistical evidence to accept the null hypothesis for new products, product features, pictorial Representation, promotional gifts, favorites, jungles, Rhythms, Brands more activity and celebrities.

Findings

Kids are more influenced by the new products advertisement and promotional gifts, these two factors majorly stimulate the kids to purchase the confectionary products.

Conclusion

Advertisements thus take advantage of children's natural preference for chocolates and various other confectionery products as well as their lack of awareness about the disadvantages of consuming these types of products. So parents must educate the children about the disadvantages of consuming such products. So this study is conducted to regulate the impact of advertisement of confectionery products on children's product preference and to create a healthy environment for them.

Reference

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