

Advertisements and Buying Behaviour of Children: An Empirical Study With Reference To Confectionery Products

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Abstract- National Legislation and Advertising defines advertising as the act of advertising products to children. Advertising is the most influential and powerful medium in today's commercial society. The main objective of this research paper is to study and understand how television advertisement influences the preferences made by children before buying confectionery products. For this study, 150 children between the age 9 and 12 years were used as sample size. Descriptive and analytical research design was used. The method applied is quantitative research and probability sampling. The study gave a useful insight on choices made by children while buying their product after watching television advertisements.

Index Terms: Television Advertisements, Children, Confectionery Products and Child Behaviour.

1. 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". The omnipresence of advertisements makes everyone aware of new products available in the market. 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.

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. One begins a day with the reminder of advertisements for different brands of tooth paste claiming freshness of breath, brightness of teeth, tightening of gums and

etc. (Chauhan, 2001). There is no dearth of advertisements on variety of tea, coffee, soft drinks, soaps, shampoos, detergents and washing machine. These advertisements not only inform or create awareness but also make the audience health and beauty conscious. The influence of advertisements has tempted children to demand confectionery products like chocolates, cakes, cookies, biscuits, ice cream, candies etc. Children are fascinated by television commercials which have great reach in day-to-day lifestyle.

Commercials on television catches the young mind through attractive features like lively music, sound effects, peculiar voices, attractive colors, jingles, brand, celebrities, etc. This embeds tiny seeds of desire in the mind of children. In television commercials most of the confectionery products are highlighted with cartoon characters in order to persuade children into buying them. This leads children to demand from their parents to buy the product with complements rather than buying the regular product. Parents are forced to buy a product of their children's choice. Children today are tempted by a whole world of goods that go beyond the priority of parents. The advertisements target children with a very intimate strategy by using cartoon features and funky characters that they are familiar with and are close to their hearts. Children are fascinated towards them helplessly and fall for them eventually.

2. NEED FOR THE STUDY

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 muffins. Research design selected for this project is descriptive and analytical in nature. The study applies quantitative research methodology. The tool used is survey questionnaire. The sample size is 150 children of age group 9-12 years. The main sampling method used is probability sampling.

3. OBJECTIVES OF THE STUDY

The objectives of this study are:

1. To study the nature of children while buying confectionery products as a result of watching television advertisement
2. To observe the approach and attitude of children towards their parent on purchasing the product and
3. To analyze children's curiosity and buying behaviour with respect to confectionery products.

4. REVIEW OF LITERATURE

Krishnan (2017) in his study said that consumers are influenced by the advertisements especially for confectionery products. His study focused particularly on confectionery products like biscuit, chocolates, noodles and health drinks. His study is limited to the city of Tiruppur focusing only on the local customer whose family salary was less than Rs.10,000/-. He found that most of the children's favourite confectionery product was noodles.

Lavanya (2017) studied the preference of Cadbury products among the consumers. A sample survey was undertaken in the city of Coimbatore. Her study concentrated mainly on general price level, quality & consumer expectation and overall satisfaction towards Cadbury Dairy Milk. She found out that consumers consumed Cadbury Dairy Milk basically for its brand name and the variety of flavours it offers, especially silk chocolate.

Boyland and Halford (2016) focused on television advertising and branding, effects on eating behaviour and food preferences in children. They found that children's preferences were based on brand names and their actual food intake was based on their own choices. They also found that children in the UK are exposed to considerable numbers of food adverts on television. Such adverts have been shown to cause significant increases in intake, particularly in overweight and obese children.

Singh and Ram (2010) in their study stated that confectionery items are commonly consumed by almost everyone in the society. Confectionery items are generally used for the sake of its taste and to satiate small hunger. People or children should

consume confectionery items in optimum quantity because its excessive use can harm one's body. It should be consumed as snacks in little quantity. There are various types of confectionery items available in market. However, for research purpose this study focuses mainly on five types of confectionery items i.e. candies, wafers, chips, chewing gum and chocolates.

Siddiqui and Ahmed (2013) in their research focused on the occurrence of impulsive behaviour among young children while buying confectionery items. The data was collected from shops and malls. Parents, elder siblings and grandparents accompanied by children between the age (4-12) years were interviewed. Thirty four percentage of the parents mentioned that their kids purchased confectionery items on an average of 3-4 times a week. A total of 72 percent parents mentioned that the child decides candy on impulse purchase and 34 percent mentioned that the impulsive purchase happens only for confectionery. They concluded that the packages which are colorful were more likely to be picked than the other lesser attractive ones.

Pughazhendi et al (2012) in their study stated the effectiveness of celebrity endorsed confectionery products on children. They said that children were often influenced by the celebrity endorsed products especially the confectionery items. The confectionery products include biscuits, chocolates, wafers, noodles, sauces and health drinks.

Systematic examination of the literature in television advertisement for children in confectionery products has diversified issues such as, focus on Celebrity endorsed Confectionery product, unplanned purchase, its packaging style, their own selection process, impulse buying behaviour, etc., but all these studies were focused on specific issues like children health, obesity, viz., but none of the studies are focused on the issue whether children are attracted to the complement or the taste. Hence, the present study is highlighted to fill the gap on this topic.

5. THEORETICAL FRAME WORK

The study has adopted the Black Box Model. It is related to the black box theory of behaviourism. It is the relationship between the customer (the buyer) and the provider (the seller). The buyer's black box contains the buyer characteristics and the decision process, which determines the buyer's response. Consumer Behaviour deals with a model called 'Black Box'.

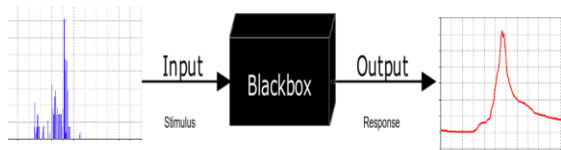


Figure 1. Black Box Model

Environmental Factors		Buyer's Black Box		Buyer's Response
Marketing Stimuli	Environmental Stimuli	Buyer's Characteristics	Decision Process	
Product Price Place Promotion	Economic Technological Political Cultural Demographic Natural	Attitudes Motivation Perceptions Personality Lifestyle Knowledge	Problem recognition Information search Alternative evaluation Purchase decision Post-purchase behaviour	Product choice Brand choice Dealer choice Purchase timing Purchase amount

Table 1. Environmental Factors- Buyer's Black Box

6. RESEARCH METHODOLOGY

The target population for the research was children in the age group between 9 and 12. And the sampling unit for this research were children between age 9 and 12 of a selected section of class (5th, 6th, and 7th standard). The study population was chosen from a school in Chennai – Don Bosco Matriculation Higher Secondary School, Peravallur. The sample size of this study was 150 children. Equal number of boys and girls were chosen. Well structured questionnaire was provided to children, which included a pilot study and the final survey questionnaire. For this study, the initial questionnaire was reviewed by school students of the age group 9-12. The pilot study was helpful for the further survey of the questionnaire.

The study uses both primary source and secondary source of data. The primary data of this study was collected from the children of the above mentioned school. It is related to the behaviour and response of children. The instrument selected for the primary data was structured questionnaire. It was collected by filling up questionnaires from children. A set of questions had been prepared related to the research topic. The questions given to the children were close ended. The unit of measurement is based on categorical variable. Categorical variables are measured on nominal or ordinal scale. The

secondary data was collected from books and journals.

7. INTERPRETATION OF DATA

Data Analysis is the process of systematically applying statistical and logical techniques to describe and illustrate, condense and recap, and evaluate data. The research data is analyzed between boys and girls of age group 9 to 12. Among 150 children, 75 boys and 75 girls are equally distributed.

Gender			Frequency	Percent	Valid Percent	Cumulative Percent
Boys	Valid	Biscuits	6	8.0	8.0	8.0
		Chocolates	13	17.3	17.3	25.3
		Cakes and Muffins	3	4.0	4.0	29.3
		Ice cream	2	2.7	2.7	32.0
		All	51	68.0	68.0	100.0
		Total	75	100.0	100.0	
Girls	Valid	Biscuits	7	9.3	9.3	9.3
		Chocolates	14	18.7	18.7	28.0
		Cakes and Muffins	6	8.0	8.0	36.0
		Ice cream	3	4.0	4.0	40.0
		All	45	60.0	60.0	100.0
		Total	75	100.0	100.0	

Table 2. Consuming Product after Watching Television Advertisements

It is obvious to spot from Table 2 that greater part of children buys biscuits, chocolates, ice cream, cakes and muffins (i.e.) 68 percent of boys and 60 percent of girls buy product after watching television advertisement. Whereas, only 9 percent of children buy biscuits, 18 percent buy chocolates, 6 percent buy Cakes and Muffins and 3 percent buy Ice cream after watching television advertisements.

Gender			Frequency	Percent	Valid Percent	Cumulative Percent
Boys	Valid	free gifts	24	32.0	32.0	32.0
		buy 1 get 1 free	7	9.3	9.3	41.3
		scratch coupon	2	2.7	2.7	44.0
		Taste	42	56.0	56.0	100.0
		Total	75	100.0	100.0	
Girls	Valid	free gifts	13	17.3	17.3	17.3
		buy 1 get 1 free	9	12.0	12.0	29.3
		scratch coupon	6	8.0	8.0	37.3
		Taste	47	62.7	62.7	100.0
		Total	75	100.0	100.0	

Table 3. Children Buying Product

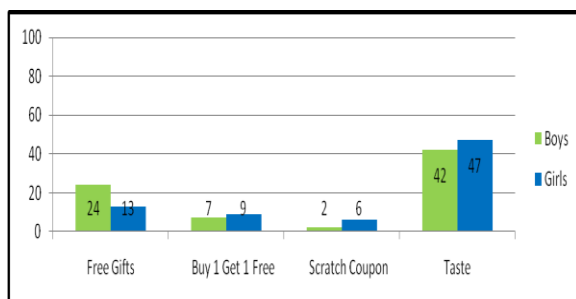


Figure 2. Children Buying Product

As noticed from Figure 2, it is clear that 59 percent of children prioritize to buy a product for its taste (56 percent boys and 61 percent girls). Whereas, 25 percent prefer for free gifts, 11 percent

for buy one get one free and 5 percent for scratch coupon.

Gender			Frequency	Percent	Valid Percent	Cumulative Percent
Boys	Valid	complements	1	1.3	1.3	1.3
		Taste	12	16.0	16.0	17.3
		Brand Trial	54	72.0	72.0	89.3
		Total	6	8.0	8.0	97.3
		Total	2	2.7	2.7	100.0
Girls	Valid	complements	9	12.0	12.0	12.0
		Taste	59	78.7	78.7	90.7
		brand Trial	5	6.7	6.7	97.3
		Total	2	2.7	2.7	100.0
		Total	75	100.0	100.0	

Table 4. Purpose of Buying the Product

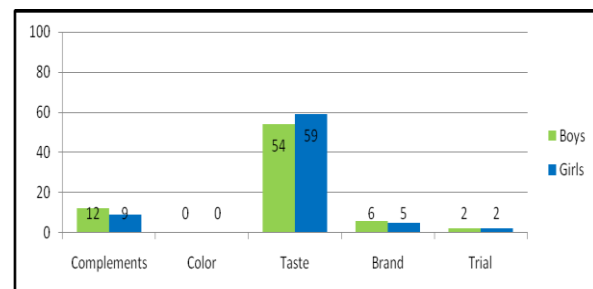


Figure 3. Purpose of Buying the Product

From the data observation Figure 3, it is witnessed that almost 75 percent of children buy the products for the taste than that of complement and other reasons.

8. FINDINGS

The findings of the study are as follows:

- Children like to watch television advertisements and it shows majority of children watch the entire advertisement of the product
- Children buy both the complement and product after watching television

- Children buy confectionery products like biscuits, chocolates, ice cream, cakes and muffins after watching TV advertisements
- Children buy a product for both taste and free gifts
- Children are tempted to buy the product more than twice
- Children like Dark Fantasy more than other biscuits
- Children are more addicted to Dairy Milk and
- Chocos are rated high among children as their time pass snacks.

Management Sciences (SMS), Varanasi, Vol. VI, No. 1, 2010.

9. CONCLUSION

This research concluded with several findings that children are more attracted to buy a product because of its taste rather than the complement which is given along with it. Taste is the most effective tool used by the advertisers to make the children get attracted to a confectionery product. Complements are the least preferred among children while buying confectionery products. This showed that children have different taste and behavior on consuming a particular confectionery product.

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