

A study on effect of advertisement on confectionary product with special reference to Vellore city

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Abstract

Advertising is a general term for and all forms of publicity, from the cry of the street boy selling newspapers to the most celebrate attention attracts device. Indian advertising industry with an estimated value of 13, 200-crore has set eyeballs gazing with some astonishing pieces of work that it has given in the recent past.

Indian economy is on a boom and the market is on a continuous trail of expansion. With the market gaining grounds Indian advertising has every reason to celebrate. Businesses are looking up to advertising as a tool to cash in on lucrative business opportunities. Growth in business has lead to a consecutive boom in the advertising industry as well. 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.

Keywords: confectionary product, advertisement of confectionary product, television advertisement, impact of advertisement on confectionary product

Introduction

Advertising

The word advertising is derived from the Latin word viz, "advertero" "ad" meaning towards and "verto" meaning towards and "verto" meaning, "I turn" literally specific thing". Simply stated advertising is the art "says green." Advertising is a general term for and all forms of publicity, from the cry of the street boy selling newspapers to the most celebrate attention attracts device.

Indian Advertising Industry

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.

Indian advertising industry with an estimated value of 13, 200-crore has set eyeballs gazing with some astonishing pieces of work that it has given in the recent past. The creative minds that the Indian advertising industry incorporates have come up with some mind-boggling concepts and work that can be termed as masterpieces in the field of advertising.

Indian economy is on a boom and the market is on a continuous trail of expansion. With the market gaining grounds Indian advertising has every reason to celebrate. Businesses are looking up to advertising as a tool to cash in on lucrative business opportunities. Growth in business has lead to a consecutive boom in the advertising industry as well.

With development in the technology, various avenues are opening up in advertising industry. It is estimated that about

2.2 billion dollars are generated in this industry every year. Be it is print, radio, television or Internet, every medium plays a significant role in the growth of this industry. Today, Advertising Industry in India is surging with revenues. To meet all the demands in adverteng sector, many agencies are coming to the scene.

The key factors which have contributed to growth of the Indian advertising industry include:

- Growth in media vehicles leading to increase in media infiltration.
- Higher degree of competitive concentration among consumer companies.
- Entry of global consumer companies with large advertising budgets.

Confectionary Product

Confections are defined by the presence of sweeteners. These are usually sugars, but it is possible to buy sugar-free sweets, such as sugar-free peppermints. The most common sweetener for home cooking is table sugar, which is chemically a disaccharide containing both *sucrose* and fructose. Hydrolysis of sucrose gives a mixture called invert sugar, which is sweeter and is also a common commercial ingredient. Finally confections, especially commercial ones, are sweetened by a variety of syrups obtained by hydrolysis of starch. These sweeteners include all types of corn syrup

Confectionery, also called sweets or biscuits, is sweet food. The term varies among English-speaking countries. In general, though, confectionery is divided into two broad and somewhat overlapping categories, bakers' confections and sugar confections.

Bakers' confectionery, also called flour confections, includes

principally sweet pastries, cakes, and similar baked goods. In the Middle East and Asia, flour-based confections are more dominant. Sugar confectionery includes sweets, candied nuts, chocolates, chewing gum and bubble-gum, sweetmeats, pastillage, and other confections that are made primarily of sugar. In some cases, chocolate confections (confections made of chocolate) are treated as a separate category, as are sugar-free versions of sugar confections. The words candy (US and Canada), sweets (UK and Ireland), and lollies (Australia and New Zealand) are common words for the most common varieties of sugar confectionery. The confectionery industry also includes specialized training schools and extensive historical records. Traditional confectionery goes back to ancient times, and continued to be eaten through the middle Ages into the modern era. Chocolate is a typically sweet, usually brown food preparation of Theobroma cacao seeds, roasted and ground, and often flavoured with vanilla. It is made in the form of a liquid, paste, or in a block, or used as a flavouring ingredient in other foods. Cacao has been cultivated by many cultures for at least three millennia in Mesoamerica. The earliest evidence of use traces to the Mokaya, with evidence of chocolate beverages dating back to 1900 BCE.

Statement of Problem

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

- Biscuit
- Chocolates
- Noodles
- Health Drinks

Scope of the Study

This study has been under taken to find out the effectiveness of advertisement on confectionary products among the people in Vellore city. This study is confined to the city of Vellore only considering the ultimate of the local customer.

Objectives of the Study

- To study the impact of advertisement of confectionary product.
- To find out the influence level of television advertisement.
- To offer suggestion and conclusion on the basis of finding of the study.

Research Methodology

Meaning for Research

Research in common parlance refers to search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. The advanced learner’s dictionary of current English lays down the meaning of research as “a careful investigation or inquiry especially through search for new facts in any branch of knowledge”.

Meaning for research methodology

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them.

Research Design

Research design is the blue print of the proposed study. It represents the overall scheme of the study. “All research design is the logical and systematic planning and it helps directing piece of research. “The research design of this descriptive research studies.

Descriptive research design

Descriptive research studies are those studies concerned with describing the characteristics of a particular group. Such studies are concerned with specific predictions, with narration of facts and characteristics concerning group or situation.

Sample Design

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. Sample design may as well lay down the number of items to be included in the sample i.e., the size of the sample. Sample design is determined before data are collected.

Sample Size

An important decision that has to be taken in adopting a sampling technique is about the size of the sample means number of 120 sampling units selected from the population for investigation. Different opinion have expressed by experts on this point.

Period of data collection

The data collection was made during the month of June 2017 to July 2017. Every respondent was given with a separate questionnaire and generally the respondent took 25-30 minutes to fill-up the questionnaire. To enable the respondents for clear understanding of each and every question asked in the questionnaire, various terms used in the questions such as comparing the effectiveness of confectionary product were clearly explained by the researcher.

Analysis and Tools

Percentage Analysis

Percentages are often used in data presentation for them simply numbers, reducing all of them to a 0 to 120 range. Through the use of percentages, the data are reduced in the standard form with base to 120 which fact facilitates relative comparisons.

$$\text{Percentage analysis} = \frac{\text{No of respondents}}{\text{Total no of respondents}} \times 100$$

Likert Scale Method

Scaling technique

Scaling describe the procedures of assessing numbers of various degrees of opinion, attitude and other concepts. This can be done in two ways via,

- Marketing a judgments about some characteristics of an individual and then placing him directory on a scale that has been defined in terms of that characteristics, and
- Constructing questionnaires in such a way that the score of individual and responses assigns him a place on scale. It may be stated here that the scale is a continuum, consisting of the highest point and the lowest points along with several intermediate point between these two extreme points.
- Scaling may be defined as “procedure for the assignment of numbers to a property of objects in order to impart some of the characteristics of number of the properties in the question”.

Likert-Type Scales

Summated scales or Likert-type scales is one of the scaling technique. They are developed by utilizing the item analysis approach where in a particular item is evaluated on the basis of how well it discriminates between those persons whose total scores is high and those whose score is low. Each response is given a numerical score, indicating its favourableness or Unfavourableness and the scores are totalled to measure the respondent’s attitude. In a linkert scale the respondents is asked to respond to each of statement in term of several degree of agreement.

For example

When asked to express opinion whether one considered his job satisfaction of the respondent may respondent in any

following ways,

- Highly satisfaction
- Satisfaction
- Neutral
- Highly dissatisfaction
- Dissatisfaction

Limitation of the Study

- The finding of the respondents does not in constant one. So, it is not a real result or real opinion.
- The number of the respondents was limited to 120 only.
- In this study some statistical tools like, percentages were applied for working some analysis; these statistical tools have their own limitations.

Review of Literature

Review of literature is the study of the prevalent materials related to topic of research. This helps the researcher to get a clear idea about the particular field. The knowledge of other research literature is very important for marketing research. Either to prove or disprove his findings with those or others certain number of literature has been review of enlisted. Halan (2012) ^[1] and Singh have pointed out that advertisement constitute a major consumer market, with direct purchasing power for snacks and sweets, and indirect purchase influence while shopping.

Ahuja *et al.* (2013) ^[2] have found that in western countries, consumers have reported to wield a lot of influence in purchase decisions for children products such as snacks.

Mehrotra *et al.* (2010) ^[3] have noted that no particular attitude or set of attitude can be applied for all products. Confectionery purchases are affected due to festival seasons (The confectioner-2006 issue by Jey zemke).

Table 1: Showing Purchase after Watching Advertisement

S. No	After watching advertisement	No. of respondents	Percentage
1	Often	9	8
2	Rarely	36	30
3	Sometimes	55	46
4	Not at all	20	16
	Total	120	100

Interpretation: From the above table shows that, 9% of the respondent are often in purchase after watching advertisement, 36% of the respondents for rarely, 55% of the respondent for sometimes,20% of the respondent for not at all.

Inference

The majority, 55% of the respondent are sometimes in purchase after watching advertisement.

Table 2: Showing Advertisement Help to Make Better Selection

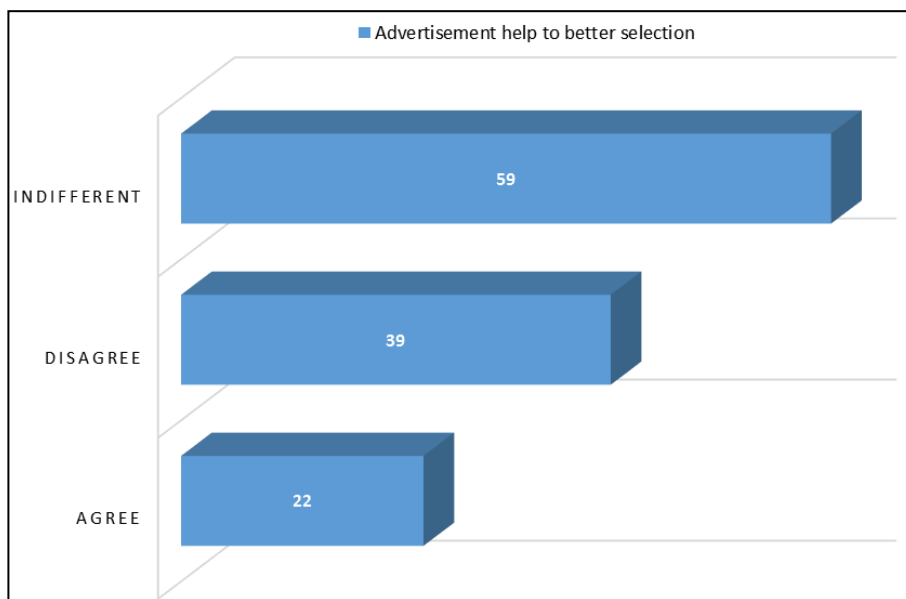
S. No	Advertisement help to better selection	No. of respondents	Percentage
1	Agree	22	17
2	Disagree	39	38
3	Indifferent	59	45
	Total	120	100

Interpretation: In the above table shows that, 22% of the respondent are agree in advertisement help to make better selection, 39% of the respondents for disagree,59% of the respondent for indifferent.

Inference

The majority, 59% of the respondent are indifferent in advertisement help to make better selection.

Chart showing advertisement help to make better selection



Source: primary data

Fig 1: Advertisement help to better selection

Table 3: Showing Television Advertisement’s Influence on Purchase

Factors	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	No Of Respondents	Percentage
Advertisement influences	31	27	50	7	5	120	100%
	26%	22%	42%	6%	4%		
Necessary information	9	60	23	26	2	120	100%
	8%	50%	19%	21%	2%		
Advertisement Are exaggerated	19	35	48	16	2	120	100%
	16%	29%	40%	13%	2%		
Irrelevant to product	15	38	48	17	2	120	100%
	12%	32%	40%	14%	2%		
Influenced by an advertisement	10	30	45	24	11	120	100%
	8%	25%	38%	20%	9%		
Helps us to raise our standard of living	11	15	42	41	11	120	100%
	9%	13%	35%	34%	9%		
Truthful and ethical	9	21	41	33	16	120	100%
	8%	16%	34%	28%	14%		
Results in better product	10	26	43	28	13	120	100%
	8%	22%	36%	23%	11%		
Result in lower price	4	24	44	30	18	120	100%
	3%	20%	37%	25%	15%		
Good value of society	13	14	38	28	27	120	100%
	11%	12%	32%	23%	22%		

Interpretation

It is observed from the above table that out of the total respondents 26% were highly satisfied with Advertisement influences whereas 22% of respondents are satisfied, 42% were neutral, 6% were dissatisfied and 4% were highly dissatisfied.

From the above table 8% were highly satisfied with necessary information whereas 50% of respondents are satisfied, 19% were neutral, 21% were dissatisfied and 2% were highly dissatisfied.

In the above table 16 % were highly satisfied with

Advertisement Are exaggerated whereas 29% of respondents are satisfied, 40% were neutral, 13% were dissatisfied and 2% were highly dissatisfied.

The above table 12% were highly satisfied with Irrelevant to product whereas 32% of respondents are satisfied, 40% were neutral, 14% were dissatisfied and 2% were highly dissatisfied.

From the above table 8% were highly satisfied with Influenced by an advertisement whereas 25% of respondents are satisfied, 38% were neutral, 20% were dissatisfied and 9% were highly dissatisfied. The above table 9% were highly

satisfied with helps us to raise our standard of living whereas 13% of respondents are satisfied, 35% were neutral, 34% were dissatisfied and 9% were highly dissatisfied.

The above table 8% were highly satisfied with Truthful and ethical whereas 16% of respondents are satisfied, 34% were neutral, 28% were dissatisfied and 14% were highly dissatisfied. 8% were highly satisfied with Results in better product whereas 22% of respondents are satisfied, 36% were neutral, 23% were dissatisfied and 11% were highly dissatisfied.

The above table 3% were highly satisfied with Result in lower price whereas 20% of respondents are satisfied, 37% were neutral, 25% were dissatisfied and 15% were highly dissatisfied. From the above table 11% were highly satisfied with Good value of society whereas 12% of respondents are satisfied, 32% were neutral, 23% were dissatisfied and 22% were highly dissatisfied.

The survey reveals that the majority of the respondents are satisfied with the advertisement provide necessary information.

Findings and Suggestions

Findings

- The majority, 55% of the respondent are sometimes in purchase after watching advertisement.
- The majority, 59% of the respondent are indifferent in advertisement help to make better selection.
- The majority, 42% of the respondents were neutral in Advertisement influences, 50% of respondents are satisfied with necessary information, 40% of the respondents were neutral in Advertisement Are exaggerated, 40% of the respondents were neutral in irrelevant to product, 38% of the respondents were neutral in Influenced by an advertisement, 34% of the respondents were neutral in Helps us to raise our standard of living, 35% of the respondents are neutral in advertisement is Truthful and ethical, 36% of the respondents were neutral in Results in better product, 37% of the respondents were neutral in Result in lower price, 32% of the respondents were neutral in Good value of society.

Suggestions

- It is the duty of parents to see what their children are watching on television and if they are highly influenced by the advertisement especially of confectionary products then parents should try to explain them what are the pros and cons of that product by using it.
- It is suggested that Government may also take care while formation of rules and regulations in advertisements taking.

Conclusion

Today, particularly young children play an important role as consumers. Especially confectionary products (Biscuits, chocolate, 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 to purchase the advertised products. In this station, 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, I was found as far as confectionary products are concerned children sometime insist their parents to purchase to those product for them.

References

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