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Research Article

THE EFFECT OF ADVERTISEMENT ON CHILDREN WITH SPECIAL REFERENCE TO CONFECTIONARY PRODUCTS IN ERNAKULAM DISTRICT

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ABSTRACT

Advertisement refers to a promotional strategy used by firms to market their products and services to the target audience. The main aim of the advertiser is to increase the sales of their product or service by drawing people's attention to them. Today children as consumers greatly influence the family purchasing behavior. Advertising to children is the act of marketing of products or services to children, in accordance with the national legislation and advertising standards. 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.

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INTRODUCTION

Advertisement is a notice in a public medium promoting a product, service or event. In other words it is a form of communication which can make the consumers aware of specific product or services available in the market. It is very important to create brand awareness, brand positioning and brand loyalty among potential customers. In the past years children is considered as potential customers for confectionary products and, consequently, they have become an important target market for the business. In this era children's are more extremely aware and conscious about the various brands available in the market. They are highly influenced by the television commercials, banners, logos and product promotions (Singh & Ram 2010). According to the Institute of Medicine (2006) Children over the span of ages 2-11 years develop consumption motives and values and they develop knowledge about advertising, products, brands, pricing, and shopping; and try to develop strategies for purchase requests and negotiation. They greatly influence the family buying behavior.

Advertising does have good effects too, but often it has negative effects, and can influence the emotional and psychological behavior of younger children in the longer run. One of the positives of advertisement is that it makes the kids aware of the new products available in the market. It also

widens their knowledge about the latest innovations, in the field of technology as well as in other areas.

Statement of the Problem

Today, particularly young children play an important role as consumers. Especially in case of confectionary products they do not care the price of which they want to buy also so they do not care whether the products are healthy for them or not. Advertisements force the children to persuade their parents to purchase the products shown in the commercials, whether useful or not. The little ones tend to get adamant, if they are not bought the product. Children often tend to misinterpret the messages conveyed in commercials. They overlook the positive side and concentrate more on the negatives. Advertisements have an indirect effect on the behavior of children. They might develop temper tantrums, when deprived of the latest toys and clothes that are shown in the commercials.

This paper intends to study the effectiveness of advertisement on children with reference to confectionery products in Ernakulam district.

Objective of the Study

The primary objective of the study is to find out the effect of advertisement on children with reference to confectionary products in Ernakulam district. The secondary objectives include:

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- To understand whether increased consumption of confectionary products leads to health problems in children.
- To understand which age group among children is more addicted to confectionary products.

RESEARCH METHODOLOGY

Research Design	Descriptive
Data collection method	Primary data (questionnaire and interview schedule) and secondary data
Sampling Design Population	Children with age 3-12 and their parents
Sampling frame	Ernakulam city
Sampling method	Simple random sampling
Sample size	100 respondents (50 children and 50 parents)
Technique used for analysis	Paired T-test and Simple Percentage analysis

Hypothesis

In order facilitate the primary objective the following hypothesis has been formed:

- H_0 : Advertisements does not have a positive impact on children and is not the cause for their increased consumption.
- H_1 : Advertisement play a major role in increased consumption of confectionary products.

Analysis

Paired t-test

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Consumption Of Confectionary Products after watching advertisement	4.38	50	.987	.140
Consumption Of Confectionary Products Before watching Advertisement	3.34	50	1.136	.161

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 Consumption Of Confectionary Products after watching advertisement & Consumption Of Confectionary Products Before watching Advertisement	50	.883	.000

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Consumption Of Confectionary Products after watching advertisement- Consumption Of Confectionary Products Before watching Advertisement	1.040	.533	.075	.889	1.191	13.757	49	.000

From the above table it is inferred that the value of two tailed significance is less than 0.05 (Level of significance 5%, i.e $p < 0.05$), as such the difference between means is significant. The output indicates that there is significant difference in consumption of confectionary products before and after watching advertisement. Thus the null hypothesis is rejected and concludes that advertisements have a positive impact on children

Findings of the Study

- From the study it has been found that majority of children are familiar with the advertisements of biscuits (86%) and chocolates (78%)

- It has also been noted that 65% of the children are aware of confectionary products through TV advertisements, 18% through Magazines, 15% through newspapers, and 2% through hordings.
- After watching advertisement of confectionary products majority (72.5%) of children demand to purchase that confectionary product.
- It has been noted that 82% of children of age group 5 to 9 are highly influenced by advertisements.
- After the consumption of confectionary products (51.75%) children sometimes face health issues.
- 66.25% of children like to buy confectionary products because it gives free tattoo and other promotional things attached to the product.
- 73% of children who like to buy confectionary products just because his/her favorite celebrity or cartoon character is associated with the advertisement of that product.
- When children insist their parents to purchase confectionary product after watching its advertisement, 77% of parents generally do agree with them.
- Among selected confectionery products, 86% of children like to watch advertisement of Chocolates more than other confectionary products.
- 82% of the children are influenced by in-store advertisement and insist their parents to buy the product.

Suggestions

- To some extent children have limited understanding so advertisers should not directly persuade children to buy the product which is shown in the advertisement.
- Advertisers must not misuse children's relative inexperience.
- It is the duty of parents to see what their children are watching on television and if they are highly influenced by the advertisements especially of confectionary products then parents should try to explain them what are the pros and cons of that product by using it.
- Parents should take adequate care while purchasing products for their children.
- It is advised that both children and parents follow a healthy diet in order to prevent health hazards caused due to the over consumption of confectionary products.

CONCLUSION

Today children as consumers of confectionary products (Biscuits, Chocolates and Health drinks) do not care of the price of the products they desire to buy. Also they do not care whether these products are good for them or not. While they are shopping, the first thing comes into their mind is to purchase the advertised products. Nowadays it seems that children's impact on family decision in shopping has also been steadily increased. Moreover, advertisements have an indirect impact on the behavior of children when the parents deprive them of the latest toys and promotional products exhibited in these advertisements. Therefore it can be concluded that

majority of the children are influenced by the celebrity, jingle and cartoons and they directly influence their parents purchasing behavior.

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