

Topic:- Impact Of Advertisement On People With Special Reference To Confectionery Products in Pune City

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1. Abstract

Many researches are carried out on Advertisement of Confectionery products and its significant impact on children. There is less researches on adult with special reference to impact of advertisements of confectionery products on them. This paper mainly emphasises on the advertisement impact on adults as well as children. The main of the study is to analyze the impact of advertisement on peoples with special reference to confectionery product in pune city. This research will be able to conclude that whether the advertisement has an effect on people normal or stronger as well as this advertisement influenced the people positively or negatively. While doing this research average TV watching time will be collecting from the sample. Because TV commercials plays an vital role when it comes to Product Advertising. It is the one of the best platform for marketing the product or Service. With this, paper will also help to extract more information on the awareness of people about the effects of consumption of high rich sugar content products on health.

Key words:- *Confectionery Products, advertisement, awareness.*

2. Introduction

An Advertising can be defined as communication form which is used by marketers, especially to introduce their product, Service or brand to potential customers and attract them to create interest, and eventually boosting the revenue of the company. Advertising comes in many format like newspaper, TV commercials, Hoardings, Pamphlet, Social media and much more. In this crucial era of competitions, companies are using their skills at the extent, creating an ad more Creative, Innovative, Visionary and expressive to attract the potential customers. Other intention of the company for the advertisement is to comfort employees that the company is on Success path as this will increase their confidence and indirectly their performance.

Most influencing tool in the Marketers hand is Advertising. When it comes to product like Toys, Confectionery products, Sports equipments, Clothes, marketers deliberately targets the childrens. By seeing the attractive commercials children will insist their parents to buy them the advertised products. This shows that children plays an important role in influencing the purchasing behaviour of the family. This is possible to marketers by using the well-known AIDAS

Model(Attention, Interest, Desire, Acquisition, Satisfaction). Company uses many forms to advertise their product. Recently most of the companies started advertising their product by using celebrities in TV commercials, Hoardings and in newspaper as this helped company to increase the sell of the product.

The Indian Confectionery players every years invest tons of money in advertisements aiming to introduce their products to most of the citizens and this affects adversely on local products and non-branded items by decline in their sales. New generation kids are honed and hence they gets attracted to advertisements easily. Even their cognitive power is so high that they choose their product according to their preference and taste interests. Due to intense sightings of advertisements, children knows that such products like candy, chocolate, sweets are available in various brands for purchase.

But this advertisements not only affects children but also adults. In earlier years, Confectionery products plays vital role in India specifically on Occasions and Festivals. In this way this product have positioned in the Consumer's Mind. But todays confectionery products are become part and parcel of Individuals life in many aspects due to changing lifestyle. Hence it becomes important to big companies who got potential to develope and expand it business across the country.

3. Research Problem

The impact of confectionery product on adults is still not well studied.As most of the studies are focused only on impact of advertisement on Children.Hence it is still ambiguous that advertising played an significant role in influencing the buying behaviour of adults with special reference to confectionery product in Pune city.With this it is also unclear about the people are really aware that confectionery product contains rich sugar and its effect on health.So advertisements may play dual role about product in consumer's mind i.e. Positive or Negative Impact.

4. Objectives

1. To Analyse and find the effect of how consumers are influenced by the advertisements in Pune city with reference to Confectionery products.

2. To check whether the people are aware that confectionery product contains high rich sugar content.

5. Hypothesis

H₀ :- The advertisement of the Confectionery product has no significant effect on purchasing behavior of People.

H₁ :- The advertisement of the Confectionery product has significantly stronger effect on purchasing behavior of People.

H0 :- People are not aware about the high content of sugar in confectionery products

H1 :- People are aware about the high content of sugar in confectionery products

6. Literature Review

There have been plenty of studies carried out by researchers on effects of advertisements on mostly children in different perspectives like on studying, on TV watching habits, eating habits, purchase preferences, health, etc. While shopping, the first thing that comes to mind is to buy the advertised product. Earlier studies and researches have recognized remarkable effects of confectionery products advertising on people around the globe. Numerous researches have suggested that alluring advertisement significantly influences the buying behaviour of consumers when it comes to confectionery products. Journal article named as **“Food Advertising and Marketing Directed at children and Adolescents in the US” reviewed by Mary Story and Simone French** stated that, The food deliberately marketed to Junior schools and Preschool are principally lofty in fats and sucrose. Research accomplished by **Dr.Udayakumar and S Ramesh(ISSN 2455-9040),September 2017**, concluded that especially children play a key role in consuming the confectionery product ascribable to advertisements on Televisions, indeed. It seems that these days children leaving their footprint on family shopping decisions has unwaveringly risen. Study done by **Dr.Raju and Ms.Bhavna(Impact of Television Advertisements on Children: An Empirical Study with Reference to Chocolate Brands PBRI-Nov 2012)** says Commercials on Television have more impact on potential customers than the other medium of advertisements. This also showed that only after seeing the advertisements, customer did not care for the price as well as if the product is healthy or not.

Another one of the important research by **Simon J.Russell(DOI: 10.1111/obr.12812,Grant/Award:174868)** showed with the proof of evidence that unhealthy food's screen advertising fuels dietary intake between children. Dietary intake of this food resulted in several consequences like overweight or obesity which increased the weight of the children to a substantial extent.

These all researches were carried out by professionals and have had astounding results. Most of the papers concluded that the advertising with respect to confectionery products have a remarkable effect on children. With the reference of these papers, it will be easy for future researchers pertaining to this sector of research to implement the methodologies effectively so that one can get profound knowledge about this, which will eventually help companies to improve marketing strategies as well as help various professional related to the psychology field. The researches' primary targets were small children and how they influence the whole family's buying decisions. In the era of competitions, most of the companies are striving to attract the customer. The best tools for this is advertising. Hence, marketers are trying hard to attract companies by making their advertising more innovative, creative and influential which eventually forms a notion in the viewers about the product and then by replicating it in new forms which helps to create a desire in the customers' mind for that product.

Most of the researchers have taken children as their samples. But this advertising also has a significant effect on the youngsters and adults. The new trend of gifts on various occasions,

ceremonies, prizes, festivals etc consist of mainly confectionery products like chocolate bars, sweets, candy, gum and sweetened dry fruits. For this research paper, the samples will be mainly adults as the main aim of the research is to measure the impact of advertising of confectionery products on people. The research will help in finding out if the impact of advertising on the people is strongly significant or normal. It will also check whether product advertising has positive impact or negative impact of the mind of the individuals.

7. Research Methodology

Research Design

To find the answers to research questions, a framework named “Research Design” is created. Research Design is also known as arrangement of conditions or collection. In this Research, Descriptive Research Method is used. This method helps to gather data with respect to current scenario in the respective research area.

Area of Study

This study is done to find out the Impact of advertisement on the people from city Pune. We have collected response from all age group People.

Data Collection Method

In this Paper, Researchers has used the Primary Data collected by structured Questionnaire mostly dichotomous questions and secondary data was collected from Internet, Magazines, Journals.

Sample size and Sampling Method

As there was limitation for research due to Covid 19 Crisis as well as time, sample size was restricted to 176. For Academic Purpose, Random sampling is used and questionnaire are send over the internet by specified link.

Statistical Tools Used

Data Analysis was carried out using SPSS Software. Cross Tab using Chi Square was used in the analysis of Variables for Hypothesis and Other Valueable Findings.

8. Analysis of Data

Factor analysis

KMO and Bartlett's Test

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .852 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 711.582 |
| | df | 28 |
| | Sig. | .000 |

Here the KMO measure of sampling adequacy is 0.852 which closer to 1. Generally, a value above 0.5 is preferable but a value above 0.7 is considered good.

Communalities

| | Initial | Extraction |
|-----------------|---------|------------|
| Gender ID | 1.000 | .780 |
| Age code | 1.000 | .726 |
| Consumption ID | 1.000 | .592 |
| Often Buy ID | 1.000 | .644 |
| Satisfaction ID | 1.000 | .584 |
| Sugar Content | 1.000 | .687 |
| Aware ID | 1.000 | .628 |
| Motivation ID | 1.000 | .851 |

Here the extraction values show the proportion of each variance retained by each factor. The higher the variance the better it is and factors with low variance are not represented well. So, in this case proportion of variance explained each variables have a value above 0.5 which means the variance is good.

Chi Square Test

1.Age code * Motivation ID Crosstabulation

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 77.950 ^a | 12 | .036 |
| Likelihood Ratio | 20.901 | 12 | .013 |
| Linear-by-Linear Association | 2.016 | 1 | .156 |
| N of Valid Cases | 176 | | |

As you can see Asymp.Significance value(0.036) is lesser than 0.05, then here **we Accept Alternate hypothesis** which is “The advertisement of the Confectionery product has significantly Stronger effect on purchasing behavior of People” and **reject the Null**. From the crosstable we can conclude that irrespective of Age group,most have purchased the product because of advertisement. From the al four parameters that were defined in the options which were Advertisements,Friends and Family,Personal Interest and other; Most of the Respondents choose advertisement as their motivation behind buying the confectionery product.

2. Age code * Sugar Content Crosstabulation

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 84.116 ^a | 12 | .028 |
| Likelihood Ratio | 14.211 | 12 | .027 |
| Linear-by-Linear Association | .231 | 1 | .631 |
| N of Valid Cases | 176 | | |

Here again, Asymp.Significance value(0.028) is lesser than 0.05, then here **we Accept Alternate hypothesis** which is “People are aware about the high content of sugar in confectionery products” and **reject the Null**. From the crosstable we can conclude that irrespective of Age group ,most respondents are aware that this confectionery product contains High Sugar.

From the above study we can infer that: -

1. H₁:- The advertisement of the Confectionery product has significantly Stronger effect on purchasing behavior of People.

2. H₁:- People are aware about the high content of sugar in confectionery products.

9. Findings

- Over 70% of the respondents often buys the Confectionery product and consumes it.
- After Advertising, Friends and Family is the second factor which motivates them to buy the confectionery products.
- When it comes to medium of Advertisement which they came to know about the Confectionery Products, TV commercial is the first which most of the respondents selected. Later on, Social Media, Newspaper respectively.
- Around 75% of the respondents are aware that confectionery product contain High sugar content and some are familiar with the bleak outcomes of excessive intake of this products which are critical health issues.
- When catechized on the feasible adverse effect of the Advertisement, the lion share's respondent imparted advertisement encourages excess intake of confectionery product and Unrealistic Expectation and False Image about product where ranked after that.
- From the results, it can be concluded that the people chooses taste over health and ignore the adverse effect of excess consumption of confectionary product on health.

10. Discussion

- This research was carried out to point out the paramount element which have a substantial upshot on buying behaviour of Consumers.
- As we already seen from the findings the Advertisement is the pivotal factor which influence the buying behaviour of customers. TV commercials is the leading mode of communication which motivates consumers to buy the confectionery product in advertisement category.
- Most of the respondents, consume this products on weekly basis. When asked about whether they are aware of the high sugar content in the confectionery product which can cause severe health issues then around 80% respondent said that they are aware of this.
- Research divulged that most of people knows that Advertisement has negative effect as well; some of which are Encouraging excess intake, False Image and unrealistic expectation.
- Majority of respondent who are aware of high content sugar and negative impact still consume the confectionery product on regular basis. This surely manifests that advertisement has significant effect on buying behaviour of people in Pune city.

11. Suggestions and Future Scope

- In this research paper, the research area was limited to only one city with random sampling. In the upcoming research paper if anyone willing to do research related to this thesis, researcher if possible can choose broad area.

- As this was random sampling the data collected is quite befuddled. So convenient sampling can be used in the Future to extract even more indepth Information on this.
- Negative effects are enigmatic in this thesis. So negative effect will be more precise if researcher emphasized on it. The research on over age group above 50 is sketchy.
- The product-wise stance could be possible in coming times. For example, for an partitcular demographic segment consumes which confectionery product mostly.

12. Conclusion

- Advertisement is most influential tool used by marketers to introduce their product in a productive way that customer mostly end up buying the product.
- When it comes to confectionery product like Biscuit, Candy, Chocolates, Sweets, Cakes;the main variable influence the consumer is Taste. As this products are avaliable in vast varities it is uphill task to remain in market with a magnum opus. To knuckle down this companies Advertisement as a Optimum solution.
- From the responses given by respondents in a survey taken for this research paper, seen that the advertisement is the dominated factor over others due to which people buys the confectionery product.
- Other most salient thing came to know is most of the respondents know that this confectionery product contain high rich sugar still they consume it often on daily basis and shut their eyes to the betide of severe health issue when cosume excessively.
- This infatuation is seen blisteringly in teenagers and Age group of 20-35. While advertisment succour company to boost sale and eventually increasing the revenue of the company they also create negative impact like false Image, unrealisitic expectation and may kick off the excess consumption of the product.
- The appalling thing is that respondent are so beguiled by advertisement that even they knows this negative impact, they still continues their unlimited consumption. Confectionery Products manufacturers should consider this problem and make kosher advertisment with scrupulosuly framed.

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