

A Review Study on Advertisement and Children with Special Reference to Confectionaery Items: A Way Forward

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Abstract: *There are a huge variety of confectionery items on the market. In this case, it is important to investigate how children's preferences are formed. The study has taken into account factors such as the average age at which children begin purchasing sweets, how fond of sweets they are, which brands they like, and how sales promotion activities affect children's preferences and consumption patterns. Additionally, an effort has been made to demonstrate how age and gender influence packing preference. Children today are extremely aware of the various brands in the market and are conscious of the products they use or consume. They pick and choose carefully according to their needs, style, preferences etc. They also exercise a lot of independence in decision-making and influence the family buying behaviour. Today's kids are well informed, better than their parents. This is because virtually from birth today's children are exposed to TV commercials, banner ads, billboards, logos and product promotions.*

Keywords: Confectionery, Children, Consumer goods, Advertisement, brand.

I. INTRODUCTION

There are various types of confectionery items are available in market for research purpose we are taking here mainly five types of confectionery items i.e., candies, wafers, chips, chewing gum and chocolates. All of these five products are very much popular in our country. Some leading industries in the field of confectionery products are Cadbury, Nestle, Parle and Amul. Enhancing the base of customer of children in the age group of 5 to 12 years, industry observed a healthy competition between foreign market players like Cadbury, Nestle and Indian players like Parle and Nutrine with the need to grow in expenditure of advertisement confectionery industry observed a decline in the share of non-branded products.

Confectionery items are commonly consumed by our society. Confectionery items are generally used for taste and small hunger but the people or children should consume confectionery items in optimum quality because its excessive use can harm body like any other sweet and it should use as a snack in little quantity.

Children enjoy greater discretion not only in making routine consumption decisions for the family but also in pestering their parents to buy other products desired by them. Contemporary researchers express that children constitute a major consumer market, with direct purchasing power for snacks and sweets, and indirect purchase influence while shopping for big-ticket items (*Halan, 2002; Singh, 1998*). Indian children have recently attracted considerable attention from marketers because the market for children's products offers tremendous potential (pegged at Rs. 5000 crores/\$1110mn) and is rapidly growing.

II EFFECT OF ADVERTISEMENTS

Commercials on television catches the young mind through attractive features like lively music, sound effects, peculiar voices, attractive colours, 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.

Children constitute three different markets: the primary, the influencer, and the future market. Certain products are simply children's products for which they are the primary users/buyers. They sometimes either purchase a product themselves or select the product before it is purchased by the parents. For other products, such as ones which are used by the entire family unit, they may influence purchases made by the parents. Also, decision making in households is seen to change with the mere presence of children.

The nature of joint decisions in couple decision making units and family decision making units is seen to be different (*Filiatrault and Ritchie, 1980*). It is also observed that children are socialized by their parents to act as rational consumers. After years of direct or indirect observation of parental behaviour in the marketplace, they gradually acquire relevant consumer skills from their parents.

III. REVIEW OF LITERATURE

Consumer goods manufacturers recognise the possibility that the nature of the product category might influence promotional effectiveness. An interview with an analyst at a major US consumer packaged goods firm (*Foley 2002*) indicates that promotional decisions depend on whether the product category is aimed at children or adults. He states that ketchup and peanut butter appeal more to children based on the function of the condiment. Both are used as food enhancers rather than staple products. Children don't think of tuna as a 'fun food', but rather as a nutritional food. Children want to make their food fun and interesting.

Within the broad group we describe as products aimed at children, further distinction may be useful. Specifically, when product categories and advertising messages are aimed at young children, brand appeals offer a constant stream of new characters, bonus offers, movie tie-ins and premiums (Dalmeny 2003). This young audience does not necessarily understand the purpose of advertising and may trust messages that imply unhealthy foods are good for you (*Issue Brief 2004*).

Further, they do not develop brand loyalty and they request whatever brand offers the latest appeal that reaches them. Thus, their response to advertising appears as frequent brand switching. Teenagers, on the other hand, are beginning to shop more like adults; they respond to image-focused messages and develop brand loyalties (*Kelly et al. 2002*).

Advertisement is one of the effective tools of integrated marketing communication to emotionally motivate consumers to buy the products. It also has strong linkage with entertainment also and the proliferation of media has blurred the distinguishing lines between advertisements and entertainment (*Moore, 2004*).

Advertisements featuring products like snacks, toys, confectionaries, cookies and fast food are specifically targeted at children, in order to motivate them to try new brands and buy more. A strong correlation has been observed between children and television advertisements, which are full of fascination and excitement (*Blosser and Roberts, 1985; Halan, 2003*).

Panwar and Agnihotri (2005) went further to prove this phenomenon in the Indian context by comparing children having education in English and vernacular medium. Since the children across different age groups are at different stages of cognitive development, and also differ in their emotional responses to stimuli, it is imperative for the marketer to come up with those advertisements whose execution and messages can evoke a favourable response from the children in the different age groups. It is equally important to understand the other antecedent factors that have an impact on the formation of his/her attitude towards the preferred brands, as these also result in a favourable or unfavourable purchase decision. If those factors can be depicted in the execution of the advertisements, then the marketers can expect a positive response from the children.

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*).

IV. INFLUENCE OF CHILDREN BY PRODUCT CATEGORY

A few of this research in this context have been examined here. The impact of children across product categories and parental responses has been studied in relation to numerous parameters. Berey and Pollay (1968) investigated mother-and-child dyads buying breakfast cereals that are ready to eat. They pointed out that the majority of products are not readily available to children directly and that parents typically serve as the children's middlemen when making purchases. In these situations, the child's assertiveness and the parent's child-centeredness are at least two aspects that will determine how much impact a child may have on a parent's buying decision.

In a study of Chinese parents, Chan and McNeal (2003) found that parents engaged in significant gatekeeping for kids' products. Children were given some leeway to choose the brands of products they were allowed to purchase, but tight restrictions were placed on the types of goods they could or could not purchase. When it comes to influencing cereal purchases, Atkin (1978) noted that youngsters frequently rely on which was before preferences based more often on premium incentives supplied on a purchase than the nutritious qualities of a cereal. The perceived sincerity of advertising has also been proven to be directly correlated with attention to ads. When compared to children who mistrust commercials, those who believe them to be primarily true pay closer attention to them (*Chan, 2001*).

Mizerski (1995) discovered that youngsters as early as three years old were capable of quickly identifying characters from adult-oriented product trade. Small households with higher incomes, for instance, are less receptive to transient price reductions and other incentives (*Gupta & Chintagunta 1994*). In fact, as noted by *Fader and McAlister in 1990*, some buyers actively seek out promotions for their favourite products. These instances are in line with research by *Heilman et al. (2000)* that suggests specific consumer traits and aspects of purchasing history may affect how consumers react to promotional offers.

V. OBJECTIVES OF THE STUDY

To study the children's reactions while buying confectionery products as a result of watching television advertisement.

VI. RESEARCH METHODOLOGY

The research has been based on conceptual research work. Depth study was carried out. This paper discusses the children's reactions while buying confectionery products as a result of watching television advertisement.

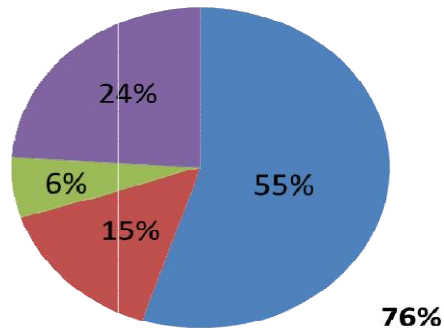
Secondary data has been used and studies from the previous researchers to identify various aspects related to the topic. Literature review and introduction has been preparing with the help of research paper publications, article, and other internet sources.

VII. RESULTS

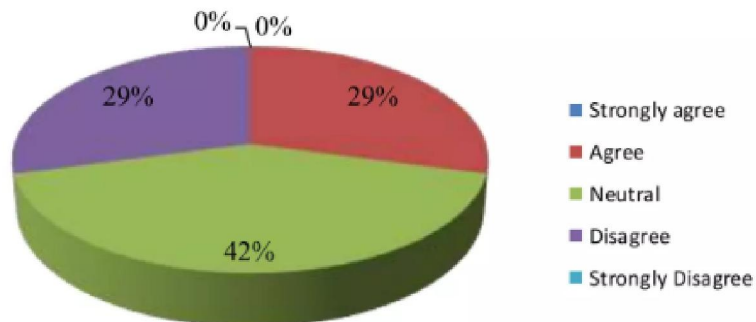
The amount of influence exerted by children varies by product category and stage of the decision-making process. For certain products they are instrumental in initiating a purchase, while for others, they make the final selections themselves. The purchasing act is governed by how they have been socialized to act as consumers.

Advertising directed at adults, for adult products, often aims at building brand loyalty, focusing on product characteristics that are perceived to be of long-term value. Children's products, on the other hand, must be updated frequently, reflecting the latest theme or character in order to grab attention. American advertising aimed at children does not focus on brand loyalty, but on the new and exciting features and tie-ins that are available. Typically, purchases are made by adult shoppers, regardless of whether the product category is targeted primarily at adults or children.

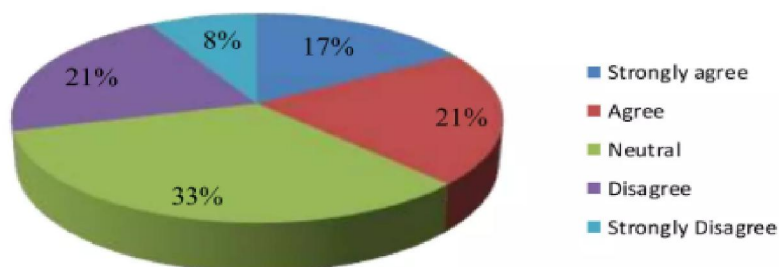
Today's Buying Habits



Source: <https://pongthip.wordpress.com/2015/05/10/consumer-behaviour-and-in-store-decision-making/>
 Children love to watch food advertisement.



Children enforce their parent to buy the food after watching the advertisement.



IX. FINDINGS & CONCLUSION

This study presents cross-sectional results about children's brand awareness. Longitudinal studies might be conducted to investigate the process. In addition, comparative studies can be conducted to understand cultural differences. Consequently, this study is important, as it gives us developmental clues about Turkish children's brand awareness. The findings highlight important results for global and domestic companies that target children.

Children in India constitute nearly a fifth of the world child population and one-third of the country's population is under the age of 15 years (Census India 2011, Central Statistics Office Report, 2018). Needless to state that the Indian child consumer market is one of the largest in the world. Although there are twelve pro consumer laws to protect Indian consumers from misleading advertisements, but poor implementation of laws, lack of awareness amongst masses act as handicap in curbing the misleading advertisements to children.

Advertisements targeting children such as consuming health drinks can make taller, stronger or toppers in class or drinking soft drinks and juices can boost their energy level are rampant in the Indian market. Advertisers try to exploit young children by advertising products that may not be conducive to their health. Children are naïve and gullible and are vulnerable to advertiser's enticements.

Research on family decision making has been largely confined to spouses, who have been considered as the relevant decision-making unit in a family. However, the role of third-party influences, such as children, on decision making strategies and negotiations is essential to taking a broader view of the relevant unit of analysis. Traditionally, women were seen to be the purchasing agents for the family. Nonetheless, increasing participation of women in the workforce has prompted a shift in this role as children are increasingly the "buyers" for the entire family. Even in families where women do not work, children are observed to share this role with their mothers.

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