



## EFFECTIVENESS OF ADVERTISEMENT ON CONSUMER BEHAVIOUR WITH SPECIAL REFERENCE TO CONFECTIONERY PRODUCTS IN TIRUNELVELI DISTRICT

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### **Abstract**

*Advertising does have good effects too, but the most prominent ones are the negative effects, which can have emotional, psychological effect on the minds of consumers in the longer run. This study has been undertaken to find out the effectiveness of advertisements on consumer behaviour with special reference to confectionery products in Tirunelveli district. This study is confined to Tirunelveli district only considering consumers. An important decision that has to be taken in adopting a sampling technique is about the size of the sample means number of 120 consumers selected from the population for investigation.*

*From this study, It is found that the important impact of advertisement on confectionery products among the male consumers are learn a lot from advertisement about confectionery products and ask parents to buy confectionery products which find in the advertisement and their respective mean scores are 4.6500 and 4.6245 and among the female consumers, buy a product only if the advertisements convinces me of its benefits and advertisement persuade people to buy things they do not really need and their respective mean scores are 4.3789 and 4.3548.*

**Keywords: Consumers, Behaviour, Advertisement, and Confectionery Products.**

### **Introduction**

The advertising world is getting bigger each day, every minute and every second of the day, people are finding creative writers or designers to showcase their products in a very unique way to the final consumers to make a lasting impression on the people. The markets all over the globe are huge and it sometimes nearly becomes difficult to help recognize a genuine product, today companies are fighting to create their brand space in the markets which are so consumed and flooded by extra ordinary products, their features, their uses and of course the attractive pricing. But manufacturers often fail to note the effects of advertising on consumers who are stuck to television almost all the time when their parents are not around. Advertising does have good effects too, but the most prominent ones are the negative effects, which can have emotional, psychological effect on the minds of consumers in the longer run. The competitive business world has left no space, which we can call decent and humble for consumers.

### **Statement of the Problem**

To find out how consumers are influenced by the advertisements especially of confectionery products. So the statement of this study would be “Effectiveness of advertisements on consumer behavior with special reference to confectionery products in Tirunelveli district” the research process goes within the following confectionery products:

1. Biscuits
2. Chocolates
3. Noodles
4. Health drinks

### **Scope of the Study**

This study has been undertaken to find out the effectiveness of advertisements on consumer behaviour with special reference to confectionery products in Tirunelveli district. This study is confined to Tirunelveli district only considering consumers.

### **Objectives of the Study**

1. To study the impact of advertisements on consumer behaviour with special reference to confectionery products in Tirunelveli district.
2. To know about the awareness of consumers towards confectionery products.



### 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 consumers selected from the population for investigation.

### Limitations of the Study

1. The number of the respondents was limited to 120 consumers only
2. The study was conducted at Tirunelveli district only. So it is applicable only to Tirunelveli district.
3. In this study some statistical tools like percentages were applied for working some analysis, these statistical tools have their own limitations.

### Results and Discussion

**Table 1, Media through Which Influenced By Advertising in Selecting the Brand of Confectionery Products**

| Sl. No | Media                   | No. of Respondents | Percentage |
|--------|-------------------------|--------------------|------------|
| 1.     | Print advertisement     | 23                 | 19.2       |
| 2.     | T.V. Advertisement      | 73                 | 60.8       |
| 3.     | Radio Advertisement     | 18                 | 15.0       |
| 4.     | Not influenced by media | 6                  | 5.0        |
|        | <b>Total</b>            | <b>120</b>         | <b>100</b> |

Source: Primary data

It is understood from table 1 that 60.8 per cent of the respondents are influenced by T.V. advertisement in selecting the brand of confectionery products, 19.2 per cent of the respondents are influenced by print advertisement in selecting the brand of confectionery products, 15 per cent of the respondents are influenced by radio advertisement in selecting the brand of confectionery products and 5 per cent of the respondents are not influenced by advertisement in selecting the brand of confectionery products.

**Table 2, Frequency of Buy Confectionery Products**

| Sl. No | Frequency of buy confectionery products | No. of Respondents | Percentage |
|--------|---|--------------------|------------|
| 1.     | Once in a week                          | 24                 | 20.0       |
| 2.     | Twice in a week                         | 28                 | 23.3       |
| 3.     | Once in a month                         | 40                 | 33.3       |
| 4.     | Twice in a month                        | 20                 | 16.7       |
| 5.     | Whenever needed                         | 8                  | 6.7        |
|        | <b>Total</b>                            | <b>120</b>         | <b>100</b> |

Source: Primary data

Table 2 shows that 33.3 per cent of the respondents buy confectionery products once in a month, 23.3 per cent of the respondents buy confectionery products twice in a week, 20 per cent of the respondents buy confectionery products once in a week, 16.7 per cent of the respondents buy confectionery products twice in a month and 6.7 per cent of the respondents buy confectionery products whenever needed.

**Table 3, Number of Hours Spend To Watch Advertisement In A Day**

| Sl. No | Number of hours spend to watch advertisement in a day | No. of Respondents | Percentage |
|--------|---|--------------------|------------|
| 1.     | Less than one hour                                    | 13                 | 10.8       |
| 2.     | One - Two hours                                       | 32                 | 26.7       |
| 3.     | Two - Four hours                                      | 48                 | 40.0       |
| 4.     | More than Four hours                                  | 27                 | 22.5       |
|        | <b>Total</b>  | <b>120</b>         | <b>100</b> |

Source: Primary data

Table 3 shows that 40 per cent of the respondents spend two-four hours to watch advertisement in a day, 26.7 per cent of the respondents spend one-two hours to watch advertisement in a day, 22.5 per cent of the respondents spend more than four hours to watch advertisement in a day and 10.8 per cent of the respondents spend less than one hour to watch advertisement in a day.



**Table 4, Reasons for Watching Advertisements**

| Sl. No | Reasons for watching advertisements | No. of Respondents | Percentage |
|--------|-------------------------------------|--------------------|------------|
| 1.     | To know the feature of the product  | 33                 | 27.5       |
| 2.     | Brand name of the product           | 38                 | 31.7       |
| 3.     | Cost of the product                 | 17                 | 14.2       |
| 4.     | Place of availability of product    | 13                 | 10.8       |
| 5.     | Seller of the product               | 19                 | 15.8       |
|        | <b>Total</b>                        | <b>120</b>         | <b>100</b> |

Source: Primary data

Table 4 shows that 31.7 per cent of the respondents are watching advertisements to know the brand name of the product, 27.5 per cent of the respondents are watching advertisements to know the feature of the product, 15.8 per cent of the respondents are watching advertisements to know the seller of the product, 14.2 per cent of the respondents are watching advertisements to know the cost of the product and 10.8 per cent of the respondents are watching advertisements to know the place of availability of the product.

**Table 5, Impact of Advertisement on Confectionery Products among Different Gender Group of Consumers**

| Sl. No | Statements   | Gender |        | F Statistics |
|--------|--|--------|--------|--------------|
|        |  | Male   | Female |              |
| 1.     | I learn a lot from advertisement about confectionery products  | 4.6500 | 4.2500 | 2.987*       |
| 2.     | By seeing advertisement, I sometimes know more about the confectionery products than my parents do.    | 4.2589 | 3.8759 | 2.569*       |
| 3.     | Most advertisements are amusing & entertaining   | 4.1587 | 3.8248 | 2.436*       |
| 4.     | Advertisements are not for entertainment, information or social awareness                              | 4.3687 | 3.9875 | 2.879*       |
| 5.     | I ask my parents to buy confectionery products which I find in the advertisement                       | 4.6245 | 4.1879 | 2.658*       |
| 6.     | It's interesting to discuss advertisement with my friends  | 4.1579 | 3.9816 | 1.854        |
| 7.     | Many advertisement contain little information and many other unnecessary things                        | 3.9875 | 3.8756 | 1.015        |
| 8.     | Advertisements make misleading claims; do not deliver what they promise                                | 4.3698 | 4.2578 | 1.058        |
| 9.     | Many advertisement are to make fool of people and to catch them in their trap                          | 4.1569 | 4.0123 | 1.145        |
| 10.    | I like advertisement but don't buy things because of them  | 4.3654 | 4.2658 | 1.019        |
| 11.    | Advertisement persuade people to buy things they do not really need                                    | 4.5697 | 4.3548 | 1.487        |
| 12.    | Advertisement are an important source of product information   | 4.3798 | 4.3057 | 1.014        |
| 13.    | If I go shopping on my own, while choosing things, I keep advertisements in mind                       | 3.9875 | 3.8456 | 1.126        |
| 14.    | Advertisements make you try new products, improve life styles and raise standard of living             | 3.6978 | 3.5478 | 1.154        |
| 15.    | I buy the products by their brand names and not on the basis of what advertisements say                | 3.5789 | 3.4269 | 1.120        |
| 16.    | I ask my parents to buy those products whose advertisements tell about free gifts, premium offers etc. | 4.2589 | 4.1569 | 1.356        |
| 17.    | Advertisements tell only the nice things, hiding the bad about their products                          | 4.5478 | 4.3546 | 1.879        |
| 18.    | Advertisements tell which brands have features that I am looking for                                   | 4.1539 | 4.1256 | 0.569        |
| 19.    | I buy a product only if the advertisements convinces me of its benefits                                | 4.4578 | 4.3789 | 1.025        |

Source: Primary data

\*-Significant at five per cent level



Table 5 shows the mean score of impact of advertisement on confectionery products among different gender group of children along with its respective 'T' statistics. The important impact of advertisement on confectionery products among the male consumers are I learn a lot from advertisement about confectionery products and I ask my parents to buy confectionery products which I find in the advertisement and their respective mean scores are 4.6500 and 4.6245 and among the female consumers, I buy a product only if the advertisements convinces me of its benefits and advertisement persuade people to buy things they do not really need and their respective mean scores are 4.3789 and 4.3548. Regarding the impact of advertisement on confectionery products among different gender group of consumers, are identified in the case of I learn a lot from advertisement about confectionery products, by seeing advertisement, I sometimes know more about the confectionery products than my parents do, most advertisements are amusing & entertaining, advertisements are not for entertainment, information or social awareness and I ask my parents to buy confectionery products which I find in the advertisement, since the respective 'T' statistics is significant at 5 per cent level, the null hypothesis is rejected.

### **Suggestions**

1. 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 confectionery products then parents should try to explain them what are the pros and cons of that product by using it.
2. It is suggested that Government may also take care while formation of rules and regulations in advertisements taking.
3. Parents who spend more time watching TV with their children agree that some of the advertised products are not good for children. In such cases also, parents themselves need to educate their children. For that matter the parents should also be educated in that behalf. The agencies like ASCI need to hold such workshops etc.

### **Conclusion**

Today, particularly consumers play an important role as consumers. Especially confectionery 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 consumers than the others. Nowadays it seems that consumers' impact on family decision in shopping has been steadily increased. After this study, it is found that as far as confectionery products are concerned consumers sometime insist their parents to purchase to those products for them.

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