



A STUDY ON OPINION OF PARENTS REGARDING THE IMPACT OF ADVERTISEMENT ON CHOCOLATE AMONG THEIR CHILDREN WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

This study is to find out the influence of TV advertising on children to their own evaluation of goods and services, selection and purchasing decision. The data has been collected from 120 parents by applying convenient sampling technique. Statistical tools such as percentage analysis, rank analysis, chi-square analysis and weighted score analysis have been used to analyze the data. The Study has attempted to find out, how children are influenced by the television advertisements. It was also found that advertisement creates materialism in children to convince their parents.

KEY WORDS: *Advertisements, Children, Buying behavior, Awareness.*

INTRODUCTION

Television is the most important contributor to human social behaviour; it is an important source of social influence. Advertising is the powerful medium in the present commercial society. The main objective of this study is to identify, how children are influenced by the television advertisements. Television pays the most important contributor to human social behaviour; it is an important source of social influence. Extensive research carried out by many researchers and it has been indicated that the television can and does influence children feelings, attitude and behaviour. Children today are exposed by the advertisements on the media like the television, print media and internet in which Television is the most influencing media among the children (Effect of Advertisements on Children). Children who watch excessive television are the ones who do not take participation in games and they are the consumers of fat and high energy snack foods. Commercials Ad's could be attributed as misleading. They do not on show that the foods children should eat to keep themselves healthier.

Recently there is a huge growth in media industry. The findings of this study show that children are affected by TV advertisements and the more they watch the more they are getting affected. They are highly influenced by peers. Children behaviour towards parents and pester power are also affected by their viewing of TV advertisements. Children do not have the ability to differentiate between reality and fiction. Children watch the television advertisement and insist their parents purchase the things they watched on television.

STATEMENT OF THE PROBLEM

To find out the influence of TV advertisement on children to their evaluation of goods and services on own, selection and purchasing decision.



- To find out whether children targeted advertisements influence the consumption patterns of children.
- To find out the impact of children targeted Television advertisements in the socializing process of Children.

OBJECTIVES OF THE STUDY

- To examine the impact of advertisement on buying behavior of children's parents.
- To find out that which factors have more impact on children buying behavior.
- To analyze the accessing variable of television advertising which are influencing parent's buying behavior.
- To Identify whether the advertising turns the children into Sales Promoter.
- To Identify the awareness of chemicals present in chocolates among the parents.
- To find out whether children targeted advertisements influence the consumption patterns and habits of children.

RESEARCH DESIGN

The research design is the pattern for the fulfillment of objectives. It is a master plan specifying the methods for collecting and analyzing needed information for the study.

DATA COLLECTION

The source of data is primary and secondary data sources.

PRIMARY DATA

A primary data is a data which is collected for first time for the particular interest to collect more information. In this study, the primary data was composed using questionnaire.

SECONDARY DATA

Secondary data consist of information that already exists and collected from the other sources. In this study, the secondary data was collected from studies, magazines, journals and websites.

SAMPLE DESIGN

Sample design is a plan that determine before the data is actually obtaining for a sample from the given population. The researcher should decide the way while the selecting sample for the study. Samples can be either probability samples or as the non-probability samples.

SAMPLE SIZE

The sample size selected for the study is 120 respondents.

LIMITATION OF THE STUDY

As my research is academic research, there is some limitations, because it is impossible to control all variables in the study. I only selected Coimbatore city households and there nearby rural and semi urban areas as my study population because it is easy to me to approach them. I only selected sample of 120 based on both male and female respondents.

TOOLS USED FOR THE STUDY

The collected data were analyzed and interpreted properly to find the results of the research work. Further, the following specific tools were used,

- Simple percentage analysis
- Ranking analysis
- Weighted average analysis
- Chi-square analysis



Simple Percentage Analysis

Simple Percentage Analysis is one of the basic statistical tools which is widely used in the analysis and interpretation of primary data. It deals with the number of respondents response to a particular question arrived from the total population selected for the study.

The Simple percentage is calculated by using the formulae,

$$\frac{\text{Actual Respondents}}{\text{Total number of respondents}} \times 100$$

TABLE NO 1
WILLINGNESS FOR CARTOONS IN ADVERTISEMENTS

S.NO	FACTOR	NO. OF.RESPONDENTS	PERCENTAGE
1	Yes	111	92.5
2	No	9	7.5
	TOTAL	120	100

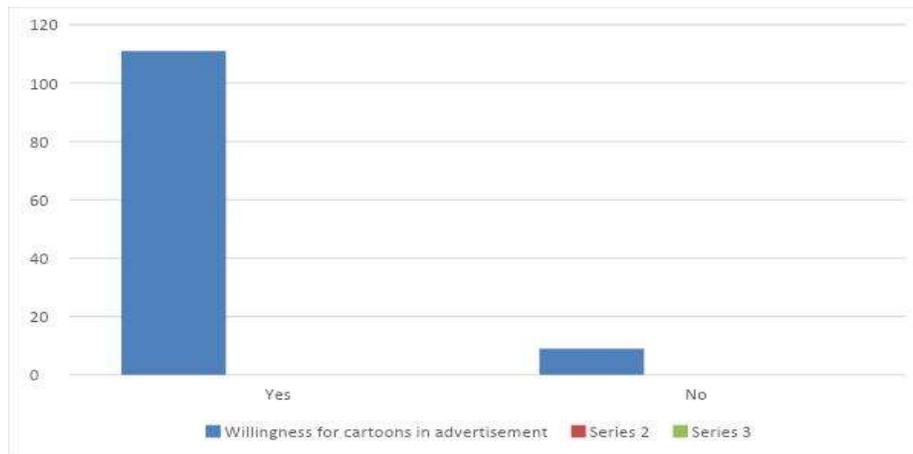
Source: Questionnaire

INTERPRETATION

In the above table, it shows the willingness for cartoons in advertisements 92.5% of the respondents says that the cartoon characters that appear on the advertisement make their willingness to buy the chocolates and 7.5% of the respondents says that the cartoon characters that appear on the advertisement does not make the willingness to buy the chocolates.

Majority 92.5% of the respondents says that the cartoon characters that appear on the advertisement make their willingness to buy the chocolates.

CHART NO 1
WILLINGNESS FOR CARTOONS IN ADVERTISEMENTS





RANKING ANALYSIS

Ranking analysis is the method where the respondents are asked to rank the choices.

It is the compare items to each other by placing them in order of preference.

In this study the respondents are asked to rank the various factors in their priority of their purchasing process are used to rank as 1,2,3,4 and 5. In this analysis item number one is the largest and five is the smallest.

The result of each questions of 135 respondents were totaled and the total result has been arrived. Final ranking has been based on the total result and their ranks are given in the following table

TABLE NO 2
FACTORS INFLUENCING PRIORITY TO PREFER PARTICULAR BRAND

FEATURES	1(5)	2(4)	3(3)	4(2)	5(1)	Total	Rank
Appearance	50	21	20	15	14	120	II
	250	84	60	30	14	438	
Colour	21	39	38	18	4	120	III
	105	156	114	36	4	415	
Brand	44	21	35	13	7	120	I
	220	84	105	26	7	442	
Quality	32	31	14	40	3	120	IV
	160	124	42	80	3	409	
Availability	28	13	16	16	47	120	V
	140	52	48	32	47	319	

INTERPRETATION

The above table shows the priority that the respondents make to prefer a particular brand.

Brand preference is given I by the respondents. Appearance is ranked II. Colour is ranked III. Quality is ranked IV.

Availability is ranked V respectively



WEIGHTED AVERAGE

**TABLE NO 3
TABLE SHOWING WEIGHTED AVERAGE ON FACTORS GIVEN IMPORTANCE**

Factors	1(4)	2(3)	3(2)	4(1)	TOTAL	MEAN SCORE
Taste/Flavour	80	27	11	2	120	3.54
	320	81	22	2	425	
Price	50	43	25	2	120	3.17
	200	129	50	2	381	
Quality	80	23	17	0	120	3.52
	320	69	34	0	423	
Brand	45	52	19	4	120	3.15
	180	156	38	4	378	
Quality	42	37	22	19	120	2.85
	168	111	44	19	342	

INTERPRETATION

The above table justifies the factors that are given importance while purchasing a chocolate. The highest mean score rise 3.54 is for the taste or flavor of the chocolate.

CHI-SQUARE ANALYSIS

A statistical test used to discover the probability of obtaining the observed by chance, under a specific hypothesis. Chi-square is a statistical significance test based on frequency of occurrence, it is applicable both qualitative and quantitative variables. A chi-square test is any statistical hypothesis test in which the test statistic chi-square distribution if the null hypothesis is true.

FORMULA

The statistics χ^2 defined by

$$\chi^2 = \sum (O-E)^2 / E$$

TABLE NO 4

AGE	OVERALL STATEMENT LEVEL OF RESPONDENTS				TOTAL
	DAILY	WEEKLY	MONTHLY	OCCASIONALLY	
Below 20,000	6	10	5	7	28
20,001- 30,000	8	14	13	3	38
30,001-40,000	2	12	13	3	30
More than 40,000	4	7	7	6	24
Total	20	43	38	19	120



HYPOTHESIS

To find out the association between monthly income of the respondents and the buying interval of the respondents, chi-square test is used and result is given below.

CHI-SQUARE TESTS

Chi-square test factor	Calculation value	Degree of freedom (df)	Table value	Result
Income	11.091 ^a	9	16.92	Rejected

INTERPRETATION

It is from the above that the calculated value of chi-square at 5% level is less than the table value. Hence the hypothesis is rejected. So there is no relationship between monthly income of the respondents and the buying interval of the respondents.

FINDINGS

SIMPLE PERCENTAGE

- Majority 57.5% of the respondents are female.
- Majority 41.66% of the respondents says taste influence their children.
- Majority 92.5% of the respondents says that the cartoon characters that appear on the advertisement make their willingness to buy the chocolates.
- Majority 96.7% of the respondents agrees that advertising of non-nutritious foods leads to childhood obesity.
- Majority 91.7% of the respondents says that the television advertisements directly affect children's eating habits and their food consumption.

RANKING ANALYSIS

- It is observed from the ranking table that brand preference ranked first and appearance is ranked second and colour is ranked third and quality is ranked fourth and availability is ranked fifth.

WEIGHTED AVERAGE

- The weighted average of the factors that are given importance while purchasing a chocolate. The highest mean score rise 3.54 is for the taste or flavor of the chocolate.

CHI-SQUARE ANALYSIS

In the chi-square analysis the calculated value of chi-square at 5% level is less than the table value. Hence the hypothesis is accepted. So there is no relationship between monthly income of the respondents and the buying interval of the respondents.

CONCLUSION

Now a days advertisers thinks that "selling to children is as easy as nailing a nail in soap". Small children can't even distinguish advertising from media content. Advertising fabricates an empty concept of happiness. Certain ads put a child's safety at risk.

The matter of reality vs fiction is one of the major concerns when dealing with advertisements aimed towards children. For advertises they should reach the maximum target market knowledge about the ability to tell reality from fiction is almost crucial.

Grievously, there are many stories about children that have got into accidents trying to imitate a super hero,



or extraordinary power demonstrated by actors or magicians in plays produced with special effects in ads. By mixing fantasy and reality, a child believes in what is said in the advertisement is true.

Excessive consumption of unhealthy food is the main cause of child obesity in the recent days. Worldwide 35% of the child population has obesity problems. A research conveys that, "Just 35 seconds are enough for a food brand to influence a child". In advertising directed at children, 80% or of unhealthy food.

SUGGESTIONS

- The government should take action to regulate and establish an authorized regulatory body to control TV advertising, specially aimed at children. certain restrictions should be enforced on air time of advertisements and also the maximum number of advertisements that can be aired for a certain hour in the television.
- It can be suggested that in order to decrease these risk factors, parents can organize the television watching time of their children in the early years;
- Parents should prevent their children from eating and drinking while watching television; and as an option for that food advertisements can be prohibited during the time when children are most likely watching television.
- The advertisements must be directed only to parents and guardians.

REFERENCES

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