

A STUDY ON MEDIA SCHEDULING OF ADVERTISEMENT ON CHILDREN PREFERENCE WITH SPECIAL REFERENCE TO CONFECTIONARY PRODUCTS IN THANJAVUR DISTRICT

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ABSTRACT

Advertising, now a days is big business and many industries like magazines, the cable TV industry, newspapers and many other media, non media and communication industries survive only on the inflow of money due to advertising. This study conducted to find the impact of media scheduling of advertisement of confectionery products. This study has taken by the researchers to find the impact of media scheduling of advertisement of confectionary products. The following are the objectives of the study. (i) to present the socio economic profile of the respondents, (ii) to find the level of impact of media scheduling of advertisement and (iii) to analysis the impact of media scheduling of advertisement. The researcher adopted convenient sampling method to collect data in the study area. While collect data researcher ensure that the family having children and they are consuming confectionary products. Thanjavur city has taken as study area for this study and confined with 175 samples. Researcher adopted percentage analysis to present the socio economic profile of the sample respondents and used chi square test to find the factors influencing the level of media scheduling of advertisement of confectionary products. This study concluded that the media selection of the manufacturer and very effective, in future based on the preference and test this media scheduling should change, it is in the manufacturers hands.

Key words: Advertisement, Media Scheduling, Confectionary Products and Impact of Advertisement.

Cite this Article: P.Nandhini and Dr.R.Subashini, A Study on Media Scheduling of Advertisement on Children Preference with Special Reference To Confectionary Products In Thanjavur District, International Journal of Management (IJM), 11(11), 2020, pp. 4317-4324.

<https://iaeme.com/Home/issue/IJM?Volume=11&Issue=11>

INTRODUCTION

Advertising, now a days is big business and many industries like magazines, the cable TV industry, newspapers and many other media, non-media and communication industries survive only on the inflow of money due to advertising (Gopinath, 2019a). It is because of this that corporate houses use all possible tactics to get our attention first and money ultimately.

Some times these attempts involve illegal, dirty or underhand tricks, making untrue claims and reliance on false information. Off late, a number of debates have been going on about the social issues in advertising and the catastrophic consequences of improper advertising have been brought to the forefront (Karthick et al., 2020a).

The social effects of improper advertising generally manifest themselves in the form of an adverse effect on child psychology, human behavior, value system and perception) boost to materialism, rise of consumerism and corruption, decreased integrity and self confidence of women ; and degradation of relationships in families.

Dorothy Cohen (1948) defines Advertising as “Advertising is a business activity, employing creative techniques to design persuasive communication in mass media that promote ideas, goods and services in a manner consistent with the achievement of the advertiser's objectives, the delivery of consumer satisfaction and the development of social and economic welfare”.

Borden and Marshall (1971) stated that “Advertising consists of those activities by which visual or oral messages are addressed to selected public for the purpose of informing and influencing them to buy products or services, or to act to be inclined favorably towards ideas, persons, trademarks, or institutions featured. As contrasted with publicity and other forms of propaganda, advertising messages are identified with advertiser either by signature or oral statement. Advertising is a commercial transaction involving pay to publishers, broad advertisement casters, or to others whose media are employed”.

INDIAN CONFECTIONERY MARKET

The Indian Confectionery market is one of the fastest growing in the world with a strong revenue of USD 11.56 billion in 2019. The market is expected to grow annually by 6.7% (CAGR 2019-23). The average volume per person in the Confectionery segment amounts to 2.3 kg in 2019. India ranks in the top 10 countries of the world in terms of revenue generation in this industry. According to Euro monitor, chocolate confectionery is projected to see a 4% retail value CAGR at constant 2017 prices and expected to reach INR 148 billion in 2022. Major cities in India, such as Delhi/NCR, Mumbai, Hyderabad, Bengaluru, Chandigarh, Chennai, and Kolkata are among the leading demand generators of candies in the country.

SCOPE OF THE STUDY

This study focused the impact of media scheduling of advertisement on children preference with special reference to confectionery products, selling confectionery products is very difficult. Companies are trying to attract children to create demand for confectionery products.

Products taste alone not enough to sell the products, need more advertisements to attract children (Gopinath, 2019b). So, the advertisement should reach parents also, parents think about the products quality. Hence, Companies duty is to give attractive advertisement to get children attention and give quality products to get the parents attention (Jaya & Gopinath, 2020). This study conducted to find the impact of media scheduling of advertisement of confectionery products.

STATEMENT OF THE PROBLEM

The confectionery industry in India is approximately divided into chocolates, hard-boiled candies, toffees, chewing gum, lollipops, bubble gum, mints and lozenges. The category is largely consumed in urban areas with a 73% skew to urban markets and a 27% to rural markets. Additives are an important ingredient in the manufacture of confectionery products. These play an important role in the rheological, functional and keeping quality of these products. In addition, the focus of the world is now turning to the production of healthy confectionery products (Karthick et al., 2020b). Today, manufacturing and delivering goods alone is not enough because developing activities have changed and attracting customers in a competitive environment is necessary. Advertising is considered part of a successful marketing and successful companies, particularly in exports field, in addition to improving the quality of their products, follow designing and using dynamic media with influential factors affecting the audience (Usharani & Gopinath, 2020a). With technological developments in the last century, the media have had more and more penetration in families' living atmosphere. This penetration has now reached a point that even if we ignore the new generation who are always online, we see that the time people spend on paying attention to media is more than the time they spend working. Almost two-thirds of our waking hours in the day, about ten and half hours, is spent with the media (Humayun, 2007). However, with the arrival of new media and attracting a larger audience, television is facing with the risk of losing its share in advertising market. Media scheduling is important one to reach the advertisement to the ultimate consumers. Television channel selection and time of advertisement are pivotal because it is expensive, the same time it reach the target customers. This study has taken by the researchers to find the impact of media scheduling of advertisement of confectionary products.

OBJECTIVES OF THE STUDY

The following are the objectives of the study.

1. To present the socio economic profile of the respondents.
2. To find the level of impact of media scheduling of advertisement.
3. To analysis the impact of media scheduling of advertisement.

SAMPLE DESIGN AND TOOLS

The researcher adopted convenient sampling method to collect data in the study area. While collect data researcher ensure that the family having children and they are consuming confectionary products. Thanjavur city has taken as study area for this study and confined with 175 samples. The respondents for this study are children, but to get more clarity the data collected not from the children, the data collected from parents. The structured questionnaire prepared and used for data collection, after collect the data the data were entered in MS – Excel and updated to SPSS for further analysis.

Researcher adopted percentage analysis to present the socio economic profile of the sample respondents and used chi square test to find the factors influencing the level of media scheduling of advertisement of confectionary products.

ANALYSIS AND INTERPRETATION

Table 1: Gender of the respondents

Sl. No.	Gender	Number of respondents	Percentage
1	Male	83	47.43
2	Female	92	52.57
	Total	175	100

Source: Survey data

The above tables shows the gender of the respondents, eighty three respondents are male and remaining ninety two respondents are female. Majority (52.57%) of the respondents are female.

Table 2: Age group of the respondents

Sl. No.	Age Group	Number of respondents	Percentage
1	Up to 30 years	61	34.86
2	31 years to 50 years	95	54.28
3	Above 50 years	19	10.86
		175	

Source: Survey data

The above table shows the age group of the respondents, sixty one respondents are up to 30 years old, ninety five respondents are between 31 years and 50 years. Nineteen respondents are above 50 years old. Majority (54.28%) of the respondents are between 31 years and 50 years.

Table 3: Family type of the respondents

Sl. No.	Family type	Number of respondents	Percentage
1	Joint family	83	47.43
2	Nuclear family	92	52.57
	Total	175	100

Source: Survey data

The above table shows the family type of the respondents, eighty three respondents are joint family and remaining ninety two respondents are nuclear family. Majority (52.57%) of the respondents are nuclear family.

Table 4: Occupation of the respondents

Sl. No.	Occupation	Number of respondents	Percentage
1	Government employees	24	13.71
2	Private employees	80	45.71
3	Professionals	27	15.44
4	Others	44	25.14
	Total	175	100

Source: Survey data

The above table shows the occupation of the respondents, twenty four respondents are government employees, eighty respondents are private employees. Twenty seven respondents are professional and remaining forty four respondents are other those are retired and house wife. Majority (45.71%) of the respondents are private employees.

Table 5: Monthly Income of the respondents

Sl. No.	Monthly Income	Number of respondents	Percentage
1	Less than Rs. 25,000	46	26.29
2	Rs. 25,001 to Rs. 50,000	59	33.71
3	Rs. 50,001 to Rs. 75,000	34	19.43
4	Above Rs.75, 000	36	20.57
	Total	175	100

Source: Survey data

The above table shows the monthly income of the respondents, forty six respondent's monthly income is less than Rs. 25,000. Fifty nine respondents monthly income is between Rs. 25,001 and Rs. 50,000. Thirty four respondents monthly income is between Rs. 50,001 and Rs. 75,000 and remaining thirty six respondents monthly income is above Rs. 75,000. Majority (33.71%) of the respondents monthly income is between Rs. 25,001 and Rs. 50,000.

Level of impact of media scheduling

The researcher had taken fifteen variable to find the level of impact of media scheduling and find the factors influencing the mead scheduling of confectionary products advertisement. The following table presents the level of impact.

Table 6: Level of impact of Media Scheduling

Sl. No.	Level of impact of Media Scheduling	Number of respondents	Percentage
1	Low	21	12.00
2	Medium	47	26.86
3	High	107	61.14
	Total	175	100

Source: Computed data

The above table shows the level of impact of media scheduling, out of one hundred and seventy five respondents twenty one (12.00%) respondents felt low level of impact of media scheduling. Forty seven (26.86%) respondents felt medium level of impact of media scheduling, and remaining one hundred and seven (61.14%) respondents felt high level of impact of media scheduling. Majority (61.14%) of the respondents felt high level of impact of media scheduling, it shows that the corporate selecting best media and scheduling for their advertisements.

Chi Square Test

Table 7: Socio economic factors influencing level of impact of media scheduling

Variables	Chi square test value	P- Value	Result
Gender	22.185	0.001	Significant
Age group	19.773	0.001	Significant
Family type	27.021	0.001	Significant
Occupation	34.339	0.001	Significant
Monthly Income	28.314	0.001	Significant

Source: Computed data

The above table shows the chi square test value and results, the gender, age group, family type, occupation and monthly income are significantly influence the level of impact of media scheduling at 5% significant level.

FINDINGS

- Majority (52.57%) of the respondents are female.
- Majority (54.28%) of the respondents are between 31 years and 50 years.
- Majority (52.57%) of the respondents are nuclear family.
- Majority (45.71%) of the respondents are private employees.
- Majority (33.71%) of the respondents monthly income is between Rs. 25,001 and Rs. 50,000.
- Majority (61.14%) of the respondents felt high level of impact of media scheduling, it shows that the corporate selecting best media and scheduling for their advertisements.
- The gender, age group, family type, occupation and monthly income are significantly influence the level of impact of media scheduling at 5% significant level.

SUGGESTIONS

After studying the findings of the research work, the researcher has come to know that there is a lot of recent developments happening in the advertising sector. With fast improving technology, more alert consumers, increasing competition and higher social responsibility the challenges that the modern advertisers are facing is very vast (Usharani & Gopinath, 2020b). Advertisers must choose message and media carefully to take advantage of the growing market of confectionary products.

1. Consumers are becoming immensely knowledgeable about the recent trends, hence they give more significance to ethical ads, values and ads that convey the right social messages. Hence the researcher has made some suggestions to the study.
2. It is suggested that Government may develop advertisement laws. It is suggested that Government may also take care while formation of rules and regulations in advertisements.
3. It is suggested that all ads should be scrutinized with regards to the claims they are making and the ingredients should meet some standards laid down by the recognized organisations.
4. Recent trends in the global economy should not transform the cultural content of advertising campaigns.
5. It is suggested that understanding cultural difference could lead to successful advertising.
6. It is suggested that advertising should not force people to buy products which are not within their means as advertising plays with our minds and it creates a strong desire to purchase things that we may not need.

CONCLUSION

During this present study, the researcher has come to know that lots of recent developments happening in the advertising sector. The consumers should not go after the celebrity endorsements, instead should focus on the product and its features. Company when choosing the celebrity should find a relation between the product he is endorsing and the consumer. Celebrities should always have a complete knowledge of the brand and confectionery product they are endorsing. The consumers should keep themselves aware of various global advertisements so as to make rational decisions regarding confectionery products purchase. Now a days lot of issues coming regarding products manufacturing process, ingredients and etc. the manufacturers should follow the government rules while manufacturing products. The products reach consumers through advertisement, so the researcher understood the importance of advertisement.

Researcher had taken three dimensions to measure the impact of advertisement of confectionary products in the study area with reference to children, media scheduling is another important activity and decision which taking by the organizations. This study concluded that the media selection of the manufacturer and very effective, in future based on the preference and test this media scheduling should change, it is in the manufacturers hands.

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