

# ANALYSIS OF PARENT'S PERCEPTION ON CONFECTIONERY PRODUCT ADVERTISEMENTS ON CHILDREN

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Received: June 05, 2018

Accepted: July 25, 2018

## ABSTRACT

*Advertising has played a huge role and became a major industry in the 20th century. Sampling method used for the study is multi-stage sampling and data was collected from the questionnaire filled by 375 parents having children from age group 7 to 14. The methods used for the analysis include percentage analysis, chi-square test, correlation, t-Test and factor analysis using SPSS 20. The study concludes that overall parents hold negative attitude towards advertising of confectionery products.*

**Keywords:** Advertisement, Confectionery Products, Buying Behavior, Product Choice, Health issues

## SUMMARY

This study has been conducted to analyze the parent's perception about advertisements of confectionery products and the influence of these advertisements on the behavior of their children. The results of the study reported that parents have shown a great concern about confectionery products advertisement and these advertisements strongly influence the product choice and the buying behavior of their children, which has shown a negative effect on the health of the children.

## 1. INTRODUCTION

Advertising is a means of communication with the users of a product or service. Today we can say advertising is a communication, marketing, public-relation, information and persuasion process, usually aimed at a particular segment of the population - the target audience, David A. Aaker, [1995]. It is the activity of exerting a pull on the public attention to a product or a business, by paid announcements in the print, broadcast, or electronic media. Nowadays kids are spending time in watching TV and they are constantly being bombarded with variety of advertisement. As we all know in today's world young kids have a far greater influence on the parent buying decision than a few decades before. This influence has paved its way in to today's generation as this generation kids are well informed and at most times better than their parents, however this is because virtually from birth, they are exposed to TV commercials, advertisement, logos and product promotions.

Parents in India believe that there is change in the pattern and behavior of children when they watch television. Parents have shown many concerns about effects of television advertising on their children, thereby showing both positive and negative views about television advertising. The purpose of this paper is to investigate the perception of parents about the effects of confectionery products advertisement on their children.

## 2. MAIN OBJECTIVES OF THE STUDY

- I. To analyze the perception of parents on advertisement of confectionery products on children.
- II. To determine the parent's attitude towards advertisement of confectionery products on buying behavior of children
- III. To assess the responses of parents on children's purchase requests and health issues.

## 3. REVIEW OF LITERATURE

Gbadayan, R. A. (2009) conducted a study on children's perception of television commercial. The research concluded that young children do not understand the selling intent behind advertising and where they do; they remain very vulnerable to peer pressure, upon which advertising feeds.

Mansoor Nisar, Muhammad Zia-ur-Rehman, Muhammad Haroon & Tahir Masood Qureshi (2011) studied the impact of food advertisements on children's food purchasing behavior. Research shows that television food advertisements are playing a greater role in children's purchasing behavior.

J.Amaleena (2013) conducted a study on children responsiveness to television food advertisement and allied health problems. The study concluded that children are highly influenced by the television food commercials. Its impact on children both psychologically and emotionally, is observed from the changes in their attitudes, behavior etc. All these factors have resulted in obesity and other allied health problems among the children.

Narasimhamurthy N. (2014) conducted a study based on television advertisement and its impact on attitudes and behavior of children. The study concluded that advertising has a strong effect on attitude and behavior on children.

Priyaka Khanna(2016) studied the perception of parents about the intended and unintended effects of television advertisements on their children. The result revealed that overall parents hold negative attitude towards television advertising, they have strong doubts about honesty of advertising to children and displayed a strong degree of cynicism about its perceived misleading aspects.

**4.RESEARCH METHODOLOGY**

Research design selected for the study is Descriptive, and the research has been done at South West Delhi covering areas such as Dwarka , Najafgarh and Kapashera. A questionnaire aimed at determining the perception of parents about the influence of confectionery products advertisement on children aged 7-14 was framed.

Sampling method used for the study is probability sampling because here each sample has equal chance of being selected and again it is multi-stage sampling. South West Delhi is divided into three subdivisions, Dwarka, Najafgarh and Kapashera. Various housing societies from these three subdivisions are selected, then the parents having children from 7 to 14 years of age groups from these societies are randomly selected for the study.

Primary data in the study is collected by filling up structured, questionnaires from parents having children from 7 to 14 years of age group. Well-structured questionnaire has been randomly administered to 375 parents of different housing societies of South West Delhi and the secondary data is collected from research articles, journals, reports, newspapers and website.

**5.CONCEPTUAL FRAMEWORK.**

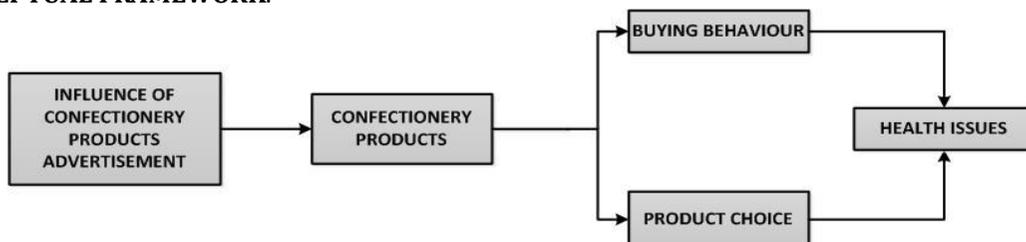


Figure 1: Conceptual Framework

**6.DATA ANALYSIS AND INTERPRETATION**

**6.1Descriptive Statistics**

In descriptive statistics, Percentage analysis has been carried out.

**6.1.1Respondents profile**

Table 1: Demographic Profile of Respondents

Sl. No.	Groups	Class	Frequency	Percentage	Cumulative Percentage
1	Gender	Male	164	43.7	43.7
		Female	211	56.3	100
		Total	375	100.0	
2	No. of children	One child	143	38	38
		Two child	194	52	90
		Three and above	38	10	100
		Total	375	100.0	
3	Qualification	Up to plus two/Diploma	10	3	3
		Graduate	176	47	50
		PG/Professional	189	50	100
		Total	375	100.0	
4	Occupation	Business	114	30	30

		Employee	167	45	75
		Professional	90	24	99
		Others	4	1	100.0
		Total	375	100.0	
5	Monthly Income	15001-30000	32	8	8
		30001-45000	89	24	32
		45001-60000	135	36	68
		Above 60000	119	32	100.0
		Total	375	100.0	

Table 1above shows the profile of respondents. The sample shows that the number of female (56.3%) respondents is higher than the number of male (43.7%) respondents. If we look at the number of children, the majority of the respondents have two children(52%) followed by one child (38%). The majority of the respondents were either post graduate (50%) or graduate (47%). On the basis of the income maximum respondents fall in the 45001-60000 category (36%) followed by above 60000(32%).

**6.1.2Attributes of confectionery products advertisement**

*Table 2:Attributes of Advertisement*

No	Statements	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total
<b>CONFECTIONERY PRODUCTS</b>							
1	Kids demand products they have seen in TV advertisement	93 (25%)	102 (27%)	100 (27%)	60 (16%)	20 (5%)	375 (100%)
2	Advertisement on products with free gifts attract your children	72 (19%)	94 (25%)	85 (23%)	73 (20%)	51 (14%)	375 (100%)
3	Use of popular personalities or celebrities also promote confectionery products	93 (25%)	102 (27%)	100 (27%)	60 (16%)	20 (5%)	375 (100%)
4	Are you concern about children watching advertisements of confectionery products?	77 (21%)	141 (38%)	83 (22%)	52 (14%)	22 (6%)	375 (100%)
5	Use of animations to promote products is effective among children	95 (25%)	143 (38%)	89 (24%)	30 (8%)	18 (5%)	375 (100%)
<b>PRODUCT CHOICE</b>							
1	Are you concerned about your child taking unhealthy foods throughout the day	105 (28%)	96 (26%)	73 (20%)	61 (16%)	40 (11%)	375 (100%)
2	Do you think your child takes too much sugar every day?	161 (43%)	131 (35%)	45 (12%)	20 (5%)	18 (5%)	375 (100%)
3	Do you think your child has normal eating habits	106 (28%)	142 (38%)	85 (23%)	25 (7%)	17 (5%)	375 (100%)
4	Advertisement of confectionery products teaches children bad eating habits/over eating	149 (40%)	107 (29%)	65 (17%)	28 (8%)	26 (7%)	375 (100%)
<b>BUYING BEHAVIOUR</b>							
1	After watching advertisement of confectionery product, my child directly asks for the advertised product	69 (18%)	98 (26%)	103 (28%)	61 (16%)	44 (12%)	375 (100%)
2	After watching TV ads my child bargains with me to get the advertised product	122 (33%)	144 (30%)	69 (18%)	46 (12%)	24 (7%)	375 (100%)
3	After watching TV ads my child applies different persuasion technique such as anger ,negotiation, flattery and lies to convince me to buy advertised products	109 (29%)	139 (37%)	66 (18%)	42 (11%)	19 (5%)	375 (100%)
4	TV ads make children put pressure	77	79	103	77	39	375

	on you to buy products for them leading to family conflict	(21%)	(21%)	(28%)	(21%)	(10%)	(100%)
<b>HEALTH ISSUES</b>							
1	TV advertisements on confectionery products affects the health of the children	70 (19%)	101 (27%)	53 (14%)	92 (25%)	59 (16%)	375 (100%)
2	Your child has cavities	62 (16%)	103 (28%)	86 (23%)	74 (20%)	50 (13%)	375 (100%)
3	Is your child's weight more than usual for his/her age	58 (15%)	98 (26%)	74 (20%)	77 (21%)	68 (18%)	375 (100%)
4	Stomach Upset is common in your child	22 (6%)	73 (20%)	88 (23%)	104 (28%)	88 (23%)	375 (100%)

Table 2, explains the primary attributes of confectionery products advertisement that arouses interest and curiosity among the children in viewing the advertisements. It is found that 63% of parents believe that advertisement on products with free gifts attract their children. It is also observed that 59% of the parents are concerned about their children watching advertisements on confectionery products, since it has a major impact on the children's buying behavior. Further we can infer that 78% of the parents think that their child takes too much sugar each day and around 66% of parents says that after watching TV ads their child applies different persuasion technique such as anger, negotiation, flattery and lies to convince them to buy advertised products. About 63% of parents says that after watching TV ads their child bargains with them to get the advertised product. It may also be noted that 46% of the parents think TV advertisements on confectionery products affects the health of the children and 85 % parents have suggested that their child has cavities and also their child weight more than their usual age.

**6.2 Cronbach's Alpha Reliability Analysis**

*Table 3- Reliability analysis*

Variables	Cronbach's Alpha	No: of Items
Confectionery Products	.742	5
Product Choice	.715	4
Buying Behavior	.716	4
Health issues	.713	4

Table 3 above shows the results of reliability analysis. To ensure the reliability of the measurement scales, Cronbach's alpha was used in the calculation. According to Nunnally (2003) who suggested that in order for a scale to be reliable, the Cronbach's alpha value should be above 0.70. Since the values are above .7 in the study the variables measures are deemed reliable.

**6.3 Factors Identified from Confirmatory Factor Analysis(CFA)**

CFA has been used to assess the number of factors and the loadings of variables. With the relatively large sample size and 17 perception statements, exploratory factor analysis was used to reduce the perception statements and place them under particular dimension to make it more meaningful.

*Table 4: Confirmatory Factor Analysis for the Attributes of Confectionery Products Advertisement*

Attributes of Confectionery Products Advertisements	Factor loading	% of variance
<b>Factor 1: Confectionery Products</b>	<b>18.74%</b>	
Are you concern about children watching advertisements of confectionery products?	.570	
Advertisement on products with free gifts attract your children	.565	
Use of popular personalities or celebrities also promote confectionery products	.463	
Kids demand products they have seen in TV advertisement	.422	
Use of animations to promote products is effective among children	.599	
<b>Factor 2: Product Choice</b>	<b>8.74%</b>	
Are you concerned about your child taking unhealthy foods throughout the day	.630	
Do you think your child takes too much sugar every day?	.633	
Do you think your child has normal eating habits	.564	
Advertisement of confectionery products teaches children bad eating	.576	

habits/over eating		
<b>Factor 3:Buying Behaviour</b>	<b>7.54%</b>	
After watching advertisement of confectionery product, my child directly asks for the advertised product	.436	
After watching TV ads my child bargains with me to get the advertised product	.581	
After watching TV ads my child applies different persuasion technique such as anger ,negotiation, flattery and lies to convince me to buy advertised products	.494	
TV ads make children put pressure on you to buy products for them leading to family conflict	.514	
<b>Factor 4:Health Issues</b>	<b>6.89%</b>	
TV advertisements on confectionery products affects the health of the children	.525	
Your child has cavities	.655	
Is your child's weight more than usual for his/her age	.739	
Stomach Upset is common in your child	.721	

From Table 4above the factor variance and loadings are explained. The results of principal component analysis with varimax rotation for parents, showing thereby the statement's loading on each of their factors, the factor labeling, and the percentage of variance explained by each factor. As the total sample was of 375 parents a factor scores of .4 was acceptable. Based on the result four interpretable factors were determined. They are:

Factor 1 – Confectionery Products: Items in this factor consisted of all of the questions relating to the effects of confectionery products advertisements.

Factor 2 - Product Choices: The factor was labeled product choices because it contained items that describe various facets in which product choices of the children have changed induced by confectionery products advertisements.

Factor 3 - Buying Behavior describes how the Buying behavior of the children have changed.

Factor 4 - Health Issuesincluded questions relating to the Health factors of the children

**6.4Inferential Statistics**

The following inferential statistics tests were carried out for further analysis.

**6.4.1Pearson's correlation analysis**

Pearson's correlation test was carried out to test the correlation between the various constructs.

*Table 5: Pearson's Correlation Coefficient Between Research Variables*

		Confectionery_ Products	Product_ Choice	Buying_ Behaviour	Health_ Issues
Confectionery_Products	Pearson Correlation	1	.371**	.395**	.153**
	Sig. (2-tailed)		.000	.000	.003
	N	375	375	375	375
Product_Choice	Pearson Correlation	.371**	1	.380**	.098
	Sig. (2-tailed)	.000		.000	.059
	N	375	375	375	375
Buying_Behaviour	Pearson Correlation	.395**	.380**	1	.212**
	Sig. (2-tailed)	.000	.000		.000
	N	375	375	375	375
Health_Issues	Pearson Correlation	.153**	.098	.212**	1
	Sig. (2-tailed)	.003	.059	.000	
	N	375	375	375	375

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 5above shows that the correlations are low, in which the values are not higher than 0.8 as proposed by Bagozzi (1994). This indicates that the attributes of advertisement are distinct from one another and deemed as an acceptable level of discrimination.

**6.4.2t- test**

The independent t-test was applied to compare the means between two unrelated groups on the same continuous, dependent variable. This test was conducted to study the association between parent’s gender and attributes of advertisements. Hypothesis was formulated and tested at 5% significance level.

**Parent’s gender and attributes of advertisements**

H0: There is no significant relation between genders of parents and attributes of advertisements

H1: There is a significant relation between genders of parents and attributes of advertisements

*Table 6:t-Test for Testing the Association Between Parent’s Gender and Attributes of Advertisement*

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Confectionery_Products	Equal variances assumed	.528	.468	2.134	373	.033	.14552	.06819	.01143	.27961
	Equal variances not assumed			2.119	340.907	.035	.14552	.06866	.01047	.28057
Product_Choice	Equal variances assumed	11.454	.001	1.189	373	.235	.08960	.07537	-.05861	.23781
	Equal variances not assumed			1.156	306.499	.248	.08960	.07748	-.06287	.24207
Buying_Behaviour	Equal variances assumed	.728	.394	2.519	373	.012	.21469	.08523	.04709	.38228
	Equal variances not assumed			2.509	345.121	.013	.21469	.08557	.04638	.38299
Health_Issues	Equal variances assumed	2.077	.150	1.358	373	.175	.09849	.07253	-.04413	.24110
	Equal variances not assumed			1.340	330.885	.181	.09849	.07350	-.04609	.24307

From the above table 7 sig(2-tailed) value for confectionery products is .033, sig (2-tailed) value for product choice is .235, sig (2-tailed) value for buying behavior is .012 and sig (2-tailed) value for health issues is .175. Since the sig(2-tailed) value is greater than  $\alpha$  ie; 5%, for product choice and health issues the null hypothesis is accepted in these two cases. It means there exists no significant relation between

- a) Parent’s gender and product choice
- b) Parent’s gender and health issues

In case of confectionery products and buying behavior the sig (2-tailed) value is less than  $\alpha$  ie; 5%, null hypothesis is rejected in this case. It means there exists a significant relation between

- a) Parent’s gender and confectionery products
- b) Parent’s gender and buying behavior

**7.RESULTS AND DISCUSSION**

**7.1Descriptive Statistics**

The profile study of respondents revealed that majority (56.3%) of the parents are female. If we look at the number of children, the majority of the respondents have two children (52%). The majority of the respondents were either post graduate (50%) or graduate (47%). On the basis of the income maximum respondents fall in the 45001-60000 category (36%) followed by above 60000(32%). It is also observed that 63% of parents believe that advertisement on products with free gifts attract their children. Further we can infer that 78% of the parents think that their child takes too much sugar each day and 69% of parents think that advertisement of confectionery products teaches children bad eating habits/over eating. Around 66% of parents says that after watching TV ads their child applies different persuasion technique such as anger, negotiation, flattery and lies to convince them to buy advertised products. It may also be noted that 46% of the parents think TV advertisements on confectionery products affects the health of the children and 85 % parents have suggested that their child has cavities and also their child weight more than their usual age.

**7.2Inferential Statistics**

Research study shows that correlations are low, in which the values are not higher than 0.8 as proposed by Bagozzi (1994). This indicates that the attributes of advertisement are distinct from one another and deemed as an acceptable level of discrimination. Also from the above data we can infer that there exists no

significant relation between parent's gender and product choice, parent's gender and health issues however the data analysis clearly show that there exists a significant relation between parent's gender and confectionery products, parent's gender and buying behavior

### **8.CONCLUSION**

Confectionery products advertisement is the most heavily advertised product categories targeting children, and according to recent studies, such advertising is effective in changing behavior (Connor and Susan, 2006). The results of the study reported that parents have shown a great concern about confectionery products advertisement because these advertisements encourage children consumption of food high in sugar, fat which causes aggressiveness in children and increases childhood obesity. The result revealed that overall parents hold negative attitude towards advertising of confectionery products and hence it is construed that the advertisements strongly influence the product choice and the buying behavior of their children, which has shown a negative effect on the health of the children. Particular reason for parental concern regarding advertising is that children are regarded as vulnerable; they do not have cognitive ability to understand and are not mature enough to make choices that affect them or their health.

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