

A Study on Advertisement Impact and Buying Behaviour of Children Products in Coimbatore City

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Abstract

Nowadays advertisement is theaters an important role in persuading clientele to purchase products and services. On the other hand the expenses of advertisement in comparisons of other activities in most companies are very remarkable. Hence, the advertisement impact plays essential role that decides the children products in the survey area that have more influence on the consumers to buy and achieve the level of satisfaction after purchase. It is also important to understand whether the perception of the parents towards buying the children products as a task by the researcher to find out the reality using the questionnaire and the same is distributed among them to analyze the market situation. The study helps the market giants dealing the children product to make necessary improvement to compete with each of their respective competitors and gives a broader range of insight to enhance their market share and to support children products. The study attempted to find the advertisement creates impact among parents while opting for children products and the advertisement impact influenced the buying behaviour children products. The study portrayed very interesting results and thus it is concluded from the study that female customers are most attracted by the advertisement and influence to buy the children products. The study proved that there is a significant variation among gender and income level on the influence of television advertisements enhance the engagement process of buying.

Key Words: Buying Behavior, Children Products, Advertisement Impact

1. INTRODUCTION

One fast growing form of advertising is the infomercial. An infomercial is a television program devoted exclusively to promoting goods and services. Infomercials have been successful because they show the product in great detail. The technology revolution is having a major impact on advertising. It is obvious that the effects of advertising the products is to manipulate the consumers through attractive colors, product size, quality of the product, quantity of the product, price variations during purchase. Advertising has evolved to a great extent over the years. In today's

world a large gamete of choices are available to the Advertisers, of the medium, through which they can advertise their product or service. In the Indian context, there are differences in the socio economic status between the rural and urban areas. Hence, for an advertisement to reach people more effectively the sellers and their agents, while advertising their products should adopt a discriminatory approach which means providing the message differently for different consumers become essential. With incomes rising in India, spending and consumption are also on the rise with an

increasing number of people purchasing many more items, going beyond the basic necessities. As more areas get urbanized, the country will see the creation of many new markets and further expansion of the existing ones. Consumer's perception of a company or its various brands are a synthesis of the bundle of messages they receive or contacts they have, such as media advertisements, price, package design, direct-marketing efforts, publicity, sales promotions, websites, point-of-purchase displays, and even the type of store where a product or service is sold. This has made a challenge for every marketing communicator to use communication methods that will break through clutter, reach audiences with interesting and persuasive messages that enhance brand equity and drive sales, and assure that communication investments yield an accurate return on investment.

2. REVIEW OF LITERATURE

Edwin, O I., Moses O T., Terfa T.F.A (2013) assessed the Impact of Television Advertisements on Children in a Survey of 800 children drawn from Makurdi, the capital city of Benue State, Nigeria. The result among other things reveals that television advertisements exert substantial influence on the attitude and behaviour of children viewers. The study recommended that concerned authorities, as well as parents, teachers and churches/mosques should sit up to their responsibilities to protect the future of our children by checking the activities of the advertisers and the children's viewership of television and other audio visual media. **John, C., & Sengottuvelu, C (2017)** studied the impact of television advertisements of on buying behaviour of children with reference to confectionery products such

as chocolate, candies, chewing gum and cakes /pastries and the attributes advertisements inducing children and the health issues that occur in children. Sampling method used for the study is probability sampling followed with multi-stage sampling.

Kamal, S (2013) analyzes the response of children's attitude towards television advertising. It helped in identifying children's perception about the advertisement and at what contexts children may like/dislike any commercial advertisement. The study used the quantitative approach correlation. The finding is that children's are now more aware about the good and bad aspects of TV advertisement so the marketer should understand the psychic of children's before launching any advertisement. The study focused exclusively on high school children in Karachi. **Kinsey, J. (1987)** indicated that the impact on children of cigarette advertising is greater than one would imagine it to be. It is suggested here that because present advertising of cigarettes, already limited to non-TV media, has such a great impact on children, all advertising likely to influence children, even if not aimed at them directly, should be more carefully scrutinized. Children have long been perceived as an effective 'vehicle' to create rational and emotional appeals for different target audiences, but research undertaken to evaluate advertising's impact on children has shown that its effect on them is largely negative.

Moore, E. S., & Lutz, R. J. (2000) indicated that both product trial and advertising have influences, but also that the interplay of these influences differs between older children and younger children. Depth interviews offered further

insights into these age differences such that our overall understanding of how older and younger children relate to advertisements and product consumption has been advanced. **Murty, D. T., Chowdary, D. V. R., & Rao, R. S. (2013)** explored both the beneficial and harmful effects of media on children's food habits, and to identify how the advertising industry can be regulated by formulating unified laws to prevent the over-exposure of children to the ad world. It is emphasizing on directing children's towards imbibing healthy food habits in them by suggesting parents to be more aware & regulating the advertisement targeted on children. The research concluded that advertising severely affect the eating habits of present generation children. The role of parents and legal system plays crucial role in preventing the anti-health ads influencing the children's eating habits.

Sheik, M. M. A., & Juliet, R. M. (2016) investigated the impact of television advertisement on children with special reference to confectionary product in Palayamkottai. A questionnaire was used in order to collect data on impact of television advertisement on children with special reference to confectionary product different school of Palayamkottai were visited in order to collected data .The respondent agreed with this statement that there is impact of television advertisement on children with special reference to confectionary product. **Story, M., & French, S. (2004)** examined the food advertising and marketing channels used to target children and adolescents in the US, the impact of food advertising on eating behavior, and current regulation and policies. Food marketers are interested in

youth as consumers because of their spending power, their purchasing influence, and as future adult consumers. Multiple techniques and channels are used to reach youth, beginning when they are toddlers, to foster brand-building and influence food product purchase behavior. Foods marketed to children are predominantly high in sugar and fat, and as such are inconsistent with national dietary recommendations. The purpose of this article is to

3. STATEMENT OF THE PROBLEM

Today the concept of staying competitive rather than just getting what is available in the market draw people's attention to choose the right modes of products available in the market. The edge of the competition is very marginal where the creativity and attraction of the advertisements helps the products to reach extensively in the market. Hence, the advertisement impact plays essential role that decides the children products in the survey area that have more influence on the consumers to buy and achieve the level of satisfaction after purchase. It is also important to understand whether the perception of the parents towards buying the children products as a task by the researcher to find out the reality using the questionnaire and the same is distributed among them to analyze the market situation. The study helps the market giants dealing the children product to make necessary improvement to compete with each of their respective competitors and gives a broader range of insight to enhance their market share and to support children products. The study attempted to find the advertisement creates impact among parents while opting for children products and the advertisement impact

influenced the buying behaviour children products.

3.1 OBJECTIVES OF THE STUDY

The objectives are:

1. To examine the advertisement impact on the buying children products
2. To evaluate the buying behaviour of consumers buying children products

4. METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. The research design here used is descriptive research. In this, the researcher has no control over the variables; he can only report what has happened and what is happening. The area covered is only Coimbatore city limits and the areas mainly concentrated for the study are Retail Outlets like Shopping Malls, Department Stores, Open Market, etc. in the Coimbatore city limits. These are the major purchase points for shopping covered under the geographical belt of

Coimbatore city limits were taken for the study. To accomplish the objective of the study, the researcher has to depend on both primary and secondary data. Questionnaire is a main tool for collecting the primary data. Questionnaire designed in a systematic manner covering adequate and relevant question which cover all the aspects of the study. Secondary data was collected from the company records Magazines, Journal and Websites and Other related research work on it. The sampling technique selected for the study is convenience sampling technique. The collected data analyzed with the help of tools like Simple Percentage Method, Garrett Ranking Method and Chi-Square Test.

5. ANALYSIS AND RESULTS

Demographic variables of the respondents totaling 225 number of respondents involved in children product buying behavior are classified by their age, gender, marital status, educational qualification, type of family, number of family members, occupation and monthly family income are presented in the table hereunder.

Table 1
Demographic Variables of the Respondents

Sl. No.	Demographic Variables	No of Respondents	Percentage
1.	Age		
	Below 20 years	41	18.2
	21 to 35 years	72	32.0
	36 to 50 years	54	24.0
	Above 50 years	58	25.8
2.	Gender		
	Male	125	55.6
	Female	100	44.4
3.	Marital Status		
	Married	181	80.4

	Unmarried	44	19.6
4.	Educational Qualification		
	SSLC / Hr.Sec.	5	2.2
	Under Graduate	26	11.6
	Post Graduate	53	23.6
	Technical Education	76	33.8
	Others (Professionals, etc.)	65	28.9
5.	Occupation		
	Government Employee	17	7.6
	Private Employee	85	37.8
	Business	70	31.1
	Others (Unemployed / Students / Home Maker)	53	23.6
6.	Type of Family		
	Joint	119	52.9
	Nuclear	106	47.1
7.	Size of Family		
	3 to 4 members	113	50.2
	4 to 6 members	82	36.4
	Above 6 members	30	13.3
8.	Monthly Family Income		
	Upto Rs.20000	34	15.1
	Rs.20001 to Rs.30000	80	35.6
	Rs.30001 to Rs.40000	50	22.2
	Above Rs.40000	61	27.1

The above table shows that maximum (32%) of the respondents belong to the age between 21 and 35 years, 25.8% of the respondents are in the age group of above 50 years, 24% of the respondents are in the age between 24 and 50 years and the remaining 18.2% of the respondents are in the age below 20 years. It is clear that more than half (55.6%) of the respondents are male and 44.4% of the respondents are female. It is understood that majority (80.4%) of the respondents are married and 19.6% of the respondents are not married. It is evident that maximum (33.8%) of the respondents are qualified with Technical Education, while, 28.9% of the respondents are having other

Source: Computed from Primary Data
 qualifications, 23.6% of the respondents are post graduates, 11.6% of the respondents are under graduates and the remaining 2.2% of the respondents had studied upto SSLC/H.SC. It is evident that maximum (37.8%) of the respondents are working in Private Sector, while, 31.1% of the respondents are Self-Employed, 23.6% of the respondents belong to others category (Unemployed, Students, Home Makers, etc.) and the remaining 7.6% of the respondents are employed in Government Sector. It is clear that more than half (52.9%) of the respondents are living in joint type of family and 47.1% of the respondents are living in nuclear type of family. It is understood that more than

half (50.2%) of the respondents stated small (3 to 4 members) size family, 36.4% of the respondents indicate medium size (4 to 6) members in their family and the remaining 13.3% of the respondents opined large (above 6 members) size family. It is observed that maximum (35.6%) of the respondents are having monthly income between Rs.20,001 and Rs.30,000, while 27.1% of the respondents are having monthly income above Rs.40000, 22.2% of the respondents indicated from Rs.30,001 to 40,000 and

the remaining 15.1% of the respondents opined upto Rs.20,000/- per month.

2. ATTRACTIVE FEATURES OF ADVERTISEMENT

Rating of the respondents based on the attractive features of advertisement influenced their buying behaviour was based on different aspects classified such as Picturisation, Innovative ideas used, celebrity endorsement, exhibition of product features and brand endorsement on children products. The classification was with strongly agreed to strongly disagreed.

Table 2
Rating on Attractive Features of Advertisement

Features	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
Picturization	137	51	18	6	13
	60.9	22.7	8.0	2.7	5.8
Innovative ideas used	13	54	82	71	5
	5.8	24.0	36.4	31.6	2.2
Celebrity Endorsement	32	66	38	48	41
	14.2	29.3	16.9	21.3	18.2
Exhibition of product features	13	19	56	76	61
	5.8	8.4	24.9	33.8	27.1
Brand Endorsement	30	35	31	24	105
	13.3	15.6	13.8	10.7	46.7

Source: Computed from Primary Data

The table 2 showed that 60.9% of the respondents were strongly agreed and 22.7% of the respondents were agreed about the Picturization as attractive features of advertisement on children products. Around 8% of the respondents - were neutral, 2.7% of the respondents were disagreed and 5.8% of the respondents were strongly disagreed about the Picturization as attractive features of advertisement on children products. It is noticed that 5.8% of the respondents were strongly agreed and 24% of the respondents were agreed about the

innovative ideas used as attractive features of advertisement on children products. Around 36.4% of the respondents were neutral stand, 31.6% of the respondents were disagreed and 2.2% of the respondents were strongly disagreed about the innovative ideas used as attractive features of advertisement on children products. It is clear that 14.2% of the respondents were strongly agreed and 29.3% of the respondents were agreed about the celebrity endorsement as attractive features of advertisement on children products. 16.9% of the

respondents were neutral about the celebrity endorsement. 21.3% of the respondents were disagreed and 18.2% of the strongly disagreed about the celebrity endorsement as attractive features of advertisement on children products. It is noticed that 5.8% of the respondents were strongly agreed and 8.4% of the respondents were agreed about the exhibition of product features as attractive features of advertisement on children products. 24.9% of the respondents were neutral about the exhibition of product features. 33.8% of the respondents were disagreed and 27.1% of the respondents

were strongly disagreed about the exhibition of product features as attractive features of advertisement on children products. It is clear that 13.3% of the respondents were strongly agreed and 15.6% of the respondents were agreed about the brand endorsement as attractive features of advertisement on children products. 13.8% of the respondents were neutral about the brand endorsement. 10.7% of the respondents were disagreed and 46.7% of the respondents were strongly disagreed about brand endorsement as attractive features of advertisement on children products.

Table 3
Garrett Ranking on Attractive Features of Advertisement

Features	Garrett Score	Garrett Mean	Garrett Rank
Picturization	17110	76.04	1
Innovative ideas used	11230	49.91	3
Celebrity Endorsement	11250	50.00	2
Exhibition of product features	8190	36.40	5
Brand Endorsement	8470	37.64	4

Source: Computed from Table 2

Based on the rating towards attractive features of advertisement influenced the consumers to buy children products considering all five aspects from which the first rank was for the statement Picturisation with the mean of 76.04, followed by the second rank was for celebrity endorsement with the mean of 50.00, the third rank was for Innovative ideas used with the mean of 49.91, while, fourth rank was towards brand endorsement with the mean of 37.64 and finally, the least rank was for the statement

exhibition of product features with the mean of 36.40.

5.3. CHI-SQUARE TEST: DEMOGRAPHICS AND BUYING BEHAVIOUR

A comparison with select *demographic variables* (Age, Gender, Educational Qualification, Occupation and Monthly income) and the *Influence of buying behavior on children Products* was done to find the association between the two factors.

Table 4: Select Demographic Variables of the Respondents and Influence of Buying behavior on children Products

Buying Behavior	Age (df=12, TV=21.026)	Gender (df=4, TV=9.488)	Educational Qualification (df=16, TV=26.296)	Occupation (df=12, TV=21.206)	Monthly Income (df=12, TV=21.026)

I buy the products for its brand image	32.652* (Sig.0.004)	23.429* (Sig.0.000)	13.107 (Sig.0.665)	10.136 (Sig.0.604)	10.693 (Sig.0.555)
Price is comparatively less and worth spending	20.107 (Sig.0.065)	28.882* (Sig.0.000)	14.576 (Sig.0.556)	14.997 (Sig.0.242)	18.725 (Sig.0.095)
Advertisement and Celebrity Endorsement influenced my buying behaviour	21.484* (Sig.0.044)	40.096* (Sig.0.000)	18.708 (Sig.0.284)	26.194* (Sig.0.010)	20.972* (Sig.0.051)
Product features and quality aspects influenced before purchase	17.062 (Sig.0.147)	30.771* (Sig.0.000)	19.046 (Sig.0.266)	26.567* (Sig.0.009)	10.691 (Sig.0.556)
Promotional offers and sales personnel influenced at the time of purchase	24.203* (Sig.0.019)	9.501 (Sig.0.500)	15.634 (Sig.0.479)	15.219 (Sig.0.509)	5.576 (Sig.0.936)
I am completely satisfied about the products on post purchase	28.384* (Sig.0.005)	15.155* (Sig.0.004)	32.118* (Sig.0.010)	6.131 (Sig.0.909)	9.636 (Sig.0.648)

Source: Computed from Primary Data

* Significant @ 5%

5.3.1. Age and Buying Behaviour of children products

H₀: There is no significant relationship between Age and influence of buying behaviour of children products

H₁: There is significant relationship between Age and influence of buying behaviour of children products

It is found that the chi-square value (32.652, Sig.0.004) is more than the table value = 21.026 (df-12) at 5% level, shows significant association between age and buying behaviour of children products based on brand image to reject the null hypothesis and accept the alternative hypothesis. It is also clear that the chi-square value (21.484, Sig.0.044) is more than the table value = 21.026 (df-12) at 5% level, shows significant association between age and influence of advertisement and celebrity endorsement

in buying behavior of children products to reject the null hypothesis and accept the alternative hypothesis. It is evident that the chi-square value (24.203, Sig.0.019) is more than the table value = 21.026 (df-12) at 5% level, shows significant association between age and promotional offers and sales personnel during purchase influenced in buying behavior of children products to reject the null hypothesis and accept the alternative hypothesis. It is understood that the chi-square value (28.384, Sig.0.005) is more than the table value = 21.026 (df-12) at 5% level, shows significant association between age and satisfaction after purchase influenced in buying behavior of children products to reject the null hypothesis and accept the alternative hypothesis.

5.3.2. Gender and Buying Behaviour of children products

H₀: There is no significant relationship between Gender and influence of

buying behaviour of children products

H₁: There is significant relationship between Gender and influence of buying behaviour of children products

It is found that the chi-square value (23.429, Sig.0.000) is more than the table value = 9.488 (df-4) at 5% level shows significant association between Gender and buying behaviour of children products based on brand image to reject the null hypothesis and accept the alternative hypothesis. It is observed that the chi-square value (28.882, Sig.0.000) is more than the table value = 9.488 (df-4) at 5% level shows significant association between Gender and price comparatively less and worth spending for buying behavior of children products to reject the null hypothesis and accept the alternative hypothesis. It is clear that the chi-square value (40.096, Sig.0.000) is more than the table value = 9.488 (df-4) at 5% level shows significant association between Gender and advertisement based celebrity endorsement influenced buying behavior of children products to reject the null hypothesis and accept the alternative hypothesis.. It is inferred that the chi-square value (30.771, Sig.0.000) is more than the table value = 9.488 (df-4) at 5% level shows significant association between Gender and promotional offers and sales personnel influenced in buying behavior of children products to reject the null hypothesis and accept the alternative hypothesis. It is clear that the chi-square value (15.155, Sig.0.004) is more than the table value = 9.488 (df-4) at 5% shows significant association between Gender and satisfaction after purchase influenced in buying behavior of children products to

reject the null hypothesis and accept the alternative hypothesis.

5.3.3. Educational Qualification and Buying Behaviour of children products

H₀: There is no significant relationship between Educational Qualification and influence of buying behaviour of children products

H₁: There is significant relationship between Educational Qualification and influence of buying behaviour of children products

It is clear that the chi-square value (32.118, Sig.0.010) is more than the table value = 26.296 (df-16) at 5% shows significant association between Educational Qualification and satisfaction after purchase influenced in buying behavior of children to reject the null hypothesis and accept the alternative hypothesis.

5.3.4. Occupation and Buying Behaviour of children products

H₀: There is no significant relationship between Occupation and influence of buying behaviour of children products

H₁: There is significant relationship between Occupation and influence of buying behaviour of children products

It is found that the chi-square value (26.194, Sig.0.010) is more than the table value = 21.026 (df-12) at 5% level shows significant association between Occupation and advertisement based celebrity endorsement influenced in buying behavior of children products to reject the null hypothesis and accept the alternative hypothesis.. It is evident that the chi-square value (26.567, Sig.0.009) is

more than the table value = 21.026 (df-12) at 5% level shows significant association between Occupation and promotional offers and sales personnel influenced in buying behavior of children products to reject the null hypothesis and accept the alternative hypothesis..

5.3.5. Monthly Income and Buying Behaviour of children products

H₀: There is no significant relationship between Monthly Income and influence of buying behaviour of children products

H₁: There is significant relationship between Monthly Income and influence of buying behaviour of children products

It is found that the chi-square value (20.972, Sig.0.051) is more than the table value = 21.026 (df-12) at 10% level shows significant association between Monthly Income and advertisement based celebrity endorsement influenced buying behavior of children products to reject the null hypothesis and accept the alternative hypothesis..

6. SUMMARY OF THE RESULTS

- ❖ Maximum (32% of the respondents belong to the age between 21 and 35 years,
- ❖ More than half (55.6%) of the respondents are male
- ❖ Majority (80.4%) of the respondents are married
- ❖ Maximum (33.8%) of the respondents are qualified with Technical Education,
- ❖ Maximum (37.8%) of the respondents are working in Private Sector,
- ❖ More than half (52.9%) of the respondents are living in joint type of family

- ❖ More than half (50.2%) of the respondents stated small (3 to 4 members) size family.
- ❖ Maximum (35.6%) of the respondents are having monthly income between Rs.20,001 and Rs.30,000,
- ❖ It is found that the rating towards attractive features of advertisement influenced the consumers to buy children products considering all five aspects from which the first rank was for the statement Picturisation and the least rank was for the statement exhibition of product features.
- ❖ It is found that there is significant association between age and buying behaviour of children products based on brand image
- ❖ It is found that there is significant association between age and influence of advertisement and celebrity endorsement in buying children products
- ❖ It is found that there is significant association between age and promotional offers and sales personnel during purchase influenced in buying behavior of children products
- ❖ It is found that there is significant association between age and satisfaction after purchase influenced in buying behavior of children products.
- ❖ It is found that there is significant association between Gender and buying behaviour of children products based on brand image
- ❖ It is found that there is significant association between Gender and price comparatively less and worth spending for buying behaviour of children products
- ❖ It is found that there is significant association between Gender and

advertisement based celebrity endorsement influenced on buying behaviour of children products

- ❖ It is found that there is significant association between Gender and promotional offers and sales personnel influenced in buying behaviour of children products
- ❖ It is found that there is significant association between Gender and satisfaction after purchase influenced in buying behaviour of children products
- ❖ It is found that there is significant association between Educational Qualification and satisfaction after purchase influenced in buying behaviour of children products.
- ❖ It is found that there is significant association between Occupation and advertisement based celebrity endorsement influenced on buying behaviour of children products
- ❖ It is found that there is significant association between Occupation and promotional offers and sales personnel influenced in buying behaviour of children products.
- ❖ It is found that there is significant association between Monthly Income and advertisement based celebrity endorsement influenced on buying behaviour of children products.

7. DISCUSSION AND CONCLUSION

Most children pressure their parent attitude and buying behaviour because of

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Picturization. The affluent contented of the advertisement represent the thought into the minds of children where there is likeability and trustworthiness of the advertisement is additional entertaining that not only helped them enjoy but also motivate them to buy and try the product. Therefore, it is suggested that the advertisers shall remain the fact in mind that what they were in attendance in the advertisement is provided to the children in real time. If the real time content does not meet the enjoyment and expectation of children, the loyalty of children shall become inverse leading towards product downfall. The advertisements for children products are not fast moving in creating responses among its consumers. The present study aimed at studying the influence of television advertisements on buying behavior of the children products. The study portrayed very interesting results and thus it is concluded from the study that female customers are most attracted by the advertisement and influence to buy the children products. The study proved that there is a significant variation among gender and income level on the influence of television advertisements enhance the engagement process of buying. It can also be concluded from the study that buying behaviour of female individuals is more influenced by the television advertisements than their male on children products.

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