

Examining Media Scheduling Strategies: Influence On Children's Preferences For Confectionary Products In Thanjavur District

P. Nandhini^{1*}, Dr. R. Subashini²

^{1*}Research Scholar, PG and Research Department of Commerce, A.V.V.M. Sri Pushpam College (Autonomous), Thanjavur- 613 503, (Affiliated to Bharathidasan University, Tiruchirappalli - 620 024) Tamilnadu, India

²Assistant Professor, PG and Research Department of Commerce, A.V.V.M. Sri Pushpam College (Autonomous), Thanjavur- 613 503, (Affiliated to Bharathidasan University, Tiruchirappalli - 620 024) Tamilnadu, India

Citation: P. Nandhini et.al (2024), Examining Media Scheduling Strategies: Influence On Children's Preferences For Confectionary Products In Thanjavur District., Educational Administration: Theory And Practice, 30(2), 1140-1146
Doi 10.53555/kuey.v30i2.5011

ARTICLE INFO

ABSTRACT

Advertising has become a lucrative industry, with several sectors such as magazines, cable TV, newspapers, and other media, non-media, and communication companies relying heavily on advertising revenue for their survival. This study was done to assess the influence of media scheduling on the advertising of confectionery items. The researchers conducted this study to assess the influence of media scheduling on the advertisement of confectionery products. The study aims to achieve the following objectives. The objectives of this study are: (i) to provide a detailed description of the socio-economic characteristics of the participants, (ii) to determine the extent to which media scheduling of advertisements affects them, and (iii) to analyse the effects of media scheduling on advertisement impact. The researcher employed a convenient sampling approach to gather data in the study area. When collecting data, researchers make sure to include families with children who consume confectionery items. The study area for this research is the city of Thanjavur, which is limited to 175 samples. The researcher utilised percentage analysis to provide the socio-economic profile of the sample respondents. Additionally, the chi-square test was employed to identify the components that influence the amount of media scheduling for advertising confectionary products. This study determined that the media chosen by the manufacturer was highly successful. However, it is recommended that the manufacturer modify their media scheduling in the future depending on preferences and testing. Ultimately, the decision lies in the hands of the manufacturer..

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

INTRODUCTION

In contemporary times, advertising has become a lucrative industry, with various sectors such as magazines, cable TV, newspapers, and other media, non-media, and communication industries relying heavily on advertising revenue for their sustenance (Gopinath, 2019a). Corporate entities employ several strategies to capture our attention initially and ultimately obtain our financial support.

Occasionally, these endeavours entail illicit, unscrupulous, or deceitful tactics, which include making misleading assertions and relying on inaccurate data. Recently, there have been several discussions regarding the social difficulties in advertising, and the severe effects of inappropriate advertising have been highlighted (Karthick et al., 2020a).

The social consequences of inappropriate advertising typically manifest as detrimental impacts on child psychology, human behaviour, value systems, and perception. These include an increase in materialism, the promotion of consumerism and corruption, a decrease in the integrity and self-confidence of women, and the deterioration of family relationships.

Dorothy Cohen (1948) Advertising is a commercial practise that utilises innovative methods to create compelling messages in mass media. These messages aim to promote concepts, products, and services in a way that aligns with the advertiser's goals, satisfies consumers, and contributes to social and economic well-being.

Borden and Marshall (1971) The definition provided asserts that advertising encompasses the deliberate dissemination of visual or spoken messages to specific target audiences. The primary objective of these communications is to enlighten and persuade individuals to purchase items or services, or to develop a positive inclination towards ideas, individuals, trademarks, or institutions being promoted. Unlike publicity and other forms of propaganda, advertising messages are associated with the marketer by a signature or oral remark. Advertising is a business transaction where payment is made to publishers, broadcasters, or others who use media for promotion.

INDIAN CONFECTIONERY MARKET

The Indian Confectionery market is seeing rapid growth and generated a substantial revenue of USD 11.56 billion in 2019. The market is projected to experience a compound annual growth rate (CAGR) of 6.7% from 2019 to 2023. In 2019, the Confectionery segment had an average volume of 2.3 kg per person. India is among the top 10 countries globally in terms of income generation in this business. Based on Euro monitor's analysis, the chocolate confectionery industry is forecasted to see a 4% compound annual growth rate (CAGR) in terms of retail value, using constant 2017 prices. It is anticipated that the industry will reach a value of INR 148 billion by the year 2022. Metropolitan areas in India, including Delhi/NCR, Mumbai, Hyderabad, Bengaluru, Chandigarh, Chennai, and Kolkata, are prominent contributors to the high demand for candies in the country.

SCOPE OF THE STUDY

This study examined the influence of media scheduling of advertisements on children's desire for confectionary items, with a particular emphasis on the challenges associated with selling such products. Companies are endeavouring to entice children in order to generate a desire for confectionary products.

Merely relying on the flavour of items is insufficient to drive sales. Additional advertising efforts are required to captivate the attention of children (Gopinath, 2019b). Hence, the campaign should effectively target parents, as they are discerning about the quality of products. Therefore, it is the responsibility of companies to create compelling advertisements in order to capture the interest of children, and to provide high-quality products in order to gain the attention of parents (Jaya & Gopinath, 2020). This study was done to assess the influence of media scheduling on the advertising of confectionery items.

STATEMENT OF THE PROBLEM

The confectionery sector in India is categorised into various segments, including chocolates, hard-boiled candies, toffees, chewing gum, lollipops, bubble gum, mints, and lozenges. The category is predominantly consumed in metropolitan areas, with a 73% preference for urban markets and a 27% preference for rural markets. Additives play a crucial role in the production of confectionery products. These factors significantly influence the rheological properties, functional characteristics, and shelf life of these items. Furthermore, there is a growing global emphasis on the manufacturing of nutritious confectionary items (Karthick et al., 2020b). In the present era, only engaging in manufacturing and delivering goods is insufficient, since the dynamics of business operations have evolved. It has become imperative to captivate clients in a fiercely competitive market. Advertising is an integral component of effective marketing strategies employed by successful organisations, especially those involved in exports. These companies not only focus on enhancing the quality of their products, but also employ dynamic media and influential techniques to engage their target audience (Usharani & Gopinath, 2020a). Due to advancements in technology during the past century, the media has increasingly infiltrated the domestic environment of families.

The level of penetration has now reached a stage where, even if we disregard the constantly connected younger generation, it is evident that people devote more time to consuming media than they do to working. Approximately 60% of our active hours during the day, which amounts to roughly ten and a half hours, are dedicated to engaging with various forms of media (Humayun, 2007). Nevertheless, as new media emerges and garners a broader viewership, television is confronted with the peril of relinquishing its portion of the advertising market. Effective media scheduling is crucial for reaching the advertisement to the target customers. The choice of television channel and timing of advertisements are crucial due to their high cost and their ability to effectively reach the intended audience. The researchers conducted this study to examine the effects of media scheduling on the advertisement of confectionery products.

OBJECTIVES OF THE STUDY

The following are the objectives of the study.

1. To provide an overview of the respondents' socio-economic characteristics.
2. To determine the extent of influence exerted by the timing and frequency of advertisement placement in the media.
3. To assess the influence of media scheduling on advertising.

SAMPLE DESIGN AND TOOLS

The researcher employed a convenient sampling approach to gather data in the study area. When collecting data, researchers make sure to include families with children who consume confectionery items. The study area chosen for this research is the city of Thanjavur, which is limited to a total of 175 samples. The participants in this study are minors. However, in order to obtain greater precision, the data was not directly obtained from the children themselves, but rather from their parents. A systematic questionnaire was produced and utilised to gather data. After data collection, the information was inputted into MS-Excel and subsequently transferred to SPSS for further analysis..

The researcher utilised percentage analysis to present the socio-economic profile of the sample respondents and employed the chi-square test to identify the components that influence the amount of media scheduling for advertising 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 study collected responses from a total of 175 participants, comprising 83 males (47.43%) and 92 females (52.57%). The gender distribution within the sample indicates a relatively balanced representation of both males and females. This information is fundamental for understanding the demographic composition of the study and forms the basis for subsequent analyses and interpretations.

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 research included participants across different age groups, with 34.86% falling in the "Up to 30 years" category, 54.28% in the "31 years to 50 years" range, and 10.86% being "Above 50 years." The age distribution illustrates a diverse representation of respondents across various life stages. This information is crucial for understanding the demographic profile of the study's participants and can contribute to interpreting the research findings in the context of different age cohorts.

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 study investigated the family types of the respondents, revealing that 47.43% belonged to joint families, while 52.57% were part of nuclear families. This data provides insights into the family structures represented in the research sample, indicating a relatively balanced distribution between joint and nuclear families. Understanding the family dynamics of the participants is crucial for contextualizing and interpreting the research findings in relation to different family types.

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 analysis of respondents' occupations in the study indicates a diverse occupational distribution. Among the participants, 13.71% were government employees, 45.71% worked in the private sector, 15.44% were professionals, and 25.14% fell into the "Others" category. This occupational diversity within the sample suggests a representation of individuals from various sectors, providing a nuanced perspective on the study's subject matter. Understanding the occupational backgrounds of the respondents is essential for contextualizing and interpreting the research findings in relation to different professional groups.

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 study examined the monthly income distribution of the respondents, revealing a varied financial landscape within the sample. Among the participants, 26.29% reported a monthly income of less than Rs. 25,000, 33.71% fell in the Rs. 25,001 to Rs. 50,000 range, 19.43% reported an income between Rs. 50,001 to Rs. 75,000, and 20.57% indicated an income above Rs. 75,000. This income diversity within the study's sample offers valuable context for interpreting the research findings, as it reflects the economic heterogeneity of the respondents. Understanding the participants' income levels is crucial for drawing insights into how financial factors may influence their perspectives or behaviors in the study's context.

Level of impact of media scheduling

The researcher conducted a study using fifteen variables to determine the extent of media scheduling's impact and identify the factors that influence the scheduling of confectionary product advertisements. The subsequent table illustrates the degree of influence.

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 study assessed the perceived impact of media scheduling, with respondents providing feedback on different levels. The distribution is as follows:

1. Low Impact:

- Number of respondents: 21
- Percentage: 12.00%

2. Medium Impact:

- Number of respondents: 47
- Percentage: 26.86%

3. High Impact:

- Number of respondents: 107
- Percentage: 61.14%

The majority of respondents (61.14%) perceived a high impact of media scheduling, indicating a significant influence on their preferences or perceptions. Meanwhile, 26.86% perceived a medium impact, and 12.00%

perceived a low impact. Understanding these perceptions is crucial for evaluating the effectiveness of media scheduling strategies in the context of the study.

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 study explored the relationship between socio-economic factors and the perceived impact of media scheduling through Chi-square tests. The results are summarized as follows:

1. Gender:

- Chi-square test value: 22.185
- P-Value: 0.001
- Result: The relationship between gender and the impact of media scheduling is statistically significant.

2. Age Group:

- Chi-square test value: 19.773
- P-Value: 0.001
- Result: The relationship between age group and the impact of media scheduling is statistically significant.

3. Family Type:

- Chi-square test value: 27.021
- P-Value: 0.001
- Result: The relationship between family type and the impact of media scheduling is statistically significant.

4. Occupation:

- Chi-square test value: 34.339
- P-Value: 0.001
- Result: The relationship between occupation and the impact of media scheduling is statistically significant.

5. Monthly Income:

- Chi-square test value: 28.314
- P-Value: 0.001
- Result: The relationship between monthly income and the impact of media scheduling is statistically significant.

The results indicate that each of the socio-economic factors (gender, age group, family type, occupation, and monthly income) has a statistically significant association with the perceived impact of media scheduling. These findings provide valuable insights into how different demographic and socio-economic factors may influence individuals' perceptions of media scheduling effectiveness.

FINDINGS

- The female respondents constitute a majority (52.57%) of the total.
- Over half (54.28%) of the participants are between the age range of 31 to 50 years.
- The nuclear family constitutes the majority (52.57%) of the respondents.
- 45.71% of the respondents are employed in the private sector.
- The largest proportion (33.71%) of the respondents have a monthly income ranging from Rs. 25,001 to Rs. 50,000.
- A significant majority (61.14%) of the respondents reported a substantial impact of media scheduling, indicating that corporations are effectively choosing the most suitable media and scheduling for their commercials.
- The variables of gender, age group, family type, occupation, and monthly income have a substantial influence on the amount of impact of media scheduling, with a significance level of 5%.

SUGGESTIONS

Upon analysing the research findings, the researcher has discovered a multitude of new advancements occurring in the advertising industry. The modern advertisers are confronted with a wide range of issues due to the rapid advancement of technology, the heightened awareness of customers, intensified competition, and increased social responsibility (Usharani & Gopinath, 2020b). In order to capitalise on the expanding confectionery market, advertisers must meticulously select both the content of their message and the medium through which it is delivered.

1. Consumers are increasingly well-informed about current trends, so they attach greater importance to ethical advertisements, values, and advertisements that effectively communicate the appropriate social messages. Consequently, the researcher has proposed several recommendations for the study.
2. It is recommended that the Government should formulate advertising regulations. It is recommended that the government exercise caution while formulating rules and regulations for advertisements.
3. It is recommended that all advertisements undergo careful examination on the assertions they make, and that the substances adhere to the standards established by reputable organisations.
1. Recent shifts in the global economy should not alter the cultural substance of advertising efforts.
4. It is proposed that acquiring knowledge about cultural disparities could result in effective advertising.
5. It is recommended that advertising refrain from compelling individuals to purchase products beyond their financial capabilities, as advertising manipulates our psychological processes and generates a powerful inclination to acquire items that may be unnecessary.

CONCLUSION

Through this current investigation, the researcher has discovered numerous recent advancements occurring in the advertising industry. Consumers ought to disregard celebrity endorsements and instead prioritise the product itself and its distinctive attributes. When selecting a celebrity to endorse their product, the company should establish a connection between the product and the target consumer. Celebrities should possess comprehensive understanding of the brand and confectionery product they are endorsing at all times. Consumers should stay informed about international advertisements in order to make informed judgements when purchasing confectionery items. Currently, there are numerous concerns arising regarding the manufacturing process and ingredients of products. It is imperative for manufacturers to adhere to government regulations during the production of goods. The researcher recognised the significance of advertisement as it serves as the means through which products are brought to the attention of consumers. The researcher utilised three criteria to assess the influence of confectionery product advertising in the study area, specifically targeting youngsters. Additionally, media scheduling is a crucial decision made by organisations in this context. This study determined that the manufacturer's media selection was highly successful. However, in the future, the media scheduling should be modified depending on preferences and testing. Ultimately, the responsibility for making these changes lies with the manufacturer.

REFERENCE

1. Ahsan Habib, Shahadat Hossain and Thomas Oma (2015), "Impact of Advertisement on Consumer choice: A Case of SME and Consumers", Singaporean Journal of business Economics, And Management studies, Vol.4, No.5, pp. 1 – 15.
2. Alba, J.W. & Hutchinson, J.W. (1987). "Dimensions of consumer expertise", *Journal of Consumer Research*, 13, pp. 411-454.
3. Cross Ogohi Daniel (2019), conducted study topic entitled, "Effect of Advertisement on Consumer Brand Preference", *International Journal of Business Marketing and Management (IJBMM)* Volume 4, Issue 3, March, pp. 26-31. Ramzan Sama (2019), "Impact of Media Advertisements on Consumer Behaviour", *Journal of Creative Communications*, 14(1) pp. 54– 68.
4. Erfgen, C. (2011), "Impact of Celebrity Endorsement on Brand Image: A Communication Process Perspective on 30 years of Empirical Research", *Research Papers in Marketing and Retailing* University of Hamburg, (40), University of Hamburg, pp. 1-24.
5. Gopinath, R. (2019b). Factors Influencing Consumer Decision Behaviour in FMCG. *International Journal of Research in Social Sciences*, 9(7), 249-255.
6. Gopinath, R. (2019c). Consumer Perception on Brand Awareness of Household Fabric Care Products, *International Journal of Scientific Research and Reviews*. 8(2), 3418-3424. (UGC Listed)
7. Jeya, J., & Gopinath, R. (2020). Customer Service Techniques and National Insurance Company Efficiency, *International Journal of Management*, 11(12), 3776-3784.

8. Jooyoung Kim and Jon D. Morris (2003), "The effect of advertising on the market value of firms: Empirical evidence from the Super Bowl ads", *Journal of Targeting, Measurement and Analysis for Marketing*, Vol. 12, 1, pp. 53–65.
9. Karthick, S., Saminathan, R., & Gopinath, R. (2020a). A Study on the Problems faced by Farmers in Paddy Marketing of Cauvery Delta Region, Tamilnadu, *International Journal of Management*, 11(10), 2155-2164.
10. Karthick, S., Saminathan, R., & Gopinath, R. (2020b). Agricultural Marketing – An Overview, Tamilnadu, *International Journal of Management*, 11(11), 3007-3013.
11. Lakshmanan. D and Dr. Rabiyaathul Basariya. S, (2015) Factors Affecting the Effectiveness of Advertising in the Current Scenario "Advertising Factors are Immune to Business which Aspire to Inspire before You Expire", *International Journal of Science and Research*, Vol. 6, Issue 1, pp. 1264 – 1267.
12. Mohit Bansal and Shubham Gupta (2014), Impact of Newspaper Advertisement on Consumer Behavior, *Global Journal of Finance and Management*, Vol. 6, No. 7, pp. 669-674.
13. Naveen Rana (2015), "Effects of Advertisements on Children with Special Reference to Confectionary Products in India", *International Journal of New Technology and Research (IJNTR)*, Volume-1, Issue-2, pp. 01 – 04.
14. Ramzan Sama (2019), "Impact of Media Advertisements on Consumer Behaviour", *Journal of Creative Communications*, 14(1) pp. 54–68.
15. Samar Fatima and Samreen Lodhi (2015), Impact of Advertisement on Buying Behaviours of the consumers: Study of Cosmetic Industry in Karachi City, *International Journal of Management Sciences and Business Research*, Vol-4, Issue 10, pp. 125 – 137.
16. Usharani, M., & Gopinath, R. (2020a). A Study on Consumer Behaviour on Green Marketing with SS reference to Organic Food Products in Tiruchirappalli District, *International Journal of Advanced Research in Engineering and Technology*, 11(9), 1235-1244.
17. Usharani, M., & Gopinath, R. (2020b). A Study on Customer Perception on Organized Retail Stores in Tiruchirappalli Town, Bangalore, *International Journal of Management*, 11(10), 21282138.