



A Study On Parents Attitude Towards Sales Promotion Of Confectionary Product For Children In Coimbatore City

^{1*}Dr. R. Mayilsamy ^{2*}Mr. Anushkumar T S

^{1*}ASSOCIATE PROFESSOR, DR. N.G.P. ARTS AND SCIENCE COLLEGE, COIMBATORE, TAMIL NADU, INDIA

^{2*}STUDENT, DR. N.G.P. ARTS AND SCIENCE COLLEGE, COIMBATORE, TAMIL NADU, INDIA

Abstract: This study investigates the attitudes of parents in Coimbatore towards sales promotions of confectionery products for children. It explores the factors that influence parents' purchasing decisions, their purchasing behaviour, and their concerns regarding the impact of sales promotions on children's consumption. A survey of 120 parents was conducted. The findings indicate that while parents are influenced by sales promotions, particularly price-based incentives, they also have significant concerns about the health implications of confectionery products, especially concerning sugar content and dental health. The study concludes that confectionery marketers need to consider these dual influences to develop effective and responsible promotional strategies.

Keyword: Confectionery product

I INTRODUCTION

The confectionery industry uses sales promotions to encourage quick consumer action and short-term sales growth. These promotions, which provide immediate value like discounts or samples, are different from advertising that focuses on long-term brand development. In recent years, there's been a growing concern among parents and health experts about the confectionery industry's use of sales promotions to target children. Parents in Coimbatore, like those in other areas, face the challenge of considering their children's desires against the health implications of sugary treats. This study aims to investigate parents' attitudes in Coimbatore towards sales promotions of confectionery products for children. It will explore the factors that shape these attitudes to inform more responsible marketing practices and support children's well-being.

II OBJECTIVES OF THE STUDY

1. To analyse parents' purchasing behaviour regarding confectionery products intended for children.
2. To investigate parents' worries about confectionery promotions' effects on children's health.

III STATEMENT OF THE PROBLEM

In recent years, the confectionery industry has increasingly employed various sales promotion techniques to target children, which has led to growing concerns among parents and health experts. Parents face the challenge of balancing their children's desires for these products with the increasing awareness of the potential health risks associated with excessive consumption of sugary treats. This study aims to explore and understand parents' attitudes and purchasing behaviours in Coimbatore towards sales promotions of confectionery products intended for children, as well as to investigate their worries about the effects of these promotions on children's health.

IV RESEARCH METHODOLOGY TOOLS AND TECHNIQUES USED

The analysis has been made through the questionnaire

- Ranking Analysis
- T – Test Analysis

RANKING ANALYSIS

Rank analysis refers to statistical methods that help to measure ordinal association, which is the relationship between the rankings of different ordinal variables or different rankings of the same variable. A "ranking" involves assigning labels such as "First," "Second," "Third," etc., to different observations of a variable. Rank analysis evaluates the degree of similarity between two rankings and can be used to assess the significance of their relationship between them.

T - TEST ANALYSIS

A T-test is a statistical test used to compare the means of two groups to determine if they are significantly different from each other. It is commonly used in hypothesis testing when sample sizes are small, and the population standard deviation is unknown.

V LIMITATIONS OF THE STUDY

The study on parents' attitudes towards sales promotion of confectionery products for children in Coimbatore city has a few limitations: the sample size may not be fully representative of all parents in the city, self-reported data could be biased due to personal perceptions, and the research is specifically limited to confectionery products, thus excluding other food categories.

VI ANALYSIS AND INTERPRETATION

TABLE SHOWING THE PARENTAL CONCERNS LEADING TO RESTRICTION OF CHILDRENS CONSUMPTION

Table 1

S.NO	REASON FOR RESTRICTION	NO. OF RESPONDENTS	PERCENTAGE (%)	RANK
1	Dental Problems	96	80%	1
2	Sugar Content	68	56.70%	2
3	Artificial Ingredients	61	50.80%	3
4	Behavioural Concerns	42	35%	4

(SOURCE: Primary Data)

Table showing that parents concern about dental problems (80%) overwhelmingly drive restrictions on children's consumption, followed by sugar content (56.7%) and artificial ingredients (50.8%) and behavioural concerns (35%) also playing a role, highlighting a strong focus on health-related factors in dietary decisions for children.

TABLE SHOWING THE RELATIONSHIP BETWEEN THE GENDER AND THE FREQUENCY OF PURCHASE OF CONFECTIONARY PRODUCTS FOR THEIR CHILDREN

Table 2

	Gender	N	Mean	Std. Deviation	Std. Error Mean
FREQUENCY OF PURCHASE OF CONFECTIONERY PRODUCTS FOR YOUR CHILDREN?	Male	77	2.68	.880	.100
	Female	43	2.93	.828	.126

An independent samples t-test was conducted to compare the average frequency of confectionery product purchases for children based on the gender of the respondent (Male vs. Female). The results show that male respondents (n = 77) had a mean purchase frequency of 2.68 (SD = 0.880), while female respondents (n = 43) had a slightly higher mean purchase frequency of 2.93 (SD = 0.828). The difference in mean values is minimal, and the standard error of the mean is also small for both groups (0.100 for males and 0.126 for females). Based on this data, there appears to be a minor difference in the frequency of confectionery product purchases for children reported by male and female respondents

Table 3

F	Sig.	t	df	Sig. (2-tailed)	RESULT
1.261	.264	-1.553	118	.123	SIGNIFICANT
		-1.581	91.587	.117	

A t-test was done to see if there is a difference between male and female respondents in the average frequency of purchasing confectionery products for their children. The results showed no significant difference between the two groups, as the p-value is 0.123, which is much higher than 0.05. This means that both male and female respondents are willing to purchase confectionery products for their children at a similar frequency, and their gender does not have a meaningful effect on how often they make these purchases. The table concludes that there is no significant difference between the gender of the respondent and the frequency of purchasing confectionery products for their children, as the significance value is more than 0.05.

VII FINDINGS

The study on parents' attitudes towards sales promotions of confectionery products for children in Coimbatore revealed that parental concerns about children's health significantly influence their decisions, with dental problems being the most prominent reason for restricting consumption. While there was a slight difference observed in the frequency of confectionery purchases between male and female respondents, statistical analysis indicated no significant gender-based difference in purchasing behaviour. In essence, health concerns are a primary driver of parental attitudes, overshadowing gender as a factor in the frequency of confectionery product purchases for children.

VIII SUGGESTIONS

To address the concerns highlighted in the study, confectionery marketers should prioritize developing health-conscious promotions that emphasize healthier product options, transparently label products with detailed nutritional information, and engage in educational campaigns promoting moderation and balanced diets. Future research could enhance the generalizability of findings by expanding sample sizes, investigating specific factors influencing purchasing decisions, and conducting long-term studies on the impact of confectionery consumption on children's health.

IX CONCLUSION

The study on parents' attitudes towards sales promotions of confectionery products for children in Coimbatore concludes that parents' concerns about the health implications of these products, particularly regarding dental health, significantly influence their decisions regarding their children's consumption. While there was an analysis of gender and purchase frequency, the research found no significant difference in purchasing behaviour between male and female respondents. This highlights the importance of health considerations in parents' attitudes towards confectionery sales promotions aimed at children, suggesting that marketers should prioritize addressing these concerns in their strategies.

X REFERENCES

- Ruchira Pranjale and Nilesh Anute (2022), Advertisement Strategies adopted for Confectionery Products by FMCG Companies in India, Journal of Sales, Service and Marketing Research.
- Dr. Shilpa Rathi (2021), A Review Study on Advertisement and Children with Special Reference to Confectionary Items: A Way Forward, International Journal of Advanced Research in Science, Communication and Technology.
- Chithira john* & Dr. C. Sengottuvelu** (2018), Analysis of Parent's Perception on Confectionery Product Advertisements on Children, International Journal of Research and Analytical Reviews.

