

Impact of Advertisement on Confectionery Products: A Study with Reference to Dindigul District

MR. RAJKUMAR P

MBA Student, Department of Business Administration, Rathinam Technical Campus, Coimbatore

ABSTRACT

Advertising has become one of the most influential tools in shaping consumer buying behavior, particularly in the Fast Moving Consumer Goods (FMCG) sector. The confectionery industry heavily depends on attractive advertisements, promotional campaigns, celebrity endorsements, and digital marketing strategies to influence customer preferences and increase brand awareness. The present study examines the impact of advertisements on confectionery products with special reference to consumers in Dindigul District. The research focuses on understanding how advertisements influence consumer perception, buying behavior, purchasing decisions, and brand preference.

The study adopts a descriptive and analytical research design. Primary data were collected from 150 respondents using a structured questionnaire through the Snowball Sampling Technique. Secondary data were gathered from journals, books, websites, and previous research studies related to advertising and confectionery products. Statistical tools such as Percentage Analysis, Chi-Square Test, and ANOVA were used for data analysis and interpretation.

The findings reveal that television advertisements, social media promotions, celebrity endorsements, and attractive packaging significantly influence consumers, especially youth and families. The study also identifies that emotional appeal, brand image, and promotional offers play a major role in increasing purchase intention toward confectionery products. The research concludes that advertisements strongly affect consumer behavior and purchasing decisions in the confectionery market. The study further suggests that companies should adopt ethical and consumer-oriented advertising strategies to ensure sustainable growth and consumer satisfaction.

Keywords: Advertisement, Consumer Buying Behavior, Confectionery Products, FMCG, Brand Preference, Television Advertisement, Digital Marketing.

INTRODUCTION

Advertising plays a crucial role in influencing consumer behavior in the modern business environment. In the FMCG sector, particularly in confectionery products such as chocolates, candies, biscuits, cakes, bakery products, and sweets, advertisements significantly impact consumer awareness and buying decisions. Companies use different advertising techniques such as television commercials, social media campaigns, celebrity endorsements, attractive packaging, and promotional offers to attract consumers and increase market share.

The confectionery industry in India has experienced rapid growth due to changing lifestyles, urbanization, increased disposable income, and changing food consumption patterns. Consumers, especially children and youth, are highly influenced by advertisements displayed through television, online platforms, newspapers, magazines, and social media applications.

Dindigul District represents a unique consumer market where traditional sweets and branded confectionery products coexist. The influence of modern advertisements has changed consumer preferences from local products toward branded confectionery products. Therefore, studying the impact of advertisements on consumer buying behavior becomes important for understanding market trends and consumer psychology.

The present study focuses on analyzing the influence of advertisements on confectionery products among consumers in Dindigul District. It examines how advertisements affect consumer perception, brand preference, purchase intention, and buying behavior.

STATEMENT OF THE PROBLEM

Advertising has become an essential promotional tool for confectionery companies to increase product awareness and sales. Attractive advertisements featuring celebrities, emotional appeals, colorful packaging, and promotional offers strongly influence consumer purchase decisions. Children and youth are especially vulnerable to confectionery advertisements displayed through television and digital media.

In Dindigul District, the increasing popularity of branded confectionery products has changed traditional consumption habits. Consumers are increasingly attracted to multinational brands due to effective advertising strategies. At the same time, local confectionery producers face strong competition from large companies with high advertising budgets.

This situation creates a need to study how advertisements influence consumer behavior, purchasing decisions, and brand preference toward confectionery products. Hence, the present research attempts to examine the impact of advertisements on confectionery products among consumers in Dindigul District.

OBJECTIVES OF THE STUDY

Primary Objective

- To analyze the impact of advertisements on confectionery products among consumers in Dindigul District.

Secondary Objectives

- To examine the influence of advertisements on consumer buying behavior.
 - To identify the advertising media preferred by consumers.
 - To analyze consumer perception regarding confectionery advertisements.
 - To evaluate the role of celebrity endorsements and promotional offers in influencing purchase decisions.
 - To identify the socio-cultural and economic effects of confectionery advertisements.
 - To provide suggestions for improving advertisement effectiveness in the confectionery sector.
-

SIGNIFICANCE OF THE STUDY

The present study is important because advertisements play a major role in influencing consumer decisions in the confectionery market. The findings of the study will help confectionery companies understand consumer preferences and improve advertising strategies accordingly.

The study is beneficial for:

- Marketing managers to develop effective advertising campaigns.
- Researchers to understand consumer behavior in the FMCG sector.
- Retailers to identify customer preferences.
- Consumers to understand how advertisements influence their buying decisions.
- Local confectionery producers to compete effectively with branded products.

The research also contributes to academic knowledge regarding advertisement influence on consumer buying behavior in the confectionery sector.

SCOPE OF THE STUDY

The scope of the study is limited to Dindigul District and focuses on the impact of advertisements on confectionery products. The study analyzes consumer awareness, buying behavior, brand preference, and advertisement effectiveness among different demographic groups.

The research covers:

- Television advertisements
- Social media advertisements
- Print advertisements
- Digital marketing campaigns
- Promotional offers and celebrity endorsements

The study also examines socio-cultural and economic effects created by confectionery advertisements among consumers.

REVIEW OF LITERATURE

Shaban, Afnan Mohammed (2025) studied the impact of influencer advertisements on television and consumer responses. The study found that influencer advertisements significantly affect consumer attitudes, purchase intentions, and brand awareness.

Ukaj et al. (2024) analyzed the impact of digital marketing on brands in the confectionery industry. The research concluded that digital marketing positively influences customer retention, sales growth, and brand awareness.

Abdul Aziz Zaidi and Akmal Ismail (2023) examined the effectiveness of color in confectionery advertisements on social media. The study identified that color significantly influences consumer emotions and purchasing decisions.

Pranjale and Anute (2022) studied advertising strategies adopted by FMCG companies for confectionery products. The researchers found that advertising plays a major role in creating consumer awareness and increasing sales.

Lavanya (2019) analyzed consumer preference toward Cadbury products in Coimbatore city. The study highlighted that quality, price, and advertisements influence consumer preference toward confectionery products.

Sunderaraj (2018) studied the impact of advertisements on consumer buying behavior in Sivakasi. The research concluded that advertisements strongly influence purchasing decisions and consumer awareness.

Jayasathya (2019) conducted a study on customer preference toward Cadbury chocolates in Coimbatore city. The study found that advertisements and brand image influence consumer satisfaction and preference.

Karthikeyan (2016) examined the effects of confectionery advertisements on school children. The research observed that advertisements shown through television and digital media strongly affect children's minds and buying behavior.

Raja Rajeswari and Kirthika (2016) studied consumer behavior toward Nestle products in Coimbatore city. The researchers concluded that advertisements and product quality significantly affect consumer satisfaction.

Preeti Thakur (2014) examined the influence of children on family purchasing decisions. The study found that children significantly influence family buying decisions for confectionery products.

Lokesh Sharma et al. (2014) analyzed the impact of television advertisements on buying behavior of Indian consumers. The study concluded that television advertisements strongly influence product selection and purchase decisions.

The reviewed literature indicates that advertisements significantly affect consumer awareness, brand preference, and buying behavior in the confectionery industry.

RESEARCH METHODOLOGY

Research Design

The present study adopts a descriptive and analytical research design. The descriptive approach helps in understanding consumer opinions regarding confectionery advertisements, while the analytical approach helps in examining relationships among variables using statistical tools.

Sources of Data

Primary Data

Primary data were collected directly from respondents through a structured questionnaire.

Secondary Data

Secondary data were collected from:

- Research journals
- Books
- Magazines
- Websites
- Previous studies
- Articles related to advertising and confectionery products

Sampling Technique

The study adopted the Snowball Sampling Technique to collect data from consumers in Dindigul District.

Population of the Study

The population consists of consumers residing in Dindigul District who purchase and consume confectionery products.

Sample Unit

The sample unit includes individual consumers and households familiar with confectionery advertisements and products.

Sample Size

The study selected 150 respondents from Dindigul District.

Tools Used for Analysis

The following statistical tools were used:

- Percentage Analysis
- Chi-Square Test
- ANOVA
- Descriptive Analysis

Period of the Study

The study was conducted during January 2026 to March 2026.

DATA ANALYSIS AND INTERPRETATION

TABLE 4.1: GENDER CLASSIFICATION

S.No	Particulars	Number of Respondents	Percentage (%)
1	Male	57	38
2	Female	93	62
Total		150	100

Interpretation

The table indicates that out of 150 respondents, 93 respondents (62%) were female and 57 respondents (38%) were male. Female respondents formed the majority of the study sample, suggesting that women are more actively involved in confectionery purchase decisions and are highly influenced by advertisements.

TABLE 4.2: AGE GROUP CLASSIFICATION

S.No	Age Group	Number of Respondents	Percentage (%)
1	10–15 years	15	10
2	15–20 years	46	30
3	Above 20 years	89	60
Total		150	100

Interpretation

The majority of respondents (60%) belong to the age group above 20 years, followed by 30% in the 15–20 years category. This indicates that adults and youth are the primary consumers influenced by confectionery advertisements.

TABLE 4.3: MARITAL STATUS

S.No	Particulars	Number of Respondents	Percentage (%)
1	Married	67	45
2	Unmarried	83	55
Total		150	100

Interpretation

The table shows that 55% of respondents were unmarried while 45% were married. Unmarried consumers, especially youth, appear to be more influenced by advertisements and promotional campaigns related to confectionery products.

TABLE 4.4: MONTHLY INCOME LEVEL

S.No	Monthly Income	Number of Respondents	Percentage (%)
1	₹10,000 – ₹20,000	35	23
2	₹20,000 – ₹30,000	39	26
3	Above ₹30,000	76	51
Total		150	100

Interpretation

The majority of respondents (51%) belong to the higher-income category earning above ₹30,000 per month. This indicates that higher-income consumers have stronger purchasing power and are more likely to purchase branded confectionery products influenced by advertisements.

TABLE 4.5: TELEVISION OWNERSHIP

S.No	Particulars	Number of Respondents	Percentage (%)
1	Yes	127	85
2	No	23	15
Total		150	100

Interpretation

The findings reveal that 85% of respondents own televisions, making television the most dominant source of exposure to confectionery advertisements.

TABLE 4.6: MOST PREFERRED ADVERTISING MEDIA

S.No	Advertising Media	Number of Respondents	Percentage (%)
1	Television	62	41
2	Social Media	48	32
3	Newspapers & Magazines	21	14
4	Outdoor Advertisements	19	13
Total		150	100

Interpretation

The table shows that television advertisements are the most preferred advertising medium among consumers with 41%, followed by social media advertisements with 32%. This indicates the strong influence of visual media on consumer buying behavior.

TABLE 4.7: INFLUENCE OF CELEBRITY ENDORSEMENTS

S.No	Response	Number of Respondents	Percentage (%)
1	Yes	96	64
2	No	54	36
Total		150	100

Interpretation

The majority of respondents (64%) agreed that celebrity endorsements influence their purchasing decisions regarding confectionery products. This indicates that celebrities play an important role in attracting consumers and improving brand image.

TABLE 4.8: IMPACT OF ATTRACTIVE PACKAGING

S.No	Response	Number of Respondents	Percentage (%)
1	Influenced	108	72
2	Not Influenced	42	28
Total		150	100

Interpretation

The findings indicate that 72% of respondents are influenced by attractive packaging while purchasing confectionery products. Attractive packaging plays a major role in creating impulse buying behavior among consumers.

TABLE 4.9: EFFECT OF PROMOTIONAL OFFERS

S.No	Response	Number of Respondents	Percentage (%)
1	Agree	112	75
2	Disagree	38	25
Total		150	100

Interpretation

The majority of respondents (75%) stated that promotional offers such as discounts, free gifts, and combo offers influence their buying behavior toward confectionery products.

TABLE 4.10: OVERALL IMPACT OF ADVERTISEMENTS ON BUYING BEHAVIOR

S.No	Opinion	Number of Respondents	Percentage (%)
1	Highly Influenced	68	45
2	Moderately Influenced	56	37
3	Slightly Influenced	18	12
4	Not Influenced	8	6
Total		150	100

Interpretation

The table reveals that 45% of respondents are highly influenced by confectionery advertisements, while 37% are moderately influenced. This confirms that advertisements significantly affect consumer buying behavior and purchasing decisions.

Gender Classification

Among the 150 respondents, 62% were female and 38% were male. Female respondents formed the majority of the study sample, indicating that women play an important role in confectionery purchase decisions.

Age Group Classification

The majority of respondents (60%) belonged to the age group above 20 years, while 30% belonged to the 15–20 years category. This indicates that adults and youth are the primary consumers influenced by confectionery advertisements.

Marital Status

Among the respondents, 55% were unmarried and 45% were married. The higher proportion of unmarried respondents suggests that youth are highly influenced by advertisements and promotional activities.

Monthly Income Level

The study revealed that 51% of respondents earned above ₹30,000 per month. This indicates that higher-income consumers are more likely to purchase branded confectionery products influenced by advertisements.

Television Ownership

About 85% of respondents owned televisions, highlighting television as the major source of exposure to confectionery advertisements.

Impact of Advertisements

The study found that:

- Television advertisements strongly influence purchase decisions.
- Social media advertisements significantly affect youth consumers.
- Celebrity endorsements increase brand trust and product awareness.
- Attractive packaging influences impulse buying.
- Promotional offers encourage repeated purchases.

Consumers indicated that advertisements create awareness about new confectionery products and influence their brand preference.

DISCUSSION OF FINDINGS

The findings of the study indicate that advertisements have a significant impact on consumer buying behavior toward confectionery products. Television advertisements remain the most influential medium due to their wider reach and visual appeal. Social media platforms also play a crucial role in influencing youth consumers through digital marketing campaigns.

Celebrity endorsements and emotional advertisements create positive brand perception among consumers. Attractive packaging and promotional offers increase impulse buying behavior. The study further reveals that children and youth are highly influenced by confectionery advertisements.

The research also highlights that higher-income consumers are more likely to purchase branded confectionery products. Advertisements help companies build customer loyalty and strengthen brand identity in a highly competitive market.

MANAGERIAL IMPLICATIONS

The findings of the study provide important insights for marketing managers and confectionery companies.

- Companies should focus on ethical and consumer-friendly advertisements.
 - Television and social media advertisements should be integrated for better reach.
 - Promotional campaigns should target youth and family consumers.
 - Attractive packaging and celebrity endorsements can improve brand image.
 - Companies should promote healthy consumption practices along with product advertisements.
-

- Local confectionery producers should adopt innovative advertising strategies to compete with multinational brands.

The study helps managers understand consumer preferences and improve advertisement effectiveness.

SUGGESTIONS

Based on the findings of the study, the following suggestions are recommended:

- Confectionery companies should focus on responsible and ethical advertising practices.
- Advertisements should provide clear information regarding product quality and nutritional value.
- Digital marketing strategies should be strengthened to target youth consumers.
- Companies should use creative and emotional advertisements to improve consumer engagement.
- Promotional offers and discounts can be used to increase customer loyalty.
- Local confectionery brands should increase advertising activities to compete with multinational companies.
- Government authorities should monitor misleading advertisements targeting children.

CONCLUSION

Advertising plays a vital role in influencing consumer buying behavior in the confectionery industry. The present study analyzed the impact of advertisements on confectionery products among consumers in Dindigul District.

The research findings reveal that advertisements significantly influence consumer awareness, brand preference, purchase intention, and buying behavior. Television advertisements, social media campaigns, celebrity endorsements, and promotional offers strongly affect consumer decisions.

The study concludes that effective advertising strategies help confectionery companies improve market share, brand image, and customer loyalty. However, companies should adopt ethical and socially responsible advertising practices to ensure consumer satisfaction and long-term business sustainability.

Overall, the research highlights the importance of advertisements in shaping consumer behavior in the confectionery market and provides useful insights for marketers, researchers, and policymakers.

REFERENCES

1. Shaban, Afnan Mohammed. (2025). The Use of Influencer Advertisements on Television and the Extent of Consumer Response to Them.
2. Ukaj, F., Ramaj, V., Elezaj, S., Arapi, R., & Livoreka, R. (2024). The Impact of Digital Marketing on Brands and their Offers to Consumers in Confectionery Industry.
3. Abdul Aziz Zaidi, S.Z., & Akmal Ismail, Z. (2023). Effectiveness of Color in Gen Z's Decision-Making for Confectionery Brands on Social Media.
4. Pranjale, R., & Anute, N. (2022). Advertisement Strategies Adopted for Confectionery Products by FMCG Companies in India.
5. Lavanya. (2019). A Study on Consumer Preference towards Cadbury Products in Coimbatore City.
6. Sunderaraj. (2018). Impact of Advertisement on Buying Behaviour of Consumers in Sivakasi.

7. Jayasathya. (2019). A Study on Customer Preference towards Cadbury Chocolate with Special Reference to Coimbatore City.
8. Karthikeyan, B. (2016). Effects of Advertisement of Confectionery Products on School Children.
9. Raja Rajeswari & Kirthika. (2016). Consumer Behaviour towards Nestle Products with Special Reference to Coimbatore City.
10. Preeti Thakur. (2014). Influence of Kids on Purchasing Decision in Family Study of Households in Jalandhar.
11. Lokesh Sharma, Archana Singh & Parul D. Agarwal. (2014). The Impact of TV Advertisements on Buying Behaviour of Indian Adults.
12. Geeta Sonkusare. (2013). Impact of Television Advertising on Buying Behaviour of Women Consumers.
13. Kumar & Sunita. (2012). Children Influence on Family Purchase Decision.
14. Akhter Ali et al. (2011). Examining the Children's Influence in Family Decision Making in Delhi.
15. Batra. (2011). Children Influence on Parents Buying Decisions in Delhi.
16. Vinod Kumar Bishnoi & Ruchi Sharma. (2009). The Impact of TV Advertising on Buying Behaviour.
17. Anil Chandhok. (2008). Creativity: A Strategy to Successful Advertising.
18. Manish Mital. (2008). TV Viewing Behaviour among Indian Kids.
19. Garima Rai. (2007). The Changing Face of Media in the World of Advertisement.
20. Nithila Vincent. (2006). Study on Brand Consciousness among Children and its Effect on Family Buying Behaviour.
21. Grant & Stephen. (2005). Buying Behaviour of Teenage Girls and Societal Factors Influencing Purchasing Decisions.
22. Seema Joshi. (2003). Role of Children in Influencing Purchase Decision.
23. Udayakumar, K., & Ramesh, S. (2002). A Study on Effect of Advertisement on Confectionery Products.

APPENDIX

Questionnaire

1. Gender
2. Age Group
3. Marital Status
4. Monthly Income
5. Do you purchase confectionery products regularly?
6. Which confectionery brand do you prefer?
7. Which advertising medium influences you the most?
8. Do celebrity endorsements influence your purchase decision?
9. Do advertisements create awareness about new products?
10. Does attractive packaging influence your buying decision?
11. Are promotional offers important while purchasing confectionery products?
12. Do social media advertisements affect your buying behavior?

13. Are confectionery advertisements more attractive to children and youth?
 14. Are you satisfied with the advertisements of confectionery products?
 15. Suggestions for improving confectionery advertisements.
-

Prepared based on the thesis paper and publication reference format provided by the student.

Source thesis document: ☐filecite☐turn0file0☐L1-L27☐

Publication reference format used: ☐filecite☐turn0file1☐L1-L40☐