



Effect of Advertisements on Children with Special Reference to Confectionary Products.

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Abstract: Advertising is that the means by which goods or services are promoted to the general public . The advertiser's goal is to extend sales of those goods or services by drawing people's attention to them and showing them during a favorable light. The mission of advertiser is to succeed in prospective customers and influence their awareness, attitudes and buying behavior. They spend tons of money to stay individuals (markets) curious about their products. To succeed, they have to know what makes potential customers behave the way they are doing . Now each day a billboard is become most vital for selling of any products and services. But in some cases producers and makers are performing these activity wrong way. a billboard could also be positive or negative or both. Research studies over the year's world over; have brought out various sorts of negative impact of intense viewing of television by children. The direct influence of TV viewing on the extent of violence and deviant behavior pattern of youngsters has been reiterated even in India. In fact, there are a few of confessions by adolescents, even a biography, on how they picked up ideas a few rape or robbery or revenge or killing or suicide or kidnap, etc from one or other TV programme. Even some court judgments have commented on such effect of TV programmes. Today, advertising plays a crucial role within the society, because it tends to influence young mind especially.

Key words: Advertisements, Confectionary Products

I. INTRODUCTION

The Indian advertising industry is talking business today. It has evolved from being a small-scale business to a full-fledged industry. it's emerged together of the main industries and tertiary sectors and has broadened its horizons be it the creative aspect, the capital employed or the amount of personnel involved. Indian advertising industry in little or no time has carved a distinct segment for itself and placed itself on the worldwide map. Indian advertising industry with an estimated value of 13, 200-crore has set eyeballs gazing with some astonishing pieces of labor that it's given within the recent past. The creative minds that the Indian advertising industry incorporates have come up with some mind-boggling concepts and work which will be termed as masterpieces within the field of advertising. Advertising agencies within the country too have taken a leap. they need come an extended way from being small and medium sized industries to becoming documented brands within the business. Mudra, Ogilvy and Mather (O&M), MccannEricsonn, Rediffussion, Leo Burnett are a number of the highest agencies of the country. Indian economy is on a boom and therefore the market is on a continuous trail of expansion. With the market gaining grounds Indian advertising has every reason to celebrate. Businesses are looking up to advertising as a tool to take advantage on

lucrative business opportunities. Growth in business has cause a consecutive boom within the advertising industry also .

The Indian advertising today handles both national and international projects. this is often primarily due to the rationale that the industry offers a number of functions to its clients that include everything from start to end that include client servicing, media planning, media buying, creative conceptualization, pre and post campaign analysis, marketing research , marketing, branding, and public relation services. Keeping in mind the current pace at which the Indian advertising industry is moving the industry is

expected to witness a serious boom within the times ahead. If the experts are to be believed then the industry within the coming times will form a serious contribution to the GDP. With all this there's definitely no looking back for the Indian advertising industry that's all set to win accolades from the planet over. With development within the technology, various avenues are opening up in advertising industry. it's estimated that about 2.2 billion dollars are generated during this industry per annum . Be it's print, radio, television or

Internet, every medium plays a big role within the growth of this industry. Today, Advertising Industry in India is surging with revenues. to satisfy all the stress in advertng sector, many agencies are coming to the scene. During fiscal 2005, the gross

advertising spend in India is estimated at Rs 111 billion, and is predicted to grow at 14.2% to succeed in Rs. 127 billion by fiscal 2006.

II. CHILDREN & ADVERTISING

Advertising to children is that the act of selling or advertising products or services to children, as defined by national legislation and advertising standards. Advertising to children is usually the topic of debate, concerning the alleged influence on children's consumption.

Advertising in schools There are not any bars on advertising in schools in India. In fact, publication. Coca-Cola and Pepsi offer several sponsorships to colleges , Shaktiman particularly for sporting activities.

The children's television series Shaktiman has been a explanation for controversy in India for several years.

III. ANALYSIS OF FACTS

Country have attempted to emulate their hero, Shaktiman, with tragic consequences. Since 1998 there have been several accidents and fatalities as children have risked their lives believing that Shaktiman will be there. There have been

19% several lawsuits to prevent save them, or that they will assume less then 1 hour his powers broadcast of the programme, but as litigation in

1-2 hours India often takes place over several years, most of the cases 31% 31% 2-3 hours are still pending. However, the legal process has resulted during a more then 3 hours caution notice being displayed at the beginning of the programme, aimed toward children and fogeys , highlighting that Shaktiman may be a fictitious character and his actions shouldn't be imitated. Unfortunately the law does not seem to have solved the matter . On 23 June 2004 a nine-year-old girl in Kolkata accidentally hung herself by attempting to twirl within the air just like the superhero.

IV. Conclusion

Today, particularly young children play a crucial role as consumers. Especially confectionary products (Biscuits, Chocolates, Wafers, Sauces, Noodles and Health Drinks) are concerned they are doing not care price of which they need to shop for .Also they are doing not care whether these products are healthy for them or not. While they're shopping, the primary thing comes in

their mind is to get the advertised products. during this situation, the advertising features a stronger effect on younger children than the older children. Nowadays it seems that children's impact on family decision in shopping has been

steadily increased. After the research, it had been found as far as confectionary products are concerned children sometimes insist their parents to purchase those products for them, there are many tools to point out the products or services, television was chosen because the best way which will enhance the company's profits greatly by most of researchers. Also this research validated that among many communication tools, television advertisements have more impact and effect on children than the opposite medium of advertising. Children's ages are important to know the tv advertisements. Children's comprehension of television commercials increases with age.

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