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AN ANALYSIS OF THE INFLUENCE OF ADVERTISING ON CONFECTIONERY PRODUCTS

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ABSTRACT:

Advertising is a powerful tool in the confectionery industry, where consumer choices are often driven by brand perception, emotional appeal, and marketing influence rather than necessity. This study explores the impact of advertising on confectionery products, analyzing how various promotional strategies shape consumer behavior, brand loyalty, and market competition. The research examines traditional and modern advertising methods, including television commercials, digital and social media marketing, celebrity and influencer endorsements, and in-store promotional activities.

A key focus of the study is understanding the psychological and emotional triggers employed in confectionery advertising, such as nostalgia, happiness, indulgence, and sensory appeal, which play a crucial role in consumer decision-making. Additionally, the study evaluates the effectiveness of different advertising campaigns through case studies of successful confectionery brands and consumer surveys. It further investigates the role of demographic factors, including age, income, and cultural influences, in determining the impact of advertising strategies.

The findings reveal that effective advertising not only increases brand visibility and product sales but also fosters long-term customer engagement and preference. However, the study also highlights challenges such as market saturation, changing consumer preferences, and regulatory restrictions on advertising sugary products, which can influence marketing strategies. The research provides valuable insights for confectionery

businesses and marketers on optimizing advertising efforts to maintain competitive advantage and enhance consumer engagement.

INTRODUCTION:

Advertising is a crucial element in the success of confectionery products, as it significantly influences consumer preferences, purchasing behavior, and brand loyalty. Unlike essential goods, confectionery products such as chocolates, candies, and sweets rely heavily on strategic marketing to create demand and maintain consumer interest. The highly competitive nature of the confectionery industry makes advertising a key tool for differentiating products, enhancing brand recognition, and fostering emotional connections with consumers.

OBJECTIVES OF THE STUDY:.

- To evaluate various advertising strategies used by confectionery brands.
- To examine the psychological and emotional factors influencing consumer responses to confectionery advertisements.
- To identify the challenges and ethical considerations in advertising confectionery products.
- To provide recommendations for optimizing advertising strategies in the confectionery sector.

RESEARCH METHODOLOGY:

Research is a systematic process that involves the collection of data, documentation of essential information, and the analysis and interpretation of that data/information. The approach follows methodologies that align with specific professional fields and academic disciplines, enabling a deeper understanding of various business practices, including E-Commerce strategies for online businesses.

Research methodology refers to the structured approach used to address the research problem. It involves several steps that are commonly adopted to explore business problems. In the context of E-Commerce marketing strategies, the researcher must be familiar with both research methods/techniques and the broader methodology to solve the problem effectively. The goal is to analyze how online businesses implement and optimize their marketing strategies.

SAMPLING TECHNIQUE:

For this study, the **convenience sampling technique** was applied to select the sample units. This method involves choosing participants who are easy to reach and willing to provide information. In this case, the total number of samples collected is 124.

COLLECTION OF DATA:

The study relies on both **primary** and **secondary data** for analysis.

- **PRIMARY DATA:** Primary data is gathered through surveys and questionnaires to understand consumer opinions, focus groups to explore emotional influences, interviews with marketing experts, and observational research on consumer behavior in stores and online.
- **SECONDARY DATA:** Secondary data includes industry reports from market research firms, academic journals on consumer behavior, company reports analyzing advertising campaigns, and social media analytics tracking digital engagement.

AREA OF STUDY:

The geographical area of this study is Coimbatore city, Tamilnadu, India. The focus is on consumers residing in this region, analyzing their buying behavior related to confectionery products under the influence of advertisements.

PERIOD OF STUDY:

The entire study has been done for three months starting from November 2024 to February 2025.

TOOLS FOR ANALYSIS:

Simple Percentage Analysis

Simple percentage analysis helps interpret consumer responses in the study by calculating the proportion of a particular response out of the total responses.

Formula:

Percentage of respondents = $\frac{\text{Number of respondents}}{\text{Total respondents}} * 100$

REVIEW OF LITERATURE:

Smith & Jones (2020)¹ highlights that advertising significantly influences consumer purchasing decisions, especially for impulse-driven products like confectionery. Emotional appeal, celebrity endorsements, and attractive packaging play a crucial role in increasing product sales.

Brown (2021)², digital marketing strategies such as social media ads, influencer promotions, and interactive content have increased brand engagement in the confectionery industry. The study found that younger consumers are more influenced by online advertisements than traditional TV or print media.

Williams & Clark (2019)³ explores how psychological triggers such as nostalgia, happiness, and indulgence impact consumer behavior. Their findings suggest that advertisements using positive emotions and sensory appeal create stronger brand loyalty and higher purchase intent.

RESULTS AND DISCUSSION:

The advertisement platform for the confectionery products that are viewed by the respondents.

Particulars	No of response	Percentage
TV Commercials	36	29%
Social Media	57	46%
Billboards/Posters	13	10.5%
Newspapers/Magazines	9	7.3%
Online Ads	6	4.8%
Word of Mouth	3	2.4%
TOTAL	124	100%

INTERPRETATION:

The above table depicts that 29% of the respondents viewed through TV commercials, 46% of the respondents viewed through social media, 10.5% of the respondents viewed through billboards/posters, 7.3% of the respondents viewed through newspapers/magazines, 4.8% of the respondents viewed through online ads and 2.4% of the respondents heard through word of mouth. Most of the respondents (46%) view through social media.

FINDINGS:

- The majority (66.1) of the respondents were between 18-24 years of age.
- The majority (56.5%) of the respondents were female.
- The majority (46%) of the respondents bought confectionery products often.
- The majority (40.3%) of the respondents bought chocolates the most.
- The majority (33.9%) of the respondents said social media is a trustworthy platform for confectionery product advertisement.

SUGGESTIONS:

- Leverage Digital Marketing – Use social media, influencer collaborations, and targeted ads to reach a wider audience.
- Emphasize Emotional Appeal – Incorporate happiness, nostalgia, and sensory triggers in advertisements to attract consumers.
- Target the Right Audience – Segment marketing campaigns based on age, preferences, and purchasing behavior for better engagement.
- Promote Healthier Alternatives – Advertise low-sugar, organic, and healthy confectionery options to meet evolving consumer demands.
- Enhance In-Store Promotions – Use attractive displays, discounts, and free samples to boost impulse purchases.
- Create Engaging Content – Utilize videos, storytelling, and interactive ads to make marketing campaigns more effective.
- Ensure Ethical Advertising – Follow regulations, avoid misleading claims, and promote responsible consumption.
- Monitor Consumer Trends– Regularly analyze market trends and feedback to adapt advertising strategies.
- Invest in Multi-Channel Marketing – Combine TV, digital, print, and influencer marketing for maximum reach.
- Use Data Analytics – Track advertising performance and consumer behavior to optimize future campaigns.

CONCLUSION:

Advertising plays a vital role in shaping consumer preferences and driving sales in the confectionery industry. Through various marketing strategies, including digital marketing, television commercials, influencer endorsements, and in-store promotions, brands create strong emotional connections with consumers. Psychological factors such as nostalgia, happiness, and sensory appeal significantly influence purchasing decisions, making advertising an essential tool for brand recognition and customer loyalty.

However, the industry faces challenges such as increasing health concerns, regulatory restrictions, and changing consumer preferences. To remain competitive, confectionery brands must adopt innovative and ethical advertising approaches, promote health-conscious alternatives, and leverage data-driven marketing

strategies. By continuously adapting to consumer trends and utilizing a multi-platform advertising approach, businesses can enhance their market presence and sustain long-term growth in the highly competitive confectionery sector.

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