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## Influence of Surprise Gifts in Candies on the Kids-Kinder Joy

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### **Abstract:**

*Everything is a business today. And in today's new era of globalization, the markets have found a new lucrative business, by making profits by good use of exploiting the minds of children and to sell goods by manipulating minds of Children. The business these days are made profitable by making use of the mind-set of kids by which sellers can sell their products through kids to their parents. Intense competition to tap the young aspiring division has seen these big players relying on high spend advertisements, cross-selling, licensed merchandising, program length commercials, product placement and promotions involving free gifts. The advertisers, before bringing out their product, do their homework thoroughly. They try to understand the role of the kids in the purchasing decision, and what power they hold over their parents. Kids are the most prominent consumers and are more empowered than ever in terms of knowing their preferences, information and engaging their parents. Attaching a toy, that attracts the kid in any way, will influence the child to purchase the product, and they never stop at one. Kids have long been considered as consumers with considerable buying power. Exposed to brands and advertising from their earliest years, before they even walk or talk, today's kids are consumers. They exactly know what they want and they know how to exert their influence in the marketplace.*

**Keywords:** Advertisements, children, influence, toys, candies

### **1. Introduction**

Advertisers have been making use of the mind-set of Children so as to enforce the parent to get them what they want. Children have been used up by the advertisers to sell their products. The innocence of the kids has been exploited for the benefit of the sellers. Advertisements easily control the intellectual faculty of children to force their parents to buy the things they want. Indian Society is considered to be following the needs and requirements of the children accordingly. Parents are requested by their children to get their things done and to fulfil the needs of the children.

A survey was conducted in a questionnaire method to get know the requirements of the Kids. The advertisements propagated to influence and indulge the mind-set of the children so as to promote the selling of the product in a large scale. It is easy to make use of the children's buying ability more, so as to buy the products from the market. It was surprisingly found that 85% of children buy chocolates or products from the market completely influenced from the advertisements. From the expectation of getting something from the product we buy adds a surprise element to the product that is bought by people. A little more happiness is added when a surprise gift is added to the products that we buy. A zestful shopping takes place when things are bought as we shop from the advertisements that we see. It is a common scenario in India, to buy products from the markets with the wide influence of industrial advertisements. It not only influences the buyers but also boost up the products in the market. The ability to buy the products from the market is completely dependent on the buying aspects from the advertisements that create a great impact in the position of the brand in the market and in the minds of people.

The technology has opened the eyes of the people and to make them more dependent on the use of advertisements to buy products from the market. It gives a more brand loyalty and trust over the brand from the advertisements. Kids usually are made use of their innocence to enforce their parents to buy the products they want from the advertisements they see.

## 2. Review of Literature

### 2.1. Sultan Singh and Jaiman Preet Kaur; *the Impact of Advertisements on Children and Their Parents' Buying Behaviour: An Analytical Study (2011 IUP)*

According to Sultan Singh and Jaiman Preet Kaur, today children spend most of their time in front of the television seemingly in love with the screen. On the other hand, advertisers use this habit of the children to influence them, and manipulate them into thinking in their way. Gone are the times when a strict gate-keeping or filtering done on what the children should watch, do, eat, or study for that matter. These advertisers play with the emotional vulnerability of the children, they today instead of appealing to the parents, directly appeal to the children who most of the time are not mature enough to understand or chose what is right or wrong for them. Television is a good medium to impart knowledge and education, but like every coin has two sides, television can also cause an everlasting impact on the mind of the audience, and if that impact is on a negative side it can have dire consequences. Also these advertisements try to imbibe a brand sense into the mind if these children with the hope that it would grow into long-lasting relationship. It is found that children always influence parents' shopping decisions whether the purchases are of use to them or not.

### 2.2. Sandra L. Calvert; *Children as Consumers: Advertising and Marketing; Journal: The Future of Children Volume 18, Number 1, Spring 2008 p. 205-234 | 10.1353/foc.0.0001*

Marketing and advertising sustain the economy by promoting the sales of goods and services to consumers, both adults and children. Sandra Calvert says that even though product marketing to children has been going on for decades, but in the recent trends interest in child consumers have relatively increased. One of the reason being that the unrestricted income of the children and also the influencing power they have over parents and what they purchase has also increased. And also the available medias and channels for the children have access to have greater than before. Digital interactive technologies have simultaneously opened new routes to narrow cast to children, thereby creating a growing media space just for children and children's products. According to Calvert these advertisements primarily involves television spots that feature toys and food products, most of which are high in fat and sugar and low in nutritional value. The advertisers are finding new technologies to advertise like online, films, and also video games. And all these techniques, says Calvert, makes children vulnerable because they lack the intellectual skills to understand the influential intent of television and other type of advertisements. Calvert explains that government regulations implemented by the Federal Communications Commission and the Federal Trade Commission provide some protection for children from advertising and marketing practices. Regulators exert more control over content on scarce television airwaves that belong to the public than over content on the more open online spaces. Overall, Calvert concludes, children live and grow up in a highly sophisticated marketing environment that influences their preferences and behaviours.

### 2.3. Joann Paley Galst and Mary Alice White; *the Unhealthy Persuader: The Reinforcing Value of Television and Children's Purchase-Influencing Attempts at the Supermarket; Child Development; Vol. 47, No. 4 (Dec., 1976), pp. 1089-1096*

The amount of television and advertisements children are exposed to is inversely propositional to the purchasing influence the children have over their parents while going for a shopping to a super market. The major finding was that, the harder a child worked to maintain commercials on a TV monitor, as compared with the program narrative, and the more commercial television he or she watched at home, the greater the number of purchase-influencing attempts directed at his or her parents at the supermarket. Cereals and candies are the most demanded product and also they are the most advertised food item.

### 2.4. Objectives of the Study

1. To learn whether there is any correlation between surprise toys and purchase of kinder joy.
2. To understand the impact of advertisement which influence children decision in purchasing Kinder Joy.
3. To know the children's basis of information about surprise toys.

### 2.5. Study Methodology

Primary data was collected by administering questionnaire to parents of children of age group 3 to 6 and shop keepers, shopping centre manager. Secondary data is collected from journals, publication.

Sample Size:

The study was restricted to the area of Ernakulam city, Kerala only. The questionnaire was administered to 100 samples and the response rate was 96

Sampling Unit:

Sampling Unit was the kid's parents of age group of children 3 to 6.

### 2.6. Data Analysis and Findings of the Study

The data collected from 100 questionnaires are analysed, interpreted and presented on the basis of objectives. Simple percentage technique was employed to arrive at the results and findings of the data analysis which is graphically shown by pie chart

A summary of the Findings based on the analysis of the data is listed below:

The data presented in the below table indicate that the sample is unequal with 49% are male respondents and 47% are female respondents. Age analysis of respondents indicates that most of the children fall in the age of 5 years and it was indicated by 37.5%

percent respondents in the sample. In case of income level, the most respondents fall under the net house hold income level of Above 25000.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	f	47	48.9	48.9	48.4
	m	49	51.1	51.1	100
	Total	96	100	100	

Table 1: Gender

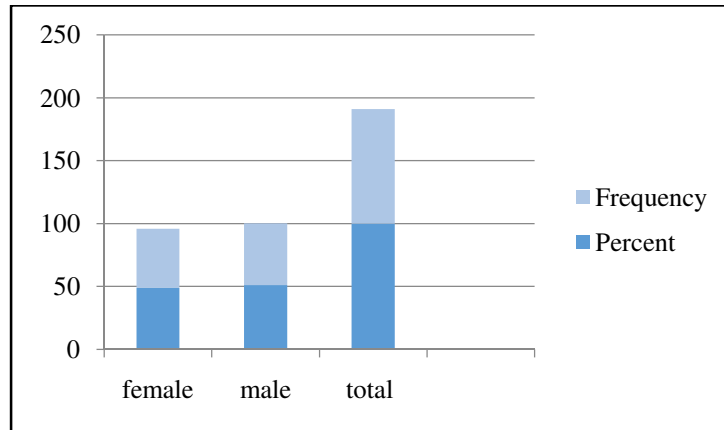


Figure 1

Age	Frequency	Percent	Valid Percent	Cumulative Percent
3 years	6	6.2	6.2	6.2
4 years	19	19.8	19.8	26
5 years	36	37.5	37.5	63.5
6 years	35	36.5	36.5	100
Total	96	100	100	

Table 2: Age of children

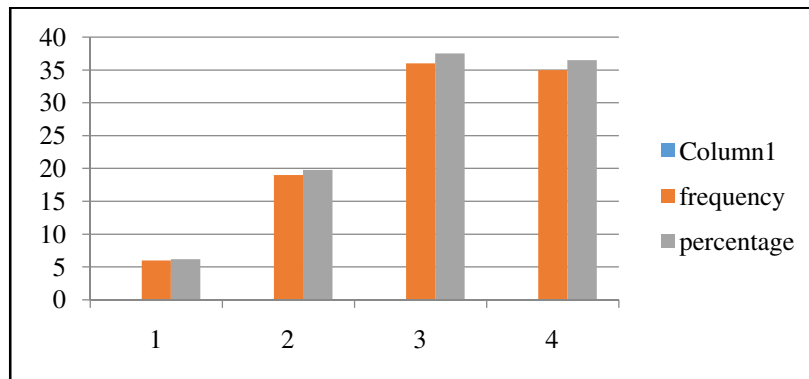


Figure 2

Income per month	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1000-25000	25	26.1	26.1	26.1
Above 25000	58	60.4	60.4	86.5
Below 10000	13	13.5	13.5	100
Total	96	100	100	

Table 3: Income

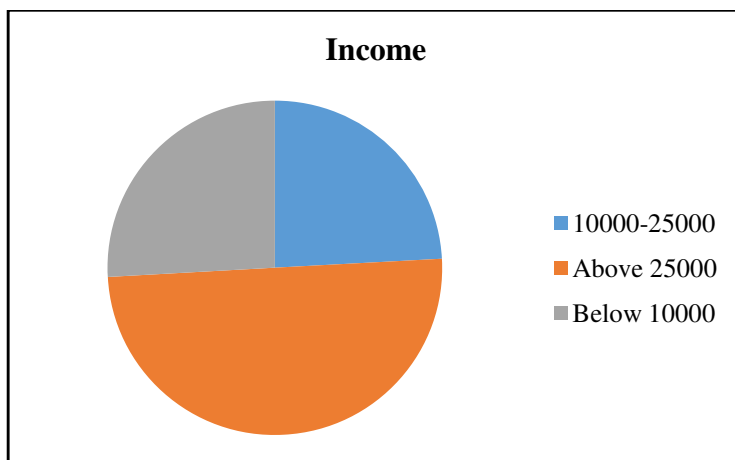


Figure 3

Sources of Information	No. of Respondents	Percentage of Respondents
In store advertisements	15	15.6
T.V advertisements	56	58.3
Friends	15	15.7
Parents information	10	10.4

Table 4: Sources of Information

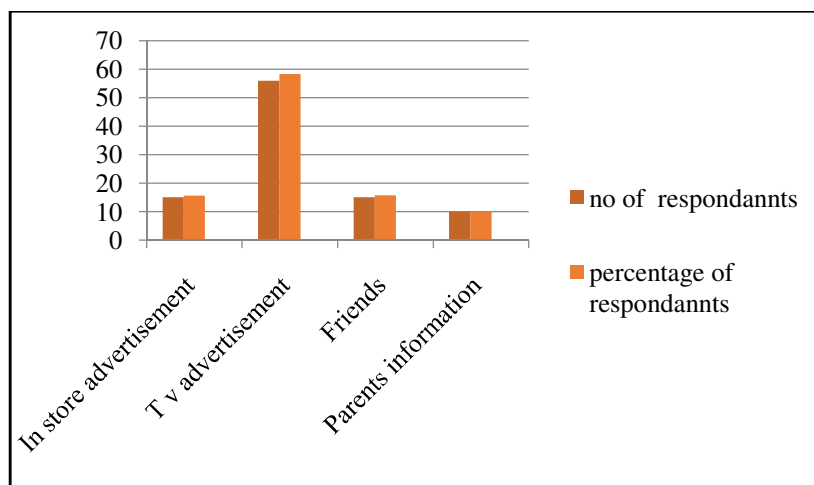


Figure 4

With the help of bar chart we can easily state that children are getting more information through TV advertisement regarding kinder joy.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	5	5.2	5.2	5.2
	Neutral	28	29.2	29.2	34.4
	Agree	63	65.6	65.6	100
	Total	96	100	100	

Table 5: Surprise toy a factor

From the above table it is inferred from that majority of the parents agreed that surprise toy is attracted by their kids to purchase kinder joy.

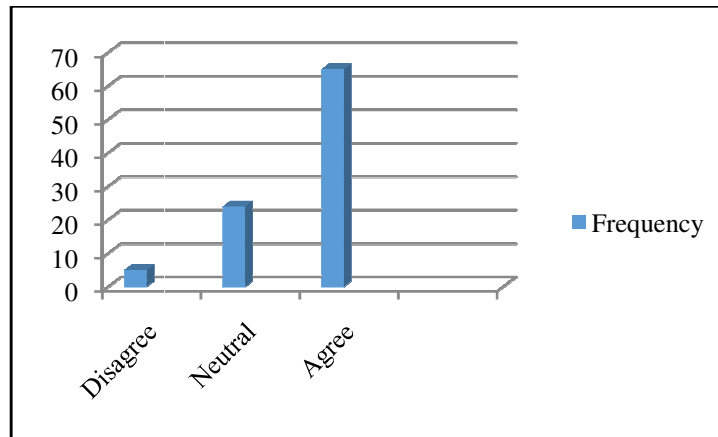


Figure 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	3.1	3.1	3.1
	Neutral	28	29.2	29.2	32.3
	Agree	65	67.7	67.7	100
	Total	96	100	100	

Table 6: Look toy first

From the table it is inferred that kids always look at the toy first and then prefer to eat chocolates.

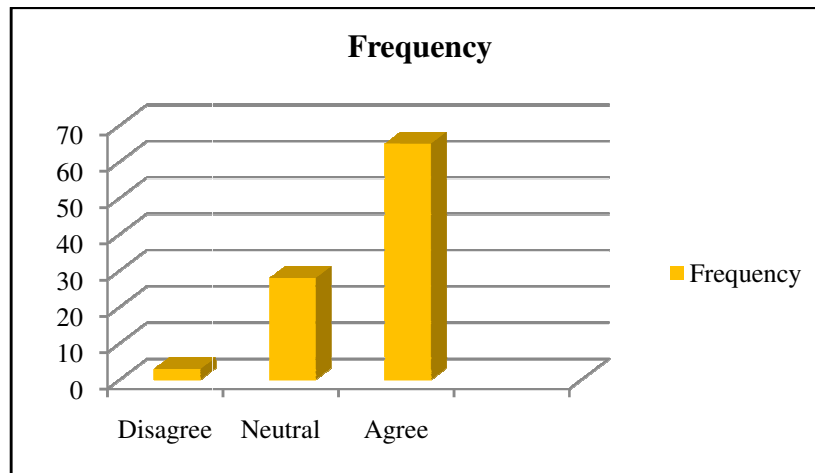


Figure 6

**3. Findings**

1. Children are getting more information through TV advertisement regarding kinder joy.
2. It is found in the study that the surprise toy has relevance in the purchase of kinder joy.
3. Parents agreed that children always look at the toy first and then only prefer to eat chocolate.
4. Majority of the parents purchase kinder joy at least once in a week which means kids are more excited in purchasing kinder joy.
5. The children are getting more and more influenced by the advertisements and revolving their interests and views around them.

**4. Conclusion**

The objective of this study was to know whether the advertisements influence and if yes, to what extent, the purchase of kinder joy. And also if the child prefers the toy over the chocolate while buying the product. We can say from the previous data's and discussions that the advertisement is the main medium of information to the children. All the data's that their mind collects is from the regular watching of these television commercials. Also it can be concluded that while buying the product, first thing on the kids mind is the toy, and the chocolate is the secondary. Also it can be said that the innovativeness in the surprise toys influence the kids to a great extent. The main focus of the study is that the advertisers use the surprise toy as a great promotional tool. It also focuses on the impact of marketing practices on society especially on children as now day's children are taking the purchasing decisions rather than parents

### 5. Suggestions

This study has different implication on marketers, parents and children. So after getting the finding of our study we can recommend the marketer that they should pay attention towards the children because in these days the role of kids is increasing and parents also is giving priority to their decision. Based on findings the suggestions are as follows: -

1. Marketers and retailers should improve the visibility of in store advertisement.
2. Marketers need to stop targeting the children directly and leave it to the choice of the parents if they want to buy kinder joy for their kids or not.
3. Marketers need to focus less on the commercial base and more on the quality base.
4. As word of mouth marketing is the power tool than other sources of information, marketers need to be more innovative in providing product to the kids as wells as for their parents also.

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