

A Study on Impact of Advertising on the behavior of children and Adolescence

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ABSTRACT

Advertisement has become an integral part of globalized world. From many years companies realize that investing in marketing to children and adolescence provides good brand image. This paper provides multifaceted impact of advertisement on children and adolescence. Paper explores both positive and negative aspects on both. Children influence their parents for purchasing products and they demand luxurious lifestyle. The paper shown young children between the age 9 to 11 years and teenagers concentrates on the way advertisement builds brand image of companies. Advertisement is a paid form of communication; it made people aware of new products, brands. Advertisement makes children endless variety of free information about different product. This study takes up both primary and secondary data to achieve the objective of the paper.

Key words: *Advertisement, teenagers, lifestyle, brand, parents, adolescence.*

Introduction:

Advertisement first introduced by Egyptians. They used papyrus to make sales, messages, wall posters. The wall or rock painting is used to advertise the product. David M Ogilvy is the father of Advertising. He was famous by the name "British Advertisement appeared in Venice in the 16th century in Germany and Holland. Adolescence is the transitional phase of growth and development between children and adolescence. Advertisement is a best way to the companies for reaching children in on- line and social networking environment. Advertisement made children more sensitive than adults. This paper aims to present interaction of children and adolescence through various advertising media. Children's and adolescence defined as targeted group because advertisement much influence on the behavior of children and adolescence through television , print media, internet, mobile phones are attracted highly on their behavior. Advertisement having both positive and negative impact on children and adolescence.

This paper working on both primary and secondary data and this paper provide information on how children and adolescence motivating to purchase products like ice creams, juices, chocolates, school bags, shoes, online shopping, cosmetics, fast foods, beverage's etc.

RESEARCH METHODOLOGY

This paper employs a descriptive research approach, utilizing both primary and secondary data sources. It encompasses a variety of objectives, case studies, and an analysis of several reputable journals to provide a comprehensive understanding of the subject matter.

OBJECTIVES OF THE STUDY

1. Analysis of multi-faceted impact of advertisement on children and young generation.
2. Study on role of advertisement on brand building of companies.
3. A Study on impact of children on parental purchasing behavior

1. Analysis of multi-faceted impact of advertisement on children and young generation.

In today's environment advertisement has grown prevalent. Children's and adolescents are big target for promotional activities of the company. Children becoming divesting day by day, it has a lasting influence on children ads like, fast food, sugary snacks, Beverages, etc. Advertising on children and young generation based on various features such as age, education, living standards of their parents. Children's and adults are more trustworthy it increases effectiveness in persuading customers to buy products children's influence. Children's are primary target for giving advertisement of products like, chocolates, juices, toys, school bags, shampoos, sports items.

1.1 Positive impact of advertisement on children and adolescents:

It helps children's to gain knowledge about various new products. Meaningful advertisement promotes hygienic habits. It helps to inculcate good habits, gives sense of responsibility by government ads like tourism save trees and water etc.

1.2 Negative impact of advertisement on Children's

Advertisement has undeniable negative effects with it. The colorful advertisement is an alarming consequence of the negative impact.

By seeing stunts magic and all children try to perform dangerous stunt, children wasting much of their vulnerable time in watching T.V

1.3 Positive impact of advertisement on Adolescents:

Advertising functions as a vital platform for disseminating information about products, services, and social issues. It plays a key role in fostering inspiration, aspiration, innovation, and a positive "can-do" attitude on Adolescents. Additionally, advertising significantly influences culture, language, and traditions, while promoting a sense of global awareness and interconnectedness.

It also contributes to materialistic values and impact self-esteem, especially when idealized images are portrayed. Understanding these dynamics is essential for developing media literacy and critical thinking skills among adolescents. Through the portrayal of global cultures and issues, advertising can enhance adolescents' awareness of the world beyond their immediate environment. This exposure promotes a sense of global citizenship and interconnectedness, encouraging empathy and understanding of international perspectives.

1.4 Negative impact of advertisement on Adolescents

Advertisements, particularly in the beauty, fashion, and fitness industries, often depict idealized and unrealistic body standards. These portrayals can severely affect adolescents' self-esteem and body image. Adolescents may develop insecurities, leading to eating disorders, depression, or excessive dieting. For instance a study found that adolescent girls exposed to beauty ads were more likely to feel dissatisfied with their natural appearance. Advertisements for alcohol, tobacco, and other potentially harmful products often target young audiences with subtle messaging that glamorizes their use. Adolescents exposed to such advertisements are more likely to experiment with these substances, leading to addiction and health risks. Research shows that adolescents who frequently encounter alcohol ads are more likely to engage in underage drinking. Advertisers use persuasive techniques like emotional appeal, fear of missing

out (FOMO), and inspirational messaging to influence adolescents' decisions. This manipulation can lead to impulsive buying behaviors and an inability to distinguish between genuine needs and manufactured desires. Social media ads that leverage influencers often exploit adolescents' trust and lead to excessive spending.

2. A Study on impact of children on parental purchasing behavior

Parents are dependent variable and end purchaser of the product. Parental purchasing behavior is influenced by a variety of factors, many of which revolve around the interplay between child-related needs and preferences, parental attitudes, product characteristics, social influences, and marketing strategies. The age of the child significantly affects purchasing decisions, with younger children often influencing choices related to toys, clothing, and food, while older children impact decisions about electronics, fashion, and educational products. Children's preferences, peer influence, and exposure to media and advertisements also shape their demands, creating a ripple effect on parental choices.

Parental behavior is shaped by emotional factors such as the desire to fulfill a child's wishes, as well as practical considerations like financial capacity and parenting style. Parents with greater awareness and knowledge about product quality, safety, and long-term benefits are more deliberate in their decisions, while their cultural values and beliefs may lead them to prioritize sustainable, educational, or health-oriented products.

The characteristics of the products themselves also play a crucial role. Items that fulfill practical needs, come from trusted brands, or offer good value for money are often preferred. Safety standards are a key consideration for products meant for children. Social and environmental factors further influence decisions, as cultural norms, social status, and recommendations from peers or other parents affect the kinds of products parents choose. Marketing strategies, including targeted advertisements, attractive packaging, and promotions, are designed to capture both parental and child attention, making them a significant factor in influencing purchases. Additionally, situational factors such as impulse buying during shopping trips, product availability, and time constraints also drive decisions, with convenience often taking precedence for busy parents. Together, these factors create a complex framework that shapes how parents navigate their purchasing choices in response to the needs and demands of their children.

3. Study on role of advertisement on brand building of companies.

In today's highly competitive global market place advertising plays a vital role in shopping consumer perceptions and fostering brand loyalty. MNC'S heavily invest in advertising their product to establish and maintain strong global brand image. Branding is a long term process. It helps to differentiate the company from their competitors and builds loyal customer base.

For success of any business brand loyalty is the key determinant. Advertising is like a vehicle for communicating brand values and identity. The study aims to explore the effectiveness of advertising in building brand loyalty by examining various advertising strategies. Brand image helps to distinguish specific brand. In recent years due to technical expansion customers are significantly more aware and they prefer the product which is famous. When consumers have an intention to purchase product they give first preference for brand name.

Brand Awareness: Advertising helps to create and increase awareness about Brand among the target customers. Maslow' Hierarchy of needs theory analyzes how brands appeal to esteem and social belonging among young customers.

Ways of Brands influence children and adolescence

3.1 Social Media influence

3.2 Digital Marketing

3.1 Social Media influence: In computerized world social Marketing has become ubiquitous and most important social networking for building brand loyalty among customers. It is a wide place to customer for purchasing wide range of products. It is a subset of online marketing it helps to reach target customers easily.

There are numerous social media sites: Face book, twitter, Google plus, LinkedIn. Instagram

Social Media platforms increase the amount of exposure a brand and helps to develop loyal customers and it reduces marketing cost also improve sales. Social media advertising changes the life style of the adolescents through this they develop brand loyalty by purchasing wide range of products.

Case study 1 : opinion on social media advertisement of 28 years female influenced by her friends to buy through online the most common social media she use is Instagram. Her purchasing depends on features available in online shopping. She expects quality product for less cost and easy return policy.

Case Study 2: perception and opinion on social media of a 32 years female influenced by her family members to purchase products through online. The most common social media used by her is twitter. She expects reasonable price and offers.

Case study 3: Coca Cola created shared coke campaign. They printed popular name on their soda bottles and rebranded traditional coca cola logo by sharing photos on social media with hash tag #Share a Coke. The main aim is to encourage people to find a bottle with their name and share it with friends. By this coca cola Face book page received 870% traffic.

Case study 4: Spotify technology uses social media Face book. Its streaming media introduced in the year 2006 by Daniel EK and Martin Lorentz on, It is largest Music streaming Service. In the year 2013 introduced #Spotify they grab the attention of 24 million active audiences. In the year 2016 Spotify rebranded “Spotify Wrapped” it introduces new features based on users listening habits. In the year 2022 Spotify Wrapped increased viral success by grabbing attention more than 156 million users. In 2024 Spotify podcasters rebranded to Spotify for Creators 640 million monthly active users.

3.2 Digital Marketing: Digital marketing play an essential role in shaping consumer behavior. It provides consumers with access to product information. Customers use internet,Email,phone,video,live chat, text messaging TV, YouTube, apps, radio, billboards, magazines, movies for purchasing products. Children between the age of 9-12 years spend increasing amounts of time online and television to a great extent been replaced by Internet. Children’s are not matured to decide on buying good products. They depend on their parents for purchasing a product. By seeing advertisement in TV, onlineetc.children’s attracted by color, cartoons used for advertising and they forced their parents for buying the products.

QUESTIONERIES:

Email	Score /	Score
	0	released
chaithrasrinivas4171@gmail.com	0	Dec 26 3:26 PM
rajeshwarismurthy23@gmail.com	0	Dec 26 4:09 PM
trivenishashi789@gmail.com	0	Dec 26 4:09 PM
brvryv1989@gmail.com	0	Dec 26 4:10 PM

Email	Score / Score	
	0	released
anupama20102000@gmail.com	0	Dec 26 4:11 PM
ranishobs19@gmail.com	0	Dec 26 5:26 PM
shilparaokarkala@gmail.com	0	Dec 26 6:50 PM
soundaryagms11@gmail.com	0	Dec 26 8:25 PM
reddylecturer2014@gmail.com	0	Dec 27 6:38 AM

1. What is the most important factor influencing your purchasing decisions for your children? 9 responses

Price Product quality Brand reputation Child's preference

2. How often do you consider your child's opinion when making purchasing decisions? 9 response

Always 3
Often 3
Sometimes 3
Never 0

3. Which of the following factors has the greatest impact on your purchasing decisions? 9 responses

Advertising and promotions Recommendations from friends and family Product reviews and ratings Convenience and availability 22.2% 33.3% 33.3%

11.1%

Email **Score / Score**
0 released

- Advertising and promotions 2
- Recommendations from friends and family 1
- Product reviews and ratings 3
- Convenience and availability 3

4. Which of the following is the most important factor when buying products for your child?
9 responses

Product safety Educational value Entertainment value Trendiness and fashion
11.1% 22.2% 33.3%

33.3%

- Product safety 3
- Educational value 3
- Entertainment value 2
- Trendiness and fashion 1

5. How much does your child's peer group influence your purchasing behavior? 9 responses

Very strongly Moderately Slightly Not at all 33.3%

66.7%

- Very strongly 0
- Moderately 6
- Slightly 3
- Not at all 0

6. How do you feel about purchasing products based on the media content your child consumes (e.g., TV shows, social media)? 9 responses

Email

Score / Score
0 released

Very influenced by it Somewhat influenced by it Not influenced by it avoid purchasing
based on media influence 11.1% 22.2% 33.3%

33.3%

Very influenced by it 1
Somewhat influenced by it 3
Not influenced by it 3
I avoid purchasing based on media influence 2

7. When shopping for your child, how important is the product's environmental or health impact? 9 responses

Very important Somewhat important Not very important Not important at all 11.1%

88.9%

Very important 8
Somewhat important 0
Not very important 0
Not important at all 1

8. How often do you compare prices before making a purchase for your child? 9 responses

Always Sometimes Rarely Never 11.1% 22.2%

66.7%

Always 6
Sometimes 2
Rarely 1
Never 0

Email**Score / Score****0 released**

9. How much does your family's financial situation influence your purchasing decisions for your child? 9 responses?

10. How often do you make purchases for your child based on what is trending or fashionable? 9 responses

Frequently 3

Occasionally 4

Rarely 1

Never 1

FINDINGS OF THE STUDY:

1. Most of the parent's opinioned children are influenced by TV and online advertisement.
2. Advertisers use children and adolescence for their promotional activity negatively.
3. By watching advertisement more time in a day, it adversely effect on health.
4. Online shopping is more comfortable because it provides 24/7 services as one stop shopping.
5. Children highly influence their parents for purchasing products it may changes lifestyle of the people.
6. All the online shopping will not deliver same product as what we ordered.
7. Promotions for unhealthy foods, drinks, or lifestyle products can lead to bad habits.
8. Some ads exaggerate or present false claims, deceiving children's and adolescence.

SUGGESTIONS:

1. It is suggested that parents must be educate and make their children aware about consequences by seeing advertisement.
2. Parent should not permit adolescence because advertisement Harming or exploiting children and teens is wrong and can hurt their lives for a long time."
3. It is suggested that educational institutions teach children about the harmful effects of advertisements.

4. I suggested that advertisers to showcase realistic and inclusive representations of body types, ethnicities, and lifestyles.

Literature review

Several studies have explored the effects of advertising on the youth, revealing both positive and negative consequences on their behavior and lifestyle. **Pabalkar et al. (2014)** discussed the dual effects of advertisements on youth, emphasizing that while advertising is an integral part of daily life, it can lead to both beneficial and harmful outcomes. Peer pressure is identified as a significant factor influencing youth to adopt media advertising habits, which in turn can shape their consumption patterns. This indicates the powerful role that advertising plays in the lives of young people, driving them to follow trends, products, and behaviors that they see in advertisements.

In a similar vein, **Baeve et al. (2015)** highlighted the significant role of advertising in shaping the perceptions of children and adolescents. Television, in particular, is recognized as a powerful medium that introduces children to various products. However, it also exposes them to deceptive content that blurs the lines between reality and fantasy, often promoting unhealthy habits such as excessive consumption of junk food, which is linked to issues like obesity. The study further pointed out that advertising influences both male and female adolescents in choosing products that lead to unhealthy lifestyle habits. Additionally, there is a psychological distinction between how boys and girls respond to advertisements. This research indicates the susceptibility of teenagers, who spend considerable time on the internet and social media, to the effects of targeted ads.

Javeria Nazeer (2017) explored how social media advertisements impact university students, particularly female users, and how these ads shape their views about life in general. The study revealed that the influence of social media advertisements varies depending on factors like age, gender, cultural background, and economic perspective. This finding emphasizes the multifaceted nature of social media's impact, suggesting that advertisements on platforms like Instagram, Facebook, and YouTube may influence young people's values, lifestyle choices, and perceptions.

Morgan Glucksman (2017) conducted a qualitative study on the success of social media influencers, focusing on their ability to influence followers through authenticity, confidence, and interactivity. The study found that influencers on platforms such as Instagram and YouTube effectively engage their followers by presenting a relatable and trustworthy image, thereby influencing their purchasing behavior and lifestyle choices.

Sundarapandiyan et al. (2015) examined the influence of media, specifically television and social media, on the purchasing behavior of youth. Their research, conducted in Malaysia, showed that television remains the most influential medium in shaping young people's purchasing decisions. However, social media has increasingly become a powerful tool for marketers, targeting youth with advertisements that generate motivation to purchase products. Social media platforms offer advertisers greater flexibility and control, enabling them to tailor marketing materials to a specific audience, making them highly effective in influencing consumer behavior.

Imran Anwar Mir (2012) explored consumer attitudes toward social media advertising, specifically within the South Asian context. This study identified psychological factors, including favorable attitudes and positive beliefs that influence consumer behavior, particularly in terms of ad-clicking and engagement. Social media advertisements, through entertainment and information, have been shown to positively affect the lifestyle, economy, and values of youth and society at large. The study also highlighted the prevalence of unhealthy food marketing on social media, with children and adolescents frequently exposed to fast food and sugary beverages.

A. Mohammadpour et al. (2014) examined the impact of social media marketing on online shopping behaviors. Their study indicated that social media marketing has a positive effect on value capital, relational capital, and brand capital, which, in turn, influences e-shopping behaviors. The study emphasized that a significant portion of

respondents spend 1 to 2 hours daily on social media, primarily using platforms like Facebook, Twitter, LinkedIn, Blogs, and YouTube for shopping-related activities. The study highlights the role of social media tools such as participatory promotion and social shopping in engaging consumers.

Nadreja R et al. (2014) discussed the advantages and disadvantages of social media marketing, illustrating how marketers can reach their target audience effectively. Social media applications provide significant opportunities for interactive, cost-efficient marketing, allowing businesses to offer greater customer engagement. Consumer psychology plays a critical role in purchasing decisions, with factors such as physiological, psychological, social, and cultural influences shaping how individuals respond to advertisements.

Ebere Chukwuere (2017) examined the influence of social media on university female students' lifestyles, revealing that social media impacts the way they think, interact, communicate, and form relationships. However, the study also highlighted the potential dangers of social media, such as the spread of unethical content and confusion between real and fake information.

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