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Adverse Effects of Advertising on Children

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Abstract

Commercials featuring celebrities are more likely to be remembered by viewers. When an endorsement deal is in place between a public figure and a company, any negative press about the celebrity might potentially affect sales of the endorsed goods for children. A child's choice for a brand and subsequent actions may be influenced by advertising. There is evidence that exposure to advertising aimed at children (particularly those younger than eight) may increase parent-child disputes when the children in the commercials are denied their perceived needs or wants. A child's susceptibility to health issues like diabetes and obesity may be influenced by exposure to advertisements for junk food. And sophisticated cigarette and alcohol marketing that sidestep local regulations may encourage minors to indulge in these vices. Public service announcements are one way that advertisements may help kids. Alcohol companies have prepared commercials that caution viewers about



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the perils of drinking and driving and promote the consumption of healthy foods like milk.

Keywords: adverse effects; advertising; attitudes; children; publicity

1. Introduction

A child's choice for a brand and subsequent actions may be influenced by advertising. There is evidence that exposure to advertising aimed at children (particularly those younger than eight) may increase parent-child disputes when the children in the commercials are denied their perceived needs or wants. A child's susceptibility to health issues like diabetes and obesity may be influenced by exposure to advertisements for junk food. And sophisticated cigarette and alcohol marketing that sidestep local regulations may encourage minors to indulge in these vices.

Public service announcements are one way that advertisements may help kids. Alcohol companies have prepared commercials that caution viewers about the perils of drinking and driving and promote the consumption of healthy foods like milk. The goal of advertising is to bring attention to a product, need, or service by whatever means necessary. Publications, broadcast media, and outdoor billboards are all used for this purpose. Consumer spending may be boosted by strategic advertising (Chan, 2010). They may also be used to spread information and instruction.

Because of their impressionable nature, children are particularly vulnerable to the detrimental effects of advertising. They tend to accept as true any explanation that meets their ears. As a result, they feel compelled to get hold of the marketed product. Food and drink advertisements, among others, may appear here. Kids are influenced by food commercials and will grab anything they see on TV or a billboard if they think it tastes good. As a consequence, individuals often consume more than they need, which may lead to weight gain. The United States is a useful example here. Data suggests that about nine million American kids older than six are overweight.

In addition to the above, it should be noted that children's favourable views towards fast food and snack advertisements they see on television often lead to harmful eating habits. Obesity may develop as a result. Many businesses see children as their primary market since they represent the future of their industry's customers. If the United States serves as a case study, then an American youngster should expect to see about 40,000 ads on television each year. Commercials for quick food restaurants, breakfast cereals, and sweets are all here. Advertisements for foods high in sugar and poor in fibre tend to air during kids' TV shows. Vegetables, fruits, and dairy products are seldom ever included in advertisements. Because of this, the number of youngsters buying these items has increased.

Finally, parental qualities deserve a lot of focus in food marketing. Because they provide the bulk of caring for the family. It's about how parents talk to their kids when they watch TV. Parents should work to alter their children's perceptions about the prevalence of childhood obesity and the influence of television advertisements for junk food. Here, there is an emphasis on linguistic interactions with kids as a means of communication. Consequently, parental obligations might form the basis of one of the necessary preventative actions. When it comes to TV ads and childhood obesity, parents should be allowed to teach their kids what they need to know (Pardun, 2014).

Advertising alcoholic beverages on television is another kind of media that might have a harmful effect on youngsters. Ads for alcoholic beverages are a constant presence on television from the time children and teens are young. How they constantly interpret what they see in such commercials is a mystery. The preteen years are a particularly hard hit area. This alters their worldview and attitude towards booze. Likeability of an advertising has been shown to boost its efficacy (Barrie, 2004). Despite this, there has been little limited study on alcohol marketing. In the UK, for example, alcohol commercials are often shown during kids' shows. Because teens tend to remain at home at this period, there will be some accidental exposure.

Other research has shown that a person's foundation is set by their early experiences. In addition, research on children's responses to television commercials is limited. Since underage people are easy targets for alcohol

marketing, companies often target them directly. This leads youngsters to form conceptions that are more overt in their presentation. One research indicates that a person's appreciation for alcohol grows with age. A youngster of 12 years old shows far more enthusiasm for this than a child of 10 years old does. These commercials for alcoholic beverages may have a sexist impact on young minds (Pardun, 2014).

The goal of advertising is to bring attention to a product, need, or service by whatever means necessary. Publications, broadcast media, and outdoor billboards are all used for this purpose. Consumer spending may be boosted by strategic advertising (Chan, 2010). They may also be used to spread information and instruction. The primary goal of this study is to disprove the claim that advertising has no harmful impact on children.

To name just a few of advertising's benefits, it may help attract attention, which might lead to more people becoming followers. Marketing aimed towards kids is to provide a pedagogically sound setting for their development. The imagination and originality it brings into people's lives has a salutary effect on their cognitive growth. The harmful effects of advertising, especially on young people, are the focus of this research, despite the fact that advertising has many potential benefits (Barrie, 2004).

Because of their impressionable nature, children are particularly vulnerable to the detrimental effects of advertising. They tend to accept as true any explanation that meets their ears. As a result, they feel compelled to get hold of the marketed product. Food and drink advertisements, among others, may appear here. Kids are influenced by food commercials and will grab anything they see on TV or a billboard if they think it tastes good. As a consequence, individuals often consume more than they need, which may lead to weight gain. The United States is a useful example here. Data suggests that about nine million American kids older than six are overweight.

To this, (Kirsh 2010) adds that children's favourable views towards unhealthy food choices are often the result of their exposure to advertising for fast food and snacks on television. Obesity may develop as a result. Many businesses see children as

their primary market since they represent the future of their industry's customers. If the United States serves as a case study, then an American youngster should expect to see about 40,000 ads on television each year. Commercials for quick food restaurants, breakfast cereals, and sweets are all here. Advertisements for foods high in sugar and poor in fibre tend to air during kids' TV shows. Vegetables, fruits, and dairy products are seldom ever included in advertisements. Because of this, the number of youngsters buying these items has increased.

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Beer, for example, has been marketed in a way that has led both young and old to associate it with masculinity. Previous studies only relied on tacit information gleaned from interviews and focus groups. Changing the approach used in focus groups and interviews might elicit new perspectives and insights when dealing with developmental challenges. Since advertising utilise a variety of techniques to win over consumers, including children, it follows that children's understanding of these commercials should vary if they are to benefit from them (Kirsh, 2010).

Furthermore, according to (Chan 2010), commercials have a harmful effect on kids since they never teach them to distinguish between necessities and luxuries. As a result, it usually causes a person, especially a youngster, to have decreased self-esteem. This is because they feel inferior to others who can afford the advertised goods and services if they are unable to have them. However, parents often invest more cash in their kids than they do in terms of time. Since kids can't differentiate between shows on TV and commercials, they often have their perspectives skewed by the constant barrage of information they take in. Companies take care to broadcast advertisements in such a way that children would be compelled to pester their parents into purchasing the advertised goods. Some of these items, like video games, may have serious negative effects on a youngster. Using children as a product's primary audience might cause tension between parents and their offspring (Pardun, 2014).

The literature evaluation demonstrates that advertising is harmful to children (Figure 1). Every time, the public is given solutions that are unrealistic. Companies often advertise products like beer using cartoons and animatronics because they know that more than half of kids like these types of media. Advertisers would have us think that the ideal lifestyle is the one shown on television. This literature reviews the problems with advertising to kids and attempts to summarise the main points. And as the advertising industry becomes more competitive, more and more harmful messages and goods enter the market,

putting our children at risk. Because of how dependent children are on television, developing effective preventative measures is challenging.



Figure 1. Children and TV Advertisements

1.1 Children are Defenseless

Young people lack maturity and are innocent. Marketers that use television to promote their wares often have a naive conception of what running a company entails. They fail to see that marketers aim to pique kids' interest in order to sell them items. Young people have little trouble accepting the claims made in commercials at face value. Specifically designed to pique the interest of kids, commercials are everywhere these days. As a marketing tactic, it goes over the heads of children. Children are a soft target audience that is easily swayed.

1.2 Junk Food Advertising and Children

Children are particularly susceptible to the persuasive power of junk food commercials, which has been demonstrated to boost their craving for junk food. Young children may mistakenly believe that junk food is healthy because they see fit young people consuming it in commercials. They are unaware that fast food is bad for their health. They do not realise that junk food is nutritionally empty. They could even hope that if they consume more of these unhealthy snacks, they will eventually start to look like the skinny people in the commercials (Figure 2).



Figure 2. Influence of Advertisements on Children

Studies have indicated that exposure to these commercials increases children's intake of junk food. They seem to have been so persuaded by the advertising that they almost increased their intake of junk food. They showed kids confectionery adverts in a research. It was discovered that kids who saw sweets advertising were significantly impacted by them. Those kids would rather nibble on sugar than fruit. They opted for sweets over healthier options like fruit.

Lessening the amount of time kids spent watching ads helped. They were prompted to choose the healthy options over the sugary ones. Obesity in youngsters younger than five has been rising rapidly, according to recent data. The rising prevalence of childhood obesity has been linked to an increase in the intake of fast food and other processed meals.

1.3 Resulting in the Nag Factor

Kids could beg their parents to buy the promoted goods. They can refuse to consider any other brands in the shop save the one from whom they bought their favourite pair of jeans. They may also be adamant about conforming to the idealised commercial culture.

Advertisements for consumer goods may influence children to make unreasonable requests of their parents. Children have been known to scream, squeeze, and tug on their parents until they give in and buy the advertised toy. Some weak-willed

parents could cave in to their kids' demands if they were in a similar position. These commercials provide the incorrect message to kids, influencing them to place a high value on material possessions.

1.4 What Parents Can Do?

These days, parents worry about their kids' exposure to media and ads because of the increased transparency and accessibility of such content. It has been observed that young children may frequently retain information meant for adults. The messages in commercials meant at adults stick in the minds of children.

Advertising and marketing to children less than twelve years old is illegal in several countries. Since children are often in bed by 10 p.m., one nation has outlawed toy commercials before then. Traditionally, advertising targeted parents to promote things for children. These goods were aimed squarely at the parental demographic. However, modern advertisers specifically target kids. Many commercials are aimed squarely towards kids in an effort to capture their attention. The marketing campaigns specifically target kids.

1.5 Brand Preference

Furthermore, studies have shown that advertising is effective in teaching children to favour a particular brand. As little as one exposure to an ad is all it takes for a child to develop a preference for that product over another. Repeated exposure to a commercial for a product or service directed at youngsters is likely to increase their enthusiasm for the advertised item. It is no surprise that this inclination influences parental spending habits. Isn't that the point of the advertisement, given that kids often aren't the ones purchasing the goods in question?

1.6 Negative Effects

The majority of children's reactions to advertising are likely to be unfavourable. Studies have shown that advertisements have harmful effects in a variety of domains. The parent-child bond is one example. When a parent refuses to buy a kid something they really desire, tensions between the two might rise.

Companies selling fast food and processed foods heavily advertise to youngsters. Children's exposure to these advertisements has been linked to an increase in their intake of sweets, snacks, and fast food, which in turn increases the risk of obesity, diabetes, and other health issues.

1.7 Positive Effects

However, advertisements may have a good impact on kids if they include important social themes. Advertisements by several breweries and bottlers highlight the risks of drinking and driving, particularly to young people. Milk consumption has grown thanks to other commercials like the well-known Got Milk? campaigns, even though doctors are divided on whether or not it's medically necessary.

2. Conclusion

Young people lack maturity and are innocent. Marketers that use television to promote their wares often have a naive conception of what running a company entails. They fail to see that marketers aim to pique kids' interest in order to sell them items. Celebrity endorsements help ensure that viewers remember commercials. When a celebrity has an endorsement arrangement with a corporation, any unfavourable publicity about the star might hurt sales of the promoted products. Advertisements may have an impact on a child's brand preference and subsequent behaviour. Children under the age of eight may be more likely to get into arguments with their parents after being exposed to ads in which children's wishes and needs are consistently rejected. Advertising for unhealthy foods to children may increase their risk of developing diseases like diabetes and obesity. The smart marketing of cigarettes and alcohol that avoids local rules may also promote underage use. Commercials may be useful to children since they often include public service messages. Commercials produced by alcohol producers warn of the dangers of drinking and driving and encourage the intake of sobering beverages like milk. Whether it's advertised on TV or a billboard, kids will eat anything they believe tastes delicious. Therefore, people often eat more than they need, which may contribute to weight gain.

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