

EFFECTS OF ADVERTISEMENT OF CONFECTIONARY PRODUCTS ON CHILDREN –A CASE STUDY IN SOMPETA, SRIKAKULAM DISRICT, ANDHRA PRADESH

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ABSTRACT

Advertising to children is the act of marketing or advertising products or services to children, as defined by national legislation and advertising standards. Advertising to children is often the subject of debate, relating to the alleged influence on children's consumption. Rules on advertising to children have largely evolved in recent years. Positive effects like convincing ads which concentrate on healthy food products can help to improve the diet of a child if they are attractive enough. There is a negative effect of Advertisement on kids. Advertisements encourage the children to persuade their parents to purchase the products shown in the commercials, whether useful or not. The little ones tend to get adamant, if they are not bought the product. The personal preferences in clothing, toys, food and luxurious of children are altered by the advertisements, to a great extent inducing an indifferent type of attitude, behavior and lifestyle. Advertising makes the kids aware of the new products available in the market. It increases their knowledge about the latest innovations, in the field of technology as well as otherwise. On other side advertisements encourage the children to persuade their parents to purchase the products shown in the commercials, whether useful or not. A research study a semi urban area has revealed many positives and negatives which is covered by this paper.

KEYWORDS: Advertisement, Attitude, Behavior Dynamics and Media