

Tischenko V.
Zaporizhzhya Institute of Economics
and Information Technologies(ZIEIT)

INFLUENCE OF ADVERTISEMENT ON CHILDREN

Urgency of Problem

Nobody can doubt that nowadays the advertisement industry absorbs people of all ages, professions and styles of life. Its role is to increase market share and educate consumers about the new products. There are many ways of advertising which are television, radio, national press, local newspapers, magazines, cinemas and billboards. As children live in the world of adults, they frequently get under influence of advertising.

Positive Ads Influence on Children

Positive children's reaction is caused by ad images of idols - known football players, actors or musicians to whom they aspire to imitate. Children learn a lot of new, start to be guided better in the huge world of the goods, understand their functions, advantages and lacks. The child enters adult life, starts to understand the meaning of the words: price, earnings, discounts, quality. Advertising helps children to be fashionable, to be «on one wave» with coevals.

Negative Ads Influence on Children

Sometimes ads of such products as chips, chewing gums, sugar candies, chocolate bars, soda water which is performed by an image of the teenager, who eats them, are not too useful for young children. Very often it is very difficult for parents to prove it to the child, and parents concede under influence of child's persevering arrangements and buy what it asks.

Advertisement, Which Causes Indirect Influence on Children

Advertisement of Tobacco

In 2002, the major cigarette companies spent \$12.5 billion (\$34.2 million/day) on advertising. Each day in the United States, nearly 4,000 children under the age of eighteen start smoking. As a result more than 6.4 million children living today will die an early tobacco related death.

Advertisement of Alcoholic Drinks

Influence of alcohol advertising first of all threatens health of children. Probability of those teenagers, who often see advertising alcohol, will start to drink, makes 50 %, children who seldom get under influence of advertising of

alcohol - 36%. The scientists from university of Connecticut argued, teenagers would drink more alcohol if they were under influence of advertising of alcohol.

Advertisement of Fast Food

Scientists from Illinois (Chicago) found out that every day, nearly one-third of U.S. children aged 4 to 19 eat fast food, which likely packs on about six extra pounds per child per year and increases the risk of obesity. The lead author of this research Dr. David Ludwig, director of the obesity program at Children's Hospital Boston said that the numbers, though alarming, were not surprising since billions of dollars were spent each year on fast-food advertising directed at kids.

Advertisement Which is Directly Turned to Children. Money Spent by Children

The American experts in marketing estimate consumer cost of one child in 100 000 \$ - that amount of money one American child should spend for purchases during all life. According to research service Charles Schwab & Co in 2002 the amount of money spent by children and adolescents reached \$170 billion. Today, the average American adolescent spends \$92 every week.

Children's Time Wasted on Advertisement

Children between the ages of two and seventeen watch an annual average of 15,000 to 18,000 hours of television, compared with 12,000 hours spent per year in school. Four hours of television programming contain about 100 ads.

Range of Products Children Choose to Buy

Children are the focal point for intense advertising pressure seeking to influence billions of dollars of family spending. The psychologists of the internet site "MediaWise.org" are aware that children influence the purchase of not just kid's products anymore, but everything in the household from cars to toothpaste.

Some Methods of Restrictions Ads Influence on Children

Sweden and Norway forbid TV ads at kids under 12. Greece does not allow toy advertising on TV between 7 and 10 pm. Quebec prohibits TV commercials directed at preteens or younger. Parents have to dose down watching TV by children and form the correct attitude to advertising. the most useful way to stop the ads influence on children is talking to them and teaching children to find discrepancies between advertising and a real product.

Conclusion

The purpose of my further work will be to find the examples of strategy, which they influence kids, and decide if it is very important to use them or the

workers of marketing departments could produce high level ads without getting kid's mind in marketing goods and services.