



Virtuousness to Celebrity-A study of Children in advertising

• Ankita • Savya Shankar • Wali Shabina
• Mehrazun Neesa Haque

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Corresponding Author : Mehrazun Neesa Haque

Abstract : *The main aim of the study is to investigate the running trend of casting children in advertising and also to understand the pressures and motivations of Indian children, and glean implication for brands and communication.*

There were times when it was believed that sex sells anything and everything. Then came the era of glamour and celebrities. Now the times have changed. The sheer volume of advertising is growing rapidly and invading new areas of childhood. Children and babies, with their innocent and adorable looks, are excellent means of capturing people's attention. These kinds of advertisements are influencing the lifestyle of the

children in much greater fashion, both in the righteous and the unrighteous direction.

Advertisements with children used to appeal to the parents earlier but now they are directly appealing to children who do not have the emotional or cognitive tools to evaluate what is being sold to them. The young ones are now trying to influence big investments of decision makers at home and in business. Children play the lead role in advertisements that seek to break the advertisement clutter and make an emotional impact.

We tried to find out people's perception on the issue of children being used in advertisement, whether the children used in ads are enhancing their talent or their innocence is being snatched away by the advertisers and the parents by using them as a status symbol in society.

This research helped us to know whether this trend has emerged as a boon. Sometimes, it makes one perplexed as it seems that it is more of a robber of childhood innocence.

Key words : *Advertisements, children, parents, innocence.*

Ankita

CEMS II year, Session: 2011-2014,
Patna Women's College, Patna University, Patna,
Bihar, India

Savya Shankar

CEMS II year, Session: 2011-2014,
Patna Women's College, Patna University, Patna,
Bihar, India

Wali Shabina

CEMS II year, Session: 2011-2014,
Patna Women's College, Patna University, Patna,
Bihar, India

Mehrazun Neesa Haque

Lecturer, Department of CEMS,
Patna Women's College, Bailey Road,
Patna – 800 001, Bihar, India
E-mail : mehraz.haque@gmail.com