



Impact Of Social Media Advertising On Children’s Mindspace – A Study Of North India

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Abstract:

The rapid globalization of markets and the consequent spread of advertisement tend to children in a key phase of their development relating to the promotion of commercial consumer products especially the mostly digital types. Despite the changes taking place in the world, for example, in our postmodern society with its digital culture, there exist however a lot of changes and a need to examine the effects of advertising on Indian children with the rise of culture, in particular, the influence of social media (SM) advertising during the digital sweep. North India could be conveniently chosen for the study due to its considerable geographic and sociodemographic differences within its urban and semi urban areas. This study fills this gap by examining the effect of exposure to SM ads on 7 – 14 years old north Indian children. To be more precise, the study seeks to find out what kind of digital adverts children are more sensitive to, and how they affect the family’s shopping behavior negatively. A total of 202 people aged 6-13 Grade out of two states in India: New Delhi and UP (Uttar Pradesh) were selected using Convenience and Judgment sampling methods. According to the research, it is obvious that SM advertising impacts significantly on children’s brand memories more so when it comes to food and leisure products. Thus, the advertisement on SM does not merely promote products but also the behaviors that accompany them. The results suggest feasible marketing initiatives and encourage the development of positive parenting.

Keywords: *Social Media, Advertisement, Marketing, Children, Behavior, North India.*

1. INTRODUCTION

Social Media became popular with children at a very young age and has become one of the main ways to reach the audience. Especially the Indian kids are at risk because their parents hand them their devices at a very young age. It is quite common for such children to watch YouTube, use Instagram, read newspapers, and play a myriad of these games which contain products,



information, and other materials. An analysis of the most recent statistics on this topic reveals that 49 percent of individuals aged 10 to 12 years in India CSK have used SM applications in the last six months and even among 7- to 9-year-olds, such an age group as 32 percent are saturated with the Social platforms. Considering all researches of the impact of improving in the amount of media being provided to the children between 5 and 13 years, it is clear that the generation experiencing marketing through used the fullest electronic devices is already here. It is considered the known fact that advertising activities are influential especially regarding development of children's issues, such as cognitive functions, learning of children, social skills and other skills related to children, activities. SM advertising is known to be generally effective in terms of its impact on the behavior of children, which is demonstrated in Figure 1.

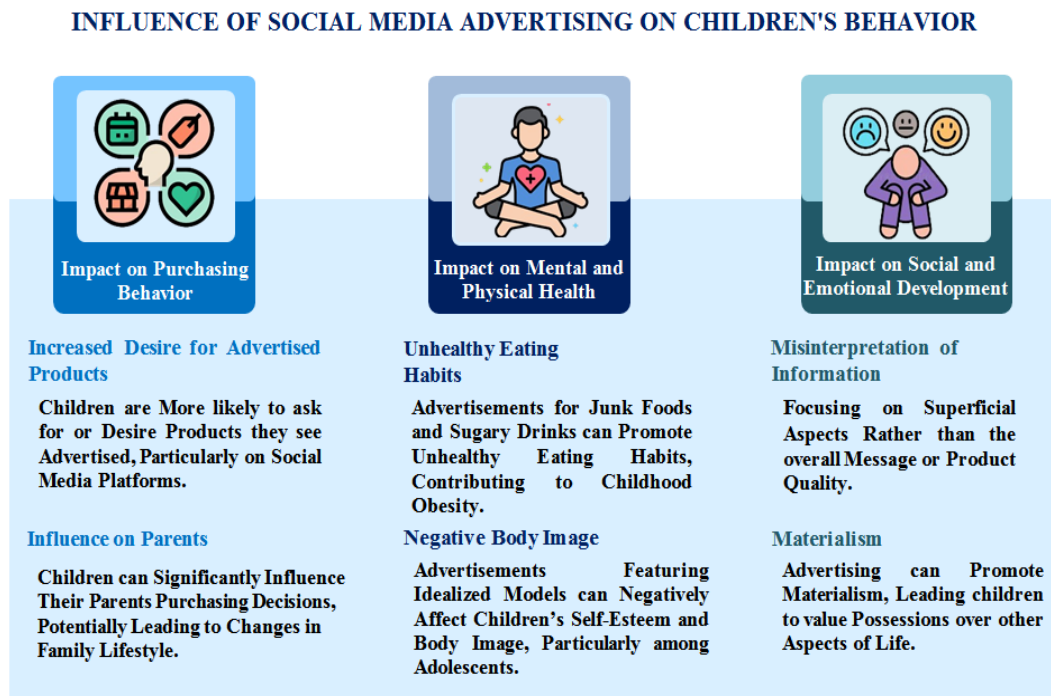


Figure 1: Impact of social media marketing on children

In regions with a growing population of young people like India, children's engagement with digital advertising is more pronounced and demand for it is even higher. According to a research performed in the passion market of kids advertising, it is forecasted that the Indian kids advertising market shall grow at 26% compounded growth rate. There are many issues and thematic concerns on this topic. Children know, learn and ingest brands more than in any other day of their lives, thanks to advertising overtime. In India, companies have aggressively metamorphosized this and decided to create spaces within the television or the mat, where children simply interact with



brands in an innocent and adulated manner journey My Health App Pediatric AAD URL: As a result, marketing children through media factors such as predictive behavior may be effective in predicting brand recall, brand recognition and other cognitive effects of an advertisement among boys and girls, purchase behavior, for instance, compelling parents to buy things they may not have intended to buy the kids and finally in terms of how the viewers react to advertisements out of the last 3 questions, this would obviously fall under the category of emotional impact.. This is necessary for marketers who wish to engage a young audience and care about doing it ethically in combination with parents and teachers concerned about children's welfare in a digitized context.

1.1 Problem Statement

The bombardment of children with marketing and advertising every day is difficult to quantify, but can lead to some rough estimates. Nevertheless, the negative consequences of SM marketing on children's health and is gaining increasing attention from researchers, it is very complicated to find any empirical studies on this aspect of marketing within India and in particular in North India. Thus the problem of the study that concerns this research is the lack of study that shows the relationship between social media marketing to children and their attitudes and behavior in North India. Despite the fact that it has become a fad to study children with regards to technology, the interests of studies have always inclined towards video games, synthesis and the internet materials, thus little if any research has been conducted on the effects of brand awareness, children's purchase influence on family decisions and emotional well-being of children. Marketers, however, continue to plunge most of their marketing expenses into online advertisement directions that involve the targeting of young persons and mothers through cool games and influencers to draw the attention of kids. Yet, stakeholders, both parents and pedagogues, do not approve of the use of such tactics in children marketing fearing the worst of the child becoming materialistically oriented, whiny for unnecessary goods and at times overly excited by the emotions from such advertising. The relationship between children's tendencies to entropy and the precondition of SM advertising influence with variations within North India is not well-studied especially in well known regions characterized by the extensive use of such technologies. This research tackles the issue of how and whether SM advertising constructs the mental space of children in North India and the challenges it poses on marketing and development of a child.

1.2 Research Objectives

The study's main aim is to examine SM advertising impact on the mind-space of children (ages 7–14) in North India, encompassing cognitive, behavioral, and emotional dimensions. Based on this overarching goal, the specific objectives are,

- To evaluate the effect of SM advertising on children's brand recall and awareness.
- To assess the extent of "pester power" exerted by children for products seen in SM ads and analyze the factors influencing this behavior.



- To investigate children's emotional responses towards SM advertisements (like excitement, desire, indifference, or annoyance) and their potential implications.
- To compare any important differences in the above impacts between urban and semi-urban child demographics in the sample.

The remainder of this paper is organized as follows: Initially, the problem statement and research objectives guide the study. Afterward, a focused literature review is presented to contextualize the work within current findings. Next, the methodology is detailed, including research design, sample characteristics, instruments, and analytical techniques used. The results and discussion section presents key findings, supplemented by figures and tables (e.g., brand recall rates, a regression analysis of pester power, and an emotional response distribution). Finally, the paper concludes with a summary of insights, acknowledges limitations, and suggests avenues for future research on this crucial topic.

2. LITERATURE REVIEW

British American and twice in favor of it, the scientists Kushal L. and Britamolon R. [11] conclude the article's presentation political advertising and the young. The primary data was obtained from 50 young people, who were investigatively interviewed in Coimbatore resulting. The problem was stated and verified in the test involving the chi-square analysis. It was found also, that within this group, the youth act differently meaning that they are neutral or they are quiet when particular digital adverts were placed for the sale of alcohol or cigarettes they smoked or drunk. This research was however held up with some few attendant anomalies First, the study was centralized i.e to Coimbatore alone. The second case is the research was completed modestly in terms of 8 months. In addressing what makes an advertisement effective on the young people of the city of Bengaluru, Madhumitha S Nayak and Christina Liza Sleeba [12] evaluate Social Media advertising. More specifically they looked at the efficacy of SM Advertising and its ability to influence purchase decisions especially to the young people. Using the questionnaire for the 50 sample subjects analysis was done through random sampling nevertheless yet this is another study that employed office the youth's section.

Further, Tej Patel et al. [13] described how advertisements act on the mental health of children. In this et al. Both qualitative and quantitative methods of research were used. Among the auditorium provided were most of the women were given a questionnaire and also a semi-structured interview. The last one gave a definite conclusion on the relationship that advertising contact has on their mental status. The main weakness of this research is that the sample consisted of young people only and this might affect generalization of the findings.

In their own right [14] Sinem Eyice Basev explored "Exploring the Effects of Social Media on Children's Consumption Behaviour". 20 mothers who offered to assist with the study, along with their kids whose age is in the proximity of 5 to 13, did video postings, as a type of research. The



mothers' activities encouraged the observation of one significant fact, that consumption patterns in gamification, when used to promote products or services, more likely encourage the tendency of over using instead of consumption, particularly with children who are beyond the marketing reach. This research report, therefore, should not be taken as valid outside the specified study group because the data were also collected through the employment of qualitative methods of research which were also marred by a number of limitations. That is, even opinions and experiences of the participants who were available for consultation as part of this research framework should not be seen as a collective agreement of society.

In their research on the influence of media advertising on the behavior of children and adolescents, Efimova, Kopteva [9] conducted a research on this subject. The aim of this work is to explore the effect of advertising on the younger age group and make recommendations on the analysis of the impact. This paper is based on the third type of survey methodology which employs both qualitative and quantitative measures. The discussion extended to the positive and negative influences of product ads on different ages' marketing activities.

Shreif El-Khadim and Abass Shash [10] analyzed of the effect of ugc ads on their culguration effective of individuals. This study sought to enhance understanding of user-generated content ad effect on culture among individuals. The methodology of the study involved observation and questionnaires. RCCL's advertisement campaign was most memorable to approximately one-quarter of the interviewed respondents, as shown in the table below. The advancement of technology such as mobile phones and the mobile internet has made any social group to feel the urge to participate in the restricted demographics.

Jincy T. C and A. Enoch, [11] who studied use of the TV also made a conclusion that it is the commercials where most advertisements viewed by teenagers can be found. The effect of campaigns on youths social behavior has been a focus of growing interest, however, the situation by now hinders this problem from being effectively managed. If I Positioning dm and to some commercials that are undermining the society then a strict regulation can be opposed. This research discusses visual commercial popularity and sociability of advertisement. The study design fitted the use of both qualitative descriptive one in the nformation setting and quantitative one o open ended questions. Essentially the research aims were to determine wether eu teenagers are affected by icces or not there was any association between use of tv advertisement and european teenagers.

Most of the research and studies on the negative impact of the media on the behavioral stereotypes of children deals mostly with the problems and challenges which the media places at the feet of both boys and girls . Most importantly most of FGD could approach such a conclusion. Cauvery [8] believes that children education is an intergral part of developmment as such, education was considered and included by the team but as a distinct theme. At the outset, hochschild uncovered the advantages of advertising and the contribution of advertising to the consumer welfare and its



critique in the chapter. In the general review of the literature it is established that while children enjoy watching television advertisement, the advertising communication does have negative consequences it so, especially with young and innocent viewers like toddlers, preschoolers, and school goers.

In fact, numerous media agencies have executed numerous campaigns that completely neglect ethical principles. In the case of ‘in-house’ media agencies, it is doubtful if the limitations (including ethical ones) are so rigid. The language of advertising and society manipulation greatly stresses the children psychology. okino s9.numpy h hne a good wa of removing these deeply ingrained stereotypes than to break the people’s shells and even sleep on the shore of the Amur?” Evgenia was silent, since the place should not be included In the discussion as margin notes.

In their research, Eco et al., [17] emphasized the influence of advertisement exposure of McDonald’s on children’s branding measurements which includes brand recall, brand cognitive and effective components, and desire to consumed the advertised food of children. The sample involved 154 young citizens from New South Wales, Australia. The results of the following study are based on the Crossover Beneficiary Contribution research. The results indicated an independent rise in brand recognition in the above-mentioned media exposed children but the study was not meant to experimentally verify the efficacy of the marketing strategies in the given situation.

3. RESEARCH METHODOLOGY

3.1 Research Design

For the purpose of evaluating the influence of social media advertising on children, the research employed descriptive survey methodology using quantitative techniques. In view of the elusive nature of the children’s “mind space”, a broader explanation for such constituted the cross-sectional survey that was targeted to measure self-reported attitudes and actions of the children. The primary purpose of the cross-sectional and non-experimental studies was emphasizing correlations and differences rather than evidence of cause-and-effect relationship. An extensive survey was conducted through the structured questionnaire (for the benefit of the respondents) for the collection of data from children’s exposure to social network ads, brand recognition, coercion behaviors, and emotional expressions. A distinct feature that should be noted is that this research was conducted at a more natural social setting in the educational institutions and households rather than artificial laboratories to curb unnatural responses.

3.2 Study Setting and Sample

The study was undertaken in the northern region of India incorporating predominantly urban and semi-urban regions demonstrating a mixture of income levels. Two main target areas were focused on: New Delhi – Accessibility(no more than one sentence) urban belts and in the state of Uttar Pradesh, a semi-urban setting – state children hailing from transition communities. The cohort



limit that is statistically representative was enforced within the limits of 7 years to 14 years where children belong to a culture aware their rights and particularly advertisement and considering the age bracket, parental support is necessary. 211 children (N = 211) were enrolled for the study selecting from both convenience and purposive samples so that factors such as viability of conducting a study on minors and protocols of Institution filled with ethics can be taken into account. Accordingly, 127 children (60%) in the study were from the urban setting, and 84 children (40%) were from the peri-urban site. The ratio of males to females compiled of 114 boys (54%) and 97 girls (46%) characterized by an average age of 10.8 years (SD \approx 2,2). Schools, as well as community institutions, were contacted for the initial phase of the research, with requests for the submission of a child's legal guardian's certificate. In the current context of use of system some access to digital storage particularly smart phone or tablet is required. Exclusions will not be made on the basis of any participants' income or rank.

3.3 Research Instrument (Questionnaire):

A set of questions to be requested in this study was crafted specifically, and it was a blend of multi-choice, Likert-scale and few open-ended items due to the requirement for numerical and textual data. This was done because of the age of the participants as the language incorporated in the questions was straight to the point. Interviewers interacted with the respondents and took up children less than ten years of age to ensure that they cope with the questions and context also was understandable by them. The questions were comprised of five main parts: the first one discussed media, gadgets as well as the activities such as You tube and Instagram among this generation. The second part which was Brand recall was concerned with recognising the product logos in these several sectors. The third part used statements with likert scale to understand and quantify the pester power of the subject and also recalled they ways in which they had been made to buy life/time separating their family budget from the promotional purchase. The fourth part elicited the feelings aroused by the advertisement few options of which was menace and others were disgust; among other emotions. The last section was aimed at the collection of some basic related to the help(age) of the particular child. Tidiness of the tool, especially the scale questions was ensured through its examination by child psychologists and marketing professionals. Questions, instructions etc. were put in English and also translated to Hindi for the convenience of more people which again warranted the need for taking the questionnaire written in Hindi and translating it back to English for purposes of ascertaining the accuracy of the materials. Surveys were prepared in English and Hindi, depending on the child's fluency.

3.4 Data Source and Collection Procedure

In the months covering December 2024, with approval already in place from both schools and guardians, all the primary data came from the collection of children. To complement the questionnaires in urban areas, two New Delhi schools were secured under the researcher's supervision. This information about the children was captured at the semi-urban location at schools



and some homes, for the non-school going children. Both of these procedures required the parents' consent and the children's agreement in their participation in the research project. The children's simple and plain pictures embedded in the booklet were used to help them recollect the brands in the booklet as well the long pauses had some cartoons in them. The also made sure that all children's responses were recorded by trained staff with the assuring confidentiality and privacy taken into consideration. A mulligan to design the instrument and bring in the skill was not considered in the report. The responses underwent abstraction and were assigned numeric values and a > 90% completion rate was achieved, this was through the interest elicited from the children on the subject matter.

3.5 Data Analysis:

Upon analyzing the feedback was by using various analytical tools such as Statistical Package for the Social Sciences and Microsoft Excel. The descriptive statistics such as – number of observations, number and percentage of respondents, central tendency and dispersion per each variable help to sum up media usage, brand recall, pester power and emotional responses. The frequency of the data includes percentages and means and standard deviation will provide more descriptive information. In presenting brand recall (Figure 2) and emotional responses (Figure 3), the figures and tables were presented. Using chi-square tests, brand recall scores (0–5) were compared across age groups and regions. The brand recall and regional brand recall levels are not the same for people of different ages and regions. A composite Pester Power Score was defined and multiple regressions were run with ad exposure, brand recall, and age. Table 2. Emotional responses according to age and gender were tested and adjusted. Focusing on the age and gender pester power components, however, on the mean standardized loadings for pester power items for the construct, the cronbach's alpha was 0.81 signifying good measurement and consistency in reliability. In all statistical analyses, the significance level of 0.05 and p

3.6 Validity and Reliability:

Several attempts were made in order to guard the reliability and validity of the research results and the research tool itself. Then, to improve the degree of the content validity, the questionnaire was reviewed by child psychology and marketing experts for relevance and clarity on several items. Instead, minor adjustment of wording was recommended after the implementation of a pilot test with ten children so as to enhance comfort with the survey. Further support in the construct validity testing of the pester power scale was found in the relevant items which measured the request of such behaviors. Convergence validity was revealed from a significant correlation between the higher pestering tendencies and brand recall as well as ad exposure. Values of brand recall and ad exposure were positively correlated to pestering effects on children.

The nice thing about the pester power scale was that this is not a very long scale resulting in a scale which had an alpha of 0.81 indicating good internal consistency. None of the items were replaced and all were included since they made a positive contribution. It is unfortunate that respondent did



not calculate the test-retest reliability because the study used a cross-sectional design. However, the questions were easy to understand, which makes its stability predictable. Inter-rater reliability was not tested because the measurement was self-report and most responses required minor interpretation only.

3.7 Ethical Considerations

The ethical clearance was granted through the institutional ethics committee under the Department of Management Studies during this research work. And informed consent was also granted, upon submission of detailed information on this research work to the parents or guardians. It should be noted that the policy on assent also had to be duly followed, with careful attention to the age of the subjects and whether they are in a position to understand the importance of surveys. The subject had self-confidence during the survey aside from that, and he understood that he was free to answer to the questions posed to him and that he could skip some questions without answering. “Still, we promise not to sacrifice our commitments to fighting this good fight for social research on children”: To reiterate the respondent was assured that his or her commitment to social justice and academic inquiry that prevented him or her from carrying on almost sank cost analysis was guaranteed. In accordance with the requirement of protecting personal information, no personal data was assembled and analyzed, except statistical data from various respondents whose copies were separately coded in order to conduct a comparative analysis. Data was gathered taking care not to inconvenience Tamale schools where it was too easy to disrupting lessons in attending class. As a symbol of showing gratitude, the participants were given gift items that included the simplest of stationeries. There was no information of controversial subject in the questionnaire to avoid confidentiality issue among the least rational sector of the society. It was private modesty that accounted for the fact that out of ideas and reasons why such examples could not be provided. All these concerns were carefully considered and managed appropriately for the good will of the study subjects throughout this research period.

4. RESULTS AND DISCUSSION

The results organized the main themes of brand recall, pester power, and emotional response, which correspond to the research objectives. The study included 211 children aged 7–14 years (mean age 10.8, SD \approx 2.2), with 114 boys (54%) and 97 girls (46%). Urban participants (127, 60%) were from New Delhi, while 84 (40%) were from a semi-urban town in Uttar Pradesh. Urban respondents were mainly from middle-class families, while the semi-urban group comprised lower- to middle-income households.

Table 1: Demographic Profile of Respondents

Category	Details
Total Participants	211



Gender – Boys	114 (54%)
Gender – Girls	97 (46%)
Location – Urban	127 (60%)
Location – Semi-Urban	84 (40%)
Mean Age (years)	10.8 (SD ≈ 2.2)
Age Range	7–14 years
Socio-economic Distribution (Urban)	Primarily Middle-Class
Socio-economic Distribution (Semi-Urban)	Lower-Middle-Class to Middle-Class

4.1 Brand Recall Outcomes:

Failed to establish the content in polemic is the leverage factor that differentiates and stands out the most in effective hash-tweets, if the posts are not able to achieve public attention, the media would not be involved. As of direct action, the customers, receiving the sample, and not the marketers are the co-producers of the video clip. O’Reilly (1996) and Toffler (1980) was the literature that portrayed the framework the users were operating in as hash-tweets or digital dialects through which technological behaviour.

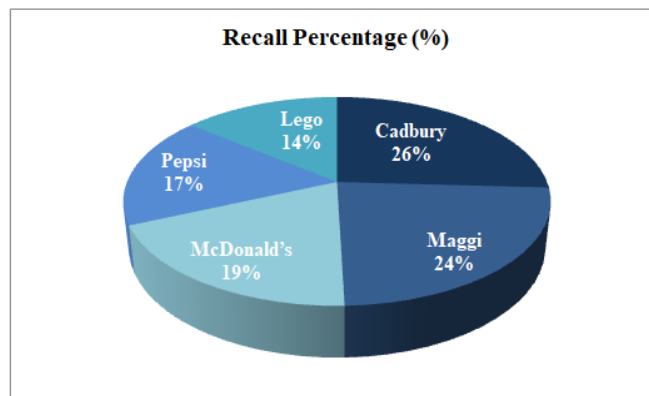


Figure 2: Brand recall among children (7–14 years) after exposure to social media ads

Figure 2 plots the recall frequencies of five chosen brands in various product groups: confectionery, snacks, fast foods, beverages, and toys. ‘Cadbury’, a usually recognized chocolate brand, was noticed more than 80% of the time, and as can be seen in Figure 1, ‘Cadbury’ was the most recalled product out of all of them. After ‘Cadbury,’ the 2nd highest recognition was 75% for ‘Maggi’(instant noodles/snack). Rounding up the group was ‘McDonald’s’ with also a recall rate of at least 60% from the kids’ responses as well as another brand ‘Pepsi’ (although with a slightly lower rate of 55%). The brand of toys ‘Lego’ was named by only 45% of respondents which seems to be lower probably because in India the brand has less pervasive SM advertising than food brands.



4.2 Pester Power Analysis

One of the key discoveries of the study is that advertising in social media enhances a nag factor towards the child. A considerable number of the children involved also confessed to pestering their parents for things that are shown in adverts. To be specific, an estimated 70 percent of the children had complained to their parents about an item because “... I saw it on the internet and wanted it”. Out of this, 40% is that which did so repeatedly or more than once in a month.

Table 2: Regression analysis of factors influencing children’s pester power (n = 211)

Predictor	Coefficient (B)	p-value
Intercept	1.2	0.1
Social media ad exposure (hours/day)	1.5	< 0.01 **
Brand recall score (0–5)	0.8	< 0.01 **
Age of child (in years)	-0.20	0.02 *

The dependent variable is the Pester Power Score (higher = more frequent/intense pestering). Coefficients in bold are significant at $p < 0.01$ (, highly significant) or $p < 0.05$ (significant).** The results of the multiple regressions with the child’s Pester Power Score as the outcome variable is depicted in Table 2. The predictors were daily SM ad exposure (hours), brand recall count, and child age. The model was statistically noteworthy (F-test $p < 0.01$) with an R-squared of 0.45, meaning that about 45% of the variance in pestering behavior was explained by these factors – a substantial amount for social science data. As per coefficients, exposure and brand recall had positive, significant relationships with pester power, while age had a slight negative effect.

4.3 Emotional Responses to Ads

There was a lot of variation among children in their emotional responses to SM advertisements, but most of them admitted having positive or interested feelings towards them. Specifically, 38% of participants stated that they would feel excited or happy-spotting an advertisement, say, of a new animation or the favorite plaything for kids. That is when they were probed on how they used to react to ads. Another 25% shared that they felt curious or felt attracted towards the product-i.e. the advertisement made them want to investigate or to experience it. For some 27% (slightly more than a fourth) the response was appreciably neutral, most spacing out and speak of the scene as in, “I watch it, without strong feelings.” Fewer still, there was a 10% cohort of consumers who reported mainly dislike for the ads, such as being unhappy over an ad that they could not fast forward when watching a clip on the internet. These ratios can be found in Figure 3 that is presented with a pie chart of different primary emotional response categories.

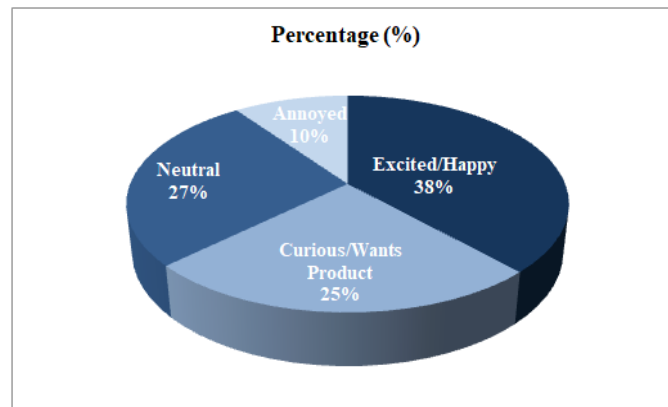


Figure 3: Distribution of children's primary emotional responses to SM advertisements

5. CONCLUSION

In this context, I have undertaken to research the extent of effect social media advertisements had on stimulating brand remembering, nagging children power, and arising of emotions amongst children in northern part of India. The results of conducted study concluded that the children have been able to successfully capture the brand communication aspects of different industries effectively through digital advertisement. The findings of the research indicated that a good number of children asked their parents to buy the advertised goods, which is a clear indication that online advertisements has a direct influence on the family consumers' behavior. There was overall a feeling of excitement and curiosity that was generally prevalent regarding the advertisements. These findings were largely instrumental. For marketers, it is very significant as it establishes that child-targeted campaigns are effective in eliciting response within the demographic. However, while promoting social marketing initiatives, moralistic approaches ought to be observed. It is important the parents and teachers begin to acknowledge the fact that the media could manage the innocence of the child and even try to help the child consume the media in a reasonable way by incorporating the media literacy factor in the advertising intervention. The regulators may also find it necessary to adopt clear delimitations and more complex rules of online commerce that takes care of children when exposed to the ICT connected devices. In the end, it is imperative to recognize that SM is a primary means of shaping the children's consumer behavior and attitudinal positioning in society. It was partly beneficial in giving children the chance to associate with brands but it also suggested that caring an effective marketing, active involvement of parents and the policies put in place will be necessary for children against the improper use of the digital data. However, the study was constrained by its two main characteristics; the use of a small sample size and being undertaken in only one region. This, therefore, leaves a further question as to what extent the following studies will cover more regions, involve more parents as will collect the children to assess advertisements' response changes in time.



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