

Impact of Media on Adolescent Behaviour

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Introduction

Adolescence is a very complex time in a teen's life. Most adolescents struggle to find an identity that is individual and unique, while at the same time conforms to the various societal pressures to which they are exposed. Identity is the most critical thing in an adolescent's life, and it is becoming increasingly difficult to establish one without falling short of the many expectations that our American society has for this age group. Developing a sense of self can be even more challenging these days, due to the changes in school, work, and family. Another major factor is due to the increase of media exposure, the advertising that targets this group specifically, and all of the technological advances that increase the types of exposure (White & Wyn, 2004).

An adolescent must look at how they relate to the world through a social context. This broadly covers relationships with friends, family, and through school, as well as cultural influence and economic conditions. Developing an identity and figuring out the "Who am I?" question can also be looked at as a problem that one must resolve. Erik Erikson developed the concept of person identity in the 1940's and 1950's that proposed that during adolescence, the most important work of 'searching for' and establishing one's adult identity is carried out. He built his theory out of Freud's psychosexual development, and expanded by saying there are different and evolving social and individual contexts through which we live, and that we are always moving through different stages in life. Out of Erikson's eight stages, it is his fifth stage; identity vs. role confusion, that is most closely identified with adolescence (Nakkula & Toshalis, 2006). Erikson said that in order to achieve an integrated sense of self through the psychosocial moratorium; or between the pause of childhood and adulthood, one must experience some sort of crisis (Strasburger & Wilson, 2002). This has become exemplified by the demands to navigate one's need for identity not only for them, but for the parents, teachers, friends, and society as a whole. It has become a struggle to find the balance of being unique and individual, while also fitting in and conforming to societal expectations.

Media

Media defined by television, movies, magazines, and the overall concepts and content they portray, is a huge part of the lives of adolescents. An American writer named Allen Ginsberg once said “whoever controls the media-the images-controls the culture” (Underwood, 2000). This is true, and the media continues to gain more control every day. There are many reports that high exposure to media images that portray extreme thinness can create strong body dissatisfaction, poor self esteem, and body image. Researchers have looked at the concept of ‘thin ideal internalization’ by testing amounts of media exposure against a personal drive for thinness amongst adolescent girls (Hargreaves & Tiggeman, 2003). Since self concept is developing during adolescence, exposure to media can make it more difficult to resist the pressure of internalizing a certain standard of thinness. This extreme exposure to unrealistic standards has created a high rise in eating disorders over the past years (Tiggemann & Pickering, 1996). With all of the countless advertisements aimed towards very young viewers, media is now reaching out to younger and younger children. One study showed that girls ages five to seven years old, reported lower body esteem and showed a desire to be thinner after seeing pictures of Barbie dolls than those who did not see the images (Bell, Lawton, & Dittmar, 2007). The average teen is exposed to as many as eight to ten hours of various media per day, with more and more teens having multiple forms of media exposure at once, including cell phone use (both text messaging and talking), television, internet (instant messaging and social friend networks), movies, video games, music, magazines, and more (Roberts & Foehr, 2004). The average teen ages 12-19 reported to regularly watching MTV approximately 6.4 hours a week (Bell, Lawton, & Dittmar, 2007).

Print Media and health behaviour of adolescent

The print media promotes an unrealistically thin body ideal that, in turn, is at least partially responsible for promoting eating disorders. One prospective study of thin ideal-promoting media use in young adolescent girls found that decreases in magazine reading over 16 months was associated with decrease in eating disordered symptoms(Harter .S.1990).

Van den Berg, et al. and Uhlenhorff U. (2004) found that frequent reading of magazine articles about dieting/weight loss strongly predicted unhealthy weight control behaviours in adolescent girls, but not boys, 5 years later.

Television advertising impact on adolescent behaviour towards Food products

In recent years the food and beverages to children and adolescents as a major force in the market has and thus they are now strongly and specifically target their advertising and marketing efforts are placed. Food marketers are interested in buying power among the youth because they are consumer products the direction of these techniques and multilateral channels to attract young people when they are young, they use Time to grow their brand and their food products in the future affect buying behavior. (Story & French, 2004). Food is one of the most important promotional goods and therefore attracts a lot of research efforts. (Zwier, 2009)

In the long-term investments that seek to Marketers and a stable market, relying Dependence on customers and their loyalty Their strategy to attract young people think it's because The condition of their success to a life of its customer Kids also an important market for the missionaries offer Commercial and food are in direct contact Prices for products that taste good with children and adolescents is the money will be spent on children by their parents because they do. In adolescents 8 to 17 years estimated that approximately 75% of adolescents and their families on food costs impact In addition, young children, the more likely purchase directly to a consumer market are considered important .(Powell et al. 2007) To achieve this goal of marketing channels and techniques are certain that these channels are:

Television advertising, advertising schools, kids clubs, internet, toys and products with the logo of a company (Story & French, 2004). And advertising techniques, such as the award families who rejected these ads, they were calling for a ban or restrictions on scope of work (Mehta et al., 2010).

But in the advertising and marketing on children's interest, it works for both physical and mental abuse that was followed Families, parents, nurses, and community governments were sensitive to this type of advertising. As far as food manufacturers and their breeders, professional organizations, written and visual media, education and food and consumers have the ability to provide dietary patterns, disease prevention and health promotion is. (Lohman & Kant, 1998).

Impact of digital marketing on Adolescent behaviour towards Food products

Adolescents are also primary targets for digital marketing (Montgomery K.C. 2007). A combination of factors has made them particularly valuable to interactive marketers, including their role as “early adopters” of new media practices and their steadily rising spending power. In the United States, 12–17-yearolds had some \$80 billion in income in 2007, with parents spending \$110 billion more for them on “key consumer categories such as apparel, food, personal care items, and entertainment.”

It is predicted that by 2011 teen income will have grown to \$118 billion [Brown R, Washton R.2007]. A 2008 market research survey found that 58% of youth between the ages of 13 and 17 years have made a purchase online, spending an average of \$46 per month, with more than a quarter of teens spending \$50 or more [OTX 2008]. Food and beverage companies are playing a prominent role in the digital marketing arena, developing interactive advertising campaigns, many of which are tailored specifically for adolescents and youth. The major brands including Coca-Cola, McDonald’s, Burger King, and KFC are employing a panoply of digital marketing practices across a variety of platforms—social networks, videogames, mobile services, online videos, instant-messaging, and even virtual worlds [Chester J, Montgomery K.C. 2007].

In its 2005 report, *Food Marketing to Children and Youth: Threat or Opportunity?* Institute of Medicine acknowledged the increasingly important role that the Internet and other new marketing practices are playing in promoting food and beverage products to children and adolescents.

Impact of Digital marketing on Adolescent buying towards Soft Drinks

Major food and beverage marketers have been increasing their budgets for online marketing, although it is still a relatively modest percentage of their overall U.S. advertising expenditures. The FTC report on 2006 food and beverage expenditures found that “New media—the Internet, digital (such as email and text messaging), and word-of-mouth/viral marketing—have become an important component of promotional activities intended to reach children and adolescents” [Federal Trade Commission 2008].

In 2007, Coca-Cola spent \$30 million for online display advertising (compared to an overall advertising budget of \$777 million). ConAgra, Mars, Pepsi, Burger King and Yum Brands all

increased their Internet display spending in 2007 from the previous year. However, because of the nature of Internet marketing, actual expenditures do not necessarily reflect the impact of an advertisement or a campaign, especially when it involves social media marketing, user-generated ads, and other forms of peer-to peer creation and transmission, which are very inexpensive to implement. Online marketing will, however, grow as a larger part of advertising budgets [Marketer trees 2008]. Unlike a more traditional advertising buy on television, a relatively modest amount of money can buy millions of online advertising “impressions.” For example, Nielsen reported that just for the period of March 2 to March 8, 2009, Kraft Foods, General Mills, and Unilever delivered 77 million, 62 million, and 54 million online advertising impressions, respectively [Nielsen Ad Relevance 2009].

Conclusion

Understanding adolescent behaviour is difficult. Mindset of a adolescent differ from other age people. Exposures to media develop strong influence in the mind of adolescent. In this study the researcher reviewed the impact of different media like print, television and digital, these media’s affecting the buying behaviour of adolescent. When compare to other age groups, targeting adolescent with strong media support increasing the sales of a company. Adolescent mainly give importance to lifestyle.

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