
IMPACT ON TEENS OF SOCIAL MEDIA MARKETING

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Abstract

Adolescents' exposure to social media marketing has far-reaching effects on their emotional, social, and behavioral maturation. In this abstract, we will try to compile the most important results from different research on the topic. Because of the strong interaction rates among this cohort, social media marketing campaigns heavily target teenagers, whose use of these platforms has grown ubiquitous in their daily lives. We may classify the effects of social media marketing on teens into three main areas: changes in consumer behavior, social dynamics, and psychological consequences. The psychological effects of being exposed to social media advertisements may be both beneficial and detrimental. On the plus side, adolescent viewers of positive and inclusive media may feel more connected to themselves and others. On the flip side, problems like anxiety, sadness, and body image dissatisfaction can get worse when people are exposed to lifestyle marketing and idealized images. Many people develop an inaccurate view of themselves and poor self-esteem as a result of their chronic comparison with influential people and peers. Teens' brand loyalty and purchase decisions are heavily impacted by social media marketing. Ads that are both visually appealing and interactive, like those including endorsements from influential people, are great at capturing the attention of teenagers and changing their choices. Impulsive purchases and brand loyalty influenced by social media trends and peer pressure are more common among this age group. The ubiquitous nature of social media marketing has an impact on the connections and interactions that youngsters have with one another. Social validation methods like likes, shares, and comments are frequently used in marketing efforts. These tools have the power to change social dynamics by highlighting online popularity and visibility. Cyberbullying and social isolation are two bad consequences that might result from this, whereas improved social skills and networking possibilities are two beneficial results. To sum up, corporations have a lot of power in social media marketing to reach teens, but there are serious worries that it might have a detrimental effect on their emotional well-being, spending habits, and relationships with others.

keywords: Social media, marketing

Introduction

The introduction of social media has brought about a profound change in the landscape of marketing, particularly with regard to the effects it has on the demographic of adolescents. Teenagers are among the most active users of social media sites, making them great targets for smart marketing methods. This is because as digital natives, they are among the most engaged users. There are many different strategies that are included in social media marketing. These strategies include influencer endorsements, targeted adverts, and interactive content. The goal of these strategies is to engage users and drive customer behavior. In recent years, the pervasiveness of social media in the life of adolescents has created a great interest among researchers and policymakers regarding the influence that it has. The adolescent years are a crucial stage of development that are characterized by the establishment of an individual's identity, greater influence from peers, and heightened sensitivity to social cues. It is thus necessary to conduct an in-depth investigation of the complicated dynamic that is presented by the confluence between social media marketing and the development of adolescents. A significant psychological influence is exerted on

adolescents as a result of marketing through social media. Instagram, TikTok, and Snapchat are examples of social media platforms that frequently display idealized pictures and lifestyles, which can have an impact on the way adolescents see themselves and their mental health. The ubiquity of curated standards that are frequently unrealistic can lead to concerns with body image, anxiety, and depression. While certain material may promote good themes of self-acceptance and inclusion, the prevalence of these standards can contribute to these issues. To add insult to injury, marketing through social media has a distinct impact on the purchasing decisions of adolescents. The participatory nature of social media platforms makes it possible to create tailored advertising that is relevant to the preferences and interests of adolescents. In particular, influencer marketing has evolved as a significant strategy, with the perceived authenticity and relatability of influencers being the driving force behind brand loyalty and purchase decisions. Nevertheless, this further raises issues over the ethics and openness of the marketing methods that are being utilized.

Additionally, the widespread nature of social media marketing has an effect on the social dynamics that are present among adolescents. Likes, comments, and shares are all examples of social validation indicators that have the potential to change how adolescents view themselves and their peers. It is possible for this to lead to social pressures, cyberbullying, and feelings of inadequacy, despite the fact that it may improve social connectedness and create a sense of belonging.

This study intends to investigate the myriad of effects that social media marketing has on adolescents, focusing on both the good and bad consequences that can result from such marketing. It is possible for stakeholders to design strategies to capitalize on the advantages of social media while reducing the potential downsides it may cause if they have a thorough grasp of these consequences. In the following sections, we will provide a full review of this important problem by delving into the psychological, behavioral, and social aspects of the influence that social media marketing has on adolescents.

SOCIAL MEDIA AND MARKETING

Businesses may interact with their clients using social media sites like Facebook. Such platforms may have the same or similar sponsors, which might be businesses, nonprofits, or individuals (Mangold & Faulds, 2009). The use of social media by consumers to communicate with one another is an expansion of more traditional channels of advertising, such as word of mouth (Brown, Broderick, & Lee, 2007; Kozinets, 1999). On the other hand, if people still use the old ways of chatting it up, a customer opinion can wind up reaching twelve people. A counterargument is that one may swiftly reach hundreds or even thousands of individuals using social media (Mangold & Faulds, 2009). Bolotaeva and Cata (2010) state that when done right, social media may be used to find talent, promote a brand, bring in new customers, and do market research. A growing number of marketing managers are looking for ways to incorporate social media into their various strategies, say Bernoff and Li (2008). The ability to collect a wealth of data on customer preferences is a major perk of maintaining an online presence on social media. Among the many potential uses for this data are market segmentation, consumer feedback collection, product development, and other related activities (Sachoff, 2008). One unique advantage this new channel has over more conventional forms of advertising (such newspapers, radio, and television) is the ability to reach consumers all over the world and provide them with more personalized, rich marketing (Brandt, 2008). Bolotaeva and Cata (2010) point out that social media marketing is a more economical way to promote the brand and allows companies to specifically target teenagers and engage with them in a more personalized way. There are a lot of other benefits to using social media as well. An opportunity to gather a wealth of information is the primary advantage of these networks, which also function as a database of potential customers. On the other hand, platforms like LinkedIn make it easier for clients to locate prospective suppliers or employees. Contrarily, the focus of this study

is on social media as a medium for teen communication and for possible marketing purposes. The ability to "get people talking" is crucial for product and service designs to encourage communication through word-of-mouth and discussions, including social media, as stated by Mangold and Faulds (2009). Finally, instead of spending a fortune on ads during this economic downturn, businesses may save money by promoting their products and services on social media (Javitch, 2008).

MARKETING ORIENTATIONS OR CONCEPTS:

1. The Production Concept:

Those who subscribe to the production philosophy are of the opinion that consumers would give preference to things that are easily accessible and priced moderately. Under the premise of this approach, the primary focus of management will be on enhancing the efficiency of production and distribution strategies. When the price of the product is excessively high, the management is obligated to lower it down to levels that are more reasonable.

2. The Product Concept:

The product idea is based on the belief that customers would give preference to items that provide the highest level of quality, performance, and groundbreaking characteristics.

3. The Selling Concept:

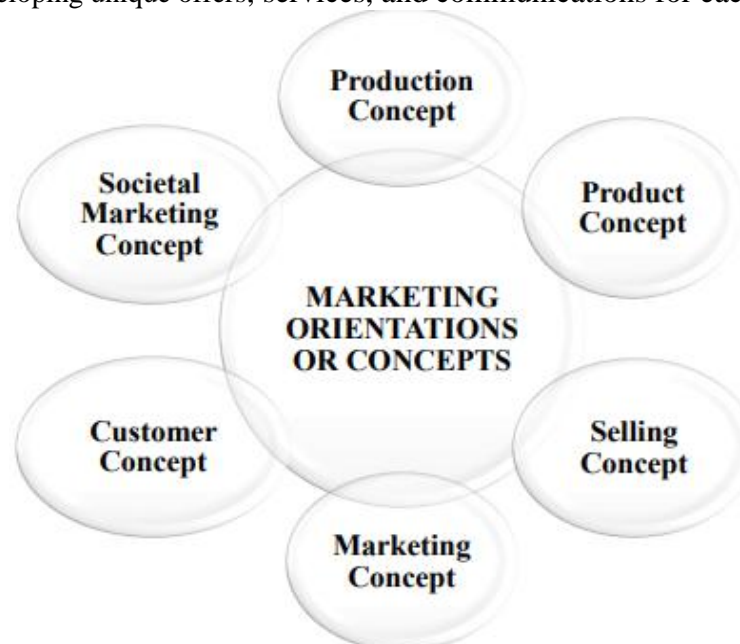
The selling idea is based on the belief that customers would not purchase sufficient quantities of the firm's products unless the company engages in aggressive marketing strategies and makes significant promotional efforts.

4. The Marketing Concept:

According to the marketing notion, the success of a firm in accomplishing its goals is contingent upon the organization's ability to comprehend the requirements and preferences of its target markets and to provide the needed satisfaction in a manner that is superior to what the rivals are trying to accomplish.

5. The Customer Concept:

At this time, a great number of businesses are shifting their focus from the marketing idea to the customer concept. The preferences of each individual consumer are taken into consideration by these businesses when developing unique offers, services, and communications for each different customer.



6. The Societal Marketing Concept:

Those who subscribe to this theory think that businesses ought to ascertain the requirements, preferences, and interests of their target markets. Following that, it should provide superior value to the customers in a manner that either maintains or enhances the well-being of both the consumers and the society as a whole.

HOW SOCIAL MEDIA MARKETING WORKS:

The proliferation of social media platforms such as Facebook, Twitter, and Instagram has not only altered the manner in which individuals communicate with one another, but it has also altered the manner in which businesses are able to influence the behavior of consumers. This includes the promotion of content that drives engagement, as well as the extraction of geographic, demographic, and personal information that enables messaging to resonate with users. Your social media marketing (SMM) strategy will be more successful if it is more focused. This is the action plan for social media marketing (SMM). According to Hootsuite, a renowned software supplier in the field of social media management, the following action plan is recommended for the purpose of constructing a social media marketing campaign that includes both an execution framework and performance indicators:

- SMM goals should be aligned with defined business objectives.
- Acquire knowledge on your ideal clientele, including their age, geography, income, job title, industry, and interests.
- Perform a competitive study on your rivals, taking into account both their accomplishments and their shortcomings.
- Conduct an audit of your existing SMM, including both triumphs and failures.
- Create a calendar for SMM content delivery
- Develop content that is the finest in its category.
- Monitor performance and make necessary adjustments to the SMM strategy.

IMPACT OF SOCIAL MEDIA MARKETING ON THE YOUTH:

In this context, "social media" means any and all online platforms that facilitate two-way communication between users, whether that's through chat, the sharing of media, or video conferencing, among many other features. A user can't view content, share content, or engage in conversations with other users of a social media network until they register for the site and then log in. This is a must-have for joining any social networking platform. Facebook, Twitter, WhatsApp, Snapchat, and a plethora of other similar platforms are among the most widely used and well-known social media platforms today. Due to the fast growth and fame that social media have gained over the last 20 years, there is a growing interest among researchers in understanding more about these platforms and the effects they have on communities. The reason for this is the immense popularity and expansion of social media platforms on a global scale. The youth and young adults make up the largest and most active demographic on these sites, even though almost everyone in the community has an account. They even bring their devices to school and church because they are so engrossed in these platforms. Within this framework, researchers have shown that these social media sites significantly impact our nation's youth, especially in terms of their behavior, education, and morals. These young people's use of social media has both positive and negative impacts on modern society. I aim to illuminate the consequences of social media within the context of this piece, focusing on the younger generation in particular. The impacts of these factors can be both beneficial and detrimental. The youth of today benefit greatly from social media because it allows them to stay up-to-date on global events, connect with friends and classmates even when they can't

be physically present, and build professional and personal networks. Someone in Africa, for instance, can connect with a friend in the US and engage in online conversation with them. When friends live far apart, this helps bring them closer together. Like the bonds that form between former students from different parts of the world when they graduate from high school or college, this helps bring people together. Another great thing about social media is that young people can make groups and sites dedicated to their interests, hobbies, and careers. This leads to the development of new relationships and the introduction of new opportunities in their respective academic areas. More job opportunities for young people who are unemployed could be created as a result of this. Social media has become a way of life for many young people, who have said in the many interviews that take place regularly that it improves their quality of life in many ways. Although social media platforms seem to bring people together and keep them up-to-date, a BBC News story argues that they can really lead to social isolation. There is a decline in the quantity of face-to-face interaction among young people since they spend so much time on online social media platforms. A multitude of studies undertaken by many scholars have shown that those who experience social isolation are at increased risk for a host of adverse effects, including physical, emotional, mental, and psychiatric disorders. Anxiety, depression, and countless other mental health issues might develop as a result. Further, because abbreviations and short forms are used, it leads to the wrong spelling of words and the wrong usage of terms and tenses. Since it directly affects pupils' language abilities, this has a major negative effect on students in particular, leading to poor language grades. Furthermore, it exposes underage teens to the risk of sexual predators who may lure them into lesbianism and other forms of sexual misconduct if they are not already engaged in such activity. Additionally, these young people find themselves in situations where they are exposed to pornographic content that is shared among certain online communities. Because of this, many teenage girls end themselves pregnant when they shouldn't be and end up dropping out of school. Our youth may also be at increased risk of contracting STDs like HIV as a result of this, which can shorten their lives expectancy. The fact that these young people may easily access films and other forms of immoral media also plays a role in the degradation of their moral character. Spending too much time speaking on social networking platforms is also linked to a decrease in productivity among young people. When this happens, instead of learning to be self-sufficient, young people end up relying on their parents and other relatives for financial support. Instead of wasting time on social media, people may use that time toward things that could help them acquire a job or further their education, such taking advantage of online courses and research resources. The prevalence of cyberbullying and theft on social media platforms increases the risk of identity theft since its users are more vulnerable to these types of online harassment and abuse. There are a lot of risks for the youth since their personal information is stored in places they don't know much about or where the security is questionable. Theft of their personal information is one of these hazards. Furthermore, it is common practice on social media to spread misinformation and fake news in an effort to discredit other users or interest groups, whether they be political or religious. As a result, tensions rise and animosity erupts amongst the parties concerned; it may also drive a wedge between different tribes and ethnic groupings, and even amongst people of different backgrounds.

Objectives of the Study

1. To learn how to persuade young people to buy using social media.
2. To acquire knowledge and comprehend the inner workings of social media marketing.
3. To discover how marketing campaigns utilizing social media platforms influence the lives of young Indians.

Review of Literature

The literature on the impact of social media marketing on teenagers spans various disciplines, including psychology, marketing, sociology, and media studies. This review synthesizes key findings from empirical studies and theoretical frameworks to provide a comprehensive understanding of the topic.

E S Soegoto and A T Utomo (2019), According to "Marketing Strategy Utilizing Social Media," According to this study, most individuals in modern society rely on social media networks and other kinds of new media as primary methods of communication. The objective of this research is to examine how companies are utilizing social media for internal communications. This study employed the descriptive technique to offer a thorough overview of the conditions surrounding the various scenarios of the variables under investigation. Research showed that advertisements on social networking sites influence users' propensity to buy products sold there. Advertising on Instagram, the most popular social media platform in the world right now, is a prime illustration of this. Advertising on Instagram is the focus of this study. Social media is one of the best places to spread the word about your business because of these results. Consequently, it is believed that this marketing strategy would aid internet retailers in running their businesses. Customers get more bang for their buck right away with this marketing strategy, which is great for their already-established internet enterprises. Research shows that interaction is very context-specific and consists of many various kinds of experiences, which in turn provide a distinct user experience on each social media site. On top of that, the advertising evaluation experiences vary from platform to platform. Furthermore, it has been proven that an individual's interaction with social media advertisements significantly influences the relationship between social media engagement and evaluations of advertising. There are many who claim the phrase "social media" is completely fictitious.

Sushma Rawath. S and Dr. R. Satheeshkumar (2019), An investigation on the effects of social media on the lives of young people, This study's results show that there has been an increase in the percentage of Internet-savvy youth in India who are active on social media. These days, most individuals can't imagine going about their day without using some form of social media. In this post, we'll look at how young people use social media and the effects that this has on them. Everyone agrees that the next generation of social networking sites has been well-received and popular. The usage of social media by young people has both positive and bad consequences, according to many research.

Hilde A. M. Voorveld, Guda van Noort, Daniël G. Muntinga & Fred Bronner(2018), Participation in and exposure to social media advertising, The researchers hope to learn more about the effects of consumers' interactions with social media platforms on their engagement with embedded ads and, eventually, their evaluation of those ads. To find out how people use social media platforms like Snapchat, Instagram, LinkedIn, Google+, YouTube, and Facebook, we polled 1,346 people (N = 1,346) who are 13 and over. Further, we examined their evaluations and perceptions of the ads shown on these sites.

Dr. A. Jesu Kulandairaj (2014), THE ROLE THAT SOCIAL MEDIA PLAYS IN YOUTH LIVES, The results of this study show that social media platforms are quickly becoming an unrivaled tool for communication, opinion formation, information sharing, engagement promotion, and the bringing together of people from diverse backgrounds and professions. This is only the start. Despite the relative youth of social media platforms, people are starting to see the potential impact of these sites on discourse and engagement in communities throughout the world. This study set out to examine the ways in which young people's use of social networking sites affects their lifestyle choices, both positively and negatively. Using social media, young people may express themselves on a wide range of social issues and contribute to society by sharing and uploading relevant

information. It is critical that young people investigate the potential of social networking sites since these platforms may supply all the resources needed to improve one's social and personal aspects. While it's true that these platforms may have detrimental effects on youth, it's hard to imagine modern life without them. Because of this, steps must be taken, both proactive and reactive, to mitigate these negative effects. In addition, it is critical that young people learn enough about the dangers of social media and have a good education. Brands and businesses may capture the loyalty of young people by capitalizing on the social media industry, which influences their daily lives. The responsibility for fostering a healthy next generation will fall on social media platforms if they encourage healthy lifestyles in their posts, videos, and messages.

Psychological Effects

There have been a number of studies that have investigated the psychological effects that marketing through social media might have on adolescents. It has been suggested by Tiggemann and Slater (2014) that teenagers who are exposed to idealized body pictures and lifestyles on social media may experience higher anxiety and dissatisfaction with their bodies. According to Fardouly et al. (2015), who discovered that frequent contact with social media platforms is connected with poor body image and self-esteem concerns, this findings provide credence to the aforementioned assertion. On the other hand, research conducted by Yang and Robinson (2018) reveals that good interactions on social media and marketing efforts that are inclusive can help youngsters feel more a part of the community and boost their sense of self-esteem.

Consumer Behavior

There is abundant evidence that social media marketing has a significant impact on the behavior of consumers. A study that was conducted by Gentina, Palan, and Clément (2018) found that there is a correlation between the perceived authenticity and relatability of influencers and the fact that teens are particularly vulnerable to influencer marketing. This age group has a tendency to trust and imitate celebrities and other influential people, which results in greater brand loyalty and impulse buying. Furthermore, O'Keeffe and Clarke-Pearson (2011) stress the importance that tailored advertisements have in affecting the purchase decisions of adolescents. They note that targeted promotions that are based on the activity that occurs on social media are more likely to translate into sales results.

Social Dynamics

In addition, the social dynamics of adolescents are influenced by marketing through social media. According to the findings of Valkenburg, Peter, and Schouten (2006), social networking sites have a role in the development and upkeep of social ties among adolescents. On the other hand, these platforms have the potential to augment social pressures and the requirement for social validation. According to the findings of a study conducted by Nesi and Prinstein (2015), the continual comparison that is made possible by social media might result in heightened levels of social anxiety and levels of peer pressure. In addition, the research conducted by Anderson and Jiang (2018) reveals that although social media platforms have the potential to develop social relationships, they also have the potential to serve as a platform for cyberbullying and social isolation.

Theoretical Perspectives

In order to gain a better understanding of the influence that social media marketing has on adolescents, a number of theoretical frameworks have been utilized. The Social Comparison Theory, which was proposed by Festinger in 1954, is particularly pertinent since it proposes that people judge themselves based on comparisons with other people. Teenagers, who are at a crucial stage of identity development, are more susceptible to the idealized depictions that are prevalent in social media marketing. This hypothesis helps explain why this is the case.

In addition, the Uses and Gratifications Theory, which was developed by Katz, Blumler, and Gurevitch (1973), offers some information on the reasons why adolescents interact with material on social networking platforms. Individuals actively seek out media that meets various requirements, such as social contact, entertainment, and self-expression, according to this hypothesis, which proposes that individuals actively seek out media. By gaining an understanding of these motives, one may aid in the development of marketing techniques that have a favorable resonance with adolescents.

Conclusion

In conclusion, marketing through social media has a varied influence on adolescents, altering their actions, attitudes, and overall well-being. In spite of the fact that it provides access to information, community connections, and instructional material, it also poses problems such as the pressure to comply, issues over privacy, and the possibility of adverse psychological impacts. The ethical implications of marketing to teenagers create significant problems regarding the protection of consumers and the necessity of following acceptable business practices in this day and age of digital technology. Fostering digital literacy and supporting ethical standards in marketing are key to reducing the negative impacts of social media for young people and enhancing the advantages of using social media. This is especially important as society navigates these problems.

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