

Impact of Social Media on Children

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Abstract

As technology advances and virtual experiences become more prevalent, individuals are spending an increasing amount of time consuming online content. This phenomenon is particularly evident among today's children, who are born into a digital world where communication technology and the internet are readily accessible. This exploratory study aims to comprehend children's social media behavior and their motivations for sharing their consumption patterns and brand experiences through social media. The study delves into the most commonly used social media platforms by children and reveals that the online content consumed by children significantly influences their purchasing decisions. This influence can lead to tangible marketing outcomes, such as heightened demand for trending products and the emergence of new products and services. These findings suggest that brand managers would benefit from identifying the social media platforms utilized by this demographic. Moreover, they should create branded content that aligns with children's motivations, such as entertainment, seeking popularity, and the desire to create memorable experiences. Additionally, brand managers can encourage children to actively document their brand experiences by implementing challenges or providing incentives. In summary, as children increasingly engage with virtual technology, their consumption of online content plays a pivotal role in shaping their purchasing behavior. By understanding children's social media habits, brands can strategically leverage these platforms, develop engaging branded content, and foster positive brand experiences that resonate with this demographic.

Keywords: Social media, children, user-generated content, brand experience, Habits

INTRODUCTION

Children constitute a precious phase for entrepreneurs because of their growing spending power, their have an impact on on their families' buy selections, and their capability emblem loyalty, which entrepreneurs can have an impact on from an early age.1 [1]. As this marketplace phase keeps to grow, manufacturers are locating it more and more more crucial to have interaction with youngsters and are focusing their virtual advertising efforts accordingly. At the equal time, advertising teachers and practitioners are recognising the significance of era and its capability to persuade the emotions, choice-making and behavior of consumers [2]. Due its significance, instructional studies associated with the usage of era as a driving force of customer selections rose notably.

Given that clients are continually linked and attractive with corporations thru complicated trips and paths to buy and beyond, however, it's miles crucial to recognize how choice techniques should evolve [3].

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For this reason, the Marketing Science Institute targeted the take a look at of technological engagement and its effect on customer behaviour as a studies precedence.

Nevertheless, there continue to be gaps withinside the extant literature [4]. For example, even though earlier studies recognizes youngsters as an crucial and precious phase for entrepreneurs, there may be scant studies into how they use social media to percentage their intake techniques and emblem reviews.

To deal with this problem, the existing exploratory studies units out to recognize youngster's social media behavior and their motivations for sharing their intake techniques and emblem reviews thru social media. In particular, the take a look at addresses the subsequent studies objectives: (1) to discover the social media web sites that youngsters devour; (2) to discover the form of content material that youngsters devour whilst the usage of social media; and (3) to recognize the motivations that pressure youngsters to generate personal content material approximately their reviews with manufacturers and percentage it on social media. By following a qualitative approach, this studies contributes to the extant literature on customer behaviour idea with the aid of using exploring youngsters's reasons for sharing their intake technique and emblem reviews thru social media [5].

CHILD-GENERATED CONTENT IN SOCIAL MEDIA

User-generated content material has converted the manner clients watch video. Such is its recognition that YouTube is now anticipated to have over 1 billion users of the humans related to the internet — looking one thousand million hours of video, producing billions of views. Social media channels play an crucial position in customer studying as they assist clients to examine from different clients' behaviours. In different words, clients percentage what they do, what they choose, and what they buy, in this sort of manner that different clients examine from them.

Social networks have turn out to be an crucial supply to find out about and percentage what's ate up and how Brands consequently see those channels as supplying an possibility to hook up with clients. Children are particularly open to new approaches to have interaction with their peers, and the stories they have got with the manufacturers they eat are converting due to their engagement with era and social media.

The phenomenon of YouTube is particularly thrilling as kids are actively enticing with this era. Indeed, studies has discovered that kids as younger as or 3 years are capable of set off the subsequent video from a YouTube playlist way to the easy-to- use photograph person interfaces [6]. More importantly, home made motion pictures are an increasing number of being shared on social media systems. A brief seek on YouTube will locate hundreds of motion pictures of kids and their manufacturers: children at stores, children with their preferred toys, children unboxing toys, children reviewing toys etc. This phenomenon increases thrilling questions concerning how such motion pictures have an effect on customer behaviour amongst kids. Many social media systems cater for folks who need to create their personal content material and add it to a community wherein different humans can see, touch upon and percentage such content material [7].

Academic studies has explored the cultural phenomenon of self-portraiture on social media, in any other case referred to as the sharing of 'selfies'. This precise shape of online content material has validated to be an powerful medium for grabbing attention, producing extra likes and remarks than different varieties of content material. It has been argued that this phenomenon turns the self into an item of consumption, and that it's far a effective manner for self-expression, self- fashioning [8].

BRAND EXPERIENCE BUILDING ONLINE

The customer revel in is fostered now no longer most effective with the aid of using the elements managed with the aid of using the brand, however additionally factors past the brand's control. Today's

clients engage with corporations and types thru the revel in provided with the aid of using the retailer, in addition to thru a couple of media channels — a few owned with the aid of using the brand, and a few social, wherein purchasers can engage with one another. [9] Together, those interactions integrate to form the social nature of the revel in. Although the probably dangerous effect of social media on youngsters is properly documented, the range of youngsters the use of social media maintains to grow. As the customer revel in is knowledgeable each directly (eg while purchasers shop, purchase and customer products) and indirectly (eg while customer is uncovered to marketing and marketing and online/offline advertising and marketing communications), it's miles vital to recognize the social thing of the method in youngsters, particularly as generation evolves [10].

METHODOLOGY

Studies makes use of a qualitative technique to recognize the phenomenon and give an explanation for patron actions. Qualitative studies is grounded on the idea that social fact is primarily based totally on each man or woman and group-stage perceptions. Simply put, social fact is complicated and can not be divorced from the man or woman.

Research with kids has constantly been a touchy and tough topic. For this studies, semi-based interviews with kids had been hired as studies method. After acquiring parents' consent, the interviews had been held withinside the kids's domestic or at a public region wherein they felt comfortable. The classes had been audio-recorded and a transcript become made after the interviews.

A overall of 29 semi- based interviews had been performed from April to May 2018. Participants had been Mexican kids (ten ladies and 3 boys) elderly 8–12 years, with a medium to excessive socioeconomic background. Purposive sampling become used to make certain that contributors had get admission to and used social media.

FINDING 'S

Children's Internet Usage

The kids that participated on this look at stated the use of the net for 2 fundamental motives. First, they have got get right of entry to devices and the net for instructional purposes. Now that maximum faculties require the usage of computer systems and pills for each magnificence and homework activities, maximum kids use the net each day. Parents are required to offer their kids with a tool with net get right of entry to a good way to meet college requirements. This certainly ends in them the use of their digital gadgets for different purposes. The kids additionally stated the use of the net for enjoyment. Participants defined the use of the net for enjoyment motives at the afternoons after college and after finishing their homework. Particularly, they particular the usage of social media as a supply of enjoyment.

- *Gadgets:* The results suggest that children are used to accessing the internet through mobile devices, such as laptops, smartphones and tablets. Interestingly, none of the participants reported using a desktop computer, and some even reported not owning one in their homes.
- *Social media:* The youngsters on this take a look at stated being lively customers of more than one social media channels, together with Facebook, YouTube, Instagram, Snapchat and WhatsApp. Interestingly, those social media channels have express age regulations in terms of growing an account. For example, Facebook, Instagram and Snapchat have a minimal age requirement of thirteen years old, WhatsApp has a minimal age requirement of 16, and YouTube has a minimal age requirement of 18. Despite this, the more youthful youngsters withinside the take a look at defined themselves as customers of those social media sites.

As stated via way of means of the subsequent player: When exploring the motives why they have interaction in social media, contributors stated that they prefer to preserve in contact with their friends,

and to eat and proportion content material only for fun. For example, this player meditated approximately why she makes use of social media each day.

Children's Motivation for Creating Content

Three motivations to create online content were identified: entertainment, recognition and the creation of memories.

Entertainment

Participants on this look at stated playing recording themselves gambling games, displaying their toys and performing out stories. In this way, they imitate the YouTubers they follow and report comparable motion pictures for his or her very own enjoyment purposes. Some contributors stated meaning to be a well-known YouTuber. As one player stated:

‘I simply experience recording me in motion pictures, it’s like a interest to me’

Considering that youngsters are a prone segment, the privateness problems round importing motion pictures of themselves are a touchy topic. To this end, a few contributors on this look at commented that their mother and father did now no longer permit them to add motion pictures of themselves to social media; nonetheless, they nonetheless appreciated to report themselves for his or her very own enjoyment. Others, meanwhile, stated that their motion pictures needed to be authorised with the aid of using their own circle of relatives earlier than being uploaded to social media platforms.

‘[After I record the video], the primary component I do is to expose it to my own circle of relatives, in the event that they approve, I then display it to my buddies in private . . . a few buddies that I simply trust. After that, [if they like it] I add it to YouTube or to Facebook, in order that it is able to be shared with humans, I mean, that humans can proportion it if they prefer it’.

Recognition

Some youngsters commented that they shared their very own content material due to the fact they desired different human beings of their networks to comprehend their achievements. For example, they noted recording and sharing their fulfillment in a famous online game in order that their buddies and others on line should see their accomplishment:

‘It is fun, and due to the fact I need them [other people] to look me, I publish it on Instagram . . . so that it will see that I won’.

Additionally, different members commented that after they report a video of themselves gambling with toys, they first proportion it with near buddies to acquire their feedback. Based on such opinions, they later determine whether or not or now no longer to proportion it thru social media. Furthermore, they search for reputation in others through portraying themselves as specialists on a few topics, and imitate their favorite influencers through sharing content material on line. They degree this reputation primarily based totally at the wide variety of ‘likes’ or ‘fans’ as this player noted:

‘[I really like to record videos] due to the fact I need human beings to have fun [watching them], and to look if they prefer them that allows you to subscribe [to my channel] . . . I even have 30 subscribers on the moment . . . they comic story with me and say that my 30 fans are all from my classroom’.

Creation of memories

Children referred to that they revel in growing content material now no longer most effective to proportion with others, however to hold the recollections for later. In the phrases of 1 player, for instance:

‘I changed into gambling Monopoly with my sister, and I took a video of it with my mobileular phone . . . to consider it later’ .

The following instance suggests how some other player stored her movies for the identical reason: ‘I don’t have a YouTube channel, however once I have time I report movies gambling with my toys or I invent a comedy show . . . [I do it] only for fun, due to the fact I don’t add the movies. I even have them stored on my computer, on a folder named ‘recollections’.

CONCLUSION

This studies offers an preliminary method to know-how kids’s social media behavior and their motivations for sharing their intake methods concerning the merchandise they use and like. The findings shed mild at the social media structures they generally use, with YouTube being one of the maximum famous. Furthermore, it turned into determined that the net content material fed on through kids impacts their purchases in a manner which could bring about tangible advertising outcomes, along with elevated call for trending merchandise, in addition to the introduction of latest merchandise and services. Managers ought to gain from those findings through figuring out the social media structures utilized by this section, staring at their behavior, and growing branded content material that fosters kids’s motivations — namely, amusement, reputation and the introduction of memories — and inspiring kids to self-file their logo studies through imparting demanding situations or incentives.

The studies determined that one of the major motives kids use the net is for instructional functions. This represents a high-quality possibility for manufacturers concentrated on this section due to the fact they are able to create content material that mixes amusement and education, along with brief humorous documentary films, instructional video games and apps, and so forth. In addition, as cited previously, notwithstanding the age regulations related to the social media structures mentioned on this paper, kids are the use of them nonetheless. This indicates it’d be really well worth growing baby profiles for those structures with the intention to have more manage over the kind of content material that this section can access. Some structures, along with YouTube, already provide this.

Within the context of YouTube, it’s miles exciting that kids are already being inspired through those who they respect and recollect celebrities. This locating is specially crucial to corporations due to the fact they might discover famous influencers for his or her goal section and sell their manufacturers. For instance, a videogame organization ought to discover pro-game enthusiasts and phone them to create walkthrough films.

Additionally, manufacturers ought to discover extra functions for his or her merchandise, which may not always be associated with the authentic motive of the product, and create films with suitable influencers. Finally, corporations nowadays need to create an in-keep logo enjoy to distinguish themselves from their competitors.

In this respect, a keep-go to video might be an amazing manner to proportion the logo enjoy, and will influence kids’s wants to go to the shop in question. The barriers of this studies relate to its exploratory nature, qualitative technique, pattern length and non-probabilistic sampling. Because of the technique and the sampling approach employed, it isn’t always viable to generalise the findings. Further, the outcomes pertain to a completely unique section of kids; kids of different a long time ought to nicely have different motivations. Therefore, this studies isn’t always conclusive in nature and must now no longer be taken into consideration in this kind of manner.

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