

THE PSYCHOLOGICAL IMPACT OF SOCIAL MEDIA MARKETING AMONG CHILDREN – A STUDY WITH SPECIAL REFERENCE TO PUDUCHERRY

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ABSTRACT

Purpose: The escalation of screen time and its effects on children is a significant concern, as sustaining physical and mental wellness becomes progressively challenging for them. Children of all ages require cognitive enhancement, since exposure to social media significantly impacts their mental capabilities; also, it fosters a craving for junk food and alters their dietary patterns. Marketers are eager to promote their items using social media applications. Immediate care is required to save future generations and their healthy environment. Design/Methodology/Approach: This study uses 280 children, screen time and social media app usage as indicators to draw conclusions from an online poll. Analysis of variance (ANOVA), descriptive statistics, and the basic percentage method are all a part of this research. Findings: The study found that social media marketing gives an instant spark to purchase food products as agreed by 36 per cent of the children. Paper Type: Research Paper.

KEYWORDS: Children, Social Media, Applications, Psychological, Impact