

## **IMPACT OF MEDIA ADVERTISEMENTS ON CHILDREN BEHAVIOUR**

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### **Abstract:**

The main purpose of the study was to determine the influence of advertisements on children behavior. For this purpose, a questionnaire was structured and primary data was collected from 300 parents living in Multan city of Pakistan to record their views about the role of media advertisements in developing children's mindset and behavior. 5-points Likert scale was used to analyze the data. Two hypotheses were developed to test whether media advertisements affect the mindset and behavior of children. The findings reveal that the advertisements affect the mind of the children in many ways; influencing their buying decisions, influencing them to buy expensive items, and developing abnormal behavior and addiction to tobacco, alcohol and unethical sex activities. The study noted that the parents of children have strong reservations over objectionable contents in the commercial media advertisements and emphasized on strong policy intervention to control them.

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## **1.Introduction:**

Media advertisement has become an integral part of our modern society, with children being exposed to various forms of advertisements on a daily basis. Advertisements are pervasive across multiple media platforms, including television, radio, print, online, and social media. Children, being vulnerable and impressionable, can be greatly influenced by the content and messages conveyed in advertisements. The impact of media advertisement on children's behavior has been a topic of increasing concern among parents, educators, and researchers. This article aims to explore the potential effects of media advertisement on children's behavior, including their attitudes, beliefs, preferences, and behaviors.

### **1.1 Types of Media influence on children:**

#### ***1.1.1 Consumerism and Materialism:***

Media advertisements often promote a culture of consumerism and materialism, encouraging children to develop a desire for products and brands that are advertised. Children may develop a sense of materialistic values, equating possessions and brands with social status and self-worth. This can lead to a "buying culture" where children may constantly seek new products, resulting in increased consumption and potential negative impacts on their financial habits and values.

#### ***1.1.2 Influence on Preferences and Behaviors:***

Media advertisements can shape children's preferences and behaviors in various ways. Advertisements can influence children's food preferences, leading to unhealthy eating habits and obesity. They can also affect children's preferences for toys, games, and other products, leading to pressure on parents to fulfill their children's desires. Additionally, advertisements can shape

children's attitudes and behaviors related to body image, gender roles, and social norms, potentially influencing their self-concept and social interactions.

### **1.1.3 Impact on Psychological Well-being:**

Media advertisements can impact children's psychological well-being. Advertisements often portray idealized images of beauty, success, and happiness, which can create unrealistic expectations and feelings of inadequacy among children. Advertisements that promote violence or aggressive behaviors can also desensitize children to real-life violence and negatively impact their emotional and social development.

### **1.1.4 Effects on Cognitive Development:**

Media advertisements can affect children's cognitive development, including their critical thinking skills, media literacy, and information processing abilities. Children may not have the cognitive skills to critically evaluate the persuasive techniques used in advertisements, and may be more susceptible to the messages conveyed in advertisements. This can potentially result in uncritical acceptance of commercial messages, leading to impulsive decision-making and uninformed consumer behaviors.

### **1.1.5 Social and Environmental Impacts:**

Media advertisements can have social and environmental impacts on children's behavior. Advertisements that promote harmful or unhealthy behaviors, such as smoking, drinking, or risky behaviors, can influence children's perceptions of norms and values, potentially leading to negative social behaviors. Moreover, advertisements that promote unsustainable consumption patterns and disregard for the environment can contribute to the degradation of the environment and its resources, impacting children's understanding of environmental sustainability.

## **1.2 Background of study:**

Children are a valuable target audience for advertisers due to their potential as future consumers and their influence on family purchases (Calvert, 2008). With the rise of media channels, advertisements are now more accessible than ever before, and children are exposed to numerous commercial advertisements on a daily basis (Harrison & Marske, 2005). Yet, questions have been raised whether or not advertisements have a harmful effect on the mental, emotional, and behavioral growth of children (Kunkel, Castonguay, Filer, & Huffaker, 2004). This research aims to learn more about how advertisements affect teenagers. Advertisements can impact children in a variety of ways; for example, children may develop preferences for certain products and brands, and may force their parents to purchase these items (Harrison & Marske, 2005). Additionally, exposure to advertising may lead to increased materialism, a decreased sense of well-being, and distorted views of reality (Kasser, Ryan, Couchman, & Sheldon, 2004). Furthermore, advertisements can reinforce gender stereotypes and may contribute to the objectivity of women and girls (Signorielli & Kahlenberg, 2001). Advertisements can have negative effects on children. It is important to note that not all advertisements are harmful for children. In fact, media advertisements can provide valuable information and help children learn about new products and services (Calvert, 2008). Additionally, some advertisements can promote positive values, such as social responsibility and environmentalism (Holt, 2002). As such, it is important to take a nuanced approach when examining impact of advertisements on the children. Media consumption is often driven by personal interests and preferences. However, this can be problematic when it comes to children, as they may be exposed to content that is not suitable for their age or

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developmental stage (Christofides, Muise, & Desmarais, 2012). Moreover, when television programs are watched in a shared space within a household, such as the living room, children are more likely to see what adults are watching (Rideout, Foehr, & Roberts, 2010). This includes TV shows and advertisements, which can vary in genre and promote various products and services. The programming content including the advertisements which are been displayed on the channels. The advertisement can have different genres according to its product or service. It's estimated that roughly one-third of adults engage in some form of employment (paid or unpaid, with the exception of housekeeping), while many preteen females engage in chores around the house (Office of the Population Association of Pakistan, 2009). There are benefits and drawbacks to regularly watching media. Yet, there is a dark side of media, as it promotes sedentary lifestyles, which in turn leads to childhood obesity and materialism. Adolescents who spend too much time in front of the television are more likely to eat high-fat, high-energy snacks and do not participate in physical activities. It's possible to accuse commercials of being deceptive. They conceal the healthful nutrients that kids need to thrive. Many people who excessively watch television programs are infected different diseases due to lack of physical activity. Energy can be gained from a variety of physical activities, such as sports and hobbies, but it can be wasted by watching television (Bartsch and London, 2010).

In Pakistan, children are increasingly becoming a target market for advertisers. The country has a young population, with nearly half of its total 220 million people under the age of 18 (UNICEF, 2022). Children in Pakistan are exposed to media onslaught through a variety of media channels, including television, radio, print, and social media networks. Despite the potential

negative impact of advertisements on children's well-being, there is a lack of study on specific impact of advertisements on the children in Pakistan (Khan, 2019). Therefore, this study aims to fill this gap by investigating the impact of advertisements on children behavior.

Depending on the context, commercials ads can have either a beneficial or harmful impact on kids. Some ads are designed with a positive message that can encourage children to engage in moral and ethical activities, while others can be educational and contribute to the learning process. For instance, ads promoting soap or toothpaste aimed at children can encourage them to wash their hands and maintain good hygiene practices. However, some ads may have negative impact on children's behavior, such as those promoting junk food or violence. Therefore, it is essential for advertisers and media outlets to be responsible and mindful of the content they display, making sure it is appropriate for different audiences exposed to their content. Advertisements can play a significant role in shaping children's attitudes and behaviors, and it is crucial that they are designed in a way that promotes positive values and education while avoiding harmful and negative influences.

Media has a significant impact on individuals, including their attitude, behavior, lifestyle, exposure, and even culture. Children are particularly vulnerable to media influences, and the impact of media on them is universal. The magnitude of media influence on children varies depending on factors such as age, individuality, viewing patterns, types of programs watched, and parental guidance. In Pakistan, the population is around 220 million, of which 43.40% are children aged between 11 and 15 years old, and 66% of households have one or more teenagers. About 30% of households have children under 10 years old, who are the next generation. The total number of

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adolescents (10-19 years old) in Pakistan is around 30 million, and 32% of girls aged 20-24 are married before the age of 18. Around 30% of teenagers in Pakistan have never gone to school, and this figure is higher for girls, with 44% not attending school, particularly in rural areas, where the figure is 36%.

By exploring the types of advertisements that children are exposed to, the effects of these advertisements on children's attitudes as well behaviors, and the role of parents in mitigating any negative effects, this study is expected to contribute to the literature to develop the understanding of the impact of advertisements on children in Pakistan and help policy makers to devise legal framework to regulate electronic media to minimize its effects on small children. This research study contributes in the literature in different ways. For example, it will help media managers to identify contents that should be blue-penciled or regulated for children exposed to these alerts. This study will highlight the fact that most of commercial ad products are unfit for children and many exploit sex to sell them. The promoter uses numerous methods to attract the children to their product, but the flow of message can't be controlled as kids suddenly get exposed to such notices while their parents or other family members are watching media programs for information or other purposes. The study would help identify the factors that influence kids, their reactions to ads and how they change after watching them, their maintenance levels, their attitudes towards the products and services and their relationship with others. The study will also assist media regulators determine whether ads should be prohibited or controlled for youngsters.

The underlying objective of this research study is to analyze the views of parents about objectionable contents of commercial media advertisements and their positive and negative effects on the behavior of their children. The other

objective of this study is that whether the impact of media commercial advertisement on children behavior is temporary or long lasting. The research questions of this study are that what contents of commercial advertisements are objectionable for parents of children? What the effects of commercial advertisements on children' behavior? Is the effect of commercial media advertisement temporary or long lasting?

The scope of this study is large because teenagers are media lovers not only in Pakistan but also all over the world. Majority of teenagers spend most of their times in watching commercial advertisements on electronic media for getting information about new products and services, the activities of showbiz celebrities their liking TV programs. Sometimes they happen to watch such programs that spoil their minds and behavior and provoke them to be involved in unethical activities. The findings of this study will enable the media managers, policy makers and the parents to take precautionary measures to save the children from negative effects of commercial advertisements whose major objective is to attract the attention of youth to their products and services for which all types of business tactics are used.

### **1. Literature Review:**

In this section, different studies on media advertisements and their possible effects are reviewed to understand what type of literature is existing on this topic. It will help the author to investigate the issue in different ways. So, we briefly analyze some selected studies.

Bandura et al. (1963) stated that youngsters were exposed to multiple physical and verbal violence demonstrations by an adult or classmate who hit toys with hammers and flung things. The child's behavior was unaffected by the model's liveliness or filming. The child was left alone with the model's



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toys. Following exposure to violent models, children consistently showed both specific imitation and no imitative aggressiveness. The model shot toy darts and assaulted the clown. In a non-threatening environment, children will emulate relational aggression. These lab experiments feature a well-defined independent variable, making it likely that the model's aggression is affecting the youngster. These findings may not apply to natural TV influences. TV violence may be less visible or dramatic than in a lab, and youngsters may be less concentrated in natural surroundings. Comstock *et al.*, (1972) has stated that when TV had turned into an acknowledged piece of ordinary American life, in any case, consideration of social researchers swung to the effect of particular kinds of TV content, especially viciousness. Across the board open worry about viciousness prompted intermittent rounds of congressional hearings managing the connection between TV brutality and the expanding savagery in the public arena. The consequence of hearings in 1969 was an allocation of one million dollars to give new research on TV and the social conduct of youngsters and youths. A progression of 23 ventures and large number of papers and surveys came about because of this fund allocation and ultimately the research produced were distributed in five volumes. It was a pioneer study to unearth the effect of television on the youth in the United States. Smith and Whan (1992) examined how commercial ads attract the youth to business products. They argue that that quality-oriented products have a large market share and contribute to market value. Fast-moving consumer goods sold best. These fast-moving consumer goods have more television ads than other products, making them more marketable. They concluded that advertisement is the most important factor in spreading the product's message to the market and customers, increasing sales to selected

teenagers averaged 13 years old, TV ads enticed teens to acquire and use tobacco. Williams et al. (1997) found that cigarette advertisements were prominent and lawful to air on radio and TV without warnings. In 1967, the Federal Commission of Communication ordered that the advertising of these products should have a public service message to warn the risk of smokers. Notwithstanding cigarette advertising restrictions, numerous characters in dramas, plays, and movies smoked on TV, which affected viewers. Even though cigarette smoking, cigar, and other tobacco ads were banned from mainstream media, cigarette smoking was nevertheless prevalent in the demographically area studied. The study found that TV ads used characters as virtual bartenders and created a nexus among teenagers about the goods, while websites also advertise. These sites entice kids to smoke with filthy language, games, characters, and more. Hastings et al. (2004) advertising has a considerable impact on children's tastes, behavior, and consumption, according to a systematic evaluation of studies on the effect of advertising on consumption. It appears from the study that food advertising encourages the intake of high-calorie, weight-inducing goods and contributes to a diet low in fresh produce, water, and milk. The study also discovered that kids who spend more time in front of the TV tend to eat less healthfully and more of the items that are regularly advertised. Recent research has shown a substantial correlation between advertising exposure and childhood obesity in a number of nations, including the United States, Australia, and eight European countries, though television viewing in general is associated to childhood obesity. Gunter (2005) examined children's television viewing habits and food interest after seeing food ads in the United States. The survey indicated that more than 30 % of children watched food advertisements. Cereal, sweets,

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beverages, snacks, and restaurants were the most watched ads. Panwar (2006) disclosed that children are often influenced by these ads and ask their parents to buy what they see on television. He pleaded that electronic media is assumed to be a powerful tool that acts like a parent, teaching children about different products and services, even those that may not be meant for them. While companies recognize that children are eager purchasers of certain items, they are not considered a major market on their own or thought to have significant money to spend. Therefore, most advertisements target mothers to buy products for their children rather than addressing the children directly. Over time, these markets have evolved to something known as bug control. Helford (2007) noted that these ads significantly affect children's brand cognition, promoting brand development in their learning process and making them brand-conscious. He revealed that food advertisements observed by youngsters change their consciousness towards larger calorie intake since the products' visual descriptions and vocal explanations increase energy. According to Institute of Medicine (2008), foreign characters built in different cartoons are very useful in branding products for marketing purposes. Around the world, different marketing campaigns have succeeded due to the use of branded characters in their advertisements to attract children to their product. Advertising often features charismatic people. Companies pay the character creators or copyright holders to utilize children's favorite characters. Ben10, Nickelodeon's Sponge Bob, Square Pants, and others are licensed to influence youngsters to buy items. They are on children's cereals, clothes, toys, and other things. Marketing professionals use popular TV characters to promote the business. Characters have proven successful for products of companies. Reid (2010) stated how children's opinions and input

might shape shopping decisions. The author stressed the evaluation process kids use to narrow down their options for things they want to buy. Further research has built on this and found that younger generations are more likely to use social media to learn about new products and services as they become available. Moreover, they are extremely important in the decision-making process of families, where their opinions and input are taken into account. Parental beliefs that their children's teenagers or younger have superior product knowledge and sway over family purchases were likewise confirmed by the survey. Sajid et al. (2012) analyzed the impact advertisements on consumer behavior regarding fast-moving consumer goods in Lahore, Pakistan. The study focused on the effects of advertisements on consumer behavior, the influence of income on behavior, and the impact of gender on behavior. The study used a survey method and involved 150 participants who completed a questionnaire. This study focused on the top 5 toothpaste brands, and participants were asked about the relevance of advertisement viewing on their purchasing behavior. The study found that advertisement viewing had considerable impact on consumer behavior, but expensive products were not preferred even after viewing advertisements. The results showed that females preferred economical products over expensive products even after being exposed to advertisements about those products. Furthermore, the study found that consumer behavior changed with changes in income levels. Amir et al. (2014), assessed the impact of advertisement on children's buying behavior in Punjab province of Pakistan. They used survey method to extract information from 250 respondents from different areas of Punjab. Simple random sampling technique was used to collect the data from the participants. The result of the study showed

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that advertisements changed the buying behavior and the children tried to persuade their parents to buy the product about which they have learned through a television advertisement. A correlation was also found between the advertisement viewing and the change in buying behavior among the children. Hayat et al. (2015) investigated the link between television viewing and obesity among young viewers who are highly influenced by what they see on TV. Television watching is a popular leisure activity for children worldwide, and the study found that in the United Kingdom, on average, a child spends 17 hours per week watching television programming, with a significant portion of that time devoted to advertisements for various products. He explored how this extensive exposure to advertisements might contribute to the growing problem of childhood obesity. Shehzad (2016) conducted a study to investigate the impact of advertisements on the buying behavior of children in Lahore, Pakistan. The study was carried out by collecting data from students of different schools belonging to different age groups ranging from 6-9, 10-12, and 13-16. The data was collected through questionnaires, and a total of 120 responses were collected from children and 30 from parents. The results showed that male children were more inclined towards watching television than females, with an average spending time of more than an hour a day. More than half of the respondents (54%) were attentive during advertisements while 46% were not. Moreover, 69.7% of the participants reported that they had purchased the products advertised on television, indicating the importance of advertisements for manufacturers.

As the previous studies give divergent views on the impact of media advertisements and no study analyzed the parents' view regarding the influence of media advertisements on children behavior. Thus, research gap

is existing to explore the impact of media advertisements on children behavior from parents' perspective because parents are the best judge of observing the influence of anything on their children. So, it is an urgent need to investigate specifically record the parents' views about the influence of media advertisements on development of their children mindset and behavior. It is also important to analyze the role of parents to mitigate the negative effects of media commercial advertisements on their children. In the context of literature, the following hypotheses have been formulated for this study and to test them by collection data from real life. The hypothesis is as under: -

Ho: Media advertisements do not spoil the mind of children significantly.

H<sub>1</sub> Media advertisements significantly spoil the mind of the children.

Ho: The contents of media advertisement are not objectionable for the parents of children.

H<sub>1</sub>: The contents of media advertisement are objectionable for the parents of children.

### **3. Research Methodology:**

This study is exploratory in nature and will use primary data that will be collected from 300 parents of the children through a structured questionnaire and field survey method. Convenience sampling technique, which is a non-probability sampling method, was used to collect the data from the parents of children living in Multan city, which is one of the largest cities of Pakistan. The data was collected from the respondents who were readily available and were willing to give their views about the influence of media commercial advertisements on their school-age children mindset and behavior. Statistical Package for the Social Sciences (SPSS) was used to conduct analysis when

data collection was complete (SPSS). The frequency and proportion of respondent demographics were analyzed, using descriptive statistics. In order to determine the effect that media advertising has on children's minds and the connection between parents and undesirable contents of media advertisement, inferential statistics were used to test hypotheses.

#### **4. Results and discussion:**

This study was carried out in Multan city in which the parents of the children were selected through convenient sampling technique in order to get their perception regarding the impact of advertisement on their children. A questionnaire was developed and interview method was used to record the views of parents about objectionable contents of media advertisements. The demographic characteristics of parents are discussed one by one and gender of parents was given in table 4.1.

Table 4.1: Gender of Respondents

<b>Gender of parents</b>	<b>Frequency (<i>f</i>)</b>	<b>Percentage (%)</b>
Male	196	65.33%
Female	108	36.67%
Total	300	100.0

Table 4.1 shows the gender of the participants who took part in the study as respondents. The number of males were 196 which is 65.33% while the number of females were 108, around 36.67 %. In this way, the majority of respondents were male in this analysis.

The age of respondents is shown in [Table 4.2](#).

Table 4.2: Age of Respondents

<b>Age of parents</b>	<b>Frequency (f)</b>	<b>Percentage (%)</b>
20-25 Years	20	6.66%
25-30 Years	155	51.66%
30-35 Years	125	41.66.2%
Total	300	100.0

Table 4.2 shows the age of the respondents who took part in the data collection process in which 20 participants belonged to the age group of 20-25, 155 in 25-30 while 125 participants belonged to age group of 30-35. The majority of participants had age between 25-30 years.

The education level of participants has shown in [Table 4.3](#).

Table 4.3: Education level of Respondents:

<b>Education level of parents</b>	<b>Frequency (f)</b>	<b>Percentage (%)</b>
Matriculation	74	24.66%
Intermediate	51	17.00%
Bachelors	63	21.00%
Master or above	112	37.33%
Total	300	100.0

The table shows the education of the participants, 74 parents' qualification was matric, 51 were intermediate, 63 were bachelors while remaining 122 participant's education was Masters or above. Thus, the majority of participants had master level education.



Table 4.4: Income of respondents (in 000 Pak Rupee)

Income level of parents	Frequency (f)	Percentage (%)
20-30	5	1.66%
31--40	24	8.00%
41-50	81	27.00%
51 or above	190	63.33%
Total	300	100.0

The above table shows the family income of the respondents of the study, 5 participants family income was between Rs.20,000/- and Rs. 30,000/-, 24 had income between Rs. 31,000/- and Rs. 40,000/, 81 respondents had income between Rs.41,000/- and Rs. 50,000/- 30-40 while 190 participants had family income between Rs. 51,000/- or above. The majority of participants had monthly family income above Rs. 51,000/-

After analyzing demographic statistics of respondents now we move forward to examine the questions asked from participants and their answers.

**Q. # 1:** How much time do your children spend in watching television every day? The answers of participants are shown in [Table 4. 5.](#)

Table 4. 5: Time spent by children in watching television every day.

Response of participants	Frequency	Percentage (%)
Less than 1 hour	61	20..33%
1-2 hours	94	31.33%
2-4 hours	115	38.33%
More than 4 hours	30	10.00%
Total	300	100.0%

According to results, 61 children were found to watch television for less than 1 hour, 94 children watch television for 1-2 hours, 115 children spent 2-4 hours while remaining 30 children spent more than 4 hours in a day in watching television. In this way majority of children (38%) spent from two to four hours daily in watching television programs.

Now we test hypotheses of this study and first hypothesis was the following:

Ho: Media advertisements do not spoil the mind of children significantly.

H<sub>1</sub> Media advertisements significantly spoil the mind of the children.

The results of this hypothesis are shown in [Table 5.6](#)

Table 5.6: Impact of Media Advertisement on the mindset of Children

Model	UN- standardized Coefficient B	St. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	48.932	.459		106.524	.000
Media advertisement	-.342	.059	-.320	-5.831	.000

$R^2 = 0.95$ , Adjusted  $R^2 = 0.93$ .

Table 4.6 shows the effect of media advertisement on children mindset. The Results reveal that advertisement spoils the mind of the children about their purchasing decisions besides increasing the use of tobacco and alcohol. The results also show that media advertisements also change eating habits of children, besides creating materialistic thought among them. The excessive spending time in watching television programs also increase obesity and emotional disorders. The children also involve impulse purchasing behavior about luxury items and they show eagerness and violent behavior if they are

not allowed to purchase their desired luxury items. In short, it was proved that media advertisements have adverse effect on minds and habits of children. The value of  $R^2$  adjusted  $R^2$  is 95 and 93 respectively which states that model is robust and goodness of fit.

The second hypothesis of this study was the following: -

Ho: The contents of media advertisement are not objectionable for the parents of children.

H<sub>1</sub>: The contents of media advertisement are objectionable for the parents of children.

The results of this hypothesis are shown in Table 4.7.

Table 4.7: Perception of parents about objectionable contents of media advertisements.

	Mean	Std. Deviation	1	2
Parents	1.4667	.49972	1	-.147*
Media Advertisement	7.4000	2.55508		1

Table 4.7 describes the perception of parents about objectionable media contents. The Findings of this study reveal that there is negative relationship between negative media advertisement and the perception of parents of the children. Media contents that provoke violence and aggressive thoughts, tobacco and alcohol consumption, behavior problems, risky behaviors, sexting, and obesity are found objectionable by the parents, who reported that these contents of media advertisement have negative impact on children behavior and personality development.

#### **4.1 Discussion:**

The discussion of the study highlights the negative impact of media advertisements on children's mindsets, behaviors and their personalities. It was also proved that commercial media advertisements exert pressure on the mindset of children, provoking them to involve in impulse buying habits without considering income level of their parents. The results also reveal that objectionable contents of media advertisement provoke the children to be involved in violent and illegal activities of using drugs, alcohol, cigarette, and misbehaving with their parents in case of not allowing them to purchase their desired items. It was also disclosed by the parents that their children would found to be involved in illegal sex activities and eating unhealthy food that increase their weight. The parents show strong reaction against airing objectionable contents of commercial advertisements on electronic media and demanded immediate intervention by media managers and media policy makers. They also emphasized that objectionable media contents targeting children must be censored before airing in order to save the children from their adverse effects. These results support the findings of Hastings et al. (2004) Gunter (2005), Sajid et al. (2012), Hayat et al. (2015) and Shehzad (2016) who found that media advertisements had commercial motives, aiming at attracting teenagers to engage in impulse buying behavior, generate aggressiveness in their behavior that result in violence, use of drugs, alcohol, and involve in unethical and illegal sex activities. They also found that the children influenced by media advertisements force their parents to purchase their desired luxury items. They also noted that advertisement of unhealthy food and beverages has a significant impact on children's dietary habits and contributed in generating obesity among them in childhood. Thus, the findings

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of this study are consistent with previous studies and suggest that the advertisements that promote materialism and impulsive buying habits significantly contribute in the development of negative attitude towards money and lack of financial management and drinking must be discourage to save the youth from their negative effects. The findings suggest the need for policies and interventions to regulate the content of advertisements targeting children and to empower parents to protect their children from objectionable media content. Such policies and interventions should take into account the concerns and perspectives of parents and educators, as well as the findings of previous research on the topic. Pakistan electronic authority should issue guideline to exclude objectionable material form advertisement and TV program in order to save the youth form disastrous effects of commercialism.

### **5. Conclusions and practical implications:**

The impact of media advertisement on children's behavior is a complex and multifaceted issue. While advertisements can provide information and entertainment, they can also have significant effects on children's attitudes, beliefs, preferences, and behaviors. It is important for parents, educators, policymakers, and society as a whole to be aware of the potential impacts of media advertisement on children and take proactive measures to promote critical thinking, media literacy, and responsible consumption habits among children. This may include monitoring and regulating advertisements targeted at children, promoting media literacy education, and encouraging healthy and responsible consumption behaviors. By understanding and addressing the impact of media advertisement on children's behavior, we can strive to create a healthier media environment for children, promoting their well-being and positive development.

This study has practical implications because it directly deals with the youth, who is most valuable segment of every society. If the mind and behavior of the youth is spoiled it will have disastrous effect on the society. Thus, the media managers must realize the negative impact of objectionable material being shown on electronic media including social media and take proper steps to control this trend. The limitations of this study are that the data used in this study was collected from different areas of Multan city. Though the findings of this study are related to a specific geographical area of Pakistan but they can be generalized because the negative effects of media on children mindset and behavior is an international phenomenon. The future studies may expand sample size, include more cities and apply different statistical techniques in order to broaden results. The future studies can take into account the cultural context when analyzing the impact of media advertisements on children's minds. This may include examining the role of religion, family values, and social norms. This study contributes into the literature on the influence of media on children in way as it has analyzed the perception of parents of school-age children about objectionable material being advertised on different channels of electronic media to force the teenagers to engage impulsive buying of luxury items. Previously, no study was focused on the parents of children to analyze the impact of commercial advertisements on children mindset and behavior.

**Data Statement:**

The data that supports the findings of this study will be made available by corresponding author on request.

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