

Good essay about kids getting older younger

[Business](#), [Marketing](#)



I am of the opinion that marketers play a greater part in “ kids getting older younger”. In the modern day, marketers are principally motivated by the objective to win as many customers as possible (O'Donnell n. p). Based on the notion above, most of them end up inappropriately and imprecisely establishing their target market. For instance, children of above ten years are sometimes placed in the same fragment as the children below three years. The above in essence is imprecise and unfocused since a child of two years is less mature and ought to use things that concur with his or her age. Secondly, marketers foster kids getting older younger, since children in the modern day access internet, where marketers post their advertisements, regardless of the fact that the advert ought to be restricted to adults (O'Donnell n. p). In this way, children acquire information that essentially inspire them to act lack their seniors. In this way, children end up getting older younger. On the same note, considering that youths in particular are driven by imitation, they will inevitably end up imitating fashions trends posted online hence; getting older younger. Thirdly, marketers in the contemporary times are to be blamed for kids getting older younger because some of them use inspirational approaches to promote their product. For instance, children are used to advertise adult clothing. In this way, children of a similar age to the one advertising perceive the clothing to be of their age, the fact that fosters children are getting older younger.

Though some marketers cultivate kids to get older younger, some companies for instance Playboy have clearly established age brackets when defining fashions that fit their customers. The above notion is true subsequent to the fact that; this company make precise and focussed advertisements. In the

sense that, they market a certain product using an individual that falls within the age bracket of the target audience.

Works Cited

O'Donnell Jayne. As Kids Get Savvy, Marketers Move Down The Age Scale.
USA Today, 13