

Good kgoy: whos to blame case study example

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



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Role of Marketers and Parents

The KGOY (or kids getting old younger) phenomenon is a situation wherein a young children pretend to be much older than their age and try to look mature. Researchers have mixed findings about whether this phenomenon was brought about by marketers or not. However, research has shown that marketers actually have a market segment defined as KGOY. That means they develop advertising and marketing campaigns precisely to tap and develop this market. The segment is fairly detailed and even has sub-segments as age group. The Barbie doll is one example of a toy that encourages young girls to aspire not only to become older but also to look in a certain way. It has been marketed that way for more than 50 years now. So, regardless of the impact of their communication efforts, marketers are certainly to blame. After all, they initiate the process. As with other market segments, KGOY have well-defined market specifications. Children will not have access to these advertising materials or toys if they were not available in the first place.

Marketers account for only half of the problem; they are only at the promoting side. The receiving end of the process can also be blamed for the

phenomenon. In particular, parents also may be blamed. Children do not have their own money. Any purchase decision that they make will have to have the approval of parents. Sometimes, children become KGOY as a result of parents' encouragement. So, parents should not be shocked if their young girls dress provocatively and behave promiscuously. These young girls would not have done so if their parents did not allow them. The former sexy actress, Raquel Welch, lamented how young girls have become very promiscuous today. She blames the widespread availability of contraceptives for this. However, if one thinks about it, very young people would not be indulging in sex if they did not see themselves as older or as adults already. Again, this could be a result of the KGOY phenomenon.

Countering KGOY

Age-appropriate products are fairly easy to find if one knows what to find. One can even search the internet for age-appropriate clothes, toys and whatever. For instance, a search for age-appropriate clothes for teenage girls would yield the site of Sofiabella. It is a site positioned for "the style savvy tween". A search at Amazon.com for age-appropriate toys would yield such brands as Fisher-Price and V-Tech for toddlers. . Meanwhile, a search on the internet for age-appropriate toys for teenage boys would lead to Gifts.com. The site in turn would show a lot of games and toys for learning. However, age-appropriateness should not be the sole criterion in looking for products. Some products—like realistic toy guns and violent games—may be age-appropriate but not necessarily appropriate products.

Since age-appropriate products abound in the market, what is important is that parents (and their children) know what to look for. In large stores, these

products are mixed with the inappropriate ones. Knowledge of age-appropriate products is therefore key in knowing what to buy and not.

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