



## Use of Child Actors in Advertisements and Its Impact on Children's Behaviour

Ms. Ishita Arora<sup>1</sup>

### Abstract

This study investigates the impact of child actors in advertisements on the consumption patterns of children in the audiences. A mixed-method research design that combines content analysis and questionnaire surveys is employed. A total of 100 responses were recorded from parents and guardians of children who belong to the age group of 5 to 12 years. The results indicate that advertising starring child actors has a considerable impact on children's emotional responses, preferences, and behaviors. The study reveals that child actors play an important role in attracting the attention and interest of the young audience. The predominance of active participation with commercials among youngsters, particularly on sites such as YouTube, demonstrates the changing media consumption environment. The data indicates that advertisements featuring child actors have a significant impact on the emotional responses and preferences of children. Recognizing the multidimensional influence of kid actors in ads is critical for supporting ethical advertising methods that promote the well-being and development of young customers. Parents and guardians should be aware of the possible impact of advertising on childrens' consumption patterns and should discuss with their children how to make educated purchase decisions.

**Keywords:** Advertising, Consumer Behaviour, Children ads, Influencer, Consumption pattern

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<sup>1</sup>Assistant Professor, IIMT Group of Colleges, Ishitasarora99@gmail.com