

ATILIM UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
MASTER OF BUSINESS ADMINISTRATION

**BEYOND THE KIDS MARKETING: A CASE STUDY FOR THE GAP BETWEEN
LITERATURE AND PRACTICE**

Master's Thesis

Kamer DİNÇ

Ankara-2019

ATILIM UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
MASTER OF BUSINESS ADMINISTRATION

**BEYOND THE KIDS MARKETING: A CASE STUDY FOR THE GAP
BETWEEN LITERATURE AND PRACTICE**

Master's Thesis

Kamer DİNÇ

Supervisor

Prof. Dr. M. Mithat ÜNER

Ankara-2019

ACCEPTION AND APPROVAL

This is to certify that this thesis titled “Beyond the Kids Marketing: A Case Study for the Gap Between Literature and Practice” and prepared by Kamer Dinç meets with the committee’s approval unanimously as Master’s Thesis in the field of Business Administration following the successful defense of the thesis conducted in June 28, 2019.

Prof. Dr. Dilaver Tengilimođlu
Signature of the Director

Prof. Dr. Mehmet Mithat Üner
Signature of the Supervisor

Assoc. Prof. Dr. Metehan Tolon
Signature of the Member

Assoc. Prof. Dr. Pelin Özgen
Signature of the Member

ETHICS DECLARATION

I hereby declare that;

- I prepared this thesis in accordance with Atılım University Graduate School of Social Sciences Thesis Writing Directive,
- I prepared this thesis within the framework of academic and ethics rules,
- I presented all information, documents, evaluations and findings in accordance with scientific ethical and moral principles,
- I cited all sources to which I made reference in my thesis,
- The work of art in this thesis is original,

I hereby acknowledge all possible loss of rights in case of a contrary circumstance. (in case of any circumstance contradicting with my declaration)

28th June 2019

Kamer DİNÇ

ÖZ

DİNÇ, Kamer. Çocuğa Yönelik Pazarlamasının Ötesinde: Uygulama ve Literatür Arasındaki Farkı Anlamak İçin Bir Vaka Analizi, Ankara, 2019.

Çocuğa yönelik pazarlamanın ilk örnekleri 1800'lerde görülüyor olmasına rağmen araştırmacıların bu konuya değinmelerinin 1950'leri bulması dikkat çekici bir durumdur. Çünkü çocuklar göze çarpan bir tüketici demografisi oluşturur; ancak araştırmacıların çocukları dikkate almalarının gecikmesi, çocukların tüketici davranışlarını anlamayı de geçiktirmiştir. Bugün, çocuğa yönelik pazarlama anlayışını açıklamak için bazı araştırmalar yapılmış olsa da, referens alınan kaynaklar sınırlıdır. Bununla birlikte, uygulayıcılar kendilerini literatürle sınırlandırmayı tercih etmemiş, kendi yollarını keşfetmeyi tercih etmişlerdir. Hatta araştırmacılar bu konuda uygulayıcıları takip ederler.

Bu vaka çalışması, çocuğa yönelik pazarlamanın literatür dışında, gerçek dünyada nasıl çalıştığını anlamak için tasarlanmıştır. Bu araştırmasının kapsamlı amacı, uygulayıcılar ve literatür arasındaki farkı ortaya koymaktır. Ayrıca bu çalışmada, önceki çalışmalara dayanan tanımları, yaklaşımları, stratejileri ve etik sorunları daha iyi anlamak da amaçlanmıştır. Bahsi geçen terimler, çocuğa yönelik pazarlama hakkında daha iyi bir fikir edinmeye yardımcı olmak için araştırılmış ve tartışılmıştır. Bu nedenle, bu vaka çalışması çocuğa yönelik pazarlamayı eleştirmek için uygulama örnekleriyle anlatı sorgulamaları kullanılarak tasarlandı. Çocuğa yönelik pazarlama alanındaki mesleklerle anlatı araştırması olarak görüşmeler yapıldı ve popüler kültür belgelerinde uygulama örnekleri alındı. Bu eleştirel çalışma, literatüre ve pratik arasındaki farkı açıklamak için yapılmıştır, böylece bu örnek olay incelemesi çocuğa yönelik pazarlamanın devam eden işleyişi hakkında bilgi toplar ve konuyu detaylandırır.

Anahtar Sözcükler

Çocuğa Yönelik Pazarlama, Tüketici Davranışı, Marka Sadakati, Erken Yaşta Marka Bilinci Oluşturma

ABSTRACT

DİNÇ, Kamer. Beyond the Kids Marketing: A Case Study for the Gap Between Literature and Practice, Master's Thesis, Ankara, 2019.

The first examples of marketing for children have been seen in the 1800s but it is noteworthy that the researchers' references to this subject have been late as 1950s. Children form a remarkable consumer demographic; however, understanding of kids' consumer behavior had been delayed by the late move of researchers. Today, though, there are some researches to explain the understanding of Kids Marketing, they have limited references. However, practitioners prefer not to restrict themselves by literature, they prefer to practice their own way. Even, researchers follow practitioners.

This case study was designed to understand how Kids Marketing works in the real world outside the literature. A comprehensive aim of this case study research is to reveal the gap between practitioners and the literature. Also, the aim of this course is to provide a better understanding of definitions, approaches, strategies, and ethical issues of Kids Marketing based on previous studies by exploring and discussing these terms helps to get a better idea. That's why a case study was designed to criticize the Kids Marketing by using narrative inquiries with examples of practice. Interviews as a narrative inquiry were performed with the professions in the field of Kids Marketing and examples of practice were obtained in popular culture documents. The current study has been made to lighten the gap between literature and practice; so, this critical example of case study collects and adds information to the ongoing action of Kids Marketing.

Keywords

Kids Marketing, Consumer Behavior, Brand Loyalty, Early Branding

CONTENTS

ÖZ.....	I
ABSTRACT.....	II
CONTENTS.....	III
LIST OF TABLES	V
LIST OF FIGURES	VI
INTRODUCTION.....	1

CHAPTER ONE

1. KIDS MARKETING DEFINITIONS AND APPLICATIONS IN LITERATURE	7
1.1. Importance of Kids	7
1.2. Concept of the Kids Marketing.....	8
1.2.1. Influencer Market	8
1.2.2. Primary Kids	11
1.2.3. Future Market	14
1.3. 4Ps of Kids Marketing	15
1.3.1. Product.....	15
1.3.2. Place	16
1.3.3. Promotion	18
2.3.4. Pricing	19
1.4. Strategies.....	20
1.4.1. Advertisement	21
1.4.2. Early Branding.....	24
1.4.3. Media & Internet	27
1.4.4. Experiences.....	29
1.4.5. Licensing	30
1.5. Ethics.....	33

CHAPTER TWO

2. METHODOLOGY & DATA ANALYSIS	37
2.1. Research Question	38
2.2. Design & Method	38
2.2.1. Participant Selection	39
2.2.2. Data Collection	39
2.3. Data Analysis.....	41

CHAPTER THREE

3. RESULTS & DISCUSSION	44
3.1. Narratives Inquiries.....	44
3.1.1. Participants.....	44
3.1.2. Themes	45
3.2. Practice Review	54
3.2.1. Positive Examples of Kids Marketing	54
3.2.2. Negative Examples of Kids Marketing.....	58
3.3. Research Questions.....	62
Q1: How much do practitioners adhere to the definitions made by the literature?.....	62
Q2: What are the equivalent appliances of practice in the literature? And How can the appliances be observed with the differences in literature?.....	63
Q3: How are the situations predicted by literature currently observed?	63
3.4. Discussion.....	64

CHAPTER FOUR

4. FUTURE OF KIDS MARKETING & CONCLUSION.....	77
4.1. Limitations.....	77
4.2. Future of Kids Marketing	77
4.3. Conclusion	78
REFERENCES.....	81
ANNEXES.....	89
CURRICULUM VITAE.....	91

LIST OF TABLES

Table 1. Consuming Amounts Over Years.....	14
Table 2. The top 3 List of Crosby’s Study in 2005	23
Table 3. The Most Loving Slogan or Motto in Ads Among Kids.....	67

LIST OF FIGURES

Figure 1. Average Weekly Allowance by Age	11
Figure 2. Bottles of Hayat Su with Disney Characters	16
Figure 3. Cross Advertisement in Snapchat.....	17
Figure 4. 50 Most Popular Brands Among Kids in 2018.....	27
Figure 5. Chester Cheetah	33
Figure 6. Max the Lion.....	33
Figure 7. Girl Meeting a Disney Princess at Disneyland	54
Figure 8. Toyota Hybrid Car “Silence as a Baby” Advertisement.....	55
Figure 9. Regular Costume of Ronald McDonald.....	56
Figure 10. Modified Costume of Ronald McDonald	56
Figure 11. Pinar Puppet Show	57
Figure 12. The Booklet Cover.....	59
Figure 13. Banned Kinder in the U.S	60
Figure 14. New Form of Kinder in the U.S.....	60
Figure 15. Diversified Barbie Series	61

INTRODUCTION

The times have changed with an understanding of the people who consume more and more than the previous generation. With the increasing variety of clothes, food, and household items, shopping became an important cultural activity since the 18th century, according to the APA Task Force on Advertising and Children in 2004. In the beginning, money was under the control of parents who could decide which goods and services are more suitable for whole family members. Previously, consumer behavior of each individual role in a family had been researched by individually and the results had been generalized for the role of whole families because it was thought that each behavior belongs to each specific role. Nonetheless, the understanding was changed (Thomson, Laing & McKee, 2007), over the past 40 years some researchers had words to say and reported that each purchasing decisions have the outcomes which affect the family members differently one by one (Hamilton & Catterall, 2006, p.1032). By considering the situation, marketers took a second look to family and recognized the kids who do not have any economic power but have influence power in the family (Sabino, 2003). In the previous decades' kids are seen as innocent born however with the changing times, they become consumers and prescribers unpredictably quick (Gupta, 2016, p.31) and these quick changes affected and modified the role of kids in family activities (Sabino, 2003).

First marketing activities to kids were started in the 1890s with mass-produced magazines and comics and then, at the beginning of the 1900s, cards had been used into toys and stories to create the first example of brand image studies with the entertainment understanding. However, marketers thought that products which were marketed to kids were just limited with babies' and toddlers' needs such as clothes and toys or with sugary things, until the 1930s because the primary target was mothers. That's why there was no some kind of researches to create strategies for kids. After the 1930s, some studies had been run about kids and some information gathered to compose strategies in bold outlines with the lack of systematic researches so, the effect of promotion and heroes worshipping understanding were described at these years. By the 1950s, information gathering moved into systematic and analytic researches to understand the behavior of children in consumption approach and children have been

described as novelty seeker or wants own age-related goods. Brand recognition ability of kids has been analyzed at these years (Pecora, 2002). Finally, in the 1960s, McNeal described children as a consumer and he said: "No different from any other consumer, he/she wants things that satisfy his/her needs.". Over the following years, kids have been accepted as a consumer and information could be gathered from direct children. These developments accelerated combined studies to create more accurate strategies for kids (Cook, 2000).

Practitioners were talking about kids' marketing and advertising to them since the 19th even in the insufficiency of mass media per the Report of the APA Task Force on Advertising and Children. Then, Policy Makers followed them like the British Parliament which issued a notice to protect children from marketers in 1874 (APA, 2004). In the point of view of policymakers, the main concern is the ethical issues. Actually, they are divided among themselves. Some of them claim when the topic is business, moral cannot be considered and the other ones claim business is an activity come from human-being and it can be considered with moral, it is on our hands (Robin & Reidenbach, 1987). However, the researchers started to put into their perspective after the practitioners and policymakers did because researchers considered kids in marketing at the mid-20th (Kerrane, B., Hogg, M. K., Bettany, S.M., 2012; McNeal, 1964). So, it seems like the practitioners took advantage rather than the researchers. Nevertheless, some researchers (Mininni, 2005; Glendale, 2004; Mueller, 2007) thought that there is no advantage should be taken to their side. The main subjects of kids' marketing are kids - our kids and they deserve the higher ethical standards (Mininni, 2005).

Seeing children in shopping can be considered as a phenomenon, however, it is not quite new. Once the kids' potential was noticed, nothing was ever the same. Marketers have three chances when looked at kids. Firstly, they, the kids, have an undeniable voice in family decisions and this voice will become louder. Second, marketers realized kids established own marketing which can be enlarged by using marketing strategies and then, as a third one, kids are potential future costumers (McNeal, 1964). Year by year, kids got more power and they became more active in shopping process not only influence the decisions but also be a part of the process. They are already part of the shopping in stores and malls, so we can call them as a

consumer (Reece, 1986). The influence of children on the family shopping decisions is starting with dairy products and special detergents for babies, then it is followed by bigger and durable issues as choices of the house (Levy & Lee, 2004) and automobile or insurance policy (Malik & Guptha, 2013, p.44).

Consuming processes are generally changeable according to the age of the child (Reece, 1986) and to understand the children shopping history, it should be taking a look for McNeal's study which he elicited the age interval when children get involved in shopping. According to the study, it is seen that the children get in a store in his/her first year, even it is starting with 2-months-old babies. After 24 months later, babies turn toddlers and they reflect the first request to parents in store. In the fourth years, they can make own independent goods selection, and own dependent and assisted purchase. Over the years, they become independent for the purchasing process when they grow up to 8 years. The early starting of being a part of the shopping was taken attention from some authorities as researchers, practitioners and policy makers (Reece, 1986, p.185) because while they are still considering as born innocent, they turn unpredictably quick consumers and full participants for shopping (Gupta, 2016, p.31). However, the recognition of kids' power was noticed late by authorities except practitioners.

In this study, there has been a critical exploration of the research and practice of Kids Marketing phenomenon. This critical instance structure of the case study gathers and adds information to the ongoing movement of Kids Marketing. It seems that the first foundations of marketing for children went back to the 1800s and at the beginning of the 1900s, the cards were used in toys and stories to create the first example of brand image works with a sense of entertainment. Then, practitioners cover a distance to make marketing activities evolves into Virtual Reality while listening and observing kids. However, it did not work with academicians. Creating systematic and analytic researches to understand the kids' consumer behavior had to wait until the 1950s (Pecora, 2005). The waiting creates a gap between practitioners and researchers. Practitioners have already more information about kids because they have defined and interpreted for a long time. Until the 1970s some authorities did not want to define kids as a consumer (McNeal, 1986). How can they ignore a demographic group that has been involved in shopping since the 1890s? or is it still right to try to exclude the

child from the consumption behavior? Even, Policymakers recognized the marketing activities for children in 1874 and they felt had to take a precaution (APA, 2004). As well after academicians recognized the importance of kids' consuming, they have wasted a lot of time trying to do defining, classifying, and categorizing; they forgot the understanding. Nowadays although nevertheless there are a lot of researches to explain Kids Marketing understanding, these have limited references to make a citation. Even so, practitioners prefer to not restrict themselves with the researches, they prefer to apply their own way. Even it is seen that researchers follow the practitioners.

When the topic is kids, there are so many voices have a lot of words to say. Thinking them as a consumer and imagining them with so huge power is frightening for many people. O'Sullivan (2005) cites Warner and he referred a strong term to "the ultimate nightmare – not just the child as a commodity, but the child as consumer..." in 1994. Even so, it should not be forgotten that kids are brand-conscious at an early age, they can distinguish the truth from phony (Mininni, 2005, p.25), and they can understand the marketing strategies (Nairn, 2009). By considering the kids' conscious and understanding, they should not be underestimated. Of course, they are still innocent and fragile but they are growing differently from previous generations. They have different and various opportunities to improve their personality and skills, even if they do not do it on purpose. Maybe the most suitable argument came from Ann Clurman in 1989, she said "Let's face it, children are consumers. Woe to anyone who minimizes children's power and influence."

In the study, it was aimed to design a case study research to understand the Kids Marketing how to work actually in the real world beyond the literature. A comprehensive purpose of this case study research was to reveal the gap between practitioners and recent researchers and literature. Because the limited number of literatures, start date to understanding kids' consumption behavior, and differences come from quality and quantity of kept information create a gap between literature and practice. It was aimed to obtain better understanding of Kids Marketing's definitions, approaches, strategies, and also ethical issues which are based on previous studies.

Investigating and discussing these terms helps to gain a better intellection about Kids Marketing.

The study has relied on a critical structure in case study research of qualitative methodology using the following research questions:

- a. How much do practitioners adhere to the definitions made by the literature?
- b. What are the equivalent appliances of practice in the literature? And How can the appliances be observed with the differences in literature?
- c. How are the situations predicted by literature currently observed?

It was performed a critical structure of qualitative methodology to detail the understanding of Kids Marketing with a small group of individuals who have professionalism about the topic. It was not designed to create a new generalization and neither evaluate the verifiability of literature. It was designed to understand the phenomenon of Kids Marketing with both objective and subjective approaches which are collected from professionals. In the study, collected data can show different features triggered by their own experiences, socio-cultural environments, and cultures. That's why subjective information can be blended with objective thoughts. In light of the research questions, the study was used to collect data from academicians and practitioners in Turkey. Collecting data process was carried out by semi-structured and open-ended interviews about definitions, strategies, understandings and ethical issues. While some participants were contacted by e-mail, some were contacted by face to face, notes and audios were recorded.

McNeal is the first person who defined the notion of marketing activities for kids as "marketing to kids" in 1964. However, in time, the use of the notion is modified as "kids marketing" but still there is use of marketing to kids by Mininni (2005), Calvert (2008), Nairn (2009), and Acuff (2010). Some researchers refer to use both terms in their studies (Poris, 2006; Harrison, Chalmers, d' Souza *et al.*, 2010; Goksel *et al.*, 2013; Gupta, 2016) therewithal, some researchers refer to use the term of kids marketing in their studies (Lawrence, 2003; Barlovic, 2006; Gurak, Dec 2014). In this study, both terms were chosen to express the notion of marketing activities for kids.

CHAPTER ONE

1. KIDS MARKETING DEFINITIONS AND APPLICATIONS IN LITERATURE

Marketing is defined as an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit an organization and its stakeholders according to the American Marketing Association. However, previously, these operations – while considering the level of the family had been optimized for each individual. Each person was considered individually but with the last decades, the approach had been changed and children raised to prominence (Thomson et al. 2007). So, to operate the process, some of the rules were bound to change, unlike conventional ways. When the topic is Kids, these rules should be modified or re-arranged.

1.1. Importance of Kids

26% of the world's population is composed of children aged 0-14 and on the other word, one of each four persons is a child (Population Age, 2017). It is estimated that children aged between 3 and 17 spend more than \$ 50 billion annually for personal needs and entertainment, while the impact of the same age group on household expenditure is estimated to be approximately \$ 340 billion per year (Gulerarslan, 2011). With consideration of this information, how the demographic group can be passed by marketers. According to Engin (2013) cites Levingston's study in 1999, the approaches to kids were changed with the great depression and WWII, especially in the US. The parents who experienced difficulties in their childhood did not want that their children had the same difficulties and parents tried to best for fulfilling the wishes of their children. Thus, the kids got a chance to make their parents do what they want so the kids' power has increased once more than ever. Parents do not only want to fulfill the wishes of their kids but also, they want their kids active in family purchasing decisions and so, families encourage children about being a part of the family's shopping process. and parents consider them important in the process (Sabino, 2002). The involvement in the process starts at an early age; according to the McNeal (1964),

the first store visitation starts at two-months-old and it is not continuing as just visitation. In the second year, kids start to request something in-store and the first selection, and assisted the purchase process start with forth age. When it is time to talk about eight-year-olds, they already became an irreversible consumer due to their first independent purchase experience.

1.2. Concept of the Kids Marketing

McNeal is the first persons who mentioned Kids Marketing said that when he presented kids as consumers in 1962, authorities laughed at him because they thought kids as a market is ridiculous. In 1987, he published a book and the idea of kids as consumers had a little acceptance from authorities. Then in 1992, he represented kids again but that time, kids had a different title, kids turned to a customer however, it took time for the industry to accept and carry into action about years (McNeal, 1999).

Defining of kids marketing is quite hard because it has a different point of view, it cannot be considered as just one marketing approach. While marketing to kids, the important thing is where kids are in the process, influencer or influenced, now or future. Kids can be defined as a propulsive force for the economy because kids marketing is not just using to kids' product, also it is using for families' fundamentals. That's why kids took attention of marketers, these reasons are specified into three ways which are they can influence their parents' purchase, they have own market to buy something individually and maybe the most important reason for marketers is that kids are future. With these considerations, kids can be defined as three markets in one with the view of McNeal.

1.2.1. Influencer Market

McNeal explained the influencer kids as 75 percent of any spontaneous food shopping has a sticky kid to his/her parents and half of those mothers buy a product just because her child wants it. Trigger a desire of a kid influence the whole family. According to the influence study of WonderGroup in 2005, it was found that when you asked moms "When buying food for your children, which of the following influences your choice?", moms' choices are listed as price (84%), child request (83%), coupons (49%), brand name (38%), ads you saw or heard (31%) (Coffey, Siegel & Livingston,

2006). With the last decades and acceptance of the kids as consumers, kids are changed and they learned their influencing power (Clurman, 1989). No matter how innocent children can be, they are setting up strategies to get what they want. The influencing strategies are divided into two which direct or indirect. For direct strategy, their methods are begging, pleading and asking (Johnson, 1976, p.100). One of the most common used directly strategies is The Nag Factor which can be defined as a communication tool with parents to buy what they want by persistent requests (Briesch & Bridges, 2006). For indirect strategy, they have an attitude that not aware of the influence (Johnson, 1976, p.100). Children learn the best way to obtain what they want and they keep the best way - simply asking or just telling in their mind (Atkin, 1978). Their strategies generally change with family type and size, parental socialization style and children's age and genders (Kerrane et al., 2012) because purchasing decision of the families also changes according to the number of the parents, number of the children, the socio-economic structure of the families, and matriarchal/patriarchal structure of families (Levy & Lee, 2004). They tend to learn which strategy is more suitable and effective to which one of the parents (Thomson, Laing & McLee, 2007); they observe and obtain the best outcomes from different family members in the purchasing process for their request. When they have a request from their parents to buy something, they can use the parental perspective that was learned from their historical success and/or failure experiences to convince them and also, they can distinguish which parent was the piece of cake. After the whole consideration, they evaluate the best persuade tactic and when they will use it to success (Kerrane et al., 2012, p.818).

With kids as influencer approaches, it is found that children influence the various type of product for family or themselves. Generally, these products become hedonic and fun based goods, however, it should not be forgotten kids have a power of influence to fundamentals for family (Iyer, Paswan, and Davari, 2016). They – the kids started to decide the small purchases more likely cereal, ice cream or cookies and sometimes clothes at first (Clurman, 1989) and then they started to influence the bigger issues like automobile, computers (Gupta, 2016), vacation and accommodation (Khoo-Lattimore, Prayag & Cheah, 2015). Beder (1998) cited Stanley (1995) in support of the view with an example that kids affected the car sales in 1994 about \$9 billion and

a dealer added "Sometimes, the child literally is our customer. I have watched the child pick out the car." So, not-kids-related goods have generated a bond with kids and the number of companies which create a bond still increase enormously (McNeal, 1999).

In addition to that, parents are aware of kids' power and they glad that children get involved in the shopping and purchasing process (Malik & Guptha, 2013; Sabino, 2003, p.11). They want kids active in family purchasing decisions and encourage them about the process because parents consider them important in the process. Parents estimate the input comes from their children positive and welcome (Thomson et al., 2007). The kids-as-consumer-consultant increase gradually, 9 of 10 parents discuss with them to buy something for family and 7 of 10 parents see enough the kids' opinion to buy a thing for family (Sabino, 2003, p.11 cited in Penn et al. 2001). It is necessary to add some more numbers, it can be presented a survey with Nickelodeon in 1999, 75 of 100 children have the power to influence the real decision of car purchasing and 70 of 100 get involved in the shopping process for the family car (Sabino, 2003). According to the YTV Kids and Tweens Reports in 2008, kids influence breakfast choice as 97%, clothing choice as 95%, software purchase as 76% and computer as 60% (Gupta, 2016, p.31). These supports to research which claimed that a decision made from an individual in the family does not come with consequences affect to this individual, it affects the whole family member differently one by one (Hamilton & Catterall, 2006).

Kids do not only influence the decision for family fundamental but also, of course, they influence the decision for own purchases beginning with babyhood. Parents make an effort to do best for their kids in safe and sound like choosing the best product in the market and doing right parenthood because safety is the most crucial part due to as a parent, there are so many things must be controlled like chemical ingredients or toxicity (Daniels,2009). That's why when the topic is kids, mothers can be freaked out about what they eat and what they use so, the thinking about mothers is a very important point in kids marketing as Leeds said there must be an equal consideration. For younger ones, brands should not forget to be kid accepted but mom approved, and for older ones, brands should change the motto as kid approved but mom accepted. The last situation is kind of hard to find and usually, kids seek acceptance from their mom (Mininni, 2005). If a brand excites a feeling of security for

a parent, this brand turns into preferable. The best example for the issue can be Mickey Mouse. When a mother sees food which its package has Mickey Mouse, the product is considered as safe food (Gurak, Apr 2017), kids generally decide emotionally when buying something, however, parents are more careful about healthier decisions. That's why nowadays a lot of brands want to get approval from parents.

1.2.2. Primary Kids

With kids as influenced approaches, kids are the main target and users. The first years in which children have money in their pockets are usually school times starting with kindergarten. They have weekly income which following in Figure 1. These values belong 2019 however, when look at the study of Ward, Wackman, and Wartella in 1977, it is seen that kindergartener (4-6 years old) had 0.50\$, third graders (8-9 years old) had 1.00\$ and sixth graders (11-12 years old) had 2.00\$. When compare the allowance after 42 years, children have more money than in 1977. According to the Bureau of Labor Statistics consumer price index, prices in 2019 are 319.48% higher than prices in 1977, so \$1 in 1977 is equivalent in purchasing power to \$4.19 in 2019, a difference of \$3.19 over 42 years (<http://www.in2013dollars.com/us/inflation/1977?amount=1>). In other words, 8-9-years-old children should have \$4.19, however 8-9-years-old children have approximately \$8 today, it is two times more than the expectation per price index. In a marketing conference in the UK, it is highlighted that “There is £5 Billion out there burning a hole in UK children’s pocket.”



Figure 1. Average Weekly Allowance by Age

(<https://www.roostermoney.com/kids-allowance-report-us/>)

The role of the kids in the family has modified due to children are living in a different family structure. Petterson (2006) cites Chavda *et al.* (2005) in support of it and said that parent number in family, family structure, number of working parent or family time conception are influencing kids in families in different ways and one of the ways is consumption attitudes. Increased number of working parents pushed the children to do something for family and pushed to parents to do something for kids. Kids started to buy groceries for the family and older ones started to cook (Reece, 1986, p.186) so, the frequency of going store is increased without parental intervention. The goods that have not attracted kids' attention to date have entered in the shopping list where they can have a charge in so, the kids, who do not have any purchasing power to buy a thing for the family, have suddenly huge money. The money comes from parents to buy some groceries or other small purchases for home is added on the budget and it is seen £100 Billion spent annually by kids. The other issue, divorcing, affected the kids in a different way. It means to kids more toys, more allowance because now the children have two separate parents who fight due to wanting to reach the "one-upmanship". Also, when the grandparents join the fight, kids have more and more toys and allowance than ever before. It turns to kids into more consumer and hungrier to having something (Crosby, 2005). So, these changes in children's attitudes in consumption take the attention of marketers. Of course, family just does not affect the kids in negative ways, Research in 1983 by Wiman claimed that family education affects kids to understand the selling at a younger age (Hoy, Young & Mowen, 1986) so kids can be easily aware of the marketing to themselves and they can make the choice according to it.

Children are independent in school and they have an allowance since there is nobody to control them about what they buy. This situation creates a brand conscious which is known from Nickelodeon/Yankelovich Youth Monitor and other researches (Reece, 1986; Nairn, 2009; Gupta, 2016). They were mentioned that kids start to decide what they buy at an early age as four. In other words, they start having brand-conscious at four-year-old (Clurman, 1989) and the concept of "early branding" is an unmissable opportunity for marketers. In the life-cycle, learning brand names, objects, logos, faces or mottos in the early ages have a property about easy to recognize and categorize in a quick way with a high accuracy. In addition to that, also frequency

helps to keep them in mind invariably (Ellis *et al.*, 2010). Two-year-old kids can be aware towards brand symbols and logos (Gurak, Sep 2015) and three-year-old kids can recognize and know the specific symbols which belong to approximately 50 brands (Gurak, May 2017). When kids become five years old, they recognize logos of at least 200 brands (Mininni, 2005). Nevertheless, just recognizable properties of brands are not enough due to children have less brand loyalty attitudes than adults. They follow the brands with the embracement of sale messages or frequency of exposing (Gulerarslan, 2011).

It is known that 42 of 100 elementary students have shopped alone and 73 of 100 have shopped with friends. These shopping processes are not just for groceries or home expenses, also related to curiosity because going to shopping is considered as popular activity by children. They want to get some information and experience about brands and products due to among the children, having same brands or products is important to identify yourself and feeling a part of a group (Reece, 1986; Nairn, 2009). The marketers who know that focus on 'having the brand' understanding. They tell children the hottest brand and you have to own it so, the create a culture tells them "you are what you own." (Nairn, 2009). According to the recent studies it is seen that the more usage of a product or brands, the more request for it to kids. Although the kids begin to individualized and partially freed about their finance at an early age, there is a control system come from their parents, in spite of the understanding of control is changeable according to the age. The whole control of the allowance belongs to them without any permission or intervention, it's mean that they become consumers. Not just solid and tangible money, they learn online money and credit cards. When a parent buys a thing from the internet with a credit card, they observe him or her and they add online shopping in their literature. Some banks turn the situation into an opportunity and they develop a credit card for kids. If a kid is older than 12 years, he or she can have own credit card with the intervention of him or her parents. This example is the best to understand how kids become consumer as much as adults.

As said before, kids have three markets and the first two of them were defined. To better understand the kids' effect and it can be needed to look for McNeal's study (Goksel *et al.*, 2013). According to the study, it is seen the increase of kids related money in the last ten years following Table 1.

	1990	1997	2000
OWN SPENDING	6\$ Billion	23\$ Billion	28\$ Billion
FAMILY PURCHASE INFLUENCE	50\$ Billion	188\$ Billion	286\$ Billion

Table 1. Consuming Amounts Over Years

With the whole information, it can be said that the reason of shopping is same with the adults like convenience motives and recreational motives (Reece, 1986 cited on Bellenger, Robertson, and Greenberg 1977).

1.2.3. Future Market

The effect of childhood memories on the development of perception and demands is considered as obvious by anthropologists and these are kind of glue that provided a bond between the sense of continuity and time (Braun-LaTour *et. al*, 2007). That's why kids marketing can be a ticket to growth for marketers because the kids market has the highest ability to growth potential. Let's think about who has a lifetime value as a consumer than a child? (Sabino, 2002). Lots of researchers (Gupta, 2016 cited on Guest, 1964; Moore *et al.*, 2002, Herman-Nicholas, 2012) claimed that many brands used in adulthood, in fact, come from childhood use habit so, marketers determine to create a brand loyalty at early ages. However, it should not be forgotten that children have a less tendency to carry a torch for brands than adults as mentioned before. They embrace the brands with sale messages which are matched with their individuality or frequency of exposing (Gulerarslan, 2011). Even so, as concluded in the experiment on the study of Connell *et al.* (2014), once a brand contact with a person in childhood, some biases was emerged to create a preference in adulthood and these biases have a rigid property to correct or change them. Brand loyalty occurs with an emotional bond, when it has occurred once, the purchasing decisions are made in the light of this loyalty (Mininni, 2005) and so lifelong preferences are established during the childhood, it is lightening the importance of kids for marketers. Catching the future adult individuals from today is the most important thing for brands which want to create an emotional connection from a young age because they will be in the world economy 20 years later.

Until this point, kids marketing was probed as a primary market, influencer market and future market. However, this –3 in 1 concept is hard to create strategies because each market has own opportunities and threats. While they have such a power, their power must not be underestimated and they should be separate from adults to the detection of targeting as McNeal said.

1.3. 4Ps of Kids Marketing

The 4P of kids marketing do not have enormous differentiation from the general concept of 4P, however, there are some specifications for kids.

1.3.1. Product

Product in kids marketing is trying to convince kids and their families which they need special foods and materials designed just for them (Goksel *et al.*, 2013) however, it is not the only definition. Kids-targeted products will be examined as it is not necessary for the extra effort for selling because children are already ready to want. Besides that, using some strategies for products can increase the change of the preferability from the others. Taglines, packaging, and imagery are important to be recognizable (<https://www.launchgrowjoy.com/marketing-kids-products>) because according to the Piaget's study, in kids' developmental psychology, kids are doing classification with two perspectives which are geometric shapes and pictures of objects (Reece, 1986, p. 189). Within the two perspectives, the packaging is coming to the fore for kids-targeted products. Marketers are using the packaging as a communication tool because packaging helps to create memorable experiences and memorable feelings for customers from any age, even especially for kids it can be more effective than the adults (Mininni, 2005). As mentioned before how the brands' name occupies an important place in kids' mind especially for 2- or 3-year-old kids, and not only brand's name but also, color can be associated with brands by kids. According to Lindstrom, 18-months-old babies can recognize the color of McDonald's. Even the kids do not have an illiterate, they can recognize easily the desired brand (Reece, 1986). The packaging is important with bright neon-ish colors or a complex combination of colors (Acuff, 2010). If there is a products' name on the packaging with shine, colorfulness and noteworthy materials and easy recognizable geometric shapes as suggested on Piaget's theory of cognitive development, there is no chance

to fail to notice for this product and so, kids' attention can be drawn within the purchase zone. In an experiment cited on Acuff (2010), a snack with a package including a character becomes more preferable than the package do-not-including a character by 95% because, without a character, the package is just a package.

The other factor for being preferable is licensing and it can be used both of kids-targeted or non-kids-targeted. Licensing is a strategy which detailed later, now it will be mentioned just for product approach. Licensing is used in so many forms like foods, clothing, toys, games and etc. and generally images, logos or characters are used in the product. A kid can choose a product just because it has him/her favorite cartoon character on the package, even this product is not needed or even it is not kids-targeted-product (Goksel *et al.*, 2013). In Turkey, a water company – Hayat Su, is doing it now, they launched the bottles with Disney Heroes to the market as seen in Figure 2.



Figure 2. Bottles of Hayat Su with Disney Characters
(https://www.youtube.com/watch?v=m8xmFgtu_z4)

1.3.2. Place

The kids-targeted product must be easy to reach. That's why kids-targeted products generally placed on the bottom shelf in the eye-level for children in store so, they easily grab a product and add to their parent's carts (BMSG, 2017; Goksel *et. at.*, 2013). The aim of place is to be easy to grab nevertheless kids have a virtual world besides the current one so, the grabbing process appears in a slightly deformed way. Gasca (2014) wrote "Be where they are at." because they – the youngers are online now so if it is wanted to reach them, brands should be online, especially by using social media. Social media has seemed a way to express and create children's own identity. So, social media is growing and updating day by day to catch the children's desire and a brand should follow social media as possible as. The main concern is what is the best

way to position a product in the virtual world. Kids are using the online world to not only play a game but also, become socialized and in the last year, a term is emerged in the whole virtual world– Augmented Reality (Gurak, May 2017). It should not be confused with Virtual Reality, because AR is generally about the perceive an object which is augmented by computer-generated in the real world. Snapchat which is a social media app using to take a photograph and share it for a limited time can be given as the best example, it is using to take a photograph of a real world with the ability to add augmented object. This was an opportunity for marketing to kids, the most of users are young people in Snapchat (Foster, 2016). Nowadays in the kids marketing, non-kids-targeted brands start to try establishing a bond between kids and product because of their pester power and influence on the family so, many brands including Netflix, Taco Bell, Dunkin’ Donuts and Crocs as seen in Figure 3, create own filter in snapchat and they are nonspecific brands for kids. It means that the place of a product will no longer only have physical meaning.



Figure 3. Crocs Advertisement in Snapchat

(<https://www.adweek.com/digital/4-million-people-used-the-crocs-snapchat-lens-in-its-first-10-days/>)

When the marketers started to focus on mall or store, kids are using these places to increase their popularity because kids thought go-to-shopping is a cool activity and it helps grabbing the popularity (Reece, 1986). However, with the virtual world, they forgot the malls and stores, these places are useless to be cool because nowadays popularity is measured with the number of likes and followers on the social media (Urbick, 2011). Children give importance to be cool or fit-in because they desire

acceptance from their peers, the acceptance motivates them for prestige and it helps build their identity. Stated in other words identity mostly associated with popularity and at the same time with their peers. Each field of interest like sport events or fashion are used to describe their identities and each way has to catch properties of popularity. Today's brands know it and they create own "badge value" approach which makes kids define themselves with or without owning the brand so, kids can improve their prestige according to the approach (Coffey et al., 2006)

The physical meaning of the place can be seen in limited places like school. As mentioned before, school is the place where kids feel free to buy something and spend their pocket money without parental intervention. That's why marketers choose schools as a marketing place and they moved slowly but stably into schools. It was started with advertising on book covers, pencil cases or even school buses; then, moved into sports activities and continued with sponsorship (Bathla, 2012). They determined the advertising is so inefficient for a while then, they –the marketers brought their products into schools. In the U.S., more than 200 schools have agreed with soft drink companies to place companies' vending machines into schools. Also, some fast-food chains like Pizza Hut and Taco Bell have placed into schools' cafeterias even the U.S. has the policy to serve free breakfast and lunch for kids in schools (CCAAP, 2006)

Internet is not only about gaming or socializing, but also kids can get some information about the product and brand which can be used or used to influence their families' decisions. Lower shelves are boring now if a brand wants to catch kids, it should find easier, funnier, and more creative ways.

1.3.3. Promotion

The aims of promotion are stimulating kids' hunger or taking a ride with something which is desired to have by kids. It creates an unbreakable bond and because of the bond, most of the children like promotions as free gifts, discounts, price and awards or contests (Gupta, 2016). How important is color and shape, at the same time entertainment, music and fun are important as much as the first ones (Gurak, Sep 2015). So, the stimulation and/or taking a ride process should be done with some fun issue, when the brochures, catalogs, logos, brand names, and displays promotions

materials are offered to kids (Gupta, 2016). To capture the entertainment, promotions can be tied with licensing which is the key dimension for fun to kids' marketing (Poris, 2006). It was mentioned before how effective is being easy and that's why promotions should be everywhere for kids are everywhere now. They are more active and effective in the shopping process than ever and marketers have a chance to think bigger because kids are eligible for the bigger promotions like travel prizes (Miller, 1994). It was mentioned in place part that marketers get involved in schools. If a brand is involved in school, why not any promotion is involved. School and after-school activities are taking most of the children's time so, especially it must be focused on there where they met first with brands (Mallinckrodt & Mizerski, 2007; Reece, 1989).

If hunger of kids' is stimulated in the place where they are independent for purchasing, the highest return can be obtained from there because promotion triggers the purchasing (Harrison, Chalmers, d' Souza *et al.*, 2010).

2.3.4. Pricing

At the same time, the hardest and maybe the easiest part is pricing for kids marketing' 4P because AdRelevance Intelligence Report defines kids as the consumers who are shorter than 150 cm, want to buy what they want and never worry about how much money they have and how much its costs are. Money and children relations have been talked even in 1940. A newspaper named The Saturday Evening had a topic Children and Money on January 20, 1940, and it said that children should have money for learning how to control and manage it and added the younger to learn money, the more ready to real life. They also claimed that "Kids should spend their money and let the Government take care of them when they are old." Today, with the high rate of divorcing parents or working parents, kids are becoming more responsible for the family's groceries. They are shopping with a small list and small budget, and that's why they have to learn assumptions made with the unit price and they have to learn comparisons with price-quality (Reece, 1986). So, children become more conscious of shopping except for the younger ones. The younger ones still can be defined as in the AdRelevance Intelligence Report.

1.4. Strategies

Marketers establish their strategies using behavioral and economic theories which are based on many types of researches to analyze their segments' features. So, they can easily segment their target and differentiate their products/services in a sophisticated way (Dickson & Ginter, 1987). While generating some strategies, the most difficult part is researching about children because the traditional ways are not useful or available for younger age segment (Sabino, 2002) because verbal explanations or verbal responses of kids are unreliable (Acuff, 2010), they have a non-verbal mechanism (O'Sullivan, 2005). Kids can be considered as lucrative market (Goksel *et al.*, 2013) because they can be defined as the consumers who are shorter than 150 cm, want to buy what they want and never worry about how much money they have and how much its costs are according to the AdRelevance Intelligence Report (Gurak, Sep 2015). That's why it should be got information about the younger consumers and learned about what they are interested (O'Sullivan, 2005 cited on Brown, 2004). This information includes the clue of children's personalities which can be used in establishing the strategies and the beginning of the setting strategies is a big issue for marketing to get maximum youth dollars (McCollum & Spielman, 1985). Analyzing the children's personalities as their dreams, wishes, fantasy worlds, and behaviors is crucial for strategies to reach kids (Gupta, 2016) and these lifestyle factors can be lightened for product usage of youngers (Iyer *et al.*, 2016). In 2000, Cook described characteristics of children in a marketing approach and he claimed the following features;

- Kids are incoercible collectors.
- Kids cannot resist free samples.
- Kids worship heroes.
- Kids are joiners.

In such a manner that, Saatchi and Saatchi is the advertising firm empowered the cultural anthropologists because the firm has wanted to understand the kids and correlated with them to obtain what the best engagement with brands and kids (Gupta, 2016). However, it is a well-known truth that kids are fickle, it means that their opinions, favorites, and wishes can be changed unpredictably and easily because they

are influenced by different ways as adults, friends or any inputs come from media (Crosby, 2005). While there are many methods and strategies to influence children however, some of them are very important and fundamental to reach the kids who have specific characteristics.

1.4.1. Advertisement

In some region of the world, children are exposed to the advertisement of approximately 20.000 in a year (Gulerarslan, 2011) and some of these children exposed to more than 40.000 advertisings in a year when they are alone in front of the television (CCAAP, 2006). Advertising is the oldest strategy to reach the kids and marketing to them but it was never useless to marketing because the advertisers generate more and newer strategies. When comparing today with the past decade, it is seen that the USA have valorized budget for advertising products and services to kids about \$15 Billion according to the Market Research Firm Mintel (Mininni, 2005; Glendale, 2004). When a new product is wanted to launch to the market, it must be marketed to kids for surviving and that's why the new product is advertised to kids more than adults (Ramond, 1975). Yes, most advertisements come from candy, cereals or gum companies however it should not be forgotten that while the increasing of kids' individualization and financial freedom, kids do not interest with just candy. They go to groceries for their family and they have the ability to control the shopping list or they can influence the family with their pester power to buy something bigger like an automobile or a computer. By thinking these issues, it is seen advertising is still in charge, maybe with some little differences. Nowadays, kids do not like the indirect messages or long and complex commercial films, they want to take the message directly and short way because their attention and liking can be distracted easily (Gurak, Oct 2017). If a brand-recognition is wanted to establish, it should be taken into consideration. However, there is a factor which must be kept in mind that the understanding of advertisement depends on age because according to Atkin (1975), kids under age of 8 do not recognize the reality and fantasy in TV. They cannot distinguish which program is entertainment and which one is an advertisement, sometimes the place of the advertisement helps to understand like advertisement previous program, insert to program and after the program. However, in most of the

case, the kids do not understand the commercial is used for selling something to them under the age of 8. In 1972, Blatt, Spencer, and Ward claimed that the word of “commercial” is defined according to its adjectives like shorter than programs and funnier than programs by 6-year-old kids (Hoy *et.al.*, 1986). After years, they become 12, they can recognize the intent of commercial and by considering the issue, they can make interpretation and decision to buy something which is seen as an advertisement as following;

Interval of 0-2 ages; Kids cannot distinguish advertising to program,

Interval of 3-6 ages; Kids can understand the differences in advertising, but they cannot understand the content,

Interval of 7-11 ages; Kids can distinguish these two concepts and understand the aim of advertising,

Interval of 12-14 ages; Kids can capture the message and message effects their action (Atkin, 1975)

Age is an important factor in understanding the strategies because 30% of children cannot distinguish advertising (Nairn, 2009). According to another study confirmed by the American Psychological Association, until the age of 8, children cannot realize which program is advertisement, or which program is entertainment (Glendale, 2004). This evidence also duplicated by Reynolds and he claimed that children under the age of 8 could not understand the advertisement is used for selling something and also, he added the advertisement that imposes the children under the age of 8, cause kids to be more materialistic and hedonistic at early age (Malik & Guptha, 2013). Nevertheless, some researchers found something besides to Atkin (1975), Nairn (2009), and Glendale (2004); they claimed that when a brand can reach to kids with age of 6-8, this time a brand make itself permanent. If it reaches at a late age like 16, whole intent turns into a waste of time because, after the age of 16, it is hard to be permanent in kids' life (Gurak, May 2016). Also, some researchers found empirical data and they claimed that kids can understand the marketing strategies (Chaplin & Lowrey, 2010; Nairn, 2009). According to a study of Crosby in 2005, the top 5 advertisements for kids who are in 8-12 ages per gender is concluded and seen

that the top 3 (Table 2) do not include any brands can be defined as kids-targeted. It means that these brands can affect the kids before they become 16 and they got a chance to be permanent.

	GIRLS	BOYS
1	3 Mobile	Citroen
2	Citroen	KFC
3	KFC	3 Mobile

Table 2. The top 3 List of Crosby's Study in 2005

Researched in 2014 by Sramova concluded that kids interpret and understand the world according to what they see and there is a trick which they cannot distinguish reality and fiction. Especially by considering how they are sensitive; it is obvious how effective the image of the world introduced through advertisements to make sense of it. When brands establish their strategies, they must consider their target's features. Some specific features can be listed as following (<https://pazarlamasyon.com/kids-marketing/> on 16.03.2019).

- Watching advertising a lot and they have a tendency to believe in what they heart.
- Loving cartoon characters; they admire them and want to be like them.
- Wanting to grow fast.
- Having an enormous imagination.
- Desiring to be a part of a group.
- Collecting staffs.

By considering the features, what is on advertising?

- Superheroes, mascots or cartoon characters.
- Foods promising to grow.
- Fascinating imaginary worlds.
- Brand's clubs and experiences.
- Little differentiated promotions with the products.

Nevertheless, there is no way the kids away from advertisement and marketing at an early age because the other kids' factor is using them in advertising. As said previously, kids marketing includes families and parents beside kids since parents still have the last word and more money. Kids are used in advertising to create a positive image for a brand because kids are innocent, sympathetic and creating positive feelings (Elden & Ulukok, 2006). Marketers want to use that just because effecting to consumers' purchase decisions, approaches to brand, preferences, and relationship between the brand. (Malik, Gupta, 2013). Marketers may have to think about how to address identified goals for relational self when portraying family settings in their advertising campaigns. For this reason, marketing managers should understand the dynamics in the game that shape the network goals (Kerrane, 2012).

TV advertising is called the primary tool for especially food marketing to kids (Spake, 2003) however, there are multichannel practices out there to impress to children about their desired products in websites or in-school marketing (Mueller, 2007). Lego reflects one of the best examples for it, Lego is not willing to settle for just advertising. Lego creates own console game to reach children and it shows the importance of being multi-directional (Gurak, May 2017).

1.4.2. Early Branding

In between the 1980s and 1990s, marketers bring a quiet new concept named early branding along with conventional strategies to improve their brand awareness and brand image (Sabino, 2002) because one of the top priorities is brand image and brand awareness for marketers and they know it is realized with good brand relationship or relationship marketing. This relationship approach generally associates with emotional bonds because marketers consider brands as a part of cultural and social life so, to achieve the top priorities and create loyalty, brands become more familiar (Pettersen & Fjellstrom, 2006). Marketers make an effort to target children and this process move to younger children because they want to evoke "brand-name preference" at as early an age as possible. That's why brands want to establish brand loyalty at an early age and they have very valid reasons to want it. As Michele Stockwell (2005) said: "Brands are creating brand-conscious consumers before they are even out of diapers.". Kids are going into a store as a two-month-old baby (McNeal,

1964) and they have been bombarded with symbols and icons belong to brands. When they become 18-month-olds, they can recognize McDonald's colors and associate them with the brand (Lindstrom, 2011) and when they become two-year-old, they are aware of symbols and logos (Gurak, Sep 2015); when they become three-year-old, they can recognize the symbols and logos of 50 brands approximately (Gurak, May 2017). Although some products are consumed for the hedonic value of children, the general elements of grouping often have symbolic complementarity or come together to help a person fulfill a particular social role due to their functional, aesthetic and/or sociocultural complementarity (Chaplin & Lowrey, 2010). So, brand names help kids to define and enact social roles and increase social awareness. While most of the symbolic meanings of the products are derived from their relationship with social roles, each social role has brought with it a collection of products and activities taken by society to define this role (Chaplin & Lowrey, 2010). If it is considered that kids start to request in-store at four-year-old (McNeal, 1964), it is understood how the recognition of brands from logos and symbols can be dangerous, especially with the toddler. That is the reason for considering the preschoolers as highly marketable segment reported by MarketResearch.com (Glendale, 2004). Brands are taking up an effective and important place in kids' life because generally their first learnt and read words include brands names (Gurak, May 2017) and the more these words are repeated, the more remains in mind so, they turn a lifelong choice (Braun-LaTour *et. al.*, 2007). According to Rapaille (Braun-LaTour *et. al.*, 2007), when a new word is learned and the meaning is understood, a connection is emerged in the brain with also using of emotions and the word remains in mind. When it is adapted to early branding, it is clear how useful it is for marketing. Because also it is known that if a brand was used during the childhood, it means the brand will be used in adulthood, too (Guest, 1964; Moore *et al.*, 2002; Gupta, 2016 and Chaplin & Lowrey, 2010). There is an example that supports the argument, Lindstrom (2011) quoted from Minna Huotilainen at Collegium for Advanced Studies, the University of Helsinki that while forming fetal memories, music has an unrepudiated influence and when a music is listened in a womb by a soon-to-be baby, it affects the taste of adulthood's music choice. Then, Lindstrom added that if the music is an advertising jingle, it can change the product preference of the baby when he/she become a toddler or maybe adult.

The early branding concept does not end with babies or toddlers, kids should be under observation because of school-based branding which shows up for marketing to kids. School is one of the first places where kids meet and choose the brands and spend their allowance without any parental intervention (Mallinckrodt & Mizerski, 2007; Reece, 1986, p.185). It is needed to give some number, it should be looked for more recent researches which include the estimated truth that children who are under 12 years old spend \$25 billion per year (Strasburg, 2004). According to another research which was associated by teachers in 2008, kids have a pressure on them for being the same with their peers because of brands and they are bullying each other (Nairn, 2009). Researchers claimed that a brand should catch the kids at least with age of 6-8 because of being permanent in their life. If the age increases to 16, the brand cannot be permanent for kids (Gurak, May 2016). That's why marketers want to catch them where they are at before it is too late and so, marketers give a specific meaning to their brands which make children identify themselves by using the meaning. Having a brand can be defined as the most efficient way to express identify or group membership by kids (Nairn, 2009) because each brand has a badge value in social life as a connection tool to define individuals themselves (Pettersson & Fjellstrom, 2006). Kids said, "If I endorse a brand, the brand should support me in the way I define myself and my lifestyle, and it should be related to how I communicate with my friends." (Mininni, 2005; Urbick, 2011).

Thus, the relationship between consumers and brands can be described as dynamic due to its changeable structure (Braun-LaTour *et. al*, 2007). The other reason of described as dynamic is that kids have an ability to reach the adults' brands via uncontrolled and open-accessed mass media (Kerrane, 2012) and so, the not-kids-targeted brands reach the kids and take more attention than the older. The firms which recognize the attention establish their marketing strategies per kids. For example, as given previously, the most liked advertisement by kids is Citroen's advertisement just because of the dancing robot. So, how can a car advertisement take attention from kids, even they are not targeted? The answer is fun. To give more example and to understand well, it can be looked to Smarty Pants' 2018 Brand Love Study which includes the most popular 50 brands among kids in Figure 4. In the top three, it is seen YouTube, Netflix, and iPhone by turns. However, these are not a kids-targeted product, even

YouTube has own kid version named YouTube Kids which is 45th in the list. So, what is the secret? Of course, the answer still is fun. It should be looked at the iPhone commercial to understand why. The other phone commercials include numbers about camera resolution, dimensions of phone or processor speed to compare with other ones. However, in the iPhone commercial, it is seen just a colorful background, energetic jingle and people having fun, not numbers or any text and it affects the symbolic meaning of brand and also, loyalty because children have a visual understanding to interpret the world, especially children who under the age of 7-8 (Acuff, 2010). Creating an early branding and loyalty gets more return than the fun (Paris, 2006) because as Martin Lindstrom said, “A brand is more than a word. It is the beginning of a lifetime dialogue.” (Mininni, 2005).



Figure 4. 50 Most Popular Brands Among Kids in 2018

(<https://www.asksmartypants.com/syndicated-products>)

1.4.3. Media & Internet

The main problem of kids marketing is connecting children since no matter how easy it looks, definitely not child's play due to kids are busier, more distracted and freer than ever before. Media makes it little simpler and at the same time harder for

marketers since communicating with this demographic group is needed to be fresh and alive, and also needed to have fantasy and fun (Mininni, 2005). With the media, marketers can reach so many people however, it is interrogable about receiving the correct message to correct audiences (Stenhouse, 2003). Nowadays, kids listen with their eyes due to the world is digitalized and visualized with technology. Kids do not use just television, they have access to a wide range of media like computers, mobile phones, tablets, and game consoles. They know how and where to find the content which they want to spend time and fun, and also these tools can communicate with other people online (Crosby, 2005). According to the National Tweens Study in 2002, the marketing which is doing online helps kids to remember the products with a rate of more than 8 in 10, and it helps them to buy the product with a rate of 7 in 10 (Sabino, 2002). It means that if a brand wants to reach a kid, it should use these communication tools differently from traditional one for it (Gurak, May 2017). Children's world is changed, all the same, their understandings, tastes, approaches, and attitudes are changed with being online. At least, they have more friends than before thanks to media and the internet, they are counting the popularity with fans and followers on their internet profiles (Urbick, 2011).

They live fast and want to do anything fast because they get used the way. They do not learn something by researching in a book, they google it because it is easy and fast. Also, when they want to do something, they want to do it immediately because they can. That's why the videos have a long time do not catch the attention after a while their perception speed becomes more rapid (Gurak, Mar 2015). The fast-live model affects their perceptions and developments as 30 years ago, Sesame Street was for age interval of four to seven however, now, it catches the attention of just 3-year-old kids (Gurak, Dec 2016). The changed perception should be understood well because it is important to marketing to kids about how much time is required for commercial film or which age interval is suitable for the brand. As seen, communicating with kids is not child's play but they are still children and it refers to a gap in the understanding of kids' world.

Marketers and researchers have tried to collect more information about how to communicate and how they can collect the information, so they use media again. They

can follow their moves online; which websites are using more and which age interval is active more etc. To create a media strategy, they use the same media (Garbarino, 1990).

1.4.4. Experiences

As mentioned before; times were changed and human-beings became more consumer and more holistic. A purchase process is not the same as old, the main actions are not described as choosing, buying and using. People want to live and feel and so, marketers tend to increase experience creation for diversifying their brands' perceptions (Stenhouse, 2003). Brakus et al. defined the experiential marketing with a long sentence; "subjective, internal consumer responses and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments".

Children get excited by sensory experiences, they desire them. Excitement or little thrill, sour tastes or color with neon or complex features make children feel pleasurable experiences. These grow and develop with children from kids to teens (Coffey et al., 2006). That's why marketers are trying to create a memory for a brand to corporate communication with kids since if a memory about a brand is established in the mind of a kid, the kid can transform into customer for the brand (Braun-LaTour et al., 2007) due to kid have positive feelings for the brand. Because it is known that making a brand memorable depends on emotions which help to keep a brand in mind (Mininni, 2005), it is acceptable even for kids. Experience should have emerged with consideration of whom kids will join with, why kids will join, what kids will do. Experience should come after kids' way according to the goods/services' own characteristics, and also, how the kids understand the characteristics (Paris, 2006).

Nowadays, parents have a concern to protect their children from outside, it is called the climate of fear (Crosby, 2005). They want their children in safe and at the same time, they want more active, more venturous and more social kids. However, it seems like a contradictive behavior for the two requests cannot concur under normal circumstances. The absurd request brings marketers up to speed about finding something for marketing to kids. They are not allowed to play outside with friends and

without any supervisor. At this point, experiential marketing comes for kids, outside playground sponsored by brands is established. Sports activities, after-school clubs, and entertainment areas which are accompanied by supervisors are created (Crosby, 2005). Also, parents can get a chance to involve the experiences with their children because the only target is not kids, brands consider the parents as a target. In kids marketing, there is a magic expression come from kids – “I want that one, Mommy!” (Coleman, 1990), if the expression ignored, a brand can be failed.

The experiences do not have to be outside, outside one is just first because kids are everywhere like shopping malls, restaurants, and they are online. To reach the kids, experiences should be everywhere. As it is said before, kids are going malls and stores when they are 2-months-old. Although they are a part of the shopping process, parents sometimes want to leave them a safety playground and make their shopping or they want to eat in a fancy restaurant without any interruption. These requests are an opportunity not to be missed by marketers. Restaurants have started to create kids’ clubs where offered some privileges, promotions and other cool kind of stuffs (Horgan, 2006) and so kids can leave their parents free. For example, Burger King created a kids’ club in 1990 and they have increased their sales by 300% up to today. Michael Evans, the spokesman of the company, said “It is moving the needle. It is definitely worth it.” (Miller, 1994). The sponsors that continue to do the same things via internet create some online experiences and they organize an event which promises holidays for the winner of contest over the internet as Kathy Pyle, the fast-food company’s director of kid’s marketing, said “McDonald’s wants to be integrated into the online experience. We have been doing it for entertainment purpose, not directly selling.” (Glendale, 2004). These support McNeal who said: “For satisfying children, marketers should also satisfy parents.”.

1.4.5. Licensing

Stereotyping is very helpful to interpret, comprehend, conceptualize and classify the world at the beginning of life for kids (Sramova, 2014). They start to be aware of broadly stereotyping at the age of three, and the awareness increases during childhood (McKown and Weinstein 2003; Chaplin & Lowrey, 2010). The awareness is very useful for kids’ marketers because the standardization of concept makes the content

marketable simply. Nowadays, we have the character population which cannot be underestimated, they are everywhere. Tv channels full of cartoon characters, shopping marketers full of promotional mascots, even they are in the Olympics. These characters have an attraction for kids and marketers do not use them only for entertainment. Marketers use them because characters can trigger some emotions due to each character reflect a stereotype which is a tool for children to interpret the world easily. In a study by Acuff (2010), it was claimed that there are some specific features of characters as nurturing, like me, emulation and disidentification. Big Bird is a good example of nurturing it is a character which makes the kids who are 4-year-olds feel love and safety; in emulation feature, Barbie is a role model for girls who are 6-year-olds and want to emulate her success and experiences. For disidentification, kids sometimes have a tendency to lean on the dark side of a character. This behavior is emerged unconsciously because of the attraction of entertainment of violence and with the same way in the like me feature, kids want to be like the character and admire it.

In 1975, Atkin determined that using of a character in advertising affect the kids' request about the product is wanted to be marketed in the advertising because kids are so conscious about these figures or characters which are loved from favorite cartoons or films (Sabino, 2002). The most used characters generally come from cartoons or comics because these figures are already known and have a huge number of fans. According to the Cornell University Food and Brand Lab, Superheroes designate the dietary habits of children and think about how a food held by a superhero would be a pinpoint. For example, a whole generation remembers Teenage Mutant Ninja Turtles while eating Pizza. If there is the sphere of influence for using a cartoon character, imagine how many children will enter the sphere and also, how many parents will enter it. That's where Licensing comes into play in. Seeing a known and loved cartoon character on a product, this character turns the brand of the product into preferable by kids and parents either (Gurak, Apr 2017). Licensing is used most in the clothes industry and followed by toys, games and puzzles, costumes and books. Marshal Cohen, the chief industry analyst, said the consumption behaviors are changed more faster than ever and kids keep in step with changes, they love their licensed products. Especially the kids who are three to five years old love to use licensed products and approximately %30 of licensed products are sold for them

(<https://www.npd.com/wps/portal/npd/us/news/thought-leadership/2018/10-trends-you-should-know-about-kids-licensed-products/>).

The Top 5 Global Licensors, according the 2018 Top 150 Global Licensors report, are;

1. The Walt Disney Company - \$53B
2. Meredith Corporation - \$23.2B
3. PVH Corporation - \$18B
4. Universal Brand Development - \$7.3B
5. Hasbro - \$7.1B

The Walt Disney Company does not lose the first place for years maybe because of its association of “magic”. Parents said that kids are eating without any resistance if a food has a package with Disney Heroes. Because Disney stimulates the consumption and also, kids pester power on parents, this brand has an enormous effect on building up passion (Nairn, 2009). In addition to known characters, brands can prefer to create own ones to marketing their products to kids. It seems more difficult to put the character across to kids because each new character should represent a stereotype which kids can recognize and feel the new guy, but there are good examples for the strategy. Algida and Cheetos, do it well with Max the Lion and Chester Cheetah. Chester Cheetah seen in Figure 5 has a stereotype reflects the characteristics which are dynamic, prankish and mad, and also, he likes music and dancing like a friend from class. Max the Lion seen in Figure 6 has a stereotype which reflects the motto – I love embarking on adventures. He almost gets ahead of Algida and creates own individual brand as he has own cartoons, TV show and game applications for tablets.



Figure 5. Chester Cheetah

(https://the-secret-world-of-the-animated-characters.fandom.com/wiki/Chester_Cheetah)



Figure 6. Max the Lion

(<https://www.aslanmax.com/max-dunyasi/max-maceralari-kralliga-yolculuk/karakterler/>)

1.5. Ethics

In recent years, social responsibility and ethics in marketing have been concerned more and the quantity of discussion about why marketers fail to behave and how marketers should have an approach in ethical issues has an increase (Robin & Reidenbach, 1987). Since when the topic is kids, the higher ethical standards should be served to kids, especially it is wanted to make kids consumer with high loyalty come from the emotional bond which should be triggered to affect kids and their lives positively (Mininni, 2005). While communicating with children, the desired loyalty should be built with an ethically correct brand image. That is the way to obtain a favorable response from costumers for a lifetime (Petterson & Fjellstrom, 2006). Therefore, business ethics should be considered to behave in moral no matter how less or more, moral must be involved in the strategic plans for marketing to kids. Because if the moral issue cannot be a part of the practice in business and the real world, measurements will be necessary to take in action somewhere by some authorities (Robin & Reidenbach, 1987).

As it was mentioned before, the most important part of kids marketing is understanding the kids however, the fact that children are very large mass increases the possibility in use of the mass media to reach them at once and the biggest ethical

concern is seen in the advertising part of kids' marketing because commercialization of childhood is causing concern across the globe (Nairn, 2009; Iyer *et. al.*, 2016). Children around the world are bombarded with advertising, especially food advertising (Mueller, 2007). In a previous study, it was seen that in the most popular websites of kids, a considerable part of them include foods which have a high value of calories and also these websites were designed with cartoons or colorful context to keep children in attention (Calvert, 2008)

However, the issue is the content of the advertising, not its numbers since kids are under age of seven cannot understand which one is the advertising and what is the aim of it (Hoy *et. al.*, 1986) and also, so many children are watching TV without any adult intervention. Even, with the adult intervention when it was asked to kids about who decides what is watched within whole family members, kids answered as they decide like 49% of boys and 42% of girls (Crosby, 2005). The policymakers had a bash at banning the advertisements which are directly effective on kids who are under age of eight (Hoy *et. al.*, 1986) because junk food advertising causes to increase the probability of obesity. Showing junk food attractive and representing them as a funny way is not helping stop child obesity (Pettersson & Fjellstrom, 2006). Some countries banned food advertising to kids like Sweden and Quebec; however, they have still high rate of obesity (Mueller, 2007) so the main solutions could not be ban, the way of obtaining more effective solution is protecting the kids from commercialized world or at least preparing them for protecting themselves from commercialization (Friestad & Wright, 2005). There is no just one ethical problem in advertising, junk food advertising is one of them. Some products loss their properties about being entertaining and educative, the products are forced to change as commercialized. For example, a grill brand, George Foreman Grills, made an agreement with Play-Doh and two brands made a toy named George Foreman Play-Doh Grills so, kids could play with toy grill and they could make meals made from play dough (Glendale, 2004). When the kids are playing with the George Foreman Play-Doh Grills, they cannot understand that they are being marketed to. And also, advertising is used for creating the high image-conscious and as a cause brand bullying has emerged. According to the research associated with teachers in 2008, children feel high pressure on themselves about being like their peers. They want to have same products from the same brands if not so, they

can feel isolated from their social environment and it causes brand bullying due to high image-conscious. To marketing, brands already entered into schools' hallways. Brands are preparing posters and brochures, so they increase the image-conscious for children. However, the walls of schools should belong to educational data not commercialized data because it is aimed to obtain profit-motivated consume or other words financial gain from children (Nairn, 2009). In addition, junk food advertising is already entered in schools' hallways, too. As mentioned before, schools start to make agreements with soft drink companies and let them put their vending machines into schools. Not only drink companies, but some fast-food chains are also doing same things with schools, even in the U.S. has a policy about serving free breakfast and lunch for children in the cafeterias of schools (CCAAP, 2006). The ethical problem in advertising would be summarized by Susan Linn, author of *Consuming Kids: The Hostile Takeover of childhood*, and she said "It is unfair. Children do not even know they are being advertised to."

In addition to the ethical problem of Kids Marketing, children exposed to adult media because they have open-access for mass media (Nairn, 2009). They can see anything belongs to adult media and it can be harmful to their development. Media has a huge responsibility about drug and alcohol use, sex understanding and eating disorders (Strasburger, 2004). They do not have any control when they are in front of a screen and a statistic said 40% of parents do not control their children in front of a screen and when parents are not at the home, kids take place of them to use multiple-set households with a rate of 85% (Crosby, 2005). Also, over the internet, information about kids can be followed easily as which websites are used more, when they are using the internet, what they are doing on the internet. These and also personal information about kids can be collected via online programs. Kids' age, gender, likes and also the place where they are living are accessible from their phones or computers. It is an unrespect action to their privacies. The open access is also bringing the violence issue. According to the Strasburger (2004) cites Wartella *et al.* (1998), in the literature, there are more than 3500 researches about clarifying of relation in media violence and aggressive behavior in kids. Then Strasburger added that no matter what children watch; cartoons, games, entertainment program or real-life program, violence is

everywhere in media. Even in cartoons, violence has a repetitive and funny feature, this violence affects children to lean on aggressive behaviors.

Marketers should be forced to ask themselves if they will be willing to live in a world where a product known to be harmful to some people in their normal use while marketing to kids (Robin & Reidenbach, 1987) because as the righter communication to the brands and products/services, the higher ethical standards in the selection and so, the right brand legacy will be applied by the consumers. Kids are affected by marketing differently from adults (Friestad & Wright, 2005) because children have a tendency to think the scene is watched in screen represents real world (Strasburger, 2004). When an adult recognizes an unethical issue, he or she can be unforgiving however, this situation is different for kids. They can recognize the unethical issue but they can act less unforgiving (Mininni, 2005). In most of the cases direct marketing to kids can be construed as unfair like Susan Linn, director of the Campaign for a Commercial-Free Childhood said "Marketing targets emotions, not intellect. It trains children to choose products not for the actual value of the product, but because of a celebrity or what's on the package. It undermines critical thinking and promotes impulse buying." (Watson, 2014) because they do not have the appropriate skill and references to deal with marketing strategies (Friestad & Wright, 2005). Before the age of 12, children can understand which one is bad and which one is good just by experiencing, not interpreting. Therefore, children under the age of 12 are wide open to abuse (Gurak, Jul 2016). Still, how children can understand and conceive the people' though and how they can develop a concept about the intentions and motivations of others, are argued (Moses & Baldwin, 2005; Friestad & Wright, 2005). The researchers who know kids can be affected by advertising and marketing differently from adults did some research but these are generally focused on the short-term effects of ads on kids (Friestad & Wright, 2005) however, media have cumulative and elusive effects on kids so, these effects take a long time to be understood (Strasburger, 2004). The research about long term effects is very less than the short-term (Friestad & Wright, 2005). Research in 1987 by Robin and Reidenbach concluded that if marketing strategies are developed, positive and proactive approaches should be concerned for marketing ethics and their potential impacts should be analyzed well.

CHAPTER TWO

2. METHODOLOGY & DATA ANALYSIS

In 1971, case study research was defined as illuminating the decisions by Schramm (cited on Yin, 1994) and it was not considered as a formal research method. However, Yin (1994) create a new definition for study case research, unlike the previous ones and he defined as his own word; A case study is an empirical inquiry that;

- investigates a contemporary phenomenon within its real-life context, especially when
- the boundaries between phenomenon and context are not clearly evident.

Howsoever, this definition can be modified deeply as Woodside (2017) did. Woodside added describing, predicting and understanding into the definition of case study research because this inquiry method of the research includes individuals who have different culture, understanding, experiences and these should not be dismissed. Generally, researchers are accustomed to using the survey which is sending a mail with closed-ended questionnaires to 20-30 of subjects and reports have a low rate of responses. This type of questionnaires does not include any opinion or consideration. In the fields where individuals' behaviors are effective like psychological, management, educational or marketing studies, it is not appropriate to operate research in which individuals' opinions are ignored (Woodside, 2017).

The case study has multiple sub-application methods to operate the study. It can *explain* the links between situations in real-world if the links are too complex to understand with experiences and get responses from a survey. It can *describe* the situations or *illustrate* a topic which is already studied. It also can *explore* the situations which do not have any clear results or it can operate a *meta-evaluation* for an evaluation study (Yin, 1994). It is seen that these sub-applications are suitable for the definition of Woodside, the principal objective of case study research is deep understanding.

That's why case study research was used in the study for a deep understanding of Kids Marketing. It was used to explain the link between literature and practice,

describe the understanding of Kids Marketing, illustrate the gap between literature and practice. To operate the qualitative research, the methodology of the study was organized into sections which are research question, design & methods, data analysis.

2.1. Research Question

The aim of the case study research with narrative inquiry was to understand the Kids Marketing by collecting the opinions, experiences, and predictions of professional individuals. This collected narrative information was used to examine the following research questions;

- a. How much do practitioners adhere to the definitions made by the literature?
- b. What are the equivalent appliances of practice in the literature? And How can the appliances be observed with the differences in literature?
- c. How are the situations predicted by literature currently observed?

By answering these questions, Kids Marketing concept would be explained and illustrated more for a better understanding, not just marketing concept but also kids' behaviors and desires to operate future studies.

2.2. Design & Method

This section explains the methods of the case study design and the description of qualitative research with theoretical approaches. Participant selection, data collection, and data analysis were detailed but shortly, participants were selected in the professional field and to increase the details and the depth, 6 professionals were contacted positively. To have a better and deep understanding, two of data collection sources were used in the study; interviews and documents. The interviews have a narrative inquiry feature of study case which can be defined as experiences in people's lives like stories, experiences, or journals (Clandinin & Connelly, 2000). It was used to narrative approach for Kids Marketing. Documents, the other source of study case, was used to obtain the examples of practice. Research Questions pointed the way to both sources but especially, interviews.

2.2.1. Participant Selection

13 participants were selected to make interviews for this study case and they were chosen according to their professions. All of them have a profession associated with Kids Marketing to achieve the aim of the study. They can be subdivided into practitioners and academicians due to understand the literature and practice on both sides. 7 of 13 are researchers and 6 of 13 are practitioners who were contacted by e-mail. However, 4 of 7 researchers and 2 of 6 practitioners respond positively back.

In practitioner subdivision, the participants were purposely tried to be chosen among the examples of practice that will be detailed in the next sections. In researcher subdivision, the participants were tried to be selected according to their previous studies as marketing or consumer behavior.

2.2.2. Data Collection

Data collection is the process of case study researches, and the sources of collection process can be listed as interviews, documents, archival records, direct observations, participant observation, and physical artifacts (Yin, 1994). In the study, two of them were used as sources for data collection: documents and interviews.

Document Sources

In qualitative research, documents have a huge potential to collect data. According to Bogdan and Biklen (2007), documents can be subdivided into personal documents, official documents, and popular culture documents. In the study, documents would be used to create a practice review, herewith popular culture documents were used as advertisements in TV, booklets, commercial videos, brochures, and also annual bulletins or reports. Documents carried out a practice review that illustrates which brand is using which strategy, which strategy is successful or which one is failed. Each characteristic of the examples, each brand, and each document was carefully chosen and collected as much as possible to associate with Kids Marketing. To collect the data, the most appropriate way was the internet. After the way was selected, the following ways were performed to obtain data;

- Listing and categorizing the brands according to the three markets understanding of Kids Marketing defined in the literature,
- Finding the failures and successfulness' examples of the listed brands,
- Matching the examples with the strategies and definitions in the literature
- Transcribing and defining the data into a text

At the same time, documents were used to promote the interviews with the practice approach to answer the research question deeply as desired. The use of more than one data collection sources can create a stronger connection and intervention to support the research question (Bogdan & Biklen, 2007).

Interviews

In the case study, 13 participants were selected and contacted via e-mail for interviews. The whole participants have a profession associated with Kids Marketing to achieve the purpose of the study. They were chosen and subdivided into two general professions; practitioners and academicians because to illuminate the research questions, both sides of Kids Marketing should be considered. 7 of them were researchers and 6 of them were practitioners. In the practitioner subdivision, the participants were selected carefully within the examples of practice that would be another source for the study, practice review. In the researcher subdivision, the participants were selected according to their previous studies as marketing or consumer behavior. However, 4 of 7 researchers and 2 of 6 practitioners respond positively back. Following the acceptance of the interviewees, it was decided how the interviews would be operated by considering their work schedules and the cities they work. One of them was operated by face-to-face and the others were operated via e-mail, the face-to-face interviewee was one of the academicians. Even though participants have two categories as practitioner and researcher, the interview questions have common 4 general topics. In face-to-face interviews, it can seem to be informal but it helps to make more open conversation for telling stories; nevertheless, it also allows the interviewee to say what the interviewer wants to hear. The face-to-face interview has another characteristic that allows the interviewer to focus directly on the target, so she/he can prevent from getting off the point. In the study, to operate the face-to-face interviews, the following steps were performed;

- Determining the date and the hour of interview
- Constituting semi-structured and open-ended questionnaire according to the participant's study field without going out of research questions
- Making the interview by using a recorder for 30 minutes
- Transcribing the interview verbatim and analysing

While making the interview, questions (see annexes for the interview questions) were asked starting from the strategies in the practice then, move to the definition in literature and relationship between them and it was continued moving to the ethical issues and future expectation. The questions were addressed in such a way that the interviewee feels comfortable to share own experiences and opinions without asking more personal questions so that the interview could be obtained and reported verbatim.

In the interviews via e-mail, both sides, interviewee and interviewer, can accomplish their responsibility whenever possible because there is no necessity to determine a certain date or schedule coherency. There is no chance to get off the point but sometimes. In the study, to operate the interviews via e-mail, the following steps were performed;

- Constituting structured but still open-ended questionnaires according to the participants' study field without going out of research questions
- Sending the questionnaires to the participants
- Analysing the answers

The whole process took 5 months to collect data starting with first mail to the last answers. Obtaining each response has a different time interval changing according to the participants. Transcribing and analyzing were started to be completed simultaneously.

2.3. Data Analysis

The main purpose of data analysis is obtaining clear answers for research questions. To obtain the answers, data should be analyzed to find a clear meaning. When making a narrative interview or inquiry interview, interviewee shares own experiences and stories. That's why data is a text not a set of number which is suitable to evaluate or calculate, so necessary information should be found and taken out from

the text. The experiences and stories have so much information sometimes some of them is incompatible for the research question. Data analysis is in the charge here. In the study, the data analysis process was performed guided by a strategy of Bogdan and Blikien (2007). According to the strategy analysis includes coding followed by organize, manage, synthesize them and create patterns or themes. The following steps are performed to obtain the findings;

- Designating codes about the topics without creating any association
- Locating and assigning the codes with the relative part of the text
- Categorizing the codes with each other and grouping them
- Establishing themes, ideas or patterns

While designating codes, it should be paid attention to cover the topic with words or phrases, these are defined as coding but nice to have that if these are coming from the interviewee's mouth to protect the content integrity and capture the participant's perspective. As mentioned before, in qualitative researches, data is a text; if the associated information is wanted to obtain, these should be taken out from the text. Locating and assigning the codes helps that. While assigning the codes into the text, the desired data can be psychically separated from the others and categorized each other. After the categorize the codes, it is seen that a pattern or o theme will have emerged with bigger codes that have bigger contexts. It is necessary because just using the single codes is not sufficient and/or efficient to interpret the data and answering the research question. After establishing contexts, the data can be interpreted easily and links between the codes can be understood clearly as aimed before (Bogdan & Blikien, 2007)

In the study, interviews have obtained two ways which are face-to-face as a narrative interview and e-mail as an inquiry interview. After the face-to-face interview was transcribed into a text, data analysis process was performed for the whole collected data. With the defined strategy, firstly codes were designated per each interview's text. Each one has different number of codes according to their content with a range of 14 to 38. When these codes were grouping, 12 major groups were formed and some codes belong to more than one group to establish convenient contents. Then these major groups were grouped for establishing 5 top groups or themes to answer the research

questions. This categorical collection or aggregation were operated manually to analyze the data because in the study, there was not necessity to use computational programs. Instead of the computational programming, a code chart was built to see the connections and links between codes and interviews. Thus, the hierarchical order of subcodes and codes were observed clearly and data were analyzed more clearly.

CHAPTER THREE

3. RESULTS & DISCUSSION

In this case study, two types of qualitative research's sources; narrative inquiries as an interview and practice reviews as a document. Data were collected from participants and codes were designated and assigned to make a sense from them. Then, the codes were categorized and analyzed to obtain findings for answering the research questions. However, before the findings, collected and analyzed data should be composed accomplished for better understanding. As mentioned before, in the case study research, a code chart was used the data analysis due to the purpose of the study is to enlighten the differences between practice and literature. By using a chart, the differences could be understood both easily and visually. That's why all participants were selected according to work fields as researcher and practitioner. Even though participants have two categories, the interview questions have common 4 general topics which is directly related to 4 top codes.

3.1. Narratives Inquiries

3.1.1. Participants

All participants were chosen from the Kids Marketing professions to make accurate interpretation and all of them are in Turkey. They have a number in the case study to protect anonymity, just gender identification has been used to mention easy and also if there is any finding of being female or male has a different understanding in the Kids Marketing, it will be discussed later.

Participant 1 (1#)

He has a profession of marketing manager in a corporation which has a website and chain of stores meet all needs of the mother and baby, up to the age of 4 through prenatally.

Participant 2 (2#)

She is an assistant professor at a foundation university and her working fields are communication and advertising. Also, she has already a paper about Kids Marketing.

Participant 3 (3#)

She has a profession of senior brand manager in a multinational dairy food-product corporation with a history of 100 years.

Participant 4 (4#)

He is a professor at a private university and his working fields are marketing, brand management, and consumer behavior.

Participant 5 (5#)

He is a research associate at a public university and his working areas are marketing and marketing communications.

Participant 6 (6#)

He is a professor at a foundation university and his profession is marketing.

3.1.2. Themes

After analyzing the data, five themes were accomplished. Each theme has own major codes help to explain the themes; however, some major codes belong to more than one themes. Because each subcodes, each major code was related to each other, they have an interpenetrating characteristic.

Theme 1; Strategy

Major Codes; Early Branding, Branding, Advertising, Digital World, Strategy

Early Branding; participant agreed that children communicate with brands at an early age. Some participants like 2# reconciled that being digital native that is the way she defined kids affect the situation and some like 4# reconciled that the situation is about their age due to little children are very easy to learn and perceive something. This understanding was also stated by 5# and he shared “It is possible to see that the brands, which were introduced during childhood when learning is the fastest, will have a longer life than the brands that were introduced later.”. Even, 1# added some number about the notion and shared “Recent researches show that 18-months-old kids start to

recognize the brands. When they become 2-or-3-years-old, they know the names of brands, they are closely acquainted with brands and even they can draw logos of the brands which take attention.”. In addition to these 5# claimed, “When children's preferences, children's observation abilities and the tendency to take a model are combined, it can be said that the family's preferences and simulations have increased.”. In common, this understanding was approved by all participant but in different ways.

Branding; in the previous paragraph, it was agreed that kids meet the brand at an early age but it is still unclear how to establish a branding understanding in kids. 6# shared, “kids’ effect includes not only the purchase of products which are not purchased for their own products but also the products that are not purchased for themselves from technology to cosmetics, from fast consumption to clothing.”. 2# said, “We know that brands have established very good communication platforms and they have reached the children very well by using the technology.” And 4# supported and added, “Today's marketing is technology-driven, not product-oriented.”. As matching with the notion of digital native described by 2#, brands catch kids in the digital world. After catching, it is time to establish branding. 2# added “Brands are now seen as a means of self-expression for children. they are trying to be an epaulet brand in the brands that know it. Having or not having a brand has other meanings for children such as being cool. Even eating habits are changing according to their understanding of being cool, it can be seen in Starbucks”. 5# has a general approach as “In the period, when you are introduced to consumption, there are two ways you can take part in an education process with the child on the way to becoming a conscious consumer, or not between the child and the uncontrolled message bombardment and endure the results.” Up to this point, branding was evaluated according to the kids’ side but the Kids Marketing is double-edged and there is a parent side. The target group of 1# is the babies and the branding concept is evaluated per the mothers’ side. 1# shared “Several mothers research and try to find their own best for their kids. That's why we are trying to reach mothers to offer right and required information with our platforms.”. Lastly, 6# said “If it is considered by marketers that they have higher financial means than the past generations and the kids’ population rate of the general population in the developing countries increases, it is inevitable to think about the final decision makers of the future.”.

Advertising; in general description came from participant 6 and he shared, “They are primarily influenced by television, mobile phones, tablets, radio, newspapers and other print advertisements.”. 2# defined the advertising as a hypnotic thing and she added “In a short moment, advertising tries to focus and condition the person by using a very high number of colors, visual, graphics, and verbal techniques. When you show it to the child, the child almost gets caught and fascinated. Advertising is a very rhythmic thing in itself. The colors and music are designed in a very catchy situation.”. 3# shared the same idea and added: “I think that one of the ways that brands communicate with children is advertising.”. However, 3# disagreed with the idea and said: “I see some cartoon TV channels do not have commercials and I confirm that each content, product or event that targets kids should be audited well.”. In general, 5# shared “It can be said that the communication mix for children is more prominent than other tools.”. However, there is a doubt about the correct communication is the advertising because 2# added: “Only the age interval o 2-3 are now watching TV and so TV advertisements have no longer adequate sense.”.

Digital World; 1# offered an argument and said “Today's kids are familiar with tablets starting in 2 or 3 years old and when they become 6 or 7 years old, they are vested with media information.” and added “Kids meet a character in a YouTube video and then they want to have a toy of the character as a physical move”. 6# added: “Here, the need is not only using the phone for communication purposes or watching TV programs for news, series etc.” and added “to create a social engagement by opening their own pages and to follow the page of people around and to be informed about many issues.”. In addition to that, 2# described the kids with android feature as “With social media, technology, and algorithms, children are becoming more and more android kids.” and added “The use of this digital world has become a kind of addiction which can be defined the concept as "fear of missing out.". They cannot move independently from mobile devices in order not to miss anything. Mobil devices become an organ for them, they can't think of a life without mobile devices.”. 4# also shared “These individuals are growing with technology. Businesses make marketing to kids through virtual ads, social media, free trials. In this context, globalization and media (foreign series, etc.) has a tremendous influence on children.”. for the context 2# added “they are more interactive, there is something called E-sport.” and also 4# added “Virtual

games and all technology-based activities deeply affect and become accustomed to children.”. The last argument came from 2# and she shared “While everything is online, the offline as retailing has damaged a lot from this.”.

Strategy; participant 1 shared “We do not prefer to use the concept of marketing with kids together. When the topic is our kids, the correct way to define the marketing is meeting them with the right products.” But 2# shared “While marketing communicators targeting children, they choose children as the user and parents as the decision makers and kill two birds with one stone.” and she added “With the strategy of rational and informational attitude, they are trying to connect with the mother... and with the transformative attitude that is attractive to the child, they are trying to connect with the kids.”. She claimed, “Thus, different strategies should be used in a hybrid way.”. As mentioned before 4# said, “Businesses make marketing to kids through virtual ads, social media, free trials.” And he added “Today's marketing is technology-driven, not product-oriented. This is the main basic point. What does Facebook sell? Many businesses offer a lifestyle and experience. That's the important thing.”. However, 3# disagreed with that and she added “Kids Marketing can be defined as product oriented.” And she added “While establishing the strategy, brand positioning and purpose of brand have a high effect on purchasing decision of parents. For example, if we look at the product quality standards, the communication language of the brand and the purpose of existence we called shortly "purpose", our water segment promises novelty and confidence to mothers, it influences the mother's decision.”. At least, participants agreed with an argument as 4# said: “Strategies are determined by adhering to target audience and positioning.”.

Theme 2; Demographics

Major Codes; Age, Family

Age; all participant agreed that kids meet with brands at an early age and even 1# added some numbers as “18-months-old kids start to recognize the brands. When they become 2-or-3-years-old, they know the names of brands...Today's kids are familiar with tablets starting in 2 or 3 years old and when they become 6 or 7 years old, they are vested with media information.”. 2# shared “The kid's not the old kids. We see the targeting properties shift within demographics properties. Children are growing very

fast now. A child is dealt with as pre-teen from the age of 8, and marketers treat them accordingly. The hand gesture while swiping the screen in a mobile device is naturalized in babyhood. We define the kids as the digital native.” Participant 6 added different approach and said: “In studies conducted using a questionnaire on marketing for children, children are divided into four or five groups according to their age. This is because children exhibit different behaviors at different ages against marketing activities.”.

Family; as mentioned before 2# said: “While marketing communicators targeting children, they choose children as the user and parents as the decision makers and kill two birds with one stone.” And also, she added, “Decision-making is two-sided processing.”. 6# agreed with it and shared, “Nowadays, one of the most important reasons of increasing marketing for children is that they affect their purchasing decisions on their families more and more every day.”. Participant 3 considered the situation as “the biggest challenge of Kids Marketing in rapidly changing communication world that the end-user of the product is kids while the shopper is parents.” And she added, “The hardest thing in Kids Marketing is making a product attractive for the child and making an effective brand positioning for the parent's purchase.”. 4# agreed and shared “Although they have no purchasing power, they have the power to influence parents directly.” Also, 1# supported the idea and said “Shadow of any detail they see in real-world influence the purchasing process of families somehow” and also added, “Sometimes pester power of kids is victorious on mother's approval of course, mothers make an effort to be selective as much as possible.”. However, 2# gave an example to explain how parents’ approach can be unexpected and she expresses the relationship between mother and child: “This situation can be seen even with the professional blindness, I have a pedagogue friend. Her child had some feeding problems when her child was young. As the mother, of course, our first goal is to nurture the child. You would expect to be more conscious, but feeding the child with a tablet.”. Parent and child relationship described in another way by 5# and he shared “When the children's observation skills and the tendencies of getting a model are combined, it can be said that the simulations are increased with the preferences of the family.”.

Theme 3; 4P Understanding

Major Code; 4P understanding

4P understanding; as general concept described by 5#, “Rather than the separation from traditional marketing, I can say that traditional marketing should be accepted as the adaptation of children to this particular audience of children.”. Participant 4# defined: “These individuals are growing with technology. Since the target population is the Z generation, the marketing mix should be in line with their behavior models.”. These are general description and 1# added more specific understanding and shared: “It should be digitalized to recognize the generation who falls under digital world's spell beyond the conventional media world because children prefer to experience first in digital platforms.”, 1# supported the idea and added: “Children prefer to experience first in digital platforms.” and 2# shared: “While everything is online, the offline as retailing has damaged a lot from this.”. 5# added more detail and shared: “Within this framework, the concept of 4P should be evaluated within the framework of the literature on Digital Marketing, Social Media Marketing, R & D and Innovation marketing.”. However, 3# shared different approach and claimed “The communication made here should be designed in such a way that the product, the place where the product is sold, and the price strategy which are components of 4P are intended to target both the parent and the child.” and continued “The first thing that comes to mind in 4P should be the product because Kids Marketing can be defined as product oriented. First of all, the product itself must be attractive for the child, then the purpose of the positioning of the brand must be appropriate for the parent.”. Nevertheless, 4# said: “Today's marketing is technology-driven, not product-oriented. This is the main basic point. What does Facebook sell? Many businesses offer a lifestyle and experience.”. With the different side 6# shared “The most distinctive difference occurs in promotional activity. Because, in the products offered to children, various issues are encountered such as whether health and similar effects are approved by various institutions and organizations or compliance with the regulations in advertising.”.

Theme 4; Future

Major Codes; Brand Loyalty, Conscious Consumer, Suggestion

Brand Loyalty; participant 4 explained the concept as “Nowadays, businesses which are trying to create and protect loyal customers start marketing activities to establish consumer behavior from children. Because the behaviors learned in childhood lasts a lifetime, unless other impulses are created.” and 5# added: “It is possible to see that the brands, which were introduced during childhood when learning is the fastest, will have a longer life than the brands that were introduced later.”. Then, 4# detailed and shared “Establishing brand loyalty is very easy for children. Because children's characteristic helps to learn, perceive and become potential customers for the future very easy. Without a stronger stimulant, the loyalty of the children to that brand is going on. Due to kids wonder, try and get used to. Next shopping is shaped accordingly.”. However, participant 1 and 2 thought different and 2# defined the kids as tickled consumers and shared: “We are talking about a totally handful consumer. Brand loyalty can no longer be the same, they get bored very quickly.” and continued “Brand loyalty is not that easy for children. they do not connect; they do not connect with human nor content. They are not children of the process; they are children of the result.”. 1# agreed and added “Of course, it is a known fact that brands target the kids as future customer starting today... It is also related to the solvency of brand otherwise brand cannot move beyond the notion of a pretty nostalgia from childhood. When we think about our childhood, it is seen that most of the brands which are used and sympathized in childhood are not exist in these days.”. Participant 6 thought that children's loyalty varies according to the product and added “Children first attach their loyalty to a brand according to their decision... At the stage of purchasing, they do not listen to their parents who will provide the financial means.”. He claimed: “On the other hand, a child friend or idol easily affected and changed the brand for younger children but it can be observed that the older child does not make any brand changes according to the friend and idol.”.

Conscious Consumer; participant 5# described the general concept and shared: “What kind of activities and training are needed to become conscious consumers in this process where they meet with consumption is becoming more and more studied.”. 2# detailed and shared, “With the internet and social media, children's perceptions were opened in a sense.” and added, “They seriously become materialist; the coding of happiness comes from money and acquisition affect kids.”. 4# agreed with the

approach and added, “Many businesses offer consumers and children the competition and the same product so that kids will be quite naturally conscious and will make more rational decisions.”. 4# thought that “There are two ways in front of this period when kids are acquainted with consumption; to take part in an educational process together with the child on the way to becoming a conscious consumer, or not between the child and uncontrolled message bombing and endure the results.”. 6# gave examples as “Children over a certain age may think that the price of a product is kept high because it will be loved” or “A child of a certain age may have a thought that the high price will point to high quality.” And added “This comparison can provide positive effects such as making the child conscious in the future.”. 1# thought that it is an opportunity and shared, “Consumers who have a conscious are a big opportunity for every single brand which does own job in the best way.” and added some detail as “Kids can understand some approach for marketing is a tactic and they recognize which one offers a real benefit. This situation does not require to make a precaution, contrary it can be defined as the desired opportunity to develop and improve for whole consumers as much as possible.”. Also, 1# considered another side of Kids Marketing and added the mothers’ conscious by sharing “Explaining of which products are healthy and most suitable for children’s consumption and kind of approach should we adopt while raising our children are important and precious to understand the domain expertise of brands. It is not just about obtaining commercial success, but also it is precious to raise conscious parents and children.”.

Suggestion; participant 5 shared “Finding out how tomorrow’s elders learn, consume, and what patterns they consume is important information for a marketer.” and added “The important thing is the creation of self-control mechanism and therefore conscious consumption for specific target groups, such as children.”. 1# also added the parents’ side and shared, “We think all brands should interiorize this approach toward their capabilities. Explaining of which products are healthy and most suitable for children’s consumption and kind of approach should we adopt while raising our children...Nowadays, there is no chance to fail for the brands which serve right information and establish connection and touch between themselves and customers.”. 3# suggested to marketers to and shared “First of all, the product itself must be attractive for the child, then the purpose of the positioning of the brand must be

appropriate for the parent.”. In addition, 1# shared “We defend an opinion that if certificate or technical course is a necessity even for a barber shop, it should be valid for kids shop, too; it should be contingent upon expertness and approval. If we can generalize this approach, I think there is no any concern about kids.”. Participant 2 gave more specific advice and shared “Media literacy is a very important issue. At least, all these fictions can be handled by developing a more abstract idea by kids in a more transparent point which happens with media literacy and/or attitude of parents.” and added: “I think the school and the family are two hinges of the issue.”. In addition, she gave advice to marketers as “Brands that are accountable become more preferable brands for children.”.

Theme 5; Ethics

Major Code; Ethic

Ethic; participant 1 shared again, “As I mentioned before, we do not prefer to treat kids as a marketing manner and that's why we disapprove of it.” and 5# added and described, “Ethics and marketing interaction is a never-ending struggle. For children, for women, for politics ... No matter where marketing or which solution produced; ethics is subject to criticism.”. Participant 6 shared “Children can see everything they see on television real. For example, the use of fantastic images in toy advertisements also misleads children and leads them to misery.”. 4# detailed the issue and shared, “At first it is very easy to impress children.” and also added: “Therefore, enterprises have an ethical responsibility. They are required to do marketing not only to make sales but to offer them benefits.”. Participant 5 claimed that “Marketing efforts can only be taken in different directions in bad faith. Unfortunately, in practice, it can meet more malice than theory.”. 2# gave an example and shared “Even in diapers advertisements, children are being coded as adults, not a child.” and she added, “Child should be a child; adult should be adult.”. However, there is a different point of view from 3# and she shared, “If the product is not a product that will affect children's health in a negative way, I think it is not calm in the communication of the product.” and also added “Of course, it is not ethical to use inappropriate media and communication channels that will trigger nutritional habits unsuitable for children. However, if you are a brand with a purpose such as health, learning, entertainment; you have an ethical

understanding with your beneficial brand.”. Therefore, there is a common issue from participants 2, 3, and 6. Participant 2 said: “the Advertising Self-Regulatory Board and RTUK must be work seriously.”, 3# added: “When there are children in the marketing world, there are strict regulations in each category.” and also 6# shared “Children are vulnerable to the convincing messages of advertising, and the laws and advertisers need to think about them.”.

3.2. Practice Review

3.2.1. Positive Examples of Kids Marketing

Walt Disney Company

Disney is the best example for licensing and experiential marketing, it has championship among the licensing companies for years according to the studies of the Licenseglobal from 2013 to 2018. It can be seen in clothing, toys, foods and briefly everywhere. The “magic” concept of Disney make itself championship in the market for both girls and boys. Walt Disney Company was officially established in 1923, and they added TV programs to movies in 1950 and following, they established the first Disneyland in 1955 (www.thewaltdisneycompany.com). Firstly, they reached more children with the TV show and then they touched more children with Disneyland experience. In 2017, the number of people who visited Disneyland was 150 Million at the beginning of Disneyland in 1955 it was approximately just 1 Million (TEA/AECOM,2018).



Figure 7. Girl Meeting a Disney Princess at Disneyland

(<http://www.disneyholidays.co.uk/disneyland-paris/disney-parks/disneyland-park/fantasyland/>)

Toyota

Automobiles are the new target for kids marketing (Malik & Guptha, 2013, p.44), kids do not have enough money to buy a car however they have the power to influence their parents. The pester power is the secrets of kids and it seems like useful (Nicholls & Cullen, 2004). Automobiles are not kids-targeted products but for the parents, the safety issue is one of the most important things to their children. The marketers who know that have focused on kids in car marketing to family. The two of best examples come from Toyota, one of them is about Hybrid cars of Toyota, in the commercial four kids are seen playing around a car engine and then jingle starts. It is more like a nursery rhyme than jingle and it was written from the mouth of kids to their dads. Children are singing together – Daddy, buy to us a hybrid car!. For the same car, Toyota prepared another advertisement includes a baby sitting near an engine and “silence as a baby” is a motto as seen in Figure 8. This is a good example of using kids in advertising because a newborn evokes innocence and purity.

The other example of Toyota is that it is seen three children, they came in front of the camera and they said a specific aspect of their dads like my dad is handsome, my dad is funny and my dad is strong. After they said together – My dad is the man like Toyota.

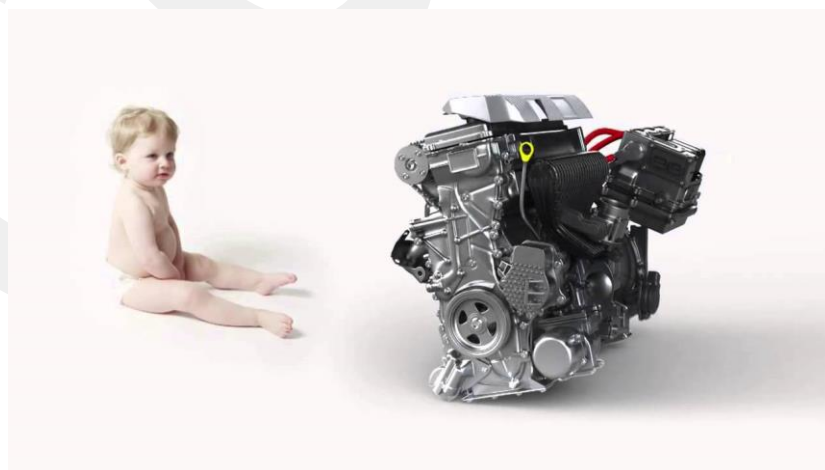


Figure 8. Toyota Hybrid Car “Silence as a Baby” Advertisement

(<https://www.youtube.com/watch?v=KMz4v-Hrgag>)

McDonald's

The fast foods are named as junk food and unhealthy for kids, especially with the high increasing rate of obesity (Kline, 2005). This could be risky for McDonald's, also still there is a risk, but McDonald's turned the situation vice versa with Ronald McDonald who is clown mascot of McDonald's. McDonald's decided to make a change with the mascot and they turned him into a fitness-loving character to encourage kids to move and they create a wardrobe. Even they changed his costume from a clownish jumper to a more athletic tracksuit as seen in figures (Baar, 2007).

McDonald's has a 'Happy Meal' includes a burger, cherry tomatoes, soft drink, and a surprise toy, also the burger box has a smiling face. Actually, there is no specific difference from standard menus but the surprise toy keeps the kids in excitement because toys are changed with trends. This issue can be an example for licensing because the toy can be a character from a Disney Film or Hasbro Figures which are loved by kids.



Figure 9. Regular Costume of Ronald McDonald

(https://mcdonalds.fandom.com/wiki/Ronald_McDonald)



Figure 10. Modified Costume of Ronald McDonald

(<https://www.chicagobusiness.com/article/20140423/NEWS07/140429923/mcdonald-s-ronald-mcdonald-gets-new-style-and-outfit>)

The other example of McDonald's is the Kids Club. Kids are learning memberships which do indeed have its privileges and special treatments like Birthday Parties in a McDonald's. Being a member of a club feels special and this feeling can stimulate brand loyalty like a kid wants to celebrate his/her next birthday party in McDonald's, again.

Pinar

The other example comes from Turkey in 2005 that Pinar decided to present a puppet show for dairy products. Each puppet represents an organ and they have special and funny names which are modified from the organ's original names. They were trying to find a solution to health problems. The show was so loved, the puppets were given as a promotion to customers who bought a certain amount of Pinar products. The commercial was thought to trigger the pester power of kids to parents at first, however, the commercial was so affected, even parents were influenced by commercial directly without their kids pester power.



Figure 11. Pinar Puppet Show

(<https://dergipark.org.tr/download/article-file/83856>)

Lego

Nowadays, toys are no longer waste time tools for kids, toys are educational and they help the development of kids (Ginsburg, 2007; McCollum & Spielman, 1985) so, Lego offers it to kids. To reach more kids and parents, Lego creates an experience in Legoland like Disney did. Legoland offer to kids and parent hands-on experiences, minds-on experiences, family games and challenges, video games, and even inspiration models because Lego has a motto as “play for all”. When parents come to

Legoland, they discover once again that Lego products are suitable all ages and stages of development – from toddlers, school children, teenagers, and young-at-heart adults. Lego is the best example of brand loyalty due to it can touch every human-being, no matter how old they are and create unforgettable memories stimulated by five senses (Gurak, May 2017; <https://www.legoland.com/>).

Dove

In Turkey, Dove comes with a statistic said that 6 out of 10 girls with curly hair think their hair is not beautiful and moves with another as when they learn their hair is liked by someone, the possibility of approval for their own hair increases by 7 times. Therewith, Dove talked with friends of girls with curly hair and filmed them. The films were shown to girls so great responses were taken and this used for commercial to reach a lot of girls have curly hair. Dove touches a good point on how important to understand the kids for marketing to them.

For kids' marketers, entering a new market, Kids Market, can be frustrated because kids do not obey and follow traditional market practice and strategies. If the younger age segment cannot be analyzed and listened well, it can be seen how things are reversed so fast (Sabino, 2002).

3.2.2. Negative Examples of Kids Marketing

Nestle

Nestle is one of the biggest transnational food companies and it has some trouble with kids marketing. In the 1970s, Nestle started to sell instant baby formulas to third world mothers, it was less healthy and more expensive than the breastfeeding, and it causes infant illness and death (Krasny, 2012). Because the instant formula should be diluted and in third world countries, the mothers had to dilute the formula with contaminated water. Unfortunately, they did not know the water should be boiled and they could not follow the receipt due to the low literacy rate. They did not mix with the correct ratio, so the babies could not get enough nutritious. Diluting the formula with contaminated water and incorrectly had affected the babies who should be fed with breast milk. It caused to develop diarrhea and dehydration, regrettably, in some case, death followed to the illnesses (Robin & Reidenbach, 1987). A booklet was

published in London about the situation and it said: “Nestle kills babies.” (Figure 12), thus people boycotted Nestle and it turned a scandal. So, what did Nestle do with it? Nestle firstly criticized the authorities for not improving unsafe water source and then Nestle used the criticism to promote its bottled water. Nestle still has a boycott from some universities and organizations (Andrei, 2017).

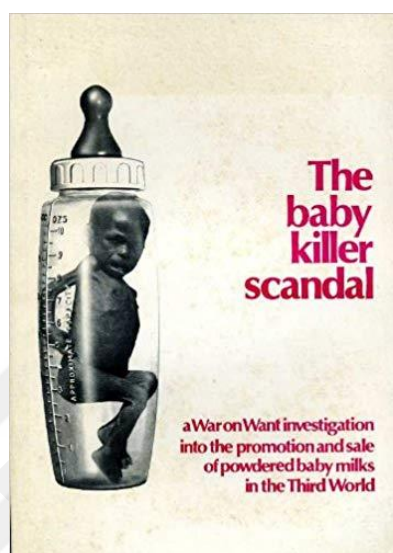


Figure 12. The Booklet Cover

(<https://www.amazon.com/Baby-Killer-Scandal-Investigation-Promotion/dp/0905990099>)

It was not the only failure, Nestle has trouble about mislabeling at this time. It was found that many of Nestle’s cereals have a high level of sugar which effect some problems like obesity or tooth decay. However, the only problem was not including high level of sugar, there was not any information about it in labeling on the package. Margo G. Wootan, the Nutrition Policy Director of Center for Science in the Public Interest, said: “Nestlé claims to be ‘the world’s leading nutrition, health, and wellness company’, but when it comes to food marketing to kids, Nestlé is a laggard, not a leader.” (Andrei, 2017).

McDonald’s

McDonald’s has both positive and negative examples. For a negative example, it can be shown a commercial about a boy who lost his father. In the commercial, the boy was talking with his mother about his dad and asked there was any common

between him and dad, then his mom was starting to talk about the dad, while they were walking. At the end of the way, they arrived at McDonald's and ordered some meals. Then, his mom looked at what he chose and said: That was the dad's favorite, too. At first sight, the commercial was harmless however, it took so many negative feedbacks about the lack of comprehensive. Audience claimed that McDonald's did not behave

thoughtfully and did not show any respect to orphans. So, McDonald's was forced to apologize and pull the advertising (Coffee, 2017)

Kinder Surprise

Ferrero is one of the biggest chocolate manufacturers but they cannot sell a specific product in the U.S. because of the safety issue. Kinder Surprise is a chocolate shell include a surprise toy inside. FDA did not allow to sell the product due to kids can choke on the little toy, even Ferrero is warning about it is not suitable for children under three years. The ban lasted for years and Ferrero had to change their product design, they served the new design and called Kinder Joy. The new one has two separate parts which one of the includes chocolate and the other one includes toy (Johnstone, 2018). The small-looking mistake forces to change the production line for just only one product.



Figure 13. Banned Kinder in the U.S



Figure 14. New Form of Kinder in the U.S.

Barbie

Barbie is one of the most known dolls for girls since 1959. The fashion doll has also its different lifestyles concepts like Barbie Dream Camper, Barbie Ultimate

Kitchen, Barbie Doctor, Barbie Lawyer, and the list goes on and on (<https://barbie.mattel.com/shop>). However, Barbie Dolls have trouble so many times. At first, it was criticized about unrealistic body understanding for girls because the dolls have unusual body sizes and also in 1965, the brand served a bathroom scale was set at 110 lbs. (approximately 50 kg.) and a diet book said “Don’t Eat” (De Lacey, 2012). After the crisis, they turned a hand to diversity and they served Barbies in many body sizes, hair color and styles, and also skin color (Figure 15). Clearly, they want to show that “No, we do not create an unrealistic body image in girls’ mind, we produce dolls with every single characteristic of human beings.”. Even, Barbie got the cover story of Time and said “Now can we stop talking about my body?”. However, it did not create an impact as they predict because the attitudes of parents come from the previous negative examples do not change. There are so many voices to say something about Barbie. Some of them said that the new Barbie make children recognize, categorize and label the body differences (Gallagher, 2016; parents.com). Some of them said this move is not enough and added that after the diversified Barbie, Mattel –the producer of Barbie, served another Barbie line with inspired role models from real life for the honor of International Women’s Day. Each model has specific features come from the original ones like so, diversification and ethnicity continued. However, there is something wrong. Each model has the same identical body scale, they are thin. This mistake takes attention to Barbie, again (Segran, 2018).



Figure 15. Diversified Barbie Series

(<https://www.theguardian.com/lifeandstyle/2016/jan/28/barbie-finally-becomes-a-real-girl-with-more-realistic-figure-and-skin-colours>)

3.3. Research Questions

Q1: How much do practitioners adhere to the definitions made by the literature?

When looked at the notions or codes as the digital world, family, age, early branding and ethics within the light of practice reviews and narrative inquiries, it was seen that these notions can be described as eurhythmic. Literature defined them compatible with the practice. Family purchasing decision, age-related approach, and digital world understanding have no significant differences between literature and practice. It can be detailed as followings;

- The effect of the digital world was mentioned in literature and it was also observed in practice, too. When it was compared with the practice review, it could be observed easily.
- The influences of kids on the families' purchasing decision still observe in the practice with the frame of literature. Even, the influence increases every single day. When we looked at the family's decision example from practice review, it was understood, well.
- In addition to that, practitioners and researchers agreed with each other about ethics. While the topic is still kids, ethics always in the limelight.
- The age-related approach which can combine age and early branding in the literature was also parallel with practice. Age-related studies in the literature were moved together with the practice that's why this approach show parallelism with practice.

However, when looked at the notions or codes as brand loyalty and future within the light of practice reviews and narrative inquiries, it was seen that there is not any eurhythmic. It can be detailed as followings;

- All practitioners and researchers agreed with early branding is easier in childhood but there is a trick there. Brand can reach kids in childhood; however, brand loyalty is not observed in elder age as literature said.

Practitioners and researchers are of the same mind especially related to age. They, both, claimed that staying loyal to a brand is not observed in the future because loyalty has emerged with notions, not the brand itself. If the notion is changed, loyalty is changed especially in younger age.

Q2: What are the equivalent appliances of practice in the literature? And How can the appliances be observed with the differences in literature?

When establishing the strategies, literature follow the practice as parallelly at the beginning; however, as time progressed strategies started to be differentiated. Advertising was the best communication tool for kids marketing at beginning and literature still have the same thought but practice does not think the same, especially TV advertising. Practice moved into digital platforms and became more interactive than literature said. Now, advertising is more on the back burner when compared the other strategies like the internet. Internet was also mentioned in the literature but it was not enough, the practice has different dimension for the strategy.

In addition, the 4P understanding was also observed in a different approach. Unlike the other unapprehended codes, this had a more complex structure because, in the other ones, they had mostly two approaches; agreed with literature or disagreed with literature. In this approach, due to the four content of the marketing mix which are place, promotion, product, and price; it has more complexity. Each participant had own idea about which mix is the most appropriate. When looked at the interviews, it was seen that this complexity came from the age of the child and the purpose of the marketing. 4P understanding was changed with age and purpose.

Q3: How are the situations predicted by literature currently observed?

Practitioners also agreed with the literature on the definition of the child as a future market. However, it is not observed as influencing in today to buy something in the future, it is observed already as identifying trends and understanding behaviors to influence the future. As a participant claimed, there is no guarantee that the brands used today will be used tomorrow. Practitioners are working on loyalty to the meanings rather than loyalty to the product.

3.4. Discussion

Up to this point, it was seen the literature part which includes what is the kids marketing and its strategies, and ethical issues, and case study part which includes examples from practice and interviews. The whole information can help to light the marketing to kids even still there are some dark points in it.

When the definition of marketing was already difficult on its own and when the children involved, it was even more complicated because kids are difficult to define. Kids are so fluid and dynamic, their wishes, necessities, and tastes have changeable structure. That's why they cannot fit in any standards. They referred to an individual and at the same time, they do not accept as an individual. The undefinable feature of kids makes the marketing to kids undefinable, or little definable. In general concept, marketing to kids was examined into three subtitles which are the primary market, influencer market, and future market. Each subtitle has own characteristics come from being kids. Kids have a great pester power on their families to affect the purchasing process. This category was named as influencer market, children have an ability to make their parents purchase a house and the ability cannot be missed by marketers. However, every researcher both practitioner or academicians do not think in the same way. Some part of these researchers believes that while generating a marketing strategy to sell non-kids-targeted products, kids must not be used in the strategy of households like detergents or electronics (Malik & Guptha, 2013). The number of these researchers are very limited because the power of kids cannot be ignored. In addition to that, the parent part would not be dismissed, kids marketing is double-edged. Parents are not born in a virtual world; they learned the being online by themselves at a mature age, they adapted. However, their children are born in a virtual world so, a socio-cultural gap comes into existence between them. Then, this situation forced parents to spend their money, time and patience because it is important that whatever happens to be a good parent (Baykal, 2016). The other category is named the primary market that causes the most discussion because children are still seen as innocent human-being to be a consumer. Probably, it is not wished or accepted that

kids can control the money however, they already knew it. The future fact is the most precious opportunity to marketers because when a kid takes a step with a specific brand into the shopping process, a kid cannot forget the brand throughout his or her life. That's why each brand tries to be a part of the kids' life, to have a lifelong relationship with kids. To create a relationship, the key factor is understanding. Nevertheless, it is not as easy as it looks.

While talking with marketing, the marketing mix components should not be forgotten. However, while talking with kids marketing, the components which are product, place, price, and promotion have little differentiation. The place is not about being in the correct shelf or correct side of a corridor, nowadays, place is about reaching the kids at their home, school way or playground. The place is not tangible for today; the internet should also evaluate as a place where is better to reach kids and communicate with them. The easier way to reach the kids, the higher the number of affected kids. Each age and each gender have own specific place to communicate, brands should observe and analyze well to manage their operation. The other component is the product. To take attention from kids, a product must include creativity, fun, and simplicity. However, the product has a wide range because kids marketing is used to kids and used with kids. In other words, influenced kids or influencer kids. Kids-targeted product is easier because kids have already died for them; gums, candies, chocolates or bicycles. It is time for the non-kids-targeted product, the process should be more different. The shiny packages are not as effective as much as kids-targeted. To attract the kids, some strategies should be used like licensing because to create a connection between a non-kids-targeted product and a kid can cause a lifelong relationship. These strategies with product are also matched with Cook's study which claimed that kids are hero worshippers. Numbers and unit values are difficult to understand for kids at least under some specific age. That's why kids love free things as mentioned in Cook's study. Price is in the bottom of the list which is used to determine the shopping process and choose a product. The promotion part is the most charming part of the marketing mix components. Kids are going crazy for them since they love the product which has free of charge and also, they have a tendency to collect them (Cook, 2000). Promotion is a good way to stimulate kids' desires. A little amount of fun or little amount of product sample is irresistible for kids,

also if the two issues fun and product sample concern at the same time, it is an unmissable opportunity for marketers to attract the kids.

To attract the kids, some strategies are listed as advertising, early branding, media & internet, experiences and licensing. Advertising might be defined as the most problematic strategy by public opinion because they consider advertising uncontrollable and has a negative effect on kids. So, the most critical ethical issues are about advertising, again. The advertising to kids who under a specific age can drive them into misunderstanding because the age of 7 is a kind of limit to recognize and understand the aim of advertising. The other strategy, early branding, is crucial for marketing to kids however, uncontrolled advertising to younger kids cause confusion about what reality is and what fiction is. While considering the early branding, kids' conscious should be evaluated. Public opinion has a word at this point, to create lifelong communication and loyalty, kids are treated as a target at an early age and they think that targeting kids in the shopping process is bogey. Public opinion does not want to think kids as consumers because of their age and it is still a debatable issue however, they already become a consumer. When they become two-years-old, they have a huge iconographic literacy and it is not possible to not recognize a brand and demand for the brand consciously. That's why despite dipping back into age issue, making efficient solutions and creating programs to affect the developing the kids. Kids change, grow and improve more rapidly than ever before, kids do not have the same innocence at a certain age per previous generation. One generation before, Sesame Street addressed the crowd of 7-years-old but now, the program takes attention from 3-years-old (Gurak, Dec 2016). Media & internet is the other problematic issue for public opinion because the limitless and uncontrollable mass media content, and easy to reach properties of the internet are assumed inconvenient for kids. We are living in an interactive and virtual age, thanks to technology which surrounded us and it has huge content. We, the not-kids-being, did not grow with technology, it was not a part of our life but today, kids are growing with it and they cannot imagine a world without technology. TVs, internet, mobile phones, computers and, tablets – they are integral parts of our lives, especially for kids. Kids do not have critical thinking and analyzing skills to interpret the information which is absorbed by them. They cannot distinguish which product targets them or which product is suitable for their usage, they just

absorb. As it is shown in the Figure 16 (Strasburger & Donnerstein, 1999), children – especially younger-ages, can like the advertising motto which belongs to a beer company in the second line with a rate of 73%.

CHARACTER	SLOGAN OR MOTTO	% RECALL
BUGS BUNNY	“Eh, what’s up, Doc?”	80
BUDWEISER FROGS	“Bud-weis-er”	73
TONY THE TIGER	“They’re grrreat!”	57
SMOKEY THE BEAR	“Only you can prevent forest fires.”	43
MIGHTY MORPHIN POWER RANGERS	“It’s morphin’ time!” or “Power up!”	39

Table 3. The Most Loving Slogan or Motto in Ads Among Kids

The mass media communication tools are also an opportunity not to be missed by marketers. By using tools, they can reach people all over the world and also the kids. And also, to capture the kids each single communication tools should be used because being multi-channel is crucial for marketing to kids. While they are so adapted to technology, we cannot ignore the world is a 7/24 interactive and immediate virtual reality. We have to be aware that they do not want to write diaries with pencil and paper, they want to blog, or they do not want to play with physical toys, they have a huge nonphysical world and they can add what they want there because they are more interactive and virtual (Horgan, 2006). That’s why nowadays their purchasing experiences become more holistic like every other single activity, today’s kids are under attack the technology - and on the other word, social media and it is seen very useful to communicate with them by marketers. In some case, kids can reach adults’ content, it is true. However, at that point, the guilty side is not only the media and internet side. Nowadays, nearly all communication companies which provide internet services have special offers to parents for protecting their kids from inappropriate contents. Mass media is golden opportunity for marketers because thank to media and internet, they can reach and communicate with large mass from entire world. The problem is not media, problem is unawares internet usage for both of parents and kids. Licensing and experience seem less dangerous or less problematic. Experiential marketing is also quite new like kids marketing. These kinds of experiences are generally useful to create a relationship between brand and individual, by using the strategy, brands are becoming more concrete than abstract concepts. Individuals can

touch, smell, feel and live the brand so, each individual can find something common between them and brands. Licensing can be defined as kind of experiential marketing because, in the licensing procedures, characters or concepts of a movie, a cartoon or a game are integrated into puzzles, toys, costumes, drinks, shoes and many more. So, consumers can feel the brand within a different activity. As mentioned before, Cook (2000) described characteristics of children in a marketing approach and he declared four features which are collectors, hero worshipper, joiner, and lover of free samples. When the strategies are determined with the features, it is seen how suitable the applied strategies for children's characteristics.

Ethical and moral understanding should be a part of business life, especially when the topic is kids because if adults see a non-ethical issue, they do not allow themselves to be manipulated. Nevertheless, it is not the same with kids, they do not have the abilities to understand the manipulation. After a specific age, they can interpret the situation and they can take action. As it was said before, children who under the age of 12 can distinguish bad and good by experiencing the circumstance, not interpreting. Even though kids show some maturing signals nowadays as understanding some marketing strategies, this age limit can be drawn maybe moved a little low but that's all because they still are open to abuse and misdirection. Each selected strategy should be considered well for marketing to kids. This strategy should be suitable for age, gender and understanding and also each different product or services should be served to kids appropriately per their properties. Kids-targeted products or services and non-kids-targeted ones have to have different approaches to children for capturing them in different communication channel because each age interval of childhood has own communication channel. The only ethical issue in kids marketing does not come from the marketer, at the same times parents have equal blame because they do not observe their children in front of the media. What they watch and what they like can be missed by parents, even they are together in front of any media. Control of the media belongs to kids in many houses and parents should supervise. Kids do not fit in the definition of the vulnerable consumer of the literature because of their attitudes and behaviors. That's why making policy is not enough and sufficient without understanding the kids.

It was addressed before kids are changed of course, each generation is different from the previous one but this time the change includes the properties come from kids who are more conscious (Urbick, 2011), more effective (Mininni, 2005), more arbiter (Reece, 1989) and more virtual (Horgan, 2006) than ever. The kids who have more and more characteristics just want two things from brands: interactive brands and instant brands because they are ultimate consumers who want to touch, smell, feel and live the brands and they are pushing the edge of the envelope to have an adventure and an experience with the brand, and they want it now. The hunger of novelty seeking prompts children to find differentiation and freshness, that's why brands should use multi-channel messaging to reach kids and obtain favorable response because kids want to be different from others, they want to be "cool kid" who can be defined as a kid has an ability to be free for expressing own personality and control to own choice. In addition, kids have two requests from marketers: respect and honesty. They request for being respected and taken seriously but sometimes marketers misunderstand them and treat them like an adult however, they do not demand to treat as an adult. They want some respect and honesty for marketing to themselves, they are still kids and they want to be still where they are. As mentioned before, kids can smell anything which seems like campy and phony, they can feel the wrong and they can know what is bad for themselves and what is good. Therefore, kids are making a request to protect them from inappropriate marketing strategies and advertising of unhealthy and unsuitable products. As seen, children can express themselves well and they know what they want and what they do not want. By listening to them, marketers and brands can easily set a path to communicate and sell something to them.

To be successful marketers, it should be assumed that children's market is precocious and sophisticated, and they learned to walk with consumers especially the younger ones because the youngers are aware of own power for the market so, the situation creates a transparency which is never seen before in the market. The transparency comes with respect and honesty which are demanded by kids, and so they can walk together, too. The smart marketers identify the concept and drive some strategies to establish brand loyalty at an early age. They success, even if kids can show rapidly changed attitudes because their opinions, favorites, and wishes can change unpredictably and easily because they are influenced by different ways as

adults, friends or any inputs come from media. The vital approach is following the kids' trend and analyzing correctly, while they grow up, their loyalties can be evolved.

Whole strategic moves converge on some common issues which are simplicity & speed, fun & play, creativity, imagination & curiosity, and last one honesty from the whole literature review. No matter what the task is product, promotion, communication or brand positioning, if a successful work is wanted to operate, these fundamentals should be absolutely described as crucial. However, when the fundamentals are considered, it should be mentioned about the top priority; age and gender factor. No matter which fundamental is in charge, it should be operated in the supervision of age and gender. The understanding kids' concept is dynamic because of age as the development of kids is very rapid. Marketers should analyze the correct age segmentation for kids likewise each age interval in the first years of human-beings has unique approaches and tendencies. Even an age group has small age interval. Therefore, the age grouping among kids is very essential since notions, expectations, emotions, and thoughts or expression of these thoughts have differentiated patterns among different age groups. For example, as Gurak (May, 2016) said, the younger the child is, the more child imitates the current world but as age grows, child starts to imitate or imagine him or her future life to be desired. Besides the age intervals, when gender factor is added into the segmentation, this time the segmentation has doubled for difficulties. How the expectations, emotions, and thoughts change with age, these notions can also change with the gender. The tendencies of playing are varied among boys and girls. The roles in any play or the ways of a play are shaped with their expectations and thoughts which are manipulated by gender and age as marketing to girls includes ingredients of charming, femininity and glossiness, and marketing to boys includes ingredients of powerfulness, masculinity, and action (Goldstein, 1994). So, if marketing is performed to kids without the fundamentals, this marketing cannot have a chance to be successful.

Play is the key role for kids to build their life and imitating the world is helpful for being human. Life begins with the play, the kids are previewing and experiencing their later lives with it. The needs of play are differentiated with ages and gender, too. The smaller age group, the more imitating the world. As they grew older, the aim of the play is evolving to the imagining the future world from the imitating the world.

Marketers already knew and agreed about no matter what the product is, fun is the essential issue to capture the kids effectively because fun always works with kids. The best example is coming from an automobile advertisement, Citroen is not a kids-targeted brand however kids love the ad due to it contains fun and music as a dancing robot. The play comes with creativity, imagination, and curiosity so the other fundamental can be referred to as them. If it is wanted to take attention from kids, a work must be driven by creativity but the truth is already known that kids are naturally talented in imagination and curiosity. Kids are living in an imaginary world and the advancing technology helps to improve fantasy because imagination is a tool to discover new exotic places and meet fascinating people. Also, they feel excited about anything happens to take their attention and then, they start to touch, taste, and even manipulate it to explore. That's why any child can describe the taste of floor because already knew it. If a play does not include enough imagination, creativity, and curiosity, it is compelled to be over as soon as possible. So, while marketing to kids, the fundamentals are interconnected with each other. They cannot be thought separately and unconnected because each basic fundamental interacts with the other one and affects or changes the other one. Nevertheless, there can be a confusion because when it is shown a work with high creativity, sometimes it is forgotten that they are children. Of course, they have unlimited imagination but it takes a while to perceive concrete conception of the world and they have difficulties to understand the complex content. Even so, the next fundamental has a slightly disparate feature from the other, simplicity. Each product should be easily available, easily reachable, easily understandable, and easily recognizable. Kids have huge imagination but they cannot make sense of the word as good as adults. As their perception of the world is much simpler than adults. With the issues of fun, creativity and play, marketing to kids might be imagined as immense however by considering the simpler perception, marketing to kids should have some edge to better understanding. Children are illiterate until a specific age so, communication with them is quite hard. Marketers cannot show a text in a commercial or they cannot send a text with mail, they have to do marketing just using colors, music, images, and of course fun. Marketers must use creativity with simplicity. For example, when it is looked to iPhone commercials, it is seen that the brand does not use so much text or number. Its commercial has color, fun, and music

instead of complex symbols no matter how much their camera resolution or processor speed in other phone commercials. A product should be easy to open, easy to eat, easy to use and so, with the most impotence, marketing should be easy to understand. Also, besides simplicity, speed is important too. They live fast, they grow fast, and as the most important they think fast. They want to do anything fast because they get used the way, they want to do it immediately because they can. As said before, kids marketing is double-edged. Simplicity and speed are curial for also parents, especially mothers. Today's mothers are trying to catch their children using technology but it is quite hard however tomorrow's mothers will be accustomed to technology and they will be more educated than the previous generation. The next generation mothers want to be successful in their business and also, want to be successful in their motherhood. Yes, everybody knows kids love playing and they have innate abilities about creativity and imagination but sometimes, a single issue can be overlooked by adults – honesty! Kids can smell anything which seems like campy and phony, they can feel the wrong. This natural talent, smell the phoney, can be mentioned as one of the fundamentals. Each strategy or each marketing mix component can be associated with the fundamentals, too. Each one can absorb the fundamentals separately or together. For example, while creating an advertisement, simplicity and honesty can be used or while creating an experience, fun and curiosity can be used. Possibilities seem without an end. Are the knowing the fundamentals and understanding the kids enough to marketing to kids? No, these are just the beginning.

Up to this point, discussions of Kids Marketing were criticized according to the literature however literature does not always meet understanding and practice completely. In this part, kids' marketers; practitioners and researchers, and examples from practice will be discuss within the approaches of definitions, marketing mix components, strategies, and ethics.

When the examples of kids marketing discuss with the light of fundamentals and strategies, some arguments are obtained as following below;

As McDonald's did, consideration of the family's thoughts is effective to attract them as kids' meal consists of tomatoes and toys, and creating clubs where the feeling of being a part of a family is spread. They replace a licensing product in their own

product with Happy Meal so, they trigger curiosity because brand loyalty should be sustainable, kids' favorite restaurant can be changed with a better surprise toy and also capture the study of Cook with collector and free-sample-lover features of kids. Kids should be kept in excitement and curiosity, and always they should be stimulated. If once released, it can be too late. In addition to that, McDonald's kids' club capture the joiner feature of kids with the club. However, it should not forget the real meaning of family and it should not be given any damage to the notion of the family like the negative example of McDonald's. While the kids' marketing, parents are important, too and it must be taken attention from them. In addition to McDonald's, Pinar could capture both sides of the family, too. People from 7 to 70 loved their puppets and there was no any pester to sell the Pinar products because adults wanted to buy the products. Pinar managed to sell oneself with puppets by using the simplicity and fun, also they create own characters as puppets which are loved by everyone. Each puppet character has own specific features like tone of voice. The non-kids-targeted products can be marketed to kids or with kids as Toyota did. Toyota says to better and safer world for your kids, buy a Toyota. Image a boy in a house singing the jingle of Toyota and the message is saving the world for me, your kid. The most appropriate way to give the message about the kids' future is using kids also without forgetting their pester power. Using a newborn with an engine, the visual seems innocent to parents. Toyota knows the importance and power of kids and uses kids against their families. The only reason of using kids in advertising is not about to pester power, also using kids in a commercial makes the families which have kids feel positive about the brand because kids arouse a favorable feeling. The way the advertisement was applied is very simple as including a white background, an engine and just four kids singing a very simple song. Dove was doing it in the best way – understanding the kids. The whole strategies depend on just one root – understanding. Dove was listening to the kids and responding to their problems with the most appropriate way for them. Dove understands and cares about kids so, Dove can reflect the understanding easily. Also, it reflects the correct approach to gender differences. The first step is always being in consciousness about what they feel and what they want. It feels them in safe and they think the brand respect them and the brand has accepted them as who they are. Legoland and Disneyland show together how important is fun and play for kids. To obtain sustainability for the brand,

the marketers of Disney do not focus just licensing, the secret of the brand is an experience. The young girls in the entire world want to be a princess and the young boys also want to be a superhero, by considering that Disney offers them to be what they want in Disneyland. Let's think about a girl have a dream about being a princess and when she goes to Disneyland and experiences being a princess or meets with a real princess who wears a ball gown and crown. How can she forget the memory in her whole life? Disney shows the best ways how a good experience is created and how a licensing strategy is applied. Creating an unforgettable memory is crucial for marketing to kids and the best way for it is creating an unforgettable experience. They are establishing the dreams on the imitated world which is observed and interiorized by kids before. If an unforgettable experience is kept in a kid's mind, his/her dreams are established on the unique experience and the brand has an important place in his/her world. Both brands use the strategy, creating an experience, with fun and play fundamentals. By interpreting the negative examples, it was seen just one problem that is not knowing and understanding the kids. Be in the dark about what important is for them and what they want, drags the brand into a disaster. If kids are analyzed well, there is no change to failure. However as seen in the Nestle example, sometimes external factors could repress the brand into a disaster like low literacy rate of mothers and contaminated water issues. Of course, these are known fact about third world countries and these should be taken into consideration. Not making correct market research or making insufficient market research was under the control of the brand. Similarly, as in the Kinder example, sometimes the external factors can be regulations belong to the country where the brand wants to market its product. Chocking possibility of the product should be a consideration before the product was designed and marketed. This small-looking oversight has affected brand and brand has to change the product design. Also, Ferrero designed it for girls and boys separately and they turned the crises into opportunity. it might be lost for Ferrero however; Ferrero can get a chance to enter the U.S. market 50 years later. In the Barbie examples, it is seen that the only factor is not kids in marketing to kids, although kids love Barbie, when mothers do not want to buy it, it is not brought. According to Barbie, they said we were thoughtful for kids, we were trying to communicate with girls by considering their differences. Nevertheless, they could not have a success as Dove did.

When looked at the notions or codes, it can be seen differences between literature and practice in some codes. As the digital world, family, age, early branding and ethics, some codes have a similarity. Family purchasing decision, age-related approach, and digital world understanding have no significant differences between literature and practice. Almost all participants agreed about these codes and their eurhythmics because still researchers follow the practitioners to establish a generalization. Nevertheless, some codes have restricted differences as strategies and brand loyalty. Literature has already described the strategies which are licensing, experiencing, advertising, early branding, and media/internet. However, some of them differentiated from practice especially, advertising. Literature seems as a huge fan to advertising but practice disagreed about and said there are no more children watching TV advertisements, maybe too younger. Therefore, practitioners are communicating more digitally, not as advertising, they focused on digital world, internet. Instead of advertising a toy, they make games where the toy is a character. Practice moved into digital platforms because kids became more interactive than literature said. In brand loyalty understanding, the literature said that if a brand catches a kid in childhood, this brand becomes more preferable in future. However, practice disagreed and added how we can know this brand will be used in the future or kids have a characteristic which can be defined as desultoriness. That's why marketers focused on meanings not product. When a participant said that kids marketing is product-oriented, it is not just about a product. The participant also focused on the meaning of the product for mothers. Because of that marketers have created an experience notion; they do not want to catch them with just one sense. They want to catch them with five senses to create a meaning for them. This approach was also observed in 4P understanding. There are so many participants said more than one component to be most important. Some of them claimed the product, some of them claimed promotion, and some of them said place. This one had a more complex structure because, in this approach, due to the four content of the marketing mix which are place, promotion, product, and price; it has more complexity. Each participant had own idea about which mix is the most appropriate. However almost all participants agreed about the age factor, because of that the complexity also related to the age of the child and the purpose of the marketing. On other words, 4P understanding was changed with age and purpose.

Practitioners also agreed with the literature on ethics. All participants accept that ethics is the crucial factor in kids marketing as literature said. Children have difficulty in separating the world from fiction even if their perceptions are opened quickly. That's why all participants have agreed about a precaution. However, when it was looked at the gender of participants, it was seen that women who have a child had more strict norms about ethics. She is more conservative, more nurturing. Also, this specification was seen in the age-related product. The participant who has a profession for babies had more strict norms, too.

CHAPTER FOUR

4. FUTURE OF KIDS MARKETING & CONCLUSION

4.1. Limitations

Each kid is unique, his/her thoughts, expectations and perceptions about the world are different. Trying to obtain a general concept sometimes can exclude some ingredients come from a different culture or different individual. While trying to establish a strategy about kids, brands should be considered the culture. Understanding of parents and expectation of parents from their children can be different from each other. Each advertising, each experience or each media content should be determined in the light of culture. Actually, culture refers to socio-economic factors, regulations of government and sometimes religion. These factors should not be missed when a strategy is wanted to establish effectively because the most accurate way to reach kids is understanding.

In the study, as the research method, qualitative research design with interview technique was used. The same limitation can be applied for the method of research. Each interviewee has unique characteristics and they answered the questions according to their background, work fields, work topics, and even their own experiences in private life. That's why each interview has a unique characteristic about including subjective and objective parts.

4.2. Future of Kids Marketing

Kids are defined as future potential for marketing because a child acquired today represent the customer of the future. However, it is not quite simple, catching today's trend is important but sometimes it is not sufficient for catching tomorrow. Brand loyalty for kids is still contradictive, even though some researches claimed that catching kids in the age of 6-8 create a life-long relationship with the kids. Kids have quick response and quick action which are shaped with media, that's why this issue can be defined as unpredictable. Nevertheless, kids marketing keeps growing for marketers. Kids have a huge power and it seems like the power will increase day by day. To catch today's kids in tomorrow is a process and the process should be modified

and derived with kids. However, knowing today's trend is not enough and sufficient to forecast tomorrow, seemingly a lifetime relationship hangs on by a hair.

The solution is not ending kids marketing activities, the solution is researching and establishing ethical marketing ways to kids (Watson, 2004). That's why to create correct kids marketing activities, some researchers (CCAAP, 2006) have recommendations as following;

- Monitoring kids' programs and advertisements for more quality and less violence
- Establishing an inspection mechanism for programs and advertisements
- Educating children about media
- Educating parents about media
- Controlling screen time of children
- Working with Pediatricians to regulate programs and advertisements

Martin Lindstrom gave the best advice in an article named Brand Kids in 2008 about kids marketing that "Play with them, observe them, notice their tolerances, values, and motivations. Get in tune with them. You might just discover the secret behind, not only true icon development but behind the development of loyalty-creating icons."

According to the interviews, all participants agreed about precautions. Some of them offer a media literacy in schools and family environment or some of them suggest that marketers should be supervisor. A participant gave an advice as they did: "We defend an opinion that if certificate or technical course is a necessity even for a barber shop, it should be valid for kids shop, too; it should be contingent upon expertness and approval. If we can generalize this approach, I think there is no any concern about kids."

4.3. Conclusion

When the practice reviews and narrative inquiries are determined with literature, it is seen that Kids Marketing has a gap between literature and practice in the topic of future understanding. Today's definitions, ethics, and most of notions in practice are compatible with the literature. Literature seems to have closed the gap for some

notions. Primary and influencer market approaches do not have significant differences but the third market, future market has a suggestive difference. Literature said that the sooner children get used to a brand in childhood, the higher possibility they will become loyal at their adulthood. However, when looked at the results of the study, it was seen that it doesn't seem possible to mention brand loyalty for children. There are so many external stimulants and manipulation out there, it is not possible for children not to be affected. That's why practitioners want to catch them where they are at before it is too late but they are applying the process by giving a specific meaning to their brands which make children identify themselves by using the meaning. Practitioners are working on loyalty to the meanings rather than loyalty to the product.

According to practice and interviews, kids marketing approach for the future preferences of a brand is not observed as influencing in today to buy something in the future, it is already observed as identifying trends and understanding behaviors to influence the future.

REFERENCES

- Andrei, M. (2017, May 19). Why Nestle is one of the most hated companies in the world. Retrieved from <https://www.zmescience.com/science/nestle-company-pollution-children/> (On 20.03.2019).
- Atkin, C. K. (1978). Observation of Parent-Child Interaction in Supermarket Decision-Making. *Journal of Marketing*, 42, 41-46.
- Atkin, C. K. (1975). The Effects of Television Advertising on Children: Survey of Children's and Mother's Responses to Television Commercials. Washington, DC: Office of Child Development (DHEW).
- Baar, A. (2007, June 14). Kellogg Changes How It Markets to Kids. *Adweek*. Retrieved from <https://www.adweek.com/brand-marketing/kellogg-changes-how-it-markets-kids-89362/> (on 19.03.2019).
- Barlovic, I. (2006). Obesity, Advertising to Kids, and Social Marketing. *Young Consumers*, 7 (4), 26-34.
- Bathla, P. (2012, January 16). Why & How Marketers Target Kids. Retrieved from <https://www.mbaskool.com/business-articles/marketing/1280-why-a-how-marketers-target-kids.html> (on 16.03.2019).
- Baykal, E. (2016, December 29). Anne ve Çocuk Ekseninde Pazarlama Neden Önemlidir? Retrieved from <http://brandtalks.org/2016/12/anne-ve-cocuk-ekseninde-pazarlama-neden-onemlidir/> (on 16.03.2019).
- Beder, S. Marketing to Children. Retrieved from <https://www.uow.edu.au/~sharonb/children.html> (on 16 Mar 2019).
- Berkeley Media Study Group (BMSG). (2017, November 17). Health Equity & Junk Food Marketing: Talking About Targeting Kids of Color. Retrieved from <http://www.bmsg.org/resources/publications/health-equity-junk-food-marketing-talking-about-targeting-kids-color> (on 13.12.2018).
- Bogdan, R., & Biklen, S. (2007). Qualitative research for education: An introduction to theories and method. Boston, MA: Allyn & Bacon.
- Braun-LaTour, K. A., LaTour, M. S., & Zinkhan, G. M. (2007). Using Childhood Memories to Gain Insight into Brand Meaning. *Journal of Marketing*, 71 (2), 45-60.
- Briesch, R. & Bridges, E. (2006). The 'Nag' Factor and Children's Product Categories. *International Journal of Advertising*, 157-187.

- Calvert, S. (2008) Children as Consumers: Advertising and Marketing. *Future of Children*, 18(1), 205-234.
- Chaplin, L. N., & Lowrey, T. M. (2010). The Development of Consumer-Based Consumption in Children. *Journal of Consumer Research*, 36, 757-777.
- Clandinin, D. J. & Connelly, F. M. (2000). Narrative Inquiry: Experience and Story in Qualitative Research. San Francisco, CA: Jossey-Bass Publishers. 98-115.
- Clurman, A. (1986). Kids are Consumers. *Marketing Research*, 1 (2), 70-71.
- Coffee, P. (2017, May 16). McDonald's Apologizes and Will Pull This Tactless Ad About a Boy and His Dead Father. *Adweek*. Retrieved from <https://www.adweek.com/brand-marketing/mcdonalds-pulls-a-nationwide-with-this-tactless-ad-about-boy-and-his-dead-father/> (on 20.03.2019).
- Coffey, T. J., Siegel, D. L., & Livingston, G. (2006). Marketing to the New Super Consumer: Mom & Kid. Ithaca, NY: Paramount Market Publishing Inc.
- Coleman, L. G. (1990) Right Now, Kids are Hot. *Marketing News*, 24 (13), 1-6.
- Committee on Communications of AAP (CCAAP). (2006). Children, Adolescents, and Advertising. *Pediatrics*, 118(6), 2563-2569.
- Connell, P., M., Brucks, M. & Nielsen, J., H., (2014). How Childhood Advertising Exposure Can Create Biased Product Evaluations That Persist into Adulthood. *Journal of Consumer Research*, 41(1), 119-134.
- Cook, D. T. (2000). The Other "Child Study": Figuring Children as Consumers in Market Research, 1910s-1990s. *The Sociological Quarterly*, 41 (3), 487-507.
- Crosby, R. (2005). Kids Today and Tomorrow. *Young Consumers*, 4, 60-67.
- Daniels, J. (2009). Marketing Strategies within the Baby Product Industry. Ypsilanti, MI: Eastern Michigan University.
- De Lacey, M. (2012, November 29). 'Don't eat!': Controversial 1965 Slumber Party Barbie Came with Scales Permanently Set to Just 110lbs and A Diet Book Telling Her Not to Eat. *The Mail on Sunday*, Retrieved from <https://www.dailymail.co.uk/femail/article-2239931/1965-Slumber-Party-Barbie-came-scales-set-110lbs-diet-book-telling-eat.html> (on 20.03.2019).
- Dickson, P. R., & Ginter, J. L. (1987). Segmentation, Product Differentiation, and Marketing Strategy. *Journal of Marketing*, 51, 1-10.
- Elden, M. & Ulukok, O. (2006). Çocuklara Yönelik Reklamlarda Denetim ve Etik.

Küresel İletişim Dergisi, 2, 1-23.

- Ellis, A. W., Holmes, S. J., & Wright, R. (2010). Age of Acquisition and the Recognition of Brand Names: On the Importance of Being Early. *Journal of Consumer Psychology*, 20 (1), 43-52.
- Engin, H. B. (2011). Çocuk ve Reklam: Çocuklar Olması Gerekenden Erken Büyüyor. I. Türkiye Çocuk ve Medya Kongresi - Bildiriler Kitabı, 1, 217-233.
- Foster, S. (2016, January 04). 3 Marketing Lessons I Learned from My Digitally Native Kids. Retrieved from <https://www.entrepreneur.com/article/253735> (on 16.03.2019).
- Friestad, M., & Wright, P. (2005). The Next Generation: Research for Twenty-First-Century Public Policy on Children and Advertising. *Journal of Public Policy and Marketing*, 24(2), 183-185.
- Gallagher, E. (2017, February 07). New "Diverse" Barbies Blur Lines between Fun Toy, Bad Role Model. Retrieved from <https://thetartan.org/2016/2/8/forum/gendered-toys> (on 25.03.2019).
- Garbarino, J. & Stott, F. M. (1990). What Children Can Tell Us. San Francisco, CA: Jossey-Bass Publishers, Inc.
- Gasca, P. (2014, October 20). 5 Strategies to Instill Brand Loyalty in Today's Young Customers. Retrieved from <https://www.entrepreneur.com/article/238654> (on 16.03.2019).
- Ginsburg, K. R. (2007). The Importance of Play in Promoting Healthy Child Development and Maintaining Strong Parent-Child Bonds. *Pediatrics*, 119 (1), 182-191.
- Glendale, D. F. (2004, June 28). Pitching It to Kids: On sites like Neopets.com, brands are embedded in the game. Is children's marketing going too far?. *Time Magazine*. Retrieved from <http://content.time.com/time/magazine/article/0,9171,994512,00.html>
- Goksel, A. B., Baytekin, E. P., & Maden, D. (2013). Kids Marketing: An Evaluation of Pınar's Kids Marketing Operations. *Gumushane University E-Journal of Faculty of Communication*, 2 (2), 1-23.
- Goldstein, J. H. (1994). Toys, Play and Child Development. New York, NY: Cambridge University Press.
- Gulerarslan, A. (2011). Tüketici Olarak Çocuk ve Ailenin Satın Alma Kararlarına

- Etkisi. *Selçuk İletişim*, 6 (4), 126-137.
- Gupta, S. K. (2016). Babies are Our Business: Pester Power- The Choice of Today's Marketer. *International Journal of Research in Commerce & Management*, 7 (2), 31-34.
- Gurak, A. (2014, December). Türkiye'de Kids Marketing Yeni Yeni Anlaşıyor!. *Marketing Türkiye*, 124-127.
- Gurak, A. (2015, March). Yeni Kuşak Çocukları ve Gençleri Ne Kadar Tanıyoruz?. *Marketing Türkiye*, 78-80.
- Gurak, A. (2015, April). Çocukların En Sevdiği Markalar Hangileri?. *Marketing Türkiye*, 56-57.
- Gurak, A. (2015, September). Aile-Dostu Markalar", *Marketing Türkiye*, 58-59.
- Gurak, A. (2016, May). Çocuklar Dijitalde!. *Marketing Türkiye*, 62-64.
- Gurak, A. (2016, July). Çocuklara Yönelik Sorumlu Reklam ve Pazarlama. *Marketing Türkiye*, 48-50.
- Gurak, A. (2016, December). Kids Marketing'te Eğilimi Çocuklar Belirliyor. *Marketing Türkiye*, 50-51.
- Gurak, A. (2017, April). Kids Marketing Uygulamalarının En'leri. *Marketing Türkiye*, 48-49.
- Gurak, A. (2017, May). Lego Kültür ve Değer Aktarıyor. *Marketing Türkiye*, 78-80.
- Gurak, A. (2017, October). Data, Yaratıcılık. *Marketing Türkiye*, 54-56.
- Hamilton, K., & Catterall, M. (2006). Consuming Love in Poor Families: Children's Influence on Consumption Decisions. *Journal of Marketing Management*, 22, 1031-1052.
- Harrison, P., Chalmers, K., & d'Souza, S., *et al.* (2010). Targeting Children with Integrated Marketing Communications. Children and Food Marketing Project: Report to SA Health. Adelaide, SA: Flinders University.
- Horgan, S. (2006). Interactive Kids, Passive Parents. *Young Consumers*, 7 (3), 8-14.
- Hoy, M. G., Young, C. E., & Mowen, J. C. (1986). Animated Host-Selling Advertisements: Their Impact on Young Children's Recognition, Attitudes, and Behavior. *Journal of Public Policy & Marketing*, 5 (1), 71-184.

<https://www.launchgrowjoy.com/marketing-kids-products/>

<https://www.npd.com/wps/portal/npd/us/news/thought-leadership/2018/10-trends-you-should-know-about-kids-licensed-products/>

Iyer, P. P., Paswan, A. K., & Davari, A. (2016). Brands, Love and Family. *Journal of Product & Brand Management*, 25 (1), 69-83.

Johnson, P. (1976). Women and Power: Toward a Theory of Effectiveness. *Journal of Social Issues*. 32, 99-100.

Johnstone, A. (2018, February 26). EGGS-TREME? Why are Kinder Eggs Banned in the US and are the Chocolates Illegal Anywhere Else?. *The Sun*. Retrieved from <https://www.thesun.co.uk/fabulous/food/5642404/kinder-eggs-illegal-us-banned-america-other-countries/> (on 20.03.2019).

<https://www.licenseglobal.com/resource/top-150-global-licensors-2018>

Kerrane, B., Hogg, M. K., & Bettany, S. M. (2012). Children's Influence Strategies in Practice: Exploring the Co-Constructed Nature of the Child Influence Process in Family Consumption. *Journal of Marketing Management*, 28 (7-8), 809-835.

Khoo-Lattimore, C., Prayag, G., & Cheah, B. L. (2015). Kids on Board: Exploring the Choice Process and Vacation Needs of Asian Parents with Young Children in Resort Hotels. *Journal of Hospitality Marketing & Management*, 24 (5), 511-531.

Krasny, J. (2012, June 25). Every Parent Should Know the Scandalous History of Infant Formula. *BusinessInsider*. Retrieved from <https://www.businessinsider.com/nestles-infant-formula-scandal-2012-6> (on 20.03.2019).

Kline, S. (2005). Countering Children's Sedentary Lifestyles. *Childhood*, 12 (2), 239-258.

Levy, D. S., & Lee, C. K. (2004). The Influence of Family Members on Housing Purchase Decisions. *Journal of Property Investment & Finance*, 22 (4), 320-338.

Lindstrom, M. (2008). Brand Kids. *Young Consumers*, 9 (1) 66-67.

Lindstrom, M. (2011). *Brandwashed: Tricks Companies Use to Manipulate Our Minds and Persuade Us to Buy*. NY: Published by Crown Business.

- Malik, G. & Guptha, C. A. (2013). Impact of Promotional Campaigns Featuring Kids on the Purchase Behavior of Customers. *The IUP Journal of Marketing Management*, 12 (1), 43-56.
- Mallinckrodt, V. & Mizerski, D. (2007). The Effects of Playing an Advergame on Young Children's Perceptions, Preferences, And Requests. *Journal of Advertising*. 36 (2), 87-100.
- McCollum & Spielman Topline. (1985, August-September). Understanding Kids and Their Starts. *Journal of Advertising Research*. 25 (4), p65.
- McKown, C, & Weinstein, R. S. (2003). The Development and Consequences of Stereotype Consciousness in Middle Childhood. *Child Development*, 74, 498-515.
- McNeal, J. (1999). *The Kids Market: Myths and Realities*. Paramount Market Publishing, Inc.
- McNeal, J. U. (1964). *Children as Consumers*. Bureau of Business Research. University of Texas.
- Miller, C. (1994). Marketers Hoping Kids Will Join Club, Become Lifelong Customers. *Marketing News*, 28 (3),1.
- Mininni, T. (2005). Maintaining Brand Relevance with Kids. *Young Consumers*. 6 (3), 23-25.
- Moses, L. A & Baldwin, D. A. (2005). What Can the Study of Cognitive Development Reveal About Children's Ability to Appreciate and Cope with Advertising?. *Journal of Public Policy & Marketing*, 24 (Fall), 186-201.
- Mueller, B. (2007). Just Where Does Corporate Responsibility End and Consumer Responsibility begin? The Case of Marketing Food to Kids Around the Global. *International Journal of Advertising*. 26 (4), 561-564.
- Nairn, A. (2009). Consumer Kids - The Influence of The Commercial World on Our Children. *Education Review*, 22 (1), 54-60.
- Nicholls, A. J. & Cullen, P. (2004). The Child-Parent Purchase Relationship: 'Pester Power', Human Rights and Retail Ethics. *Journal of Retailing and Consumer Services*, 11 (2), 75-86.
- O'Sullivan, T. (2005). Advertising and Children: What Do the Kids Think? *Qualitative Market Research: An International Journal*, 8 (4), 371-384.

- Pecora, N. O. (2002) *The Business of Children's Entertainment*. New York, NY: The Guilford Press.
- Petterson, A. & Fjellstrom, C. (2006). Responsible Marketing to Children and Their Families. *Young Consumers*, 7 (4), 13-18.
- Population Age. (2017). <https://data.worldbank.org/indicator/SP.POP.0014.TO.ZS> (on 17 Dec 2018).
- Poris, M. (2006). Understanding What Fun Means to Today's Kids. *Young Consumers*, 7 (1), 14-22.
- Ramond, C. (1975, May 22). Firms with Many News Brands, Ads Aimed at Kids Advertise More. *Marketing News*. 8 (22), 9.
- Reece, B. B. (1986). Children and Shopping: Some Public Policy Questions. *Journal of Public Policy & Marketing*, 5 (1), 185-194.
- Robin, D. P. & Reidenbach, R. E. (1987). Social Responsibility, Ethics, and Marketing Strategies: Closing the Gap Between Concept and Application. *Journal of Marketing*, 51, 44-58.
- Sabino, D. (2003). Changing Families, Changing Kids. *Young Consumers*, 4, 9-12.
- Segran, E. (2018, July 03). Barbie's 17 New Skinny Dolls Are Not The "Role Models" Girls Need". Retrieved from <https://www.fastcompany.com/40540998/barbies-17-new-skinny-dolls-are-not-the-role-models-girls-need> (on 20.03.2019).
- Spake., A. (2003, November 17). Hey Kids! We've Got Sugar and Toys. *US News and World Review*, p. 62.
- Sramova, B. (2014). Aggressive Marketing, Consumer Kids and Stereotyping of Media Contents. *Social and Behavioral Sciences*, 140, 255-259.
- Stenhouse, A. (2003). Experience Marketing in Action: The Fox Kids Cup. *Young Consumers*, 4 (4), 11-16.
- Stockwell, M. (2005, July). Childhood for Sale. *Blueprint*, 3, 20-23.
- Stout, W. W. (1940, January 20). Children and Money. *The Saturday Evening*, p.28.
- Strasburger, V. C. (2004). Children, Adolescents, and the Media. *Current Problems in Pediatric and Adolescent Health Care*, 34(2), 54-113.
- Strasburger, V. C., & Donnerstein, E. "Children, Adolescents, and the Media: Issues and Solutions", *Pediatrics*. 103(1), 1999, p129-139.

- The American Psychological Association (APA). (2004). The Report of the APA Task Force on Advertising and Children.
- Themed Entertainment Association (TEA) and the Economics practice at AECOM (TEA/AECOM). 2018. Global Attractions Attendance Report.
- Thomson, E., S., Laing, A., W. & McKee, L. (2007). Family Purchase Decision Making: Exploring Child Influence Behaviour. *Journal of Consumer Behaviour*, 6, 182-202.
- Urbick, B. (2011). Connectivity and Kids: A Practitioner's View. *Young Consumers*, 12 (1).
- Young Entrepreneur Council (YEC). (2017, December 6). 9 Tips for Marketing to Kids and Teens Successfully. *Huffpost*. Retrieved from https://www.huffingtonpost.com/young-entrepreneur-council/9-tips-for-marketing-to-k_b_4682018.html (on 16.03.2019).
- Watson, B. (2014, February 24). The tricky business of advertising to children. *The Guardian*. Retrieved from <https://www.theguardian.com/sustainable-business/advertising-to-children-tricky-business-subway> (on 16.03.2019).
- Wiman, A. R. (1983). Parental Influence and Children's Responses to Television Advertising. *Journal of Advertising*, 12 (1), 12-18.
- Willets, M. Mattel Introduces Barbie Dolls with Diverse Body Types. Retrieved from <https://www.parents.com/toddlers-preschoolers/everything-kids/mattel-introduces-barbie-dolls-with-diverse-body-types/> (on 20.03.2019).

ANNEXES

Annex 1. Narrative Inquiries

1. At first, I am concerned about defining the kids as a consumer because some academicians still look at this as a bogey. However, it seems that the first foundations of marketing for children went back to the beginning of the 1800s. Is it still right to try to exclude the child from the consumption behavior?
2. After accepting the child as a consumer, Kids Marketing is on the agenda. Do you think that when you think about Kids Marketing, what are the points that separate from traditional marketing? For example, do you see any differences in terms of 4P?
3. One of the biggest factors that target children in marketing is the fact that children are seen as potential customers of the future and this is clearly stated in many articles. These works are already under the name of Early Branding; however, children can be shaped very quickly, either by the media or by the environment in which they are located (like the attitude of their friends, the individual or the character he/she chooses as the idol). There are too many stimuli that they are exposed to, and that pushes them to be of a variable nature. When you evaluate this variable structure in terms of sticking to a brand for a long time, can you observe a sense of commitment to a long-term brand among children?
4. Brand Love research conducted by Smarty Pants for 2018 shows that top 3 of the 50 favorite brands are YouTube, Netflix, iPhone. None of these are brands that offer an active life as the families want, nor are they the brands that target the child directly. Even YouTube Kids, which YouTube offers for kids, is in the 45th place in this list. What are the reasons why these 3 brands are so loved among children?
5. Some studies show that children over a certain age can roughly understand some marketing tactics. For example, they might think that the price of a product is kept high because it will be loved. Do you think this should be a precautionary measure for you or, can you describe the situation as the more the conscious children, the more the conscious consumers. How can you explain if it means something different to you?

6. The most controversial topic of Kids Marketing is, of course, ethical issues. When you consider the Kids Marketing under the ethical issues, can you describe these issues?

CURRICULUM VITAE**Name and Surname:** Kamer DİNÇ**Place and Date of Birth:** Bitlis / 21.01.1993**Education:**

Degree	Field	University	Year
Undergraduate	Bioengineering	Marmara University	2015

Work Experience:

Work Place	Position	Year
Atlas CRO	Site Coordinator	2018

Foreign Languages: English**Publications:** NA**E-mail:** kmrdinc@gmail.com**Phone:** 506 901 23 55**Date:** 28th June 2019

%**3**

BENZERLIK ENDEKSİ

%**2**

İNTERNET
KAYNAKLARI

%**1**

YAYINLAR

%**2**

ÖĞRENCİ ÖDEVLERİ

BİRİNCİL KAYNAKLAR

- 1** Lan Nguyen Chaplin, Tina M. Lowrey. "The Development of Consumer-Based Consumption Constellations in Children", Journal of Consumer Research, 2010
Yayın <%**1**
- 2** iris.unito.it
İnternet Kaynağı <%**1**
- 3** www.solutionspal.com
İnternet Kaynağı <%**1**
- 4** www.licensingcorner.com
İnternet Kaynağı <%**1**
- 5** www.in2013dollars.com
İnternet Kaynağı <%**1**
- 6** Submitted to Coventry University
Öğrenci Ödevi <%**1**
- 7** shodhganga.inflibnet.ac.in
İnternet Kaynağı <%**1**
- 8** Submitted to Georgia State University