

Chapter 3 Marketing Question #4

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February 2023

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As for myself, I did have the opportunity to make a purchasing decision with the family in relation to buying a home. As we are aware it is important for families to build generational wealth especially among the Blacks and Latinos communities. Research has proven that mass wealth was illegally generated on the backs of colored folks in the United States. As a result of unequal wealth I am determined to lead the way to generational wealth among my peoples. Children are the future consumers. Marketers have fostered a relationship with consumers from a young age. According to (Should You Market to Children and Is It Ethical? January 2023,

<https://seodesignchicago.com/marketing/should-you-market-to-children/#:~:text=Children%20Future%20Consumers-In%20addition%20to&text=Marketers%20should%20try%20to%20foster,even%20before%20they%20can%20read>

children make most of their decisions by age eight. In addition, children can often recognize brand names by the age 3 or 4, even before they can read according to the article. Well children now spend more time watching television than they will spend in class for their entire schooling. Young people are the target of advertising due to the amount of money they spend, either indirectly through their parents or directly through allowances and other minor forms of income. Today's children do have a tremendous impact on the buying habits of their parents. My opinion on the matter is that companies should not use advertisements for children in order to gain profit. If anything, companies

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should be advertising how to improve the education system so that all children have a fighting chance in life. In addition advertisers should put emphasis on the truth of exposing the history of the United States so everyone on this land can be truly equal under the law.

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Reference

- 1) Should You Market to Children and Is It Ethical? January 2023,
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