

Marketing and its impact on vulnerable consumer groups like children, adolescents etc.

*Fezeena Khadir**

Abstract

Childhood and Adolescence are a highly volatile market and for the same reason is that which is most sustainable. They reach and outgrow these phases of life even before they know they are there. Spending on these age groups by parents as compared to their higher age groups are intrepid for the fear they will miss out on the best things for their most memorable days. Most of the commodities last longer than the time the child remains in that age. So satisfaction about the product is always surplus to the cent.

This is a study to elicit the impact of marketing on vulnerable consumer groups like children and adolescents. Most of the information conveyed through the study are views of the author under the light of experiences and perceptions. Though these vulnerable groups gain a lot from the marketing activities of corporates, *this study chiefly addresses the flip side of the story*. It is true that they become more socially acceptable among their peer groups, improve their vocabulary and pronunciation of the foreign language, change their body language to fit to the demands of the society and seemingly become smarter by opening themselves to the marketing strategies.

Primitive methods of marketing involves propagation of the proposed product and creating enough mind share among people so that they come looking for the brand in the shops. Take a refrigerator for instance. When the fridge was brought to the market for the first time, the ad camps trumpeted with how you can make ice cubes and ice creams right at home! But as and when time went on and many such enterprises brought forth their own versions of fridges the USPs varied in names and technology. There was defrost and puff and coil less and twin doors and now you have an instant water dispenser and a mirror on the door. The latest version of the class of refrigerators look more like a king size wardrobe closet!

And when spending becomes a socially accepted norm, the lower rungs of the social segment follow suit. Not because they have money to spend, but for the want of associating with the 'rich and famous'! The culture of Credit Cards was thus founded. For the pomp it offered the rate of interest the bank charged seems meager to the unsuspecting customer.

Modern business goes by a thumb rule. That is, competition dictates the products coming into the market, vendors decide who should make the decision and who will finance the purchase on a repayment basis and the customer has to simply choose which manufacturer.

Every bean of technology and related practices brings its black with it. No discipline is fool proof that it can ensure *all-but-goodness* packages for mankind. Every breakthrough is made with the knowledge of the past and the speculation of the future and the latter more or less remains obscure. So wherever a Copernicus stands up and proposes a heliocentric theory, the world immediately focuses on how to make that theory workable. It really takes Big Bang further years later to *nebulise* the learning and focus on more promising prospects.

Right now, the world is being identified as a humungous market place with the needy and the resourceful lunging at each other to make their tryst of fortune over a cup of business tea. There is an ocean of identified and unidentified needs and wants barricaded behind the bunds of market ignorance. Once they are unleashed, the sale deluge that would succeed it is the dream deliverance every enterprise rests their faith in. The entire market is at their fingertips and it may take as much as just a gesture to have them following the brand. Sometimes even more for a skeptical believer, a little miracle of convincing is not a luxury. This is where the corporate crusades begin.

Knowing Marketing

Marketing in its general sense is described as any activity that enables a platform for selling. This means primarily that marketing is associated with creating awareness about a product or service among its target market. This, more or less, helps in selling these products with a choreographed ease.

While in the beginning of the launch of a concept, the nature of marketing was mostly on these benevolent lines, towards the turn of the century, it had assumed an aggressive form that posed a number of questions about its verity among the common people.

The miracle workers of the enterprise are always people who know how to make a communication effective to the target market. The effectiveness of a communication is endorsed by the sale that happens by the end of the day. There is segregation of the potential market into demographic, psychographic and geographic divisions on a macro level. But the market thumpers have always believed in the '*lesser thought make faster sale*' dogma. This inadvertently means that if you expose the product for too much a stretchable time and let them plunge into the dip of a sigma trough after having climbed the first peak, you are making a big mistake. A sale happens at the high point of a presentation. No matter how magnificent the product is, a potential buyer can simply choose to turn it down and resume his blissful existence without it, as he had been until then.

Marketing Activities

The marketing activities, which have its major share in the form of mass media advertisements, are designed with a form and purpose that is meant to lure people into buying a commodity than to factually understand its viscera.

Take the example of Colas to begin with. It has come to be a commoner's drink among all ages. If we observe the ads of these drinks we notice that, there would be no mention of any realistic information about its content and ingredients, or how may it help the consumer in terms of nourishment. It is more or less proposed as a *lifestyle necessity* more than anything else. Even the slogans that endorse these products are nothing more than a vacant expression that may be quoted right out of a Bollywood movie lyric.

It would be worthwhile to note that, these information broadcasts tend to create a remarkable impact among the younger age group of the market more than the mature group. Children in particular have an immature mind which cannot have discretions about the nature of the material they are subjected to, through mass media advertisements. Majority of the said category instantly form an opinion about what they see, mostly in favor of it. This is a fast decision domain, where the exposures to mass media these youngsters enjoy are on a high degree. They fall prey easily to any gig that appears on the idiot box. Yet they would have had their choicest ads which would not be the ones that win the child's heart. While nourishing and energy giving food advertisement fail to impress a child, fancy campaigns like the Cola will draw much awe and worship from them.

This situation leads to the altering of food habits among children. Their consumption on potentially deterrent concoctions like preservatives, tastemakers and chemical essences, for a long period of time will affect adversely.

On further introspection, there are a number of other areas where mass media campaigns affect children benevolently and malevolently, albeit, the focus of these discussions would be regarding the negative impact of such marketing activities among the younger age groups. This would be where the crux of this discussion is resolute.

Knowing the younger age groups

Young children are increasingly the target of advertising and marketing because of the amount of money they spend themselves, the influence they have on their parents spending (the nag factor) and because of the money they will spend when they grow up. Whilst this child-targeted

marketing used to concentrate on sweets and toys, it now includes clothes, shoes, a range of fast foods, sports equipment, computer products and toiletries as well as adult products such as cars and credit cards. Children represent three different markets. In addition to the direct money that children spend and the money they influence, children also represent a third major market and perhaps the most significant and that is the future market. Advertisers recognise that brand loyalties and consumer habits formed when children are young and vulnerable will be carried through to adulthood.

Retailers and manufacturers have two sources of new customers, those who they can persuade to change from their competitors and those who have not yet entered the market. Those who switch are less likely to be loyal than those who are nurtured from childhood. In that context, they can be aptly called 'evolving consumers'.

Fast learners and low discretion

Children are fast learners. Their learning curve steepens high until the time they grow up in age and when their intake and assimilation of information is gauged in the crucible of their already acquired knowledge. As far as the context of this discussion is concerned, it could well be said that they are 'vulnerable' to learning. Now where have we encountered such a depressing expression for the habit of fast and effective learning? The irony lies in knowing that while it is a boon that they are fast learners, it is a bane that the article they are subjected to learn is not always appreciable.

Young children are known for their age old notorious questions about their origin that has left parents often mumbling for an apt answer right from the beginning. Is it because the parents don't know the answer? No, but it is in view with how an explanation for such a question would conform to an innocent mind's curiosity. It is not feasible to give a young mind the technically accurate deserving answer for a logical and relevant question.

What an adult would do with a piece of information and what a child will do with the same thing would be diametrically reverse in nature. This is the discretion probably that the marketers knowingly or unknowingly do not take head of and has eventually become the sprout of the mentioned problem.

Immature, intrepid decision-making

It is a theory that fast decision-making is what on a commonplace decides the success of a business. This indirectly means that such decisions are made without applying much rational faculties of thought. Lesser price, added services, rebate, enhanced service options, all come with a buy if you make the purchase within the stipulated few days.

Lesser time to think of buying a larger benefit! This is more or less coercing the customer to make a decision unduly in favor of a brand. Yet this works in the marketplace because the volume of business such campaigns can attract within a short span of time is the ultimate catch for the company.

Blockades and detours for the mind

By regulating the accessibility to information and procurement of a product, enterprises literally control the purchase decisions of the market. It is in this context that marketing activities to tap the unexploited haven of business are considered and realized.

Anything is available for a price, even choices. When the corporate brand wars revved up, there was more than one option for a product with different companies to choose from. There was a virtual feeling for the buyer of *being the king*. So when multiple choices were a unique selling proposition, every company came up with multiple labels of their product under the same roof. This is how HLL (now renamed as HUL) have Lux, Lifebuoy, and Dove in the same *opera* being sold to uninformed customer as *different soaps*!

The young market

Whilst these are manipulations for a mature market, to woo younger market is an entirely different ball game altogether. Younger market is unaware. They have needs and wants quite infantile in comparison to that of their intelligent elders. Their mood swings are largely predictable yet highly volatile. In spite of all this they command a remarkable share of market for an enterprise. It is because their influences on purchase decisions are trident in nature.

- 1) They have a direct share of spending from their family. These are things they have as mandatory purchase for children.
- 2) They have a share of emotional quotient with their parents in making a purchase decision that is technically out of their scope of interference.
- 3) They are the emerging future market who would prove a promising market if their loyalty can be bought by the brand.

All said and done *it aint no kid's play this young market!*

Understanding the young market

Stages in the evolution of a child consumer

From age 1: ***Accompanying Parents and Observing***. Children are taken with their parents to supermarkets and other stores where all sorts of goodies are displayed.

By the time a child can sit erect, he or she is placed in his or her culturally defined observation post high atop a shopping cart. From this vantage point, the child stays safety in proximity to parents but can see for the first time the wonderland of marketing.

From age 2: ***Accompanying Parents and Requesting***. Children begin to ask for things that they see and make connections between television advertising and store contents. They pay more attention to those ads and the list of things they want increases.

At the same time, the youngster is learning how to get parents to respond to his or her wishes and wants. This may take the form of a grunt, whine, scream, or gesture--indeed some tears may be necessary--but eventually almost all children are able on a regular basis to persuade Mom or Dad to buy something for them.

From age 3: ***Accompanying Parents and Selecting with Permission***. Children are able to come down from the shopping trolley and make their own choices. They are able to recognise brands and locate goods in the store.

At this point the child has completed many connections, from advertisements to wants, to stores, to displays, to packages, to retrieval of want-satisfying products. For many parents this is a pleasing experience. Ditto for the marketers, for it signals the beginning of the child's understanding of the want-satisfaction process in a market-driven society.

From age 4: ***Accompanying Parents and Making Independent Purchases***. The final step in their development as a consumer is learning to pay for their purchases at the checkout counter.

From age 5: ***Going to the Store Alone and Making Independent Purchases***.

Advertisers recognise that brand loyalties and consumer habits formed when children are young and vulnerable will be carried through to adulthood. If you own this child at an early age... you can own this child for years to come is the motto of the advertisers.

The free-info zone

Children are less intelligent to discern and be selective in what they have to receive or reject. The information they have to be subjected must be largely governed by authorities who understand child psychology and related behavior and formulate schemes which will ensure their sound mental and physical growth and stability. There are bodies that are responsible to research and decide how and what a child will learn at specific intervals of their growth. Text books, audio tapes and audio-visual aids for learning are all scrutinized by these able professionals who have spent a good deal learning about children literally spending extensive quality time interacting with them.

When it comes to *open-source* media feeds like that of TV, all these guards are down. Everything ranging from cartoon movies to gruesome encounters of the heroic sleuth marked by sex and violence is fed right into the living rooms. And children's access to this hoard of promiscuous material is at the turn of a switch or a click of a button! How menacing can technology get at times...?

Intended Communication

TV commercials have an amazing influence on younger age group, since they do not have adequate lateral learning about how things really are. Even if they did have such learning, still the magic of what they saw on the screen will linger longer in time and deeper in mind.

Intended communication is those commercials which are made keeping children in mind as the target market. There are food products, games and game products, comic merchandises, clothing, entertainment and education. These commercials flash images and scenes which are being offered. Some of these commercials layout a very crisp and unambiguous description of what is in offer. Others lay down a premeditated intro of their portfolio carefully highlighting those propositions that serve as the bait and will be silent about a lot of things that even the consumer *don't know he has to know!*

Is such information often aired with fairytale cinematography and ever smiling tart buffs always authentic, or at least partially authentic..? What amount of discrepancy in the information delivered such is judicially tolerated by the law that come under Penal Code sections on deception and counterfeit? For all we know law can only stick an unattractive statute about tobacco on a pack of potentially carcinogenic cigarettes. For it is a multimillion-dollar business and a affluent source of revenue for the state.

What's in a name?

Companies promise the experience of a peerless delight in using their products. It maybe in taste, form or feeling. These products have tags attached to it, about these experiences, engineered by the manufacturers themselves as to what it will be. And so the young customers believe that commonplace cheese balls, when assumed the name Krypton Balls, right when 'Superman' hit theatres around the world, had come to contain a taste of super heroism in them.

Certain brand awareness in dimensions and meanings that the younger age groups can understand are built on these grounds. Companies don't have a problem if its fictitious Harry Potter or real life David Copperfield who brings the buck. As long as the cash register rings on every audition of the stars, they are happy.

So we can have Cinderella selling pumpkins and the imprisoned princess with long hair selling shampoo and conditioners for a change and still everything can work out well. As long as things are taken in a balanced gait, all's well. But then there is competition. No one can sit their hands folded when someone is gunning their cylinders in anticipation of winning. Everyone else will follow suit and things will end up in a road rash. And when everyone wants to win the market share through the capturing of mind share, the true simplistic objectives with which the concept was initiated will be forgotten.

Almost every children focused products have similar strategies during the same period of time. At times they come up with cartoon stickers and ask the children to '*go grab 'em!*' Other times there are small puzzle toys that can be segmented and assembled with instructions that come on the polymeric package. Sometimes the interaction exhorts children to reach back to the retailers with a collection of soft drink caps to receive a celebrity-endorsed gift in return. Furthermore there maybe a lucky draw bonanza offers where the winner will get a unique opportunity to travel places. All this could be considered constructive.

Violence

Where things take a dubious swing is when there is something in offer that do much damage than good to a child when subjected to it. One such example is the strategic games. This is said to be enhancing the effectiveness and speed of intrepid decision-making capabilities. On the flip side of it, it is presented in a war-based story with realistic computer graphic environment. You have to learn how to crawl to the next hiding from where you could possibly snipe down two sentries at the check post and let a truck pass unnoticed. And there is a medal of honor to your advantage immediately!

Let us try to brush aside this instance saying we have discretion of if or not to buy a game like this for our children and load them into the computers for them to play. The problem is that most of the movies that are resurrected with the touch of CG, starring once naïve (not so) superheroes, depict a screenplay spangled with aggressive fights, cries of pain, amorous trysts with the opposite sex and triumph of the hero after a benevolent homicide. And since it is superman, one may have easier access to it by convincing an uninformed parent. The little ones see their heroes in action, come home with a mind full of it and believe what they saw is what they can do. After all supermen is a hero unto all, even his parents. The following day he might turn up from school in the evening with fresh bruises because he was trying to walk the path of his sacred hero. And he isn't budging because he realizes that the path to glorious heroism is not speckled with rose petals. What kind of a lesson are we letting him learn?

As mentioned earlier mass media is an open channel, round the clock, 24X7. There is a fat chance that we can usher the young away from it all the times. They might want to watch the steroid fed WWF hulks clashing on each other always with a sneer of vengeance, the reason for which that no one can place. What our young fail to ascertain is that no matter how hard the man is punched on the face, there is hardly a scar or a bruise or a drop of blood. They always swing in air in an apparently choreographed ease and crash onto the bogus floor designed to absorb the shock of the falling hippos. And all these are trailed with a variety of merchandise.

When the sale is done and the company declares that the business has been good that season, what we are left with is a bunch of fist clenching kids in a rage to do something but don't know what. When such are the symbols of heroism, what are the values that go into the making of their character? If the producer is tuning their production in line with what the customer want, what kind of a future market are we preparing?

Sometime back there was news about a school student shooting his classmates with an armory. Apparently, Barry Lokaitis, a 14-year-old student upset at peers turned an assault rifle on his algebra class, killing two classmates and a teacher, in the central Washington city of Moses Lake. He was sentenced to two mandatory life terms for the attack at Frontier Junior High School. This did strike particularly as a major news in India because the child to have access to arms and ammunition was not a conceivable idea to us. In a place like America where licenses to holding personal arsenal is relatively easy, this may not be the subject of interest. A careless parent could potentially leave an unguarded armory accessible to the child. Yet where the two diametrically opposite hemisphere and dimension of societies could come to accord is the question as to 'why' did the child do it. In a time when cultural dictums are more or less on the same orientation in the two places, the answer could more or less be sensible to both populations.

At least 80 different cases of child shootings have been reported in various parts of United States alone between 1996 and 2006. Some of them have left people injured or dead and some have no reported casualties. So this cannot be brushed aside as a stray incident which needn't be seen as a perpetual menace. At least we could have shrugged it off saying it a '*western situation*'. But it has now become a matter of concern because our young have learnt to dance to every tune without discretion that plays from the West. Matters regarding the West has become lifestyle necessities that pure need or want.

So if one fine morning we find ourselves confronted by our own children, armed with a kitchen knife, demanding a school bag or bicycle of their choice, the request for which was incidentally declined by us, do not be weary. For if they can walk the humid tropical equatorial climate in woolen blazers or black turtle necks and drink coke turning down a healthy tender coconut or buttermilk, they can might as well place their demands (due or undue) at a knife point, which if condition allowed would have been an assault rifle. *Aint that the fad now..?*

Children learn their attitudes about violence at a very young age and these attitudes tend to last. Although TV violence has been studied the most, researchers are finding that violence in other media impacts children and teens in many of the same harmful ways.

- From media violence children learn to behave aggressively toward others. They are taught to use violence instead of self-control to take care of problems or conflicts.
- Violence in the "media world" may make children more accepting of real-world violence and less caring toward others. Children who see a lot of violence from movies, TV shows, or video games may become more fearful and look at the real world as a mean and scary place.

Although the effects of media on children might not be apparent right away, children are being negatively affected. Sometimes children may not act out violently until their teen or young-adult years.

Food

It is a good thing that children start munching on a healthy vegetable diet, because a certain icon in the commercial said that it is good to do so. Children have a natural tendency to believe that whatever is said in the mass media is true. They believe it is the norm of society. It contains the same earnestness and attention that of his elder who will watch an investment scheme ad and enquiring about it the following morning.

There are happy mothers and happy children and bowls of delicious, steaming spaghettis and well-garnished soups. And proud mothers proclaim their lives are easier and happy and thank the soup, while children vouch in gaiety.

All of these food products fall under the category of Fast Moving Consumer Goods (FMCG). They have a shelf life in their tetra pack and will have their date of expiry printed on it. The period that is guaranteed by the manufacturer that it will remain edible for that time is ensured by one or more additives called the preservatives, which in its true nature is harmful to human health. Likewise there are additives in the form of tastemakers that literally give the unrivaled taste of that product. Beverages and desserts have a perennial menu of all the flavours irrespective of seasons and geography. So when there is a mango delight in a season when there are no mangoes on the trees or in the stalls, we have to presume that they are essences, made out of chemical compounds. Then there are different grades of food colors. In drinks like Cola, there is also something called *anti-freezing* agent, which keeps the drink in liquid form even many degrees subzero. These are highly harmful for the body. Colas also have very a high level of sugar content in it.

A lion share of the programs on TV has these FMCGs as their sponsors. And so their commercials are aired repeatedly during the breaks that happen in the show. It would take more than a child's intelligence to say no to these products or at least use them only when it has become very necessary. Unaware of what health hazards they are inviting, these children proudly crack on salted potato wafers and sip on subzero colas, even turning an opportune meal, and imagine they have come at par with the West.

Obesity and other gastric ailments like indigestion and peptic ulcers are on the rise among city dwelling youngsters due to their increased consumption of packaged food, with preservatives, tastemakers, and artificial colors. And because they consume these food items watching the TV, they consume more than what their bellies permit required. These children do not engage in outdoor physical training, which makes them lethargic, obese and prone to even cardiovascular diseases.

Fatty foods and thin bodies

Media heavily promote unhealthy foods while at the same time telling people they need to lose weight and be thin. Heavy media use can also take time away from physical activity.

Studies show that girls of all ages worry about their weight. Many of them are starting to diet at early ages. Media can promote an unrealistic image of how people look. Often, the thin and perfect-looking person on screen or in print is not even one whole person but parts of several people! This "person" is created by using body doubles, airbrushing, and computer-graphics techniques.

Habit

Children have a right to believe that what elder people do are things that are well within the limits of doable domain in the society. And for that reason it would be unjust to reprimand a child if he is found to roll a piece of paper and stick it between his lips in the rudimentary act of following a Marlboro rodeo icon.

Use of cigarettes and alcohol

Messages about tobacco and alcohol are everywhere in media. Kids see characters on screen smoking and drinking. They see signs of tobacco and alcohol products at concerts and sporting events. Advertising and movies send kids the message that smoking and drinking make a person sexy or cool and that "everyone does it." Advertising also sways teens to smoke and drink. Teens who see a lot of ads for beer, wine, liquor, and cigarettes admit that it influences them to want to drink and smoke. It is not by chance that the three most advertised cigarette brands are also the most popular ones smoked by teens.

Advertisers of tobacco and alcohol purposely leave out the negative information about their products. As a result, young people often do not know what the health risks are when they use these products. Sometimes TV broadcasts and print articles do the same thing. For example, a magazine might do a story about the common causes of cancer but not mention smoking as a top cause. Does your child know why? The answer may be that the magazine publisher takes money to publish tobacco ads or even owns another company that makes cigarettes.

Forms of Marketing to Children

Promotions aimed at children cover all types of media outlets from newspapers to television stations.

Marketing in schools is also a rapidly growing arena.

Kids clubs, organized by retailers, producers and media outlets, have proliferated in recent times. They offer an opportunity to develop a more personal relationship with each child, get information about the children for marketing purposes that can be used for mailing lists and data bases, and to promote products to children of particular age groups and geographical locations.

These additional forms of marketing have supplemented rather than replaced advertising as the importance of the children's market has grown. Their aim however is the same as advertising, to create brand loyalties and customers amongst children.

Advertising on the Internet

A new arena for advertising is the Internet. This is a medium for advertisers that is unprecedented... there's probably no other product or service that we can think of that is like it in terms of capturing kids' interest."

Children as young as four are being targeted by advertisers on the Internet and often the interaction with the children is unmediated by parents or teachers. These advertisers elicit personal information from the children by getting them to fill out surveys before they can play

and offering prizes such as T-shirts for filling in "lengthy profiles that ask for purchasing behavior, preferences and information on other family members."

Advertisers then use this information to "craft individualized messages and ads" targeted at each child. The ads are integrated with the other content of the Internet site which is designed to keep the children engrossed in play for hours at a time. There are even product "spokes characters" to interact with the children and develop relationships with them so that **long lasting** brand loyalties can be developed

Initiatives

Identifying the impact of media campaigns on children, many bodies around the world have put to thought this situation for an apt solution. While some of them have proposed an industrial enabling of a system wherein contents to be transmitted to the youngsters have to go through uncompromising screening, some of them have enumerated the codes that need to be respected, like:

1. Do use words like "new" or "introducing" only for a year.
2. Do avoid exaggerated expressions that are far away from the reality.
3. Do not use cartoon characters from kid's shows on TV commercials.
4. Do ensure that the advertisement shows entire features of the product that the children are going to benefit on purchase.
5. Do not show dangerous things in the advertisement that children might try to copy.
6. Do not generate any unhealthy competitive spirit through the advertisement.
7. Do not try to brainwash young minds by repeatedly showing advertisements within a half-hour period.

Concerns

There are questions about the ability of children so young to understand advertising and its intent and not be deceived and manipulated by it. Experts say that children don't understand persuasive intent until they are eight or nine years old and that it is unethical to advertise to them before then.

Older children pay less attention to advertisements and are more able to differentiate between the ads and TV programs, but they are also easy prey for advertisers. Around puberty, in their early teens, children are forming their own identities and they are "highly vulnerable to pressure to conform to group standards and mores." At this age they feel insecure and want to feel that they belong to their peer group. Advertising manipulates them through their insecurities, seeking to define normality for them; influencing the way they "view and obtain appropriate models for the adult world;" and undermining "fundamental human values in the development of the identity of children." Advertisements actively encourage them to seek happiness and esteem through consumption.

It is for these reasons that marketing to children should be carefully restricted. In particular, advertisements aimed at children under the age of 9 years old, including on the Internet and during children's television programs, should be banned. Such advertising subsidizes the cost of these services at the cost of our children's values, sense of well-being, health and integrity. Moreover the future of the planet is at stake if we allow advertisers and marketers to turn children into hyper consumers of the future.

Closing Note

Children as a whole, represent a substantial segment of the consumer market in terms of their personal needs and wants. This market is well expected to grow in the next few years, with a commendable spending capacity. In addition to being important end consumers for products like chocolates, ice creams, clothing, toys and entertainment, children are known to exert considerable influence on product consumption for almost all categories today. It has been shown that children learn their basic consumption patterns and attitudes towards promotional efforts at this early stage in their lives. For these reasons, it becomes important that practitioners and academicians alike learn and understand the children's market.