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Advertisement on sports equipment and clothing

Advertisements are very much impressive. They are aimed at introducing a particular product to the public which are the customers or buyers of the specific product. Some of the advertisements usually work very well to some organizations while in others, the opposites take the course. That is the advertisement partially works or does not work at all. Advertisements to teens are the most effective to the field of business. The reason is that teens usually have fewer challenges to cater for in their lives. For instance, they have children to provide for regarding paying school fees, providing food among other family problems. Therefore, they normally spend most of their money in buying the newest awesome products in the market so that they may look good and also impress others. Teens also usually have their parents who normally take care of them hence having securities of cash to buy anything they like (Calvert 2008). For instance, due to their strong influence they have to their parents, they can ask them to buy any product they like and hence, due to love they have to their kids, the parents will do exactly to what they are requested by their children so that they may impress them.

Advertisements of sports equipment and clothing are the best influencers to teens. First, teens usually prefer to rock with the new fashions of cloths in the market so that they may look impressive and attractive to others, and also gain recognition and attention when they are

interacting with others. Advertisement of sports equipment is also best effective to teens because teens usually like to participate in many different kinds of the sport not only for enjoyment and competitions but also to keep physically fit. Therefore, advertisements are ethical since they have no harm to the teens in the society.

Reference

Calvert, S. L. (2008). Children as consumers: Advertising and marketing. *The future of children*, 18(1), 205-234.