

The Role of Advertisements in Shaping Teen Consumerism in Mumbai

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Abstract: *This study examines how advertisements affect teens in the Mumbai area, with a particular emphasis on how different media affect their views, actions, and consumption habits. Teenagers' opinions, desires, and lifestyle choices are shaped by the targeted advertising campaigns they are exposed to more frequently due to the rapid rise of digital platforms and traditional media. The study uses a mixed-methods approach, interviewing and surveying teens in Mumbai who are 13 to 19 years old and come from a variety of socioeconomic backgrounds. Results show a strong relationship between teen exposure to advertisements and their brand loyalty, buying habits, and self-perception. Because of increased involvement and peer reinforcement, social media ads in particular were proven to have a greater impact than those on print or television. The study also looks at parental awareness and influence over advertising content. In order to safeguard the wellbeing of adolescents, the findings highlight the necessity of media literacy initiatives and ethical advertising methods. This study advances our knowledge of the consumer psychology of urban teenagers in a media environment that is changing quickly..*

Keywords: Advertisement impact, Mumbai region, Media influence, Consumer behavior, Social media advertising, Brand loyalty, Adolescent psychology, Digital media, Parental influence, Media literacy, Advertising ethics

