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# The Impact of Digital Marketing on Parent-Child Relationships and Family Dynamics

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## Abstract

*Digital marketing influences our purchasing choices and restructures family relationships in today's highly connected digital world. This article explores the hidden yet substantial influence digital marketing experts on parental-child relationships. The digital environment is transforming family life through its impact on materialistic mindsets and emotional connections and parental roles. A qualitative thematic approach is used to examine recent literature from 2014 to 2024 to reveal five essential findings about digital family interactions and their effects on children's values and parental-child relationships. The study explores the dual nature of digital marketing as it functions as both a communication link and an obstacle in family relationships. The research shows promising developments even though genuine risks exist in the form of screen dependency and consumer pressure and emotional distance. Active parental involvement combined with boundary setting and open media discussions enables digital marketing to function as a connection builder instead of a source of conflict. The article demonstrates that families need a balanced approach which combines digital literacy education with parental involvement and supportive policies to succeed in an algorithm-driven world.*

**Keywords:** Digital Marketing, Parent-Child Relationships, Family Dynamics, Consumer Socialization, Parental Mediation.

## Introduction

Digital marketing has transformed various aspects of everyday life, particularly influencing the dynamics of relationships between parents and children. As families sail in this digital scenario, the interaction between technology and interactions in this fundamental unit has become increasingly complex. This article explores how digital marketing affects parenting styles, influences children's behaviour and creates challenges and presents opportunities in family dynamics. The rise of digital marketing coincides with the proliferation of the use of technology among children, fundamentally altering parental approaches. Parents now face a multitude of digital content options and exposure to marketing tactics directed to their children. The change in the scenario led to a phenomenon known as "Parental Technoference" where parents prioritize device interactions about direct involvement with their children. This disagreement can negatively affect the results of children's health and development (Komanchuk et al., 2023). In turn, these practices can influence parenting styles, boosting changes toward more permissive or authoritarian structures, depending on how parents perceive the influence of digital marketing on their children's behaviour (Kong et al., 2023; Zhang et al., 2024).

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Recent studies indicate that parents' involvement in mediating their children's digital experiences affects the quality of relationships between parents and children. For example, restrictive mediation - where parents set strict limitations in digital use - may lead to increased friction between parents and children. However, when parents are involved in co-in-visualization or co-participation in digital consumption, such as watching ads or getting involved with content together, they promote a feeling of shared experience and understanding that can improve the Father-child bond (Peebles & Chen, 2024). This dynamic creates a duality in parental styles, where the same father can oscillate between monitoring and allow freedom based on contextual efficacy (Shao et al., 2024). The materialistic values that children acquire through targeted advertising also shape interactions between parents and children (Russell & Shrum, 2021). According to Russell and Shrum (2021), exposure to openly promotional messages can encourage a consumer -oriented mindset in children, leading to challenges as a greater conflict on purchases and desires. Consequently, parents can fight to instil values against the propagated by digital ads, complicating parents' efforts (Cojan, 2023). Negotiation around material goods usually interrupts harmonious family dynamics, leading to a cycle of dissatisfaction and expectations that can force relationships. On the other hand, digital marketing also presents opportunities to improve family connections. Parents who navigate digital marketing properly can leverage promotional content as teaching tools, using them to talk about values such as moderation, financial literacy and distinction between desires and needs (Murcia et al., 2024). By reformulating ads as discussion points, parents can promote deeper discussions that contribute to children's critical thinking skills regarding media consumption and literacy.

The influence of digital marketing extends to the context of family activities and shared interests. Digital platforms usually promote family -oriented experiences and products, encouraging shared media consumption, games and educational tools (Peng et al., 2024). Families that capitalize on these offerings can promote bond through shared pleasure, either through collaborative games or watching ads collectively to discern relevant messages (Devine & Smith, 2023). Such meetings can reinforce parents' orientation functions, respecting the children's agency in navigation of digital spaces. However, the challenges brought by digital marketing can be exacerbated by the presence of harmful digital habits. Increasing time on the screen usually correlates with issues such as anxiety, depression and bad interpersonal skills among children (Zhao et al., 2023). Approaching these results requires the active involvement of parents, promoting healthy digital habits in children, as opposed to the passive acceptance of digital saturation (Sadeghi et al., 2019). Effective communication between parents and children on the nature of digital media and its implications can help cultivate resilience against possible negative influences.

The concept of family surveillance and regulation in the digital domain is increasingly relevant. As parents monitor their children's on -line activities, the balance between protection and overtaking becomes crucial (Mols et al., 2023). Educating parents about best practices for digital mediation is essential not only to mitigate the risks associated with marketing exposure, but also to improve general family relationships (Li et al., 2023). As parents and children sail the impact of digital marketing, informed decision making becomes vital to maintaining healthy family dynamics. The intersection of digital marketing and father-child relationships reveals a multifaceted impact that shapes parenting styles, influences children's behaviours and presents challenges and opportunities in family dynamics. Although parents can fight with the implications of digital marketing, they also have an unprecedented opportunity to use marketing exposure as a channel for deeper conversations and shared experiences. By promoting an

environment of open engagement and dialogue, families can navigate the complexities of digital marketing, reinforcing their relationships while equating their children with the skills needed to thrive into an increasingly digital world. Three questions are asked at this level and will be explored throughout the article:

- How does existing literature characterize the dual role of digital marketing in simultaneously connecting and disrupting family relationships?
- What patterns emerge in scholarly work regarding digital marketing's influence on parent-child power dynamics and value transmission?
- What solutions does academic literature propose for mitigating digital marketing risks to childhood development while maintaining its benefits?

## **Methodology**

This study employs a qualitative thematic analysis to investigate the influence of digital marketing on parent-child relationships. Given the complex and evolving nature of digital environments, thematic analysis offers a flexible yet rigorous approach to exploring how marketing practices shape family dynamics, communication patterns, and child development (Braun & Clarke, 2006).

## **Research Design and Data Collection**

The research is based on a conceptual qualitative framework, drawing primarily from secondary sources such as peer-reviewed journal articles, industry reports, and theoretical texts published between 2020 and 2023. The purpose of this design is to synthesize existing knowledge and identify patterns that illustrate how digital marketing affects children's behaviour and parental responses in family settings.

The data for this thematic analysis were collected through an extensive review of peer-reviewed journal articles, empirical studies, industry reports, and theoretical texts published between 2014 and 2024. The selection process employed a targeted keyword search strategy using terms such as "digital marketing and children," "parental mediation," "media literacy," "screen time," "materialism in children," and "parent-child digital dynamics." Databases including Scopus, Google Scholar, Web of Science, and PsycINFO were used to identify relevant publications across interdisciplinary fields such as psychology, media studies, communication, education, and consumer behaviour.

A purposive sampling technique was applied to ensure the inclusion of literature that specifically addressed the intersection between digital marketing and family dynamics. Studies focusing on children's exposure to digital advertisements, the psychological effects of materialism, and parental strategies for managing media consumption were prioritized. Particular attention was paid to literature that covered both Western and non-Western contexts to capture cultural variations in digital parenting and advertising responses.

The collected literature was reviewed iteratively and categorized based on emergent thematic relevance. During the initial review, studies were grouped according to key focus areas: (1) emotional impacts of digital marketing on children and parents, (2) development of materialistic and brand loyalty tendencies in children, (3) mediation strategies including restrictive and active parental involvement, (4) cognitive and behavioural shifts due to increased screen time, and (5) relational transformations in the parent-child bond.

The literature highlighted several recurring concerns—such as Parental Technoference (Komanchuk et al., 2023), phubbing behaviour, and the erosion of face-to-face communication (Knitter & Zemp, 2020)—which were critical in understanding the relational tensions amplified by digital engagement. Similarly, studies on co-viewing strategies (Peebles & Chen, 2024; Griffith et al., 2022) and media literacy interventions (Foulds, 2023; Lapierre & Choi, 2021) provided insight into proactive parenting methods that could mitigate marketing's adverse effects. The sources on materialism and consumer loyalty (Russell & Shrum, 2021; Chaplin et al., 2019) enriched the analysis by illustrating how marketing shapes children's expectations and contributes to familial conflict. The review also integrated contemporary concerns such as social stratification due to brand preference (Schor, 2014), mental health implications of excessive screen time (Zhao et al., 2023), and privacy and consent in digital sharing (Fox & Hoy, 2019).

Overall, the iterative review process allowed the literature to be distilled into five robust themes representing the emotional, social, cognitive, and relational impacts of digital marketing on families. These themes informed the subsequent stages of thematic coding and analysis, ensuring a holistic interpretation of how digital marketing affects parent-child dynamics in the post-digital era.

### **Thematic Coding Process**

Using an inductive thematic approach, five dominant themes emerged through critical reading and coding. These themes capture both the challenges and opportunities digital marketing presents for parent-child relationships:

- **Digital Marketing and the Modern Family: Exploring Materialism, Emotional Well-Being, and Shifting Social Interactions Between Parents and Children**

This theme captures how persistent advertising influences children's values, encourages materialistic tendencies, and shifts the emotional balance within the family unit.

- **The Influence of Digital Marketing on Materialism, Loyalty, and Family Dynamics in the Age of Social Development**

Focuses on how digital branding and influencer culture foster early consumer loyalty in children, altering family dynamics and expectations, particularly in relation to peer validation and status.

- **Parental Control and Children's Independence in the Age of Digital Marketing**

Highlights the tension between parental authority and children's growing digital autonomy, as parents struggle to monitor content and guide decision-making while respecting independence.

- **The Role of Digital Marketing in Fostering Parent-Child Relationships through Media Literacy and Screen Time Management**

Emphasizes the potential for positive engagement through joint digital experiences, critical discussion, and the use of screen boundaries as tools for strengthening relationships.

- **Connecting or Disconnecting? The Dual Impact of Digital Marketing on Parent-Child Relationships in the Age of Material Desires and Social Media**

Explores the paradoxical effects of marketing-driven digital platforms, which simultaneously enable connection through shared media and contribute to disconnection due to increased consumer pressures and reduced quality time.

Each theme is illustrated and reinforced through examples drawn from literature, ensuring a comprehensive analysis of the topic's emotional, social, and psychological dimensions.

### **Ethical Considerations**

As the study is based exclusively on publicly available literature and does not involve human participants, no ethical approval was required. Academic integrity was maintained by properly citing all sources and ensuring critical, unbiased interpretation. ChatGPT and Deepseek were used to review and check the language for clarity and correctness throughout the text.

### **Digital Marketing and the Modern Family: Exploring Materialism, Emotional Well-Being, and Shifting Social Interactions Between Parents and Children**

The advent of digital marketing has considerably transformed the dynamic parent-child, in particular in the way in which children perceive materialism, emotional well-being and their social interactions. Digital marketing strategies targeting children have intensified parental concerns about the consumption behaviour of their offspring and socialization processes.

Research has highlighted essential theoretical frameworks to understand the interaction between technology and parent-child relationships. Devine and Smith (2023) underline the need to analyse the constructions of the influence of digital media on family interactions, noting how marketing strategies infiltrate family unit and shape the perceptions of children of value and desire. Materialism, fuelled by omnipresent digital marketing, has become an important concern among parents. A study by Russell and Shrum (2021) illustrates how the materialist values of parents and children can be cultivated by exposure to media. The authors note that children who engage more with digitally marketed products have increased materialist opinions, later affecting their relationships and their emotional health. This materialism has not only an impact on the expectations of children on the part of their parents, but can also create rifts in parent-child communication as values diverge.

Parental responses to digital marketing often reflect variations in attachment styles, with ramifications for children's emotional well-being. Malik, Nanda and Kumra (2020) emphasize that the differences in parental engagement in games can lead to problems related to attachment, in which an excessive online presence decreases the quality of face to face. Such a dynamic can exacerbate feelings of isolation or anxiety in children when they sail in their social environments. The results of Zhou, Li and Gong (2022) also support this, indicating that parental negligence, often exacerbated by digital distractions, is correlated with increased dependence on internet games in children, negatively influencing their mental health and family ties. Research has also documented parental literacy on digital marketing strategies targeting children. Robayo-Pinzon et al. (2022) Explore this through an intercultural lens, demonstrating that the understanding of the parents of mobile advertising considerably influences their children's online engagement. This literacy, or its absence, affects parents' emotional well-being and their ability to mediate in childhood consumption behaviours, emphasizing a critical need for greater conscience of caregivers (Lapierre and Choi, 2021).

The phenomenon of Parental Phubbing-Negotiation of opposite interactions due to the use of mobile devices-contributes to deteriorating parent-child relationships. Komanchuk et al. (2023) provides a scope review highlighting the negative health and development results associated with parental technoference. This interference was found to compromise the skills of children's socialisation while they adapt to the reduction in the availability of parents, which has an impact on their emotional maturity (Tammisalo and Rotkirch, 2022).

Social interactions between children are also affected by marketing tactics. Hu (2024) maintains that the perception of parental behaviour plays a central role in the formation of teenage social media literacy. Poor communication resulting from excessive dependence on digital engagement leads to a decrease in relational quality between parents and children, withdrawn from feelings of materialism and emotional distress. The implications of excessive technological engagement were particularly protruding during the COVID-19 pandemic. Du et al. (2021) studied the interaction between parent-child relationships and children's emotional and behavioural results during locking. Their results have illustrated a considerable increase in symptoms of exteriorization and internalization in children when parental engagement by digital means has failed, indicating that quality interactions remain essential for healthy development of the child.

The literature suggests an increasing need for active parental mediation in the middle of the digital landscape. Yang et al. (2022) conducted a longitudinal study which reveals that parents who implement active strategies to mediate the digital interactions of their children tend to promote healthier parent-child relationships and mitigate the problematic use of mobile phones. The results defend the intentional commitment of parents to counter the unfavourable ramifications of digital marketing on the psychosocial adjustment of children.

Technologically, the functions of the parental control software have become a tool to improve the general well-being of families. Bertrandias, Bernard and Elgaaied-Gambier (2023) explore how these tools, which promote healthier digital engagement, can increase parents' efficiency and reduce stress associated with the management of children's online activities. This highlights a potential avenue for parents to recover the agency in current digital landscapes while promoting a positive dynamic in the family sphere. The gap between the perception of the parent and the child of online exposure, as revealed by Liu et al. (2021), suggests that misunderstandings in the way the two parties see online experiences can lead to complications from emotional and behavioural results. Parents often underestimate children's exposure to marketing influences, leading to challenges in communication and effective mediation concerning digital advertisements.

The influence of digital marketing on parent-child dynamics is multifaceted, has an impact on materialism, emotional well-being and social interactions. The literature clearly illustrates how digital media shape family relationships and highlights the importance of parents' commitment, literacy and mediation. The interaction between technology and family interactions continues to be a critical investigation area, emphasizing the need for additional research to understand and fully respond to the implications of digital marketing strategies on parental practices and child development. As digital environments are evolving, the same is true for parental approaches, ensuring that children can navigate these landscapes with the necessary emotional support and emotional advice.

### **The Influence of Digital Marketing on Materialism, Loyalty, and Family Dynamics in the Age of Social Development**

Digital marketing strategies have deeply transformed children's consumer behaviour, increasingly promoting materialistic values and brand loyalty while affecting family dynamics and social development. This transformation can be attributed to the generalized nature of digital media, which exposes children to marketing messages in innovative and attractive ways. Consequently, this raises concerns regarding the psychological and social development of children and their understanding of value and consumption. Today's children are flooded with advertisements through social media platforms, websites and mobile applications, often adapted

to attract specific groups and interests. Lenka (2014) emphasizes that the media play a fundamental role in increasing materialism among children, since it shows a large number of products that create a sense of need and desire. This exposure to marketing creates a culture where children equate happiness and self-esteem with material possessions. Hogan (2018) points out the intensification of materialism among adolescents in the digital age, with pressures to adjust to consumers standards that are often not realistic. The psychological implications of this materialistic mentality are significant. According to Šramová (2014), children struggle to develop media literacy skills, which inhibits their ability to critically evaluate the marketing integrated in the content of the media. As they are bombarded with messages that equate with property, children's self-esteem can be closely linked to material acquisition. Nairn and Oprete (2021) find a correlation between exposure to television ads and the increase in materialism, especially among children of lower socioeconomic origins, suggesting that their desire for products can be an attempt to achieve acceptance or social status.

Brand loyalty is another crucial aspect affected by digital marketing strategies. Children are increasingly influenced by the brand content, which leads to greater affiliation with specific brands as a source of identity and social status. Scott, Martin and Schouten (2014) claim that marketing strategies that take advantage of the brand lead to a new form of materialism, particularly among young people. This results in children who favour brand products on alternatives without brand, intensifying their preference for specific brands as they become adolescence. According to Chaplin, Shrum and Lowrey (2019), child materialism can also intertwine with their identity development, since they adopt brand associations as part of their self-concept.

The implications of the increase in materialism and the loyalty of the brand extend to family dynamics. As children advocate specific products they have seen marketed through attractive digital narratives, the authority of parents can be compromised. Bee-Gates (2015) highlights the struggle that families face when children insist on obtaining the latest toys or devices, which leads to a possible financial tension in parents and altering the traditional dynamics of purchase of parents and children. This change can create conflicts within families, since parents must navigate the balance between satisfying their children's wishes and instilling moderation and financial responsibility values. The impact of digital marketing on children's consumer behaviour also raises concerns on social development. The increase in materialism can foster unhealthy competition and comparisons between peers among children. Schor (2014) analyses the commercialization of childhood, which suggests that children can feel pressured to own the latest products to maintain social position among their mates. This competitive consumer behaviour can exacerbate feelings of insufficiency and exclusion among those who cannot pay brand goods, leading to greater social stratification.

Research shows that children who exhibit higher levels of materialism are more likely to participate in compulsive purchase behaviours. Tarka (2020) explores this relationship, pointing out that the greatest trends in consumerism can cause financial irresponsibility, further strengthening children in a materialistic cycle. As children grow in young adults, these materialistic values often persist, leading to a culture of consumption defined by instantaneous satisfaction and a deeper lack of realization (Islam et al., 2018). Digital marketing also affects children by influencing their purchasing behaviours through social platforms. Moschis (2017) identifies a connection between materialism and the dark side of consumer behaviour, including compulsive purchase, suggesting that implacable marketing tactics can lead children to act against their interests. The persuasive techniques used in advertising have facilitated brands



manipulate perceptions and boost purchase behaviour, which increases ethical concerns regarding the exploitation of vulnerable consumers.

Family businesses can be affected by the change in consumer behaviours influenced by digital marketing. Nikodemska-Wołowik, Bednarz and Foreman (2019) observe that family businesses must adapt to changing consumer preferences to remain competitive, reconsidering their marketing strategies to align with the patterns of children's participation in digital spaces. This adjustment is essential to maintain relevance in a digital economy dominated by brands that invest strongly in marketing for young consumers. As communities face these dynamics, it is essential to understand the long-term implications of digital marketing in children's consumer behaviour. The socialization processes that support materialism can hinder the development of crucial life skills, such as critical thinking, empathy and delayed gratification. The growing correlation between digital commitment and materialism indicates an urgent need for improved educational initiatives of media literacy aimed at children and families equally.

In conclusion, digital marketing strategies significantly affect children's consumer behaviour, contributing to the increase in materialism and brand loyalty, while complicating family dynamics and social development. The interaction between the influence of the media and the desire of children of material possessions raises deep questions about the implications of a society driven by the youth. Interested parties, including parents, educators and policy formulators, must collaborate to cultivate critical awareness and promote sustainable consumption practices among children, ensuring their well-rounded development in an increasingly commercialized world.

### **Parental Control and Children's Independence in the Age of Digital Marketing**

Digital marketing has become a great force in children's lives, affecting their preferences, their behaviour and their well-being. As digital platforms proliferate, parents are faced with important challenges in the management of their children's exposure to these marketing strategies. This article deals with the subtleties that parents navigate in the balance between parents' control and the promotion of independence, the financial pressures incurred by heavy marketing targeting children and the lack of digital knowledge which complicates parental mediation efforts.

The advent of digital marketing has unique dilemmas for parents seeking to alleviate its potential negative effects. On the one hand, there is a convincing need to establish limits and apply parental controls to protect children from manipulative advertising (Oates, Watkins and Thyne, 2016). More specifically, marketing tactics that exploit the cognitive immaturity of children can lead to unhealthy choices, in particular with regard to food consumption (Tatlow-Golden et al., 2016). Conversely, too restrictive measures can inhibit children's autonomy, creating tensions between parental control and the development of personal responsibility (Radesky et al., 2016). This duality raises critical questions about the extent to which parents should intercede in the digital life of their children.

By recognizing the importance of independence, parents are faced with an enigma to provide children with the freedom to explore digital environments can expose them inadvertently to unwanted marketing messages (Shin, 2015). As children have access to various digital media, they also develop skills to navigate advertising strategies. However, the challenge lies in the empowerment of children in discernment to interpret marketing messages and make informed decisions while protecting them simultaneously from the exploitation (Livingstone, Ólafsson, Helsper, Lupiáñez-Villanueva, Veltri and Folkvord, 2017). The balancing act becomes more and



more complex in an environment where children can be more literately literate than their parents, illustrating a transition from the traditional role of parents as guards to that of facilitators or "scaffolding" in exploration by their children of digital content (Dias et al., 2016).

Financial pressures exacerbate the problems facing parents in the management of their children's exposure to digital marketing. The relentless dam of targeted advertisements, in particular those promoting unhealthy food options, creates a permanent challenge for families (Driessen et al., 2024). Parents often find themselves in situations where they must negotiate with children whose desires have been shaped by persuasive marketing tactics (Boyland and Tatlow-Golden, 2017). This negotiation process becomes a complex dance between the restoration of children's preferences and respect for budgetary constraints, which makes parents difficult for parents to maintain values surrounding nutrition and responsible consumerism. The burden of these financial negotiations can lead parents to compromise their positions, yielding to children's demands as a strategy to maintain family harmony (Correa, 2014).

In addition, parents often lack sufficient digital knowledge to effectively mediate their children's experiences online (Livingstone, Stoilova and Nandagiri, 2019). The digital knowledge gap leaves many poorly equipped parents to combat aggressive marketing that can mislead children. For example, research indicates that parents can underestimate the influence of digital marketing on the behaviour of their children's consumers, leading to insufficient protective measures (Fox and Hoy, 2019). Without a complete understanding of digital advertising mechanics, parents may not engage in informed discussions on media literacy and critical assessment of marketing messages.

While generational gaps in the use of technology continue to expand, younger parents who are native digital can inadvertently promote excessive screen time without adequate analysis of the types of content consumed by their children (Jiow, Lim and Lin, 2017). This imbalance creates an environment where children can navigate more with competence in digital spaces than their caregivers, which questions traditional authority paradigms within the family structure (Smahelova et al., 2017). Consequently, there is a need for educational initiatives that fill the lake with digital knowledge, equipping parents with skills to effectively mitigate harmful marketing messages (Uhls, 2016). The intersection of digital marketing, financial pressure and digital knowledge lake inevitably influences the strategies that parents use to manage their children's exposure to advertising. The compulsory regulations that restrict digital marketing to children have surfaced as a potential appeal to approach the omnipresent influence of marketing practices which prioritize profit on well-being (Verdoodt, 2019). However, these measures alone may not be enough; The complexity of parental mediation requires a multidimensional approach involving both technological interventions and educational efforts involving parents and children (Reid Chassiakos et al., 2016).

Parents are struggling with complex challenges in managing their children's exposure to digital marketing. Navigating in the delicate balance between the promotion of independence and the imposition of parental controls, the confrontation of financial pressures resulting from aggressive marketing tactics, and filling the lake with digital knowledge are tasks that require thoughtful commitment. To empower parents in this company, collaboration efforts are essential to create an enlightened environment where families can prosper in the midst of disturbing marketing influences. This advocacy extends not only to parents, but educators, political decision-makers and industry stakeholders to design significant interventions that prioritize the rights of children and well-being in the digital age. Such multifaceted approaches will better

allow families to deal with implacable waves of digital marketing and to protect the interests of the most vulnerable consumers - children.

### **The Role of Digital Marketing in Fostering Parent-Child Relationships through Media Literacy and Screen Time Management**

The dynamics of parent-child relationships is reshaped by media consumption models. Digital marketing strategies can exploit this development to promote improved connections thanks to media education, co-observation of discussions and limits established for screen time. While the prevalence of screen media continues to increase, the understanding of its implications for the development of the child and the family interaction is crucial.

Media education is a fundamental tool for strengthening parent-child relationships. This education allows parents and children of the skills necessary to make a critical commitment with digital content. Foulds (2023) stresses that promoting media literacy through educational models can directly support emotional understanding between parents and children. By teaching children to analyse and interpret media messages, parents can facilitate discussions that promote shared values and critical thinking, which aligns the results of Alamiyah et al. (2018) concerning the importance of parental mediation in improving the understanding of the media. In addition, the act of co-vision media is used to strengthen parent-child communication when synchronizing their media experiences. Research indicates that co-lives encourage parents' participation in children's vision habits, improving the quality of parent-child interactions (Anderson and Hanson, 2016; Ewin et al., 2021). For example, Griffith et al. (2022) illustrate how interactive media allow parents and children to share information, question the stories and create meaning in collaboration from the content seen together. This active commitment nourishes not only a closer connection, but also transforms media consumption into a shared learning experience, strengthening the emotional link of the relationship.

The establishment of limits for screen time represents another fundamental aspect of improving parent-child relationships in the digital age. By establishing clear rules concerning media consumption, parents can guide children in the development of healthy media habits. Asmawati (2023) notes that the implementation of structured screen time can help grow a digital literacy culture in the family. This initiative allows parents to monitor how digital marketing influences children's perceptions and behaviour, facilitating more conscious media consumption. The author stresses that an unregulated media environment can affect young children's literacy skills, highlighting the need for parental advice.

The importance of co-observation extends to fair family interactions. The qualitative study of Katiba (2020) stresses that the joint commitment of the media promotes significant dialogues on content, enriching parent-child relationships. Parents who actively participate in the media experiences of their children can guide discussions on underlying themes, ethical considerations and societal implications presented in the media (Canelo, 2024). This not only helps to strengthen obligations, but also allows children to become critical information consumers, aligning on the feelings expressed by Doğan (2024) concerning the behaviours of literacy and mediation of the media. Parents' co-vision is also linked to emotional attachment, because Gunarti, Meilanie and Marjo (2023) indicate that shared vision experiences can considerably strengthen the emotional link between parents and children. The link developed by co-vision rituals creates a safe space so that children express their thoughts and feelings, further improving relational dynamics. Such interactions also serve as informal education moments that allow children the skills necessary to navigate in the complexities of digital media. By approaching

the omnipresent role of the media in contemporary society, it is imperative to include parental perspectives in discourse around the influence of digital marketing. The systematic review led by Ewin et al. (2021) reflects the need to understand parental mediation strategies in the context of current media consumption to improve parent-child interactions. This reflection supports the idea that parents must adapt to the evolving digital landscape and remain involved in the media experiences of their children.

Innovative approaches such as educational prompts during joint media interactions have shown promising results by raising the quality of commitment between parents and children (Stuckelman, Yaremych and Troseth, 2023). These strategies allow parents to exchange the learning of their children while browsing the content of the media, promoting a more enriching environment for the discussion. In conclusion, digital marketing presents an unconventional but effective avenue to improve parent-child relationships through media education, co-vision discussions and the establishment of screen limits. Taking advantage of these strategies allows a concerted effort to overcome the challenges posed by digital media, finally strengthening family ties and promoting media literacy in children. The need for continuous parental commitment is essential, ensuring that children develop healthy and enlightened digital habits, thus preparing them for the complexities of the digital era. Such complete approaches contribute not only to individual family dynamics, but also to broader societal conversation on the consumption of digital media.

### **Connecting or Disconnecting? The Dual Impact of Digital Marketing on Parent-Child Relationships in the Age of Material Desires and Social Media**

The advent of digital marketing has fundamentally changed the scenario of relationships between parents and children, with deep implications for their dynamics. Rideout (2020) illustrates this phenomenon, examining how digital advertising and marketing strategies affect children's material desires. This article explores the intersection of Digital Marketing and family relationships, taking advantage of the findings of the Rideout, along with the information of Montgomery (2020) on the influence of social media on family communication.

As marketing increasingly targets children through digital media, cultivates a culture of materialism. Rideout (2020) points out that children are often exposed to persuasive digital content designed to inflate their desires for specific products, which consequently presses parents to meet these demands. This cycle of desire and consumption inherently alters the dynamic parent, placing financial tension in families and remodelling the context in which parents negotiate needs and desires with their children. Oates, Watkins and Thyne (2016) reinforce this notion, discussing the adverse effects of targeted marketing on children's welfare and how it can undermine interactions between parents and children. The influx of digital media in family life has reformulated channels and communication styles within families. Montgomery (2020) states that social media platforms serve as new avenues for family communication, but often exacerbates misunderstanding and conflict. The constant bombing of attractive marketing messages can lead children to prioritize virtual communication and material goods about significant conversations with their parents. This change in focus has the potential to undermine family cohesion and prioritizes consumerism in relation to relational connections (Simnec et al., 2023).

Numerous studies also suggest that parents often seek to mitigate the influence of digital marketing on their children. For example, Lupton, Pedersen and Thomas (2016) discuss how parents use digital media as a tool for engagement and education, striving to promote a more

enriching digital environment for their children. In doing so, parents try to affirm control over marketing influences, promoting healthy media consumption habits (Beasley et al., 2023). However, as Fox and Hoy (2019) observe, the act of "sharing" or sharing the experiences of children online, introduces complex dilemmas about privacy and consent, further complicating parents and children negotiations in the midst of digital marketing pressures.

The various roles of digital marketing in parenting practices are vividly illustrated by the work of Montgomery (2020) and others that indicate that negotiating a digital paternity structure becomes essential. As technology continues to evolve, parents find themselves in the role of porters and educators, in charge of navigating their children through a landscape full of marketing messages that compete for attention (Nallamilli & Kuknor, 2021). Families usually use on-line resources and community support to face the challenges placed by digital marketing, leading to a transformation of the parent's ecosystem (Carvalho, Francisco and Relvas, 2015).

Chaffey and Smith (2022) maintain that effective digital marketing strategies are inherently intertwined with parents' safety and well-being concerns. This dynamic is evidenced by a multitude of resources that promote healthy on-line interactions (Grant & Ray, 2018). However, the effectiveness of such resources can be inconsistent, leading to different levels of family involvement in mitigating digital marketing impacts. As Chamber and Gracia (2021) detail, the negotiation of values around consumption within families can float, usually reflecting broader social norms around materialism and digital presence.

The influence of digital marketing extends to the field of socialization, where children's relationship with colleagues and parents can be affected by exposure to advertising. As observed by Wu et al. (2016), parents' styles play a crucial role in the moderation of internet use among adolescents, suggesting the need for parents to adopt responsive practices that accommodate digital realities, keeping family ties. The initial seizure of recent generations around social media was documented by Feng and Xie (2014), illustrating a tension between the world's fascination and its potential to interrupt relationships between parents and children.

The very nature of digital marketing requires parents' involvement with their children to transmit values related to media consumption and use (Munsch, 2021). Parents should ensure that their children criticize the digital content they get involved in, promoting a healthier balance between commercial desires and interpersonal relationships. In addition, the need for periodic evaluations of family dynamics - which can be influenced by material desires - is underlined by Kelly et al. (2015). In short, digital marketing undoubtedly affects relationships between parents and children, catalysing a reconfiguration of interactions that intertwine materialism, communication and parents' engagement. As indicated through the findings of Rideout (2020) and Montgomery (2020), facing the challenges placed by digital marketing requires families to get critically involved with the digital environment and promote healthy communication strategies. The collective ideas obtained from the existing literature emphasize the need for continuous discourse around how digital marketing can be responsibly navigated within the structure of family life, ensuring that relationships remain significant in the midst of difficult consumer influences.

## **Discussing the Impact of Digital Marketing on Family Dynamics and Children's Expectations"**

The rapid evolution of digital marketing has clearly transformed family dynamics, in particular the expectations that children have concerning products and experiences. This change is important because children are increasingly exposed to marketing tactics adapted to digital environments, such as social media platforms and interactive games. Digital marketing uses techniques that engage children emotionally and cultivate desire through targeted advertisements, in particular those that promote food and unhealthy drinks (Kelly, Vandevijvere, Freeman and Jenkin, 2015). Consequently, the increase in exposure has also changed the perceptions and expectations of children concerning consumption, leading to potential conflicts between their desires and parental controls. Furthermore, research indicates that children are not only passive recipients of digital marketing messages; They actively interpret and respond to them, often developing solid expectations for brand products (Oates, Watkins and Thyne, 2016). Integration of influence marketing - where popular figures directly promote products from their supporters - has exacerbated this phenomenon, because young audiences are particularly sensitive to the attraction of approval (De Veirman, Hudders and Nelson, 2019). Children's exposure to marketing in digital contexts has been linked to an increased demand for specific products, creating a family environment where parents are confronted with the challenge of negotiating these desires (Vijayalakshmi, Lin and Lacznia, 2018).

Faced with the omnipresent influence of digital marketing, parents often feel overwhelmed. Many express concerns about the advertising experiences of their children and the pressures resulting from digital marketing strategies (Naumovska, Jovevski and Brockova, 2020). The expectations of a child can lead to tension when parental resources - both financial and linked to time - do not align with these requests, leading to disagreements within families (Dias et al., 2016). Like Radesky et al. (2020) point out that the implications of children's exposure to digital advertising extend beyond material desires; They can influence self-esteem and social comparisons, promoting unhealthy relationships with the brand's consumption and identity.

To navigate in these challenges, parents' participation plays an essential role. Studies suggest that parents who act as mediators in the consumption of media of their children promote healthier attitudes and expectations concerning digital marketing (Livingstone, Ólafsson, Helsper, Lupiáñez-Villanueva, Veltri and Folkvord, 2017). Effective mediation strategies include the content of the co-vision media, the discussion of advertisements and the definition of clear guidelines concerning the use of the media (Nikken and Jansz, 2014). Such a proactive commitment allows parents to frame the advertising messages that their children meet and to instill critical thinking about consumerism.

Media education appears to be an essential component in the empowerment of parents and children to combat potential conflicts that arise from digital marketing. By understanding marketing mechanics and tactics used in digital advertising, families can promote children's resilience against unfavourable influences. This knowledge allows children to recognize persuasive techniques and develop critical media literacy skills necessary to navigate their digital environments (Livingstone, Stoilova and Nandagiri, 2019). The systematic review of Buchanan, Kelly, Yeatman and Kariipanon (2018) underlines the importance of media literacy as a buffer against the effects of advertising, which suggests that children equipped with these skills are more likely to resist manipulative marketing tactics. However, the responsibility of mitigating the negative influences of digital marketing is not only based on parents. Social media platforms

and advertisers also plays a crucial role. Sacks and Looi (2020) argue for stricter advertising policies that consider the vulnerability of young audiences, strengthening the need for corporate social responsibility to protect children from unfair marketing practices. In the end, public health campaigns that educate families - combined by regulatory changes in advertising policies - could serve as crucial paths to combat the omnipresent influence of digital marketing.

The interaction between digital marketing, children's expectations and family dynamics demonstrates a complex landscape characterized both by the opportunity and the challenge. While parents are committed to their children to discuss marketing practices, they help not only to alleviate potential conflicts, but also to cultivate a mutual understanding and respect environment. This commitment is essential to promote an enlightened generation that can navigate in the complexities of digital marketing with critical awareness and insight. As Fidan and Seferoğlu (2020) points out, these initiatives are used to fill the gap between children's rights to access digital technologies and the operating protection imperative.

The influence of digital marketing on family dynamics is deep, in particular with regard to children's expectations. The growing interface of technology with daily life requires that parents proactively dumbfounding the media interactions of their children, promoting communication around marketing messages. Education - both for parents and children - is imperative in the equipment of families of the tools they need to navigate effectively in the digital landscape. Collectively, these strategies can mitigate conflicts while promoting healthier perceptions of consumption in children in the midst of a constantly evolving marketing environment (Reeve, 2016; Rollins et al., 2023). The current dialogue surrounding these problems is essential to understand and reshape the family dynamics in the face of omnipresent digital marketing.

## **Conclusion**

Digital marketing significantly influences relationships between parents and children, presenting challenges and opportunities in the dynamics of family interactions. As children get more and more involved with digital media, the impact of marketing aimed at them becomes more evident, remodelling consumption patterns and altering parents' approaches to guide their children's media interactions (Correa, 2016). A main challenge is the generalized nature of digital marketing, which can create conflicts between parents and children with respect to media consumption. For example, children may be attracted to specific ads that promote unhealthy products or services, thus challenging the authority and values of parents (Spiteri Cornish, 2014). In addition, it has been shown that the phenomenon of excessive use of smartphones between parents negatively affects the interactions between parents and children, which leads to a decrease in significant communication opportunities and shared experiences (Knitter & Zemp, 2020). This reflects a broader trend identified by Banić and Orehovalčki (2024), which indicates that digital environments complicate the traditional parenting strategies, often leaving the parents bewildered on how to adequately administer the consumption of their children. However, the digital kingdom also presents opportunities to improve relationships between parents and children. Platforms that promote the participation of parents and children can facilitate communication, cooperation and shared learning experiences (Shin et al., 2021). Parents who adapt to digital marketing strategies can also use educational content designed for children to promote development and strengthen ties (Barnett, Bernal and Sánchez, 2020). In addition, understanding the influence of children on the adoption of the media within the home can train parents to make more informed decisions regarding the use of technology (Correa, 2016).

To address these challenges and take advantage of opportunities, parents can implement several strategies. Promoting open conversations about digital marketing and media literacy can improve children's understanding of advertising techniques, foster critical thinking (Van Den Bulck, Custers and Nelissen, 2018). Establish screen time limits and promote family activities that do not involve screens can help cultivate quality time and mitigate the adverse effects of excessive digital consumption (Malik, Nanda and Kumra, 2020). Regularly involve children in discussions about their media choices helps parents maintain an active role in the digital experiences of their children (Banić and Orehovački, 2024).

In conclusion, although digital marketing presents inherent challenges to relationships between parents and children, it also offers substantial opportunities to promote narrower connections. When using effective strategies adapted to the digital age, parents can navigate these complexities and foster positive interactions with their children, transforming potential growth in growth.

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