

# Children As Consumers: Insights And Implications

## By James U. McNeal

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Consumers: Insights and Implications James U. McNeal is professor of marketing at Texas A&M University and the author of many works on issues of consumer  
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<http://www.campusoxide.com/skyDocumentView/Children-%26-Advertising-Children-as-Consumers-Insights-and-Im-pass/574>

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McNeal, J. V. (1987). Children as consumers: Insights and implications. Lexington, MA: Lexington Books.

<http://childfinanceinternational.org/component/mtree/kb/global-platforms/lif.eskills-education/children-as-consumers-insights-and-implications>

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Purpose This article seeks to make a critical contribution to the contemporary debate on the active role of children as consumers, exploring the different

<http://www.emeraldinsight.com/doi/ref/10.1108/17473611211203920>

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