PSYCHOLOGICAL IMPACT OF ADVERTISEMENT ON CHILDREN

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Advertisement is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Sponsors of advertisement are typically businesses wishing to promote their products or services.
PSYCHOLOGICAL MEANING

An opportunity for learning, making choice decision, acquisition of product, anticipating/ experiencing gratification and building a belief system
## Psychological Impact of Advertising

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<td>AWARENESS</td>
<td>MOTIVATION</td>
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<td>DESIRE</td>
<td>CONVICTION</td>
<td>LEARNING</td>
<td>EMOTIONS, SENSES, REASONING, THOUGHT, LANGUAGE</td>
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<td>ACTION</td>
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<td>MEMORY</td>
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Characteristics of CHILDREN

• Fragile
• Developing organism
• Learn & build competencies through observation, imitation, assimilation, accommodation, practices
• External locus of control
• Authority, consequences based morality
• Limited ability to delay and discount gratification
MIND Matters: Impact of food advertisement

- Cognitive & Neuropsychological
- Emotional/ Affective
- Behavioural
Neuropsychological & Cognitive Impact

• Hypothalamus – Neuro-peptide Y (NPY) and Agouti related Peptide (AGRP) cause sensation of hunger. Somatostatin (SST) Neurons in NLT

• Cognitive frame
• Cognitive load
• Information
• Conviction & Belief
• Attention & External Cues
Emotional/ Affective Impact

- Usual emotional content - friendship, inspiration, warmth, and happiness
- Emotional arousal and connect
- Identification with character’s emotions
Behavioural Impact

• Pester Power
• Prevalence of Obesity in children
• NCDs in children
• Demanding
• Behavioural & Emotional Problems ?
Some Considerations

- Systematic Research
- Awareness Raising
- Regulatory Mechanism