

PSYCHOLOGICAL IMPACT OF ADVERTISEMENT ON CHILDREN

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ADVERTISEMENT

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

AIDA Model	DAGMAR Model	Psychological Processes (P. Kotler, 2007)	Cognitive Aspects (D. Jokubauskas, 2007)
ATTENTION	AWARENESS	MOTIVATION	ATTENTION
INTEREST	COMPREHENSION	PERCEPTION	PERCEPTION
DESIRE	CONVICTION	LEARNING	EMOTIONS, SENSES, REASONING, THOUGHT, LANGUAGE
ACTION	ACTION	MEMORY	ASSIMILATION, RECOGNITION

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**