

## FEATURES OF ADVERTISING PERCEPTION BY CHILDREN

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The advertising perception by children is reviewed. It is described the impact of advertising on children's behavior and reaction. It is defined the methods of influence of advertising on children.

**Keywords:** advertising, advertising perception, methods of influence of advertising, advertising techniques.

**I. Introduction.** Today marketing focused on children rather widespread phenomenon in the world, because the market of children's goods and services invested large amounts of money. Children audience are rather vulnerable, that hence the need to study the reaction of the child's mind on marketing incentives. Today's children have quite great influence on their parents than previous generations, forcing them to buy products which they want. Therefore, advertisers reasonably pay close attention to children it is need to work today with future potential buyers.

The complexity of the problem of this subject is that advertising affects the formation of the child psyche. Because children can see everything literally and exposed to the advertisement. Therefore, advertising aimed on children, must help them to adapt to the environment and does not harm the formation of personality.

**II. Formulation of the problem.** There are a considerable number of publications devoted to questions of studying the children impact of advertising. The Key results of the research are highlighted in the works of foreign and domestic scientists: M. Avdeev, Berezovskyi N. Kara-Murza S. Kolesnikov V., Lyndstroma M. Rysmanu D., N. Fomin, Hertsharda M. et al. Many issues related to the impact of television advertising on advertising perception of child has not been studied yet, so this subject is very relevant and requires special care. Despite of significant

completion in determining the impact of advertising on children's audience, some issues need clarification and studying.

**III. Results.** Modern advertising is very diverse, and some of its directions tuned to the various categories of the population. Children's audience also remained without attention. Despite the fact that children do not directly buy goods and services, they influence their parents, who satisfy their desires in many cases.

Information received by the person exposed her consciousness. All unnecessary and even more false information sifted out. But children perceive advertising information without critical processing, because during childhood all the information accepted unquestioningly. When a person grows older, accrues experience, develops logical thinking, new information begins to expose to critical thinking.

Currently, much of the advertising aimed on children's audience, however it is known that the earlier action will happen on the person, the more this effect will penetrate. Many experts in the field of advertising restrict the upper age bar of the target audience by 45-50 years. Impact of advertising on the elderly is difficult and unprofitable (except advertising goods for seniors - medication, prostheses, medical services, etc.). Modern marketers trying to gain audience with established views, have come to the conclusion that much cheaper and easier to bring attention and commitment to young audiences with unformed tastes and lifestyle. The younger generation brought up from childhood in a spirit of commitment to a particular brand due to the fact that the future consumer will carry their commitment to him through life. It is also estimated that advertising budgets for this brand will fall significantly over the years, because it is not necessary to build and maintain the interest of only one generation to that brand.

Each company aims to provide stable demand in the future and potential users. Therefore, the child in perspective is considered as a potential customer: he spends his pocket money that parents give him; affect parents shopping and in their future adult lives already spend earned money on your favorite brands. For example, in the

U.S. children under 12 spend an average of \$ 50 billion a year, teenagers - 3 times more, in addition, children urge parents to buy goods at almost 600 billion [5].

The research results of the U.S. National Institute of Family and Media [3] showed that the average American child sees 40,000 commercials a year and three-year children have recognizable brand logos. There are specialized agencies of child marketing (one of the first former from Soviet time – is the agency "Kids Market Consulting" in Ukraine). They conduct surveys of children aged 4 to 18 years for a detailed studying of their lifestyle and consumer behavior, involving experts in the field of psychology, pedagogy and medicine. In a recent survey, scientists found that half of the children popularity (48%) have their own TV and can watch channels what they want. Information about new products, promotions, premieres films and cartoons kids get by watching advertisements on television (84%) [2].

Researches of an audience of children under 14 years have shown that today's children - a generation of "here and immediately," they interactive and impatient (instant communication through SMS, phone, ICQ, chat, email, fast food, high dynamics and movies music videos). Goods plays an important role in communicating with peers, whether computer game, website for downloading music or a new product on the market of toys - possession of goods is the key to recognition and popularity. Because of spending a lot of time watching TV, children, in due to circumstances have to watch commercials. Thus, the seven-year American children spend watching television to 27 hours a week for a year they manage to see up to 20,000 commercials [1]. Young Russians (assume that similar results demonstrate Ukrainian kids) already overtake Americans: aged 2 to 7 years every day they spend watching television for about 2 hours. According to a survey conducted by "COMCON-Media" kids constitute more than half (52.4%) of viewers TV audience [4].

Generalized claims of parents, educators and psychologists about advertising addressed to children and advertising that uses images of children, as follows:

- advertising makes children ask for things that their parents can not afford, thereby provoking an inferiority complex;

- under the influence of advertising child requires a desired thing for parents;
- advertising sugary carbonated beverages and other products like fast food with high sugar, salt and fat develops the habit of eating unhealthy food;
- sometimes in advertising characters shown to children in dangerous situations or doing dangerous activities that children can imitate in life. Some videos openly illustrate "bad advice";
- most kids prefer watching TV than walking the streets or relax with peers [8].

Generally more than 50% of parents negatively related to commercials, 15% like only a few commercials, and only about 10% of parents have positive responses to advertising [9].

According to psychologists, bright pictures that are rapidly changing attract young viewers in television commercials most of all and semantic information perceived mechanically. So kids, like anyone else, subject to the influence of advertising. Promotional images changes so often that child's attention is not get tired. That is why any commercials aimed at children, always contain fleeting bright and funny pictures. Scientists have proved that at the same level of influence children three times higher than adults remember brand advertised on television [7].

Main method by which the advertising is trying to get a child to wish advertised product is to show him that using this product is "cool". For this purpose teens a few years older than the age of the target audience are used in advertising because children try to follow their peers who have 2-3 years older than them. Thus, they want to seem older. For older children positive emotions cause favorite idols - players, singers and actors. Younger generation wants to emulate them. Accordingly, if favorite idol is using this product, then the child will want to use it.

For children interest to their idols – is a form of self-affirmation. It has long been a movie stars and music industry turned into a real advertisement. What they wear, drink, eat, immediately become popular among young people. On that fact testimonies method was established - a form of advertising in which popular person mediates advertised products.

According to the psychologists from all the methods of the psychological effects of advertising on children most influenced by the methods of infection, imitation and suggestion. Suggestion (suggestion) - is a direct influence of one person to another (or group of people), it is based on uncritical acceptance of information that is not substantiated, unsubstantiated, repeated several times. Suggestion usually wears a verbal nature. This method works because the child's personality has not yet formed. Young children perceive advertising literally and emotionally and trust the brands. The method of infection is that the viewer unconsciously assumes such behavior. This informative reference particularly affects teenagers, so this method is used during mass entertainment. This method is also shown in the commission of spontaneous and impulsive purchases that are in queue. However, the mechanism of infection has quite a big impact on children, unlike adults, because children can not resist this influence. Method of inheritance also widely used in public life. Children always copy style of communication, style of dress, behavior, intonation, gestures, etc. Special attention paid to children heroes and favorite characters, they try to emulate them in everything. So, if a child saw in advertising that its favorite athlete advertising item, they will follow the preferences of idol as through the product they can identify themselves with him.

However, to shift all the blame on the advertisement, at least is not correctly. In Western countries often arguing that through advertising children gain overweight [6]. But there are other factors that provoke obesity. Statistics show that the problem of overweight is more affected families with low incomes where parents can not buy quality, but more expensive food, and have no free time for cooking at home. Other reasons is reducing school program of physical culture, unbalanced nutrition in school and so on. Therefore, speaking on advertising and children, you can not be abstracted from the social context, and therefore you should focus on solving these complex problems.

**IV. Conclusions.** So, to summarize the above, we can conclude that advertising helps child to navigate better in the environment, to deal in goods and prices. Also, advertising contributes better understanding of their peers, helps children to gain

popularity among friends. However, a large amount of advertising aimed at children is not always making a positive effect on their lifestyle. Every enterprise has to maximize profits in future, trying to keep the commitment to future potential customers. But do not think that children are so naive and gullible, often they respond to advertising persuasion less active than adults. Furthermore, the criticality of advertising only increases. It should be noted that parents need to pay more attention to the education of their children and help them to form a worldview, personality and critically perceive the information which they receive through viewing commercials on television and make their child to be smarter decision after viewing advertisement.

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