

Cognitive Development Theories as Determinant of Children's Brand Recall and Ad Recognition: An Indian Perspective

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Abstract : In the past decade, there has been an explosion of research that has examined children's understanding of TV advertisements and its persuasive intent, socialization of child consumer and child psychology. However, it is evident from the literature review that no studies in this area have covered advertising messages and its impact on children's brand recall and ad recognition. Copywriters use various creative devices to lure the consumers and very impressionable consumers such as children face far more drastic effects of these creative ways of persuasion. On the basis of Piaget's theory of cognitive development as a theoretical basis for predicting/understanding children's response and understanding, a quasi-experiment was carried out for the study, that manipulated measurement timing and advertising messages (familiar vs. unfamiliar) keeping gender and age group as two prominent factors. This study also examines children's understanding of Advertisements and its elements, predominantly - Language, keeping in view Fishbein's model. Study revealed significant associations between above mentioned factors and children's brand recall and ad identification. Further, to test the reliability of the findings on larger sample, bootstrap simulation technique was used. The simulation results are in accordance with the findings of experiment, suggesting that the conclusions obtained from the study can be generalized for entire children's (as consumers) market in India.

Keywords : advertising, brand recall, cognitive development, preferences

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