

The Psychology of Advertising and Its Impact On the Behavior of the Child as A Target Group

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Abstract

The research boils down to a study of the child's psychology and the theoretical trends explaining his behavior, such as the functional constructivist theory, the perspective of social conditioning and the symbolic interactive theory. the owners of the social adaptation theory consider that the social environment is the effective influence that may lead to failure and frustration as a result of psychological and social pressures experienced by children in addition to deprivation, poverty, crowding Population and increase in the size of the number of individuals within the same family resulting from the increase in births and the large number of children in the normal range of the family, which causes psychological and social misalignment between parents and their children, when parents use multiple methods and manifestations of punishment towards their children, often resulting from aggressive desires pent-up inside them as a result of what they passed in their previous years of social development at a young age, or it may lead to success and self-realization that achieves society's success and goodness. The child's social and cultural status is important in knowing his motives and trends that would affect the extent of his reception of the advertising message and the extent of the impact of the message addressed to him in directing his behavior and changing his directions, then the research moves to the relationship of the child's behavior with the advertisement and the extent of the impact of the advertising message on his decisions and a study of the psychology of advertising that reaches the designer to understand the personality aspects of the recipient to draw his attention such as instincts, motives, psychological trauma and subconscious mind tricks. Based on studying these aspects, the advertising designer begins to know the psychological principles of the design of the advertisement addressed to the child in terms of studying the emotional dimension represented in the child's personality and the social dimension represented in traditions and cultural heritage surrounding the child, the aesthetic dimension, and the cognitive dimension that includes the cognitive processes that the child was provided with in terms of understanding, reasoning and imagination, the task of the advertiser is full and deep knowledge of the psychological characteristics of the child and its impact on advertising after studying all the aforementioned points that make him able to know any style and form of advertising art that fits with the personality of child.

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Key words:

Child psychology, Advertising Psychology, perception, free imagination