

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

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Introduction

Advertising activity is one of the key instruments that enables the marketing activity to achieve its desired goal which is satisfying the needs and desires of buyers of goods and services, promotion as a communication activity that affects the behavior of consumers towards achieving the process of purchasing the commodity or service, subject of promotion, strengthening consumer loyalty and building a long-term trust relationship with the consumer. The global attention to the child has increased since signing of the International Convention on the Rights of the Child in 1989, which was followed by the World Summit for Children, held under United Nations auspices in 1990 that was reflected in the Arab Republic of Egypt. Whereas the ten years from 1989 to the year 1999, contract to protect and care of the Egyptian child has been declared, and also the ten years from 2000 to 2010, a contract to develop and educate the Egyptian children up to 40% of, where the proportion of children up to 40 % of the composition of the population in Egypt has been declared, according to the official census conducted in 1986.

The recent years have been characterized by the increased interest of researchers to conduct researches aimed at studying the relationship between advertising as a media outlet and the behaviors of children, and at the same time the increasing interest of researchers interested in the field of marketing in general and the field of advertising in particular by studying the extent of the impact of visual advertising on the behavior of the child, studying the child's attitudes towards this advertising, and studying of the impact of this advertising on the child's demand for the advertised product or the proportion of his/her response to advertisements discussing his/her issues.

The interest of the researchers is due to studying the relationship between advertising and the behavior of the child, because this matter is necessary and vital for setting sound public policies at the organization level and setting good advertising policies to increase the effectiveness of advertising decision-making within the organization.

The concept of a child's culture is still a vague and strange concept from general understanding, due to two main factors:

The first: a common misconception of the term "culture" and the great confusion between linguistic meaning and idiomatic scientific definition of it.

The second: The low view of the child, and the lack of attention to the importance of the child's culture in preparing creative human resources necessary for the success of the development process. In any case, it should be emphasized that the child has a culture as a distinct category, and the child's culture does not go beyond the definition of culture in general.

Therefore, the definitions of child culture have multiplied and varied .A team of researchers believes that in order to define the culture of the child, it must first be confirmed that culture is the methods of life of a particular society, including the meanings and values. This confirmation shall be achieved by two interrelated processes:

The first: an exploratory experimental creative process, which yields innovative achievements and senses the values embodied in them.

Second: Promote these values in living habits and daily transactions.

Culture shall include these two processes if it is destined to continue. There is no culture without devising achievements that include authentic values, and no life for values that members of society do not practice in their lifestyles.

So, culture, as mentioned above, is a way of life (accomplishments and innovations + general practices for these accomplishments and innovations). Accordingly, it is observed that the child has creative energy and can create accomplishments that reflect cultural values in the level of his stage of development, if appropriate opportunities are provided for him, and he can participate in the innovative cultural process, as well as providing appropriate opportunities for children from late childhood to develop their innovative capabilities. **The above-mentioned includes two main factors:**

1. The child shall enjoy the greatest freedom in exploring his environment and tasting it in all colors of its cultural heritage.
2. The child shall have the widest possible use of all substances in his environment for the free automatic expression of his personal experiences, desires and problems.

Accordingly, the child's culture refers to the types of activity that children invent using the materials of their environment and the methods of their cultural heritage to express freely their personal experiences in the world around them and about their imaginations, desires, problems and their solutions to this problem.

Therefore, a team of researchers emphasizes that the term "child's culture" means nurturing the culture of young people in expressing their developing personalities, and stimulating their potential creative energy to interact with reality, so they create achievements that reflect their hopes, ideas and conscience.

While another team believes that the child's culture is those behavioral, gustatory, and moral values that the creative elites from members of society transmit in artistic and literary figure to children. These elites graduated in their knowledge and sciences, guiding by religious principles and artistic and literary achievements of society until they have reached the stage of artistic and literary creativity related to the general culture of this society, and they are also guided by knowledge regarding the characteristics of children, their stages of development and their psychological needs, the changes taking place in society, and the human world. Accordingly, we get the child to go beyond the stage of satisfying biological needs to invent new and developed methods to adapt and interact.

Concerning the most important characteristics of a child's culture, it is not easy to define the dimensions and characteristics of children's cultures in different societies, because the child's culture varies from one community to another according to the general cultural framework, so children do not form a homogeneous public but rather differ according to the different stages of their development, so there is a special culture for children in every stage of their developmental phases, and it shares certain features but differs from others in many features. The values of children in the early childhood stage, their habits, their attitudes, the ways of expressing their emotions, and the means of satisfying some of their needs are different from those that children have in the late childhood stages .

One of the characteristics of a child's culture is that it is a dynamic and developing lifestyle that refuses rigidity and stability, because one of the characteristics of the culture is that it is developing, and because one of the characteristics of the child is also that he/she is a constantly developing organism. The culture really works in the child's characteristics in his/her stage of developing, preparing him to the developing stage comes after with its new and distinctive cultural characteristics. When the childhood stage ends, please deliver the child to the thresholds of adult life, carrying a cultural pattern of the way of life that will not be ideal because the way of life has not been proven from a vacuum, and this cultural shall not be originated with no connection with the previous stage, but rather it should lead to a gradual development progressed in a lifestyle that takes place in an elder's society to the most perfect figure.

Research keywords:

Child psychology, psychology of advertising, perception, free imagination.

Research problem:

The research problem lies in answering the following questions:

1. How can the advertising designer draft the advertising message according to child psychology studies and individual differences among children?
2. What are the steps that must be taken from the advertising designer to reach the child at this stage of life as a target group to the stage of sufficient awareness to interpret the advertising message addressed to him/her exactly as it is?
3. How is the advertising formally and visually formulated according to the psychological state of the child and the extent of its impact on the advertisement?

Research hypotheses:

First, the research assumes that applying the psychology of advertising to child psychology studies and some theoretical interpretations of the child's behavior enables the advertising designer to reach the expected impact of receiving advertising messages addressed to behavior, concepts, and believes as intended exactly.

The research also assumes that dealing with the child as a target group whose importance is not less than the rest of the society is helping to change the behavior of the children of this generation and supports their culture for the better, which raises the level of awareness and intellectual sophistication in order to elevate the society's future.

Research objective:

The research aims to deal with the child as a target group. Today's children has the same importance as the rest of the society, given the changing concepts of these generations and their culture, through studying the psychology of advertising and measuring the extent of its impact on the psychology of the child by identifying some theoretical trends affecting the child's behavior and benefiting from it in preparing advertising messages addressed to them.

Importance of research:

The importance of the research lies in shedding light on the importance of the child's role in society, declaring that the advertising is capable of directing the child's behavior and changing concepts and trends in an effective manner through studying everything related to the child and linking it to the advertising industry addressed to the child.

Research methodology:

The research follows the descriptive approach in explaining the relationship between advertising psychology and child psychology by identifying the theoretical trends explaining the child's behavior to measure the extent of their awareness of the advertising message addressed to them and any of the advertising means which more influential, followed by the analytical study of some advertising models addressed to the child as a target group.

Research themes:

1. Advertising Psychology
2. Theoretical trends explaining the behavior of the child
3. The psychological characteristics of the child and their impact on the advertising poster.
4. The relationship of the child's behavior to the advertisement.
5. The psychological principles of the growing awareness to design advertisements addressed to the child.

Results:

1. The child's psychology and the child's psychological characteristics shall be studied to measure the relationship between child behavior and advertising.
2. The child does not need a mediator to perceive the advertising message. Rather, he is a target and important group to be classified as a category of society.
3. The psychological status of the child and the study of the surrounding social and cultural upbringing are among the most influencing on the extent of child's recipient to the advertising message addressed to him /her.
4. The need to study the characteristics and individual differences between each child and another and not to deal with children, as they are all equal, in receiving the advertising message due to the difference in their environment and culture.

Recommendations:

1. The advertising designer shall take into consideration everything related to the child and shall search for psychological interpretations of the child's behavior continuously and be aware of everything that is new in psychology and sociology related to the formation of the child's

personality continuously due to the rapidly changing generation of ideology. Therefore, what was applied in the past days, perhaps unacceptable to be applied today?

2. The advertising designer and all institutions shall be interested in creating new methods that possess creative ideas. The child seeks to solve the mystery of the advertising message, and the child shall not be dealt throughout the advertising campaign in an explicit and direct way to arouse the child's passion and attachment to the product or idea.

3. The child participates interactively within the advertisement as one of its elements in the manufacture of his/her own interactive advertising that helps to develop the child's awareness and to admire of the details of the advertisement, in addition to receive the advertising message in a manner of fun, which links the child to the message and creates the ability to change behavior effectively.

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