

USE OF IMAGES, PERCEPTION AND RESPONSE IN CHILDREN ADVERTISING

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This project has been approved by the Department of Fine and Applied Arts, University of Nigeria, Nsukka.

By

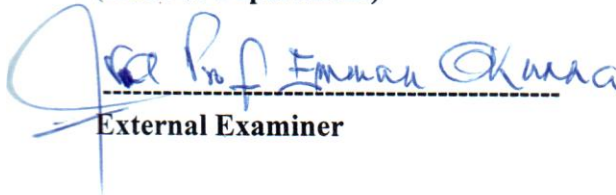


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CERTIFICATION

This project work, *Use of Images, Perception and Response in Children Advertising* written by Eze Mariagoretti Chinenye with registration number PG/PGD/016/80250 is approved for meeting the requirements for the award of the degree of Post Graduate Diploma.

I, Eze Mariagoretti Chinenye, hereby declare that to the best of my knowledge, this project work is my original work and that it has not been submitted in any other university.

DEDICATION

This work is dedicated to all those who have encouraged, inspired and tutored me.

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ABSTRACT

Advertising strategies addresses the emotions of its target audience with seductive images and appeals for the sales of advertised products. Adults may have the ability of selecting those that best correspond to their real needs. However, the same does not apply to children because children are more receptive to these persuasive commercial appeals. The purpose of this study is to survey how the use of images affects the perception and response in children advertising. This was done by investigating the literature on these aspects. There is universality of applicability of a specific medium (television) as the best in reaching out to children. That is to say, if a particular medium is found to be applicable to Europe, it must not be assumed that the same is also applicable to the Nigerian audience. This study examined perception, motivational factors and other significant factors that impact consumer behaviour. This study provided the aspects that influence consumer behaviour, brand preference and what triggers off perceptual stimuli in children advertising. This was done by analyzing ads targeted at children. The study has also come to a conclusion that use of images in outdoor advertisement appealed to children to a large extent and influenced their preference for a product because good advertisement has the power to make the target audience notice and buy the product or act on the advertisement. This even works better for children given that they recall experience each time they have contact with ad.

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Advertising is a tool for communication. Every individual is exposed to advertising, whether he/she is willing to see or listen to it or not. Advertising is as old as man and man's daily activities revolve around it. It is an act that people indulge in either consciously or subconsciously. This is usually carried out either by prescribing, describing or by testifying to a product or service. Recently, there has been a rapid growth at the rate children are exposed to advertisement daily. Children are bombarded with unavoidable commercial messages ranging from the television in the living room, radio in the car, billboards at the road sides, posters on the streets or sides of buses, danglers in the sales store and kiosks, magazines, stickers on the cars, customized ad on the T-shirts and polo, play stations, wall paintings, printed flyers, shopping carts, newspapers, town criers, in-flight advertisements on seatback tray tables, the backs of event tickets, computers et cetera. Any place an "identified" sponsor pays to deliver their message through a medium is advertising. Advertisers use these media as efficient pathways into children's homes and lives. Since early 1950s, television has become part of our culture and advertisers have taken full advantage of it and it is still the preferred medium for reaching out to children. Children-targeted advertisements are those which give advice, information and influence them to demand a product and influence parent's purchase. Sudharshan (1998) affirms that "children are bound to consume more in terms of food than adults because they are still growing and they are passing through a phase of development, they only achieve final satisfaction via consumption" (p. 147).

As noted by Haynes (2015) “a major part of the global advertising effort today focuses on child consumers, both in their own right and because it is believed that consumption behaviour that characterize the adult life can be created in childhood” (p.1). In view of the above, Calvert (2008) analysed how children became consumers at different stages;

“In the first stage (birth to two years), toddlers and infants have desires and preferences, but they are not yet true consumers because they are not yet truly goal-directed in their product choices. During the second stage (two to five years), pre-schoolers nag and negotiate, asking for and even demanding certain products. At this point in their development, young children do not understand the persuasive intent of commercials; they focus on the attractive qualities of products and cannot keep their minds off the products for long. In early elementary school (five to eight years), children reach the stage of adventure and first purchases. They begin to make clearer distinctions between what is real and what is imaginary, their attention spans are longer, and they make their first purchases outside the company of their parents. In the final stage (eight to twelve years), elementary school children are attuned to their peer groups’ opinions. Their critical skills to assess products emerge, and their understanding of others’ emotions improves considerably” (p. 215).

Advertisers in the children's market are sensitive to the need of identifying, monitoring and targeting specific types of child consumer as they are with the adult market. They consider whether a product involves mobilizing purchases *by* the child or *for* the child. As noted by Haynes (2015) “children are socialized from birth to be ‘consuming subjects’ and early attempts to advertise products to children were based on an advertiser's intuitive sense of what might appeal to a child or their parents (p. 3).

The major role of advertisement is its ability to deliver messages, carefully composed from information that is usually persuasive in nature, to a targeted audience over a period of time. Advertising is defined as “the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media” (Bovee & Arens, 1992, p.7) or, according to other authors as "the paid and media intermediated attempt to convince" (Nichifor, 2014, p.2). Advertising acts as “the principal and direct force of selling; and the other items of selling are either eliminated by or subordinated to it” (Harry, et al., 1920, p.13). They are created to influence human behaviour through persuasion.

The main objectives of advertisement are mainly to inform, to persuade and to remind a targeted audience about a particular product or service. Therefore, these objectives play the following roles; an informative ad introduces a brand new product, idea or service to a targeted audience. A persuasive ad relies on promises, guaranteeing the consumer about something or stresses on the reason-why a consumer should buy a product because most times, people don't buy products, they buy benefits. Persuasive ad is mostly centered on the use of emotional appeal and in children advertisements they are most times loaded with a lot of bargains and promises. Bargains like half-price off, buy-one-get-one-free (BOGOF), use of coupons, and discounts. A reminder ad draws the consciousness of a targeted audience to the product. It also reinforces a brand's message, seeking to protect a brand against competitors.

In thinking about what to sell to children and how to sell it, advertisers have been influenced by psychologists such as Jean Piaget (1896-1980) a Swiss psychologist, who had worked on the systematic study of a child's cognitive development. In his study, Piaget categorized childhood into four age based stages (0-2; 2-7; 7-11; and 11 to adulthood). Each stage is characterized by different types of intellectual development during which the child's thinking became more social and complex. With this in mind, advertisers use several tactics such as repetition which involves repeating a commercial message over and over. The idea is centered on familiarizing the product to its audience thereby increasing the likelihood of purchase. Repetition helps to enhance children's memory of the content advertised. Advertisers also use attention-getting production features such as action and movement, sound effects, and loud music. These visual and auditory production techniques are designed to attract children's interest to commercial content, which are seen in children's advertisements either through the radio, television or outdoor prints. Sometimes, a branded character is commonly used in marketing campaigns. These are entertaining media characters that are associated with a company. These characters are used to promote the brand name in order to appeal to children. Celebrity endorsement is another marketing strategy used. When celebrities are used in an advertisement, children will like to identify and act alike with such individual, and therefore, would want to try the product.

In advertising, visual persuasion explores a unique visual aspect that is very important. It is a common strategy in advertising; it implies the use of imagery to influence a consumer's attitude or behaviour. Patrick & Hagtvedt (2008) noted that:

Eye-tracking studies have been used to show that consumers focus first on the dominant picture in a print ad before attending to verbal information. The attention a viewer pays

is facilitated by a) the size of the image, where larger pictures work better than small ones, b) the colour of the image, where a colour image works better than one in black and white, and c) the vividness of the image, where a greater number of colours work better to attract attention (p. 5).

The role and use of images in advertising cannot be down played because they are used to attract attention, stimulate curiosity, illustrate product features and benefits, create and develop a personality for a product, associate the product with certain symbols and lifestyles, and establish a brand's identity in the minds of the target audience. Advertisers believe that any piece of advert only has a few seconds to grab a potential customer's attention and this is the reason why visual persuasion uses powerful and interesting images to captivate a potential customer's interest. Patrick & Hagtvedt (2008) noted that "the effectiveness of an ad is a function of what is said and how it is said. Several relative elements - the visual, the copy, the music - come together to create a successful advertisement" (p.5). The way these images are perceived and interpreted in the brain determines the reaction of the consumer. Khan (2006) stated that "perception is the most important psychological factor that affects human behaviour. It is a process consisting of several sub-processes. These are stimulus, registration, interpretation, feedback and reaction" (p.88). Furthermore, Khan (2006) also described other factors that determine the customer's interest as related to:

What we buy, how we buy, where and when we buy, in how much quantity we buy depends on our perception, self-concept, social and cultural background and our age and family cycle, our attitudes, beliefs, values, motivation, personality, social class and many other factors that are both internal and external to us (p.4).

O'Shaughnessy and O'Shaughnessy (2004) defined persuasion "as the process of trying to alter, modify or change the saliency of the values, wants, beliefs and actions of others' social life which is dominated by conscious or unconscious, forceful or tangential, attempts at persuasion" (p. 5). Its main function "is to make the reader choose the work in advertised article in preference to a competitor's article" (Harry, et al., 1920, p. 142). "Pictures can indeed be more persuasive than a thousand words" (O'Shaughnessy & O'Shaughnessy, 2004, p. 33), it captures attention better than a headline, slogan or even body copy and helps potential buyers to visualize the product or service being offered in split of seconds. **Ogilvy (1983) believes that a right visual persuasive appeal is what assures a successful ad:**

I have seen one advertisement actually sell not twice as much, not three times as much, but nineteen and half times as much as another. Both advertisements occupied the same space. Both were run in the same publication. Both had photographic illustrations. Both had carefully written copy. The difference was that one used the right appeal and the other used the wrong appeal (p.9).

Advertising, undoubtedly, has a lot to do with human behaviour. Various theories have been used by advert agencies in creating strong messages. These theories were originated from psychology and the behavioural sciences. These two areas of studies have the principal task of studying responses and following human behaviour. Advertising practitioners strongly believe that when an audience is exposed to an advert, it causes changes in human cognition, emotions, and behaviour. How does this work? The first effect is to make the target audience to stop and look at the ad, thereby generating attention. "The first duty of an advertisement is to be seen, unless it can get attention, its other qualities count for nothing". (Harry, et al., 1920, p. 82) Once

the attention is gained, the next thought of ad, is to lead to brand awareness. Reeves (1961) noted that if “the advertisement may have said five, ten, or fifteen things, but the consumer will tend to pick out just one, or else, in a fumbling, confused way, he tries to fuse them together into a concept of his own” (p.33). Establishing brand awareness is a key component of an advertisement's effectiveness.

More so, it is believed that a good advertisement is characterized by the following features; creativity, ability to change one's opinion, emotions, inspirational for action, persuasion, and uniqueness. Example of major theories used by advertisers includes persuasion theory and Maslow's Hierarchy of Needs. Early interest in building a body of knowledge about persuasion theory can be traced “to psychologist Carl I. Hovland, who conducted studies during the 1940s and '50s. Mr. Hovland was credited with undertaking the first systematic research projects on learning and attitude change and creating the discipline of persuasion theory” (Persuasion theory, 2003, para.1). Maslow's Hierarchy of Needs is a theory in psychology introduced by Abraham Maslow in his 1943 paper, which is also referred to as “A Theory of Human Motivation”. This theory was developed to help explain the *connection between basic human needs and human desires*.

Maslow stated that:

These physiological needs are the most prepotent of all needs. What this means specifically is that in the human being who is missing everything in life in an extreme fashion, it is most likely that the major motivation would be the physiological needs rather than any others. A person who is lacking food, safety, love, and esteem would most probably hunger for food more strongly than for anything else. For the man who is

extremely and dangerously hungry, no other interests exist but food. He dreams food, he remembers food, he thinks about food, he emotes only about food, he perceives only food, and he wants only food (p. 36-37).

Copywriters have keyed into these theories with the goal of using advertising to persuade the target audience to adopt a product, service or an idea. Research has shown that Maslow's hierarchy of needs remains the bedrock of fruitful psychological approaches to advertising and marketing. It illustrated that as man meets the needs at the first level, he moves toward the next level and so on. For instance, an ad campaign for a sport car is likely not to appeal to those on the first level because they are driven by the most basic of human needs: food, water and other elements of survival. It appeals more to those at the fourth level because those people at this level are driven by the needs for increased self-esteem, confidence, and respect by others. This is the reason why every ad has a target audience. This essentially means that people in different stages of their lives have different need. If an ad connects best with a target audience by appealing to their needs in a relevant, meaningful way, in such a way as to convince him that it will fulfill exactly that need.

“Every ad aims to make the target audience construe it in the way intended” (O’Shaughnessy & O’Shaughnessy, 2004, p.25). Good advertisement actually is the one that changes how people act and think. Research by O’Shaughnessy and O’Shaughnessy (2004) illustrated that whenever a “new-to-the-world product enters the market; it needs to establish visibility or a recall event with its target audience” (p. 4). These theories of advertising have explored the connection between persuasion and attitude, identifying possible responses that the receiver can give to advertising information. Advertisers use different types of promotional mediums such as print ads (posters,

billboard, fliers, point of sale ad, magazine and newspaper ad), the television commercial and internet ad. I assume that children do not know how images in advertisement affect their perception, brand preference and response to advertisement. It is against this background that this study intends to examine the effective use of images, its perception, and response, and how well children understand the persuasive intent of advertisements in children advertisement.

1.2 Statement of Problem

The promise of betterment for the next generation has proven to be one of the most effective inducements to accept. However, advertisers have lately focused on parents (upper class, lower middle class, working class, and poor parents) and their expectations and aspirations for their children. Parents' dreams for a better life find expression through purchase of products that make their children happy. Recently, there have been growing concern that consumer segment of most markets has been covered with children's product, resulting to an increase in children advertising. One may ask: how effective are the images used in these advertisements? What triggers off their perceptual stimuli? In addition, this study will further interrogate, how children advertisements influence consumer behaviour, brand preference and what triggers off perceptual stimuli in children advertising and to what extent?

1.3 Objectives of the Study

This research intends to achieve the following:

- (i) To discover how advertisement influences children's consumer behaviour, brand preference and how children's perceptual stimuli are triggered off.

1.4 Scope of the Study

This work focuses on the analysis of use of images used in children advertisement. The researcher is particularly interested in studying the extent to which image evoke consumers' response in children advertisement. However, the study cannot evaluate the totality of the industries; therefore, it limits and focuses itself on some selected milk ads, noodles and juice drink advertisements.

1.5 Limitation of the Study

Due to the fact that most adverts are generic, it was difficult finding noodles ads specifically targeted at children. Comparing use of images and messages of different brands was not obtainable as it is only Indomie instant noodles that have ads for children audience. For other noodles brands their ads are for the general consumers. However, the advert samples of Indomie instant noodles collected served the purpose of this work.

1.6 Significance of the Study

This research is meant to give an insight into what prompts the images used in children advertisement in Nigeria. It draws attention to the peculiarity of persuasion in advertisement and provides new and useful information that will serve as a guild for further studies.

CHAPTER TWO:

LITERATURE REVIEW

Over the years, there have been a good number of advertising materials available for study in some monthly magazines, newspapers, journals, books and even in unpublished books by intellectuals, either describing its principle, theories, or criticizing its strategies of marketing. Advertising as a concept is a Latin word, ‘advetere’, which means, “to turn the mind toward”. According to Agee, Warren, Ault and Emery (1982) “advertising finds its roots back to the Latin verb “giving attention”, it means “getting attention” or “the attempt to secure public attention for commercial reasons” (p. 247). Advertising, undoubtedly, has a lot to do with human behaviour. The desire to advertise seems to be innate in every man and it has been with man for many years, although the strategies of advertising have always varied following different cultures. Persuasion always stands as part of the definition of advertising. Advertising as a persuasive tool is beyond the communicational perspective but it is highly related to the effort of conviction which usually appears in print or electronic media. Nichifor (2014) defined persuasion as “the personal degree of importance given to a product or situation, including the perceived risk in the purchase” (p. 186).

The basic purpose of advertising is the ability to deliver messages carefully prepared to its target audience and to identify and differentiate one product from another, thereby persuading the consumer to buy that product in preference to another. Advertisements are created to influence human behaviour through persuasion; its end result is measured in terms of the total change in attitude. Definitions of advertising released over the years have been numerous, each of them with

the purpose of defining the concept in its perspective with elements that have helped shape the content of the concept. As a matter of fact, there are different viewpoints on the definition of advertising; each of these perspectives has some merits. Arens (2002) stated that:

Today, definitions of advertising abound, Journalists, for example, might define it as a communication, public relations, or persuasion process; business people see it as a marketing process; economists and sociologists tend to focus on its economic, societal, or ethical significance. And some consumers might define it simply as a nuisance. (p. 7)

Harris and Attour (2003) stated that, “advertising refer to a public notice, designed to spread information with a view to promoting the sales of marketable goods and services” (p. 237). Interestingly, “The American Marketing Association, Chicago, has defined advertising as any form of non-personal presentation or promotion of ideas, goods or services, by an identified sponsor.” (Mustafa, 2008, p.149). In a similar vein, the Advertising Practitioners’ Council of Nigeria (APCON) defined advertising “as a form of communication through media about products, services, or idea, paid for by an identified sponsor” (Ozoh, 2013, p. 2). This means that, advertising is a means of communication with a sales message. More so, William (1984) defined advertising “as an audio or visual form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea.” (p.465). In Hopkins (2008) study, he defined advertising as “salesmanship-in-print” (p. 21). In emphasizing this point, he is of the opinion that “advertising principles are the principles of salesmanship” (p. 21), stating clearly that the difference between advertisement and personal salesman lies on personal contact with the purpose making sales. More so, he noted that “every ad should be a super-salesman...no one reads ads for amusements, long or short. They are considered as prospects standing before you, seeking for information, give them enough to get action” (p. 21). Arens (2002) further specified that at the time

advertising was defined as “salesmanship-in-print” by Hopkins (2008) was long before the advent of radio, television, or the Internet advertisement.

In defining advertising, Reeves (1961) has added that “advertising is the art of getting a unique selling proposition into the heads of most people at the lowest possible cost (p. 101). He argues that “the consumer tends to remember just one thing from an advertisement-one strong claim, or one strong concept” (p. 33). In his view, every advertisement must be driven with a “reason-why” a consumer should buy a product. He continued the flow of thought as he further explained that advertisement should define itself in a very clear sequence with the creation of the right message, and directing the message to a defined set of people. He argues that “an advertisement may have said five, ten, or fifteen things, but the consumer will tend to pick out just one, or else, in a fumbling, confused way, he tries to fuse them together into a concept of his own” (p. 33). In agreement with Reeves definition, Brierley (1995) specified that:

Each advertisement must make a proposition to the consumer... each advertisement must say to each reader: ‘Buy this product, and you will get this specific benefit... one that the competition either cannot, or does not, offer.’ It must be unique-either a uniqueness of the brand or a claim not otherwise made in that particular field of advertising... the proposition must be so strong that it can move the mass millions, i.e., pull over the new customers to your product... a USP has to be original, differentiating a product from the competition”.
(p. 133)

Khan (2006) offered the definition of advertising as “a paid and non-personal form of presentation and promotion of ideas, goods or services by an identified sponsor” (p. 248). In his view,

advertising is an important element of sales promotion, emphasizing that “there is also an identified media and message behind every advertisement and the advertiser tries to spread his message and ideas to the prospective customers and diffuse information into them” (p. 248). On the other hand, Arens (2002) viewed advertising as “the structured and composed non personal communication of information usually paid for and usually persuasive in nature, about products (goods, services, and ideas) by identified sponsors through various media” (p. 39). In similar vein, Hopkins (2008) noted that “whether advertising is profitable or not, it is clear on the face of returns because figures which do not lie tell one at once the merits of an ad” (p. 17). In opposing this point, Reeves (1961) argued that “big mistakes can be made if you try to judge an advertising campaign, always, by sales” (p. 10). In clarifying this viewpoint, he maintained that the number of sales is not the only determinant of a good advert. In his view, campaign judged by its sales is one of advertising oldest truisms: "it's a good campaign, if sales go up." or "it's a bad campaign, if sales go down." He maintained that neither of these statements is always true. He strongly submits that before praising a campaign, or condemning it, it often pays to look for the real reason why sales may be going up or down. He further illustrated that:

A great laxative had been running a strong campaign. For years it had produced a steady increase in sales. Then, an accident of chemistry made thousands of bottles highly toxic. The brand almost disappeared from the market, but again-the decline was not the fault of the advertising. (p. 1)

According to Onuorah (2005), advertising “characteristically is expected to communicate the essential and beneficial attributes of a product to a defined segment of a mass audience with the purpose of persuading them to buy the product” (p.4) with the objective of advertising, which is to

increase sales volume and market share. Furthermore, he also noted that it is a compressed form of sales message mainly characterized by its brevity, creativity (freshness of idea) and urgency of the message. Hopkins (2008) came up with the contribution that:

The best ads ask no one to buy. Often they do not quote a price. They do not say that dealers handle the product. The ads are based entirely on service. They offer wanted information. They site advantages to users. Perhaps they offer a sample, or to buy the first package, or to send something on approval, so the customer may prove the claims without any cost or risks. Some of these ads seem altruistic. But they are based on the knowledge of human nature. (p.15)

One researcher Gregory (2004) has a different view on the definition of advertising, he defined advertising “as the icing on the cake. He sees it as the glitter, the gloss, the thing that will help awareness but not the thing that will necessary help build the brand” (p. 36). In all definitions presented in the preceding section captured advertising as a generally accepted type of communication, which is usually in a very structured form of applied communication, involving transfer of message from advertiser to the consumer, expecting a feedback which can assume a variety of form (purchase), employing both verbal and nonverbal elements that are composed to fill specific space and time formats determined by an identified sponsor but its only Gregory (2004) that specifically noted that advertising is not the thing that will necessary help build the brand. Onuorah (2005) is of the view that advertising “identifies wants, and by orchestrating these wants, it awakens otherwise latent wants, turning them into expedencies which eventually translate into demand for the advertised product” (p. 36). This is to say that advertising reminds us of our needs and wants. Hopkins (2008) strongly disagrees; he pointed out that “a double-page ad on women's dresses will not gain a glance from a man. Nor will a shaving cream ad from a woman” (p. 22). He

further explained that those millions do not read ads to find out product interests. “They will decide at a glance - by your headline or your pictures. Address the people you seek and them only” (p. 23).

Another important area that affects advertisement is the consumer behaviour. Theories of advertising emanated from psychology. This area studies the mind and the behavioural characteristics of an individual, the way an individual perceives or views the world around him. Advertising employs both intensive and extensive research to discover more convenient ways to satisfy human wants. It affects our life because every aspect of our lives depends on consumption of goods and services. Most of all behaviour people participate in revolves around consumption in different ways and medium. When a piece of advertisement is exposed to consumers, the consumers first receive the message and then, when it is assimilated and thought about, decision-making follows. The customer responds through action which becomes the purchase of the advertised product. This is because the consumer has to make some meaning out of the advertised product before it can affect his behaviour. Hopkins (2008) in his analysis of the term psychology and its relevance to advertising noted that:

The competent advertising man must understand psychology. The more he knows about it the better. He must learn that certain effects lead to certain reactions, and use that knowledge to increase results and avoid mistakes. Human nature is perpetual. In most respects it is the same today as in the time of Caesar. So the principles of psychology are fixed and enduring. You will never need to unlearn what you learn about them. (p. 24)

In order to compress the broad subject into a more specified field, Vainikka (2015) defined Consumer psychology as “the way individuals or groups are involved with consumer activities and the effect it has on them personally” (p. 1). In clarifying this view point, it’s important to note that perception, attention, distortion and retention are the keynotes of consumer behaviour. Information

reaches the mind in the basis of perception. Khan (2006) also defined Consumer behaviour “as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services” (p. 4). He further explained that:

This definition clearly brings out that it is not just the buying of goods/services that receives attention in consumer behaviour but, the process starts much before the goods have been acquired or bought. A process of buying starts in the minds of the consumer, which leads to the finding of alternatives between products that can be acquired with their relative advantages and disadvantages. This leads to internal and external research. Then follows a process of decision-making for purchase and using the goods, and then the post-purchase behaviour which is also very important, because it gives a clue to the marketers whether his product has been a success or not. (p. 4)

Another researcher emphasizing on the things that affect consumer’s behaviour affirmed that:

What we buy, how we buy, where and when we buy, in how much quantity we buy depends on our perception, self-concept, social and cultural background and our age and family cycle, our attitudes, beliefs, values, motivation, personality, social class and many other factors that are both internal and external to us. (Khan, 2006, p. 4)

All advertisement employs one or more of the persuasive techniques, depending on the nature of the product or service advertised. Perception plays a major role in processing information and consumer decision. Khan (2006) noted that “perception is the most important psychological factor that affects human behaviour; it is a process consisting of several sub-processes which includes stimulus, registration, interpretation, feedback and reaction” (p. 88). This could be achieved through anything that can make people stop, watch or listen such as; shock tactics,

humour, surprise etc. once the attention is gotten, repetition which involves repeating the same commercial message over and over helps make the information stick in the memory. This is why there is always repetition of some ad commercials over the radio or television set. Kassajian (1978) argues that consumer decisions do not spring from any “grand theory of behaviour”; as such responses were insignificant. In his concern, if a product satisfies a consumer, he is most likely to repeat the purchase behaviour. Shapiro (2006) strongly agrees with Kassajian, referring to the theory of advertising based on limited consumer memory, he noted that:

...consumers learn through experience how much they enjoy consuming a firm's product. Each consumer stores in memory the utility he has received from consuming the product during each past consumption experience. At the point of purchase, the consumer recalls the utility from a subset of these experiences to memory, and uses this information to infer his tastes for the product. This inference then guides the consumer in deciding whether or not to buy. (p. 2)

Onuorah (2005) believes that consumer behaviour can be influenced through persuasion which brings about achieving a desired behaviour in people which lies exclusively on communication. He also noted that “it is possible for a particular brand of advertising to impact so much on consumers that they psychologically stick to the brand without ever considering alternative brands” (p. 26). Arens (2002) study reveals that even after an exchange occurs, satisfaction remains an issue. He maintained that:

Satisfaction must occur every time customers use the product, or people won't think they got an equal-value exchange. Satisfaction leads to more exchanges: Satisfied customers repurchase; and satisfied customers tell their friends. Positive word of mouth creates even

more sales and contributes to a good reputation. Thus, while satisfaction is the goal of the customer, it must also be the fundamental goal of any sophisticated marketer. (p. 36-7)

“Curiosity is one of the strongest human incentives” (Hopkins, 2008, p. 24). Curiosity which is the desire to acquire knowledge and it’s a driving force in human development. In advertising, this can be achieved through headlines. It is used either to conceal or reveal an interest. Just as nobody reads a whole newspaper, one can only pick an area of interest which could be political news, financial news, fashion news, art reviews or sports etc. Hopkins (2008) maintained that curiosity arouses feelings of consumers. He noted that in the “British National Gallery, a painting is announced in a catalogue to cost \$750,000. Most people at first pass it by at a glance later learn what the painting cost. They return then and surround it” (p. 24). And for further proof on this course, he revealed that a consumer’s curiosity is aroused when this tactic is followed and many have advertised:

Try it for a week. If you don't like it, we'll return your money. Then someone conceived the idea of sending goods without any money down, and saying, "Pay in a week if you like them." That proved many times more impressive (Hopkins 2008, p. 25).

Considering some of the reasons and contributions for unsuccessful ad, Hopkins (2008) noted that “ads are planned and written with some utterly wrong conception. They are written to please the seller. The interests of the buyer are forgotten. One can never sell goods profitably, in person or in print, when that attitude exists” (p.14). He finally submitted that the reason for most of the non-successes in advertising is trying to sell people what they do not want. Onuorah (2005) believes that “successful advertisements skillfully engage the mind of the consumer and motivate him to buy the advertised product” (p.47). Arens (2002) study directly examined advertising strategy which consists of four elements: the target audience, the product concept, the communications media, and

the advertising message must be employed for a successful campaign. He believes that a successful ad “invites you to stop and think about the message. In fact, often it doesn't tell you as much as it invites you to tell yourself”. (p. 372). Das (2012) study also revealed that to maximize market share, there is need to uncover latent needs that consumers cannot easily articulate. In his study, he noted that:

Marketers who can awaken latent needs among consumers have a strong competitive advantage. They can develop innovation platforms based on benefits that are not yet delivered by any other player in the market...however, given the impact that capitalizing on latent needs can have on a brand, it should be an integral part of the growth strategy. (p. 2)

Children are highly receptive to messages in advertising, these ads use fun or happiness appeal to address children. Children advertisement is one market segment that has grown dramatically, children have increased spending power and they influence the purchasing habits of family members. Galdolage and Wijesundara (2016) have added that “advertising aimed at children have a great influence on consumer behaviour, especially in the process of making purchasing decisions, children act as initiator and influencers through their pestering power over parents” (p. 3). They further added that “children are the appropriate audience for addressing parents indirectly” (p. 3). Advertisers have seen the potential in the children’s market because they make up an important audience. In children advertisement, the objective is to mobilize childhood fantasies, so that the child desires a product with high intensity to the point of persuading their parents that they need it in order to feel happy. Based on this, advertisers know the deep psychological particulars of children with the unique intention of persuading them and how to actualize their plan. However, these commercial messages are directly aimed at children, approaching them as if they are full

consumers. “Selling to children is as easy as nailing a nail in soap”, because they are still in a development phase, accepting as truth everything they see and will desire the product due to their belief” (Criança e Consumo, 2009, p. 9). “Children’s ads similarly present novel strategies, most often aimed at exploiting themes of fun and fantasy” (Johnson and Young 2002, p. 462). Advertising aimed at children utilizes three (3) strategies which are:

Marketing strategy- it is the creation of a plan to attract the attention of a determined public about a product in order to sell it to as many people as possible. Creation strategy - it is the creation of advertising pieces or activities - ads, films, promotions, gifts, competitions, packaging etc - within the delineated strategic marketing plan that makes the child identify with the product or service advertised. Media strategy: This is a choice of the most appropriate means of communication (magazine, newspaper, TV, internet, cinema etc.) so that the established objectives of the marketing strategy are attained. (Criança e Consumo, 2009, p. 10).

Some researchers believe that “children’s attitude and behaviour towards advertised products are influenced in the direction intended by advertisers” (Goldberg & Gorn, 1982,). It is argued that children and young people have long been viewed by marketers as a lucrative market, and with considerable spending power. However, different authors have taken the liberty of adding their own views and perspectives. A research carried out by Advertising Education Forum (2012) pointed out that “this might be an exaggerated claim; whilst children do have an influence, they are not the final decision makers” (p. 15). Shabbir (2016) examining the family decision making process while making a purchase, suggested that “in all three decision stages (problem recognition, search for information and final selection) all members of family (husband, wife, and children) are greatly

involved” (p. 2). Along with being considered as consumers, children are also the targets of what Jhally (1990) referred to as “image-based influence”. He further explained that:

...the advertising image system constantly propels us toward things as means to satisfaction. In the sense that every ad says it is better to buy than not to buy. We can best regard advertising as a propaganda system for commodities. In the image system as a whole, happiness lies at the end of a purchase (p.4).

In the use of imagery, Onuorah (2005) strongly believes that “advertising is no longer content with providing information (awareness) on the qualities, attributes, benefits etc. of goods and services, it has instead moved to creating images and perceptions for products in line with the aspirations of consumers” (p. 4). Therefore, one will find much of modern advertisements containing less and less information and more and more of symbols and images.

In the case of understanding the importance of children’s advertisement, ads which is an increasingly part of the daily cultural environment of their lives; “children’s viewing of ads prepares them well for their roles as capitalist consumers and advertisers target kids by appealing to their distinctiveness from adults and their power as sovereign, playful, thinking consumers” (Johnson and Young, 2002, p. 464). Johnson and Young (2002) state the benefits and importance of children’s advertisement. They are of the view that:

First, ads for kids serve as training for consumer culture; hence, their role in enculturation and socialization should not be underestimated. Through ads, kids learn that products for sale offer life style enhancements, fun, peer group status, and up-to-date coolness. Second, for today’s children, ads are formative in that cultural environment more intensely and pervasively than ever before. Third, ads directed to kids offer models for

how to act, interact, and speak. Even when children recognize ads as fantasy, visions of enactment are planted as ideal images to strive toward. Children do, in fact, act out many of the ads they see on television, demonstrating mastery of both actions and words. (p. 464)

Much research has been dedicated to the question of children's understanding of advertising, and this was analysed in the research done by Advertising Education Forum (2012) which noted the cognitive approaches to child development using the Piaget's theories. It is believed that "children grow gradually from a state of incompetence, or immaturity, to competence that is mature, logical thought. He made the point that while each stage would be achieved by all children at a certain age" (p. 24). This means that Piaget understands and explored the extent that children understood a situation and believed that children pass through the same developmental stages as they get older. A research by Criança e Consumo (2009) believes that "until about 12 years of age they have not developed critical thinking and therefore, are more susceptible to the appeal of commercials" (p. 4). Furthermore, it narrated what characterizes the abusiveness of advertising aimed at children to be mainly the fact that;

It takes advantage of the naiveté of children in order to sell products and services. Because of the fact that the majority of children believe what they see and hear, they also believe that the product or service advertised will actually provide the benefits and pleasures that advertising promises, even though it is something absolutely unreal and impossible to be realized. (p. 8)

In the same line of thought, Criança e Consumo (2009) maintained that "constant bombardment to children, of the adult voice of advertising dictates at every moment how one should be, what one should have and who one should look like to be socially accepted" (p. 15). It is believed that

little by little, children begin to define themselves by what they have and no longer by who they are, immersing themselves in compulsive consumerism.

In conclusion, much research has been dedicated to the question of children's understanding of advertising, and having reviewed the studies on the use of image and response in children advertising, it has actually been established that opinions are rather divided on their issues. For a number of researchers, advertising plays an important role in the marketing of a product as it carries awareness about a particular product. They contend that the ultimate aim of advertising is to sell a product and to some, it immerses children into compulsive consumerism. In reference to this research evidence which indicated that "exposure to advertisements can increase children's desire for products and may encourage them to ask their parents to make purchases on their behalf" (Bansal, 2008, p. 103). However, works reviewed show dominance of the use of advertising to sell a product rather than the analysis of image use by the advertiser. This underscores the importance of this study.

CHAPTER 3

PERCEPTION AND MOTIVATION IN CHILDREN ADVERTISING

3:1 Perception

Strong brands exist in consumers' hearts and minds. The stronger a brand identity is in the market; the more desirable, more convincing and more attracting a brand will be to the consumers. The perception of a brand is beyond a company's name and logo. It defines what a brand stands for in the minds of the consumers. A brand should represent something concrete in the consumers' mind. The term perception as defined by Oxford dictionary is "the ability to see, hear, or become aware of something through the senses". In general sense, people perceive differently, think differently and learn differently. Perception in advertising works to encourage more demand for a product. Meanwhile, advertising is all centred on getting the words out about a product or service by a recognized sponsor for a target audience in order to grow a customer base, which usually translates to increased sales and high profit. Positive perception of a brand leads to continual enjoyment of consumers' loyalty. Therefore, there should be that resounding and compelling brand promise that the target audience are expecting to experience.

3:1.1 Process of Visual Perception

According to Vogt (2018) "the psychology of advertising includes many different elements such as headline, visual appeal and message, but one of the major factors to keep in mind while creating an advertisement is perception" (p.1). A brand needs to build a positive image in order to gain into the minds of consumers, when indelible imprints are left in the heart of the consumers; it leads to deeper consumer engagement with the brand. As a matter of fact,

perception in advertising relates to a consumer's impression of a particular product or service that may not be rooted in truth. For example, a noodle commercial uses a plump healthy kid star eating noodles, this may redirect consumer perception about the brand, the consumer may be expecting or thinking that his/her kid will look like the plump healthy kid star after eating the noodles, forgetting that the plump healthy kid star image on the ad was used to gain attraction.

Visual perception “involves more than the optical process of seeing. It includes what the viewer’s brain and nervous system do with data received” (Egwuibe, 1992, p.17). The perceptual process allows us to experience the world around us. The eye as a part of a sensory system receives sensory inputs and transmits sensory information to the brain. In view of the process of perception, the optic nerve, a cable-like grouping of nerve fibers, connects and transmits visual information from the eye to the brain. The optic nerve is mainly composed of retinal ganglion cell (RGC) axons. In the human eye, the optic nerve receives light signals. Light that enters the eye is focused onto the retina at the back of the eye. The retina contains light sensitive cells called rods and cones. Cone cells are found in the middle of the retina and detect the different wavelengths of coloured light, whereas rod cells are found around the periphery and detect low levels of light.

The rod and cone cells contain special proteins which absorb light resulting in activation of the cell. The signals generated by the rods and cones of the retina are transmitted to the neurons which form the optic nerve. The optic nerves from both eyes meet at an area called the optic chiasm where the information from each eye is split according to the visual field and some is sent to the other side of the brain, i.e. signals from the inside half of each eye (closest to the nose) travel to the other side of the brain, so that each half of the brain processes one half of the

image from each eye. The signals are then sent to an area of the brain called the visual cortex, (the part of the brain responsible for seeing) where the information is processed. Within the visual cortex information such as motion, colour, object location, orientation, size and shape are processed. The visual cortex is also closely associated with the areas of the brain involved in memory which is important for processes such as object identification and facial recognition.

The study by Egwuibe (1992) showed that:

The eye is the receiving organ in visual perception. When the viewer looks at an advertisement, for instance, his eyes perceive only the light reflected by the images. The pattern of reflection is called optic array. Depending on the situation, the optic array may vary in the following ways that are known to affect the human eye: intensity, predominant wavelength (colour), and purity (white), or mixture of wavelengths. The light array enters the eye through the cornea and then passes through the pupil which is the opening in the centre of the iris to the retina. The retina is the sole of visual contact between the outside world and the nervous system (this is because it contains the receptor cell). The light array, on getting to the retina, acts upon this receptor cell thus starting the sensory message on its way to the brain (p. 22).

He further emphasised that “it is in the brain that the work of interpretation and sending out of impulse either for or against will be worked out. However, when two or more messages come in at the same time, the reticular activating system (RAS), which is located between the three main sections of the brain (the fore-brain, mid brain, hind brain) decide which is most urgent or which should get to the higher centres of the brain for onwards interpretation and sending out of impulse to the nervous system” (p. 22). Furthermore, he noted that;

It may also operate in man in order to direct excitation towards it, hence stimulating attention to anything of particular interest. In fact, that is why it is possible for viewers to have a marginal attention. That is concentrating on one message and ignoring the other distracting messages from the sense receptors. The other thing that plays vital role in viewer's visual perception is the "Thalamus". It is located in the forebrain, and it serves as a relay station for incoming messages from the sense receptors all over the body which, among other things, include the eyes. The thalamic reticular formation gives rise to a more persistent and localised response sometimes called the orienting reflex in which attention is directed towards a particular type of stimulation (p. 22).

3.1.2 Colour Vision

There are two distinct kinds of cells in the eyes, the cones and the rods. The cones are the cells which are responsible for transmitting colour vision to the brain. There are three different kinds of cones: green absorbing, red absorbing and blue absorbing. Colours are identified in the brain by examining the relative activity of all three kinds of cones. When coloured light hits the pigments in the cones, it generates a chemical signal. This signal then causes a small electrical current to develop in the cone cells and some of the other nerve cells in the retina, which is the beginning of transmitting colour images to the brain. Cone cells are concentrated in the middle of the retina and are tightly clustered in a special eye region called the fovea.

Anatomy of the Human Eye

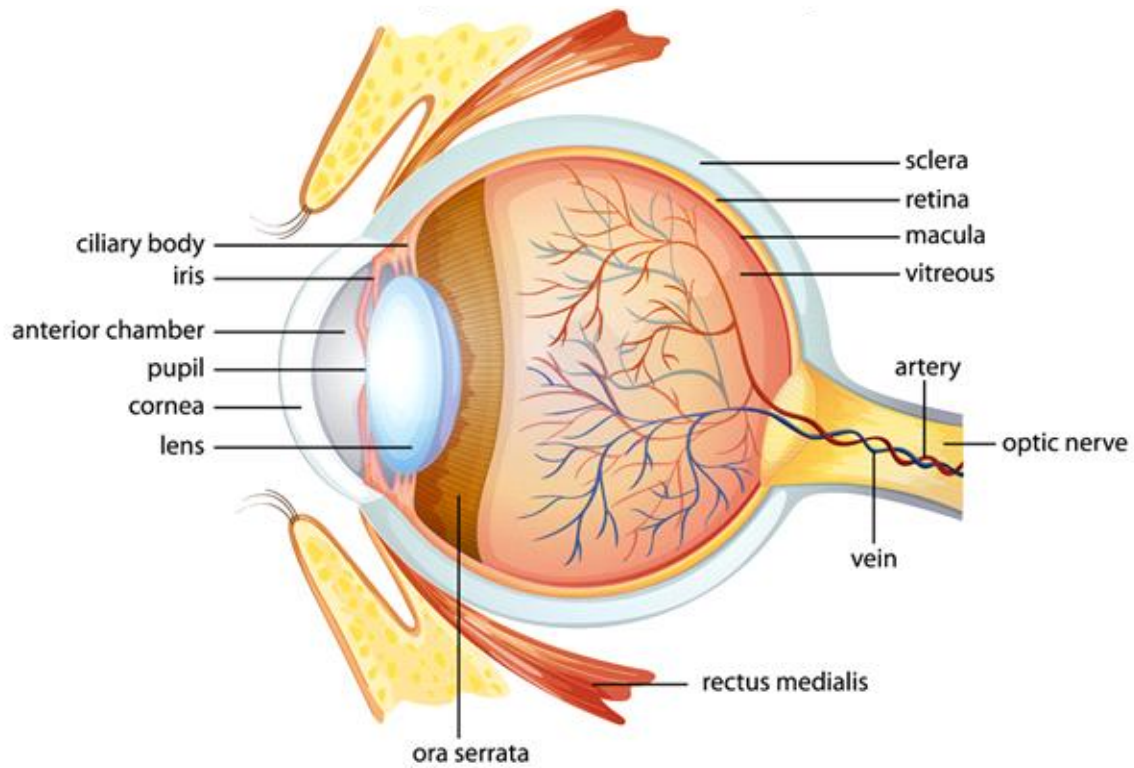
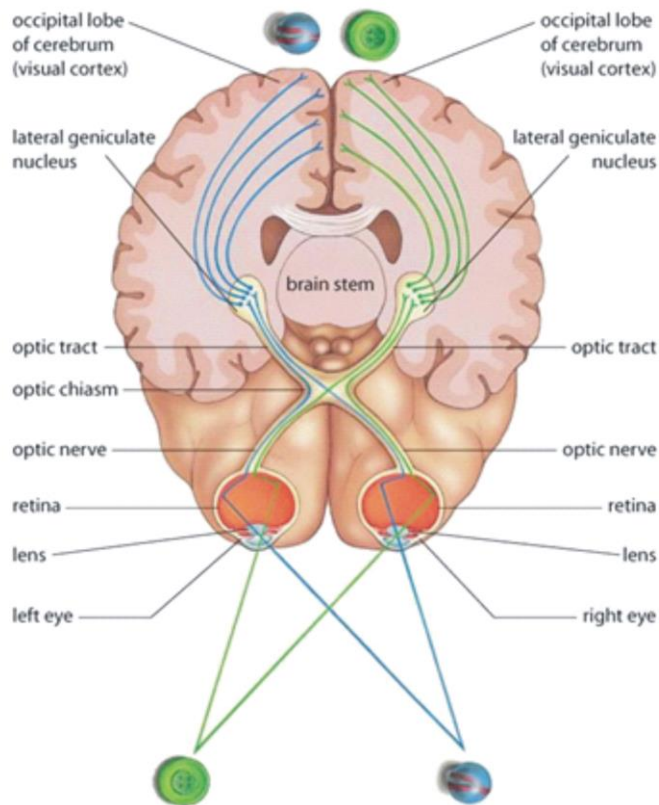


Plate 1:

Anatomy of the eye (Illustration). (n.d.). Retrieved from: <https://www.extetereye.co.uk/the-eye/eye-anatomy/>



VISUAL PROCESSING

- Once stimulated, the rods and cones send a neural message to the occipital lobe of the brain, which processes and integrates the information, and then perceives it as an image

Plate 2:

(Visual processing pathway to the brain). (n.d.). Retrieved from: Rocky View Schools Moodle 2

3:1.3 Perceptual Stimuli

As suggested by Vainikka, (2015) “perception plays a major role in the processing of information and consumer decision making. It begins with consumer exposure and attention to

marketing stimuli and ends with interpretation” (p.3). This results to the importance of brand building which cannot be underestimated, it involves repetition of ads over the radio and television and also through outdoor ads. This exposure helps brand to engage, interact and immerse the audience in its benefits and values to reinforce positive perception. According to Pieters et al, (1995) “repeated presentations of a message provide recipients with a greater opportunity to consider the implications of the content of the message in a relatively objective manner and to realize their favourable implications at first” (p. 3). Sibińska (2013) continued the flow of thought when he further described perception as an “element for human beings that helps them exist in reality and has significant role of processing information received by sensory system. The process of perception has been associated with the process of the evaluation of the advertising messages”. (p. 643). It is believed that “while the advertising message is being transmitted to the target audience, ...the ad, being connected to the product content, draws the consumer into an interaction with visual, aural, gustative, olfactive and sensory messages, too, in order to reach sales goals” (Dural and Dural, 2015, p. 51).

Perception is an important tool in children advertising it makes children feel like they can be a certain person, look a certain way or feel a certain feeling when using a specific product. “One major element of consumer perception related to advertising is exposure. Perception is often based on how "exposed" people are to the ads around them” (Vogt, 2018, p.1). Once the ad in question receives the deserved attention, it allows the next step of perception to take place. Vogt also added that there are certain ways to go about altering consumers' perception of a product. He strongly believes that appealing to consumer’s emotional perceptions of a particular product by incorporating symbols or story lines into the ad that touches on specific emotions. Another way to alter consumer perception is by using the bandwagon approach, which involves making

customers feel they are missing out on something or not part of the group if they don't use your product. Dural and Dural (2015) in analysing perception, believed that “level of education of the target audience, the ability to reason and even the skills of abstract thinking, constitute a sensitive balance between the ad and the consumer.” (p.51). Sibińska (2013) argued that consumers differ from each other, and from the ways how they perceive the information of particularly advertisement and brands shown in such advertisement. She is of the opinion that “the differences come out of their previous background, experiences and situations. These factors determine information choice, its processing and the way of evaluation of the brand” (p. 643).

Gunelius (2010) carried out a study on perception. His findings revealed that it is important to get the attention of your audience within a few seconds and deliver your message to them quickly and concisely. Therefore, it's essential that the marketing messages create a sense of urgency in consumers' minds so they are motivated to act. Creating a perception of urgency, he suggested using words that calls to action such as don't delay, act now, hurry, Call now etc. Also, he noted that “creating time-sensitive offers is an excellent way to get the attention of consumers and make them move to action is to tie your messages to a specific time frame or deadline” (Gunelius, 2010, p. 1). He believes this approach is particularly effective for short-term promotional adverts and this involves using quantifiers like: for a limited time only, while supplies last, one-day sale etc. The perception of advertisements by children is dependent on their knowledge of the brand and supervision and mode of advertisement delivery.

Advertising messages that are aimed to give striking information about the product and inform the consumers, try to persuade the audiences by making them believe the product in question is

superior, cheaper, more practical than alternative products in the market. As suggested by Sliburyte (2009) “The critical view of small children is formed with the influence from their parents, whereas the skepticism of adolescents is due to their independent thinking and access to alternative sources of information (recommendations of friends, etc.)” (p. 2). Sliburyte (2009) further stated the main factor determining a child’s understanding of advertising is his or her age. The results of the research let him distinguish several age groups and their understanding of advertising:

1. Very young children (up to 4 years of age) cannot distinguish between commercials and TV programs, due to their distinctness, melodies and short duration commercials.
2. Older children (between 5 and 8 years of age) are already able to distinguish between commercials and other TV programs. However, they recognize commercials from external, formal features (e.g. commercials are short, programs last long). They do not really perceive the intent of persuasion and selling which are hidden behind the imagery of commercials. Therefore, they cannot look at commercials critically and resist their influence consciously.
3. Children aged between 9 and 12 years can almost discriminate between the contents of commercials and TV programs (programs are stories; commercials are about products). They comprehend that advertising indicates what products to buy. They can look upon advertising more critically and objectively, and can resist its influence. The ability to take advertising critically becomes more important than the total amount of viewed

commercials. Adolescents develop negative attitudes towards advertising and pay less attention to most commercials.

Roedder (1999) investigated the influence of children's age on understanding advertising and reacting to it, as well as on their consumer knowledge, consumer understanding and values in every age group. The first study she mentioned is the theory by Jean Piaget (1957) about cognitive development of children. Piaget's model of children's development of logical thinking is one of the most frequently used in literature about children's understanding of advertisement. The method consists of four stages; Sensorimotor, preoperational, concrete operational and formal operational stage. These stages describe levels of understanding that children undergo as they grow. At Sensorimotor stage, children preclude any possibility of understanding advertisement because of their limited language and cognitive development.

At preoperational stage children are perceptually connected with aspects of their environment that are easy to memorize. Gunter et al (2013) pointed out that children are likely to have difficulties understanding the persuasive meaning of advertisement because of low level of understanding other viewpoints than their own. The two limitations of this stage includes: first difficulties in solving tasks that involves transformation of materials. Secondly, children are faced with high level of egocentrism. Piaget describes the term as a difficulty for the child to see another person's point of view.

Children at concrete operational stage (7 years to 11 years) do not take perception as reality; they think deeper about the stimulus in their environment. At preoperational stage children can be

characterized by centration, i.e. a tendency to concentrate attention to one dimension. Children at concrete operational stage are able to think about several dimensions at the same time and connect them in a deeper and more abstract manner. Children's logical reasoning is well developed and they are believed to have a better understanding of advertisement.

Finally, at formal operational stage children make progress towards the adult way of thinking; the abstract reasoning from a child can only be expected after age of eleven. At this stage, they are characterized by even more complex thinking about particular objects and situations.

In summary, without perception in advertising, advertisers may find it hard to make their products appeal to consumers. Advertising often works by appealing to consumer tastes, latent needs, desires, fantasies and wants. Eye movements are commonly treated as an operational definition of visual attention. Although there is not a complete one-to-one correspondence between eye position and attention (Pieters, Rosbergen, & Hartog, 1995, p.3), Christianson, Loftus, Hoffman, and G.R. Loftus (1991) assumed that "where the eyes go, so goes attention" (p. 699). This means that the eyes are guided to areas which are "... ecologically likely to be most informative" (Kahneman 1973, p. 56). The most effective way to think of a brand is as an image that the audience remembers. The brand perception must be positive, relevant and memorable for the consumers. The number of commercials based on the emotional address is increasing as compared to that of Informative commercials; this might mean that more attentive children who react stronger to such addresses can be even more exposed to advertising information. A negative attitude towards advertising usually strengthens as children grow and their understanding of the advertising intent develops. With age, children acquire "advertising"

experience: based on this experience they might even suspect certain deception, though they cannot always clearly express it.

3:2 Motivations

Children are motivated by many things and for some reasons. Some motivating factors can move them only a short time, like hunger which will last only until one is fed. Others can drive a one onward for a longer period. Motivation is the driving force within individuals that impels them to action; it is the reason for people behaving in a particular way. The term motivation has its origin from the Latin word ‘movere’ which means ‘to move’. Some are highly motivated by the offer, while others are lightly motivated or somewhere in between.

3:2.1 Motivational Factors in Perception

Motivation occurs when “a need is aroused that the consumer wishes to satisfy. It is said a tension is created within the consumer, once the need has been activated and then the desired product/service is then needed to reduce this tension” (Kirkby, 2014). A motive is why or a reason an individual does a thing. Motivation is “an inner feeling that stimulates the action that is to be taken by an individual. It provides a specific direction or, results in a response” (Khan, 2006, p.104). A person can be motivated to buy a product for convenience, for style, for prestige, for self-pride, or for being at par with others. One of the most recognized theories of motivation is the hierarchy of needs theory created by Abraham Maslow, an American psychologist. Maslow saw human needs in the form of a hierarchy, ascending from the lowest to the highest, because it is important for man’s survival and when one set of needs is satisfied. This kind of

need ceases to be a motivator either the next need becomes dominant. These needs include: physiological needs, security or safety needs, social needs, esteem needs and self-actualization.

Physiological needs: These are the primary important needs for sustaining the human life which includes Food, water, cloth, shelter, sleep, medicine etc. Maslow strongly maintained that until these needs are satisfied to an extent, no other motivating factors can work. He further noted that “for the man who is extremely and dangerously hungry, no other interests exist but food. He dreams food; he remembers food; he thinks about food; he emotes only about food; he perceives only food; and he wants only food” (Maslow, 1954, p.37). The second stage of the hierarchy is security or safety needs: These are the needs that involve protection from physical danger, emotional harm, securing one’s job, property, food or shelter. Giving example with the way infants do feel when their safety to be threatened, (Maslow, 1954) noted that:

Infants will react in a total fashion and as if they were endangered, if they are disturbed or dropped suddenly, startled by loud noises, flashing light, or other unusual sensory stimulation, by rough handling, by general loss of support in the mother's arms, or by inadequate support (p. 39).

Social needs deal with affiliation, the need to belong and be accepted by others. If both the physiological and the safety needs are well satisfied, love and affection and belongingness needs will emerge. Maslow (1954) pointed out that man:

Will hunger for affectionate relations with people in general, namely, for a place in his group or family, and he will strive with great intensity to achieve this goal. He will want to attain such a place more than anything else in the world and may even forget that once,

when he was hungry, he sneered at love as unreal or unnecessary or unimportant. Now he will feel sharply the pangs of loneliness, of ostracism, of rejection, of friendlessness, of rootlessness. (p. 43)

Esteem needs is centred on recognition. According to Maslow, once the social need have been achieved people begin to tend to want to be appreciated, differentiated and held in esteem both by themselves and by others. It will also be pointed out that these basic needs are mostly satisfiable only by other human beings, e.g., safety, belongingness, love, and respect, can be obtained only from other people.

Satisfaction of the self-esteem need leads to feelings of self-confidence, worth, strength, capability, and adequacy, of being useful and necessary in the world. But thwarting of these needs produces feelings of inferiority, of weakness, and of helplessness. These feelings in turn give rise to either basic discouragement or else compensatory or neurotic trends. (Maslow, 1954, p. 45)

This kind of need produces satisfaction such as power, prestige status and self-confidence, self-respect, recognition and attention.

“Even if all these needs are satisfied, we may still often (if not always) expect that a new discontent and restlessness will soon develop, unless the individual is doing what lie, individually, is fitted for” (Maslow, 1954, p. 45). Self-actualization is the highest need in hierarchy of needs. It refers to man's desire for self-fulfillment, it is the drive or desire to become what one is capable of becoming, to the tendency for him to become actualized in what he is potentially; it includes growth, achieving one's potential and self-fulfillment. A musician must

make music, an artist must paint, a poet must write, if he is to be ultimately at peace with himself (Maslow, 1954, p. 46).

The specific form that these needs will take will of course vary greatly from person to person. In one individual it may take the form of the desire to be an ideal mother, in another it may be expressed athletically, and in still another it may be expressed in painting pictures or in inventions. At this level, individual differences are greatest (Maslow, 1954, p. 46).

The hierarchy of needs was structured in such a way that the satisfaction of the lower-order needs leads to the activation of the next higher-order need in the hierarchy, therefore a need that is satisfied is no longer a need for example, “If hunger is satisfied, it becomes unimportant in the current dynamics of the individual” (Maslow, 1954, p.38).

A study by Fred van Raaij & Wandwossen (1978) noted the five utility needs which were referred to as the basic dimensions of motivation. These include; (1) functional motives, (2) aesthetic-emotional motives, (3) social motives, (4) situational motives, and (5) curiosity motives. According to Fred van Raaij & Wandwossen (1978) these utility needs are the basic needs that products satisfy. In the general choice process in consumer decision making, consumers compare the product classes on their ability to satisfy the basic needs.

- Functional motives: are related to the technical functions the products perform.
- Aesthetic-emotional motives: are centred on style, design, luxury, and comfort of a product. It is associated with defining product class. These motives are mostly used for a specific (brand) choice but can also be used for generic (product) choice. The product class is evaluated in terms of the fundamental values of the consumer in the

emotive areas of fear, social concern, respect for quality of life, appreciation of fine arts, religion, and other emotional feelings. Thus, it may be contended that individuals tend to select those product classes that match with their life styles and enable them to express their fundamental values.

- Social motives: These are related to the impact that consumption makes on relevant others. Status, prestige, and esteem may be derived from the possession and usage of products and their conspicuous features.
- Situational motives: These are not motives in the sense of long-term desires to reach a certain goal. The selection of a product may be triggered by situational determinants such as availability, price discount, and/or accessibility. The brand choice is usually made in these cases without a careful evaluation of the product class (es).
- Curiosity motives: are motives that are supposed to prompt trials of new and/or innovative products. The consumer may try a new product; however, his repeat-purchase may be independent of such trials.

3.3 Cultural Motivation

Motivation is strong influential factor that affect consumer decision making and also marketing strategies. Motivation can also be described as an “energising force that activates certain behaviours that in turn provides purpose and direction to these behaviours” (Vainikka, 2015, p.16). In other words, it is seen as the process that leads to certain behaviours. It answers the question “why” consumers engage in a specific manner. “Recent years have seen increased interest in the influence of culture on consumer behaviour as well as increased research” (Mooij & Hofstede, 2011, p.1). Culture is the underlying determinant of human decision-making. This explains as to why some choices are preferred over others. According to Padhy (2011) “Culture

is the complex values, ideas, attitudes and other meaningful symbols created by man to shape human behaviour and the artefacts of that behaviour as they are transmitted from one generation to the next” (p.107). In similar thought, Hofstede (1994) believed that “culture is a deeply rooted value or shared norm, moral or aesthetic principles that guide action and serve as standards to evaluate one’s own and others’ behaviour” (p. 2). The process of learning culture, for a consumer in which he is raised is called socialization or enculturation.

Cultural values and influences are the ocean in which we all swim and, of which, most of us are completely unaware. What we eat, the way we eat, how we dress, what we think and feel, and the language we speak are dimensions of our culture (Rochon, 1998, p.3). It explains why motivation and culture are inseparable. When dealing with consumers, the culture is the context that must be understood before the behaviour of individuals within the context can be understood. It is believed that “every product has cultural values and rules that influence its perception and its usage” (Rochon, 1998, p.3). This raises questions; does the product have deep symbolic significance to that culture? Or what is the motive of buying the product?

Advertising creates and uses cultural symbols as representations of essentially familiar ideas in order to fulfil its fundamental purpose; the selling of goods and services. Cultural symbols in advertising can take a number of forms, including corporate logos, brand name real or fictitious celebrity figures, slogans, then serves as a sort of shorthand for the values consumers associate with particular goods and services. “Understanding culture’s influence on consumer behaviour has become essential for marketers” (Jung & Kau, 2004). Advertisers acknowledge the need to become oriented towards ethnic groups for continued success in the marketplace as the ethnic

groups grow in size and in proportion to the dominant culture. It is important to understand the key characteristics of ethnic communities so that appropriate messages and relevant media choices can be used to target these markets.

Koo and Le (2014) noted that consumers with diverse cultural backgrounds need different marketing approaches and tactics (p.48). He further highlighted that “when a marketer has difficulty informing an ethnic consumer about a product, that consumer also has difficulty learning about and evaluating the product – communication difficulty runs in both directions and affects both parties” (p.48). Following a tendency to avoid risk when trying a new product or service, Koo and Le (2014) affirms that:

Referrals have been found to be the most important source of risk-reducing information among ethnic groups. Ethnic consumers themselves play a role in recommending particular services to inexperienced or new members of the group, especially via word-of-mouth communication. The members of ethnic groups exchange information and experiences with other members of the same group, thus setting references for the group’s consumer behaviour. (p. 49)

CHAPTER 4

REVIEW AND ANALYSIS

4.1 Review of Children Advertising

Children are considered a special target group when it comes to advertising and different strategies are used to attract them. Children's understanding of advertisements differs. They can be influenced and persuaded by the advertisements they see. Sometimes, they do not have as much understanding of the message behind the advertisement. Advertisers "reach out to children, who then tell their parents what they want, and with repeat viewing they continue to remind their parents. This is called "pester power", which means that children pester their parents to buy things that they desire" (Gunter, Oates, & Blades, 2005, p. 1). On the other hand, children view advertisements as a form of entertainment, which help them to discover new products that they want. Advertisements have a strong influence on children and their desire grows each time they recognize a particular product they want. "Another reason for pestering is that children want to have what everyone else does. There may be a particular product that many of their friends own, so this influences the desire to own the product themselves" (Gunter, Oates, & Blades, 2005, p. 1).

Sometimes, they are more trusting and believe that the product shown in the advertisement will be exactly how it is shown on ad if they were to buy it. They also use advertisements to create lists of things they want and wish to own in the near future. (Moore & Lutz, 2000, p. 27)

There are more to advertising messages than meet the usual eye, "we will employ everything it takes to make a busy passer-by stop in his tracks" (Gerber, 2010, p.6). The selected adverts are

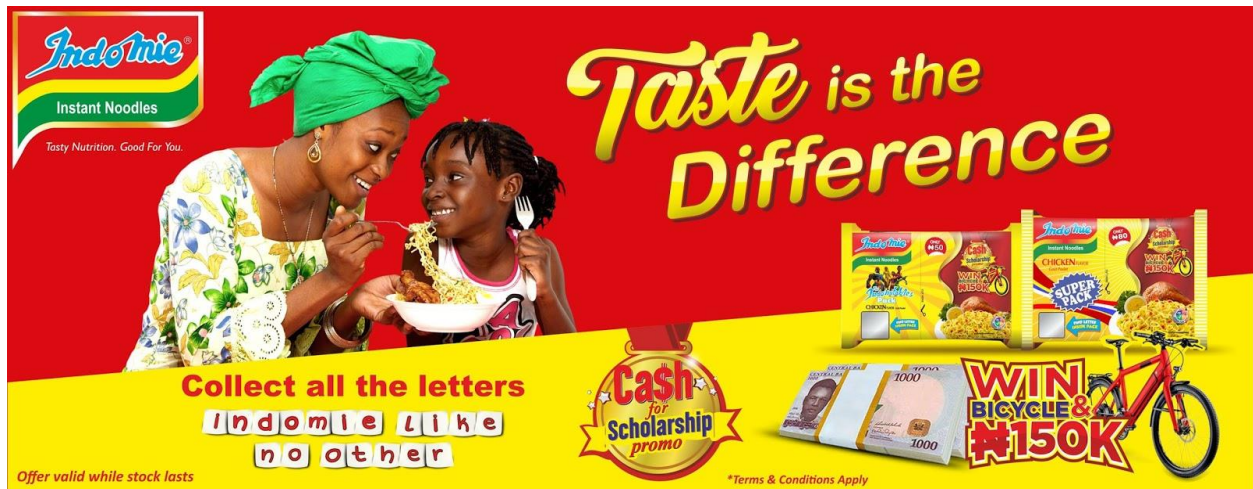
advertisements targeted at children. Most times, promotional ads are mostly the strategy used by advertisers in targeting children. A promotional ad is a tool used to attract interest of the target audience to a product through offering strategic incentives such as cash prize, scholarship, books, bicycles etc. either for making purchase or for their continual loyalty to the brand.

4.2 Method of Study

The study made use of qualitative analysis method to survey the use of images and messages contained in some selected samples of outdoor advertisements targeted at children. Qualitative analysis of caption and body copy are necessary for better understanding of their deeper meanings and how they are likely to be interpreted by children, which is the paramount goal of analyzing media content. This study examined the use of images and appeals in the samples of print advertisements targeting children. The advertisements were selected because they made use of children images and were also targeted at children. These include advertisements for Indomie Noodles, Dano Milk, Peak, Cowbell Milk and Capri-Sonne. The adverts selected were categorized into; food (Indomie Instance Noodles), Milk (Dano Milk, Peak), chocolate (Cowbell and Dano Milk) and juice drink (Capri-Sonne). The unit of each analysis consisted of individual advert and was analysed for type of product advertised, appeals used, use of images and other element which includes use of colours, balance, the need the product satisfies, emphasis and caption.

4.3 Analysis

Plate 3



Taste is the difference (photograph), 2017. Retrieved from Indomie Instant Noodles - Nigeria -
Post

Target Audience

The product being advertised is a noodle. The brand name for the product is Indomie. This is a successful name for the product because it is very simple and easy to remember and to pronounce by children. The target audience for this product is children and teenagers. It is a promotional ad because it offers cash for scholarship, bicycle to be won, which children like. On the other hand, these offers can also attract the attention of parents or care givers. Rational appeal was used in this ad to appeal to children. This technique help target audiences identify the value of a product in an indisputable way and can create a sense of authority around a brand. This was expressed in the symbolic image “taste is the difference”, defining the taste superiority of brand over other noodles.

Layout

The ad has an asymmetric balance. The choice of colour was based on the brand's colour. In this ad, colour was used as the perceptual stimuli. It appeals to the eyes of the viewer thereby helping in getting attention. Yellow and red dominated the background of the ad. The yellow colour evokes energy and stimulates the appetite and red evokes excitement thereby creating a pleasurable feeling, helped in building the design. This advert attracts its target audience because the images are very colourful and children like colour. So it draws their attention straight away. They are very bold, bright and eye-catching. The motive for the advertisement is to draw the audience's attention to buy the product and also to fulfill a need according to Maslow's theory that human behaviour is focused on satisfying certain basic types of needs. The Advert was designed to show its audience how buying or using the noodles can help them satisfy these needs, with other extra offers. This product fulfils the need to survive (psychological need) and the need for affiliation according to Maslow's theory. Once a target audience is exposed to this ad, the need to satisfy this primary important need is aroused.

The lines of appeal are effective because it created a happy mood that every child would want to experience. The image on the advertisement illustrated a happy mum feeding noodles to her smiling daughter. The image representation of the product appeared to be "in use" (i.e., a mother could be seen feeding the girl child as opposed to just having product in packs). Their facial expressions celebrate the unique relationship between a mother and child, which also suggested happiness and satisfaction from the brand. The image which is the persuasive element in the ad was used to show children how they will feel when using this product. This will be

success because happiness and unique relationship between mother and child is a feeling every child wants to experience. This image will exist in the target audiences' heart and mind because of the emotional expressions on the image which make the brand more attractive, desirable, and convincing. This image will evoke in the target audience, a feeling that will lead to deeper consumer engagement with this brand. The camera distance used in the advertisement is medium shot; this has been used to show a variety of body moves and emotions. Calligraphy typeface was used in the advertisement to emphasis the word 'taste' and serif typeface was used in other letters. This would attract the target audience because it is very bold and catchy.

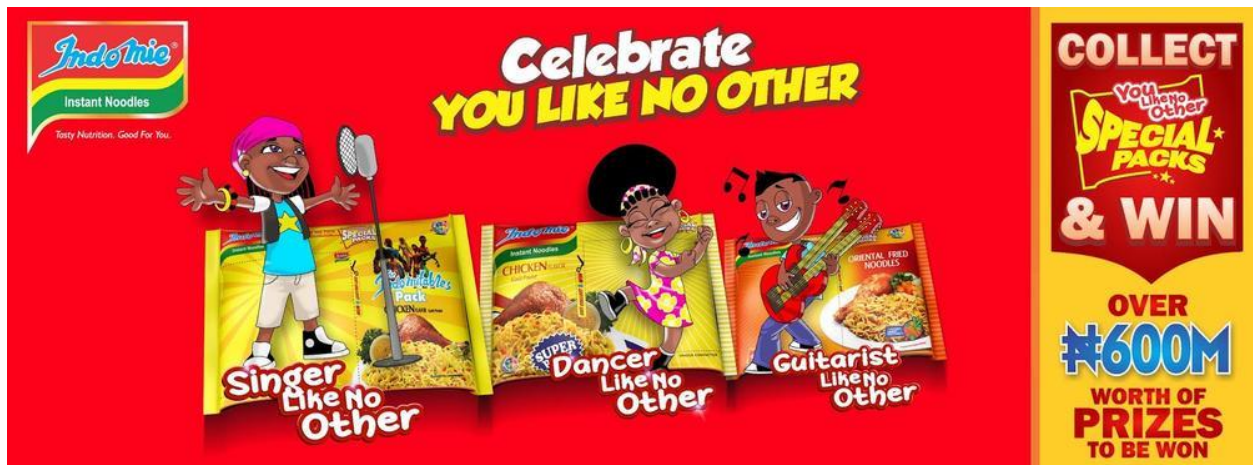
The main colour used in the advertisement is red. The colour red has connotations of fun, and adventure. In this advert, it suggested happy moment and the choice of colours would attract the target audience. The logo of the brand was placed at the top left of the ad. The payoff used for the product is 'tasty nutrition, good for you.' Other images in the ad are bundles of naira notes, bicycle and also two packs of the advertised product. The general percentage breakdown of different elements in the ad are: Visual (the main photo or illustration) - 65%, Headline - 25%, Ad Copy - 5%, Logo - 5%. All these elements added to the effectiveness of the design layout.

Language

Emotional language was used in the advertisement. The word 'taste' appeals to the audience sensory organ of taste. This would persuade the audience to purchase the product. The noodles being advertised assured the target audience that the 'Taste is the difference' which is a technique employed to differentiate the brand from other competitors. In the headline, 'Taste' was specifically highlighted and that is what makes it different from other brands. It also highlighted the benefits and rewards the target audience will enjoy from the brand for their

consumer loyalty. This strategic offer will help to attract children to the ad and also increase sales.

Plate 4



Celebrate you like no other, 2016. Retrieved from <https://www.bellanaija.com/2016/11/celebrate-you-like-no-other-indomie-instant-noodles-gives-out-n9-2millions-cash-prizes-over-4000-cartons-in-the-ongoing-you-like-no-other-promo/>

Target Audience

This is another promotion ad of Indomie noodles. The target audiences for this product are both children and teenagers. The appeal employed in this ad is the potential appeal, which communicates a sense of support and empowerment to the target audience. The ad applied the Maslow's theory of esteem. The brand wishes to recognize and celebrate the potentials in every child. This motivational factor arouses the need for this brand because every child wants to be

appreciated, differentiated and held in esteem by others. This will lead to more association with brand.

Layout

The message delivery of the ad was so simple and direct. This advert attracts its target audience because of the choice of image and colour. The images used are playful cartoon images. The most salient image on the advertisement are the cartoon images of children displaying their talents and abilities. Looking back at the ad as a whole, the expression and posture of the models ‘singer like no other’, ‘dancer like no other’, and ‘guitarist like no other’ create a mood that is joyful and celebratory. This emphasis of images in ad made the salient part to stand out the most. This has been chosen to draw the attention of the audience. The perception of the images used in this ad will encourage more demand for a product. The images also have connotations of childhood, relating to their dream of what they wish to become when they grow up. The general breakdown percentage is presented as follows: Visual (the main photo or illustration) - 55%, Headline - 15%, Ad Copy - 25%, Logo - 5%. The motive for the ad is to celebrate the uniqueness in every child and also to reward the loyalty of its numerous consumers and to gain more customer loyalty. This was achieved through promising worth of prizes to be won. The typeface used in the advertisement was kiddies’ font. The headline of the ad ‘celebrate you like no other’ is big enough and can be read from both close and long distance. This will attract the target audience because it is very bold and appealing. The dominant colour used in the advertisement is red, other colours are yellow and blue which are also part of the brand’s colour. The choice of colours would attract the target audience because of its brightness. The brand logo could be clearly seen at the top left of ad. The arrangement the design elements are in asymmetric balance.

Language

Potential appeal guided the language of the ad; this was achieved because it communicates a sense of empowerment with the intention of influencing the target audience. The ad also employed personal pronoun 'you' in addressing the target audience. This makes the audience feel the ad is addressing him/her personally. When a child is exposed to this, his/her dream of what she wishes to become is recalled either consciously or subconsciously. This would increase the pester power and make them persuade their parents to purchase the product.

Plate 5



The indomitable pack, (2015). Retrieved from <http://www.analystconsult.com/how-to-measure-the-effectiveness-of-television-advert-in-nigeria-indomie-case-study/>

Target Audience

This advertisement of Indomie, targeted at children between 4 years to 12 years. The Indomie advertisement appeals to the target audience by addressing concerns on weakness. This ad, like so many ads for children, seeks to exploit the insecurities children may feel, in order to offer them a product that will build their confidence and make them feel heroic and fearless. Potential appeal was used in the ad. Indomitable which means unbeatable, is what the brand wants the children to identify with and promised to give even more extraordinary experience to the target audience. In order to achieve this, the ad made use of the Indomitables team characters (Tweeny, Swifty, Vision, Bigboy and Stretchy) as a campaign strategy. The motive of the ad was intended to thrill, excite, engage, deepen mother and child bond, induce the type of spirit a child should embrace and most importantly reward its consumers, mostly children whose loyalty has supported the brand. This ad addressed the psychological need for food and esteem need of Maslow's theory.

Layout

The main focus of the ad is the images of the five indomitable cartoon characters, five children and the product pack. These images used in ad will create indelible imprints in the heart of the target audience. The images, addresses the need for fun. This exposure helps brand to engage interact, touches on specific emotions and immerse the audience in its benefits and values to reinforce positive perception. Every child would want to mimic a character in the ad and this draws the target audience into an interaction with visual. Children, who may look at the ad would

subconsciously wonder if the indomitable pack is the product that could help them become individuals like any of the characters featured in the ad. This advert holds the attention of its target audience because of the cartoon images.

Other images include an image of indomitable pack at the bottom left corner of the ad. The target audience will connect indomitable pack to strength and health. The colours in the ad also reinforce the indomitable theme. The indomitable theme gives the audience a sense of excitement when using the brand. The dominant background colour in the ad is yellowish orange which is associated with joy, sunshine, fascination, happiness, creativity, determination, attraction, success and encouragement. Other colours used in the ad are from the brand colours red, blue, and green. The word “Indomitable” appeared in bold and readable lettering. The visual elements (the main photo or illustration) took up to 80%, Headline - 20%, Logo - 3%. The typeface used is bold enough and readable. The *curved lines* that sweep and turn gracefully between end points, expressed fluid movement.

Language

The language in this ad is emotional language. This is used in an advertisement to make viewers feel certain emotions such as excitement etc. This technique forces an audience to transfer that feeling into the product. The word ‘Indomitable’ promotes the ideas of heroic child, and it suggests messages about confidence and strength. The text sounds captivating; it seems to support the effectiveness of the product. The child is left persuaded, on some level, by the language.

Plate 6



Peak456TalentHunt Contest, 2017. Retrieved from <https://www.bellanaija.com/2017/07/peak-456-talent-hunt/>

Target Audience

The product being advertised is milk. This ad is an advert by Peak, whose target audience are young children between the age of four to six years only and parents. This ad is also a promotion ad, like so many ads for children it creates a brand identity with imagery, in order to captivate the audience interest. In this ad, Peak presents a talent hunt contest for her loyal customers. The brand wishes to promote the need for specialized nutrition for the Nigerian child and ensuring every child receive the right nutrients from their early years. The motive of this ad is to encourage parents and guardians to nurture their children's potentials by recognizing and developing them from their early years. This product fulfils Maslow's need to survive and the need for esteem. This need builds the confidence in every child that is talented.

Layout

The advert has a strong potential appeal. This type of advertising appeal communicates a sense of empowerment to turn dreams and imaginations of a child into reality. This form of appeal influences a targeted audience to purchase the product. Peak 456 talent hunt contest ad, created a platform to help children showcase their talent, support children's growth and development. The ad featured an image of a male singer, a female ballet dancer and a female saxophone player displaying their talents. The facial expressions and body gestures of the images in the ad will spring up the need to participate in the contest. The main area of interest in the ad is on the images. The images are large enough for attraction, easy perception and retention of ad message. The images used will have a very high impact on its audience besides being smooth and colourful. The use of images in this ad, appeals to the child's interest and this will increase their urge in participating in the contest and also a parent whose child has such potential will persuade his/her ward to participate in the contest. The images were used to hold attention, arouse curiosity, develop identifiable brand image in the minds of the target audience. The

camera shot used in the advertisement is high angle shot. This helped in adding drama to the image. More so, the image of the advertised product was introduced at the bottom left corner of the ad, with a splash of the milk, giving the ad an effect. The brand logo could be clearly seen at the top left of the ad. Visual (the main photo or illustration) occupied 85%, Headline - 10%, Logo - 5%.

The other graphics in the ad serve as emotional appeal too. The ad maintained the brand's colour (blue) so as to maintain the brands' identity. The choice of background colour was strictly on brand colour. Blue which is associated with trust, dependable and strength helped in defining the clarity and visibility of the ad. The typeface used in the ad is bold and readable. Asymmetric arrangement was used in the ad. It is expected that the ad should arouse the target audience's attention.

Language

In this ad, patriotic language has a strong and powerful influence over the target audience and their behaviour. This language helps people to identify a product and remember it. This implies that 'everyone is doing it' and no one likes to be left out. This will urge the target audience to identify with the advertised product.

Plate 7



Enjoy your Dano Milk and be strong, 2017. Retrieved from

<https://www.facebook.com/danomilkbenincity>

Target Audience

This advert by Dano is targeted at young children and parents. This advertisement appeals to children with the theme 'let in the goodness' which is believe that the product contributes to the normal growth and development in children. This ad made use of emotional appeal to children. This is a technique where customers are made to see advertisements that demonstrate how their lives will change for the better, be safer or lead more comfortable lives once they use the brand being advertised. This was achieved through strong imagery, impactful text which will persuade the target audiences' interest. This product fulfils the Maslow's need to survive and the need for esteem. This need builds the confidence in every child that is talented.

Layout

This ad was created in an asymmetric arrangement. The ad featured a little boy actively playing table tennis after drinking a glass of Dano milk which portray the big idea of drinking Dano increases Tennis playing prowess and also helps in accomplishing all the child's life goals. The boy's facial expression matched the emotions expressed. Sometimes, people rely on emotions, rather than information to make brand decisions and most times emotional responses to ads are more influential on a person's intent to buy than the content of an ad. Therefore, the image positivity of the ad increases the sharing and engagement of the target audience. The camera shot used in the ad is medium shot. The use of an impactful caption for the ad 'enjoy your Dano milk and be strong' will not only attract but persuade children into pestering their parents to buy the product. In the Caption, Dano milk was emphasized. The use of brand colours was properly managed. The emphasis of the ad was on the product, which showed the product in its pack with the features of the product well illustrated on the pack. It also showed the product in a transparent glass which helped in defining the product qualities. The ad applied "product in use" approach. Children will easily spot the glass cup; this is advantageous because it builds brand recognition in very young children. The ad implored a clear and visible able typeface. The logo of the ad was placed at the top right of the ad. The percentages of different elements that make up the ad are Visual - 75%, Headline - 20%, Logo - 5%. All these elements contribute to the effectiveness of the design layout.

Language

The ad employed a patriotism language because it showed the efficiency of product after use. A patriotic language in advertising shows people using the product. This creates a feeling in the audience mind that 'everyone uses it' and no one likes to be left out. This ad language will urge the target audience to join the bandwagon by believing that the milk makes children strong. The

ad also made use of personal pronoun. This could be seen in the caption ‘Enjoy *your* Dano milk and be strong’ personal pronoun which makes the ad seem as though its directly addressing the target audience, making it more personal and more likely for the target audience to respond.

Plate 8



Milk just got exciting, 2018. Retrieved from

<https://www.facebook.com/DanoMilkNg/photos/a.867637893290139.1073741827.867595403294388/1586734061380515/?type=3&theater>

Target Audience

This advert by Dano milk is targeted at young children and parents. With the theme ‘let in the goodness’ the brand introduced chocolate and strawberry to its brand. The brand is offering children natural products, delicious and full of nutrients, vitamins and minerals. Every glass of milk tastes differently with Dano. This ad made use of social appeal to attract the targeted audience, which implies that children will be motivated by what others are doing around them. This was achieved through powerful imagery and also provoking text which will persuade the target audience interest.

Layout

Emotional appeal was used to sway the emotions of an audience to make them connect to the product. Emotions help us connect with one another, and inspire us to act. When we have a story that's exciting or cool, we want to share it with our friends immediately. This ad was created in an asymmetric balance. The ad featured two little children with an affective smile. The emphasis of the ad was on the smiling images which showed the discovery of excitement in the brand. Symbolic visual representational approach was used in the ad. This approach performs an indirect role to connect the images of products with the meaning that are appropriately assigned to them. The role of the visuals in this ad includes; obtain attention, create impact, and stimulate interest of target audience through conveying a main selling point of products. The smile on their faces expressed satisfaction from the brand. The advertisement has some text, which provides information about the product, and more importantly, provides anchorage for the image. A stimulating caption was used in the ad 'milk just got exciting' will not only attract but persuade children into buying the product but will also persuade them into wanting to quickly share in their excitement. The medium shot showed their exciting mood. To create a super loyal customer base, the images showed how the product is going to make the consumers feel rather than telling them. It is a sure way of creating loyal and fully engaging consumers. The image used is memorable, this means it will not be erased from the mind quickly and it brings about positive associations with your product. The product advertised was placed at the bottom right of the ad. The background colour has effect of chocolate patches. The use of texture in the ad dramatically **improved the design work**. The brand colours were used adequately. The percentage of the elements that make up the ad are Visual (the main photo or illustration) - 80%,

Headline - 15%, Logo - 5%. The product was also shown at the lower part of the ad. The ad implored a clear and readable able typeface.

Language

The ad employed a patriotic language because it emphasized why the product advertised stands out in comparison with others. The language used will evoke a positive response to the ad.

Plate 9



Give them Capri-Sonne, 2017. Retrieved from
<https://twitter.com/caprisonneng/status/898113167003353092>

Target Audience

This advert by Capri-Sonne is targeted at children and also to parents and care givers who want the best for their children. This advertisement appeals to its target audience with emotional appeal. This emotional appeal is a method of persuasion that's designed to create an emotional response by manipulating the emotions in an audience.

Layout

The important theme was how the visual appeal could be translated into an effective selling message; emphasis was more on the use of images as an attractive element. The ad featured a mother and her son smiling at each other. A pack of Capri-Sonne and a launch box placed in front of the child. The boy's facial expression showed excitement for the Capri-Sonne that was given to him. The salient image focused on igniting high arousal emotions, in order to motivate the target audience. Brands want to be associated with smiling, laughing, happy consumers. The image in the ad showed the bond between mother and son. The symbolic visuals used in the ad connect the images of products or services with the meanings that are appropriately assigned to them. It also has a demonstrative slogan 'give them Capri-Sonne'. The text in this ad serves the purpose of catching the reader's attention. The slogan will not only attract children but will increase their pester power for the demand of the product. The universal selling proposition of the ad is 'the taste of fun'. This ad maintained an asymmetric balance. The use of brand colours was rightly managed. The image of the product advertised could be seen on the bottom left of the ad. The ad implored a clear and see able typeface. All the letterings of the ad was written in

capital letters, this will help to attract the eye, therefore its usage in this ad is acceptable. The camera shot used in the illustration is high angle shot. the summery of the elements in the layout; visual (the main photo or illustration) - 90%, other elements such as varied at headline - 7%, logo - 3% to make up of the design layout. The brand colour orange and navy blue was maintained in the layout.

Language

The ad applied emotional language ‘give them Capri-Sonne’; this technique forces an audience to transfer that feeling into the product. A personal pronoun ‘them’ was also used as a persuasive element. This helps to create a connection through a conversational tone between the ad and the target audience.

Plate 10



Turn your ideas to action, 2017. Retrieved from <https://www.lindaikejiblog.com/2017/9/milking-everyday.possibilities.html>

Target Audience

This advert by Hollandia is targeted at children between 8 years to 16 years. The campaign titled 'turn your ideas into action' carefully reinforces Hollandia Yoghurt's proposition as a brand that

brings support and encouragement to every child at every moment. The adventure appeal used in this ad encourages target audience to join in as a part of the brand club to experience something new and exciting. The brand focused on a sense of adventure, to highlight what their product can really offer the target audience. The product is designed to provide consumers with creamy, great tasting, highly nutritious and affordable evaporated milk in handy 215g packs. The campaign is therefore a conscious effort to capture unique consumer needs and position each pack size to meet them, thereby becoming an integral part of consumer's daily life.

Layout

Adventure Appeal was used to reach out to the target audience. This type of appeal is often used as an advertising tactic when trying to reach younger audiences, or people who generally wish their lives were more exciting than it currently is. The ad featured a young boy visualizing a microscope. The other section of the ad showed a smiling fulfilled doctor. The image of the product advertised demarcated the two sections of the ad layout. In the ad, the image component is more than one scene, as it is referred to as the "before and after" type of advertisement. In this approach, the images usually have some interpretational component which guides the target audience to certain aspects of meaning, mostly in conjunction with the text. The layout design created a switch over from one section of the ad to the other. This creates a feeling of what happened before the product was used and what happened afterward. This approach makes the target audience become involved because they create positive thoughts towards the ad to finish the story. In the ad, emphasis was more on the use of images as persuasive element. The adventure appeal works best in this ad because the images evoke strong emotions. The product was placed on a milk splash which appeared at the bottom left of the ad. The slogan 'turn your dream to action'. This slogan highlighted the benefits of the brand and also made the message of

the ad simple and easier to understand. ‘pop your throw could also be seen at the right corner of the ad. The brand name could be seen at the top right of the ad. The ad implored the brands typeface.

Language

The personal pronoun in the ad, ‘turn *your* dream into actions’ is a technique aimed at the target audience to make them believe the ad is talking only to them. It also creates a bond to the brand through a conversational tone. The ad used careful message and appropriate images to speak directly to a target audience.

Plate 11



When I grow up I want to be..., 2018. Retrieved from

<https://www.facebook.com/Cowbellmilk/photos/a.371817519573646.92646.342856499136415/1692642200824498/?type=3&theater>

Target Audience

This advert by cowbell is targeted at children of 4 to 16 years. The campaign titled ‘When I Grow up I Want to Be...’ reinforces cowbell’s promise of raising healthy, energetic and fun-

loving young kids. Potential appeal was used in addressing the target audience. This type of advertising appeal communicates a sense of empowerment and helps to turn children's dreams into a reality. The ad applied the Maslow's theory of esteem, the brand wishes to recognize and celebrate the potentials in every child. This motivational slogan arouses the need for this brand because every child wants to be held in esteem by others. This will lead to more association with the brand.

Layout

Arranged in an asymmetric balance, the ad featured two young boys visualizing what they want to be when they grow up. The dominate emphasis was on the use of images. Literal visuals approach was used to provide factual information about products. The first boy wishes to be a scientist, kited in his lab outfit and safety glasses, holding a test tube. The second boy holding a calculator wishes to have ten billion naira when he grows up. The ad focused on persuading audiences through the potential appeal. When a child is exposed to the images in the ad, it reminds them of what they want to become in future, so children will like to associate with the brand. It maintained its focus on happy images of people imagining their wishes. The caption "What I Want To Be When I Grow up" was written in a speech bubble. The product could be seen at the bottom left of the ad. The ad maintains a good use of the brand colours. The background has some childlike images. *The curved line created a flowing movement. The general ad layout was simple and attractive.* Visual effects also help shape a viewer's feelings about the product or service in the ad.

Language

The personal pronoun in the ad, ‘when *I* grow up *I* want to be’ is a technique aimed at the target audience to make them believe the ad is talking only to them. This makes consumers not to consider products as “‘other product’” rather the consumer considers it as “‘my product’”. It also creates a connection between the consumer and the brand through a conversational tone.

Plate 12



Satisfy the hero in you, 2018. Retrieved from hotspotstv.com/peak-milk-advert-02/

Target Audience

This advert by peak chocolate is targeted at children. The campaign titled ‘satisfy the hero in you’ made use of self-actualization appeal to persuade its target audience. This motivational appeal is used to make one to realize one's own maximum potential and possibilities. It is considered to be the master motive. In this peak ad, the clear connection is that peak helps children satisfy the hero in them. This product fulfils the Maslow’s need of self-actualization which provides a level of motivation that helps the children achieve the dream of their lives.

Layout

In the ad, a lot of emphasis was more on the use of images as persuasive element. The ad featured a male and female cartoon characters drinking a cup of peak chocolate drink. The image representation featured "product in use" (the cartoon character could be seen drinking the product). The use of cartoon images was designed to access certain feelings, memories, and associations with children. By associating certain products with images that are considered fun by children. This makes the product more desirable. By the use of cartoon, the image has a magnetic effect on kids. When they are exposed to this ad, they are aroused to demand it. Advertisers know that cartoon characters sell food products; that's why they use them. The power of cartoon characters will influence the children's preferences of product, reason being that the cartoon character aids in easy recognition, and recall. “Reach for your peak” was used as the pay off line for the ad. A splash of the chocolate was used as a decorative element. The product was placed at the bottom right of the ad. The slogan ‘satisfy the hero in you’ was boldly highlighted. The brand name was placed at the top left corner of the ad.

Language

The self-actualization appeal used guided the language of ad. The language showed the emergence of real self or ideal self that should be seen in every child. The personal pronoun in the ad, 'satisfy the hero in *you*' is a technique aimed at the target audience to make them believe the ad is talking only to them. It also creates a connection to the brand through a conversational tone. It fully engages consumer, not to see brand as an alternative brand.

CHAPTER 5

5.1 Conclusion

The aim of this study was to determine the influence of images, perception and response in children advertising on the purchasing habit of child consumer. In achieving this, the following were reviewed: the concept of advertising, the use of images, perception and motivation and analysis of the use of images and its effectiveness. As observed in those advertisements, the themes vary from improved performance to exaggerated health claims, emotional appeal, potential apple, happiness and fun. There is no doubt that images in print ads can greatly influence children's behaviour about a product preference especially when laced with special appeals. If the visual images are positively or negatively evaluated, definitely it will affect a brand positively or negatively too. This study has shown that, visuals have a dramatic impact on the target audience's involvement and feelings toward an ad. Images used in ads have persuasive elements because they portray emotions which are the driving force to the ad. As noted by Cope et al., (n.d.) "Pictures in advertising have focused on two broad categories: the effects of pictorial messages on memory and the impact of pictures on consumer attitudinal response (p. 6). Print Adverts with high pictorial emphasis are more favourable than those advertisements with low pictorial emphasis because the images reflect the information presented in words. Images help to draw attention to the big story or to a greater extent illustrate statements made in the story, and give the target audience more details about the information presented which makes the message more memorable. It is therefore concluded that use of images in print advertisement appealed to

the children to a large extent and influenced their preference for a product because they always have a recall experience each time they have contact with the ad.

5.2 Findings

This study reveals that visual stimulus triggers children attention; therefore, the following recommendations are made:

Previous studies have focused more on television advert for children more than any other medium. However, the researcher suggests that more image emphasis should be made on outdoor ad because it is not all children that have access to television but they are always exposed to outdoor ads.

The researcher further recommends that print ad should continue with image superiority, including more animation and childlike characters since children are attracted by the elements they can relate with.

Advertisers must ensure quality of products which is also a factor in consumer purchasing habits. This is important because if a product has a good quality, consumers would surely pay their loyalty to the brand and also, bonanzas, promos, taste, free prizes are highly effective in attracting children's attention, making products stay in their memory, and influencing their purchasing choices as well as connect family and friends thereby increasing purchase. This aligns with the consumer behaviour theory, which explains the nature of a consumer and what makes children prefer one good at the expense of another.

The researcher also recommends that care must be taken when structuring commercial messages targeted at children. The message must be simple with clear language so as to make children not only to love ads but also persuade them to choose the brand.

Finally, due to the impact that images have on children, proper regulatory procedure from agencies like the Advertising Practitioners Council of Nigeria (APCON) should be taken to ensure the good health of children as well as prevent the presentation of deceptive claims in ads

5.3 Suggestions for Further Studies

The following recommendations are made for the purpose of further study:

1. Researchers are encouraged to replicate similar studies in other elements of ads to find out their effectiveness such as: Headline, body copy, ultimate selling proposition, colour and music so as to compare their findings with the result of this study.
2. Effects of cartoon images in the perception of visual images in advertising.
3. Use of language appeal in advertising
4. Which advertisement medium has the greatest impact on children

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