Shasha Wang  
PhD Student, UWA Business School

A Child’s Persuasion Knowledge is said to provide the ability to understand the persuasive nature of communications and cognitively defend against them. Studies find many children do not have Persuasion Knowledge and prompted countries like the UK to ban advertisements targeting children or promoting products with a children market (fast food, cereals, candy, toys) before 9pm. However, few studies find any effect of Persuasion Knowledge in children’s responses to the ads they are exposed or brands promoted.

An experiment with treatments of exposure to an advertisement and/or providing the child subject personal equity (earned money) toward their responses with 182 four- to seven-year-old Chinese was conducted. The research found Persuasion Knowledge was best measured as a formative construct, and only an effect in children’s reactions to the TV commercial viewed, not the brand advertised. Providing Equity is itself a negative effect in children’s responses to the advertised brand.

Marketing Seminar Series

Children’s Persuasion Knowledge: Possession, Application and Effects

Date: Wednesday, 30th April 2014  
Time: 11:00am - 12:00pm  
Venue: BUSN201 (Case Study Room)  
Enquiries: Dick Mizerski: dick.mizerski@uwa.edu.au