

A Study on Children's Retention of Various Brand Names

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Abstract: The main aim of the study was to investigate children's Retention of various brand Names. Forty-eight popular brands were selected for the study. Males and females aged 07-13 were surveyed. Recognition scores of respective logos were given with clues to write their names correctly. It was also given logos with outline to find out them to calculate the retention capacity on various brand names. The main objectives of the study were; To identify how the children are remembering (retention) the image cues on different brand names.

Keywords: Brand Awareness, Brand Elements, Retention, Brand Retention, Advertising effects.

1. Introduction

Children are exposed to commercials in many fields in their daily life. The major driving force behind this influence is Media, providing various modes of information. Children are getting greater exposure by these various modes. Among these various modes Television is an important medium of information because of its massive presence in children's lives. The television becomes a member of the family, that TV constitutes a very significant component of a child's development. Recent study done in America shows that 26% of the children is having the television in their bedroom. (Dale Kunker, et. al., 2004). The arrival of cartoon networks has given marketers an edge over children attention and promotes their products which are specially designed for them. They associate cartoon character with the products so it is quite easy for the children to retain information related to products and recall them. (Galdolage B.S. 2016)

Children are approximately exposed to 4000 television commercial advertisement per year, and approximately 50% of advertisement target children. (Aktas, Arnas, 2006). There are several reasons why the advertising sector targeting children and why children are independently exposed to the Televisions. Such as both the parents are going for the job, some do not want to be disturbed by their children. (Akshaya Vijayalakshmi 2015).

Though the children have limited purchasing power they are very much aware of the brands. The brand awareness focus on the two dimensions 'knowing the brand' and 'retention the brand'. Knowing the brand means, which the consumer recognizes the brand that s/he has seen or heard of among the alternatives. Retention the brand is the consumer's ability to recall the brand name from his or her memory when a product

category of the usage areas are given to him or her as presumptions.

Brand awareness is that the ability of a possible emptor to acknowledge or recall that a complete may be a member of a definite product class and it is a link between product category and complete concerned (Aaker, 1991). Complete awareness involves linking the complete to totally different associations in memory (Keller, 2003). Shoppers should first remember of a complete to later have a group of brand name associations (Aaker, 1991). Complete awareness is that the opening move to making complete equity and it refers as to whether shoppers will recall or acknowledge a complete and is said to the strength of a brand presence in children's minds (Aaker, 1996). Also, complete awareness completely impacts perceived quality and complete associations (Buil, 2013).

It has been afore said that there is a larger likelihood a complete are recognised by a lot of folks if it utilizes distinctive recognition cues (Olson, 2004). The customer-based complete equity model suggests that marketers ought to opt for complete parts to reinforce complete awareness (Keller, Parameswaran, & Jacob, 2011).

Verma (2004) defines brands parts as a brand's figurative aspects like packaging, colours, logos, emblems, styles etc. Gaillard, et al. (2006) included-Brand Name, Logos, Colour, Graphics, Taglines, Typeface, Packaging, Celebrities, Music as in distinctive cues or complete parts. VanAuken (2007) writes, "When the general public rely on complete identity they typically rely on the name, the logo, and should be the tagline. However, the identity consists of most quite that. It includes tpestyles, colours, symbols, perspective and temperament, complete voice and visual vogue, sounds and different technical devices, characters etc.." the most one's square measure complete names, URLs, logos, symbols, characters, spokespersons, slogans, jingles, packages and accumulation (Keller, Parameswaran, & Jacob, 2011).

Keller (1993) suggests that complete equity arises from two major parts, awareness and associations. Awareness (Recall and Recognition) rests basically on consumers' ability to retrieve the target complete with or while not associated cues. The shopper's probability of picking up and purchasing a product depends on, in part, on his or her ability to identify the brand (Lawrence L. Garber, Bukre, & Jones, 2000). Keller, (2003) notes, "At one extreme are brands that are unknown to most

buyers in the marketplace. Then, there are brands about which buyers have a degree of awareness in the form of recall and retention.”

Brand retention is consumers’ ability to confirm prior exposure to the brand when given the brand as a cue and brand recall is consumers’ ability to retrieve the brand from memory when given a cue (Keller, Parameswaran, & Jacob, 2011).

How children are able to remember the brand names is the great wondering question. This research is to find out the retention capacity of the children and how the brand hints such as names, logos, etc.

2. Objectives

The main objectives of the study is to identify how the children are remembering (retention) the image cues on different brand names.

3. Literature review

When products and services are troublesome to differentiate, a logo is the central part of brand name equity, the key differentiating characteristic of a complete (Aaker, 1991). Logos are a valuable thanks to determine a product due to their picture-like kind and that they tend to be often simply recognized as a result (Keller, 2003). It is believed that brand awareness happens on two levels; a shopper remembers seeing the emblem (recognition) and second, reminds customers of the brand or name (recall) (Henderson and shelter, 1998). Retention depends totally on style, “given equal exposures, an additional unforgettable style are recognized additional simply than a less recognizable one” (Henderson and shelter, 1998 p. 15).

Fischer et al. (1991) found a big relationship between the age of the kids and their recognition of brands through logos. Analysis has found that age is completely associated with the recall and recognition of brand name symbols (Henke, 1995; Roedder-John, 1999; Ross and Harredine, 2004). Ross and Harredine (2004) measured children’s (four to eleven years of age) recognition and recall of attire complete logos.

Valkenburg and Buijzen (2005) tried to grasp complete awareness in kids through their study of 196 folks and their 2-8-year-old kids within the Kingdom of the Netherlands. The older kids (eight years old) had virtually good recognition of the twelve logos; however, their recall rate was but fifty. Mahajan (2006) studied, beside alternative components, however logos cue one brands. He found recognition and recall for elite brands. Khanna and Mishra (2013) studied Coca Cola complete with regard to five senses and located that seventy-five percentage respondents known Coca Cola through brand. Haung (2005) discovered that complete names and logos are additional necessary to females than to males.

Hartnett and Romaniuk studied distinctive cue and types related to that specific cue. Brennan (2005) also found age has an impression on recall. Kinsky and Bichard (2011) studied pre-schoolers and indicated that, whereas preschoolers might not apprehend complete names, they usually apprehend the

merchandise related to a brand.

Thus, varied makes an attempt are created by researchers to check recognition and recall with regard to totally different brands. The analysis has been undertaken in numerous countries. So, a particular add brands would contribute to the present work on recognition and recall through brand.

4. Theoretical frame work

The Modal Model of Memory, additionally called the Multi Store Model of Memory, could be a theory that was developed by Richard Atkinson and Richard Shiffrin in 1968. The Modal Model of Memory explains however memory processes work. Despite the very fact that the concept of varied levels of memory storage was not new, the multiple models, consisting of three components, were first delineated by the Armstrong Richards. William James delineates a primary and secondary memory within the latter years of the nineteenth century. In his theory, primary memory consisted of thoughts that were keep in consciousness for a quick time and secondary memory consisted of permanent, subconscious storage.

Later, Richard Atkinson and Richard Shiffrin Adscititious a third level to the current theory: the sensory register of the brain. They additionally came up with the concept that the brain has numerous management processes that regulate the transfer of memory.

A valuable side of the Modal Model of Memory is that it is supported by scientific proof, one thing that’s fairly tough in theories concerning one thing as abstract as memory. In a trial to cure severe brain disease, a part of a patient’s hippocampus was removed.

This semi-conductor diode to the matter of this person being unable to transfer data from his memory to his remembering. In alternative words, the patient was incapable of making semi-permanent recollections. This person was case in point of the concept that there are a unit multiple levels of memory.

A. What is Memory?

Human memory is that the capability to write info and experiences within the brain. These codes are later on hold on and may be retrieved at a later time. This offers kinsfolk the likelihood to be told, adapt and build relationships.

In more medicine terms, memory could be a series of encoded neural connections within the brain. It is the recreation of past expertises that is led to by the synchronic firing of neurons that were concerned within the original experience. The experiences aren’t hold on as books on a shelf, sort of a complete component, however rather carries with it separate parts that are scattered across the varied brain areas.

The term memory is additionally accustomed describe computers’ capability to store info. Though there are some parallels between the pc memory and human memory, there also are some elementary and crucial variations. The human brain is unionised sort of a distributed network within which every neuron has thousands of connections. Memory device

consists of a set of available and separate files.

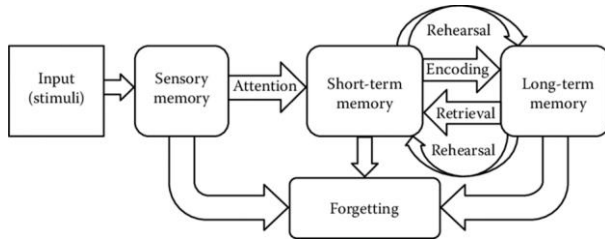


Fig. 1. Block diagram

B. The three Levels of Memory

After info has entered the brain via every kind of impulses, it should be hold on, maintained or removed. Several psychologists use the three-step model of Richard Atkinson and Richard Shiffrin to explain the storage method. For every memory system, the capability, style of storage and length are represented.

C. Sensory Memory

Sensory memory stores data for under a flash. As an example, once seeing a quickly circling torch during a dark area, folks see a circle of sunshine instead of separate dots of sunshine. This can be as a result of sensory memory concisely retains these pictures that quickly follow one another, which suggests the brain sees a circle via the tissue layer. Visual sensory memory is noted as picture memory, and sense modality sensory memory is named echoic memory.

Storage duration: zero.25-0.5 seconds

Capacity: all sensory data, giant capability

Coding: visual, auditory

D. Short-term Memory

A part of the data that enters the brain via the sensory part of the brain is transferred to immediate memory. Here, it may be hold on for concerning eighteen seconds with a capability of 7-8 things. Rehearsal or associate degree intense event will result in the data being sent to memory, like continuance a replacement telephone number. The things may be giant or little, betting on the individual. Wherever one item may be a series of 10 numbers for one person, another item may be one letter for somebody else. Once data has already antecedent entered the immediate memory, and tiny items of this data are preserved, the brain is capable of responding to those stimuli quicker or to recollect these additional simply. This can be noted as priming.

Storage duration: 0-18 seconds

Capacity: 7-8 things

Encoding: primarily sense modality data

E. Long-term Memory

Information from immediate memory may be transferred to memory by means that of rehearsal, and back once more to immediate memory. Memory includes a sensible infinite capability that showcases the brain's huge potential. Once the

data is hold on in memory, it always remains there for the remainder of a person's life. However, this doesn't mean that this person is usually able to bear in mind the precise data. The proper neurons should build the proper connections to retrieve the proper reminiscences.

Storage duration: unlimited

Capacity: unlimited

Encoding: primarily linguistics (facts, general memory), however additionally visual and sense modality

F. Retrieving hold on data

Retrieving or memory is that the processes within which data from memory are recalled. Retrieving reminiscences happens by means that of sure stimuli, additionally noted as cues. These cues embrace associations, context and mood. These three parts greatly influence people's ability to retrieve the proper reminiscences.

Associations play a crucial role during this method. It is potential that planted reminiscences suddenly resurface upon seeing an exact photograph, smelling an exact scent or hearing a selected sound. Folks will generally retrieve a happening by imagery themselves within the scenario within which this event happened. A commonly asked question once losing your automobile key is: 'what did you is doing right once parking the car?'

A person's mood additionally directly influences one's capability to retrieve reminiscences. Once a person's mood is that the same because it was within the state of affairs involved, the neurons within the brain create the correct connections a lot of simply.

That data in remembering is not for good lost is confirmed by the actual fact that individuals will keep in mind specific information once they are beneath mental state. Mental state makes it easier for the brain to supply the correct cues while not tangential associations getting into the method. The individual is best able to envision the context and his/her mood is essentially neglected.

G. Conceptual Frame Work

The Modal Model of Memory may be a structural model that was developed by Richard Atkinson and Richard Shiffrin. It describes three storage systems that are linearly connected and is delineated as a model for scientific discipline. Data will be detected by the senses and enters sensory memory. This is often absolutely automatic, however once sure data is stressed, and it is transferred to immediate memory.

The Modal Model of Memory describes that, just in case of enough rehearsal, data will be transferred to remembering, wherever it's keep forever. Whether or not a private will retrieve this data, however, depends on the associations that are created, or whether or not the mood is comparable and whether or not the context during which the events happened shows similarities with the current state of affairs.

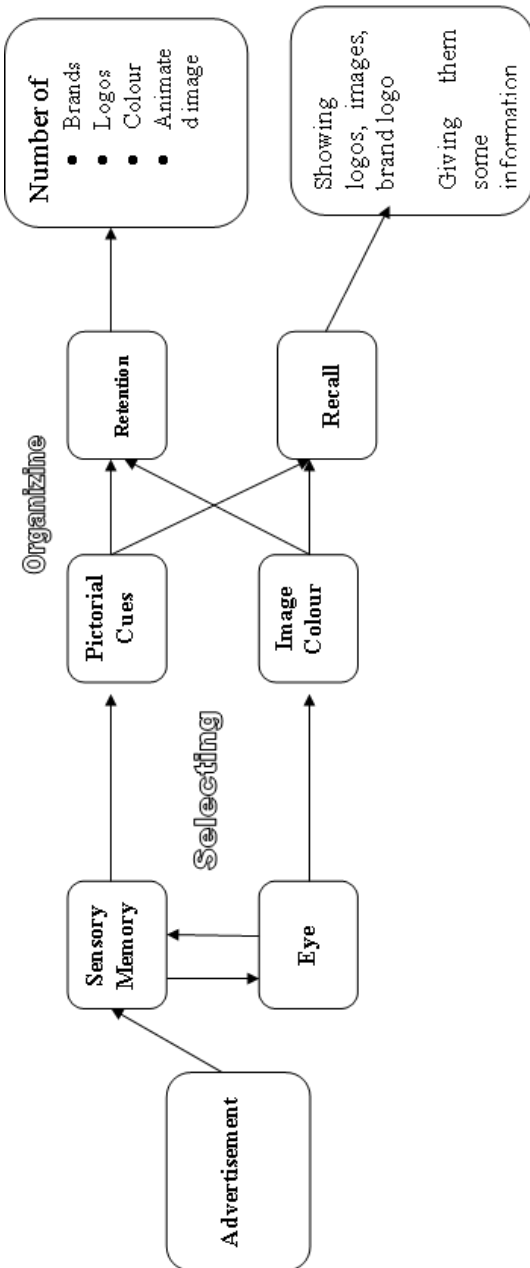


Fig. 2. Conceptual framework

Short Term Memory = Retention
 Long Term Memory = Recall

5. Research methodology

Research style was descriptive single cross sectional. Choices of Brands were done as per topper brands of the market in numerous products, in every complete brand of a two brands selected. Non-Probability convenient sampling technique was used. Males and females aged 7-13 were enclosed as samples. Sampling space enclosed four completely different colleges and also the sample size was one hundred ten.

Respondents got forty-eight logos with the clues and were asked whether or not they have seen it before or not. Then, they

were needed to put in writing product class that they recall when seeing the logo and later to put in writing name of the brand. At last, cue was given for each product class and completes likewise to ascertain assisted recall.

6. Analysis

Among the respondents, thirty-nine were males and forty-three were females from three completely different schools like Government School, Metric school and CBSC School. They were divided in to two teams of 07-09 and 10-13 ages. The variables were wanted move into three completely different modes to analyze the retention capability, according the school, Gender and age. The Government Tamil medium school has twenty-seven respondents, Government English medium school has twenty-six respondents, metric school has twenty-eight respondents and CBSC School has twenty-six respondents. Results are mentioned in as below.

7. Result

In summary, the study showed that children’s complete retention starts earlier in development than their complete recall. By the age of seven, youngsters were ready to acknowledge eighteen out of forty-eight complete logos and by the age of thirteen, they were to acknowledge ninetieth of the logos. Though children’s age is out and away the foremost necessary predictor of their complete awareness, different characteristics, like TV exposure, parental complete awareness, and condition to peers, additionally play a vital role within the development of young children’s complete awareness.

Another necessary finding is that young children’s complete retention looks to be considerably additional sensitive to external influences than children’s complete recall. It should be noted, however, that this result most likely solely pertains to youngsters younger than eight. Though there is solely restricted proof of the influence of environmental influences of older children’s complete awareness, it is doable that the complete awareness of older youngsters is additional sensitive to external influences.

The study may be an initial plan to investigate advertising effects on the youngest age teams. We tend to hope that our results might contribute to discussions concerning the moral aspects of promoting towards infants and young preschoolers.

8. Recommendations

An outline of the recommendations and suggestions for future work that emerged from this study area unit appended below.

- Children aged 07–09 years ought to be allowed ‘free’ to remember names while not interruption, since they are within the school, other interrupting them.
- Prompts ought to be used at the tip of the retention.
- Prompts ought to target the child’s retention of the brands and preference for the foods recalled.

- Prompts should not overburden some children, as a result of some children were unable to seek out the additionally brands were also an excessive amount of to spot.
- In food products side dishes and sweet foods may have specific inquiry.
- The TV Channels programs could also be given them to list our or raise the write the names, what they bear in mind.

9. Limitations and future analysis

There are of unit two notable limitations to the present study. First, it absolutely was conducted during a single geographical region so and also the results therefore might not transfer into a special geographic. Second, the samples were collected from only four colleges thus it is going to not be compare with different reasonably school like central government college.

10. Conclusion

In brief, this study showed children's complete awareness at associate degree early stage like seven years recent. Even seven year recent children remembered each the name and therefore the product after they saw the complete emblem, packaging or complete character. Whereas age was a predictor of the children's complete retention, the result of gender was not important. The complete retention levels of the kids inflated with age. Consequently, this study is very important, because it offers Tamil Nadu children's complete retention. The findings highlight necessary results for the school going children and focus on children of various schools.

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