

# A Study on Children's Recall of Various Brand Names

P. Daniel Sharma

*Student, Department of Visual Communication, Loyola College, Chennai, India*

**Abstract:** The principle purpose of the examiner became to analyze effect of logo on popularity and brand recall. Forty-eight popular brands were decided on for the have a look at female and male 07-13 have been surveyed. It turned into recorded whether or not a logo is reinforcing product category bear in mind and brands take into account or not. Both unaided and aided product and logo recollect had been studied. the principle targets of the take a look at had been; to look at logo keep in mind thru logos of famous brands marketed in India, to discover do not forget charge of the Decided on brands and to take a look at difference among product do not forget and logo don't forget.

**Keywords:** Brand Awareness, Brand Elements, Recognition and Recall.

## 1. Introduction

It is miles unexpected that the arena of children these days is an international of brands. They come across them greater than every other technology before and it's been observed that they are capable of understand manufacturers as early as on the age of two. The purchaser tradition we stay in is a way of life of symbols. Merchandise are not best used for his or her application motives, however human beings buy products also for his or her symbolic qualities. It is been suspected that no intake takes place without the symbolic being part of it (Wattanasuwan, 2005).

This take a look at specializes in non-public and social emblem symbolism inside the lives of children. There were sizable studies on emblem symbolism. The main paintings applicable for this examine comes from Elliott (1994, 1997), Wattanasuwan (2005) and Belk (1988). Inside the location of logo relationships, the item with the aid of Fournier (1996) has been maximum influential. Kids and logo symbolism has been studied from the Nineteen Eighties on. The scholarly interest in kids as social actors has risen at the same time as Recent boom in kids' marketplace (prepare dinner, 2004). The sector has been widely influenced by the paintings of Belk, who used Piaget's (1960) cognitive developmental model as a base for his research. This viewpoint that sees purchaser symbolism as a development of cognitive skills, remains dominant although it has been currently criticized (Nairn et. al., 2008).

The recollect developmental version isn't the best possible way to study kids and logo symbolism. In keeping with prepare dinner (2004), children's consumer Culture is a distinctly omitted region of social research and thinking. There's a want

for similarly take a look at of qualitative methods on children and brands. Nairn et. al. (2008) name out for extra observe on children and types that concentrate on the kids as social beings. The writer's country that there is "an urgent need for similarly research on children's use of logo symbolism. Additionally, the use of recent media, as an instance children's very own web sites and networking web sites which include my space are visible as a difficult Vicinity for in addition research." (Nairn et. al., 2008).

Martens et al. (2004) see it surprising those so little empirical studies on the symbolic meanings that kids create round the products and services they devour has been performed. Kids are frequently handled as homogeneous social organization that is impressionable in place of numerous in phrases of age, skills, feel of self/corporation and information of and enjoy with fabric and patron subculture. There has additionally been an inclination of research on kids and emblem symbolism to consciousness on many less-privileged children (Rodhain, 2006; Roper and Shah, 2007).

## 2. Objectives

The main objective of the study is to identify how the children are recalling the image cues on different brand names.

## 3. Literature review

The studies on kids and types have been actually divided into categories, the cognitive developmental version and the purchaser tradition theory. The dominant cognitive developmental model has been primarily based on the early studies of kids' development by Piaget (1960). There is also a mass of studies that is experimental in nature. any other studies stream that is slowly gaining reputation is the one based on client subculture principle, that specialize in researching the relationships among children and types and the symbolic meanings that kids assign to manufacturers from a qualitative attitude.

A number of the earliest works on kids and logo symbolism that have been based on the cognitive stages of children's improvement; had been done by means of Belk (1982) and Belk et al. (1984). According to the Piagetian principle the kid's mental and interactive capacities evolve in a linear style thru a hard and fast of predetermined stages. This is additionally the

premise of Belk's (1982) look at that focused on the Kids' reputation of brand symbolism as an instance on the subject of using brands as popularity symbols. Consistent with Belk (1982), making inferences about others primarily based on their desire of consumption objects is one of the most powerful and a culturally commonplace phenomenon. The findings of Belk's studies indicate that consumption symbolism popularity develops at some stage in grade faculty. This capacity is minimum amongst preschoolers and almost completely evolved through sixth grade.

Achenreiner & John (2003) have studied consumption symbolism of kids more these days and with the aid of comparative research centred on the variations among age agencies. of their observe, kids from 2d and 6th grade and tenth grade have been proven advertisements for denims and athletic shoes, with a brand call on them that changed into either a desired or a no favoured logo. Impressions of proprietors of a favoured, recognized logo and no preferred logo did now not range amongst 8-year olds, either for jeans or athletic shoes. Children of this age seem to apply less difficult perceptual recognition cues than older kidsters (12- and sixteen-year olds). These findings are constant with the ones of Belk et al. (1984).

Experimental studies of children and brands have been a developing hobby among advertising students. Research has been completed on as an instance kids' recognition of manufacturers, brand attitudes, brand name recognition, diverse socialization agents, consumption and emblem symbolism. (Pecheux and Debraix, 1999; Moore-Shay and Lutz, 2000; Phelps & Hoy, 1996; Grube and Wallack, 1994). Also those researches have commonly focused on evaluating kids to adults or making variations among age groups.

There was criticism on the reality that the research seem to be focusing on the cognitive developmental version by myself that forgets the alternative sellers in consumption symbolism that similarly to cognitive development have an effect on it. Belk (1982), states there is a need for extra studies so one can recognize the numerous socializing forces that have a role in the improvement of consumption symbolism. In step with Nairn et al. (2008) there may be a want for research based totally on different theories than cognitive development theory by myself. They kingdom that the "knowledge of the way current kids relate to manufacturers is unlikely to be notably more desirable by means of a sole reliance at the cognitive development version or an experimental method. The social roles that manufacturers play in kid's lives cannot be studied by using relying on the cognitive developmental Version.

Nairn et al. (2008) give three motives for the need to expand the studies framework used. first, the Piagetian model concentrates most effective on age and different elements which include gender, ethnicity and social class which might be maximum likely to persuade brand symbolism are forgotten. Second, the developmental version that focuses on the cognitive angle will pay most effective little attention to social and dynamics of interpretation. 0.33, kids are conceptualized as

being isolated from broader social and Cultural impacts. Therefore, the writers suggest purchaser way of life idea as an opportunity manner of framing research into kid's relationships with brands. Research primarily based on the customer subculture theory as an opportunity framework is supplied within the literature evaluation.

#### 4. Theoretical frame work

Reminiscence do not forget is the skill of the human thoughts to hold statistics within the mind for diverse intervals, depending upon the form of reminiscence and stimulus repetitions in consider, tiers of interest and emotion. Within the system of don't forget we take into account, stored material (for instance, stimulus and event) within the mind through response(s) to some outside stimulus. The subsequent sections describe suggested brain areas associated with memory features, reminiscence paradigms, EEG, and FMRI reminiscence research, issues, Challenges, and conclusions.

Chang et. al. pronounced the Atkinson & Shiffrin memory model and associated the workings of human memory with a records processing gadget, as proven in figure 1. consistent with the oxford dictionary reminiscence is described as: "the mental ability of holding evidences, actions, imitations, and so on or recollecting in advance practices." though, from the modern-day organic and mental studies angle, the definition of memory, and areas related are not so without difficulty described. Functionally, memory is defined as the functionality to encode, preserve, and ultimately keep in mind material in the mind. from a psychological and neurological point of view, memory is the gathering of encoded neural connections inside the brain. it is the rebuilding of preceding happenings and practices by means of a synchronous firing of neurons that had been fired on the time of learning.

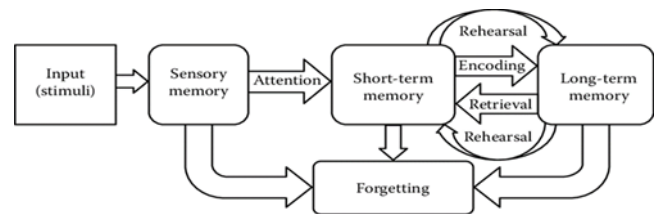


Fig. 1. Block diagram

The human reminiscence system is a complicated system and is tough to split its additives into special components. However, in terms of time, potential, and operations, it's far generally divided into 3 kinds:

- *Sensory memory*: the capability of preserving sensory data from stimuli received through the five senses (visual, auditory, odor, taste, and tactile). Its time period could be very quick and takes place in seconds. The results of presentation approach and facts density on visual search potential and working reminiscence load. These statistics is then passed over from sensory to STM via selective attention.

- *Brief-Time Period Memory*: a brief garage of small amounts of cloth for a brief duration, generally up to 15 seconds for about 7 gadgets – data generated in STM due to listening to sensory reminiscence.
- *Long-Time Period Reminiscence*: the collection of material over lengthy durations of time; includes unlimited quantities of records. Diverse studies have been said on these Reminiscence sorts based on unique conditions and extraordinary types of stimuli; for example, words, 2D photos, digits, 3D objects, and sounds.

Babiloni et. al. investigated human cortical reactions via the use of a 2nd simple Visuo-spatial task of one bit to be memorized at some stage in STM. In the assignment, two vertical bars were used as a stimulus and topics reacted after a 3.5 to 5.5 2d delay time. No statistical distinction between the 2 situations changed into mentioned, however the EEG consequences revealed that during the Delay length the power of theta (4-6 hz) declined within the bilateral parietal regions and left frontal location. Similarly, inside the bilateral frontal and left parietal areas, low alpha strength (6-8 Hz) turned into decreased, however a lower was found in excessive alpha power (10-12 Hz) in the left frontal-parietal regions. The writer concluded that a completely easy STM venture consequences in alterations inside the theta and alpha frequencies on the frontal-parietal area. in any other EEG have a look at, Babiloni et al<sup>21</sup> examined theta, Alpha, and gamma modifications in a Visuo-Spatial lengthy-term episodic reminiscence take a look at some point of encoding and recollect stages.

The postpone for the retrieval mission become one hour. Their results counselled that eminent gamma reactions over the left parietal cortex are related to encoding conditions, even as retrieval techniques are related to the right parietal cortex. Burgess and Gruzelier used words and faces as stimuli and examined reminiscence related modifications within the EEG. at the temporal websites (T5/ T6) and within the First 250 Ms, they determined the lifestyles of a quick duration boom within the theta range. Kirov et al presented that similar Transcranial slow oscillation stimulation (TSOS) used in awakening the mind additionally causes an upward push in EEG slow oscillations zero.4-1.2hz), in addition to an obvious and substantial upward thrust in EEG theta (4-8hz) hobby. in woke up situations, the TSOS did not improve reminiscence consolidation once used after learning, but a better encoding of hippocampus established memories changed into found while Used within the route of getting to know.

Chang et al studied wm load and visible search capability by way of the usage of a change detection of 2, 4x4 dot arrays in successive and simultaneous types of presentation with three various data density situations of 75%, 50%, and 25%. Their effects confirmed substantial versions among the wm load and visible search functionality at exclusive stages of information density for the two one-of-a-kind kinds of presentation.

Jongsma et. al. investigated the connection of event Related

potentials (ERP) with learning and reminiscence processes via the usage of multiple digits studying trials. They determined corresponding reminiscence improvements in the middle of the stimuli sequence. The examiner used auditory digits because the stimulus and unfastened bear in mind assignment for measurement of reminiscence overall performance such as recalling objects in correct position in the sequence. They concluded there has been a close correspondence between reminiscence performance and amplitude of ERP factor.

#### A. *Memory retention and recall processes:*

Reminiscence retention and recalling are key reminiscence tactics. Retention is the functionality to keep data, and retrieval is the recollection of held information in the mind in response to outside stimuli. Cognitive research literature has highlighted that these tactics are related to one another and additionally to factors along with exceptional mind regions with related reminiscence and cognitive features. brain components reminiscence processes frontal lobe running and STM temporal lobe listening to feel parietal lobe Spatial memory occipital lobe (visible cortex) visible reminiscence thalamus attention maxillary frame episodic reminiscence caudate nucleus memories of instinctive skills caudate nucleus (temporal, proper) instinctive moves, e.g., grooming is stored right here Putamen procedural competencies putamen (temporal, proper) gaining knowledge of Abilities, e.g., the capability to trip a motorbike amygdale emotional memories hippocampus activated to switch experiences into reminiscences, e.g., STM to LTM cerebellum conditional memories, e.g., Events linked by time valuable executive (frontal, proper) holds entire plan, which include visible elements STM - brief-term reminiscence, LTM - long-term reminiscence gaining knowledge of, checking out, and potential restriction of memory, interest call for, and complexity of fabric.

The traditional concept of mastering and retrieval is that getting to know takes area all through events of reading, at the same time as retrieval allows evaluating the learned contents. Psychologists studied studying through trials of take a look at (s) and a check (t).

The essential Assumption is that mastering happens throughout study levels whilst retrieval (check) actually measures contents found out in beyond look at stages. The same principle is accompanied in instructional systems, getting to know takes place at some point of lectures, reading, and look at organizations. Tests were designed to judge what has been absorbed or found out with the aid of studying. Those checks are taken into consideration exams or reviews of found out understanding. Currently, a look at of reviewed proof opposes this traditional notion: Retrieval physical activities in the course of exams have frequently-brought on higher mastering and lengthy-time period retention than studying. In comparable studies, Karpicke and Roediger experimentally examined retention related to studying with repeated checking out, and they counselled that the repeated recalling of held records led to higher studying and long-term retention. In a single

experiment, members have been given a listing of gadgets to look at below two unique situations. In one situation, the listing changed into studied 15 instances and tested Five times, even as within the different condition the listing turned into studied five times and examined 15 times. A retrieval challenge after one week showed better mastering and retention results in the repeated take a look at condition cohort compared with the repeated take a look at cohort. In every other have a look at, Marois and Ivanoff reviewed capability and processing limitations of the mind on visual STM and emphasised three obstacles:

- a) The time required to discover a visible stimulus,
  - b) The wide variety of visual stimuli that may be held in STM, and
  - c) The choice of suitable reaction for a stimulus.
- Diamantopoulos et al used specific classes of stimuli and studied reminiscence capability and memorization.

They argued that estimates of memory capability and memorization were extra dependent on resemblances in stimuli. The behavioural consequences of the examine counselled improved reaction times and error charges with memory load. Karlsgodt et al conducted a firm examine that used a verbal wm take a look at. in encoding, maintenance, and bear in mind, within-problem evaluation of useful activation recommended that the hippocampus had a position in wm like the one it had in LTM; implying that the hippocampus might be concerned in standard encoding and recalling as opposed to simply in LTM obligations.

Financial Institutionó and Vidnyánszky used a behind schedule facial emotion discrimination project in which faces (pattern and take a look at) were used as a stimulus. The stimuli comprised a frontal view of faces with slowly various emotional expression of happiness. Faces were presented for 300 ms with two exceptional retention intervals, either 1-s or 6-s inter-stimulus-durations. They explored the STM processes for facial emotional features and concluded that the retention c programming language tempers neural approaches within the STM encoding manner.

Joiner & smith studied the consequences of gradual and speedy getting to know processes on reminiscence retention. They found that the slow mastering process strongly contributed to LTM more so than a fast getting to know procedure.

### B. *Effects of content on memory*

Distinctive theories exist regarding the effects of contents, modalities, presentation modes, and stimulus sorts on reminiscence strategies and brain responses. Khairudin et. al. used stimuli of words and snap shots to investigate the consequences of emotional contents on express memory. Phrases and photographs had been presented in superb, poor, and impartial classes in separate experiments. Their results recommended evidence of better reminiscence performance for pictures than for words, and the evaluation of advantageous

with bad stimuli indicated that superb stimuli in explicit reminiscence have been remembered higher than the negative. As a consequence, they concluded that terrible content suppressed explicit memory. In another have a look at, Crottaz-Herbette et al discovered modality consequences in verbal wm. they employed FMRI with analogous stimuli and investigated the resemblances and variances between visual verbal wm and auditory verbal wm.

They tested similarities and differences at some point of visible and auditory duties in brain Activation. the statistical contrast provided significant modality results in the activation of the prefrontal and parietal cortex, because the left Dorsolateral prefrontal cortex (P.C) confirmed extra activation in auditory verbal wm. however, in visual verbal wm, the left posterior parietal cortex become tremendously activated when as compared with auditory verbal wm processing. No such variances had been located in the proper hemisphere. Grady et al used phrases and photographs of objects as exclusive types of Stimuli and investigated the consequences of stimulus sorts in the proper percent in reputation memory. They located that the range of efficaciously identified objects became larger for object stimuli than for phrases, and that the reaction time turned into extensively quicker for items than for words. Lee et al investigated the outcomes of verbal and visual stimuli on reminiscence methods in episodic memory.

There have a look at discovered that during left lateral P.C, verbal reminiscence obligations were associated with regional cerebral blood glide Changes, even as visual reminiscence obligations were associated with modifications within the proper lateral P.C. mass et al tested overall performance, gaining knowledge of, and information processing in teenagers. They as compared the consequences of violent as opposed to non-violent sport contents below situations: playing, and watching. The results counselled that violent content material had a poor short-term impact on getting to know and facts processing. Eng et al measured visible wm capacity for six sorts of stimuli: faces, cubes, polygons, Squiggles, colours, and letters of numerous complexities. They concluded that estimated visual wm decreased for stimuli that were more complicated.

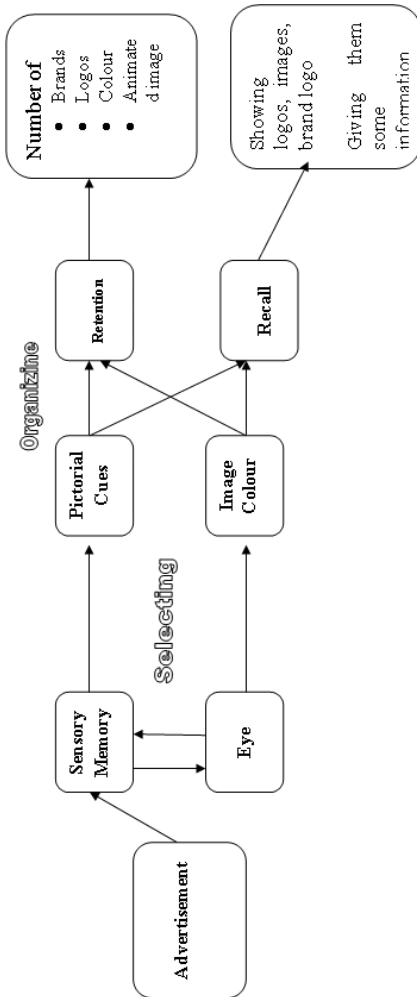
### C. *Reminiscence Paradigms*

We determined several memory paradigms in the literature for mastering, reminiscence kinds (WM, STM, LTM), memory processes (retention, recalling, encoding) for exclusive stimulus (visible, auditory), and complexity stage (clean, difficult). Lots of those paradigms are usually carried out in cognitive research. The EEG analysis is a comprehensive analysis of the brain's electrical area on the scalp's surface because of its direct measurement of brain neuronal pastime with high temporal decision. It includes numerous frequency bands related to extraordinary mind states.



### 5. Conceptual body work

The modal model of reminiscence can be a structural version that changed into evolved with the aid of Richard Atkinson and Richard Shiffrin. It describes three storage systems which can be linearly linked and is delineated as a model for clinical field. Information could be detected by using the senses and enters sensory reminiscence. That is frequently without a doubt computerized, however once sure data is stressed, and it is transferred to on the spot reminiscence.



Short Term Memory = Retention  
 Long Term Memory = Recall

Fig. 2. Conceptual body work

The modal model of reminiscence describes that, just in case of sufficient rehearsal, statistics can be transferred to remembering, anyplace it is maintain all the time. Whether or no longer a private will retrieve this facts, but, relies upon on the institutions which can be created, or whether or not or no longer the temper is comparable and whether or not or no longer the context at some stage in which the activities befell indicates similarities with the modern situation.

### 6. Research technique

Studies style became descriptive single move sectional. Selections of Manufacturers had been executed as in step with topper manufacturers of the marketplace in numerous products, in every entire emblem of brands decided on. Non-chance convenient sampling method was used. Males and females elderly 7-13 have been enclosed as samples. Sampling area enclosed four absolutely special faculties and also the sample length become a hundred and ten.

Respondents were given 48 emblems with the clues and were requested whether or not they have got seen it before or not. Then, they were needed to shade the product Elegance that they remember when seeing the logo and later to install writing name of the brand. At last, cue turned into given for each product class and completes likewise to examine assisted do not forget.

### 7. Evaluation

Among the respondents, thirty-9 had been males and 40 three had been girls from 3 absolutely exceptional faculties like authorities' school, metric faculty and CBSC faculty. They were divided in to two groups of 07-09 and 10-13 a while. The variables had been desired move into three completely one of a kind Modes to analyse the retention capability, in accordance the school, gender and age. The government Tamil medium faculty has twenty-seven respondents, authorities' English medium school has twenty-six respondents, metric school has twenty-eight respondents and CBSC School has twenty-six respondents. Results are noted in as under.

### 8. End Result

There were some developments based on age in terms of remembering the brand name and the product belonging to the brand from the brand logo and product packaging. As the children grew older, the number of the brand names and products that the children remembered increased. While there was not a significant difference between the ages in remembering the brand name from the brand character, the difference was significant in remembering the product.

Interesting findings were obtained from this study. The children were more successful at remembering the product than remembering the brand name from the brand logo. The children gained a slight accomplishment in remembering the brand names from the brand logos. They remembered the names of approximately 36 brands out of 48. However, the children were quite successful at remembering the product from the brand logo (approximately 32 products). In this case, it can be said that the children associate the brand logo with the product belonging to the brand. Similarly, the children recognized the product from the packaging, while they were not very successful at remembering the brand name from the product packaging (approximately 13 brands). The children correctly recognized the names of approximately 33 out of 48 products from their packaging, but they could not say the brand names

of the products.

The relationship between the children's ability to remember the names of brand and product from the brand logos, product packaging and brand character as important clues in children's remembering products. When only the brand character was shown, many children were not successful at recognizing the character and remembering the brand from the character. The character did not mean anything to them if it was shown alone. Nevertheless, the children established a relationship between the product and the character when they saw the character on the product packaging, and they could remember the product easily.

Another important finding of this study is that the children were quite successful at remembering the brands targeted at them. Both the brand names and the products that children most remembered were a snack brand and online channels. The results of the study about children's greater knowledge about brands targeted at them.

Through the examine it is determined that over utilization of social media is developing many of the kids, between the longtime of seven years to thirteen years. the kids Belonging to the age organization of 07 years to thirteen years represent high percentage (55%) in the selected sample of children. majority of the chosen kids are the usage of social media for the motive of website browsing, chatting, entertainment and so on. majority of the chosen children are spending various quantity of time from much less than one hour to extra than five hours each day on social media. numerous kids are spending a lot time (1/3 period of an afternoon) on social media, that it interferes with their Day by day recurring sports.

The examiner finds that there exists a strong and advantageous dating among emblem consciousness and real buy in consumers. The maximum recalled brands also are the maximum purchased manufacturers. We also find aid for the notion that logo awareness will increase the market performance of the logo.

Fee attention has no moderating impact on the relationship between emblem reputation and real buy of the client. We found a direct effect of rate Awareness on real price exists; however, this is surprisingly less in fee and significance than brand recognition. None the much less each logo recognition and price focus can expect real purchases without delay. Yet the interaction term of the two is not extensive in predicting real purchases. Those outcomes are in aid to the findings that, the records generated from the charge levels does now not intrude with the outcomes of emblem popularity. The modern takes a look at contributes in several methods. Firstly, to the nice of our understanding, the cutting-edge observe checks both the components of emblem attention, this is, emblem take into account and logo popularity, one by one which has been non-existent within the preceding literature. secondly, that is a pioneer have a look at conducted on measuring the impact of emblem bear in mind and brand reputation on the real buy of the purchasers and the moderating function of charge

cognizance in the garb enterprise. Thirdly, the study has helped us in deriving the list of most recalled emblem in Tamil Nadu. Also, top ten steeply-priced lawn brands within the market had been recognized from the effects. fourthly, the 2 specific questionnaires have been designed to measure the logo consider the have a look at has helped in gaining insights on the role of emblem focus on the buy choices of the purchaser inside the growing like India.

## 9. Conclusion

Today, specifically children play a critical function as consumers. Specifically, confectionary Merchandise (biscuits, chocolates, wafers, sauces, noodles and health liquids) are concerned they do now not care fee of which they want to shop for. Additionally, they do not care whether or not those products are healthy for them or not. At the same time as they are shopping, the first issue comes in their mind is to purchase the advertised merchandise. In this example, the advertising and marketing has a more potent impact on kinder kids than the older kids. Nowadays evidently kids' effect on circle of relative's selection in buying has been steadily multiplied.

After the research, it changed into determined as a ways as confectionary merchandise are concerned kids once in a while insist their mother and father to buy those products for them. as a ways as confectionary products are worried, kids are stimulated extra by means of TV commercials than by way of the opposite medium of advertising and marketing. despite the fact that there are plenty of equipment to expose the goods or offerings, television became selected because the fine way that can decorate the organization's income significantly by means of maximum of researchers. Additionally, this research confirmed that among many verbal exchange gear, television classified ads have more impact and effect on children than the opposite medium of advertising and marketing. Children's a long time are essential to recognize the TV advertisements. Children's comprehension of television classified ads will increase with age. Age turned into determined having sizable relationship for brand doesn't forget whereas gender had mix consequences. Destiny studies attempts need to be made to look at greater emblem factors; slogan, jingle, Man or woman, colour, typeface and so forth. With recognize to special product classes. Popularity and keep in mind are stipulations for client based totally logo equity so systematic efforts in this route can stockpile to the frame of knowledge which can be beneficial to emblem managers.

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