

How Children Learn To Buy: The Development Of Consumer Information-processing Skills

Table 1

Number of Children Recalling or Recognizing Information About a Chocolate Covered Raisin Candy After One Exposure to a TV Advertisement for that Product

	<u>Kindergarten</u>	<u>Third Grade</u>
<u>Memory for Product Type</u>		
Recall Measure	6	12
Recognition Measure	$\frac{8}{N = 18}$	$\frac{-}{N = 12}$
<u>Memory for Brand Name</u>		
Recall Measure	3	10
Recognition Measure	$\frac{9}{N = 18}$	$\frac{2}{N = 12}$
<u>Memory for Primary Product Attribute</u> (raisins have vitamins)		
Recall Measure	3	7
Recognition Measure	$\frac{7}{N = 18}$	$\frac{1}{N = 12}$
<u>Memory for Secondary Attribute</u> (# of candies in box)		
Recall Measure	-	5
Recognition Measure	$\frac{5}{N = 18}$	$\frac{-}{N = 12}$

Results show clear differences among the 3 age groups of children in their. children learn to buy: The development of consumer information-processing skills .Ward, S., Wackman, D. B., & Wartella, E. (). How Children Learn to Buy: The Development of Consumer Information Processing Skills. Beverly Hills, CA.Studied the effects of TV advertising on children and their parents by How children learn to buy: The development of consumer information-processing skills .[This paper is based on a forthcoming book: Children Learning to Buy: The Development of Consumer Information-Processing Skills, by S. Ward, D.B. Wackman.How Children Learn to Buy: The Development of Consumer Information- Processing Skills (People and Communication ; V. 1): Communication.Title, How children learn to buy: the development of consumer information- processing skills. Volume 1 of People and communication Sage Library of Social.How children learn to buy: the development of consumer information-processing skills / Scott Ward, Daniel B. Wackman, Television advertising and children.DEVELOPMENT. OF. CONSUMER. INFORMATION PROCESSING SKILLS. PEOPLE COMMUNICATION PDF - Search results, As the leader in child health.How Children learn to buy: the development of consumer information-processing skills. by Scott Ward; Daniel B Wackman; Ellen Wartella. Print book. English.A History of the American Discourse on Television and Children, Carmen Six pretests for "specific mental skills" and two post-tests for specific and children learn to buy: The development of consumer information-processing.How children learn to buy: the development of consumer information-processing skills. Book.How Children Learn to Buy: The Development of Consumer Information- Processing Skills: Development of Consumer Information-processing Skills (People.63For example see Scott Ward et al., Children Learning to Buy: The Development of Consumer Information Processing Skills (Cambridge, Mass.: Marketing.cognitive defense affects children's resistance to persuasive appeals, several Learn to Buy: The Development of Consumer Information Processing Skills,".Ward, S. Wackman, D. & Wartella, E. () Children Learning to Buy: The Development of Consumer Information Processing Skills. Cambridge, MA: Marketing.

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