



Introduction

Many big companies and research organizations are following the new hot trend of using Neuromarketing. This is due to them being desperate for any innovative technique to help break through all the customer and market confusions. There are the potential harm introduced by the use of Neuromarketing for commercial purposes especially when it comes to the niche vulnerable population.

Materials and methods

The investigation of the effects of advertising on to kids has been based in general on two paradigms: The powered child and the vulnerable child paradigms (Buijzen, & Valkenburg, 2002).

In the first paradigm, being the empowered child paradigm, children are considered as being capable of critically process and evaluate advertisement. On the other hand, the vulnerable child paradigm children assumed to not possess the cognitive skills to shield themselves against advertising messages and it is believed that those kids are more prone to fall for the seductive allure of those marketing attempts.

Unintended Effects of Advertising on Children

Looking into the unintended advertising impacts has dominantly centered around four factors: parent- child conflict, unhealthy eating habits, materialism habits and disappointment and frustration.

A group of psychiatrists communicated their worry to the APA (American Psychological Association) in 1999 regarding using psychology to exploit children for commercial purposes which is regarded as being highly unethical. By not taking care of the issue, they showed that the APA was violating its own code of conduct.

Intended Effects: Advertising Models Comparison

	AIDA	Hierarchy of Effects	DAGMAR
Cognitive Effect	Attention	Awareness Knowledge	Awareness Comprehension
Affective Effect	Interest Desire	Liking Preference Convection	Convection
Behavioral Effect	Action	Purchase	Action

Aim of Research

This research aims to assess the impact of using Neuromarketing tools in advertisements targeting children by measuring both intended and unintended effects of those advertisement .

Methodology

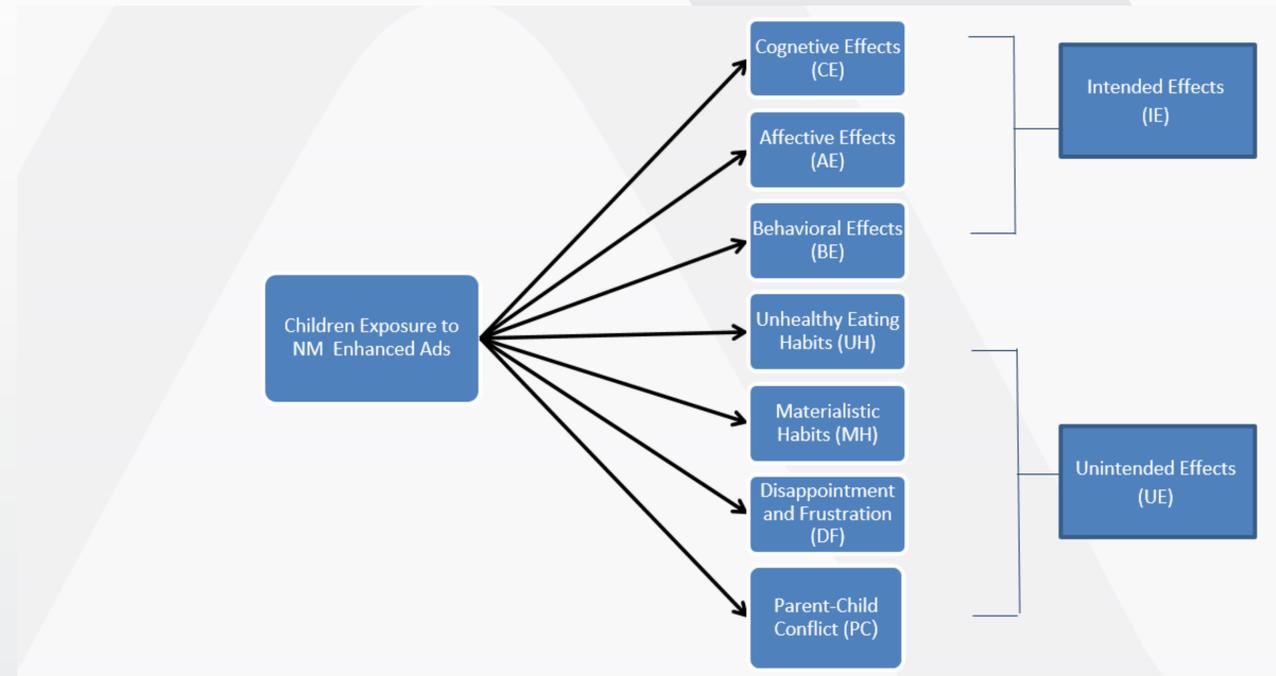
The researcher is intending to perform quantitative analysis .Will be distributing questionnaires to parents of children between the ages of 8 to 12 using purposive sampling technique.

Expected Results

Findings will shed the light on which factors (intended vs. unintended) have more power on children.

Neuromarketing can now have the chance to prove that it can be used for the greater good if in fact proven to have more power as an intended effect advertising tool to aspire change.

The Theoretical Framework of the Study



Sources/References

Buijzen, M. and Valkenburg, P.M. (2003) 'The unintended effects of television advertising: A parent-child survey', *Communication Research*, 30(5), pp. 483-503. doi: 10.1177/0093650203256361.

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Acknowledgements:

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