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An evaluative study of the Egyptian child advertising awareness: A survey on a sample of public school students in Egypt

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Abstract

The study aims to explore the Egyptian children awareness towards the advertisements by examining their gained knowledge from the advertisements and their ability to evaluate the various information sources and verifying the credibility of the commercial messages. The study is conducted by a survey as a questionnaire was applied on a sample of the Egyptian public schools students in Cairo, Al- Sharkia and Beni Suef Governorates during March and April 2019.

The main results:

- There is high percentage of the sample watching satellite channels among the respondents (91.2%), while (8.8%) of them do not watch these channels.
- The respondents prefer many advertising means; led by the TV ads (62.2%), then the online ads (19.6%), followed by the newspapers ads (8.6%), then the audio and outdoor ads (3.9%), and finally, the magazines ads by (1.8%).
- The respondents watch advertisements for the following reasons; "spending time waiting for specific programs", which comes in the first place by (56%), then "knowing what is new in the market" by (35.7%), followed by "enjoying watching" (14.9%).
- The respondents prefer various advertising execution styles; "musical ads" rank first by (69.3%), followed by "the drama ads" (40.5%), then "the dialogue ads" (21.4%), "the animated ads" come next by (9.5%), and finally "the celebrities' ads" (6%).
- There are no statistically significant differences between males and females according to the respondents' informational awareness and their ability to verify the credibility of the advertisements' information.
- There are no statistically significant differences between the respondents according to their governorates, and each of their informational awareness and ability to verify the information presented in the advertisement.

Keywords: Advertising awareness - The Egyptian child - Public schools students - Media literacy