

## Development of Students' Consumer Socialization and Effects of Television Commercials

Nao FURUSHIGE\*<sup>1</sup> Yoko ITO\*<sup>2</sup>

\*<sup>1</sup> *Attached Elementary School of Faculty of Education, Chiba University*

\*<sup>2</sup> *Faculty of Education, Chiba University*

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### Abstract

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This research aims to investigate the developmental processes of students' Consumer Socialization (CS) and the effects of TV commercials on their CS. CS can be defined as the developmental sequence characterizing the growth of consumer knowledge, skills, attitudes, and behaviors as children mature.

Scales that were developed to measure CS were administered to 827 elementary school students, 374 junior high school students, 484 senior high school students and 437 university students. These data were collected in metropolitan areas from February to April in 2007.

The results are summarized as follows;

1. Students' (6<sup>th</sup> to 8<sup>th</sup> grade) understanding about the intentions of TV commercials increased positive knowledge whereas it decreased negative knowledge.
2. Little change was noted across grade levels with respect to critical interpretation and evaluation of TV commercials.
3. The developmental processes of male students' CS and those of female students were found to be different.
4. No changes across grade levels were observed in terms of their social participation as consumers.
5. The development of students' media literacy as consumers i.e., ability of critical interpretation and evaluation of TV commercials is positively associated with their health consciousness and safety in choosing items.
6. It was suggested that the development of students' media literacy as consumers could provoke students' consumer behaviors including their social participation.

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*Key words;* Consumer Socialization, Television Commercials, Consumer Education  
Media Literacy, Developmental Process