THE IMPACT OF ADVERTISING ON CONSUMER ATTITUDES

Abstract. This article shows how advertising influences people's attitudes, focusing on the mechanisms and strategies that advertisers use to persuade consumers. The processes of attitude formation, emphasising values and needs, creating brand identity and the influence of emotions and social norms are described. Through examples from practice, the article presents various aspects of the impact of advertising on consumer attitudes, highlighting both positive and potentially negative effects. Understanding these processes is crucial both for advertisers wishing to create effective campaigns and for consumers who need to develop awareness towards the impact of advertising on their attitudes and purchasing decisions. It is shown that advertising is a key element of consumer society, playing an important role in shaping consumer attitudes and behaviour. It is a powerful tool that can evoke emotions, change beliefs and introduce new trends in consumption.

It is highlighted that attitudes can have different meanings and influence different aspects of life, including our consumption choices, political decisions, social preferences and interpersonal behaviour. Referring to advertising, the behavioural component includes what a person plans to do when influenced by
advertising, what consumer decisions they will make. This can also include reactions such as sharing the advertisement on social media, seeking additional information about the advertised product or service or providing feedback on the advertisement to others. It is noted that advertising is intended to create a favourable attitude of the recipient towards products, services or brands. The generally accepted aim of advertising is to form positive consumer attitudes towards the products offered and to encourage potential customers to buy them. Shaping consumer attitudes in advertising is an important aspect of marketing strategies, which aims to influence consumers' beliefs and emotions in the context of products, brands and purchasing activities. It is obvious that advertising, especially social advertising, has a significant impact on public attitudes and beliefs on social, health, environmental and other issues. Social advertisements often aim to draw attention to existing social problems, such as violence, alcoholism, smoking or climate change. They help build awareness of these problems. They provide information and educate the public about health, environmental or other risks.

**Keywords:** impact of advertising, consumer attitudes, persuasion.

**Кокель Анджей** доктор філософії, Університет WSB MERITO в Щецині, Центр психотерапії та коучингу «Синергія», вул. Лютняна, 32, Щецин, 71-425, https://orcid.org/0000-0003-2872-5655

**Костенко Дмитро Вікторович** кандидат педагогічних наук, доцент, асистент кафедри іноземних мов математичних факультетів, Навчально-науковий інститут філології Київського національного університету імені Тараса Шевченка, вул. Володимирська, 60, м. Київ, 01601, https://orcid.org/0000-0002-4030-2287

**Біницька Катерина Миколаївна** доктор педагогічних наук, професор, професор кафедри педагогіки, Хмельницька гуманітарно-педагогічна академія, вул. Проскурівського підпілля, 139, м. Хмельницький, 29013, https://orcid.org/0000-0001-8746-3515

**ВПЛИВ РЕКЛАМИ НА СТАВЛЕННЯ СПОЖИВАЧІВ**

**Анотація.** У цій статті показано, як реклама впливає на ставлення людей, зосереджуючись на механізмах і стратегіях, які використовують рекламодавці, щоб переконати споживачів. Описано процеси формування ставлення, підкреслення цінностей і потреб, створення ідентичності бренду та вплив емоцій і соціальних норм. На прикладах із практики у статті представлено різні аспекти впливу реклами на споживчі настрої, виділено як позитивні, так і потенційно негативні ефекти. Розуміння цих процесів має вирішальне значення як для рекламодавців, які бажають створювати ефективні
кампанії, так і для споживачів, яким необхідно розвіти обізнаність щодо впливу реклами на їх ставлення та рішення про покупку. Показано, що реклама є ключовим елементом суспільства споживання, відіграючи важливе роль у формуванні споживчого ставлення та поведінки. Це потужний інструмент, який може викликати емоції, змінити переконання та запровадити нові тенденції споживання.

Підкреслюється, що ставлення може мати різне значення та впливати на різні аспекти життя, включаючи наш вибір споживання, політичні рішення, соціальні переваги та міжособистісну поведінку. Що стосується реклами, то поведінковий компонент включає в себе те, що людина планує робити під впливом реклами, які споживчі рішення вона прийме. Це також може включати такі реакції, як поширення реклами в соціальних межах, пошук додаткової інформації про рекламований продукт чи послугу або надання відгуку про рекламу іншим. Зазначається, що реклама покликана створити сприятливе ставлення одержувача до товарів, послуг або брендів. Загальнодержавною метою реклами є формування позитивного ставлення споживачів до пропонованих товарів і спонукання потенційних клієнтів їх купувати. Формування ставлення споживачів у рекламі є важливим аспектом маркетингових стратегій, які спрямовані на вплив на переконання та емоції споживачів у контексті продуктів, брендів і купівельної діяльності. Очевидно, що реклама, особливо соціальна, має значний вплив на суспільне ставлення та переконання щодо соціальних, медичних, екологічних та інших питань. Соціальна реклама часто має на меті привернути увагу до існуючих соціальних проблем, таких як насильство, алкоголь, куріння чи зміна клімату. Вони допомагають усвідомити ці проблеми. Вони надають інформацію та інформують громадськість про ризики для здоров’я, навколишнє середовище та інші ризики.

Ключові слова: вплив реклами, ставлення споживачів, переконання.

Formation of the problem. The role of advertising in shaping consumption attitudes and purchasing choices can hardly be overestimated. It acts on our beliefs, emotions and perceptions of products and brands, and influences our attitudes towards social and environmental issues. Advertising not only influences purchasing decisions, but also triggers discussions about ethics and social impact. It introduces new challenges and questions about the impact on children, gender equality or environmental responsibility. It is also a tool that can be used to promote social values and education. The aim of this article is to present the role of emotions in advertising and to define the role of positive as well as negative emotions in the process of creating advertising.

Analysis of recent research and publications. An attitude is a persistent and relatively stable attitude, opinion or evaluation that an individual has towards a particular person, group, object, concept or behaviour. An attitude can be positive,
negative or neutral and is formed on the basis of experiences, beliefs, values, social norms and other factors.

The object of an attitude can literally be anything and everyone: a concrete thing like a house or a car or an abstract thing like freedom of speech, a person - Michael Jackson - or a group of people - doctors, teachers, people affected by the crisis of homelessness[1].

Attitudes are encoded feelings about certain people, objects, events or ideas [2]. S. A. Rathus adopts the definition of attitude, which implies the conformity of behaviour to a person's professed attitudes[3]. M. Laszczak defines attitude as the acceptance or dislike of an object or mode of behaviour. Thus, attitudes manifest themselves in the form of prejudices and inclinations[4]. P. Zimbardo states that these are learned tendencies to react behaviourally, emotionally and cognitively to certain specific stimuli, such as people, concepts or objects, accompanied by a positive or negative evaluation[5].

Most often, consumer attitudes are influenced by more than one attitudinal component. This is because the choice of the mode of influence of an advertising message depends on factors such as the level of motivation to seek information, the cognitive capacity resulting from the presence of advertising distractions, the consumer's attitude towards the product (emotional or rational), as well as the initial sign of attitude towards the product (positive, neutral or negative)[6].

Attitudes can have different meanings and influence different aspects of life, including our consumption choices, political decisions, social preferences and interpersonal behaviour. In social psychology, attitudes are often attributed to three main components. The first, the emotional (affective) component, are emotional reactions towards the object of another person's attitude or social problem [7]. This aspect of attitude refers to the emotions and feelings that accompany the evaluation of an object. They influence whether our attitude is positive or negative.

In the context of the analysis of attitudes towards advertising, the affective component of attitude refers to the emotions and feelings that accompany the evaluation of an advertisement. This includes the positive or negative feelings that an advertisement evokes in a person. This component is particularly important in the case of advertising, as advertisements often use emotions to attract attention and leave a strong impression. For example, an advertisement may evoke joy, sympathy, annoyance or fear.

The cognitive component, are thoughts and beliefs about the object of the attitude [7]. It is an element of attitude that refers to the beliefs and knowledge associated with the object being evaluated. This includes the information we hold about the object or concept in question. In the case of advertising, the cognitive component refers to a person's beliefs, opinions and knowledge. It includes both the rational, logical thoughts and the information a person has about advertising. For example, the cognitive component may include beliefs that advertising is an effective marketing tool, that advertisements are often exaggerated or that advertisements influence purchase choices.
The behavioural component, is the tendency to behave positively or negatively towards that object [8]. With regard to content, behavioural reactions can be divided into verbal and non-verbal reactions[9]. It is the attitude-related intentions and behaviours that an individual undertakes in relation to the object being evaluated. This means that attitudes influence our actions. Referring to advertising, the behavioural component includes what a person plans to do when influenced by advertising, what consumer decisions they will make. This can also include reactions such as sharing the advertisement on social media, seeking additional information about the advertised product or service or providing feedback on the advertisement to others.

These three components of attitudes towards advertising help to better understand how people evaluate advertising and their reactions to it. Analysis of these components allows marketers and researchers to better understand how to influence perceptions of and acceptance of advertising and how to improve advertising messages.

**The purpose of the article** is theoretical outline and study of the problems of the impact of advertising on consumer attitudes.

**Presenting main material.** Advertising is intended to create a favourable attitude of the recipient towards products, services or brands. The generally accepted aim of advertising is to form positive consumer attitudes towards the products offered and to encourage potential customers to buy them. Shaping consumer attitudes in advertising is an important aspect of marketing strategies, which aims to influence consumers' beliefs and emotions in the context of products, brands and purchasing activities.

Consumer attitudes encompass a holistic perspective of consumer behaviour. It encompasses several psychological mechanisms at the same time: beliefs about a product, the emotions associated with that product and purchasing behaviour[10]. Attitudes, due to their enduring nature, are a particularly interesting field of advertising activities. After all, every new product requires a modification of habits in order to become marketable, so it must induce a change in attitudes[4].

In advertising practice, it is more orderly to identify the formation of consumer attitudes with the impact of the advertising message on attitudes towards new products. In this case, the impact of the advertising message is related to the need to convey basic information about the product, its brand, its use, the technologies used, its new characteristics. Advertising therefore plays primarily an informative (often educational) function) [6]. Thus, it is a message that has the power to shape consumers' attitudes and beliefs about products and brands. By providing information, evidence, features and benefits of products, advertising can influence what beliefs build up in the minds of consumers. As a result of advertising messages, consumers can create positive or negative attitudes.
Advertising, especially social advertising, has a significant impact on public attitudes and beliefs on social, health, environmental and other issues. Social advertisements often aim to draw attention to existing social problems, such as violence, alcoholism, smoking or climate change. They help build awareness of these problems. They provide information and educate the public about health, environmental or other risks. They can contribute to increasing the public’s knowledge about specific issues. Advertising of this kind can change people's attitudes on controversial or problematic issues. For example, campaigns against domestic violence can help to break down stereotypes and improve attitudes towards victims of violence.

Social advertising Don't Hit. Be a Safe Parent showcased the important social issue of domestic violence against children.

![Social Advertising Example](https://www.wirtualnemedia.pl/kreacje/kocham-nie-bije-nie-bij-badz-bezpiecznym-rodzicem)


The above social advertising is an excellent example of a campaign to raise awareness and change attitudes about violence against children. This campaign directs the message to parents and carers, giving them the important message about the need for safe and positive parenting methods.

Another example is pro-environmental advertising, which promotes environmental protection and sustainability and thus can shape pro-environmental attitudes. The Our Climate campaign promoted positive role models for everyday habits that contribute to reducing the negative effects of climate change. The advertising encouraged the saving of natural resources, sustainable consumption and the use of recycled or biodegradable products.
Pro-environmental advertisements help to raise public awareness of environmental problems such as climate change, loss of biodiversity or air and water pollution. They help people understand complex issues and the effects of human activities on the environment. In addition, they provide information and educate consumers about specific environmental issues, such as recycling, saving energy, reducing water consumption or choosing green products. This education is key to changing attitudes and behaviour. These adverts often include positive examples of actions that can be taken to protect the environment. They encourage specific steps, such as reducing the use of single-use plastic products, using renewable energy or planting trees.

The I Plan a Long Life public awareness campaign was implemented as part of the National Programme for Combating Cancer and encouraged, among other things, lung cancer prevention and breast cancer prevention. The aim of the advertisements within this campaign was to change public attitudes towards health behaviour and prevention.

Source: https://www.youtube.com/watch?v=jqOjr99m1_0 (access 18.10.2023).

Source: https://www.youtube.com/watch?v=C9z_t4fQgTE (access 18.10.2023).
Social advertisements influence the formation of social norms and expectations. They are adverts that evoke emotions such as joy, emotion or fear and influence behavioural and attitudinal change. Advertising and social campaigns such as *I Plan a Long Life* play a key role in promoting public health, changing attitudes and behaviour towards more health-oriented behaviour and disease prevention. They act as a source of information, education and inspiration to take action to improve health and quality of life.

This type of message focuses on emphasising the values and needs that the product is intended to satisfy. This may include emotional needs such as a sense of belonging, prestige or security. Advertising may also emphasise the functional benefits of the product. Examples of advertising that shapes consumer attitudes include car ads that promote lifestyle, cosmetics ads that emphasise beauty, food ads that shape taste preferences, and many others.

Examples include advertisements for technology products, such as the iPhone and Mac, which shape consumer beliefs about modernity, innovation and convenience. Apple is an example of a company that uses advertising to create an image as an innovative brand and shapes consumer attitudes towards it. Ads for technology products create the impression that the consumer needs something that they did not previously think was important.

Car advertisements can shape attitudes on issues such as prestige, power and lifestyle. Tesla's brand campaigns, promoting electric cars, influence attitudes towards environmental protection and sustainable mobility. Toyota's advertising portrays its product as the most reliable car brand in the world and emphasises safety aspects.

Luxury car advertisements not only promote specific car models, but also influence the perception of cars as part of a lifestyle and prestige. They also focus on creating dreams and aspirations of freedom, adventure and new experiences. In addition, consumers are suggested that owning a particular car will make them more attractive and successful in life.

Emotions are a powerful tool in shaping consumer attitudes. Advertising often uses emotions to attract attention and evoke positive feelings towards a product or brand. Sadness, joy, fear, humour - different emotions can be used depending on the purpose of the advertisement.

Advertising can use social influence and social norms to shape consumer attitudes. This can include showing that many other people use a particular product or that meeting certain standards is socially important.

Food advertising often influences our eating habits, choices and attitudes towards healthy eating. Examples of food advertisements that influence attitudes include campaigns by brands such as McDonald's, Coca-Cola, Nestlé and Danone. These advertisements influence perceptions of food and bring it into the culture and lifestyle of consumers.

One example is the Pysznie, Smacznio, Danio campaign, showing the need to reach for a nutritious and delicious cottage cheese between meals.


In response to the growing interest in healthy lifestyles, food advertisements often promote low-calorie, gluten-free, sugar-free or nutrient-rich products.

Advertising through such messages has the ability to evoke and activate consumer needs. It shapes ideas about beauty and style. Examples such as the Calvin Klein and Dove campaigns have influenced how we view the body and beauty. The aim of Dove's We Are Beautiful spot was to show that all women are beautiful and to encourage women to reflect on their own perceptions and increase their self-confidence, which influences consumer attitudes towards their own appearance.
Fashion advertisements have a significant impact on consumer attitudes towards fashion, appearance and lifestyle. Consumers are shown what is currently fashionable and attractive. This influences their attitudes towards appearance and clothing, encouraging them to follow these trends. Fashion advertisements often show the lifestyle and aspirations associated with a particular brand or product. Consumers are suggested that owning certain clothes or accessories will make their lives more prestigious or happy. Unfortunately, some fashion advertisements still perpetuate beauty stereotypes and body norms.

Conclusions. Shaping consumer attitudes through advertising is often a long-term process. Advertisers seek to build long-lasting and sustainable consumer attitudes, which requires constant contact with consumers and maintaining consistent communication. As a powerful tool of communication and influence, advertising has the ability to shape our beliefs, preferences and consumer habits. While many advertisements aim to communicate information about products and services, others go further, influencing our values, aspirations and perceptions of the world. Advertising can act as a force that shapes consumer notions of beauty, luxury, health or sustainable lifestyles. It can build dreams and inspiration, while influencing our choices of products and services. However, advertising also has its dark side when it evokes negative stereotypes, partakes in consumerism and promotes unhealthy habits.

On consumption attitudes, advertising has a huge influence. However, it is worth noting that this influence is not always unequivocally positive, and consumers are advised to take a healthy approach to advertising, which includes critical thinking and informed purchasing decisions.
References:

Література: