THE ROLE OF PERSUASION IN ADVERTISING MESSAGES

Abstract. This article aims to explore the role of persuasion in the advertising message. It is noted in the article that advertising has firmly established itself in the landscape of social life. It should be emphasised that, among the plethora of advertising messages, there are those that leave a mark on the memory, evoke emotions and induce us to take action, such as buying a product or using a particular service. It is shown that persuasion is the process of convincing and influencing people in such a way as to achieve a specific goal. In the context of an advertising message, it means creating a message that convinces the recipient to act. It is highlighted that persuasive communication aims to influence and change people's attitudes in a specific, intended direction, while product advertising aims to shape the positive attitudes of potential buyers towards the advertised product. It is obvious that in advertising, the informative function of the message is greatly reduced, while the persuasive function takes on greater importance. The main task of advertising messages is not to provide basic specific information about a product, but to differentiate it from other products. It is shown that advertising, after all, has to convince the customer of the need to have and minimise their dilemma. Its psychological impact depends on the use of elementary regularities of the negotiation and persuasion processes. It is emphasized that persuasion is important in advertising because competition in the market is huge and consumers are
increasingly aware and demanding. Advertisements need to stand out and persuade. This is why the role of persuasion is crucial, helping adverts to reach the hearts and minds of the audience, building a positive brand image and encouraging purchase. It is studied that advertisements highlight what problems a product solves or what benefits it provides. This can include showing that the product will improve quality of life, solve a problem, raise social status or satisfy an emotional need. It is summarized that persuasion plays a key role in the advertising message, helping to build brands, increase sales and shape consumer attitudes. However, the success of persuasion depends on ethics, transparency and the ability to evoke positive emotions in the audience.

**Keywords:** advertising, persuasion in advertising, communication in advertising.

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**РОЛЬ ПЕРЕКОНАННЯ В РЕКЛАМНИХ ПОВІДОМЛЕННЯХ**

**Анотація.** Ця стаття має на меті дослідити роль переконання в рекламному повідомленні. У статті зазначається, що реклама міцно закріпилася на ландшафті соціального життя. Слід підкреслити, що серед великої кількості рекламних повідомлень є такі, які залишають слід у пам’'яті, викликають емоції та спонукають до дій, наприклад, придбання товару чи користування певною послугою. Показано, що переконання – це процес переконання та впливу на людей таким чином, щоб досягти конкретної мети. У контексті рекламного повідомлення це означає створення повідомлення, яке переконує одержувача діяти. Підкреслюється, що переконлива комунікація має на меті вплинути та змінити ставлення людей у конкретному, наміченому напрямку,
Formation of the problem. Advertising has firmly established itself in the landscape of social life. It is ubiquitous, covering many areas including the media, the local space and the press. Nevertheless, it should be emphasised that, among the plethora of advertising messages, there are those that leave a mark on the memory, evoke emotions and induce us to take action, such as buying a product or using a particular service. Their secret lies in persuasion, or the ability to persuade and influence an audience. Persuasion is an indispensable tool of marketing. It is a process that subtly and sometimes irresistibly influences the choices, preferences and attitudes of audiences.

This article aims to explore the role of persuasion in the advertising message. It shows the different techniques of persuasion, their impact on the audience, and describes the role of persuasion in creating advertising messages that stay in the customer's mind and influence their choices.

Analysis of recent research and publications. Persuasion is the process of convincing and influencing people in such a way as to achieve a specific goal. In the context of an advertising message, it means creating a message that convinces the recipient to act. It introduces an element of persuasion into the message to induce...
the purchase of a product, the choice of a particular brand. Persuasion, is an important element of marketing strategies to build a positive brand image, increase sales and customer loyalty.

It is an important psychological means of modifying attitudes and behaviour. It is widely used in many types of communication campaigns such as political, advertising, electoral, social and is therefore referred to as persuasion campaigns [1]. In social psychology, persuasion is defined as any instance of communication that aims to change the attitudes, beliefs or behaviour of the recipient of the message [2]. Thus, it is a process that involves presenting facts and arguments, justifying them, drawing conclusions and pointing out the benefits of adopting a suggested course of action. Persuasion involves influencing an individual by initially changing their beliefs and knowledge, i.e., the cognitive components of their belief system [3]. An important property of persuasive communication is that the sender influences the receiver in such a way as to persuade him to accept new behaviours and attitudes in line with the sender's intention, but in a voluntary manner, i.e., without the use of coercive measures[1].

Persuasive communication aims to influence and change people's attitudes in a specific, intended direction, while product advertising aims to shape the positive attitudes of potential buyers towards the advertised product [4]. It can be assumed, following J. F. Terelak, that advertising is persuasive communication of a particular kind. This persuasion is sometimes naïve, with a „wink”, but its insistence is calculated to „scramble” the memory traces in the brain, beyond our conscious control.

The purpose of the article is theoretical outline and study of the role of persuasion in advertising messages

Presenting main material. The purpose of advertising is to force the customer to buy the offered good, service regardless of its actual value and current objective need [5].

In advertising, the informative function of the message is greatly reduced, while the persuasive function takes on greater importance. The main task of advertising messages is not to provide basic specific information about a product, but to differentiate it from other products [6]. D. Dolinski is of the opinion that the advertising message attempts to make the recipient believe in certain content and to be persuaded that it makes sense to take certain actions [7]. This means that one of the goals of persuasive advertising messages is to persuade the recipient to change cognitive and emotional attitudes and behavioural responses[8].

In this context, engagement is understood as the degree of personal importance or interest in a given stimulus, within a specific situation. The personal relevance of the information increases the motivation to engage in careful consideration of the information provided [9].
The persuasive nature of advertising involves interference with the consumer's developed, relatively stable attitudes to products (attitudes). With its help, it is possible to persuade the consumer to consume certain products, to change the brand of a product, to buy in certain shops, to take part in a promotion [9].

Advertising, after all, has to convince the customer of the need to have and minimise their dilemma. Its psychological impact depends on the use of elementary regularities of the negotiation and persuasion processes[10]. The reliance on advertising messages, persuasive messages urging the buyer to be loyal to a well-known product brand, can be a fairly effective measure of susceptibility to persuasion and manipulation[11].

Advertisements, which are a type of persuasive message, interact through a central or peripheral track of persuasion. Some focus on the quality of the advertised product. Others try to link the product with some attractive images[12].

Persuasion is important in advertising because competition in the market is huge and consumers are increasingly aware and demanding. Advertisements need to stand out and persuade. This is why the role of persuasion is crucial, helping adverts to reach the hearts and minds of the audience, building a positive brand image and encouraging purchase.

Persuasion in advertising often starts with building trust. Recipients need to believe that the brand or product is credible and valuable. This can include the use of certifications, expert recommendations, customer reviews or the use of well-known public figures. Persuasion in advertising uses experts, celebrities or public figures to raise the authority of a brand or product. If a well-known or recognised authority figure endorses a product, we are more likely to be persuaded to buy. An example is Play's adverts, which use the faces of Polish actors or singers.


Advertisements often evoke emotions such as joy, sadness, fear or excitement. These emotions leave a trace in the audience's memory and can influence their purchasing decisions.
Persuasion in advertising is often about creating a need or desire in the audience. Advertisements highlight what problems a product solves or what benefits it provides. This can include showing that the product will improve quality of life, solve a problem, raise social status or satisfy an emotional need.

Advertising messages often refer to social norms and expectations. They show what behaviour or product choice is socially acceptable and popular. For example, advertisements may suggest that using a particular brand makes us more attractive or fashionable.


Other advertising influences the subconscious using subtle stimuli, symbols or colours. This can influence purchasing decisions, not necessarily on a conscious level.

Persuasive adverts often contain clear calls to action, such as *Buy Now or Take Advantage or -50% on a second product*. They encourage the audience to respond to the ad immediately. Which is particularly evocative. An image of a unique opportunity is created.

3. Persuasive communication techniques and strategies in advertising

Persuasion in advertising uses various communication techniques and strategies to persuade potential customers to take a certain action. It should be emphasised that persuasive encourages action, often containing clear calls to action such as *Buy Now, Take Advantage or Sign Up*. These actions are designed to persuade the consumer to respond immediately to advertising.


Advertisements also use emotions to attract attention and build positive associations with the brand. Persuasive adverts can evoke joy, sadness, fear or emotion to influence the emotional responses of the audience.

Most of the adverts we watch are accompanied by music. Its purpose is not only to make the ad more pleasant to listen to, but also to have a psychological effect on consumers. It is a special form of persuasion that induces people to buy. The use of music in advertising can facilitate the creation of positive attitudes towards products. It influences consumer behaviour often beyond consciousness - it primarily affects the emotional sphere[13]. This type of message seeks to demonstrate the benefits of the product or service. It communicates how the product solves specific problems for the consumer or meets their needs.

Importantly, advertising messages often appeal to social norms and expectations to persuade consumers. They contain content that speaks of social acceptance, popularity, success, achievement. Thus, the choice of appropriate words, colours, graphics and sounds in advertising becomes more important. These are carefully selected to elicit the desired response. Persuasive adverts are often tailored to specific target groups, taking into account their needs, values and interests. For example, parents of young children, entrepreneurs or pensioners. They all have slightly different needs based on social demographic characteristics.

Influencing consumers' decisions is carried out using persuasion techniques aimed at attracting the attention of the recipient, building an appropriate emotional attitude, creating trust in the content of the message and increasing the consumer's involvement in receiving the message[14].

Many advertisements use the principles of social influence as described by R. Cialdini, such as the rule of reciprocity, the rule of commitment and consequence, the rule of social proof, authority, the rule of like and dislike, authority, unavailability to induce consumers to act. The above persuasion techniques aim to modify consumers' beliefs, emotions and behaviour. This influence can be both positive, for example promoting the fight against addiction, and negative, when the sender aims to benefit at the expense of the recipient[15].

The rule of reciprocity is the principle that a person who receives something from another person is usually expected to reciprocate in a similar way, which is called something for something. This ensures that both parties benefit from the relationship without losing something to their own detriment[16]. An example of the implementation of the reciprocity rule is when a company offers a free tasting of a product and, in return, expects customers to purchase the tested product following an activated chain of reciprocity.

The rule of engagement and consistency is based on the fact that attracting customer engagement makes the customer more likely to continue consumption[16]. This principle is often exploited by the organisers of exclusive events in such a way that advertisements or posters do not deliberately provide information on admission prices. Thus, the interested person has to show commitment and find out the prices in person, preferably at the box office. Often the telephone number is deliberately busy, suggesting a high level of interest in the event, and a visit to the box office usually results in the purchase of a ticket[17].
The rule of social proof is based on the fact that people make their decisions based on what others think and how they behave[16]. Examples of the use of this principle can be found in advertisements, such as: thousands of customers have chosen Dove soap or millions of Poles trust us. The rule is also often used in advertising and political campaigns. The above rule influences our decisions because we rely on the belief that others have better knowledge or insight.


Also used in advertising is the principle of like and liking, which is based on the fact that we are more likely to accept people we like, and the effectiveness of this rule is increased when the person appearing in the advertisement is also physically attractive [16].

This principle is also active with celebrities, as people want to identify with them. For example, if a well-known actress is promoting a cosmetic, a potential customer may decide to buy the product to get closer to her image and experience the feeling of being like her[18]. For example, actress Małgorzata Kozuchowska advertises the Kolastyna Antyzmarszczkowy Ekspert cosmetics line, which includes products for facial care.

The rule of authority is based on the tendency to listen to authorities or individuals who appear to be authorities. Authority can be recognised through social position or academic title[16]. An example of the use of this principle is an advertisement in which a person pretending to be a doctor presents test results in order to convince the consumer to choose a particular product. As the data presented in advertising is difficult to verify, questioning its credibility is usually difficult. Moreover, it has been observed that around 65% of the public trusts the opinions of such authorities unconditionally [18]


The rule of unavailability, on the other hand, assumes that people desire more products to which they have limited access. We often desire what is difficult to access, temporary or simply not available. A limited quantity automatically increases the appeal of a product. This principle is particularly active when unavailability is new or when competing with others for hard-to-find goods[16]. This rule is often used in advertising with phrases such as 50% off today only, now only, limited offer. Customers are also more receptive to messages that suggest the manufacturer has created a product specifically for them, and when the message is aimed directly at the customer. Slogans such as We have changed for you or You are worth it make customers feel special and more likely to reach for a brand's products [18]. The rule of unavailability is used in advertising as well as in auctions and bidding. It is used in the sale of houses, cars, works of art, and the mere mention of restrictions often generates a lot of interest.

Persuasion in advertising is an important marketing tool, but it requires caution and an ethical approach. Good advertising should, above all, be honest, transparent and meet consumer expectations. It aims to persuade, not manipulate, and should serve both the interests of the company and the and consumers.

**Conclusions.** Competition in the market today is enormous and consumers are increasingly aware and demanding. Advertising messages must stand out from the rest, attract attention and persuade. Persuasion is extremely important as it helps to build brand image, increase sales and shape consumer attitudes. However, it is important that the persuasion in the advertising message is responsible and ethical. Manipulation or misleading consumers does not lead to lasting success. Long-term customer relationships are based on trust and integrity. Persuasion in an advertising message aims to persuade, not to manipulate. In summary, persuasion plays a key role in the advertising message, helping to build brands, increase sales and shape consumer attitudes. However, the success of persuasion depends on ethics, transparency and the ability to evoke positive emotions in the audience. When used responsibly, it can be a tool for effective communication and building lasting relationships with customers.

**References:**


**Література:**