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THE ART OF PERSUASION – THE IMPACT OF PERSUASIVE TECHNIQUES IN CLOTHING BRAND ADVERTISEMENTS ON CONSUMERS

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Purpose: The article aims to evaluate the impact of persuasive techniques in clothing brand advertisements on consumers. The study aims to identify the advertisement elements that most effectively capture consumers' attention and strengthen their trust in the brand.
Methodology: The study surveyed consumer opinions on the impact of various persuasive techniques used in clothing advertisements. The collected data was analyzed using a straightforward structure to assess response distribution across categories and to identify the most common preferences and attitudes toward specific advertising elements.
Findings: The study revealed that clothing brand advertisements significantly shape consumers' brand perceptions and purchasing decisions. Key advertising elements that captured consumer attention included brand logos, product presentation, colors, graphics, and promotional offers.
Research implications: The findings suggest that visual appeal, message authenticity, and emotional impact are crucial factors in attracting attention and building consumer trust. The study highlights the particular importance of colors and imagery, indicating that brands should invest in well-designed aesthetics that align with their identity and help them stand out in the competitive market.
Practical implications: The results underscore the need for companies to focus on visual elements, such as colors and overall aesthetics, to enhance advertising appeal and brand recognition. Investing in design that reflects the brand identity can effectively capture consumer attention, which is essential in the highly competitive fashion industry.
Social implications: Advertisements that evoke positive emotions, such as happiness, prestige, or aspiration, can shape societal expectations and contribute to idealized images of life or appearance. This, in turn, can impact the audience self-esteem and societal norms.
Value: Understanding the preferences of specific consumer groups can enable brands to create more responsible and targeted campaigns, fostering stronger customer relationships and positively influencing consumer perceptions.
Keywords: Persuasion, clothing brands, advertising, consumer behaviour, visual appeal.
Category of the paper: Research Paper.

1. Introduction

In 2022, over 22,000 entities operated in Poland's clothing and textile sector (Makosz, 2023), encompassing both large corporations and smaller, local enterprises. Accurately estimating the number of fashion brands in the Polish market is challenging due to its dynamic nature (GEMIUS, 2024; KPMG, 2019; McKinsey, 2023), which includes both domestic and international brands (Deloitte, 2023; Euromonitor International, 2023; Żurek, 2024). The value of the clothing market in Poland was estimated at approximately 65 billion PLN in 2023 (Euromonitor International, 2023; Makosz, 2023). Forecasts for 2024 indicate further growth, highlighting the sustained dynamism of the fashion and apparel sector in Poland (mBank, 2024). In the context of increasing competition in the clothing industry (Cazin, 2021), persuasive techniques have become crucial for capturing consumer attention and building brand loyalty.

The Polish clothing market is characterized by significant demographic diversity among consumers, presenting numerous challenges for businesses in adapting marketing strategies to diverse needs (Grewal, Levy, 2019). Younger consumer groups (Johnstone, Lindh, 2022), particularly Generation Z and Millennials, exhibit high expectations regarding innovation, sustainability, and brand authenticity, often basing their choices on values related to ecology and corporate ethics (Fromm Jeff, 2018; Kim, Ko, 2010). Purchasing preferences among these groups are heavily influenced by social media and trends promoted by influencers, compelling brands to increase their activity on platforms such as Instagram and TikTok to effectively engage with this audience segment (Alalwan et al., 2017; De Veirman et al., 2017; Djafarova, Rushworth, 2017; Lou, Yuan, 2019; Smith, 2011).

It is also important to note the aging of Polish society. The median age in Poland was 42.3 years as of June 30, 2024 (GUS, 2024). Over the past decades, the median age has steadily increased—from approximately 35 years in 2000 to around 38 years in 2010 (Business Insider, 2023; GUS, 2024). This trend results from declining birth rates and increasing life expectancy. An aging population (Jarzebski et al., 2021) poses challenges for businesses, requiring them to adapt marketing strategies to trends driven by demographic aging (Mothersbaugh David et al., 2024). The demographic shift, marked by a growing number of older consumers, challenges fashion companies to tailor their offerings to the aesthetic and functional demands of this group (Marks, 2020; Twigg, 2013).

In light of demographic changes and the expectations of various consumer groups, the Polish clothing market demands flexibility and the ability to adapt marketing messages to diverse audience needs. The dynamic growth of social media, evolving trends in sustainability, and the increasing importance of social responsibility require brands to create advertising campaigns that are not only visually appealing but also resonate with consumers' emotional needs and values.

This article focuses on the impact of persuasive techniques used in clothing brand advertisements on consumer perception and purchasing decisions in the Polish market. The study aims to identify the elements of advertisements that most effectively capture consumers' attention and strengthen their trust in the brand. In light of dynamic demographic changes and diverse consumer expectations, the research focuses on addressing the following research question:

1. Which persuasive, visual, and emotional elements attract the audience's attention and contribute to building the brand image?
2. Which media are most preferred by consumers for clothing advertisements?
3. How do media preferences and the reception of persuasive techniques differ between men and women?

2. Research Methods and Profile of Respondents

The subject of the study was clothing brand advertisements, while the object of the study was their recipients. The research began with a literature review, which facilitated the formulation of research questions and the selection of an appropriate research method—in this case, an online survey. The data collection process took place between May 26 and June 19, 2024. The survey was prepared using the Google Forms platform, allowing for the collection of responses anonymously without recording participants' identities. The questionnaire consisted of three sections, comprising a total of nineteen questions. The introductory section included information about the purpose of the study, an estimated completion time, and a note of thanks for participation, aiming to increase respondents' motivation to provide answers.

The first section of the questionnaire included a question consisting of nineteen statements, to which respondents expressed their opinions by selecting one of five possible responses. Each statement required an answer, enabling the collection of a comprehensive view of respondents' attitudes and opinions regarding selected aspects of clothing advertisements.

The second section focused on the perception of advertisements and consisted of eleven questions. The first question was a single-choice question with five available options. The next question included a list of fifteen media channels, where respondents were asked to select one of five responses for each medium. This section also featured an open-ended question, allowing respondents to freely express their opinions on a specific topic, which provided more qualitative data. The following two questions were single-choice questions, after which another two questions referred again to the fifteen advertising media, requiring respondents to select one of three response options for each medium. The subsequent question addressed fifteen aspects of advertisements, with respondents evaluating each aspect by choosing one of two available responses. The next question involved two types of stores,

where respondents could select one of two responses for each type. In the next multiple-choice question, respondents were allowed to select up to three out of nineteen possible options. The final question in this section consisted of six statements, each requiring a choice of one of three responses.

The third and final section of the questionnaire served as a demographic profile, allowing the collection of information about the respondents' demographic characteristics, which facilitated data analysis in the context of participants' socio-demographic profiles.

To achieve the research objectives, an online survey was conducted using a questionnaire created with Google Forms and distributed via the social media platform Facebook. Online surveys, particularly in digital form, are an effective tool for gathering a large number of responses in a short amount of time and at a relatively low cost (Siuda, 2016). Given the nature of the study, which focuses on the subjective attitudes and preferences of consumers toward clothing brand advertisements, the survey method enables the direct collection of opinions and evaluations from a wide range of respondents. The online format of the survey allowed access to individuals actively engaged with social media, which is particularly relevant in the context of advertising clothing brands that frequently communicate with their audiences through platforms such as Facebook and Instagram. This approach also enabled the study to reach respondents regardless of their location.

The study employed the convenience sampling method, which involves recruiting participants from among those readily available and willing to participate. This method was chosen due to the time and financial constraints of the research and because the survey was distributed online, enabling quick access to an adequate number of respondents. Ultimately, 201 individuals participated in the study. While this sampling method was convenient, certain demographic and socio-economic criteria were considered, such as age, gender, and interest in clothing advertisements. The survey was directed at several thematic groups on Facebook, including communities interested in fashion, advertising, online shopping, and various purchasing preferences, such as eco-friendly or premium clothing brands. This targeted approach facilitated the collection of diverse opinions, enriching the analysis.

The results were presented in the form of tables and charts. To interpret the data, a structural analysis was conducted, allowing the identification of the most common attitudes, preferences, and reactions of respondents toward clothing advertisements. This analysis enabled the identification of recurring behavioral patterns and preferences and formed the basis for interpreting the results. Cluster analysis was also applied to group respondents with similar preferences and attitudes toward clothing advertisements. This technique made it possible to distinguish segments of respondents characterized by similar purchasing behaviors and approaches to advertising. As part of the analysis, clustering using the k-means method was applied, which allowed for grouping respondents with similar preferences and attitudes toward clothing advertisements. The k-means method is one of the most commonly used clustering techniques, enabling the division of a dataset into a specified number of groups (clusters).

Its goal is to minimize differences within clusters while maximizing differences between them. The algorithm iteratively assigns observations to groups based on their distance from centroids (appropriate initialization of centroids minimizes the impact of outlier observations), which allows for the creation of compact and homogeneous clusters (Awawdeh, Edinat, Sleit, 2019).

The advantages of the method include its computational efficiency and the intuitive interpretation of results, making it widely used in fields such as customer segmentation, market analysis, and studies of consumer behavior. However, it requires prior determination of the number of clusters and is sensitive to the presence of outlier observations, which can affect the quality of the results (Alfiansyah Hasibuan et al., 2023).

In the context of this study, the goal was to identify groups of participants who responded similarly to questions regarding the impact of clothing brand advertisements on their purchasing decisions. The division into three clusters was adopted based on the specifics of the study, which aimed to understand the diverse attitudes of consumers toward clothing brand advertisements. Three groups capture the most significant differences in participants' approaches while avoiding excessive fragmentation of the data, which could complicate the interpretation of the results.

Preliminary analysis of respondents' answers revealed that their attitudes could be divided into three distinct groups, which was confirmed by the clustering results. The selection of three clusters ensured sufficient diversity while maintaining the stability of centroids (group centers) and minimizing within-group distances. Additionally, it was considered that consumers might differ in their preferences toward various aspects of advertisements—visual, emotional, and pragmatic (e.g., price and promotions). Transforming the data into numerical values and its moderate size (201 observations) provided suitable conditions for applying the algorithm. The method allowed for the quick and efficient assignment of observations to clusters, which was important in the context of the study's objective.

The study included 201 respondents who represented a diverse group in terms of demographic characteristics, such as gender, age, education, place of residence, family size, employment status, and average monthly clothing expenditures. This profile helps provide a better understanding of the participants and serves as a reference point for analyzing their responses regarding the impact of persuasive techniques used in clothing brand advertisements. These data allow for an assessment of how different social groups perceive clothing advertisements and what factors may influence their purchasing decisions. The demographic results are presented in Table 1.

Tabela 1.
Demographic Characteristics of Survey Participants

Age	Number of Responses	% of Responses	Education	Number of Responses	% of Responses
<19 years	5	2	Primary	3	1,5
19-30 years	164	82	Middle School	3	1,5
31-40 years	12	6	Vocational	20	10
41-50 years	14	7	Secondary	122	61
>51 years	6	3	Higher Education	53	26
Gender			**Number of Family Members**		
Female	109	54	1	28	14
Male	92	46	2	27	13,5
Place of Residence			3	49	25
Village	49	24	4	57	28
Town (<50,000 residents)	17	8,5	5	31	15,5
Town (51,000-100,000 residents)	14	7	>5	8	4
Town (101,000-300,000 residents)	26	13	**Employment Status**		
Town (300,000-500,000 residents)	55	27,5	Unemployed	2	1
	40	20	Self-employed	14	7
			Part-time employment	20	10
			Full-time employment	92	46
			Student	70	35
			Retired/Pensioner	3	1,4

Source: Own work.

As indicated by the data presented in Table 1, the respondents were predominantly young individuals aged 19-30, comprising 82% of the sample (164 participants). This group is particularly significant from the perspective of marketing analysis in the clothing industry, as younger individuals are often more susceptible to advertising influences and new fashion trends. Among the respondents, the majority had a secondary education (61%, or 122 individuals), which may reflect their relatively young age and the completion or ongoing phase of general education. A significant portion of the respondents held higher education degrees (26%), suggesting that the audience for clothing advertisements also includes individuals with higher levels of education, who may adopt a more conscious approach to consumption and purchasing decisions. In terms of gender, the respondent structure was nearly balanced, with a slight predominance of women (54%, or 109 participants) over men (46%, or 92 participants). This may indicate greater interest in the study among women, who traditionally demonstrate higher activity in clothing consumption and a greater interest in fashion and clothing advertisements. The respondents came from various places of residence, with the largest proportion residing in medium-sized cities. The highest number of respondents lived in cities with populations between 300,000 and 500,000 (27.5%). The analysis of family size

revealed that the most common group was respondents living in four-person households (28%). This was followed by three-person families (25%) and five-person families (15.5%). Respondents from one- and two-person households accounted for 14% and 13.5%, respectively, suggesting a diversity in family structures among the participants and, consequently, their purchasing needs and preferences. The largest group consisted of full-time employees (46%, or 92 participants), indicating that many respondents have stable incomes, which may influence their purchasing power. The second-largest group was students (35%, or 70 participants), further emphasizing the dominance of the younger age group.

The collected data indicate that the respondents were primarily young, professionally active individuals with secondary and higher education, residing in medium- to large-sized cities. This sample profile suggests that the study results may reflect the purchasing preferences and responses to persuasive techniques used in clothing advertisements among young adults, representing an important segment of the fashion and advertising market.

3. Results and discussion

3.1. Evaluation of Persuasive Elements in Advertising

The analysis of persuasive techniques used in clothing brand advertisements provides a deeper understanding of their impact on consumers as well as their role in shaping attitudes and purchasing decisions. This article focuses on identifying which elements of advertisements—both visual and emotional—capture the most attention from audiences and how they translate into trust in the brand. This section aims to present the results of the study, which sought to answer questions about the most commonly used persuasive techniques and their effectiveness within the context of the Polish clothing market. The analysis includes aspects related to consumers' perception of advertisements, their reactions to various persuasive elements, and preferences for advertising media.

In the study on the perception of clothing brand advertisements by consumers, a series of questions were posed to analyze the influence of these advertisements on respondents' purchasing decisions. One question required respondents to evaluate various statements regarding clothing brand advertisements using a scale ranging from "Strongly Agree" to "Strongly Disagree." The responses provide insights into specific advertisement elements and their impact on brand perception and consumer decisions. The results of the analysis are presented in Figure 1.

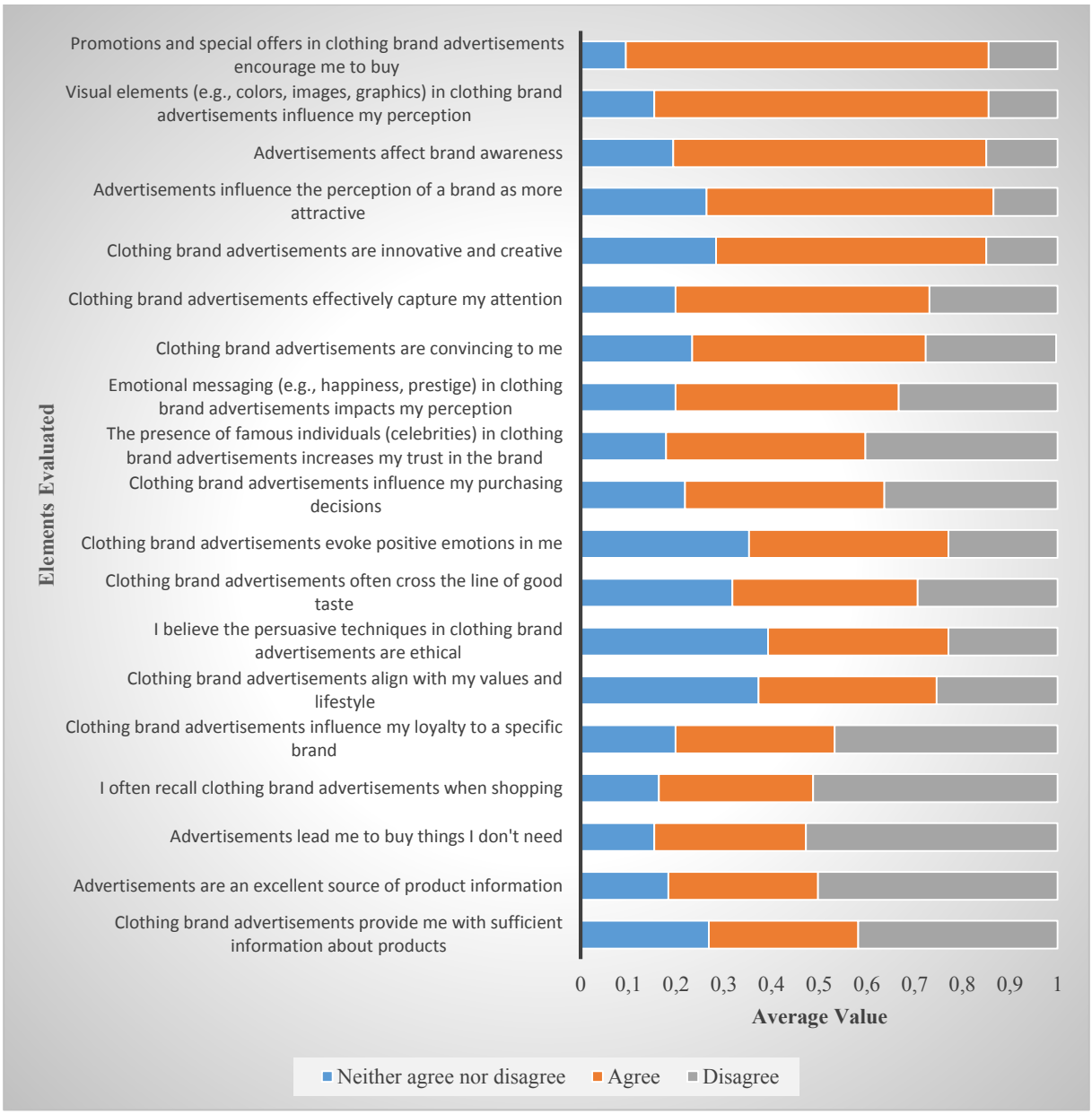

Figure 1. The Impact of Advertisement Elements on Brand Perception and Consumer Decisions. Source: Own work.

The analysis of the data presented in Figure 1 indicates that the vast majority of respondents positively evaluated the impact of advertisements on the perception of a brand as more attractive and on increasing brand recognition. The high level of agreement (combining "somewhat agree" and "strongly agree") in these categories suggests that clothing advertisements effectively serve as a tool for building brand awareness and shaping a positive image in the eyes of consumers.

The informational value of advertisements, on the other hand, received more varied assessments. While a significant group of respondents acknowledged that advertisements provide them with the necessary information about products, some individuals disagreed with this statement. This may indicate certain shortcomings in delivering specific and detailed

information, which could limit the effectiveness of advertisements among more conscious consumers who expect comprehensive details about the products being offered.

A critical perspective among consumers can be observed in the responses to questions addressing the negative aspects of advertisements. A significant number of respondents agree that clothing advertisements sometimes cross the boundaries of good taste and may encourage the purchase of unnecessary products. This suggests that advertisements can be perceived as overly intrusive or aggressive, which may create resistance or detachment among consumers and negatively impact their overall perception of advertising campaigns.

Well-designed advertising campaigns play a crucial role in building a strong connection between the consumer and the brand, which directly translates into customer loyalty and increased purchase frequency. Research indicates that personalized and authentic advertising messages effectively engage audiences, leading to deeper involvement and trust in the brand. Studies by Lemon and Verhoef (2016) emphasize that consumer loyalty is a result of positive experiences stemming from interactions with the brand, and carefully designed advertising campaigns can enhance these experiences, resulting in greater customer engagement. The researchers observed that positive customer experiences at every stage of interaction with the brand increase the likelihood of recommendations, contributing to the organic growth of the brand's reach. Furthermore, loyal customers are more inclined to recommend the brand to others, which can lead to the natural expansion of the customer base. According to the report *Omnichannel in the Communication Strategy of Loyalty Programs*, over 90% of surveyed consumers participate in loyalty programs on average, highlighting the immense popularity and utility of such initiatives (Mazur, Niedobecka, 2024). The report *6 Innovative Strategies to Build Loyalty in 2023* further reveals that as many as 26% of consumers ceased using services from certain businesses over the past year, underscoring the importance of effective loyalty strategies (Mikołajczyk, 2023). Consequently, investing in well-thought-out advertising campaigns and loyalty programs is essential for the long-term success of a brand in a competitive market.

A high level of agreement was also noted in the category of the emotional impact of advertisements. Clothing brand advertisements effectively evoke positive emotions, such as happiness and prestige, indicating their effectiveness in creating pleasant associations with the brand. However, these emotions do not always translate into long-term consumer engagement—a smaller number of respondents admitted that advertisements influence their loyalty to the brand. This suggests that while advertisements can attract attention and build a positive image, additional actions are needed to transform these emotions into loyalty.

When it comes to the alignment of advertising messages with personal values and lifestyles, opinions are varied. Not all respondents identify with the image promoted by clothing brands, which may limit their engagement or purchasing motivation if the advertisements fail to reflect their values or preferences.

Visual aspects of advertisements, such as colors, images, and graphics, were highly rated for their effectiveness in capturing attention. The aesthetics of an advertisement appear to be crucial for consumers, who appreciate its visual appeal. Lou and Yuan (2019) emphasize that the value of the message and credibility are key to building consumer trust. The presence of celebrities can enhance the credibility of an advertisement, but its effectiveness depends on the alignment of the celebrity with the brand's values. If a celebrity is not adequately associated with the brand, the impact on perception may be limited. Celebrities serve as symbols, transferring their qualities to the product, but the visual appeal of the advertisement remains the primary element that attracts consumer attention. As noted by research from Barta and Belanche (2023), the effectiveness of influencer activities increases when they include humorous and visually engaging elements. Consumers are more likely to interact with content that is both aesthetically appealing and entertaining. These findings highlight that, while the presence of celebrities can amplify the impact of an advertisement, the key success factors are well-designed visual elements that directly capture attention and strengthen brand identity.

The high level of agreement regarding promotions and special offers is also noteworthy. Consumers acknowledge that such activities effectively encourage them to make purchases, indicating that economic factors play a significant role in purchasing decisions. Research (Kumar, Madhuri, Shireesha, 2024) shows that consumers value offers tailored to their preferences, which translates into higher engagement and loyalty toward the brand. Personalization allows businesses not only to increase the effectiveness of promotions but also to stand out in a competitive market. Literature (Anderson, Fox, 2019) also emphasizes that economic factors, such as discounts or "buy one, get one free" promotions, significantly influence purchasing decisions. These promotions reduce the perceived financial risk for consumers and increase the perceived value of the product, often leading to impulsive purchasing decisions.

Research indicates that positive emotions triggered by advertisements alone may not be sufficient to build lasting loyalty. Delivering consistent and authentic experiences at every stage of interaction with the brand is crucial. Lemon and Verhoef (2016) emphasize that managing the customer experience throughout their journey is essential for building loyalty, while Berman (2006) suggests that loyalty programs can effectively support the development of lasting customer relationships. Therefore, for the emotions evoked by advertisements to translate into loyalty, brands should invest in authenticity, consistency in communication, and well-designed loyalty programs.

In summary, clothing advertisements are effective in capturing attention, evoking positive emotions, and building an attractive brand image. At the same time, the critical perspective of some consumers regarding certain aspects of advertising—such as crossing the boundaries of good taste or lacking comprehensive information—highlights areas where the effectiveness of advertisements can be improved by tailoring the message to meet the expectations and values of the audience.

In the following question, respondents were allowed to select up to three elements from a range of available options. This question aimed to identify the elements most noticeable to consumers, providing insights into the aspects of advertisements that attract attention and influence purchasing decisions. The results of the analysis are presented in Figure 2.

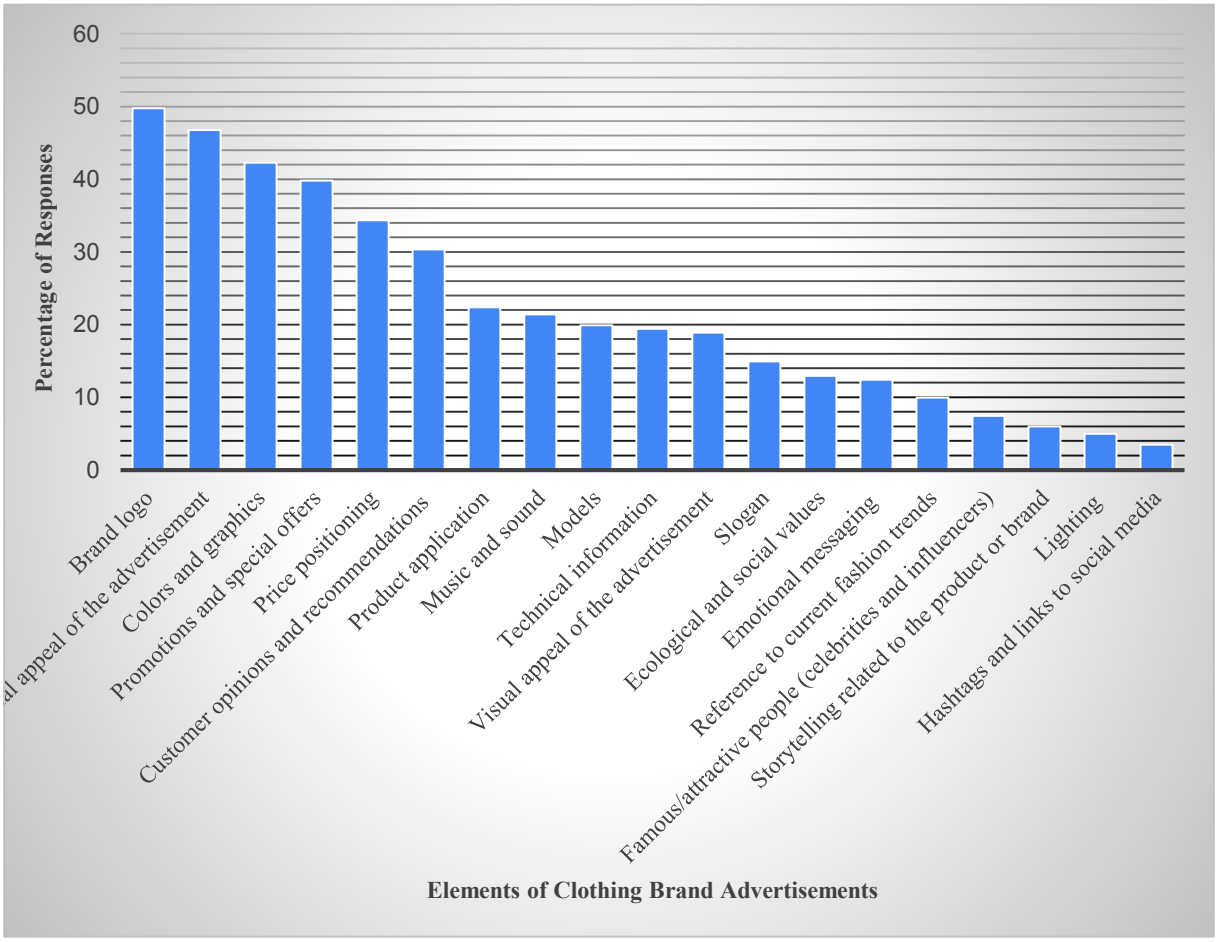

Figure 2. Elements of Clothing Brand Advertisement.

Source: Own work.

As shown in the data presented in Figure 2, the brand logo, indicated by 100 respondents, is the most attention-grabbing element in advertisements. This underscores its importance for brand recognition and representation of brand values. Respondents also highlighted the visual aspects of product presentation (94 mentions), emphasizing the significance of product presentation in advertising messages, which influences consumer purchasing decisions.

Colors and graphics, mentioned by 85 participants, are key to conveying the brand's emotions and values, while promotions and special offers, chosen by 80 respondents, capture attention by providing opportunities for savings and triggering impulsive purchasing decisions. Price, considered important by 69 respondents, remains a crucial decision-making factor, and customer reviews, indicated by 61 participants, enhance trust in the brand. Elements such as music and sound (43 mentions) play a significant role in the emotional reception of advertisements, while models (40 mentions) attract attention through their appeal, contributing to the aesthetic quality of the message. Technical information, preferred by 39 respondents,

highlights the need for clarity and reliability in advertising. The visual aesthetics of advertisements, highlighted by 38 respondents, are essential for capturing attention, while slogans (30 mentions) play a lesser role, suggesting that audiences prefer more specific messaging. Ecological and social values (26 mentions) are becoming increasingly important, especially for younger generations. Emotional messaging (25 mentions) can create a deeper connection with the audience, influencing the perceived value of the product. References to current fashion trends, noted by 20 respondents, add modernity to advertisements, while celebrities and influencers (15 mentions) have less significance, indicating the growing value of authenticity. Less important elements include storytelling (12 mentions), lighting (10 mentions), and hashtags and links to social media (7 mentions), suggesting that consumers are more interested in direct information and authentic messaging rather than engagement tools alone.

Consumers pay the most attention to logos, visual elements, pricing, and reviews, indicating the need for well-thought-out aesthetics, pricing transparency, and authenticity in advertisements. At the same time, the emotional and aesthetic aspects of the message help enhance brand perception, making it more memorable and appealing to potential customers. The results of the analysis of persuasive elements in clothing advertisements suggest that visual and emotional aspects of the message play a key role in capturing consumers' attention and reinforcing a positive brand image. These findings align with research on the impact of colors and visual stimuli in advertising. Studies (Romeh et al., 2024) show that well-chosen colors can not only attract attention but also build trust in the brand through their emotional impact on the audience. Similar conclusions are drawn by Ebrahim (2020), who emphasizes the importance of visual elements in engaging consumers, which is also reflected in the observations of survey participants who paid particular attention to colors and imagery in clothing advertisements.

Respondents were also asked which aspects of advertisements they pay particular attention to, with the results presented in Figure 3.

In the study on advertising elements that attract consumer attention, respondents highlighted several key aspects that play a significant role in the purchasing decision-making process. The analysis of responses from 174 participants revealed that price information is the most attention-grabbing element of advertisements (Figure 3). The importance of pricing underscores the value of financial information for consumers. The price of a product or service often determines purchasing decisions, and its prominence in advertisements allows consumers to quickly assess whether the product fits within their budget.

Equally important were the visual aspects of advertisements, such as images, graphics, and colors, indicated by 173 respondents. The aesthetics and design of advertisements play a crucial role in capturing viewers' attention and making the message memorable. Visual elements enable the rapid conveyance of emotions and moods, while well-chosen colors influence consumers' moods and subconscious perceptions of the advertisement.

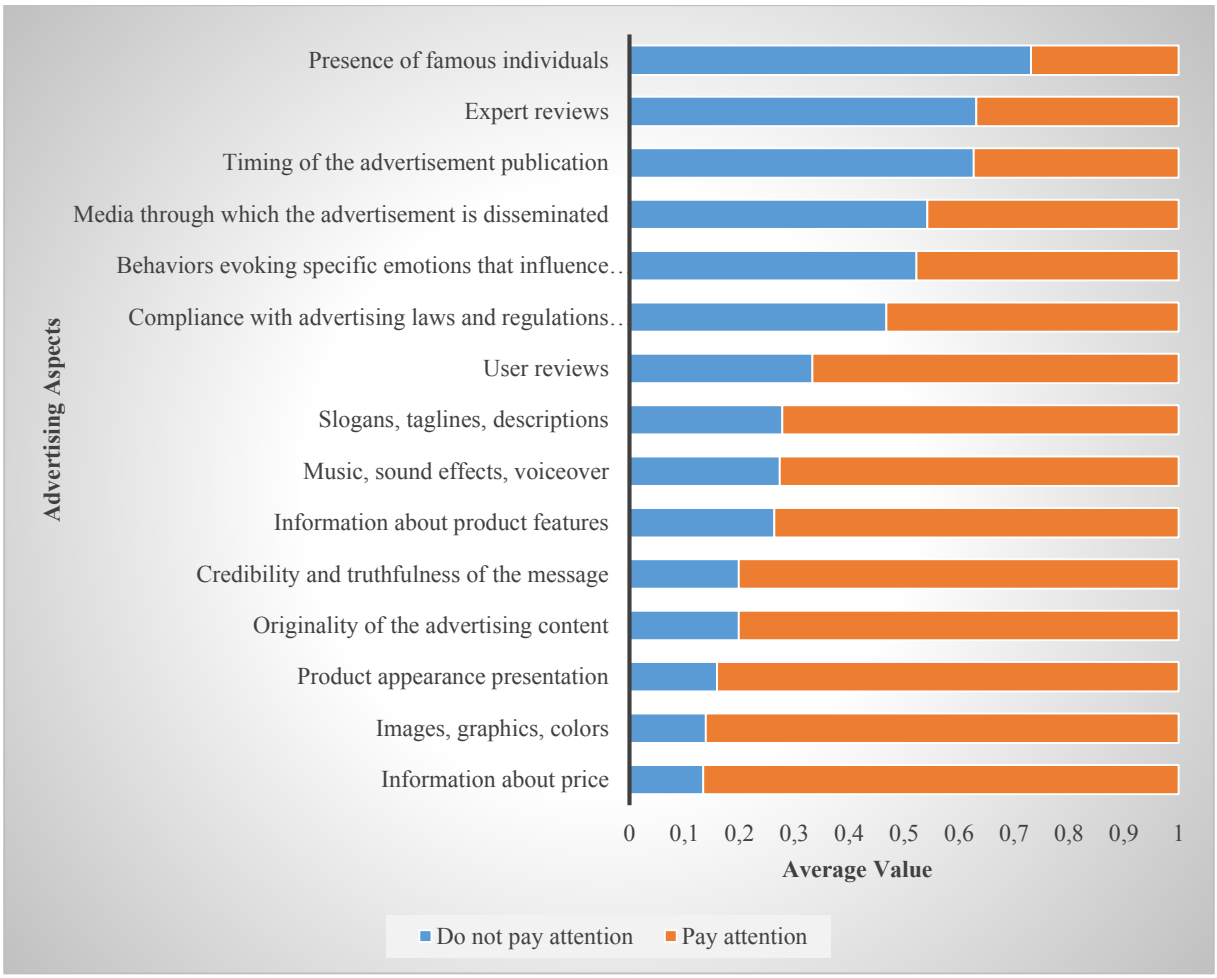

Figure 3. Aspects of Advertising That Respondents Pay/Do Not Pay Attention To.
Source: Own work.

The appearance and presentation of the product attracted the attention of 169 respondents, confirming the importance of visual appeal in the consumer decision-making process. The first impression a product creates through an advertisement can determine its attractiveness in the eyes of consumers. Another significant factor is the originality of the advertising message (161 respondents) and the credibility and truthfulness of the content, which address consumers' needs for authenticity and reliability. A creative and distinctive message allows brands to stand out from other advertisements, building positive associations with the brand.

Next, 148 respondents highlighted the importance of information about product features, emphasizing the role of detailed and substantive messaging. For many consumers, understanding the functions and features of a product is crucial for making an informed purchasing decision. Enriching advertisements with detailed information not only supports consumers in their decision-making process but also builds the brand's image as professional and transparent.

Another significant element of advertisements is sound, including music, sound effects, and voiceovers (146 respondents). Audio elements enhance the advertising message, adding emotional depth, which can capture attention and remain memorable. Music and sounds can

strengthen the message, while a well-chosen voiceover influences the perceived credibility and tone of the communication.

Short slogans, taglines, and descriptions are also important for consumers (145 respondents) as they encapsulate the essence of the marketing message. Simple, easy-to-remember slogans can become brand identifiers and attract viewers' attention. Descriptions provide more detailed information about the product, supporting consumers in making informed purchasing decisions.

User reviews, indicated by 134 respondents, are increasingly important in evaluating product authenticity, as they are perceived as more trustworthy than information provided by the brand itself. On the other hand, the presence of famous individuals in advertisements did not prove to be significant, suggesting that consumers focus more on the substantive aspects of advertisements.

The study results, highlighting the importance of authenticity, detailed messaging, and emotional consumer engagement, align with trends in the literature. Lou and Yuan (Lou, Yuan, 2019) demonstrated that the value of advertising messages, particularly in the context of influencer marketing, is largely dependent on their authenticity and credibility, which strengthen consumers' trust in the brand. Research shows that the emotional engagement of the audience can be a key factor in building brand loyalty and a positive perception of products. Similar conclusions are presented by researchers (Awasthi et al., 2024; Kaushik, Choudhary, Choudhary, 2024), who indicate that carefully designed advertisements that incorporate emotional aspects, such as happiness or curiosity, influence long-term consumer attitudes and purchasing decisions.

3.2. Preferences and Advertisement Reception

In a world dominated by media, clothing brand advertisements not only promote products but also shape perceptions and values associated with the brand. Emotions in advertisements, such as joy, nostalgia, or a sense of belonging, can evoke strong emotional reactions in audiences, influencing their purchasing preferences and loyalty to the brand. A question posed to the respondents aimed to determine in which media channels, such as television, social media, or the Internet, they most often encounter advertisements from the clothing industry.

The collected responses provide insights into which media are the most effective in reaching consumers and may also suggest preferences among different demographic groups. Respondents were presented with five response options to indicate frequency: Never, Rarely – once per month, Occasionally – 2-3 times per month, Often – 7-15 times per month, and Very Often – more than 15 times per month. The survey results are presented in Figures 4 and 5, which illustrate the level of exposure to advertisements across various media and highlight where clothing brands most frequently engage their audiences.

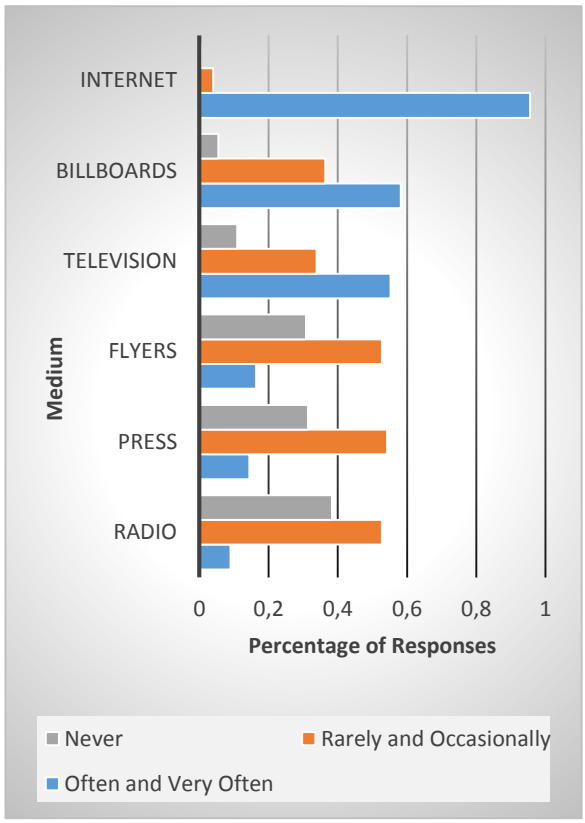

Figure 4. Level of Exposure to Advertisements in Media.

Source: Own work.

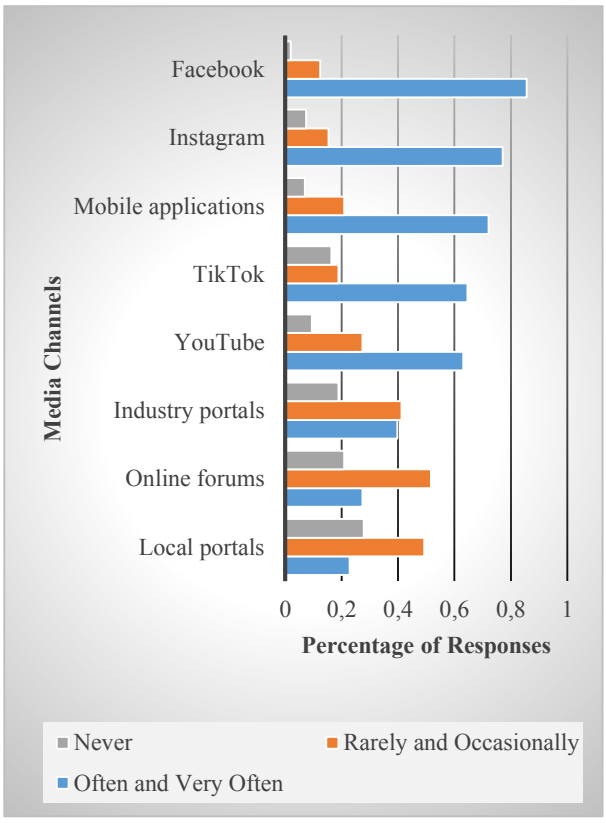

Figure 5. Level of Exposure to Advertisements on the Internet.

Source: Own work.

The study results indicate that online advertisements have a significant impact on the purchasing decisions of Internet users, which is consistent with other research on the role of advertising in the digital space (Słupska, Andrzejewska, 2024). They also demonstrate that dominant advertising channels, such as Facebook, Instagram, YouTube, and television, have a strong emotional impact on audiences. Social media, particularly Instagram, which captured the attention of 108 respondents, is especially effective in showcasing clothing in a way that evokes positive emotions, such as aspiration, prestige, and a sense of luxury. The visual aspects of advertisements on Instagram, which present products in an aesthetic and inspiring format, foster emotions related to happiness, authenticity, and exclusivity, directly influencing brand perception and building an emotional connection with consumers.

Video advertisements on YouTube and television also have a significant emotional impact, with 69 and 50 respondents, respectively, reporting frequent exposure to clothing advertisements. Video, through its combination of sound, visuals, and storytelling, allows brands to effectively shape audience emotions—from excitement about new trends to a sense of belonging to a community of brand users. These emotions enhance consumer engagement and encourage brand loyalty, as positive associations with the brand are reinforced through the emotional narratives presented in video advertisements.

Traditional print media, such as newspapers and flyers, have a limited emotional impact on audiences. Only 13 respondents reported frequent exposure to clothing brand advertisements in these media, suggesting that the lack of visual stimuli and multimedia elements weakens the emotional effect of these channels. Similarly, radio, cited by only 5 respondents, has limited ability to evoke emotions that are critical for clothing brands—fashion, as a highly visual product, requires a message that engages the audience's emotions through imagery.

Billboards and mobile applications, with 47 and 77 mentions by respondents respectively, evoke emotions at a moderate level. Publicly displayed billboards can create a sense of aspiration through aesthetic imagery, while mobile applications enable personalized messaging, increasing emotional impact by tailoring advertising content to audience preferences.

The survey results highlight that dominant advertising channels, such as Facebook, Instagram, YouTube, and television, play a crucial role in building emotional connections between brands and consumers. Social media, especially Instagram, stands out for its effectiveness due to the aesthetic presentation of products, which evokes positive emotions such as aspiration, prestige, and exclusivity. As research by Lou and Yuan (2019) suggests, visual appeal and personalized content on social media increase consumer trust and engagement, which are key to building long-term brand loyalty.

Advertisements on YouTube and television also effectively influence audience emotions through the ability to combine visuals, sound, and storytelling into an engaging format. According to research by Weibel et al. (2019), video formats are particularly effective in generating emotions such as excitement or a sense of belonging, reinforcing positive brand associations and encouraging loyalty. Combining these elements allows brands to not only capture consumer attention but also build their emotional engagement.

Conversely, traditional media, such as newspapers and radio, have limited capabilities in evoking emotions due to the lack of multimedia elements and reduced visual appeal. These limitations decrease the effectiveness of these channels in promoting products that require visual representation, such as clothing (Ahmetoglu, Furnham, Fagan, 2014). Billboards and mobile applications, due to their visual format and potential for personalization, occupy a mid-level position in terms of emotional impact, making them valuable complementary advertising channels.

3.3. Reception of Persuasive Techniques by Women and Men

As part of the study, respondents were asked about the frequency of clothing advertisement visibility, the usefulness of media in decision-making, the credibility of media as sources of information, and the attention paid to advertising aspects. Table 2 summarizes the responses, providing insights into respondents' media preferences and emotional reception of advertisements. The tabular representation of the results is a starting point for analyzing how different factors, such as frequency of use or credibility assessment, influence how audiences perceive advertising content.

Tabela 2.
Evaluation of Usefulness, Credibility, and Visibility of Clothing Advertisements in Media by Gender

Medium	Przydatność medium w podejmowaniu decyzji			Credibility of Medium in Decision-Making			Visibility of Clothing Advertisements (Often and Very Often)		
	F [%] (Women)	M [%] (Men)	Total [%]	F [%] (Women)	M [%] (Men)	Total [%]	F [%] (Women)	M [%] (Men)	Total [%]
Internet	49	**40**	89	31	34	65	53	43	96
Radio	**2,5**	**2,5**	5	4	5	9	4	4	8
Television	**16**	**13**	29	8	10	18	34	21	55
Press	**7**	**5**	12	9	6	15	10	4	14
Flyers	**11**	**6**	17	10	5	15	13	3	16
Billboards	**14**	**15**	29	8	9	17	35	23	58
Industry Portals	**18**	**19**	37	13	16	29	21	19	40
Mobile Apps	**37**	**25**	62	22	19	41	41	31	72
Facebook	**34**	**28**	62	25	16	41	47	39	86
Instagram	**33**	**26**	59	23	15	38	44	33	77
TikTok	**29**	**21**	50	22	12	34	38	26	64
YouTube	**30**	**23**	53	21	17	38	36	27	63
Local Portals	**11**	**11**	22	9	11	20	14	9	23
Online Forums	**22**	**17**	39	23	15	38	18	9	26

Source: Own work.

The study results show that dominant advertising channels such as Facebook, Instagram, YouTube, and television have a strong emotional impact on audiences. The Internet, which received the highest number of mentions in both groups (98 and 81 for usefulness and 106 and 86 for ad visibility), stands out as the dominant medium. The usefulness of the Internet can translate into increased credibility of advertisements, which, in turn, intensifies the emotional reception of advertising messages. From a marketing perspective, this suggests that Internet-based advertisements perceived as helpful can evoke stronger emotional reactions and influence consumer attitudes. Research (Kumar, Madhuri, Shireesha, 2024) shows that personalized advertising content on the Internet, especially in e-commerce, increases consumer trust in advertisements and strengthens positive emotions toward the brand. Consumers value content tailored to their needs and expectations, leading to more engaged reception and a willingness to interact with the advertised brand.

Social media platforms, particularly Facebook, Instagram, and TikTok, show high ad visibility (94, 88, and 77 mentions among female respondents, respectively), demonstrating their effectiveness in capturing user attention. However, their credibility is moderate. Similarly, mobile applications are frequently cited as visible advertising sources (83 and 62 mentions), likely due to their personalized nature.

Traditional media, such as print (press, flyers) and radio, received relatively low mentions across all categories, indicating their diminishing role in clothing advertising strategies. Billboards, on the other hand, demonstrated higher ad visibility (71 and 46 mentions), suggesting their potential effectiveness in public spaces, despite lower usefulness in purchasing decisions.

Data analysis shows that digital media are critical in clothing advertising strategies, while traditional media are losing significance in the face of more interactive and accessible digital channels. More frequent exposure to media leads to greater familiarity with advertising messages, potentially amplifying positive reception. Research (Lou, Yuan, 2019) indicates that personalized advertising content increases credibility and emotional engagement among audiences. Consumers are more likely to trust advertisements that seem relevant and aligned with their expectations, leading to higher interaction levels with the brand.

Analysis of Internet credibility reveals that 130 respondents perceive it as a credible source of information (while 46 rated it as not credible). The dominance of positive credibility assessments suggests that respondents are inclined to trust media content. This trust can significantly influence the emotional reception of advertisements, particularly if audiences perceive the ads as extensions of reliable information. Studies (Ghanbarpour, Sahabeh, Gustafsson, 2022; Google, 2022; QUALID, 2023) show that media credibility is one of the key factors affecting advertising effectiveness, as audiences are more likely to accept an advertising message when it is associated with a trustworthy source. Research (Sriram, Namitha, Kamath, 2021) indicates that social media advertisements leveraging credible sources and personalized messages effectively build trust and positive emotions in audiences. Recommendations and content from credible social media profiles intensify consumer emotional reactions, such as trust and affinity, thereby enhancing brand loyalty. Furthermore, a study (Mofokeng, 2021) found that the interactivity of social media strengthens audience engagement, with message credibility being a critical element of effective advertising communication. Consumers who perceive a medium as trustworthy are more likely to interact with advertisements, leading to deeper engagement and stronger brand relationships. Thus, media credibility not only enhances advertising effectiveness but also intensifies emotional reactions, such as trust and loyalty to the brand.

Clothing advertisements, particularly those presented in digital media, utilize visual, emotional, and diverse content elements to build customer loyalty. However, the effectiveness of these techniques may vary depending on the gender of the audience, making it crucial to study reactions to different aspects of advertising for marketing strategies. Table 3 presents consumer preferences divided into women (F) and men (M), identifying advertising elements that capture the attention of each group.

Table 3.
Advertising Aspects That Capture the Attention of Women and Men

Advertising Aspects	**Gender**		
	F [%] (Women)	**M [%] (Men)**	**Total [%]**
Originality of the advertising content	44	36	80
Medium through which the advertisement is disseminated	26	19	46
Images, graphics, colors	47	39	86
Music, sound effects, voiceover	39	34	73
Slogans, taglines, descriptions	39	33	72

Cont. table 3.

Specific emotions influencing consumer attitudes and behaviors	30	18	48
Credibility and truthfulness of the message	44	36	80
Time of advertisement publication	20	17	37
Price information	46	40	87
Information about product features	40	34	74
Presentation of the product's appearance	45	39	84
Presence of famous individuals	15	11	27
Expert opinions	23	14	37
User reviews	39	27	67
Compliance with advertising laws and regulations (including copyrights and consumer rights)	29	24	53

Source: Own work.

The data in Table 3 reveal that both segments of respondents pay particular attention to several key aspects of advertising, though the intensity of these preferences varies. The most attention-grabbing aspect for both genders is price information (174 mentions: 93 women, 81 men), emphasizing the importance of clearly communicating price benefits in clothing campaigns. The second most significant aspect for both groups is images, graphics, and colors (173 mentions), with slightly greater importance for women (95 mentions), suggesting their higher sensitivity to visual elements in advertising.

Originality of the message and the credibility and truthfulness of the content are also highly valued (161 mentions each). This indicates that authenticity and innovation in advertising are critical for both genders, although women tend to pay more attention to these aspects. This suggests that audiences are highly aware of advertising content and actively engage with it—the greater the attention paid to an advertisement, the higher the likelihood of eliciting an emotional response, such as curiosity, affinity, or identification with the advertising message. Such engagement suggests that advertising content serves not only an informational but also an emotional function, impacting audiences on a personal level. This finding underscores the importance of carefully designed advertisements that can evoke positive emotions and influence consumer attitudes.

For elements such as music, sound effects, and voiceover (146 mentions), and slogans, taglines, and descriptions (145 mentions), the results also indicate a slight preference among women (78 mentions each). This may suggest their greater receptiveness to content designed to evoke emotions.

The presence of famous individuals was a less important factor for both groups (54 mentions), which may indicate a growing demand for authenticity and valuable information rather than just popular brand ambassadors. Men placed greater importance on expert opinions (74 mentions), which could suggest their stronger tendency to evaluate the functionality and reliability of products.

Price information and visual elements, such as images and colors, are key aspects of clothing advertisements for both genders. This aligns with Kumar, Madhuri, and Shireesha (2024) research, which highlights that attractive visual aesthetics and clear pricing messages enhance consumer engagement and trust in advertising campaigns. Women more frequently

focus on emotional elements, such as music and slogans, as confirmed by findings from Chen Lou and Yuan (2019), which suggest that ads tailored to evoke emotions are more effective in building a connection with the brand.

The value placed on authenticity and originality by both genders underscores the growing need to create credible and creative advertising content. As noted by Sriram, Namitha, and Kamath (2021) and Ahmetoglu, Furnham, and Fagan (2014), advertisements with high credibility and substantial content generate stronger emotions, such as trust and affinity, leading to greater brand loyalty. Meanwhile, the low impact of celebrities in clothing advertisements reflects shifting consumer preferences, with a greater emphasis on authenticity over the popularity of brand ambassadors, in line with research by Mofokeng (2021).

4. Summary

The collected data allowed for the clustering of customers into three groups. The clustering process considered a range of variables that might influence customers' purchasing tendencies and reactions to advertising elements. The selected variables included persuasive aspects, advertising preferences, and gender. These variables were first numerically encoded and standardized during clustering to enable the k-means algorithm to form groups based on similarities in the respondents' answers. As a result of the analysis, the algorithm assigned respondents to three clusters that differed in terms of their responses to advertisements and their purchasing tendencies.

For the purposes of the study, it was assumed that the number of clusters would be 3, which corresponded to an intuitive division of respondents into groups with different approaches to advertisements. Next, the algorithm randomly selected 3 initial centroids (points representing the center of each cluster) in the multidimensional space (the space of responses to the questions). Each respondent was assigned to the nearest centroid based on the Euclidean distance (geometric distance in the multidimensional space). Then, the centroid of each cluster was recalculated as the arithmetic mean of all points (participants) assigned to that cluster. The process of assigning participants to clusters and updating the centroids was repeated until the clusters reached stability, meaning the centroids stopped changing.

As a result of the analysis, the algorithm assigned respondents to three clusters, which differ in terms of their reactions to advertisements and their purchasing tendencies, with the results presented in Figure 6.

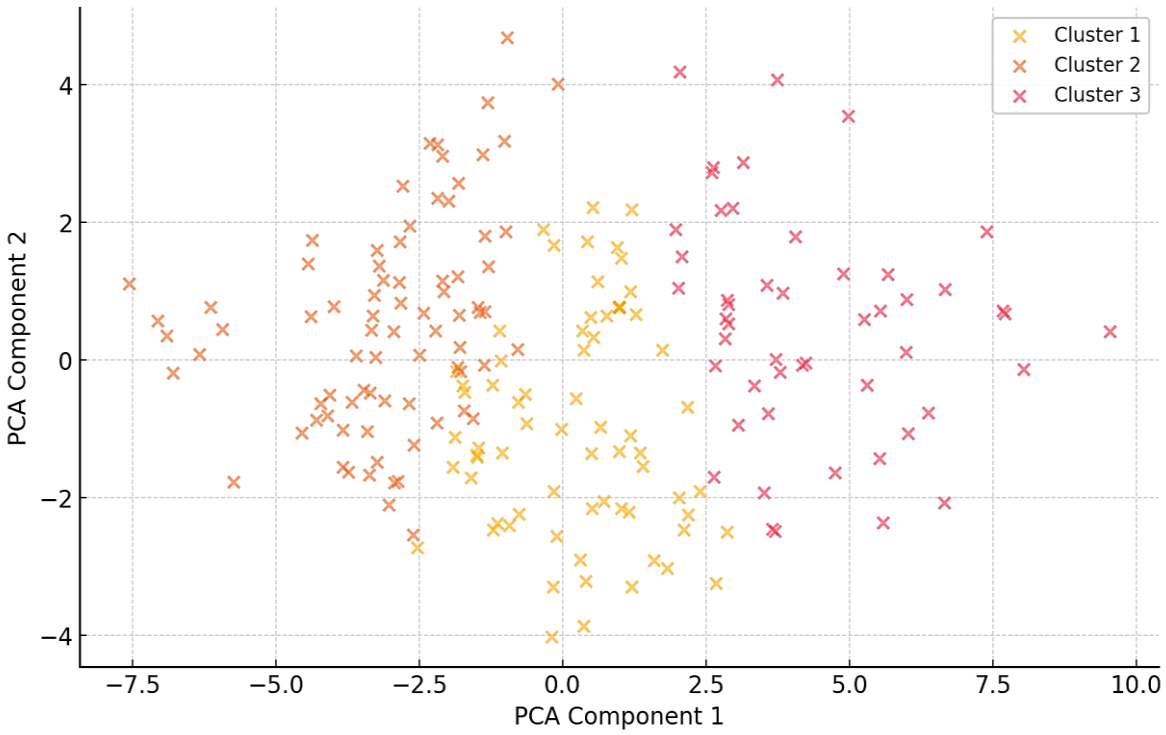

Figure 6. K-means Clustering Visualization.

Source: Own work.

Figure 6 contains axes described as the main dimensions of variability in the responses of the study participants. The values on the axes represent differences in the approach to the issues examined in the survey. Principal Component Analysis is a dimensionality reduction technique that transforms data into new axes, called "principal components". PCA Component 1 and PCA Component 2 are the two most important axes that explain the greatest variability in the data in the study. They include all variables considered in the analysis (i.e., the answers to the survey questions), but with different weights. Each component is a linear combination of the original variables. The weights (so-called "PCA loadings") determine how strongly each variable influences a given component – the higher the absolute value of the weight (i.e., the more distant from zero, either positively or negatively), the greater the influence of the variable on that component. PCA Component 1 is the axis that presents the largest possible level of variability in the responses in the study, while PCA Component 2 presents the next, smaller level of variability, independent of the first component. Questions with the greatest influence (i.e., PCA Component 1) included: "Clothing brand advertisements are persuasive to me"; "Clothing brand advertisements influence my purchasing decisions"; "Clothing brand advertisements effectively capture my attention"; "Visual elements (colors, images, graphics) in clothing advertisements influence my interest in the product"; "The involvement of well-known individuals (celebrities) in clothing advertisements increases my trust in the brand". For PCA Component 2, the questions were: "Promotions and special offers in clothing brand advertisements encourage me to purchase"; "Clothing brand advertisements align with my values and lifestyle"; "Clothing brand advertisements provide me with sufficient information about products"; "Clothing brand

advertisements evoke positive emotions in me"; "I often recall clothing brand advertisements during shopping". The values on the axes, from -7.5 to 10, indicate the positions of individual points concerning these two main dimensions. These values are a measure of how much a given respondent differs from others in terms of the key traits identified by PCA.

The three clusters enabled conclusions useful in practice, such as tailoring marketing strategies to specific consumer groups. Each of the clusters represents a consumer profile, which facilitates translating the results into concrete business actions.

Cluster 1, referred as *Pragmatists with Low Purchasing Motivation* includes 36 men and 35 women. Customers in this group exhibit limited susceptibility to clothing advertisements. They are less influenced by persuasive advertising elements, such as emotional messaging or visual appeal, and place little importance on the presence of celebrities. However, they value specific product information and occasionally respond to promotions, although these are not their primary purchasing motivators. Their trust in brands and loyalty are moderate. The nearly equal number of men and women in this cluster suggests that both genders may adopt a similar pragmatic approach to advertisements, where rational arguments play a central role.

Cluster 2, referred as *Visual and Emotional Enthusiasts* includes 23 men and 21 women. Customers in this group are highly sensitive to the aesthetic and emotional elements of advertisements. They respond strongly to visually appealing campaigns that build positive associations with the brand. The presence of celebrities enhances their trust in the brand, while emotional messaging, such as feelings of prestige or happiness, effectively captures their attention. Promotions additionally motivate them to make purchases. The almost equal gender balance in this cluster indicates that both men and women are equally influenced by emotional and aesthetic advertising elements. This suggests that visual and emotional campaigns are equally effective in reaching both genders within this group.

Cluster 3, referred as *Cautious Price-Oriented Shoppers*, includes 50 men and 36 women. Consumers in this group adopt a pragmatic approach to advertising and shopping. They value transparent product information and place significant emphasis on price and promotions. Emotional and visual aspects of advertisements are not crucial to them, and they typically make purchases in response to specific, practical information. Brand loyalty is less important to this group than the value and benefits derived from the purchase. The higher number of men in this cluster suggests that male respondents are more likely than female respondents to prefer an analytical approach to advertisements, focusing on concrete product information and pricing rather than emotional or aesthetic aspects.

The study found that persuasive techniques used in clothing advertisements have a significant impact on different consumer groups, which was thoroughly analyzed by clustering respondents into three groups. Pragmatists are less susceptible to visual and emotional aspects of advertisements, focusing their attention on practical information such as price and product functionality. This group treats advertisements mainly as a source of

information rather than inspiration, meaning their purchasing decisions are more dependent on economic factors.

Visual and emotional enthusiasts are represented by consumers who strongly respond to visual and emotional elements of advertisements, such as colors, images, or positive emotions. Sensitivity to these aspects is evenly distributed between genders, indicating the universal effectiveness of visual campaigns. Social media platforms, such as Instagram and TikTok, are key channels for reaching this group.

Price-conscious and cautious shoppers are a group particularly sensitive to promotions, discounts, and special offers. Their purchasing decisions are strongly influenced by economic factors, with online advertisements and mobile applications being their most important sources of shopping inspiration. Pragmatic attitudes are more visible in this group among men.

The article focuses on assessing the impact of persuasive techniques used in advertisements for clothing brands on consumers, and the study's goal was to identify the advertising elements that attract consumers' attention the most and enhance their trust in the brand. The study's results showed that this impact is a significant force shaping attitudes and purchasing decisions across the population, with noticeable differences resulting from the demographics and preferences of specific consumer groups.

Visual aspects, such as colors, images, and graphics, play a key role in attracting consumers' attention. They help advertisements effectively build a positive brand image. Consumers particularly appreciate the authenticity of the advertisement and its alignment with their values, which increases trust in the brand. The impact of these actions is visible in every group, although they have the strongest effect on visual enthusiasts.

Platforms like Instagram, TikTok, and Facebook dominate in capturing the attention of younger consumers, who are more susceptible to dynamic and engaging visual content. Video advertisements, especially on YouTube, effectively enhance the emotional perception of the brand, combining visuals, sound, and narrative into a coherent, inspiring whole. These media influence various segments of the population but are particularly effective in reaching younger audiences.

Promotions and discounts remain a key factor influencing the purchasing decisions of most consumers. Clear communication of economic benefits in advertisements significantly increases their effectiveness, especially among cautious shoppers who are primarily guided by product prices. This highlights the importance of adapting the advertising message to the pragmatic expectations of this group.

Therefore, clothing brands should tailor their advertising messages to the specifics of individual groups: for pragmatists, focus on functionality; for visual enthusiasts, on aesthetics and emotions; and for cautious shoppers, on economic benefits. Younger consumer groups are more susceptible to dynamic and emotional content that engages them in digital media. In contrast, older consumer groups expect more practical information that supports their rational

purchasing decisions. The diversity of preferences between groups requires brands to be flexible in designing advertising campaigns.

Furthermore, to effectively engage modern consumers, clothing brands should create personalized messages using the potential of social media and mobile applications. It is important to remember that 21st-century clothing buyers primarily appreciate authenticity, consistency, and alignment with their values, which strengthens trust and loyalty to the brand.

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