

PERSONALISATION OF ADVERTISING AND MARKETING COMMUNICATIONS OF BANKS (PSYCHOLOGICAL APPROACH)

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Abstract: Modern reality is characterised by ubiquitous communication chaos. Every day man receives a myriad of stimuli. The information received sometimes arouses curiosity and reflection at other times leads to frustration. Under such circumstances, it seems particularly appropriate to create messages that are as “precise” as possible, i.e., personalised in the same way as advertising. This is not possible without a thorough analysis of this area of reality, a scientific understanding of the determinants that govern this sphere. This publication presents empirical material on the very topic of personalisation of advertising and marketing communications of the banking sector. This is an area of great social relevance, especially in an era of social unrest resulting from global threats to the banking services sector. Personalisation thus means adapting the range of content and products offered to the preferences of the potential recipient. Tailoring to preferences also means orienting the product in such a way that it meets the customer's purchasing needs and enables the realisation of life goals.

Keywords: advertising, advertising psychology, marketing communication, advertising personalisation

1. Introduction

The scientific sub-discipline of advertising psychology is gaining increasing importance nowadays. It is becoming a source of inspiration for psychologists, sociologists and representatives of other disciplines interested in the sphere of human behaviour created by advertising. It enables the construction of effective advertising campaigns and examines human reactions under its influence on cognitive, emotional and behavioural grounds. Thus, it pays

particular attention to the area concerning the impact of advertising and the resulting reactions. Depending on the direction taken, it is possible to speak of the effectiveness and relevance of advertising, and therefore of its personalisation. The content indicated in this publication aimed to clarify the concepts underlying the considerations made, including advertising and the advertising message in psychological terms, the source and the form of the message. Referring in turn to the results of the study, the scope of personalisation of bank advertising was indicated, i.e. the adaptation of the advertising message to consumer preferences.

2. Advertising from a psychological perspective

The definition of advertising from a psychological perspective should include a section on the form of the message, the way it is received and the emotions and behaviour evoked as a result. M. Filipiak argues that advertising is a message placed in the media by a specific sender, aimed at promoting goods or services, supporting specific ideas or undertakings or achieving another intended advertising goal [Filipiak, 2003, p.121]. Thus, a message that, by design, is intended to elicit certain emotional responses and contribute to changing or maintaining purchasing preferences. Z. Roszkowski adds that it serves to improve product sales [Roszkowski, 2002,p.147]. Nevertheless, it should be emphasised that advertising understood in a psychological context primarily builds the image and brand of a product in the buyer's consciousness by multiplying the message [Sztucki, 1998, p. 266].

Advertising also makes it possible to communicate with a large number of buyers at the same time and to repeat the same message many times so that the buyer remembers it [Michalski, 2017, p. 269]. Addressed to a mass audience, it is a form of communicating market information aimed at presenting and endorsing a sales offer by a specific sender. The definition includes four basic features of advertising: the impersonal nature of the communication, the mass audience, the chargeability of the message and the broadly defined sales offer [Wiktor, 2012, p. 206]. A. M. Grzegorzczak emphasises that it is a paid, direct communication (realised through various media) of companies or other organisations and entities that are identified with the content of the message or hope to inform or persuade the readers of a certain group of recipients. In everyday use, advertising is an overt paid communication of a persuasive nature carried out through mass media [Grzegorek, 2003, p.28]. Thus, advertising is a means of communication of companies, institutions, organisations, the aim of which is to reach the recipient (cognitive process), thanks to which it also becomes possible to evoke certain emotions and, consequently, to determine consumer attitudes and behaviour aimed at purchasing the advertised good or service.

Advertising is a dynamic dialogical structure. It is a space of expression, discourse, but also of conflict, dispute, rumour and half-truths [Mikoda, 2010, p. 197]. It has an audience that comes from diverse backgrounds, ranging from consumers to traders to producers. It should be mentioned that a completely different type of advertising is addressed to each of these groups, appropriate to their characteristics.

3. The role of advertising in the context of personalising the marketing message

In psychological terms, according to M. Laszczak, the advertising message consists of shaping information in such a way that, using knowledge of the recipient's psyche and characteristics, it is possible to influence his or her behaviour and direct his or her actions. Advertising depends on psychological and social factors determining the recipient's susceptibility to the content of the message [Laszczak, 2000, p. 15]. From a psychological point of view, advertising should influence the needs of possible customers. Of the theories of motivation, A. Maslow's theory is most often cited. According to the author's view, the needs of every human being are distinguished by the fact that they are arranged in a hierarchical way - from the basic and physiologically determined ones to the higher needs that realise the individual's life values.

Table 1 shows A. Maslow's characterisation of needs. Maslow's in relation to advertising.

Table 1. A. Maslow's characterisation of need satisfaction in relation to advertising

Type of needs	Characteristics of meeting a need
physiological - food	Satisfying the need for food. Advertising shows products that the customer needs and that are worth buying. Food advertising gives a sense of satisfaction and a long-term benefit, such as a beautiful figure or health
client safety	Advertising ensures a safe life with products that the customer cannot do without and nullifies the negative effects. These products range from food to cosmetics
acceptance - belonging to a	By using certain products, the customer can join a certain group of people, such as well-dressed, young and beautiful people.

particular group of people	Advertising shows the effects that the customer feels after purchasing the product. This need is exploited by advertisements for e.g. cosmetics or clothes
prestige - the need to be better than others, to have elite products	The need for prestige is exploited when advertising elite products aimed at a specific strictly market segment. These advertisements tap into the emotions of people and who want to be special and successful. The target audience for the ad is the best, demanding and unique people; the products emphasise these qualities
Self-realisation - the need for knowledge and development	This advertising became more important as competition grew. Ads for films, books, educational offers, travel have emerged. Advertising provides the right reasons to buy a particular product or service

Source: A. Dejnaka, *Advertising, brand, product and service strategy*, Helion Publishing House, Gliwice 2006, pp. 34-37.

Advertising also plays a social role by creating fashions, setting patterns of behaviour and establishing norms for what is good and useful in a given environment.

In this sense, advertising activities suggest that the acquisition of goods promotes happiness and is an antidote to life's failures [Laszczak, 2000, p. 19].

Advertising content should make the recipient impressed into making a purchase decision. This is most easily achieved when the advertising content confirms the potential customer's expectations, whether conscious or unconscious, of the advertised product or service or makes him or her aware of specific benefits resulting from the purchase decision. The most important thing is that the buyer should pay attention to a specific product or service among similar ones offered by competitors and decide to buy convinced of the superiority of the offer, the information about the product should contain those elements that distinguish it and place it above its competitors [Budzyński, 2000, p. 36].

Advertising, like other elements of the so-called marketing communication system, is a tool for supporting brands, product categories and various types of organisations in the market or non-market environment. which manifests itself in the achievement of specific effects concerning these objects or entities. In the case of market entities and their offers, these effects usually mean economic results, such as sales and profit, or the various communication and behavioural reactions of advertising audiences considered indirect to them [Wozniczka, 2011, p. 91].

The advertising message should follow the „AIDA”, model of effective advertising messages, which refers to the creative actions of advertising writers. The model is named after the first letters of the English words: *attention* - uwaga, *interest* - zainteresowanie, *desire* - pożądanie, *action* - działanie. According to this model, the advertising message should catch the attention of the addressee. This is done by means of a photograph, a drawing, a slogan, a graphic, the arrangement of text on a page or a combination of these elements. In addition, it should create a deeper interest in the advertisement, expressed in the desire to know the form and content. Desire implies a readiness to possess the advertised good. This is followed by the transition of the recipient of the message to the final stage, that of action. This is the moment of transformation of desire into purchase, which is its fulfilment {Grzegorzcyk, 2009, 28]. Contact with an advertising message, according to the AIDA model, begins with the attention of the recipient. The advertisement most often reaches customers together with other, also attention-grabbing, advertisements. The effectiveness of an advertising message is influenced by both attracting the customer's attention and generating interest in the essence of the advertising message. Drawing the customer's attention is the basis for the actual activation of processes concerning the processing of market information, resulting in a process of learning consumer behaviour [Kozłowska, 2011, p. 25].

4. Research findings - personalisation of bank advertising

The quantitative survey was carried out among adult residents of Poland. It involved 803 respondents. It concerned the personalisation of advertising and marketing communications of banks in activating cognitive, emotional and behavioural processes. It was found that advertising corresponds to a large extent to individual requirements for less than 60% of respondents. Thus, it contains important information for the consumer to a certain extent. More than 12% said that almost all banks' advertising and marketing communications contain content that is important to them and provides valuable information. The opposite view is held by 30% of respondents, indicating the answer that the banks' advertising and marketing communications

do not contain content that interests them. With this in mind, it can be concluded that banks' advertising and marketing communications are relatively well personalised. This means that the products proposed in advertising are consistent with the needs of consumers, which was emphasised by a total of almost 70% of the respondents. They indicate that the messages contain product information that can be called valuable and that, consequently, potentially translate into activating consumer behaviour.

The survey also addressed the question of the expected content that should be included in the banks' advertising and marketing communication. The empirical material obtained indicates that it is information regarding the change in the bank's operation, which was indicated by more than 40% of the respondents. The relevance of placing information on new bank products in the media was also highlighted. Next in terms of importance was information regarding changes in the organisation of banks. Important for 9.5% of people are announcements concerning the ethical sphere of bank operations and only 6.1% of respondents highlighted content concerning the environmental sphere of banks. This seems to be a cognitively interesting piece of information especially from the perspective of banks' advertising campaigns, which more and more explicitly refer to the widely understood ecology. Thus, it can be concluded that the respondents, speaking on the issue of personalisation of the bank's advertising and marketing message, in the vast majority - 83.6% - emphasise the importance of the existence of content concerning changes in the functioning of banks and new bank products. Changes in the organisational sphere of banks are also important, which was emphasised by more than 12%. The last places in the hierarchy of importance were occupied by messages concerning the ethical and ecological sphere, which seems particularly puzzling nowadays, as the topic of ecology in the broad sense of the word commonly appears in advertising campaigns.

In turn, referring to the issue of innovative offers, which, in the opinion of the persons surveyed, have remained in the memory under the influence of the perception of advertising, these are the „account for 0 PLN”, the Blik payment in the message of Alior Bank and Millennium Bank. IPKO application as well as a temporary foreign currency account at Bank Pekao and a 360-degree account at Millennium Bank. All of the responses referred to remote communication, the ability to do a lot of things via an app on the phone, a free bank account and fast cash loans without unnecessary formalities. This shows that the modern consumer is focused on convenience and the availability of an app with which to complete many banking-related tasks. Such as making a bank transfer, paying with BLIK or submitting a loan application. Thus, banks such as Millennium, Alior Bank, PKO BP, mBank, ING Bank Śląski, in the opinion of respondents, seem to be leaders offering the latest solutions and products

adequate to consumers' needs. These are particularly related to new technological solutions facilitating the use of e-banking, the possibility to take out a loan via an app, solutions related to running a company including business financing, accounting assistance in running a business and insurance.

The empirical material obtained shows that the people surveyed most often pay attention to two aspects when perceiving the banks' advertising and marketing communication, namely the clarity of the message and the advertised product, as indicated by more than 30% of respondents. A hierarchy of the importance of advertising elements was also established. The empirical material obtained indicates that the information content is the most highly valued - 60.1% therefore the message and the content of the message. In second place was the originality of the advertisement, indicated by more than 20% of the respondents. Thus, it can be assumed that in advertising, respondents particularly value the information content, i.e. the form of the message and product description. Originality is also important, i.e. the innovativeness of the design of the advertisement, as well as attractiveness, which is related to the aesthetics of the advertisement.

Respondents' attitudes towards banks' advertising and marketing messages were also surveyed. The empirical material obtained shows that almost 19% declare a negative attitude on this issue. The remaining part of the respondents, i.e., almost 70%, is indifferent and more than 15% of the respondents declare a positive attitude, showing interest in advertising and marketing communications of banks. In particular, it should be noted that less than 18% of the respondents have an unambiguously negative attitude towards bank advertising and marketing communications. The remainder, more than 80%, are indifferent to this type of information or have a positive attitude towards the banks' advertising and marketing messages. The marked prevalence indicates that this is a significant group of respondents who are affected by advertising messages to a limited extent without influencing their attitudes, or who leave a lasting positive imprint in their memory, potentially influencing their consumer decisions.

The research undertaken also aimed to capture the impact of the banks' advertising and marketing message on the respondents' emotional reactions. The empirical material obtained shows that a message of this kind does not provoke any reaction in less than 14% of them. For a total of 35.2%, it is a message that leads to a sense of discouragement towards the communicated content and even anger or loss of trust in the bank. At the other extreme, more than 40% of the respondents had an emotional reaction to the banks' advertising and marketing communication, which was associated with an increase in interest and confidence in the banks and even a feeling of admiration.

It should be emphasised that advertising and marketing communications of banks for some respondents, more than 35% in total, are associated with negative emotions such as a sense of discouragement towards the communicated content, anger and even loss of trust in banks. On the other hand, more than 40% have positive emotions associated with an increased interest in banking products, an increased sense of trust in banks as financial institutions and even a sense of admiration for the proposed innovative solutions in banking.

5. Conclusions

The results of the survey indicate that, the banks' advertising and marketing communications are well personalised. Thus, the products proposed in advertising are consistent with consumer needs, which was emphasised by a total of almost 70% of the respondents. They indicate that the messages contain product information that can be called valuable and which, as a result, potentially translate into activating consumer behaviour.

When speaking about the personalisation of the bank's advertising and marketing message, the vast majority, i.e. 83.6%, of respondents emphasised the importance of the existence of content concerning changes in the operation of banks and new bank products. Changes relating specifically to the organisational sphere of banks are also important, which was emphasised by more than 12%. The last places in the hierarchy of importance were occupied by messages concerning the ethical and ecological sphere, which, especially nowadays, in an era of rising social awareness in this aspect and a number of campaigns taking place under the banner of ecology, seems extremely important for the promotion of a pro-ecological lifestyle. It should be emphasised that banks such as Millennium, Alior Bank, PKO BP, mBank, ING Bank Śląski, in the opinion of respondents, seem to be leaders offering the latest solutions and products adequate to consumers' needs. These are particularly related to new technological solutions facilitating the use of e-banking, the possibility to take out a loan via an application, solutions related to running a company including business financing, accounting assistance in running a business and insurance.

The cognitive sphere studied aimed to capture the memorable components of an advert, such as image, sound, slogan or product description. The emotional aspect, on the other hand, evokes specific feelings. In this case, positive or negative. The behavioural area is also important. Against this background, it was found that more than 60% of the respondents did not identify in themselves the reactions associated with a change in behaviour under the influence of an advertisement for a banking product. For the remainder, representing more than 40%, the advertisement, regardless of the activated emotional state, sometimes contributed to a

change in their behaviour and purchase of the advertised product. This is a premise allowing the claim that regardless of the emotions displayed by the people surveyed towards bank advertising, it appears to be effective for a significant proportion of respondents. Nevertheless, it is also a premise indicating the need to improve banks' advertising and marketing communication tools towards greater effectiveness.

It should be noted that when perceiving banks' advertising and marketing communications, respondents most often pay attention to two aspects, i.e., the clarity of the message and the advertised product, which was indicated by more than 30 per cent of respondents, which also includes advertising.

It was also found that in advertising, respondents particularly value the informational content, i.e. the form of the message and description of the product. Originality is also important, i.e. the innovativeness of the advertising execution, as well as attractiveness, which is related to the aesthetic sphere of advertising. These aspects are also indicated in the report presented in the study.

In addition, all or almost all elements of the advertisement, such as image, sound, product description, slogan or logo are identified and remembered by less than 20% of the respondents. This suggests that advertising for banking products is relatively effective. This is because it influences the senses in certain areas, leading to the creation of memory traces, which may result in an activity in the form of purchasing the advertised product.

More than 80% of respondents are indifferent or have a clearly positive attitude towards banks' advertising and marketing messages. The marked predominance indicates that this is a significant group of respondents who are affected by advertising messages to a limited extent without influencing their attitudes or who leave a lasting positive mark in their memory, potentially influencing their consumer decisions.

Advertising and marketing communication of banks for some respondents, more than 35% in total, is associated with negative emotions such as a sense of discouragement towards the content communicated, anger and even loss of trust in banks. In contrast, for more than 40%, it evokes positive emotions associated with an increase in interest in banking products, an increase in the sense of trust in banks as financial institutions and even a sense of admiration for the innovative solutions proposed in banking.

Thus, it should be emphasised that the emotional state that is activated under the influence of a bank advertisement or marketing message in less than 40% of respondents influences the activity that leads to the purchase of a bank product. This is a premise that, regardless of the emotions that the respondents display towards bank advertising, it appears to be effective in a

significant proportion of respondents. Nevertheless, it is also a premise indicating the need to improve the advertising and marketing communication tools of banks according to the respondents' indications obtained from the survey.

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