

PERCEPTION OF COMMERCIAL AND SOCIAL ADVERTISING BY GENERATION Y IN THE CZECH REPUBLIC

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Abstract: Advertising as the dominant tool of marketing management and marketing communication has become an inextricable part of culture and society. Its influence significantly affects its immediate surroundings. The current period, characterized by a communication boom, allows for a more aggressive application of advertising in public contexts as well as in managerial solutions. Advertising thus penetrates all aspects of life and its setup can be found in both commercial and non-commercial spheres. Thanks to perception, advertising becomes an incentive that stimulates purchase of products, services, but also ideas. Perception reflects reality through the sense organs, and each instance of perception is complemented by subjective factors, a process linked to past experiences. The study presents partial results of research that examined perception of commercial and social advertising by the Generation Y customer segment in the Czech Republic. The research used the method of data collection by questionnaire with implementation of the semantic differential method with a seven-point rating scale to find out what denotative and connotative meanings Generation Y respondents attach to the terms commercial and social advertising. The research data were processed using descriptive and inferential statistics. The resulting findings are related to perception of the terms commercial and social advertising by the examined Generation Y group in their semantic space. The findings show that the concept of commercial advertising is perceived in predominantly negative connotations for the entire research group, and to absence of distinction on their part between the terms commercial and social advertising.

Keywords: perception, generation Y, commercial advertising, social advertising, semantic differential, marketing management

JEL Classification: M3, M31, M37

1. Introduction

Due to globalization and market openness, economic and distribution conditions, as well as promotional conditions (forms of attracting and reaching potential customers) are changing, which results in strong competition and increasingly challenging conditions in the fields of consumption and sales of products and services (Horska et al., 2020; Kubicova et al., 2017; Smutka et al., 2016). The current form of modern marketing predicts the emphasis on strategic importance of marketing communication. Awareness of promoted products or services exists in the minds of individual customer groups not only due to their experience with them, but especially due to the long-term effects of interactive stimuli. Advertising as a dominant tool of marketing communication has become an inextricable part of culture and society (Bulanda and Vavrečka, 2019a). It is a part, product, and at the same time a reflection of culture, guided by social conventions and ideas. Through communication stimuli, it is one of the participants involved in the dissemination of information, creation of ideas, value systems, attitudes, or personal identity of the individual (Zelinsky and Bulanda, 2019; Herbus, 2016). It is also a long-term integral part of business life (Nagyova et al., 2018). Advertising is often considered a synonym for marketing communication, as it is, in addition to personal sales, direct marketing, public relations or sales support, its most visible tool (Svetlik, 2018; Mikulas and Svetlik, 2016). It is the only one of the said activities to use the mass media in both their traditional (newspapers, radio, television) (Lincenyi, 2013) and modern form (the internet, social media) to spread the marketing message (Kadekova and Holiencinova, 2018), while technological development brings with it new advertising media in shorter and shorter time intervals (Nagyova et al., 2019). Modern advertising provides information about the outside world; presents and conveys the values of the company which distributes it. It sets out the criteria for forms of socio-political activity as well as iconic models, which usually become cultural paradigms of society. It can be considered one of the most controversial phenomena, as it has become entangled in all aspects of social activities as an inseparable fragment of reality, occupying an important place in the infrastructure of modern media and marketing communication. However, in the form of social advertising, it has moved into the broader context of social relations. It thus went beyond the use of simple advertising techniques limited to commercial promotion of products or services. It ventured into the realm of social persuasion, and its established rhetorical categories became ubiquitous in the contemporary social discourse. In recent years, social advertising has become increasingly established in the communication activities of social entities with both commercial and non-commercial focus and mission; it has become a distinctive category of marketing communication. Although social advertising is species-specific, it is still considered advertising. The general valid principles of commercial advertising are therefore to some extent applicable in social advertising, where the effort to influence the recipient is constant. In view of the above, it makes sense to address perception of these types of unique communication tools by customer segments. The specifics of social advertising call for the study of this phenomenon emerging in the field of marketing communication, whereby the long overlooked social potential of advertising and its impact on society represents a relevant new field of scientific research (Bulanda, 2017).

2. Literature review

Common Attributes of Commercial and Social Advertising as a Part of Marketing Management

When comparing the structural and functional elements of commercial and social advertising, we discover common as well as differing determinants. Although social advertising serves different purposes, is addressed to different audiences, uses different means, certain general principles of effective communication remain the same. This is because the principles of advertising are based on universal natural laws related to cognitive processes, emotions, and motivation of beneficiaries (Matuszewska, 2013). In essence, the common features of commercial and social advertising within marketing management can be identified from several related definitions of these terms. We will start with the most frequently cited definition of advertising by the American Marketing Association: “Advertising is any paid form of impersonal presentation and offer of ideas, goods or services through an identifiable sponsor” (Vysekalova et al., 2012, p. 20). A connection to this definition of advertising is found in several authors (Jankova, 2015; Kotler and Armstrong, 2016; Svetlik, 2018). We also note it in M. Barańska’s (2011, p. 24) claim that advertising is one of the forms of paid marketing presentation, in accordance with the law and good morals, implemented to maintain or increase demand for products and services, which affects the potential decision of buyers through the mass media and other means of communication in a manner organized in the interest of the advertiser”. Emphasizing that advertising is organized in time and is a deliberate, planned deployment of promotional funds to achieve turnover is found in M. Fabus et al. (2011). A more critical but undeniably stimulating view of advertising is provided by R. A. Bauer and S. A. Greyer (1968, in Frankovsky and Birknerova, 2016), who specified the economic and social clusters including basic scaling of opinions and beliefs about advertising. The economic cluster involves the belief that the items are necessary, help to raise living standards, while advertising results in better products for the public as well as lower prices. The social cluster involves the belief that advertising is a true picture of the product, insulting the intelligence of the average consumer and convincing people to buy things they not really want to buy. A more specific approach to the definition of advertising is found in L. Faltanova (1997), where it is mentioned that advertising in addition to promotion of products, activities, and services, can from some points of view be a broad source of information that reveal the developmental, cultural, and social aspects of a particular phenomenon displayed. Some current authors therefore define advertising even more specifically: as a socio-cultural phenomenon, a compiler of social meanings, values, norms, and patterns of behavior (Gerus, 2014), which is an important feature of consumer culture (Walotek-Ściańska, 2010). According to M. Zelinsky and Bulanda (2019), product advertising culture is guided by the existing social norms and rules, making use of stereotypes and prejudices, while on the other hand, it is gradually changing and redefining them. The basic condition for effective advertising is transformation of creative ideas, in which it is necessary to pay great attention to the selection of appropriate techniques (Svetlik, 2011). These definitions suggest that the essence of commercial advertising is to activate sales by informing the public about the emergence of a new product on the market or the possibility of (using) a service, promoting a product or service, encouraging the use of a proposed offer and presenting it in a way that the target group thinks is better than the competing offer. This means that the goal of commercial advertising is to maintain, acquire or expand individual groups of the customer spectrum for the purpose of economic profit. At the same time, the entity as the sender of commercial messages must distribute advertising content in accordance with the applicable laws and social standards in the society.

Likewise, social advertising within marketing management is obliged to comply with the established laws and social norms, more so as its goal is oriented towards a certain ideological gain. The content of reports with social advertising focuses on the promotion of prosocial attitudes and behavior, informs about social problems, and draws attention to the possibilities of their solution. The common denominator of commercial and social advertising is that they aim to distribute advertising content to the public and motivate it to become interested in the subject of advertising. Other common attributes identifiable when comparing commercial and social advertising include that both forms of advertising:

- plan promotional activities,
- have a sender,
- are targeted at a specific target group,
- are disseminated through the mass media,
- apply the principles of creativity.

We consider the mechanism of persuasive action of social advertising, similar to its counterpart in commercial advertising, to be a fundamental common attribute. In essence, it is an effort to achieve a form of persuasive effect on the recipient, i.e., an activation and setting identical with the focus of the message (Vopalenska, 2011). It takes the form of intentional or unforced influence, while in the context of the advertising process itself it should be emphasized that it is a form of mental influence that consciously uses a certain procedure that gives rise to voluntary acceptance, self-fulfillment, and further concern. The subject of both forms of advertising (Frankovsky and Birknerova, 2016), the recipient, is thus granted and retains the autonomy of self-perception, as a free-thinking and independently deciding being, able to assess the truthfulness or deception of advertising arguments, claims, etc. (Vopalenska, 2011). The functioning of individual elements and relationships in the persuasive process is based on the same means of expression as commercial and social advertising (Koskova and Koprda, 2015; Bulanda, 2017).

Differences Between Commercial and Social Advertising within Marketing Management

Commercial and social advertising within marketing management form an integral part of a more complex set of marketing activities. Due to the growing effectiveness of their persuasion techniques, they have become the basis of social discourse, given the power of their coverage extended throughout society (Gerus, 2014). Despite the common intersections in the attributes described above, it is necessary to reflect the determinants of the fundamental differences forming the dividing line between them. In determining them, we can rely on a more critical view of the phenomenon of advertising as such. Critics (Kendrick et al., 2013) accuse advertising of manipulating people; creating and inciting false needs and values that promote materialism; perpetuating stereotypes; and presenting a personal world that is protected from social problems. Although there is some validity in these criticisms, it can be objectively admitted that most commercial advertisements depict a fantasy, an idealized world structured around the consumption of products or services. This is pointed out by several authors (Jankova and Runnova, 2017), especially R. W. Pollay (Kendrick et al., 2013), who discussed the wide range of harmful effects of advertising on society. Criticism has been directed at the promotion of commercialism, intrusiveness, and irrationality; strengthening of social stereotypes; and trivializing of language. From a marketing standpoint, commercial advertising is one of the techniques that allows the flow of economic information offered on demand (Dourado, 2017). Thus, in the sum of the key differences between social and commercial advertising, one of the main determinants will be the presence or absence of an economic, commercial goal—profit (Kim and Yu, 2015). This attribute, together with the conscious attempt to replace the

imagination of consumption with social commentary, violates the fundamental structural norms of advertising in the commercial sense (Sandikci, 2011). Social advertising, as a part of marketing management, has since its inception been a factor in creating or modifying social change. Social advertising is referred to in a wide range of word equivalents as “non-profit, charitable or pro bono advertising” (Bulanda and Vavrecka, 2019a). From the point of view of the American Marketing Association (AMA), social advertising is intended to educate and motivate the target group in the implementation of socially desirable measures. It calls for prosocial behavior or abandonment of unwanted behavior. It provides specific information that negates social concerns and prejudices, making the recipient of these messages more aware of their social (community) role and responsibility, not only for themselves but also for other people. It is a part of the social and cultural environment, representing a process of persuasive communication, the main aim of which is to evoke socially desirable attitudes or behavior (Maison and Wasilewski, 2008). The reality displayed in social advertising contrasts with commercial advertising. Social advertising is an important element of experiencing social reality. It is a direct reflection of social values, humanistic relations between people, the level of cultural development of society (Nureeva, 2015). It covers a range of difficult topics related to, among other things: human intimacy, moral decisions, individual behavior (illness, addiction, tolerance, violence, prejudice, racism, war, environmental protection, road safety, etc.) (Zelinsky et al., 2018). The fundamental determinant of the difference between social and commercial advertising will therefore be the goal orientation itself, from which further specification of the different attributes will be derived. Their summary can be found in several authors (Szwajca, 2015, Herbus, 2016; Koter and Armstrong, 2016) (Tab. 1).

Table 1: Comparison of commercial advertising and social advertising

	Commercial Advertising	Social Advertising
Goals	product sales, improving brand and company awareness, gaining a larger group of customers	raise awareness of the public or its groups and develop certain socially desirable attitudes; and behaviour
Sender's intention	desire for profit - limiting the confidence of the buyer or the absence of trust	desire to help others - great trust in the sender
Benefits of the beneficiary	it benefits the individual immediately or in a short time	in the long run or not benefiting a directly specified individual
Complexity of change of beneficiary's position (strength, durability and stability of attitude)	generally low, insignificant and shallow change of attitude linked to consumer behaviour, e.g. change the brand of the selected product	generally high, often substantial and profound change of attitude or resignation from certain actions, which can be dangerous, for example
Character of the report	usually very pleasant, evoking positive emotions	
Budget	usually high or very high (depending on the type of ad)	

Source: (Szwajca, 2015, Herbuś, 2016)

D. Maison and N. Maliszewski (2008) compare both types of advertisements. They focus their attention on the five levels on which specific differences between social and commercial advertising develop. To these five levels of differences between social and commercial advertising, D. Doliński (2010) assigns two more, namely the advertising environment and the way of “accepting advertising by the target group”, which is independent and places them as separate categories of differences between social and commercial advertising.

The Generation Y Customer Segment

Generational differences have been the subject of many scientific studies in the recent years (e.g., Kosiciarova et al., 2020; Rybanska et al., 2019; Sedik, Horska et al., 2018; Sedik, Knazovicka et al., 2018; Rybanska et al., 2015, etc.). It is possible to identify this subject of research in academic literature related to various fields of humanities and social sciences. This involves marketing communication, too, which is currently focused on targeted addressing of defined customer segments (Bulanda and Vavrečka, 2019b). In general, the term generation can be defined from several perspectives. For the field of marketing communication, a sociological definition is essential, which represents a generation as a set of people born in a certain period, regardless of kinship, which is connected not only by age but also by socialization, having grown up in similar historical and cultural conditions. J. Herbold and B. Douma (2013) suggest that the historic event of Generation Y is the digital revolution, which is linked to technological innovation and change. The term “Generation Y” originated in the 1990s. The term was first used in August 1993 in the American magazine *Advertising Age*, in an article describing the then teenagers. It drew attention to the modern definition of a young adolescent group of customers which differed markedly from the previous demographic segments (the baby boomers, Generation X) (Acar, 2014).

To date, there is no consensus on defining the age range of Generation Y. In the broadest sense, it includes individuals born between 1977 and 2002 (Behrstock and Clifford, 2009). However, J.W. Smith (In: Paul, 2001) points out that such a “rough generation definition makes no sense” because the most effective way to achieve the effectiveness of addressing it is to differentiate it into three partial segments, emphasizing the view of Generation Y in the dimensionality of three age groups. Several authors (Svetlik, 2018; Bulanda and Vavrečka, 2019) describe Generation Y as individualistic, educated, technically literate, sophisticated, mature, and ethnically diverse. Given the current findings mapping Generation Y, we can start from the concept presented by Baran and Kłos (2014). It reflects the issue of positive and negative aspects of specific characteristics in Generation Y (Table 2).

Table 2: Generation Y profiling

Positive aspects	Negative aspects
positive approach to work	unwillingness to comply with the rules
independence and ambition	demanding attitude towards the employer
emphasis on personal development	difficulties in direct contact - communication (preference for electronic communication)
positive attitude towards change and innovation	problem of accepting criticism
high self-confidence	willingness to take risks
clear definition of expectations	lack of consequences, self-discipline
preference for teamwork	unrealistic expectations
care for work-life balance	lack of patience
ease of searching and finding information	bad work ethic
the ease of establishing global interaction	difficulties in resolving everyday conflicts
establishing multicultural contacts	the need for feedback and stimulation
simple and frequent communication between peers	bad interpersonal skills in teamwork with future generations – intergenerational conflict
the ability to perform multiple tasks at once	

Source: Baran and Kłos (2014)

The massive maturation of this demographic customer segment growing up in a globalized society with “unrestricted opportunities” is closely linked to the dynamic development of information and communication technologies. Members of Generation Y are intimately familiar with the internet as a source of information. When searching for data, they prefer simplicity, speed, and immediate availability (Yagerova, 2012). Texts with which they are confronted are mostly “scanned” rather than read, they are used to performing several activities or tasks at once - the so-called multitasking. They see communication as their domain and seek it intensively. However, their weak ability to concentrate presents a problem (Lonska, 2014). They rapidly adopt new communication platforms that have a significant impact on how Generation Y communicates (with friends, peers, strangers) as they provide them with 24-hour access to information (Bolton et al., 2013). As stated by L. Bakos (2014), they prefer fast and immediate answers and therefore prefer the electronic form of communication. The Generation Y phenomenon can be reflected from several points of view. In recent years, the focus of empirical research in this area has been on research of the generation’s properties and values, which are compared with the characteristics of previous generations (Polakevicova et al., 2014; Kosciarova et al, 2020).

3. Methodology

The study presents partial results of the research project “Value Orientation of Customer Segments in the Czech Republic” (GA / 2019/13). Overall, the project is focused on several generations of customer segments, and in the present paper we provide partial outputs that relate to respondents from Generation Y. It reflects findings regarding perception of social and commercial advertising by the Generation Y customer segment in the Czech Republic. The main goal of the study was to examine subjective perception of the terms commercial and social advertising in the Generation Y customer segment in the Czech Republic.

In terms of setting the main goal, we formulated the following research questions (RQ) and one hypothesis (H):

RQ1: How is the concept of commercial advertising perceived in the examined group of the Generation Y customer segment?

RQ2: How is the concept of social advertising perceived in the examined group of the Generation Y customer segment?

RQ3: Are there differences in perception of the terms social and commercial advertising in the examined group of the Generation Y customer segment?

H: We assume that in the examined set of the Generation Y customer segment, there is a correlation between perception of the term commercial advertising and perception of the term social advertising.

The research group consisted of 100 respondents, of which 52% were women (N = 52) and 48% men (N = 48). The average age of the whole research group was 37.93 years. The average age of women was 40.03 years. The average age of men was 35.64 years. There was a higher representation of women in the research group. The disproportionate nature of the research population in terms of gender representation can be explained by the fact that it could be influenced by a determinant related to the current demographic structure of the female-dominated population. Nevertheless, we can state that the research set corresponds to the specified criterion of intentional selection with regard to the segmentation approach of the generational typology and represents the customer segment of Generation Y.

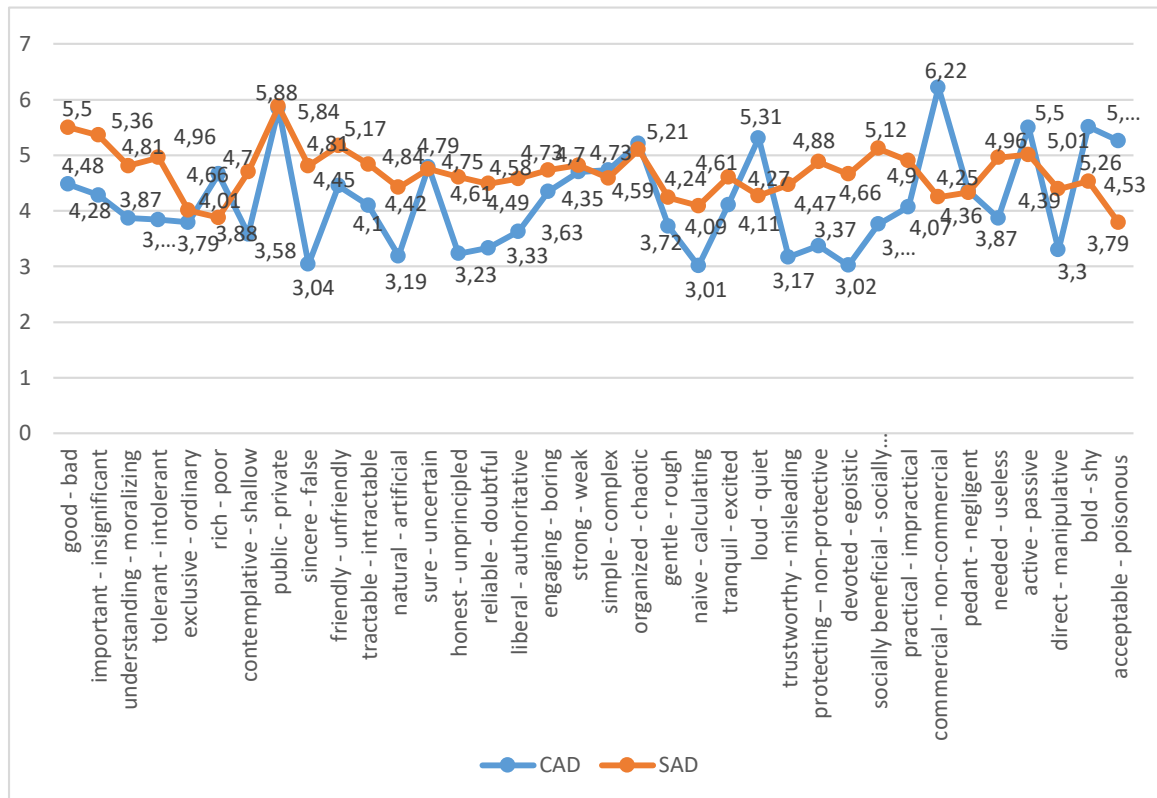
The research was conducted by targeting respondents through an e-questionnaire, which was distributed by email and through closed student social e-groups. In terms of socio-demographic characteristics of respondents, we found out their highest level of education. The results showed that sixty-four respondents completed tertiary education and thirty-six respondents completed secondary education. The primary method of data collection was the questionnaire method with implementation of the secondary semantic differential method. The authors of the semantic differential method are Osgood, Suci, and Tannenbaum. As originally introduced, the method was developed to measure the connotative meaning of concepts, later its use has spread in the humanities and social sciences in the study of social perception, mental and social representations. At present, this method has also found its application in the field of marketing research, being used in market research and public opinion polling. Its modified applications for measuring attitudes and frequent use of evaluation scales in marketing research are also widespread. The semantic differential method consists of stimuli, most often concepts and scales on which these concepts are evaluated. One of the main features of the semantic differential is the stimuli whose semantic space we want to find out. The most common stimuli are words, representing concepts that are key to a particular research problem.

The scales are determined empirically and are formed by two bipolar adjectives that serve as anchors at both ends of the scale. The scales have five or seven points, with seven-point scales used mostly in marketing research. In the scales' background are three dominant dimensions of factors—evaluation, potency (strength), and activity. In our research, we applied a semantic differential with a seven-point scale (the higher the number, the stronger the inclination toward a negative adjective) which consisted of thirty-six pairs of bipolar adjectives, focusing on the three basic dimensions of the semantic differential, also referred to as EPA (evaluation, potency, and activity). We used the following pairs of bipolar adjectives in the research: 1. good–bad, 2. important–insignificant, 3. understanding–moralizing, 4. tolerant–intolerant, 5. exclusive–ordinary, 6. rich–poor, 7. contemplative–shallow, 8. public–private, 9. sincere–false, 10. friendly–unfriendly, 11. tractable–intractable, 12. natural–artificial, 13. sure–uncertain, 14. honest–unprincipled, 15. reliable–doubtful, 16. liberal–authoritative, 17. engaging–boring, 18. strong–weak, 19. simple–complex, 20. organized–chaotic, 21. gentle–rough, 22. naive–calculating, 23. tranquil–excited, 24. loud–quiet, 25. trustworthy–misleading, 26. protecting–non-protective, 27. devoted–egotistic, 28. socially beneficial–socially unhelpful, 29. practical–impractical, 30. commercial–non-commercial, 31. pedantic–negligent, 32. needed – useless, 33. active–passive, 34. direct–manipulative, 35. bold–shy, 36. poisonousacceptable. The modular software SPSS was used to evaluate the data obtained from the questionnaires.

4. Results

The resulting findings are presented in clear graphs and tables that reflect the various stages of statistical data processing, which we obtained through a questionnaire with implementation of the semantic differential method.

Figure 1: Average perception profiles of non-commercial and commercial advertising



Source: original research

The resulting findings showed a significant similarity between the semantic profiles of the observed concepts of commercial and social advertising. Figure 1 presents a comparison of perception of the terms commercial advertising (CAD) and social advertising (SAD) in the whole research group of Generation Y respondents. As we can see in Graph 1, the investigated profiles are identical, the concepts are generally evaluated negatively, in the following order: social advertising (AM = 4.68), commercial advertising (AM = 4.18). The findings thus answer the research question RQ3. On closer inspection, however, we find some differences (Table 3). The results show that Generation Y perceives the terms commercial and social advertising mainly in negative connotations. In calculating the average values of the semantic differential for the term commercial advertising, the highest scores were achieved by the attributes: CAD30: non-commercial (AM = 6.22), CAD8: private (AM = 5.84), CAD35: shy (AM = 5.51), CAD33: passive (AM = 5.50), CAD24: quiet (AM = 5.31), CAD36: annoying (AM = 5.26), CAD20: chaotic (AM = 5.21), CAD19: difficult (AM = 4.73), CAD13: uncertain (AM = 4.79), CAD18: weak (AM = 4.70). Based on the above, it can be concluded that the research question RQ1 is answered. In the calculation of the average values of the semantic differential for the term social advertising, the highest scores were achieved by the attributes: SAD8: private (AM = 5.88), SAD1: bad (AM = 5.50), SAD2: insignificant (AM = 5.36), SAD10: hostile (AM = 5.17), SAD28: socially unhelpful (AM = 5.12), SAD20: chaotic (AM = 5.10), SAD33: passive (AM = 5.01), SAD4: intolerant (AM = 4.96), SAD32: unnecessary (AM = 4.96), SAD29: impractical (AM = 4.90). This thus confirms the answer to the established research question RQ2.

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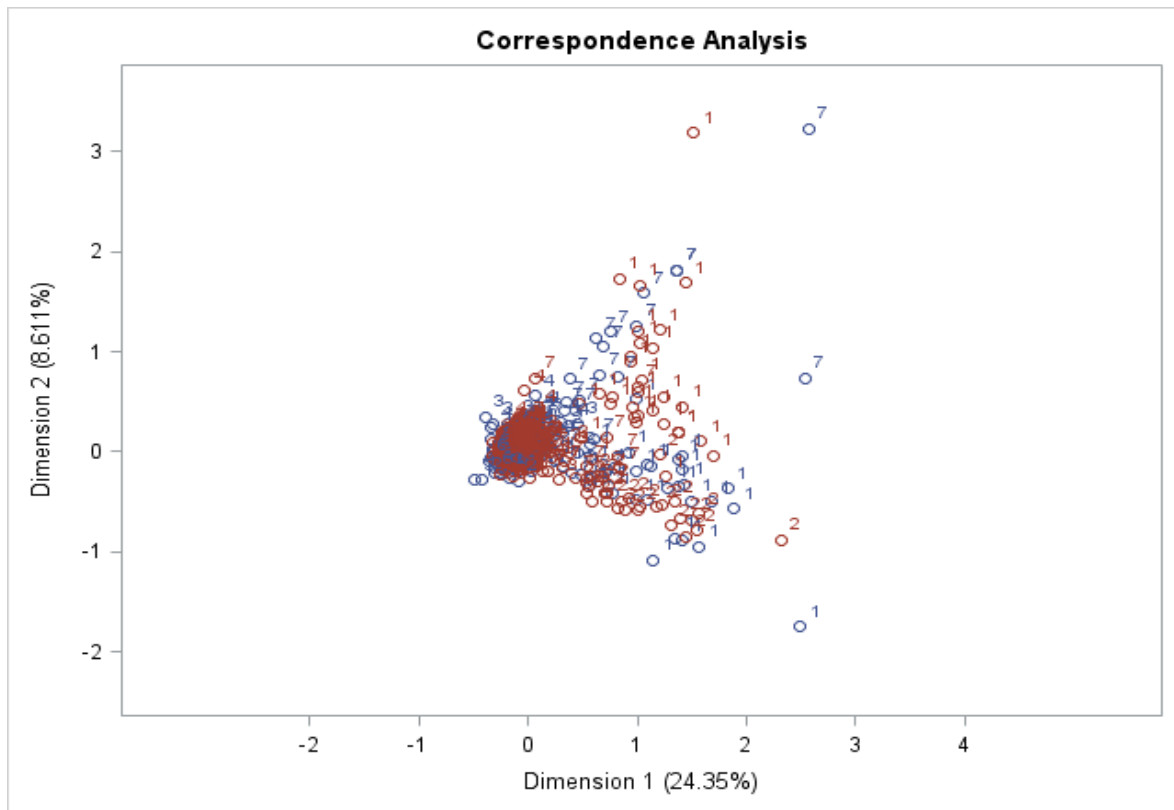
Table 3: Average perception profiles of commercial and social advertising

	Adjectives	CAD		SAD	
		AM	SD	AM	SD
1.	good - bad	4.48	1.560	5.5	1.322
2.	important - insignificant	4.28	1.602	5.36	1.467
3.	understanding - moralizing	3.87	1.509	4.81	1.612
4.	tolerant - intolerant	3.84	1.412	4.96	1.428
5.	exclusive - ordinary	3.79	1.811	4.01	1.547
6.	rich - poor	4.66	1.512	3.88	1.249
7.	contemplative - shallow	3.58	1.799	4.7	1.567
8.	public - private	5.84	1.606	5.88	1.225
9.	sincere - false	3.04	1.663	4.81	1.600
10.	friendly - unfriendly	4.45	1.553	5.17	1.231
11.	tractable - intractable	4.1	1.501	4.84	1.376
12.	natural - artificial	3.19	1.762	4.42	1.603
13.	sure - uncertain	4.79	1.754	4.75	1.388
14.	honest - unprincipled	3.23	1.483	4.61	1.543
15.	reliable - doubtful	3.33	1.577	4.49	1.554
16.	liberal - authoritative	3.63	1.509	4.58	1.423
17.	engaging - boring	4.35	1.822	4.73	1.543
18.	strong - weak	4.7	1.599	4.82	1.527
19.	simple - complex	4.73	1.462	4.59	1.429
20.	organized - chaotic	5.21	1.493	5.1	1.474
21.	gentle - rough	3.72	1.319	4.24	1.505
22.	naive - calculating	3.01	1.573	4.09	1.443
23.	tranquil - excited	4.11	1.476	4.61	1.385
24.	loud - quiet	5.31	1.454	4.27	1.556
25.	trustworthy - misleading	3.17	1.627	4.47	1.726
26.	protecting – non-protective	3.37	1.535	4.88	1.451
27.	devoted - egoistic	3.02	1.363	4.66	1.665
28.	socially beneficial - socially unworthy	3.76	1.712	5.12	1.760
29.	practical - impractical	4.07	1.565	4.9	1.467
30.	commercial - non-commercial	6.22	1.382	4.25	2.181
31.	pedant - negligent	4.36	1.367	4.33	1.288
32.	needed - useless	3.87	1.733	4.96	1.814
33.	active - passive	5.5	1.592	5.01	1.648
34.	direct - manipulative	3.3	2.149	4.39	1.639
35.	bold - shy	5.51	1.330	4.53	1.314
36.	acceptable - poisonous	5.26	1.567	3.79	2.027
Total		4.18	1.58	4.68	1.53

Source: own research

By comparing the average perception profiles of the terms commercial advertising and social advertising in the whole examined set of Generation Y members, we did not observe occurrence of significantly significant differences in score of the semantic differential scales by means of a t-test. In view of the above, the answer to the research question RQ3 can be formulated.

Figure 2: Correlations between the terms commercial and social advertising



Source: original research—output of SAS 9.4

To determine the relationship between perception of the terms commercial and social advertising in the examined set of Generation Y members, we applied the Pearson correlation coefficient (Fig.2). Using it, we determined the tightness of the linear dependence between the variables. The correlation coefficient can take values from $\langle -1, 1 \rangle$. The correlation values in the individual items were from the specified interval (Table 4). This means that there is an interdependence between perception of the terms commercial and social advertising, which confirms our hypothesis.

5. Discussion

Research focusing on comparison of perception of the terms commercial and social advertising with the given research tools has not been carried out before in the Czech environment. In the field of marketing communication, research focuses mainly on independent examination of perception of commercial/social advertising or the attitudes towards commercial/social advertising in the spectrum of individual customer segments. The present study changes this by presenting partial outputs of the broadly conceived research “Value Orientation of Customer Segments in the Czech Republic” (GA/2019/13). The main goal of the study was to explore subjective perception of the terms commercial and social advertising in the Generation Y customer segment in the Czech Republic. In terms of setting the main goal, we formulated three research questions (RQ1, RQ2, RQ3) and one hypothesis (H). The research group consisted of one hundred respondents, of which 52% were women (N = 52) and 48% men (N = 48). The average age of the whole research group was 37.93 years. Sixty-four respondents completed tertiary education and thirty-six respondents completed secondary education. This suggests that for Generation Y, education is the key to success. Its members are

very pragmatic and rational, with a strong career orientation. As J. L. Hurst and L. K. Good point out, Generation Y tends to be exposed to intellectual challenges and achieving a prestigious degree plays an important role. These points underline the fact that Generation Y is much more educated than the previous generations; its members therefore recognize and value higher education as one of the essential factors in achieving job success. The resulting findings showed that the examined set perceives the concepts of commercial and social advertising in negative connotations; it is assumed that this is related to their negative attitude towards advertising in general. In addition, M. Cambal and E. Vaskovicova Zibrinova (2011) point out that Generation Y grew up surrounded by advertising and therefore does not trust it. Other research findings reported by R. Iyer et al. (2016) mention that Millennials perceive advertising as “manipulative, untrue and in some cases irritating”. Generation Y has an overall negative attitude towards advertising, especially in terms of its credibility. Their most common attitude is cynicism. This may be due to the generally growing feeling of oversaturation of advertising in the media, in public and digital space (Bulanda and Vavrečka, 2019). This is also reflected in the environment of the Czech Republic, as reflected in the results of the research *Czechs and Advertising 2020*. The research line has been carried out regularly since 1993 and has long monitored how advertising is perceived by the Czech society. The 2020 research was commissioned by the Czech Marketing Company (ČMS), POPAI CE, and the Czech Association for Branded Products (ČSZV). It was carried out by the ppm factum research agency. Attitudes towards the role of advertising in Czech society remain ambivalent. Part of the population is aware of the importance of advertising for the economy and the media, but also sees its negative effects. At the same time, however, they express a negative opinion on the manipulative function of advertising. Compared to the findings from 2019, there was an increase in most positive attributes perceived, i.e., advertising belongs to modern life, is therefore an essential part of the economy and helps us in making choices. At the same time, there has been a marked decline in the notion that it promotes unnecessary consumption. Most people are overwhelmed by advertising on commercial television and the internet, while the overload of advertising on social networks is growing continuously. Advertising should have the main attributes of being true, understandable, non-violent, and trustworthy (ČMS, 2020). No significant differences in perception of the terms commercial and social advertising were noted in the research of the examined Generation Y group. At the same time, we found an interdependence between the perception of the terms commercial and social advertising. An interesting fact is the finding that despite the significant differences between the two forms of advertising, the ability to distinguish between them in Generation Y is small. An example is the paradox where the examined group predominantly assigned the attribute “non-commercial” to commercial advertising. The lack of distinction between commercial and social advertising could be due to both types of advertising using similar communication and persuasion mechanisms. As several authors point out, both types of advertising use the same symbols, characters, and meanings, i.e., the means of expression by which the central information (its content) is conveyed from the sender to the recipient. However, the audience's experience with them is quite different, in the case of social advertising—more real.

6. Conclusion

In general, perception is a term that refers to collection of information in the form of stimuli from the environment through the senses and their transformation through the relevant parts of the central nervous system into the higher psyche (especially the consciousness and the subconscious). An important aspect of the psychology of marketing communication is the so-

called sensory perception and its components (visual perception, auditory perception, olfactory perception, taste perception, tactile perception) (Sedik et al., 2019). Each instance of perception is complemented by subjective factors; perception is a process associated with past experience. It is a complex process involving attitudes, interests, values, etc. (Juraskova et al., 2012). In the context of commercial and social advertising, this means that the individual creates an internal psychological picture of the message that is contained in both types of advertising. Marketing management and its commercial and social advertising first go through a process of sensory perception, followed by cognitive perception (Bulanda and Vavrečka, 2019a). The main purpose of the present paper was to report on the trends in marketing management concerning perception of the terms commercial and social advertising in the Generation Y customer segment in the Czech Republic. The resulting findings showed that the examined group perceived the concepts of commercial and social advertising in predominantly negative connotations. This negative perception can be influenced by the oversaturation of advertising in both public and digital space, or the so-called advertising smog. At the same time, the results pointed to an ambiguity in distinction between the terms commercial and social advertising and an existing correlation between the terms in question. This may be because both types of advertising, despite their specificity, use similar communication mechanisms and persuasive techniques. Also, from the point of view of customer segments, there is a certain crisis of attention, which can cause blurring of boundaries in the perception of attributes of the central message of commercial and social advertising. From the perspective of further scientific research, it would appear worthwhile to examine whether there are significant differences in perception of these concepts within marketing management in customer segments based on gender. It will be equally important and beneficial to examine the differences in individual generational cohorts as well as generational segments with their subsequent comparison.

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