

## ATTITUDE TO COMMERCIALS OF CONSUMERS FROM Z GENERATION

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### **Abstract:**

In the Cluetrain manifesto - a collection of 95 theses referring to the new conditions for enterprise functioning - in position 74, we can read "We are immune to advertising. Just forget it." Although almost 20 years have passed since the publication of this manifesto, commercials are doing pretty well. Their popularity and use by marketers remain at a high level. So, did one of the points of the famous manifesto, widely regarded as prophetic, not turn out to be true? Nowadays, the generation dominant on the market has been for years accustomed to this basic marketing tool which is advertising. What about the forthcoming generation? In the times predicting the imminent collapse of commercials, it is worth considering how the young generation of consumers, which will soon start to dominate the market, reacts to them. In order to diagnose the attitudes of young consumers towards commercials, a research was carried out using the quantitative method and the random survey technique. The present paper presents the results of the conducted research showing the attitude of consumers from the Z generation to advertising messages.

Keywords: Z generation, young consumers, attitude to commercials