

The growing importance of the Internet causes more and more areas of human activity to be connected with the use of electronic systems. Naturally, they have become the environment for conducting large-scale marketing activities. Intensive marketing efforts and advertising clutter significantly reduce the comfort of using online platforms. This is particularly observed for web portals and social platforms, which focus on sales of advertising space. Advertisers attract the attention of their users with high-intensity visual content and invasive mechanisms that block access to content on the web as a result of advert exposure. Such actions do not go unanswered, and Internet users try to protect themselves by using advert blocking systems. Subconsciously they ignore the marketing message as a result of the phenomenon of habituation and banner blindness, which contributes to the decrease of its effectiveness.

To counteract corporate habits, marketers use marketing messages and visual techniques that continuously engage the audience. It can bring short-term effects, but in the long run, the situation worsens and leads to a deepening of negative phenomena. Further increasing the invasiveness of advertising activities will contribute to creating negative attitudes towards companies using such techniques. In this context, research is needed to address the sustainability of digital space and sustainable marketing. There is an analogy to the sustainable exploitation of natural resources, where over-exploitation generates a number of environmental, economic and social problems.

The objective of the project is to conduct research that will enable the search for sustainable solutions aimed at reducing habituation in electronic marketing by using impact mechanisms without invasive techniques. The project deals with marketing activities that aim to build interest in the message while reducing the negative impact on the audience. The project is horizontal, and it takes into consideration various forms of electronic marketing and consumer impact mechanisms related to visual communication, social media marketing and the use of recommendation interfaces. This provides a broader perspective on the issue of sustainability of marketing and habituation effects. Moreover, it gives the opportunity to consider this phenomenon in many dimensions relevant to modern marketing. The research carried out within the framework of the project will determine the level of intensity of the advertising message, to absorb the audience's attention and reduce the effects of the habituation, while not resulting in the negative impact on the recipient.

The tasks planned in the project relate to the possibility of reducing the habituation effect without the need to use mechanisms which have an intense impact on the recipient. The possibility of introducing new marketing exposure mechanisms is proposed, which will reduce the negative effects of cognitive disruptions. It will allow users to return to discontinued tasks in a way that is not possible with invasive advertising that is blocking access to editorial content while absorbing the attention of the recipient. The next stage of the project, assumes the possibility of reducing the habituation of re-transmitted messages by changing the structure and content of the message in subsequent exposures. The aim of the project is also to develop mechanisms for reducing habituation in marketing activities implemented in e-commerce platforms at the level of recommending interfaces. The project also refers to the habituation mechanisms in viral marketing and assumes the development of a new method for modelling information dissemination processes aimed at minimising numerous message emissions and modelling effects associated with them. Conducting research related to analyses of the characteristics of marketing communications and introducing mechanisms of supporting decisions considered will allow selection of mechanisms of influence within the marketing message, which will enable the increase of its effectiveness while limiting the negative impact. As part of the project's ongoing experiments, new challenges and research gaps will be identified that will open up new research opportunities for other forms of electronic marketing.