

багатьох підприємств різних галузей економіки. Ця ситуація зумовлена низкою характеристик, на які українським підприємствам слід звернути увагу для успішного розвитку їх комерційної діяльності та підтримки власної конкурентоспроможності на ринку.

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Anna HULAK, Iryna HERASYMENKO
Bila Tserkva national agrarian University

THE IMPACT OF DIGITAL MARKETING ON CONSUMER BEHAVIOR

Digital marketing has become an integral part of modern marketing strategies, largely changing consumer behavior and interaction between brands and audiences. In a world where digital technology plays a key role, businesses have been able to communicate with customers faster, more efficiently and more accurately than ever before. The role of digital marketing is to help brands not only find their audience, but also build long-term relationships with it, enriching user experience through personalized messages, interactive formats and flexible advertising campaigns. At the same time, the types of strategies in digital marketing are extremely diverse and can range from content marketing focused on creating valuable and useful content to attract consumers, to more technically complex strategies such as search engine optimization (SEO) or pay-per-click (PPC) advertising. Social media marketing occupies an important place among digital marketing tools, since it is social networks that are a powerful tool for building communities and maintaining constant interaction with the audience [1].

Effective digital marketing strategy begins with clear and consistent strategic planning. The first step is to conduct a thorough market analysis and understand the needs of the target audience. In today's world, where consumers are becoming more demanding and knowledgeable, it is important to consider their preferences, behavioral characteristics and the channels they most often use to obtain information about products or services. Strategic planning also includes setting specific goals that must meet the criteria of SMART-that is, be clearly formulated, measurable, achievable, relevant and limited in time.

An important aspect of the strategic plan is the choice of communication channels. Modern digital marketing involves a multi-channel approach, when

businesses interact with consumers through several platforms at the same time. This can be the simultaneous use of social networks, search engines, email and mobile applications to reach as large an audience as possible. One of the key tools is the development of a content plan, which involves the creation of high-quality content that meets the interests of the audience and stimulates it to interact with the brand. In particular, it can be articles, videos, infographics, surveys and other forms of content that help increase the level of consumer engagement [2]. In addition, proper budgeting and cost planning are critical to the successful implementation of the strategy. This includes analyzing the resources needed to create content, conduct advertising campaigns, work with analytics and optimize processes.

After developing a strategic plan, it is necessary to assess its strengths and weaknesses, opportunities and threats, which can give a SWOT-analysis, which is an important tool for identifying the main advantages and risks during the implementation of the digital strategy. Among the strengths of digital marketing, it is worth noting the opportunity to provide fast and wide audience coverage, which allows businesses with a small budget to compete with large corporations on equal terms. Flexibility is another advantage, as campaigns in a digital environment can be easily changed depending on the results. However, weaknesses can be high costs of paid advertising and a lot of competition in popular channels such as Google or social networks. Opportunities include constant updating of technologies and methods, allowing businesses to use the latest tools, such as artificial intelligence, to improve marketing strategies. At the same time, threats can be associated with changes in search engine algorithms, legislative changes or crisis situations such as a pandemic or war that significantly affect the market [3].

PAST-analysis is an additional tool for in-depth understanding of the factors influencing the implementation of the strategy. It covers aspects such as personalization, interactivity, analytics, social adaptation and technological innovation. The modern consumer expects an individual approach, and personalization is one of the key aspects of a successful strategy. From personalized emails to recommendations based on previous purchases, all this allows brands not only to attract the attention of the consumer, but also to increase the level of his loyalty. Interactivity plays an important role in attracting customers when companies interact with their audience through interactive content, such as surveys, contests or video streams. Analytics is an important element of any digital strategy, as it allows businesses to monitor user behavior and adjust marketing campaigns based on the data received. Technological innovations such as artificial intelligence, big data and automation are constantly changing the marketing landscape, providing new opportunities to optimize processes and improve the customer experience.

Digital marketing has significantly transformed consumer behavior, as it has allowed customers more freedom in choosing products and the possibility of instant access to information [4].

Thanks to the development of the Internet, consumers can compare products, read reviews, find alternatives and receive recommendations, which changes their approach to shopping. In addition, brands can use AI-structured customer behavior data to create personalized marketing campaigns that increase engagement. For example, social networks allow brands not only to promote their products, but also to actively interact with customers, quickly responding to their requests and problems. This makes consumers feel closer to the brand, which affects their loyalty and willingness to recommend the product to others.

One of the important trends in consumer behavior is the growth of mobile shopping. More and more purchases are made through mobile devices, and brands are actively adapting their marketing strategies to this trend. Speed and convenience have become key factors in consumer decision-making, and automated recommendation systems based on previous purchases or searches help brands stay one step ahead of their competitors [5]. At the same time, it is important to consider that increasing consumer awareness means greater demands for transparency and ethics of companies. In the modern market, brands should not only offer quality products, but also be socially responsible, adapting to changes in society.

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Катерина ДЕРКАЧ
Харківський національний економічний університет ім. С. Кузнеця

ВПЛИВ КРЕАТИВНИХ ІНДУСТРИЙ НА ЕКОНОМІЧНЕ ЗРОСТАННЯ УКРАЇНИ У ЦИФРОВУ ЕПОХУ

Більшість людей пов'язує економіку з такими поняттями, як розвиток промислового сектору, ціни на енергоресурси, фінансові прогнози та біржові коливання. Проте останні кілька десятиліть свідчать про те, що бюджети розвинених країн наповнюються не лише за рахунок сировинних ресурсів, виробничої діяльності та кредитування, але й завдяки активностям,