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## PSYCHOLOGICAL DETERMINANTS OF CONSUMER BEHAVIOR IN THE SYSTEM OF MODERN MARKETING COMMUNICATION

### ABSTRACT

The article presents the results of a theoretical and empirical study of the psychological determinants of consumer behavior within the system of modern marketing communication. The main psychological factors influencing consumer decision-making processes are analyzed. The study identifies the specific impact of digital marketing communications, personalized content, and social media on the formation of consumer attitudes and individuals' behavioral responses. The empirical findings demonstrate the significance of value orientations, emotional reactivity, brand trust, and the need for social approval in shaping consumer behavior. It has been shown that the effectiveness of contemporary marketing communications largely depends on accounting for consumers' individual psychological characteristics and the mechanisms of emotional engagement. The obtained results may be applied in the fields of marketing, advertising, psychology, organizational psychology, and digital communications.

### KEYWORDS

consumer behavior; marketing communications; psychological determinants; emotional influence; advertising personalization.

### Introduction

The current stage of societal development is characterized by the intensive digitalization of economic processes, the transformation of the information space, and the rapid complication of marketing communication systems. Conditions of intense competition, information overload, and the growing role of digital platforms significantly transform the mechanisms of interaction between brands and consumers. Contemporary marketing increasingly focuses not only on products and services but also on the psychological mechanisms underlying decision-making, emotional responses, value orientations, and individuals' behavioral patterns. In this regard, the issue of psychological determinants of consumer behavior is of particular relevance in both theoretical and applied dimensions.

Consumer behavior is a complex multidimensional phenomenon shaped by cognitive, emotional, motivational, socio-psychological, and cultural factors. Within the contemporary media environment, marketing communications no longer serve an exclusively informative function; instead, they increasingly focus on establishing emotional connections with consumers, constructing symbolic meanings, creating engagement, and maintaining long-term relationships with target audiences. This necessitates a comprehensive psychological analysis of the mechanisms through which marketing messages influence consumers' perception, evaluation, and choice processes.

The problem becomes especially significant in the context of the development of social media, personalized advertising, algorithm-driven content, and digital communication environments capable not only of reflecting individuals' needs but also of actively shaping them. Modern consumers exist in a space of constant informational influence, where marketing communications appeal to emotions, identity, social status, self-realization, and the need to belong to particular social groups. Under such conditions, individual psychological characteristics become important predictors of consumer decision-making. At the same time, the effectiveness of marketing communication largely depends on its ability to account for the audience's individual psychological features.

The theoretical foundations of consumer behavior research have been developed by both foreign and Ukrainian scholars in the fields of psychology, marketing, organizational psychology, and communication psychology. Significant contributions to the study of psychological mechanisms of consumption were made by Philip Kotler, Leon Schiffman, Daniel Kahneman, Robert Cialdini, Abraham Maslow, Carl Rogers, David McClelland, and contemporary researchers in behavioral economics and neuromarketing. Within the Ukrainian academic discourse, issues related to consumer psychology, communication, and individuals' behavioral strategies have been examined in the works of Bondarenko O., Semenda O., Kvasnytsia O., Pichyk K., Budniak A., Shevchenko A., Stelmashenko O., Marchuk V., and other scholars. At the same time, the dynamic nature of the contemporary information environment and the rapid transformation of marketing technologies necessitate further conceptualization of the psychological determinants of consumer behavior, specifically within the context of modern marketing communications.

Contemporary socio-psychological challenges, including global instability, martial law, economic uncertainty, and the growing emotional vulnerability of the population, further heighten the relevance of the study. Under such circumstances, consumer priorities shift, while the importance of psychological security, trust, emotional support, and corporate social responsibility increases significantly. Marketing communications increasingly perform not only economic but also socio-psychological functions, influencing the formation of public attitudes, behavioral models, and individuals' value systems.

The article aims to provide a theoretical substantiation and empirical investigation of the psychological determinants of consumer behavior within the system of modern marketing communication, as well as to identify the specific influence of digital marketing technologies on consumer decision-making processes.

## **1. Theoretical Foundations for Studying the Characteristics of Consumer Behavior**

The issue of consumer behavior in the context of the development of modern marketing communications is one of the most relevant topics in psychology, marketing, and organizational psychology. The transformation of the digital environment, the active spread of social media, personalized advertising, and interactive communication channels have led to significant changes in traditional models of interaction between brands and consumers [1]. Under contemporary conditions, marketing increasingly focuses not only on the economic aspects of promoting goods and services but also on psychological mechanisms influencing individuals' consciousness, emotions, and behavioral responses [2].

In academic literature, consumer behavior is viewed as a system of actions, decisions, motivations, and psychological reactions associated with the selection, purchase, use, and evaluation of goods or services. Important factors shaping consumer decision-making include needs, values, attitudes, emotional states, social experience, and characteristics of informational influence [3]. As noted by Shevchenko and Hryhorenko, the contemporary marketing environment is characterized by a high level of informational overload, which significantly changes the mechanisms of advertising perception and consumer decision-making processes [4]. In this regard, the psychological analysis of consumer behavior as a subject of communicative interaction becomes especially important.

Modern marketing communications exert a substantial influence on consumer behavior through mechanisms of emotional engagement, trust formation, and the creation of a positive brand image [5, 6]. Researchers emphasize that the effectiveness of marketing messages largely depends on their ability to appeal to individuals' emotional sphere, social expectations, and needs for self-presentation. In particular, Pichyk and Budniak argue that advertising and communication strategies not only inform consumers but also actively influence their attitudes, value orientations, and behavioral patterns [7]. In this context, marketing acts as a form of psychological influence aimed at shaping a particular style of consumption and emotional attachment to a brand.

Digital communications have become particularly significant in modern contexts, as they enable high levels of content personalization and interactive consumer engagement [8]. Social media, targeted advertising, influencer marketing, and algorithm-based recommendation systems create new mechanisms of psychological influence on individual behavior. Bondarenko and Strii emphasize that digital marketing communications can establish emotional connections between brands and consumers, strengthen trust in products, and stimulate impulse purchasing behavior [9]. This indicates the increasing role of emotional and cognitive factors within the structure of consumer behavior.

Contemporary studies pay considerable attention to the socio-psychological mechanisms underlying the influence of marketing communications [10]. In particular, important roles are played by processes of social comparison, imitation, group identification, and the influence of reference groups. Consumers increasingly focus not only on the functional characteristics of products but also on their symbolic meaning and their ability to emphasize social status, lifestyle, or belonging to a particular community. In this regard, marketing communications become instruments for constructing social reality and shaping consumer values.

At the same time, the current socio-economic instability and martial law in Ukraine significantly affect changes in consumer behavior. Researchers note an increased need for psychological security, the rationalization of expenditures, a greater importance of trust in brands, and an orientation toward socially responsible consumption [11]. Under crisis conditions, the emotional component of marketing communications becomes particularly significant, as consumers become more sensitive to support, empathy, and value-oriented brand messages.

Contemporary international studies also confirm that marketing communications are largely based on psychological mechanisms of influence. In particular, Demetris Vrontis and co-authors emphasize the high effectiveness of influencer marketing as a tool for building consumer trust and behavioral intentions through mechanisms of social influence and emotional identification [12]. In turn, some authors underline that modern digital marketing employs user behavior analytics, personalization algorithms, and interactive content to predict and modify consumer decisions [13, 14].

Thus, the analysis of scientific sources suggests that consumer behavior is shaped by a complex of psychological determinants, among which motivational, emotional, cognitive, and socio-communicative factors occupy a central place. Modern marketing communications are increasingly oriented toward psychological influence through mechanisms of emotional engagement, personalization, social imitation, and trust formation [15]. This underscores the need for further research into the psychological determinants of consumer behavior amid the digitalization of communicative space and the transformation of contemporary society.

## **2. Empirical Study of the Psychological Determinants of Consumer Behavior in the System of Modern Marketing Communication**

The empirical study of the psychological determinants of consumer behavior was aimed at identifying the specific influence of individuals' psychological characteristics on the perception of marketing communications, the formation of consumer decisions, and behavioral responses within the digital information environment. The methodological basis of the research consisted of contemporary approaches in organizational psychology, advertising psychology, consumer psychology, and the psychology of communicative interaction within the space of marketing influence. During the development of the research framework, scientific approaches to analyzing consumers' psychological characteristics, as presented in modern studies of marketing communication psychology, were taken into account.

The study involved 86 respondents aged between 18 and 42 years, including students, young professionals, employees in the service sector, education, business, and digital communications. Such a sample selection was determined by the need to cover various socio-professional categories of individuals who actively interact with modern marketing content on social media, digital platforms, and other online environments. The research was conducted using a mixed-methods approach, combining online surveys and psychodiagnostic methods.

To achieve the stated objective, a комплекс of psychodiagnostic methods was employed to examine motivational, emotional, cognitive, and socio-psychological factors of consumer behavior. In particular, the following instruments were used: a consumer motivation assessment methodology; Shalom Schwartz's Value Survey; an emotional

reactivity scale; the author's questionnaire "Specific Features of Perception of Marketing Communications in the Digital Environment"; and a methodology for assessing the level of trust in advertising content. The empirical research design was partially based on approaches to analyzing the psychological characteristics of advertising consumers presented in studies on advertising strategy personalization.

At the first stage of the study, respondents' general attitudes toward contemporary marketing communications were analyzed. The results demonstrated that the majority of participants perceive marketing content as an integral component of the modern digital environment. At the same time, an ambivalent attitude toward advertising was identified: on the one hand, respondents acknowledged its informative and navigational functions, while on the other hand, they emphasized its intrusiveness and the high level of emotional overload it entails.

It was established that personalized marketing messages that take into account individuals' interests, lifestyles, needs, and values are perceived most positively. A considerable proportion of respondents indicated that they tend to trust advertisements with emotional content, social proof, user recommendations, or demonstrations of real consumer experiences more readily. This confirms the important role of mechanisms of social identification and psychological trust in shaping consumer decisions.

The analysis of respondents' motivational sphere revealed that the leading motives of consumer behavior include the pursuit of psychological comfort, security, emotional satisfaction, social approval, and self-presentation. For a significant proportion of participants, an important factor in purchasing goods or services was not only their functional usefulness but also their ability to signal social status, individuality, or membership in a particular social group. This tendency was especially evident in the choice of clothing brands, technological products, cosmetics, and digital services.

The study of value orientations demonstrated that the values of security, achievement, self-direction, and hedonism dominate the structure of consumer behavior. Respondents with high levels of security values displayed a more critical attitude toward advertising messages, analyzed product information more carefully, and showed lower tendencies toward impulsive purchasing. In contrast, individuals dominated by hedonistic and stimulation values responded more positively to emotionally насыщенный advertising content focused on obtaining new experiences, vivid emotions, and rapid satisfaction of needs.

The findings related to respondents' emotional reactions to different types of marketing messages were of particular interest. It was established that the most effective advertising messages were those that evoked positive emotions and were associated with support, care, success, social acceptance, or psychological comfort. At the same time, aggressive advertising, excessively manipulative messages, or content characterized by explicit psychological pressure provoked negative reactions and reduced trust in brands.

The research results also confirmed the significance of cognitive mechanisms in the perception of marketing information. Most respondents paid attention to the logical structure, clarity, and comprehensibility of advertising messages. However, under conditions of emotional exhaustion, informational overload, or stress, the role of

automated behavioral responses, impulsive decisions, and emotional consumption increased considerably. This is particularly relevant in the context of contemporary social instability and wartime conditions, where psychological needs for support and positive emotions become more pronounced.

A separate section of the study was devoted to analyzing the influence of digital communications on the formation of consumer behavior. The obtained results demonstrated that social media platforms are among the most powerful factors influencing the consumer attitudes of modern youth. Most respondents reported regularly receiving information about products and services via Instagram, TikTok, YouTube, and Telegram. The highest level of trust was associated with influencer recommendations, user reviews, and content creating the effect of "real-life experience" [16].

It was found that personalized algorithm-driven content significantly influences consumer intentions and is capable of generating new needs. Some respondents reported that prolonged exposure to thematic content on social media created a desire to purchase certain products even in the absence of an initial need. This indicates the considerable impact of mechanisms such as suggestion, repetition, and emotional engagement in contemporary marketing communications.

The analysis of gender characteristics in consumer behavior revealed differences in perceptions of marketing content. Women demonstrated greater sensitivity to the emotional component of advertising, visual aesthetics, social interaction, and a brand's communicative atmosphere. For men, the most significant factors were functionality, efficiency, prestige, and rational justification of product advantages. At the same time, authenticity of communication and trust in the brand remained important for both groups.

The study also established a relationship between individuals' levels of emotional reactivity and their tendency toward impulsive consumption. Respondents with high levels of emotional sensitivity were more likely to make spontaneous purchases in response to advertising messages, promotional offers, or emotionally charged content. Such individuals also demonstrated greater dependence on external approval and social comparison. In contrast, respondents with a more pronounced rational-thinking style exhibited greater autonomy in the consumer decision-making process.

Particular attention within the study was devoted to the phenomenon of trust as a psychological determinant of consumer behavior. It was established that trust in a brand is shaped not only by product quality but also by communication, brand transparency, social responsibility, and emotional interaction with consumers. Under modern conditions, consumers react much more sensitively to insincerity, manipulation, and aggressive marketing practices, which reduces the effectiveness of traditional advertising strategies [17].

The obtained results indicate that contemporary consumer behavior is the outcome of a complex interaction among motivational, emotional, cognitive, and socio-communicative factors. Within the system of modern marketing communications, increasing importance is attached to psychological mechanisms of emotional engagement, content personalization, social identification, and trust formation. Marketing communications are no longer merely instruments of information delivery

but are transforming into means of psychological influence on individuals, their values, attitudes, and behavioral patterns.

Thus, the results of the empirical study confirmed that psychological determinants of consumer behavior play a key role in the interaction between individuals and marketing communications. The effectiveness of modern marketing largely depends on the ability to consider consumers' individual psychological characteristics, emotional needs, value orientations, levels of trust, and specific features of social interaction in the digital environment.

### **Conclusions**

The article presents a theoretical and empirical analysis of the psychological determinants of consumer behavior within the system of modern marketing communication. It has been established that consumer behavior is shaped by a complex interaction among motivational, emotional, cognitive, and socio-psychological factors that determine the specific features of how marketing content is perceived and of consumer decision-making processes.

The results of the empirical study demonstrated that the most significant psychological determinants of consumer behavior are individuals' value orientations, levels of emotional reactivity, need for social approval, trust in brands, and predisposition toward personalized communication. It was found that contemporary digital marketing communications actively influence the formation of consumer intentions through mechanisms of emotional engagement, social identification, repetition, and algorithm-driven content personalization.

The study proved that the effectiveness of modern marketing communication largely depends on taking into account consumers' individual psychological characteristics, motivational sphere, emotional needs, and specific patterns of interaction within the digital information environment. The results obtained may be applied in the fields of marketing, organizational psychology, advertising psychology, and digital communications to develop psychologically grounded communication strategies.

Prospects for further research lie in the in-depth empirical investigation of the impact of personalized digital marketing communications on consumer behavior across different socio-demographic groups, taking into account emotional reactivity, value orientations, trust in brands, and conditions of social instability.

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## PSYCHOLOGICZNE DETERMINANTY ZACHOWAŃ KONSUMENTÓW W SYSTEMIE WSPÓŁCZESNEJ KOMUNIKACJI MARKETINGOWEJ

### STRESZCZENIE

W artykule przedstawiono wyniki badań teoretycznych i empirycznych nad psychologicznymi determinantami zachowań konsumentów w systemie współczesnej komunikacji marketingowej. Przeanalizowano główne czynniki psychologiczne wpływające na procesy podejmowania decyzji przez konsumentów. W ramach badania zidentyfikowano specyficzny wpływ cyfrowej komunikacji marketingowej, spersonalizowanych treści oraz mediów społecznościowych na kształtowanie postaw konsumentów i reakcji behawioralnych jednostek. Wyniki empiryczne wskazują na istotne znaczenie orientacji wartościujących, reaktywności emocjonalnej, zaufania do marki oraz potrzeby społecznej aprobaty w strukturze zachowań konsumentów. Udowodniono, że skuteczność współczesnej komunikacji marketingowej w dużej mierze zależy od uwzględnienia indywidualnych cech psychologicznych konsumentów oraz mechanizmów zaangażowania emocjonalnego. Uzyskane rezultaty mogą znaleźć zastosowanie w obszarach marketingu, psychologii reklamy, psychologii organizacji oraz komunikacji cyfrowej.

### SŁOWA KLUCZOWE

zachowania konsumentów; komunikacja marketingowa; determinanty psychologiczne; wpływ emocjonalny; personalizacja reklamy.



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## CECHY ROZWOJU TURYSTYKI W KRAJACH EUROPY ŚRODKOWO-WSCHODNIEJ: REKOMENDACJE DLA MŚP

### STRESZCZENIE

Branża turystyczna odgrywa znaczącą rolę w gospodarce europejskiej i wywiera znaczący wpływ na małe i średnie przedsiębiorstwa (MŚP) w regionach krajów Unii Europejskiej (UE). MŚP mają ogromną przewagę wśród form organizacji biznesowych w branży turystycznej w UE. Problemy rozwoju branży turystycznej zbadano na przykładzie 6 krajów Europy Środkowo-Wschodniej (Niemiec, Austrii, Czech, Słowacji, Polski i Węgier). Za pomocą modeli ekonometrycznych przeanalizowano zależności między wymienionymi wskaźnikami. Ujawniono negatywny wpływ COVID-19 i przedstawiono rekomendacje dla MŚP specjalizujących się w usługach turystycznych lub branżach pokrewnych.

### SŁOWA KLUCZOWE

turystyka, trendy, Europa Środkowo-Wschodnia, COVID-19, MŚP



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