

**Honchar H. Consumer Behavior Analysis on Social Media for Digital Campaign Optimization / H. Honchar, O. Semenda, O. Katunina et al // Pacific Business Review International. – 2026. – Vol. 19, Iss. 2. – C. 130-143.**

**Abstract.** This paper explores digital customer behavior and optimization of the campaign in Ukraine during the conditions of geopolitical uncertainty. A stratified quota sampling was used to gather data on 350 Ukrainian Telegram, Instagram, Tik Tok, and Facebook users. A cross-sectional survey was discussed with the help of a mixed-methods approach through multiple linear regression in order to test the association between ad trust, influencer credibility, perceived relevance, brand social responsibility (BSR), and conversion intention. At the same time, another A/B optimization aspect compared regular promotional messaging with socially responsible framing. The multiple linear regression demonstrated that BSR is the most powerful predictor of conversion intention ( $\beta = 0.361$ ,  $p < 0.001$ ), then general ad trust ( $\beta = 0.291$ ,  $p < 0.001$ ), and impact of influencer credibility was insignificant. Confirming this change, the A/B testing optimization element proved that the socially responsible framing increased the click-through rate of the campaign more than twice, as it rose by 1.98 percent, reaching a 4.66 percent. Digital marketers need to switch off personality-led endorsement in order to maximize campaigns in Ukraine. Rather, value-based message framing, including the emphasis on patriotic solidarity, and a focus on institutional trustworthiness at the localized platforms such as Telegram should be applied to succeed in the low-trust digital environment.

**Keywords:** digital marketing optimization; brand social responsibility; influencer credibility; consumer behavior; A/B testing; geopolitical uncertainty