

УДК 339.138:004.9

DIGITAL MARKETING TOOLS IN SHAPING THE PURCHASING DECISIONS OF MODERN CONSUMERS

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The paper analyzes the role of digital marketing tools in shaping consumer purchasing decisions. Special attention is given to social media marketing, search engine optimization, content marketing, and influencer marketing. These tools influence consumer awareness, trust in brands, and evaluation of product alternatives. The study shows that personalized communication and digital interaction significantly affect purchase intentions and strengthen brand engagement in the digital environment. The analysis emphasizes the growing importance of digital marketing for effective business development in the modern digital economy.

The digitalization of the economy has significantly transformed the interaction between enterprises and consumers, as well as the mechanisms of consumer purchasing decision-making. While traditional media and offline communication channels were previously the main sources of information, today digital platforms, search engines, social media, and online content play a key role. Consumers actively use the Internet to search for information about products, compare characteristics, analyze reviews, and evaluate brand reputation. Under these conditions, enterprises are compelled to integrate digital marketing tools into their marketing strategies, as these tools shape the information environment in which the purchasing decision-making process takes place.

Digital marketing encompasses a set of online promotion tools that enable enterprises to interact with their target audience through digital communication channels. The most widely used tools include social media marketing, search engine optimization (SEO), content marketing, email marketing, online advertising, and influencer marketing. The use of these tools allows companies to inform consumers about their products, influence the formation of consumer needs, shape attitudes toward the brand, and stimulate purchase intentions. A key feature of digital marketing is the ability to precisely target audiences based on the analysis of users' demographic, behavioral, and socio-psychological characteristics [1].

One of the key tools of digital marketing is social media. Social platforms function as communication spaces where consumers obtain information about new products, become familiar with recommendations from other users, and interact with brands. Company posts, advertising messages, comments, and reviews create an information environment that directly influences the formation

of consumer opinions. A significant role is played by the so-called social proof effect: consumers tend to trust the opinions of other users, especially when they are supported by a large number of positive reviews or recommendations. As a result, a positive brand reputation on social media can significantly increase the likelihood of product purchase [2].

Content marketing is an important tool in shaping purchasing decisions. It is based on the creation of useful informational content that helps potential consumers evaluate product characteristics and understand its practical value. The most common forms of such content include expert articles, product reviews, video presentations, user guides, and comparative analyses. This type of content increases consumer awareness, builds trust in the brand, and stimulates interest in the product. In addition, content marketing enables companies to demonstrate their expertise in a particular field, which positively influences brand perception and reputation [3].

Search engine optimization (SEO) also plays an important role in shaping purchasing decisions. Before making a purchase, most consumers use search engines to obtain information about products, compare offers from different companies, and analyze product characteristics. A high position of a company's website in search results increases brand visibility and raises the likelihood that consumers will choose this particular company. SEO also contributes to building trust in the brand, as users often perceive the first search results as more authoritative and reliable sources of information [4].

Email is an effective tool for interacting with consumers. Email marketing enables enterprises to maintain continuous contact with customers and inform them about new products, special offers, or promotional campaigns. An important advantage of this tool is the possibility of message personalization. By using analytical data on previous purchases or users' behavior on the website, companies can create individual offers for different audience segments. Personalization increases the effectiveness of marketing communications, as consumers are much more likely to respond to offers that correspond to their interests and needs [1].

Influencer marketing also has a significant impact on consumer behavior. Cooperation with bloggers or opinion leaders allows brands to quickly disseminate information about their products to a large audience. Influencers often act as a source of recommendations that users perceive as more objective and trustworthy than traditional advertising. This tool is particularly effective for promoting new products, as recommendations from popular bloggers can stimulate interest in the product and shape a positive attitude toward the brand [2].

Digital marketing also provides enterprises with the ability to analyze consumer behavior in real time. Analytical systems allow companies to track website traffic, users' interaction with advertising messages, the effectiveness of marketing campaigns, and conversion rates. The collected data are used to optimize marketing strategies, adjust advertising messages, and improve

communication with customers. Thus, enterprises can quickly respond to changes in consumer behavior and adapt their marketing tools to new market conditions [3].

Thus, digital marketing tools play a key role in shaping the purchasing decisions of modern consumers. Social media create a communication environment for interaction between brands and customers, content marketing increases awareness and trust in products, search engine optimization ensures brand visibility in the information space, email marketing supports long-term relationships with customers, and influencer marketing stimulates interest in products through recommendations from trusted individuals. The integrated use of these tools enables enterprises to effectively influence the purchasing decision-making process and ensure their sustainable development in a competitive digital environment.

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