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Consumer psychology and the effectiveness of marketing campaigns: The influence of psychological factors on consumer preferences and purchases

Abstract. This article examined the relationship between psychological factors and consumer behaviour within the context of marketing campaigns in Ukraine. The research involved observing consumer behaviour, conducting surveys to collect quantitative data on preferences, and performing experiments to assess the impact of marketing strategies on consumer behaviour. The study found that consumers are drawn to products with appealing designs that evoke positive emotions, such as joy and satisfaction, and that are associated with pleasant memories or feelings of comfort. Products with social approval (positive reviews, recommendations) are perceived more favourably than those with neutral or negative reviews, as they significantly increase consumer interest and trust. The balance between price and product quality, as well as its environmental sustainability, are also important factors influencing purchasing decisions. Advertising is most effectively received through video. Thanks to audiovisual elements, video advertising engages with the audience more effectively and leaves a more lasting impression compared to newsletters or banners. Promotions, discounts, and product sampling are effective marketing tactics aimed at achieving short-term sales growth and enhancing consumer satisfaction. The research identified psychological consumer segments: those who value innovation and cutting-edge technology, and those who are focused on economic benefits. The findings emphasised that considering psychological factors is crucial for developing effective marketing strategies and increasing consumer interest. These insights can be practically applied by marketers when planning advertising campaigns or identifying the target audience for a product

Keywords: attractive design; social validation; video advertising; promotions; discounts

INTRODUCTION

In the context of rapid market development and changing consumer behaviour patterns, companies face the need to adapt their marketing strategies to remain competitive. The study of psychological factors, such as emotional associations and social validation, is crucial for designing effective marketing campaigns. Understanding how these factors influence consumer preferences and decision-making processes allows for the creation of personalised strategies that better meet the needs of target audiences, thereby driving increased sales and consumer loyalty. There is a need for new approaches that more effectively address consumer demands and expectations,

enabling the optimisation and enhanced effectiveness of marketing strategies.

The personalisation of marketing communications (emails, tailored offers and recommendations, targeted advertising) is a key aspect in enhancing the effectiveness of campaigns. N. Stepanenko & I. Volkova (2020) and V. Zhurilo *et al.* (2023) found that personalised communications can improve consumer engagement and increase loyalty, though their effectiveness depends on data quality and integration into multichannel strategies. Gaps requiring further study include the ethical and privacy aspects of data collection, the impact of personalisation on different

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demographic groups, the cost-effectiveness of implementation, its synergy with other marketing tools, and the long-term effects on consumer-brand relationships.

The inadequate adaptation of marketing strategies to rapidly changing technological and social trends results in companies not always effectively integrating innovations into their approaches. Research by O.V. Kolomitseva & L.S. Vasilchenko (2022) and M. Bagorka & I. Abramovich (2024) revealed that companies failing to adjust their strategies in response to modern challenges miss opportunities to engage successfully with consumers and leverage new means of audience engagement. Although these authors explored the adaptation of strategies to new technologies, questions remain regarding the development of effective methods for integrating innovations, a detailed assessment of their impact on the consumer experience and campaign outcomes, as well as how swift changes in trends affect the operational efficiency of marketing initiatives.

Advertising messages with emotional content are more effective than informational ones. A. Kaur & G. Malik (2020) and Y.M. Shumilo (2021) found that an emotional connection between a brand and its consumers increases the likelihood of repeat purchases. Emotional content fosters deeper consumer engagement, and neglecting emotions may lead to incorrect brand positioning. However, these studies did not explore the impact of emotions on social and cultural factors, long-term consumer loyalty, different stages of the consumer process, individual differences in perceiving emotional content, and the mechanisms of its influence in digital and traditional media. Price sensitivity significantly influences consumers' purchasing decisions, as price changes in goods or services can determine the choice between different products and suppliers (Oleksy-Gębczyk, 2024). S. Qazzafi (2020) and T.V. Dyadyk *et al.* (2023) concluded that highly price-sensitive consumers respond more to discounts and promotions. These consumers tend to be less brand loyal and are more likely to compare prices between suppliers. Unexplored areas remain the impact of social and cultural factors on price sensitivity and its interaction with psychological aspects such as perceptions of quality and branding.

The role of cognitive biases in consumer decisions is a crucial topic, as they can lead to irrational choices and influence decisions in ways that deviate from objective cri-

teria. C.K. Morewedge *et al.* (2021) and H. Zhaldak & A. Yatsenko (2021) indicate that cognitive biases, such as social validation, loss aversion, and information availability, significantly impact consumer decisions, causing individuals to rely on subjective beliefs and emotional responses rather than objective data. However, these studies did not address how cognitive biases evolve over time or under the influence of changes in personal circumstances, such as financial difficulties or shifts in life goals (priorities, motivations, and consumer plans). Insufficient attention to risk when introducing new products can undermine their success in the market, as consumers often exhibit high levels of uncertainty and fear regarding novelty. Studies by T. Ali & J. Ali (2020) and O. Petrunko & O. Bilenko (2022) demonstrated that consumers may negatively evaluate new products due to perceived risks, including financial costs, unfamiliar features, or the potential for a negative experience. However, strategies for mitigating risk during new product launches have not been thoroughly explored.

The choice of research topic was driven by the need to understand how individual consumer characteristics influence their preferences and purchasing decisions, allowing for the optimisation of approaches to engaging with target audiences. This study aimed to identify how psychological factors shape consumer preferences and affect the effectiveness of marketing campaigns. The objectives of this research were: to analyse the relationship between psychological aspects and consumer behaviour in the context of marketing campaigns; to explore the influence of emotional and cognitive factors on consumer preferences and purchasing decisions; to assess the effectiveness of different marketing strategies in fostering positive attitudes towards products; and to identify key psychological consumer segments and their motivations.

■ MATERIALS AND METHODS

From January to June 2024, a survey was conducted to collect data on consumer preferences (Table 1). The survey was administered in two ways: online via specialised platforms for surveys (Google Forms, SurveyMonkey) and offline through the distribution of paper questionnaires in shopping centres, stores, and on the streets. A total of 1,000 respondents participated in the study, comprising 500 males and 500 females.

Table 1. Consumer preferences

No.	Questions/Answers	No.	Questions/Answers
1.	Sex: ■ Male ■ Female	2.	Age: ■ 18-29 years ■ 30-39 years ■ 40-49 years ■ 50-59 years ■ 60 years and older
3.	Your city of residence (please specify):	4.	How often do you shop online? ■ Every day ■ Once a week ■ Once a month ■ Less than once a month ■ Never
5.	What influences your decision to buy a product (please select up to three options)? ■ Recommendations from friends/family ■ Advertising on social media ■ Feedback from other customers ■ Discounts and promotions ■ Product design and packaging ■ Personal experience of using the product ■ Other (please specify)	6.	What types of advertising do you find most persuasive? ■ Video advertising ■ Banner advertising ■ Content marketing (articles, blogs) ■ Advertising on social networks ■ Email (newsletters) ■ Advertising on websites ■ Other (please specify)

Table 1. Continued

No.	Questions/Answers	No.	Questions/Answers
7.	How do you respond to personalised ads (e.g. ads based on your previous purchases)? <ul style="list-style-type: none"> ■ Positive ■ Negative ■ Neutral ■ I do not pay attention 	8.	How important are the following factors for you when choosing a product (please rate on a scale from 1 to 5, where 1 is not important at all, 5 is very important): <ul style="list-style-type: none"> ■ Price ■ Quality ■ Brand ■ Feedback from other customers ■ Availability in your region ■ Environmental friendliness of the product
9.	Do you pay attention to advertising campaigns that highlight the brand's social responsibility (e.g., support for charities, environmental initiatives)? <ul style="list-style-type: none"> ■ Always ■ Sometimes ■ Rarely ■ Never 	10.	What sources of product information do you trust the most? <ul style="list-style-type: none"> ■ Official brand website ■ Social networks ■ Reviews on independent websites ■ Recommendations from friends/family ■ Traditional media (TV, radio) ■ Other (please specify)
11.	What factors have the greatest impact on your consumer preferences? <ul style="list-style-type: none"> ■ Social media ■ Advertising ■ Personal experience ■ Influence of the environment (friends, family) ■ Cultural and social trends ■ Other (please specify) 	12.	How do you feel about new brands and products on the market? <ul style="list-style-type: none"> ■ Always ready to try new things ■ I prefer familiar brands, but sometimes I try new ones ■ Very rarely try new brands ■ I always choose only familiar brands
13.	Do your consumer preferences change under the influence of seasonal advertising campaigns (e.g. New Year's promotions, summer sales)? <ul style="list-style-type: none"> ■ Yes, always ■ Sometimes ■ Rarely ■ Never 	14.	What platforms do you use most often to find out about new products and services? <ul style="list-style-type: none"> ■ Facebook ■ Instagram ■ YouTube ■ TikTok ■ Other social networks ■ Websites and blogs ■ Traditional media (television, radio)
15.	Do you pay attention to reviews from other consumers before buying a product? <ul style="list-style-type: none"> ■ Always ■ Sometimes ■ Rarely ■ Never 	16.	Which stores do you visit most often when shopping in shopping centres? <ul style="list-style-type: none"> ■ Shops closer to the entrance are always a priority ■ I prefer shops on the ground floor ■ Location does not influence my choice ■ The main thing for me is the assortment, not the location
17.	What products do you prefer when shopping in a store? <ul style="list-style-type: none"> ■ Products located at eye level ■ Products on the lower shelves ■ Products on the top shelves ■ The location of the product does not matter 	18.	Which of these factors has the greatest influence on your purchase decision? <ul style="list-style-type: none"> ■ Visual merchandising ■ Promotions and discounts ■ The price of the product ■ Product rating on online platforms
19.	What can be a reason for you to refuse to buy the product? <ul style="list-style-type: none"> ■ High price ■ Poor quality ■ Unattractive packaging design ■ Lack of necessary information 	20.	What emotions do you most often experience when making a purchase? <ul style="list-style-type: none"> ■ Satisfaction ■ Disappointment ■ Doubt ■ Calmness
21.	How do you usually react to discounted displays compared to non-discounted displays? <ul style="list-style-type: none"> ■ I spend more time at discounted displays ■ I spend less time at discounted displays ■ I spend the same amount of time at discounted and non-discounted displays ■ The time I spend does not depend on the availability of discounts 	22.	Which of the following types of promotional materials encourages you to buy new products? <ul style="list-style-type: none"> ■ Tastings ■ Promotions (discounts on the first purchase, gifts with purchase) ■ Advertising stands ■ Video adverts ■ Advertising brochures (leaflets, booklets, brochures)

Source: created by the author

Experiments were conducted online throughout May 2024 using the Qualtrics platform, which enabled respondents to interact with various marketing materials in a controlled environment. Participants were recruited via social media (Facebook, Instagram) and local online forums. Initially, they completed a brief survey to ensure their inclusion in the sample (Table 2). The sample from Table 2 was as follows: 180 respondents (85 males and 95 females)

participated, divided into three age groups: Group I (18-24 years) – 70 people, Group II (25-34 years) – 80 people, and Group III (35-50 years) – 30 people. The respondents were from Zhytomyr, Chernivtsi, Poltava, Khmelnytskyi, and Uzhhorod. These participants were invited to take part in the experiment (Table 3).

The experiments aimed to assess the impact of various marketing strategies on consumer behaviour.

Table 2. Data on the participants of the experiment

No.	Questions/Answers	No.	Questions/Answers
1.	Age group: <input type="checkbox"/> Group I (18-24 years old) <input type="checkbox"/> Group II (25-34 years old) <input type="checkbox"/> Group III (35-50 years old)	2.	Sex: <input type="checkbox"/> Male <input type="checkbox"/> Female
3.	Your city of residence (please specify):	4.	Main activity <input type="checkbox"/> Student <input type="checkbox"/> Employed <input type="checkbox"/> Entrepreneur <input type="checkbox"/> Unemployed <input type="checkbox"/> Other (please specify)
5.	Your monthly income (after taxes): <input type="checkbox"/> Less than 5,000 UAH <input type="checkbox"/> 5,000-10,000 UAH <input type="checkbox"/> 10,001-15,000 UAH <input type="checkbox"/> 15,001-20,000 UAH <input type="checkbox"/> More than 20,000 UAH	6.	How often do you shop in stores or shopping centres? <input type="checkbox"/> Every day <input type="checkbox"/> Several times a week <input type="checkbox"/> Once a week <input type="checkbox"/> Once a month <input type="checkbox"/> Less than once a month
7.	What do you expect from participating in this experiment (please select all that apply)? <input type="checkbox"/> An opportunity to learn more about marketing strategies <input type="checkbox"/> Gain new knowledge about consumer behaviour <input type="checkbox"/> An opportunity to express your opinion and influence future advertising campaigns <input type="checkbox"/> Other (please specify)		

Source: created by the author

Table 3. Relationship between marketing strategies and consumer behaviour

Experiment title	Description	Aim	Metrics for measurement
1. Influence of product design and emotions	Participants are shown products with different designs (classic, modern, creative). Emotional response and purchase intent are evaluated.	Determine which design elicits the strongest positive emotions and the greatest willingness to purchase.	Level of interest, emotional response, time spent on the product page.
2. Evaluation of the impact of product advertising	Different versions of advertising campaigns (video ads, text ads, banners) are demonstrated. Interaction with advertising is analysed.	Determine which advertising strategy has the greatest impact on consumer behaviour.	Number of clicks, conversions (visiting the product page, completed forms, purchases), overall interaction with advertising.
3. Influence of positive reviews	Participants are shown products with different types of reviews (positive, neutral, negative). The impact on the purchase decision is evaluated.	Determine how positive reviews influence the willingness to purchase and trust in the product.	Number of purchases, change in interest after viewing reviews.
4. Effect of promotions on consumer behaviour	Products with different promotional offers (discounts, coupons, free shipping) are demonstrated. The impact on sales volume is evaluated.	Determine which promotions best stimulate consumers to purchase.	Number of purchases, average check size.
5. Reaction to new products	Participants are shown new products alongside old ones. Interest and willingness to purchase new products are evaluated.	Determine the impact of new products on consumer behaviour and interest in the brand.	Number of purchases, and interaction with new products.

Source: created by the author

To determine the classification of 1,180 respondents into one of two segments (consumers who value innovation and cutting-edge technology, and those who focus

on economic benefits), they were surveyed regarding their preferences for product characteristics and advertising campaigns (Table 4).

Table 4. Survey for segment classification

No.	Questions/Answers	No.	Questions/Answers
1.	What is more important to you when choosing a product? <input type="checkbox"/> Innovative features and the latest technology <input type="checkbox"/> Economic benefits such as discounts and promotions	2.	How do you usually react to advertising of new technologies and innovative products? <input type="checkbox"/> I am interested and actively follow such campaigns <input type="checkbox"/> I do not pay much attention to it
3.	Which advertising offers attract your attention the most? <input type="checkbox"/> Offers that emphasise the uniqueness and novelty of the product <input type="checkbox"/> Offers that offer discounts or special promotions	4.	Are you interested in promotional offers? <input type="checkbox"/> I often take advantage of such offers <input type="checkbox"/> I rarely pay attention to them



Table 4. Continued

No.	Questions/Answers	No.	Questions/Answers
5.	How often do you buy products with innovative features? <ul style="list-style-type: none"> ■ Often ■ Rarely ■ Never 	6.	How do you feel about advertising campaigns that emphasise economic benefits? <ul style="list-style-type: none"> ■ I often respond to such campaigns ■ I do not pay much attention to it

Source: created by the author

All data concerning the study participants are confidential and stored by personal information protection regulations. Data processing and analysis were conducted using Python version 3.11 and Microsoft Office Excel 2007. The research followed the ICC/ESOMAR international code on market, opinion and social research and data analytics (2016). This approach facilitated a comprehensive analysis of the impact of psychological factors on consumer preferences and purchasing behaviour, enabling the identification of statistically significant patterns and the formulation of well-founded conclusions.

■ RESULTS

Analysis of survey results. According to Table 1, respondents were divided into the following age categories: 18-29 years (250 respondents), 30-39 years (250 respondents), 40-49 years (200 respondents), 50-59 years (200 respondents), and 60 years and over (100 respondents). Research participants were from the following Ukrainian cities: Kyiv, Odesa, Dnipro, Poltava, Cherkasy, Chernivtsi, Ivano-Frankivsk, Ternopil, Lutsk, and Mykolaiv. Of the 1,000 survey participants, 12.3% of respondents, or 123 individuals, make purchases every day. A third of respondents (33.6%), or 336 individuals, shop online once a week. 28.3% of respondents (283 individuals) make purchases once a month, while 18.2% (182 individuals) do so less than once a month. Only 7.6% (76 individuals) reported not making online purchases. Regarding factors influencing purchasing decisions, 54.1% of respondents (541 individuals) indicated that they were influenced by recommendations from friends and family. Social media advertising influenced 47.3% of respondents (473 individuals). Reviews from other customers were important to 60.9% of respondents (609 individuals). Discounts and promotions influenced 51.9% of respondents (519 individuals), while product design and packaging mattered to 29.5% of respondents (295 individuals). Personal experience with the product was considered by 44.6% of respondents (446 individuals), and other factors were mentioned by 7.8% of respondents (78 individuals). The distribution of respondents by city was as follows: 18.1% of respondents live in Kyiv, 13.6% in Odesa, 13.2% in Dnipro, 10.3% in Poltava, 9.4% in Cherkasy, 7.6% in Chernivtsi, 10.4% in Ivano-Frankivsk, 7.2% in Ternopil, 5.8% in Lutsk, and 4.4% in Mykolaiv.

The most persuasive types of advertising were distributed as follows: video advertising was considered most effective by 336 respondents, social media advertising by 220, banner advertising by 182, and content marketing by 134. Email newsletters were perceived as effective by 72 respondents, while website ads were effective for 30. Other types of advertising (print, transportation, promotional events) were mentioned by 26 respondents. Regarding personalised ads (ads that are tailored to individual interests and user behaviour using data about their previous actions

and preferences), 456 individuals reported a positive reaction, indicating their effectiveness among a significant portion of the audience. A negative reaction to such ads was reported by 124 respondents, which may indicate certain problems or discomfort caused by advertising. A neutral attitude towards personalised advertising was recorded in 274 individuals, meaning that this advertising does not evoke significant emotional reactions in them. 146 individuals indicated that they do not pay attention to such ads at all, which may indicate their low interest or disregard for personalised content.

Survey results indicate the importance of various factors when choosing a product, as rated by respondents on a scale of 1 to 5. The average score for the factor “Price” is 4.7, indicating its high significance for most respondents. The factor “Quality” received an average score of 4.8, confirming it is even greater importance. “Brand” has an average score of 3.9, indicating a lesser but still noticeable role in decision-making. “Reviews from other customers” received an average score of 4.3, also highlighting their significance. The factor “Availability in your region” has an average score of 3.7, indicating its importance but less critical compared to other factors. “Environmental friendliness of the product” received an average score of 3.5, indicating that this factor is important but less of a priority for respondents compared to price and quality. Respondents demonstrated varying levels of attention to advertising campaigns that highlight a brand’s social responsibility (a company’s commitment to acting ethically and actively supporting social, environmental, and economic initiatives for the benefit of society). Specifically, 33.6% of respondents always pay attention to such campaigns, indicating their high sensitivity to social initiatives. 44.7% of respondents sometimes react to these campaigns, showing moderate interest and appreciating their importance in certain cases. 14.4% of respondents rarely pay attention to advertising campaigns that emphasise social responsibility, demonstrating limited interest in this aspect. 7.3% of research participants never pay attention to a brand’s social responsibility, which may indicate their low level of sensitivity to such initiatives.

Official brand websites are the most reliable source of information for 41.8% of respondents surveyed, highlighting their trust in authoritative and verified sources. 27.5% of respondents consider reviews posted on independent websites to be the most credible. 15.4% trust the recommendations of friends and family, indicating the importance of personal contacts and social connections. 11.1% of respondents consider social media to be the most important source of information, reflecting their inclination towards modern digital platforms. 4% of respondents prefer traditional media such as television and radio. 0.2% of respondents noted other sources of information. The distribution of factors influencing consumer preferences is presented by data showing the number of responses from respondents (Fig. 1).

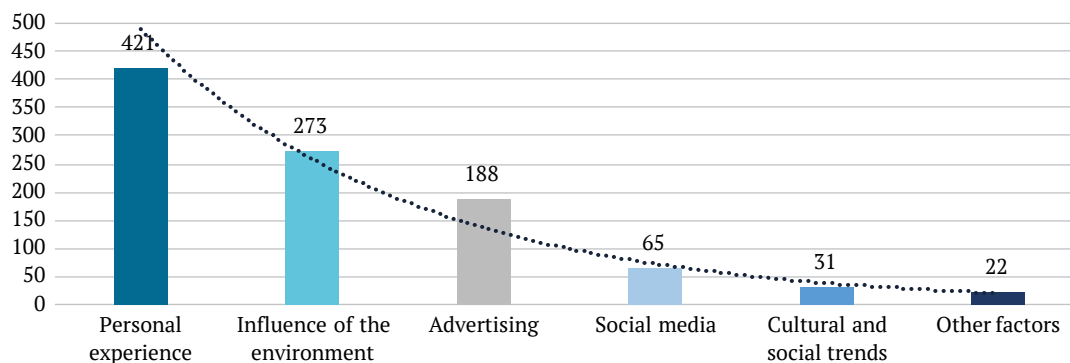


Figure 1. Factors influencing the purchase decision

Source: created by the author

These results indicate that personal experience and the opinions of others are the most significant factors shaping consumer preferences, while advertising and social media have a less noticeable impact. Survey results on respondents' attitudes towards new brands and products showed that 31.1% of them are always willing to try something new (311 people). A majority, 46.9% of respondents (469 people), prefer familiar brands but sometimes try new ones. 14.2% of respondents (142 people) very rarely try new brands, and 7.8% of respondents (78 people) always choose only familiar brands. Regarding changes in consumer preferences under the influence of seasonal advertising campaigns, 22% of respondents (220 people) indicated that this always happens. Most respondents, 39.3% (393 people), are sometimes influenced by such campaigns, while 25% (250 people) rarely change their preferences. 13.7% of respondents (137 people) never succumb to the influence of seasonal advertising campaigns.

Platforms for obtaining information about new products and services vary: 24% of respondents (240 people) use Facebook, 29.1% (291 people) – Instagram, 16.8% (168 people) – YouTube, and 13.2% (132 people) – TikTok. Other social media platforms are used by 8% of respondents (80 people), websites and blogs – 6% (60 people), and traditional media (television, radio) – only 2.9% of respondents (29 people). Regarding attention to reviews from other consumers before purchasing: 33.2% of respondents (332 people) always pay attention to them, 36.2% (362 people) – sometimes, 19.8% (198 people) – rarely, and 10.8% (108 people) – never. Consumer preferences are primarily shaped by personal experience and the influence of their social circle, while other factors play a less significant role.

For 279 individuals, stores closer to the entrance are always a priority for them (135 males and 144 females). The age distribution is as follows: 72 respondents aged 18-29, 68 aged 30-39, 50 aged 40-49, 58 aged 50-59, and 31 respondents aged 60 and over. 237 individuals prefer stores on the ground floor (125 males and 112 females). The age distribution is as follows: 64 respondents aged 18-29, 55 aged 30-39, 41 aged 40-49, 48 aged 50-59, and 29 respondents aged 60 and over. 181 respondents indicated that location does not influence their choice (84 males and 97 females). The age distribution is as follows: 46 respondents aged 18-29, 48 aged 30-39, 28 aged 40-49, 32 aged 50-59, and 27 respondents aged 60 and over. For 303 individuals, the most important factor is the product range, rather than

location (156 males and 147 females). The age distribution is as follows: 68 respondents aged 18-29, 79 aged 30-39, 81 aged 40-49, 62 aged 50-59, and 13 respondents aged 60 and over. Younger respondents (18-29) more frequently prefer stores closer to the entrance or located on the ground floor, indicating their orientation towards convenience. Among respondents aged 30-39 and 40-49, the majority consider the product range more important than location, indicating a mature consumer attitude and an emphasis on product variety. For people aged 50 and over, the convenience of location and product range are less critical compared to younger age groups.

345 individuals prefer products placed at eye level (175 males and 170 females), 177 individuals prefer products on lower shelves (85 males and 92 females), 129 individuals choose products on upper shelves (68 males and 61 females), and 349 individuals believe that product placement does not matter (172 males and 177 females). Results suggest that most respondents prefer products at eye level, although a significant portion do not pay attention to placement. Visual merchandising (a marketing tool for the attractive display of products, including merchandise display techniques, window dressing, and visual store design to increase sales) is the most influential factor for 361 individuals (180 males and 181 females). Promotions and special offers are also important for 349 individuals (170 males and 179 females). Product price influences 196 individuals (85 males and 111 females). Product ratings on online platforms influence 94 individuals (65 males and 29 females). The majority of respondents consider visual merchandising and promotions to be the most important factors when making a purchase decision, while product price and online product ratings have a smaller influence.

312 respondents (155 males and 157 females) indicated that high prices are the main reason for not making a purchase. Low product quality is a reason for refusal for 284 individuals (140 males and 144 females). Unattractive packaging influences the decision of 160 individuals (75 males and 85 females). The lack of necessary product information is a reason for 244 individuals (130 males and 114 females). Most often, respondents refuse to purchase due to high prices and low product quality, while packaging and lack of information have a lesser impact. The results showed that consumers experience a variety of emotions during the purchase (Fig. 2). The data represents responses from 1,000 respondents.

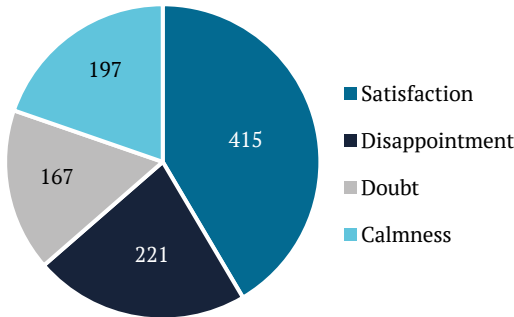


Figure 2. Distribution of emotions

Source: created by the author

The most common emotion is satisfaction, which 41.5% of respondents reported feeling. This suggests that most people have a positive experience during the purchase process. 22.1% of respondents experience dissatisfaction with the purchase process. Doubt is experienced by 16.7% of participants, indicating some uncertainty or need for additional information. Calmness is experienced by 19.7% of respondents.

412 individuals (210 males and 202 females) indicated that they spend more time at discount displays. 120 individuals (60 males and 60 females) reported spending less time at such displays. 198 individuals (105 males and 93 females) stated that they spend an equal amount of time at displays with discounts and those without. 270 individuals (165 males and 105 females) mentioned that the time they spend is not influenced by the presence of discounts. The results suggest that most respondents spend more time on shelves with discounts, but there is also a significant proportion of those who do not change their habits regarding the time spent browsing shelves, regardless of the presence of discounts.

Promotional activities (such as discounts on the first purchase and gifts with purchase) are preferred by 423 individuals (215 males and 208 females). The age distribution is as follows: 112 respondents are aged 18-29, 118 are aged 30-39, 89 are aged 40-49, 83 are aged 50-59, and 21 respondents are aged 60 and over. Tastings are favoured by 237 individuals (120 males and 117 females). The age distribution for this group is 62 respondents aged 18-29, 55 aged 30-39, 60 aged 40-49, 38 aged 50-59, and 22 respondents aged 60 and over. Video advertising appeals to 150 individuals (80 males and 70 females). The age distribution is as follows: 28 respondents aged 18-29, 37 aged 30-39, 35 aged 40-49, 32 aged 50-59, and 18 respondents aged 60 and over. Advertising stands attract 105 individuals (50 males and 55 females). The age distribution for this group is: 24 respondents aged 18-29, 27 aged 30-39, 21 aged 40-49, 22 aged 50-59, and 11 respondents aged 60 and over. Advertising brochures (leaflets, booklets, and pamphlets) are favoured by 85 individuals (35 males and 50 females). The age distribution is as follows: 12 respondents aged 18-29, 18 aged 30-39, 15 aged 40-49, 20 aged 50-59, and 20 respondents aged 60 and over. Promotions and tastings are identified as the most effective types of advertising materials for encouraging the purchase of new products, whereas video advertising, advertising stands, and brochures exert a lesser influence. The age distribution of the results indicates that promotions have the greatest impact on

consumers aged 18 to 39, while tastings are more highly valued among those aged 40 to 59. Video advertising appeals to consumers aged 18-29, advertising stands are more influential for individuals aged 50 to 59, and brochures are best received by the older audience (60 years and above).

Analysis of experiment results. The experiment involved 180 participants, of which 58 were from Zhytomyr, 32 from Chernivtsi, 45 from Poltava, 25 from Khmelnytskyi, and 20 from Uzhhorod. Regarding primary occupation, 74 respondents were students, 79 were employed, 16 were entrepreneurs, 7 were unemployed, and 4 indicated “other”. 22 respondents earned less than UAH 5,000, 61 earned between UAH 5,000 and 10,000, 47 earned between UAH 10,001 and 15,000, 34 earned between UAH 15,001 and 20,000, and 16 earned more than UAH 20,000. 22 respondents made purchases every day, 59 made purchases several times a week, 74 made purchases once a week, 18 made purchases once a month, and 7 made purchases less than once a month. Participants’ expectations from the experiment were as follows: 86 respondents wanted to learn more about marketing strategies, 83 aimed to gain new knowledge about consumer behaviour, 52 wished to express their opinion and influence advertising campaigns, and 23 indicated “other”.

Creative product design elicited the strongest positive emotions and the highest purchase intent: 112 participants expressed satisfaction and 95 indicated their intention to purchase, with an average time spent on the page of 2 minutes and 18 seconds. Modern design also received positive ratings: 103 respondents were satisfied and 82 were ready to buy, with an average page time of 1 minute and 50 seconds. Classic design demonstrated less significant results: 90 people were satisfied and 68 intended to buy, with an average page time of 1 minute and 20 seconds. Results from interacting with different ad formats were as follows: video ads attracted the attention of 130 participants, of whom 103 visited the product page, 76 completed forms, and 56 made a purchase. Text ads received 95 clicks, 68 page visits, 49 completed forms, and 40 purchases. Banners had 86 clicks, 52 visits, 29 completed forms, and 20 purchases. Video ads demonstrated the highest engagement and conversion rates compared to text ads and banners. Participants were presented with products with different types of reviews – positive, neutral, and negative. Results showed that positive reviews had a significant impact on the purchase decision.

In the age group of 18-24 years, 43 respondents who viewed products with positive reviews decided to make a purchase, compared to 33 in the neutral review group and 22 in the negative review group. Among respondents aged 25-34 years, 55 expressed interests in products with positive reviews, while 43 with neutral reviews and 30 with negative reviews also made purchasing decisions. In the 35-50 age group, 16 respondents bought a product after viewing positive reviews, compared to 12 in the neutral review group and 8 in the negative review group. Positive reviews significantly increase the likelihood of purchase, particularly among younger age groups, and positively influence the overall perception of the product. Discounted products attracted 112 respondents, with an average check size of UAH 407; discounts had the greatest impact on consumers aged 25-34 years. Coupon offers appealed to 95

respondents, with an average check size of UAH 389, and were also popular among the 25-34 age group. Free delivery influenced 85 respondents, with an average check size of UAH 374; however, this type of promotion proved less effective for respondents aged 35-50 years. Discounts were the most effective in stimulating purchases and increasing the average check size. Newly showcased products attracted the attention of 112 respondents, 85 of whom expressed an intention to purchase these new items. The average time spent on the new product page was 2 minutes and 12 seconds, significantly longer than the 1 minute and 48 seconds spent on old products. Among respondents aged 25-34 years, 40 indicated a readiness to purchase new products, while 56 spent over 2 minutes browsing them. Older

products received less attention, with only 74 respondents spending more than 2 minutes on their pages, and just 58 expressing a willingness to purchase. New products generated significantly greater interest and engagement compared to older items. The results of the experiment indicate that positive reviews, promotional offers, and new products have a substantial impact on consumer behaviour, particularly in enhancing readiness to purchase and levels of engagement with products.

Consumer segmentation. A study involving 1,180 respondents aged 18 and over identified two primary psychological consumer segments (Table 5), each with unique motivations.

Table 5. Segmentation

Segment name	Description of results
Segment of consumers who value innovation and new technologies	This segment comprises 794 respondents who prefer new technologies and innovative product features. According to the results, 592 of these consumers actively respond to advertising campaigns that highlight the innovative aspects of products. 554 individuals expressed their intention to purchase such products.
Segment of consumers focused on economic benefits	This segment includes 386 respondents who are more interested in economic benefits such as promotions and discounts. According to the results, 340 of these consumers show a high interest in advertising campaigns offering discounts and special offers. 274 individuals indicated that they plan to take advantage of such offers.

Source: created by the author

These results enable marketers to create more precise and effective advertising campaigns by tailoring them to the specific needs and motivations of each consumer segment.

Recommendations for improving marketing campaigns. To enhance marketing campaigns, it is advisable to engage influencers to promote products and services, leveraging their audience to increase brand trust. Additionally, utilising social media for active consumer engagement, including the organisation of contests and promotions, can foster audience involvement. Developing content marketing strategies that generate useful and engaging content tailored to the interests of the target audience will attract and retain customers. Integrating positive reviews into campaigns is essential, as they enhance trust in the product and increase consumers' willingness to purchase. Promotional offers should be optimised by providing discounts, coupons, and free delivery as key incentives for purchases. Investing in creative and modern product design can elicit strong positive emotions, thereby fostering a greater readiness to buy. Furthermore, analysing competitors by researching their marketing strategies and campaigns will help identify weaknesses and opportunities for improving one's own approach. Implementing loyalty programmes to encourage repeat purchases by offering special deals, bonuses, and privileges to loyal customers can enhance their brand allegiance. Additionally, it is essential to develop effective strategies for promoting new products to generate consumer interest. Analysing the effectiveness of various advertising formats, such as videos, text ads, and banners, will help determine which have the most significant impact on consumer behaviour.

Personalising offers by utilising consumer data to create recommendations tailored to individual needs and interests is also vital. Ensuring a seamless shopping experience by optimising processes both online and in-store can reduce barriers to purchase and enhance convenience for consumers. The adoption of modern technologies, such as artificial intelligence and machine learning, can facilitate the analysis of consumer behaviour and the optimisation of marketing strategies. Regular evaluation of campaign effectiveness, including analysing results and making adjustments based on collected data, is crucial for ongoing improvement. The implementation of these recommended strategies will enhance the effectiveness of marketing campaigns and promote positive changes in consumer behaviour.

■ DISCUSSION

The findings of this research highlight the importance of considering psychological factors when developing marketing strategies. By identifying distinct consumer segments and their specific motivations, this study enables the creation of targeted campaigns that more effectively influence consumer behaviour. Understanding how various factors, such as product design, advertising strategies, positive reviews, and promotional offers, impact purchasing decisions allows companies to optimise their marketing efforts, enhance customer satisfaction, and increase sales (Oleksy-Gębczyk *et al.*, 2024). Personalised advertisements have been shown to elicit positive responses as they are tailored to individual consumer interests and behaviours, making them more effective in capturing audience attention. This aligns with the findings of a study

by J.L. Hayes *et al.* (2021), which also highlighted the high effectiveness of personalised advertising campaigns. Both studies confirm that tailoring advertising to individual preferences makes it more appealing and effective compared to generic advertising.

Consumers are infrequently swayed by seasonal advertising campaigns. This finding aligns with the research of M. Sutherland (2020), who indicated that a substantial proportion of consumers (40%) occasionally alter their preferences due to seasonal advertising. This suggests that seasonal campaigns have a moderate impact and often serve as an additional incentive for preference shifts, but do not always directly influence purchase decisions. Stores located on the ground floor of shopping centres experience significantly higher foot traffic compared to those on upper floors. J. Singh *et al.* (2020) also found in their research that store locations near the entrance significantly increase foot traffic, as consumers tend to enter the first stores they encounter. Both studies confirm that easy access and visibility are crucial for attracting customers in shopping centres, as this maximises customer flow.

New products attract consumer attention through tastings and promotional activities. This finding is somewhat at odds with the research of J. Li *et al.* (2023), suggested that advertising displays have the greatest impact on purchasing decisions. However, this current study confirms that while advertising displays do have some effect, tastings and promotional activities are the most effective. This is likely because consumers often seek opportunities to directly try a product or receive advantageous offers, which increases their motivation to purchase new items. During the purchasing process, consumers may experience satisfaction, disappointment, doubt, or peace, which is largely influenced by marketing factors such as promotions and displays. S. Khatoon & V. Rehman (2021) also found in their research that consumers exhibit various emotional responses during purchases depending on marketing elements. Both studies confirm that the effectiveness of promotions and visual merchandising can significantly influence product perception.

Consumers consistently prioritise product quality when making purchasing decisions (Shahini *et al.*, 2023). This finding aligns with the research of J. Huang *et al.* (2023), also established that consumers favour product quality over other factors such as brand or accessibility. Both studies demonstrate that high quality is a critical factor in the consumer decision-making process. This identified trend confirms that consumers value durability and functionality as primary criteria. However, this study highlights that while quality is a significant factor, it is not the sole determinant; price and reviews also exert considerable influence, a nuance not as prominently featured in the research of J. Huang *et al.* (2023). This indicates that a more comprehensive approach to evaluating products may be more effective in determining consumer preferences.

Most consumers typically prefer familiar brands but express a certain interest in new products and are willing to try them (Poltorak *et al.*, 2023). Similar results were obtained in the study by K. Thomas-Francois *et al.* (2023), which found that consumers generally favour brands with which they already have experience, yet are open to new

products if they offer significant advantages or innovative features. This confirms that while consumers tend to gravitate towards established brands, they are not averse to new offerings that meet their needs or expectations. Both studies illustrate that consumers exhibit a degree of conservatism in their choices but also demonstrate curiosity towards innovations. This aspect is crucial to consider when developing marketing strategies for new products. Consumers spend more time at discount displays compared to those without discounts, with the greatest activity observed among middle-aged consumers. This finding contradicts the research conducted by R. Lavuri & P. Thachon (2023), which noted that younger consumers spend more time at discount displays compared to other age groups. This discrepancy may be attributed to differences in financial capacity or personal preferences across various age groups, which influence their responses to marketing promotions (Ievseitseva & Mihalatii, 2024).

Visual merchandising and promotions play a crucial role in influencing consumer decisions, particularly for respondents aged 30 to 44, who show the strongest responses to promotions. This aligns with the research conducted by S. Bin (2023), which also highlights the significant impact of promotions on consumer decisions, emphasising that middle-aged consumers exhibit heightened sensitivity to discounts and offers. In both studies, promotions and merchandising are identified as critical factors in driving purchases. This may be attributed to the perception of benefits and savings that promotions provide, which is particularly appealing to middle-aged consumers who possess more stable financial circumstances and are seeking optimal spending options. Video advertising emerges as the most effective and persuasive format for the majority of respondents, while other types, such as social media and banner advertisements, demonstrate lower levels of effectiveness (Lewinski *et al.*, 2016). This finding corroborates the results of the study by I. Idris *et al.* (2020), which also emphasised the effectiveness of video advertising in capturing consumer attention. In both studies, video advertising is perceived as the most effective format, which can be explained by its ability to convey more information and emotions through audiovisual elements, thereby enhancing its impact on consumers. This capability allows brands to engage better with their audience and leave a more lasting impression, often resulting in higher conversion rates compared to other forms of advertising.

High prices and low quality are the most significant reasons for consumers to decline a purchase. In their research, F. Skwara (2023) also concluded that price and quality are key factors in the consumer decision-making process. Both studies found that consumers are inclined to reject products if their price seems excessive or if the quality falls short of expectations. This underscores the importance of price and quality as fundamental factors in shaping consumer decisions. A high price may be perceived as unjustified compared to the benefits offered by the product, while low quality can negatively impact the overall perception of a product, even if other marketing elements are appealing (Oklander *et al.*, 2024).

Products placed at eye level attract the most consumer attention. This aligns with the findings of G. Cordova *et al.* (2020), which also revealed that products positioned at

eye level have an advantage due to their easy visibility and accessibility. Such a product placement strategy ensures an optimal balance between physical accessibility and psychological impact (Myroshnyk, 2023). Both studies demonstrate that positioning products at eye level is a critical factor that enhances consumer attention and can significantly influence their choices, thereby boosting sales. Positive reviews have a significant impact on purchasing decisions, especially among younger age groups. Similar results were obtained in the study by M.V. Zwicker *et al.* (2023), where it was found that positive reviews build trust in the product and reduce consumer uncertainty, thus increasing the likelihood of purchase. Both studies confirm that positive reviews help alleviate consumer anxiety and increase confidence in product choices.

The research identified two primary consumer segments: one that values innovation and cutting-edge technology, and another that prioritises economic benefits such as promotions and discounts. This finding contradicts the study by A. Braca & P. Dondio (2023), which focused on consumers driven by social impact and environmental aspects of products. A. Braca & P. Dondio discovered that most consumers expressed interest in products that met environmental standards and social trends, while innovative features were less significant in their purchasing decisions. This discrepancy could be attributed to differences in geographical and cultural contexts of the studies or to the possibility that innovation may be less important for consumers in certain markets compared to social and environmental responsibility.

Consumers exhibit varying levels of attention to advertising campaigns that highlight a brand's social responsibility, with a third consistently paying attention, while a significant portion responds less actively. This finding does not align with the research of J.A. Clithero *et al.* (2024), which indicated that a majority of consumers (approximately 61%) actively pay attention to a brand's social responsibility and consider it an important factor in their purchasing decisions. The discrepancy may be attributed to differences in cultural and social contexts influencing the perception of social responsibility in various regions. Younger and middle-aged individuals have greater trust in advertising compared to older generations. This outcome is consistent with the research of V. Nesterenko (2023), which revealed that younger generations, particularly Gen Z and Millennials, are significantly more susceptible to advertising through digital media and social networks compared to older generations, who prefer traditional communication channels and often exhibit scepticism towards contemporary marketing strategies. Such a difference in perception can be explained by the greater integration of young people into the digital space, where advertising is an integral part of their daily lives, and their inclination to quickly adopt new technologies and trends.

The factors influencing consumer decisions are multifaceted and dependent on various aspects such as the type of advertising, product placement within stores, and personal emotional states of consumers. It has been found that positive reviews significantly influence the likelihood of purchase, and product placement at eye level attracts more attention. Additionally, promotions and discounts are confirmed as key factors that stimulate purchases. Seg-

menting consumers based on their interests, such as innovation or economic benefits, aids in creating more effective advertising campaigns.

■ CONCLUSIONS

To understand the impact of psychological factors on consumer preferences and the effectiveness of marketing campaigns, a comprehensive analysis was conducted, examining the influence of emotional states, brand social responsibility, types of advertising, and other marketing elements on the purchasing process. The study identified several key aspects regarding the influence of psychological factors on consumer behaviour and the effectiveness of marketing campaigns. It was established that positive reviews significantly increase the likelihood of purchase; among respondents aged 18-24, 42 individuals who viewed products with positive reviews decided to purchase, whereas only 22 individuals who viewed negative reviews made a purchase. Similar trends were observed among other age groups. It was also confirmed that 794 respondents who value innovation and cutting-edge technology actively respond to advertising campaigns that emphasise these aspects. Within this group, 592 individuals demonstrated a high interest in innovative products, and 554 intended to purchase them. This highlights the importance of focusing on innovation in marketing campaigns for this consumer segment. Furthermore, 386 respondents who prioritise economic benefits actively respond to advertising campaigns offering discounts and promotions. Among them, 340 individuals expressed a strong interest in such offers, and 274 individuals plan to take advantage of them. This indicates the importance of incorporating economic incentives into marketing strategies for this segment.

The study revealed varying levels of attention to brand social responsibility: 33.6% of respondents always pay attention to such campaigns, 44.7% do so sometimes, 14.4% rarely, and 7.3% never consider brand social responsibility. This indicates that brand social responsibility is not universally important for all consumers. Official brand websites are the most trusted source of information for 41.8% of respondents. Meanwhile, 27.5% trust reviews on independent sites, 15.4% rely on recommendations from friends and family, 11.1% look to social media, and 4% trust traditional media. This highlights the difference in perceptions of information credibility based on the source. The findings confirm that psychological factors, such as the perception of positive reviews and innovation, as well as brand social responsibility, significantly influence consumer preferences and the effectiveness of marketing campaigns. The numerical data underscore the need to adjust marketing strategies according to individual consumer needs and motivations to enhance their effectiveness. The discussion emphasised the importance of considering these factors when developing marketing strategies to improve the efficacy of advertising campaigns.

The limitations of the study include potential biases among respondents in self-assessing the influence of psychological factors and restricted access to detailed data regarding marketing campaigns and their effectiveness in various market conditions. Key directions for future research in the field of consumer psychology and marketing

campaign effectiveness include examining the impact of different psychological triggers on long-term consumer loyalty, analysing the effectiveness of personalised marketing strategies, and investigating the influence of cultural and social factors on consumer preferences.

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■ CONFLICT OF INTEREST

None.

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Психологія споживання та ефективність маркетингових кампаній: Вплив психологічних факторів на споживчі вподобання та купівлю

■ **Анотація.** У статті розглянуто взаємозв'язок між психологічними аспектами й поведінкою споживачів у контексті маркетингових кампаній України. Під час дослідження було проведено спостереження за поведінкою споживачів, анкетування для збору кількісних даних про вподобання та експерименти для оцінки впливу маркетингових стратегій на споживчу поведінку. У процесі дослідження було встановлено, що споживачі звертають увагу на продукти з привабливим дизайном, який викликає у них позитивні емоції, такі як радість і задоволення, а також асоціюється з приємними спогадами або відчуттям комфорту. Продукція, яка має соціальне схвалення (позитивні відгуки, рекомендації) сприймається краще, ніж із нейтральними або негативними відгуками, адже вона значно підвищує інтерес та довіру в покупців. Відповідність ціни та якості товару, його екологічність також є важливими факторами, які впливають на здійснення покупки. Найбільш ефективною рекламою сприймається через відео. Завдяки аудіовізуальним елементам відео-реклама краще взаємодіє з аудиторією та залишає після перегляду більш стійке враження, ніж розсилки та банери. Акції, знижки та дегустації є ефективними маркетинговими тактиками. Вони націлені на досягнення короткострокового збільшення обсягу продажів, а також сприяють підвищенню рівня задоволеності споживачів. У процесі дослідження було виявлено психологічні сегменти споживачів: які цінують інновації та новітні технології, і ті, які орієнтуються на економічні вигоди. Отримані результати підкреслили, що врахування психологічних аспектів є критично важливим для розробки ефективних маркетингових стратегій і збільшення споживчої зацікавленості, та можуть бути використані маркетологами практично під час планування рекламної кампанії або визначення цільової аудиторії товару.

■ **Ключові слова:** привабливий дизайн; соціальне підтвердження; відео-реклама; акції; знижки