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MARKETING APPROACHES OF PSYCHOLOGICAL INFLUENCE ON CONSUMERS

МАРКЕТИНГОВІ ПІДХОДИ ПСИХОЛОГІЧНОГО ВПЛИВУ НА СПОЖИВАЧІВ

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The article examines the psychological factors and marketing tools that influence consumer purchasing behavior and consumer cognitive decisions. This study attempted to analyze consumer psychology in relation to various marketing methods that marketers use to convey their messages to the target audience. The emphasis is on a deeper understanding of psychological factors influencing consumer purchasing behavior – the practical significance of the research results. The practical component is that marketers can use the results to understand consumer behavior. In this context, the study showed that marketing tools are the most influential levers of influence on consumer decisions to purchase goods. Understanding the psychology of purchasing decisions will allow marketers to create persuasive and effective marketing strategies. By studying consumers' emotions, perceptions, and cognitive biases, marketers can shape consumer behavior and drive sales.

Keywords: psychology, marketing psychology, marketing tools, research methods, marketers, consumer psychology, consumer behavior, marketing department, target audience.

У цьому дослідженні була зроблена спроба проаналізувати психологію споживача у зв'язку з різними методами маркетингу, які використовують маркетологи для донесення своїх повідомлень до цільових споживачів. Акцент робиться на поглибленому розумінні того, які психологічні фактори впливають на купівельну поведінку споживачів. Вивчаючи поведінку споживачів і процеси прийняття рішень, маркетологи можуть розробити ефективні стратегії, які резонують з їхніми клієнтами. Це розуміння дозволяє маркетологам створювати переконливі повідомлення, розробляти привабливі рекламні оголошення та розробляти продукти та послуги, які відповідають потребам і бажанням їхніх клієнтів. Одним із аспектів психології, який має особливе відношення до маркетингу, є вивчення споживчої мотивації. Розуміючи, що спонукає споживачів приймати рішення про покупку, маркетологи можуть створювати маркетингові кампанії, які враховують ці мотиви. Маркетологи повинні мати чітке розуміння та візуалізацію психології споживачів, аби успішно функціонувати на сучасному конкурентному ринку, не втрачаючи позицій перед конкурентами. Виходячи з цього, необхідно не лише дотримуватись заявленої якості пропозиції, а й поступово її підвищувати. Крім того, слід формувати в бренді чітко виражену індивідуальність, яка відповідатиме цінностям і очікуванням цільової аудиторії, щоб стимулювати споживчий інтерес. Практична складова полягає в тому, що маркетологи можуть використовувати результати для розуміння поведінки споживачів. У цьому контексті дослідження показало, що інструменти маркетингу є найвпливовішими важелями впливу на рішення споживачів про покупку товару. Розуміння психології рішень про купівлю дозволить маркетологам створювати переконливі та ефективні маркетингові стратегії. Вивчаючи емоції, сприйняття та когнітивні упередження споживачів, маркетологи можуть формувати поведінку споживачів і стимулювати продажі. Поведінка споживача охоплює широкий спектр факторів, включаючи культурні, соціальні та психологічні впливи. Маркетологи повинні аналізувати та інтерпретувати ці впливи, щоб розробити ефективні маркетингові стратегії.

Ключові слова: психологія, психологія маркетингу, маркетинговий інструментарій, методи дослідження, маркетологи, психологія споживача, поведінка споживача, служба маркетингу, цільова аудиторія.

Statement of the problem. In the extremely difficult conditions of the functioning of enterprises, an unstable external environment, numerous risk factors associated with Russia's military aggression and other adverse conditions, the management of enterprises is forced to make complex management decisions that will allow them to better satisfy the needs of consumers.

Marketing as a key element of the competitive environment requires strengthening in all aspects, especially in the area of product promotion. Enterprises that effectively focus on the needs of consumers and can anticipate and satisfy them have every chance of success in the future.

Marketing activity as the engine of the competitive environment requires strengthening in all directions, especially in the procurement of raw materials and the sale of products on favorable terms. Enterprises that successfully focus on the consumer and are able to foresee and satisfy his needs will be able to work successfully on the market in the future. Based on this, an important place in the activity is the choice and justification of such management decisions that will allow us to occupy a profitable niche in the market of agricultural goods and will contribute to its development.

Marketing activity is the main source of establishing contact with target customers and providing them with correct and important information. Any type of business must use marketing tools, methods of promotion and advertising in order to satisfy the customer and meet his requirements. Marketing activities, including sources of communication or promotion, cover all types of the market, in turn, various marketing technological means of promotion affect the psychology of the consumer, since consumers differ from each other, although they almost always want to make the purchase process less laborious and save time in their busy lives. In this context, understanding the psychology of the consumer in relation to the brand and retailers is an important factor for the purchase of various products. And in order to fully understand the psychological factors influencing the purchasing behavior of consumers, managers must learn the cognitive process of decision-making. So such tools as direct sales, personal sales, advertising, billboards, radio broadcasting help the consumer to find out the product he wants. Different organizations provide their promotion tools in different ways, but with the goal of making it easier for the consumer to make a decision between different

alternatives. That is why we consider it necessary to research marketing promotion tools to create a multifaceted influence on the psychology of consumers.

Analysis of the latest research and publications. According to A.A. Kimmel, five key aspects of psychology influence marketing practice, namely motivation, perception, decision-making, personality and lifestyle, as well as social behavior [1]. In addition, M. R. Solomon states that the consumer usually goes through five different steps when making a decision, including problem recognition, information search, alternative evaluation, product selection, and post-purchase evaluation [2]. By carefully studying how Kimmel's psychological aspects affect these stages, managers can create a deeper understanding of why consumers make certain decisions in the buying process.

R. K. Anderson, R. J. Spiro and V. E. Montague note that cognitive psychology involves the activation of prior knowledge when processing new information [3]. More precisely, the brain processes data and stores it in the long term. L. V. Barsalu emphasizes that this is information related to brain processes and not a subjective experience [4]. A. V. Stankevich recognizes that the purchasing behavior of consumers is important for illuminating the psychology of consumer thinking, feeling, arguing and choosing among available options, how the environment affects the consumer, and finally, how consumer motivation and decision-making strategies differ between products [5].

At the same time, an important question remains to analyze the psychology of the consumer according to different marketing methods that marketers use to convey their messages to target consumers.

Setting the task. The purpose of this study is to investigate what psychological factors and marketing tools influence the purchasing behavior of consumers, to investigate how these psychological motives affect the cognitive decisions of consumers.

Presentation of the main research material. Marketing psychology strives to understand the human mind and behavior. Therefore, it is quite natural that these two fields intersect. One of the ways of using psychology in marketing science is the study of consumer psychology. This involves understanding what consumers think and feel about certain products or services.

Having collected this information, marketers can adapt their marketing strategies to the emotions and desires of consumers.

Another way of using psychology in marketing science is data analysis. Marketers can gain insight into purchasing patterns and consumer behavior by analyzing consumer data.

Understanding marketing psychology can help make better decisions about the use of campaign materials. Using these approaches will also help marketers make sure they support their company's mission and values.

Some of the most common ways to incorporate psychological approaches into your campaigns include using language that evokes certain thoughts or emotions in consumers, writing marketing materials that are more persuasive and include certain colors or images that evoke a positive reaction in people.

Companies often use this concept to help them understand consumer attitudes. Understanding the psychology of marketing can also support social and cultural awareness, considerate communication and honesty in marketing practice.

Since marketing often focuses on understanding human thoughts and choices, the use of psychology in marketing is often common practice for many companies. The relationship between marketing and psychology is important because it can inform the choices that marketing teams make, help them interact more effectively with consumers, and increase revenue and profitability [6].

In recent years, the decision-making process by consumers has changed due to digitalization and changes in the competitive environment. Consumers have become more informed, can compare prices, read customer reviews and find the best deals, and they are constantly exposed to social influence through social media and the use of the Internet. Compared to traditional channels of marketing and sales, digitalization provides unlimited opportunities for finding the best option for the consumer. Thus, organizations and marketers must set priorities and invest time and resources to gain an understanding of their consumers, namely an understanding of psychological factors important for marketing and the consumer.

Consumer behavior covers a wide range of factors, including cultural, social and psychological influences. Marketers must analyze and interpret these influences in order to develop effective marketing strategies.

Psychological factors also play a decisive role in consumer behavior and marketing strategies. One of these factors is perception.

Marketers can influence perception through branding, packaging and advertising.

Cognitive biases are another important psychological factor that marketers must consider.

Purchasing behavior is crucial for a complete understanding of how and whether market requirements are met if the company's marketing works well or poorly [9].

Currently, there is high competition between organizations for attracting and retaining consumers.

The planning process consists in getting to know the concepts of consumers and their needs, recognizing the genuine interest of their consumers. Collecting data and information about the company's customers is a complex and time-consuming task.

A special role in the organizational structure of the enterprise should be given to the marketing department (Figure 1), which is responsible for attracting new customers, maintaining the audience, analyzing the effectiveness of advertising campaigns and introducing new promotion tools, forming a development strategy, adapting it to market changes and customer needs. The result of the work of the marketing department is attracted potential clients. After attracting a potential client, the sales department begins work, which is responsible for generating income by interacting with potential clients and sales.

The marketing department consists of the following people: a marketer, an advertising setup specialist, a website developer, a graphic designer, a website designer, and a video editor.

A marketer is a strategist and head of the department. He is responsible for the development and implementation of advertising and communication strategy, market analysis, research of the target audience and its needs.

The marketer coordinates the work of the entire team, forms proposals and monitors the effectiveness of advertising campaigns. Ego's key indicators for evaluating the effectiveness of work: growth in the number of attracted leads, reduction in the cost of attracting clients and an increase in the percentage of profitability of investments invested in marketing.

One of the important tasks of a marketer is to conduct in-depth and quantitative research for target audience research.

In-depth interviews are a method of data collection that involves a detailed interview of the respondent by asking questions for a deep understanding of his thoughts, motives and

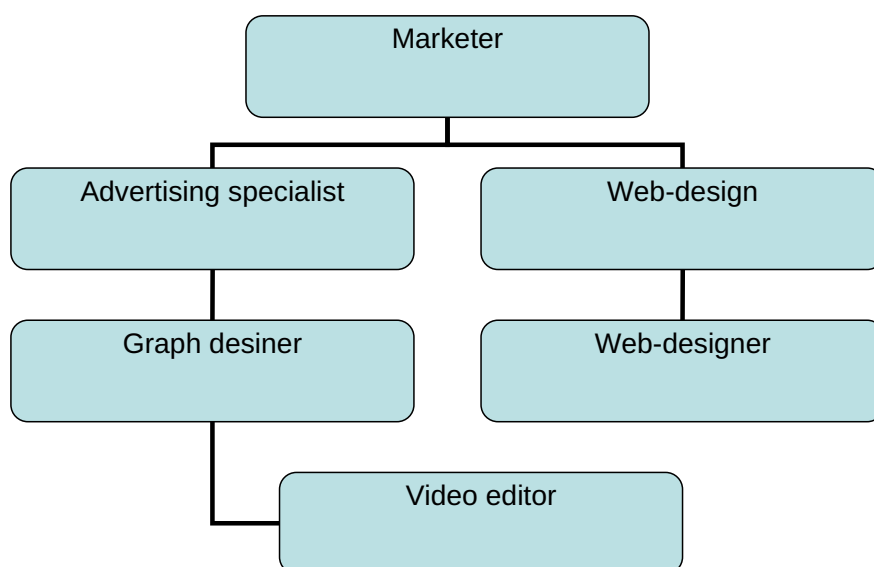


Figure 1. Composition and hierarchical organization of the marketing department

Source: formed by the authors

needs. In this process, the interviewer directs and moderates the conversation in order to obtain the most complete and frank information from the respondent in order to study his behavioral patterns [10].

An advertising setup specialist is engaged in the technical implementation, launch and management of advertising campaigns on Facebook and Instagram. It creates and launches advertisements, optimizes the work of advertising campaigns, tests different advertising formats and targeting settings. The main indicators of the evaluation of the effectiveness of his work are the cost of a click, the clickability of advertising ads, the conversion after going to the site to leaving an application, the cost of attracting one application, the total number of applications attracted.

The developer is responsible for the creation, correction and technical support of websites for the sale of products/services. His tasks are: creation of websites according to the design layout and specifications from the marketer, their adaptation for mobile devices, layout, technical settings for the transmission of incoming applications, monitoring of the sites and, if necessary, their refinement and correction. The main indicators for assessing the developer's performance are the speed of loading the site, the quality of the layout, the correctness of the implementation of the design layout, the speed of creating and configuring the website.

A graphic designer creates visual content for advertising campaigns. The visual appeal and

correspondence of the design to the general concept of the brand depends on it.

The video editor creates and edits commercials. The main KPIs are the speed and quality of the development of the advertised video, the number of video views, and the duration of viewing the video advertisement.

The website designer creates the visual concept and structure of the sites. The key task is to ensure their convenience, functionality, and aesthetic appeal. It works on the appearance of the site, the layout of graphic elements and ensures adaptability for various devices.

One of the tools for attracting customers is to launch and work with advertising campaigns on Facebook and Instagram with the goal of "Clicks on the link" with the aim of redirecting consumers to websites.

Chat GPT 4 was used to quickly create advertising texts based on a pre-developed methodology, structure and text examples from preliminary message launches.

The service was also used to create visual elements: images, visualizations.

Midjourney started using Chat GPT later, but from the first tests and requests for image generation, the service showed itself to be somewhat better.

In addition to services for text and image generation, the ElevenLabs service was used to generate voiceovers for videos based on texts.

ElevenLabs greatly optimizes the working processes of creating advertising ads, which allows you to focus on more important tasks:

developing new advertising strategies, researching the target audience, generating new ideas and formats of advertising ads.

As for market and competitor research, it is important to regularly collect market data for analysis before each launch of a new training stream.

It is important to understand that when it comes to purchasing decisions, psychology plays a decisive role. Consumers do not always make rational decisions.

Emotions are a powerful motivator of consumer behavior. Marketers can create emotional connections with consumers by appealing to their desires, aspirations and fears.

In addition to emotions, perception also plays a significant role in making a purchase decision.

After the customer has made a purchase, the marketer tries to evaluate his post-purchase behavior by measuring customer satisfaction or dissatisfaction. (WOM) can be used to measure customer satisfaction.

Unlike satisfied customers, some may also be dissatisfied with the choice of product. Negative emotions or experiences are processed more deeply than emotions of pleasure.

Conclusions. Psychology plays a crucial role in marketing, giving marketers a deeper understanding of their target audience. products and services corresponding to the needs and desires of their clients. One of the aspects of psychology that has a special relationship to marketing is the study of consumer motivation. Consumer behavior covers a wide range of factors, including cultural, social and psychological influences. Marketers must analyze and interpret these influences in order to develop effective marketing strategies.

Psychological factors also play a decisive role in consumer behavior and marketing strategies. Marketers can influence perception through branding, packaging and advertising.

The effectiveness of the work of the marketing department determines the ability to attract new customers and effectively interact with the current customer base. adaptation of marketing strategies for them. Cognitive biases are another important psychological factor that marketers must consider. Understanding the psychology of purchasing decisions allows marketers to create persuasive and effective marketing strategies.

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