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# DIRECTIONS FOR HARMONIZING THE IMPACT OF DIGITAL AND TRADITIONAL MARKETING OF AN ENTERPRISE ON CONSUMER BEHAVIOR

## ABSTRACT

The paper deals with comprehensive theoretical research of the areas of harmonization of the foundations of the development of traditional and digital marketing as a single system of positive influence on consumer behavior. The relevance of solving the research problem lies in the expansion of the conceptual foundations of the integration of traditional and digital marketing into a single system of modern marketing in order to create effective strategies for achieving business development targets through the formation and expansion of target audience segments by increasing the degree of personalization and ensuring a high level of satisfaction of consumer needs. As a result of researching the theoretical foundations of the essence of consumer behavior and determining the relationship between the concepts of traditional and digital marketing, it is proposed to consider consumer behavior as a complex and multifactorial category, the formation and management of which are determined by the influence of a combination of traditional and digital marketing tools.

The methodological tools of the research include methods of comparative analysis, empirical analysis, statistical modeling, and mathematical methods. The result of the research consists of a developed model of the complex of modern marketing, under which it is proposed to understand a hybrid system, where each of the 7P components integrates traditional and digital aspects, creating a unified and coherent experience for the consumer. Theoretical principles are developed, and an improved scheme of the consumer behavior model is proposed for practical use with the definition of classification features of advertising in digital marketing channels in the formation of influence on the consumer's subconscious mind.

The results of the conducted research can be useful for marketers, business owners, and scientists who devote research to the issue of harmonization of the action of traditional and digital marketing strategies into a single system in the modern business environment.

**Keywords:** traditional marketing, digital marketing, digital marketing tools, complex of modern marketing, consumer behavior, consumer behavior models, marketing efficiency of the enterprise

**JEL Classification:** M31, M37, D91

## INTRODUCTION

The development of society and the demands of a modern person determine the necessity to improve methods for meeting growing needs, the structure of which is different from that one 10 years ago. Accordingly, the methods of meeting consumer needs (both in the industrial and consumer markets) have also changed by replacing the communication channels of traditional marketing with implemented types of digital marketing. Today, digital marketing is very actively researched not only by scientists but also by the business community, as it is based on the use of digital technologies, which makes it possible not only to influence the consumer choice quickly, but also to test various promotion channels and obtain indicators of their effectiveness. The key advantages of digital marketing include the creation of favorable conditions for the interaction of the consumer and the producer, which are characterized by the benefit of

saving money and time (Holovchuk et al., 2018). The promotion of skills and competencies in the field of digital marketing is gaining relevance every day. Courses on setting up advertising on the Internet, Google Ads, and Google MyBusiness (Prometheus, 2021) are created; educational series "Digital Marketing Manager" and "Manager in Google Ads" are offered for mastering on the Diia.Osvita platform (Diia Osvita, 2024); free marathons on digital marketing are constantly advertised on social networks, followed by invitations to paid full courses on such educational platforms as Genius Space (Genius Space, 2024), GoIt (GoIt, 2024), SendPulse Academy (SendPulse Academy, 2024), etc. However, at the same time, the problem of determining the ratio of traditional and digital marketing in the activities of business entities in the direction of influencing consumer behavior remains insufficiently developed. After all, based on today's realities, the use of traditional marketing exclusively does not solve the strategic tasks of business development, just as the use of only digital marketing without taking into account the conceptual foundations of traditional marketing activities may also be insufficiently effective and efficient. The complexity of the harmonious combination of traditional and digital marketing in a single system of modern marketing is determined by the versatility of approaches to the interpretation of the essence of the components of their complexity. The focus on consumer needs and the search for the most effective way to satisfy them are common to the analyzed types of marketing. The needs of the target segment (existing and potential) are the basis for the development of traditional marketing, while the implementation and development of digital marketing in the specified segment will become possible if potential consumers have digital skills for working with modern electronic devices. Today, there are conditions in Ukraine for the functioning of digital marketing, because, according to research data (Polikovska, 2023), in 2023, the highest level of acquisition of digital skills by the adult population was noted in such categories as "Information skills" (86.1%) and "Communication skills" (87.9%). The goals for the development of Ukrainian citizens' digital literacy, which are based on the goals of the comprehensive program "Europe's digital decade: 2030" (European Commission, 2024), are a favorable factor influencing consumer behavior in the long term. Also, the course for integration into the Single Digital Market of the EU is an indisputable lever for the rapid development of digital marketing in Ukraine (Law of Ukraine on digital content and digital services, 2023). In order to provide a legal basis for the functioning of the digital market in Ukraine in 2024, amendments were made to the laws of Ukraine "On electronic identification and electronic trust services" (2017), "On electronic communications" (2020), "On digital content and digital services" (2023), etc. Taken together, these documents constitute an important part of the ethical and legal framework for integrated marketing activities in Ukraine, while other regulations and guidelines may further complement this framework. The changes introduced at the legislative level resulted in the transformation of the processes of market functioning as the basis of the market economy, caused the modification of not only the very concept of "marketing activity", but led to the expansion of the boundaries of the interpretation of its essence including the conditions of interaction in the digital market, the activity of which is based on the processes of digitization and the formation of knowledge economy as a component of the modern economic system of Ukraine. In this sense, digital marketing is a lever for the development of the national economy, since the directions of action of its tools permeate all stages of interaction between the producer and the consumer. The key in this context is the appropriateness and compliance with the requests of the target audience of both the product (service) itself and the positioning methods using both traditional marketing techniques and digital marketing tools. So, on the one hand, we have an arsenal of marketing activities and techniques (traditional and digital), on the other hand, a set of needs of the target audience, the high-quality and timely satisfaction of which is a source of profit. Comparison of needs and marketing tools in accordance with the stages of the purchase decision-making process will improve the communication policy and enhance the quality of interaction with the target segment of consumers.

Thus, it can be seen from the above that traditional marketing is the fundamental ground for the development of digital marketing, as it is based on the mission and strategic plan of business development, on the system of needs of the target audience, taking into account the complex of marketing measures influencing consumer behavior. In this context, digital marketing is a powerful tool of communication policy (as a component of traditional marketing) as it involves the use of digital channels to reach the target audience and keep their attention on the offered goods or services. The above demonstrates that digital marketing is a kind of art since the achievement of the ultimate goal – making a purchase by the consumer is possible only when organizing a high-quality manipulative influence on his/her behavior by providing such information about the product (service) that will cause him/her to trust the company and become an incentive for cooperation. The described effect is impossible without knowledge of the constituent elements of consumer behavior, which is the subject of traditional marketing research.

## LITERATURE REVIEW

The disclosure of the research problem is based on the analysis of the theoretical foundations of the formation of consumer behavior and the determination of the systemic impact of traditional and digital marketing tools on it. In this context, the degree of consumer perception of the value of the brand forms an effective sign, and the indicators of effectiveness and

efficiency of using traditional and digital marketing tools form factor signs that, in one way or another, determine consumer loyalty to a certain product or service. Therefore, taking into account that the level of consumer demand is determined by the influence of price and non-price factors on consumer behavior, it is worthwhile, first of all, to conduct an analysis of scientific approaches to defining the essence of the concept of “consumer behavior”.

The generalization of approaches to determining the essence and components of consumer behavior based on the papers of foreign scientists is presented in Table 1.

**Table 1. The generalization of the approaches of foreign scientists to the definition of the essence and components of consumer behavior.**

The name of the approach	The main components of the approach	The authors of the approach, source
1. Psychological approach	Focuses on internal processes and motivations that influence choices and decision-making. Main components: 1. Perception is the process by which a person selects, organizes, and interprets information to form a meaningful picture of the world. 2. Motivation – internal needs and desires that stimulate the buyer to action; 3. Beliefs and attitudes – the buyer's long-term evaluations, feelings, and dispositions toward objects or ideas that may influence his/her decision.	1. Solomon, M. R. (2018). <i>Consumer Behavior: Buying, Having, and Being</i> . Pearson. 2. Schiffman, L. G., & Wisenblit, J. (2019). <i>Consumer Behavior</i> . Pearson.
2. Social approach	Considers the influence of social factors on buyer behavior. Such factors include: 1. Social classes – groups to which buyers belong based on their economic status, education, income, and occupation; 2. Culture is a set of values, beliefs, and norms that influence the behavior of the buyer; 3. Reference groups – groups of people that influence the evaluations, beliefs, and behavior of the buyer; 4. The family is the main group that significantly influences the buyer's behavior through the process of socialization.	1. Kotler, P., & Keller, K. L. (2011). <i>Marketing Management</i> (14th ed.). Pearson 2. Hawkins, D. I., Mothersbaugh, D. L., & Best, R. J. (2019). <i>Consumer Behavior: Building Marketing Strategy</i> . McGraw-Hill Education.
3. Economic approach	It is based on how consumers use their resources, including money and time, to meet their needs. This approach is based on the assumption that buyers act rationally, seeking to maximize their utility.	1. Becker, G. S. (1976). <i>The Economic Approach to Human Behavior</i> . University of Chicago Press. 2. Stigler, G. J. (1987). <i>The Theory of Price</i> . Macmillan.
4. Behavioral approach	Focuses on observable consumer behavior and external influences such as advertising, in-store placement, discounts, etc. Main components: 1. Stimulus-response is a model that explains buyer behavior as a reaction to external stimuli. 2. Learning is the process through which the buyer acquires knowledge and experience that changes his/her behavior.	1. Foxall, G. R. (2016). <i>The Routledge Companion to Consumer Behavior Analysis</i> . Routledge. 2. Skinner, B. F. (1953). <i>Science and Human Behavior</i> . Macmillan.
5. Integrative approach	Combines elements of various theories and models to create a comprehensive understanding of consumer behavior. This approach recognizes that consumer behavior is multifaceted and cannot be explained using only one approach. The model of consumer behavior includes influencing factors, the decision-making process, and behavioral outcomes.	1. Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). <i>Consumer Behavior</i> . Dryden Press. 2. Hoyer, W. D., MacInnis, D. J., & Pieters, R. (2017). <i>Consumer Behavior</i> . Cengage Learning.

Thus, the generalization of the approaches of foreign researchers confirms the existence of a wide range of factors influencing consumer behavior, the consideration of which allows marketers to develop effective strategies for attracting and retaining customers.

Also, existing models are the conceptual foundations of the study of consumer behavior, which make it possible to characterize the actions of buyers and predict the direction of their further activities. Among the fundamental models on which the research of Ukrainian scientists is based, there are models of foreign scientists, the content of which is summarized in Table 2.

**Table 2. The models of consumer behavior (according to the approaches of foreign scientists).**

Model name / main parameters of the model	Source
<b>1. Model of consumer behavior EBM (Engel, Blackwell, Miniard)</b>	
<p>The EBM model developed by Engel, Blackwell, and Miniard is one of the most popular models of consumer behavior. It includes five main stages:</p> <ol style="list-style-type: none"> <li>1. Emergence of need – awareness of a need or problem that needs satisfaction or resolution.</li> <li>2. Information search – the process of gathering information about possible ways to satisfy a need.</li> <li>3. Evaluation of alternatives– comparing different options and choosing the most suitable one.</li> <li>4. Making a purchase decision – choosing a specific product or service and making a purchase.</li> <li>5. Post-purchase behavior – evaluation of satisfaction with the purchase and decisions as to further actions (repeat purchase, recommendations to others, etc.).</li> </ol>	Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995)
<b>2. Philip Kotler's model of consumer behavior</b>	
<p>Philip Kotler offers a model of consumer behavior that emphasizes the influence of marketing and other stimuli on the mind of the buyer, which leads to his/her behavioral response.</p> <ol style="list-style-type: none"> <li>1. Marketing and other incentives: product, price, place, promotion, economic, technological, political, and cultural factors.</li> <li>2. The consumer's black box: buyer characteristics (cultural, social, personal, and psychological factors). The process of decision-making by the consumer.</li> <li>3. Consumer response: product selection, brand selection, dealer selection, purchase time, purchase volume.</li> </ol>	Kotler, P., & Keller, K. L. (2011). <i>Marketing Management</i> (14th ed.). Pearson
<b>3. Howard-Sheth Model of Consumer Behavior</b>	
<p>Developed by John Howard and Jagdish Sheth, this model describes a complex decision-making process, particularly for high-involvement purchases.</p> <ol style="list-style-type: none"> <li>1. Input variables: information signals from marketing and other sources (advertising, conversations, personal experience).</li> <li>2. Perceptual-emotional construction: consumer characteristics that include motivations, attitudes, perceptions, and emotions.</li> <li>3. Output variables: purchase decisions, including brand, seller, volume, time, and frequency of purchase.</li> <li>4. Feedback: outcomes that influence future behavioral changes (satisfaction, loyalty, repeat purchases).</li> </ol>	Howard, J. A., & Sheth, J. N. (1969)

When building a marketing system to influence the loyalty of the target audience, understanding consumer behavior models is the basis for developing effective strategies for attracting and retaining customer attention. Models presented in Table 2 are built taking into account different stages and factors that influence consumer decision-making, which helps to better understand his/her behavior and motives.

The research of Ukrainian scientists also contains a keen interest in solving the problem of determining the components of consumer behavior and the reasons for their choice of a specific product or service. Thus, Art Nation Loyalty research (2023) notes that customer loyalty to a brand is formed by organizing regular positive interaction and emotional connection. This is the basis for creating positive associations through the emotional reactions of consumers as a result of interaction with the brand. In this approach, it is claimed that habit is the initial stage of the formation of consumer loyalty to the brand, then there is respect and satisfaction from the interaction, which in the final case is transformed into trust.

In the opinion of Yevseitseva & Potekha (2016), the necessity of researching consumer behavior as a basis for planning the marketing activities of an enterprise is substantiated. The authors reveal in detail microeconomic, psychological, sociological, and integrated approaches to modeling consumer behavior. The proposed model of information perception and processing is interesting; it includes the interaction of two thinking systems: "autopilot" (fast, intuitive processing); "pilot" (slow, rational processing). The scientists note that the perception of goods by consumers depends on the context in which they are located. The results of psychological experiments given in the paper by Yevseitseva & Potekh (2016) show that the product demonstration activates the pleasure center in the consumer's brain, and the price activates the part of the brain that is activated when experiencing pain.

Thus, the analysis of scientists' approaches to understanding the constituent elements of consumer behavior and determining the levers of its motivation allows for the formation of a theoretical basis for the conceptual foundations of planning and development of complex marketing actions, which require the systematic use of traditional and digital marketing tools.

A feature of the behavior of the modern consumer is the formation of his/her consumer preferences as a result of the constant influence of not only the factors of the micro- and macro-environment, but also the 24-hour environment surrounding by the factors of the marketing digital environment. The above emphasizes the need to consider traditional and digital marketing not as separate types of marketing activities of business entities, but as a single system. The effectiveness and efficiency of the functioning of this system are measured by the levels of indicators of the use of tools and methods of traditional and digital marketing.

The research (Holovchuk et al., 2018) contains a thorough analysis of the distinctive features of traditional and digital marketing, and outlines the disadvantages and advantages of each of them. The authors note that digital marketing represents a type of marketing activity that involves communicating with the audience through digital channels to solve business problems. At the same time, they consider traditional marketing as an element of communication policy using classic means of communication (television, radio, printed publications) and outdoor advertising. However, taking into account the scale of research carried out by the scientists, it is worth noting that their paper reveals only the communication component of the complex of marketing activities, which is really the most in demand during the development of strategic marketing solutions. Undoubtedly, such components of the marketing complex as product, price, and place also need researchers' attention.

The study of the essence of digital, traditional, and Internet marketing with the definition of common features and differences is presented in the paper (Marchuk, 2018). The author suggests introducing digital tools into modern marketing, understanding them as an innovative way of communicating with customers. According to the scientist, digital marketing can cover both online and offline communication channels. It is worth noting that digital marketing covers not only the Internet, but also such channels as digital television, radio, mobile applications, and POS terminals. It integrates a large number of technologies and provides a business presence in both virtual and real environments. In turn, Internet marketing is a component of digital marketing and includes only those channels that are available on the Internet: SEO, contextual advertising, webinars, etc. Traditional marketing covers communication methods that do not involve digital technologies: print ads, television, radio, and billboards. Therefore, the conclusions and recommendations provided by (Marchuk, 2018) form the conceptual basis for understanding digital marketing as an innovative management tool, but, at the same time, require additional research on the issue of digital marketing integration into society and the problem of synthesizing digital and traditional marketing tools into a single system of marketing activity. In this article, the terms are used consistently: "digital marketing" refers to the broader concept, while "internet marketing" is treated as its subcomponent.

In the research for 2022-2024, scientists (Oklander et al., 2024) raise the issue of using digital marketing tools in terms of survival and growth of small and medium-sized businesses during the war in Ukraine. In this context, the implementation of Internet marketing strategies is aimed at countering Russian disinformation through social networks and digital channels of promotion and development of brands through social media. The problem of improving SMM activities as a powerful tool for forming and maintaining a target audience through the reasonable use of digital marketing methods is a separate area of research into the development of digital marketing. In many papers by scientists, in particular (Romanusha, 2024), the problem of the role of artificial intelligence in the direction of improving the SMM strategy of business due to the optimization of business processes and the development of high-quality content relevant to consumer requests is raised. In addition, recent research emphasizes the growing importance of AI-based tools in marketing content creation and personalization (Gupta et al., 2020). At the same time, other studies highlight the transformation of digital marketing strategies under modern challenges (Oklander et al., 2024).

Thus, it is fair to note that consumer behavior is a complex and multifactorial category, the formation and manipulation of which is determined by the influence of a combination of traditional and digital marketing tools. Modern research emphasizes the importance of integrating these tools into a single marketing system, which allows meeting the needs of consumers as effectively as possible. The identified approaches of foreign and Ukrainian researchers emphasize the need for further study of the synthesis of traditional and digital methods in order to improve their effectiveness in the formation of customer loyalty and satisfaction. Such integration has the potential to significantly increase the competitiveness of enterprises in the domestic and global markets.

## AIMS AND OBJECTIVES

The purpose of the study is to develop theoretical and methodological foundations for harmonizing traditional and digital marketing into a unified system of modern marketing activities of enterprises, which ensures a positive impact on consumer behavior and contributes to achieving strategic business goals. The study is based on the principles of flexibility, adaptability, and an analytical approach under conditions of digital market transformation.

In this regard, the research involves identifying contemporary approaches to understanding consumer behavior and the factors that shape it; analyzing the effectiveness of traditional and digital marketing tools; generalizing the directions of integration between traditional and digital marketing components; forming an integral approach to assessing marketing performance based on relevant indicators; substantiating practical recommendations for optimizing enterprise marketing strategies in the context of changing consumer preferences.

## METHODS

In order to theoretically justify the need to harmonize the foundations of the development of traditional and digital marketing as a single system of positive influence on consumer behavior, the primary task is to assess the practical aspects of the development of this system. This will make it possible to determine the scope and prospects of the implementation of complex marketing activities aimed at attracting and retaining the attention of consumers, taking into account modern trends. So, the digital era caused revolutionary changes in all spheres of human life. Modern consumers use digital technologies to view many offers of goods and services to meet immediate needs and assess the quality of information that needs to be processed in order to transact with a seller in a matter of minutes. The consumer's path from realizing a need to purchasing a product does not always begin and at the same time end exactly on the site where the conversion takes place. Sometimes there are multiple channels that can lead to that site, which are building blocks of the digital marketing environment. Taking into account the psychological aspects of the reaction to direct advertising and the occurrence of a possible rejection of the offer by the consumer, the modern realities of developing advertising campaigns require giving them features of nativity, lightness, interest, informativeness, and relevance. Achieving a reaction to the positive impact of advertising on consumer behavior can be ensured by displaying advertising at a convenient time in a comfortable and relaxed environment. This is what allows advertising to be felt as part of recreation, and not something intrusive that you do not want to spend your time and attention on. That is why it is convenient to advertise a product on social networks, as recreation and entertainment are the main purposes for visiting them by consumers. According to data (DataReportal, 2024), the number of users of social networks in Ukraine at the beginning of 2024 is 64.9% of the total population, of which 52.9% are women, and 47.1% are men.

This confirms the fact of a significant transformation in the behavior of the modern consumer in recent years. It acquired new features and new factors of formation under the influence of the marketing digital environment itself, which is understood as a set of digital channels, platforms, tools, and technologies used to attract and interact with the audience in the online environment for the purpose of promoting goods or services.

The results of the theoretical analysis of approaches to understanding the structure of the digital marketing environment became the basis for determining the classification features of its constituent elements:

1. Social networks: Facebook, Instagram, TikTok, LinkedIn, and others, where companies can interact with their audience through publications, advertisements, and interviews.
2. Search systems: are used to search for information and advertising by keywords.
3. E-mail: email platforms such as Gmail, Outlook, Yahoo, and others are used to send promotional messages, newsletters, and promotions.
4. Mobile applications: applications on mobile devices where potential consumers spend a lot of time, providing opportunities for advertising and marketing.
5. Websites and blogs: online platforms where companies can post content, create landing pages, and conduct e-commerce.
6. Analytics and management tools: to measure the effectiveness of campaigns, analyze data, and automate marketing management processes.
7. Internet technologies: technologies that allow personalizing interaction with the audience, such as artificial intelligence, machine learning, data analysis, etc.

The summary of data on the number of users of social networks and the share of consumers covered by advertising through social media in Ukraine as of January 2024 is presented in Table 3.

**Table 3. The results of summarizing data on the number of users of digital services and the share of consumers covered by advertising through social media in Ukraine as of January 2024. (Source: DataReportal (2024))**

Social network	Number of users, million people	Percentage of advertising coverage of the total population, %	Prevailing content type
Facebook	13.85	37	Textual
YouTube	24.3	64.9	Video content Audio content
Instagram	12.4	33.1	Visual
TikTok	16.47	53.9	Video content
LinkedIn	5.1	13.6	Textual
X (Twitter)	4.55	12.2	Textual

The obtained results of the study of consumer activity in social networks in Ukraine made it possible to single out video hosting YouTube as the most popular platform, with a total reach of 24.3 million users and the ability to display advertising for 64.9% of the population of Ukraine. Video platform TikTok, which has 16.47 million users, is quite popular and has a high level of advertising coverage of the population (53.9%). The number of users of the Facebook social network is gradually increasing and as of January 2024 is 13.85 million people, which makes it possible to estimate that advertising and creative 37% of the total number of Ukrainians. The social network Instagram has 12.4 million users and distributes advertising to 33.1% of the population of Ukraine.

Therefore, the growing level of interest in social networks among Ukrainians forms a strong foundation for building competitive marketing campaigns of business owners, the strategic tasks of which will consist of fighting for the attention of the target audience by demonstrating interesting and relevant content in order to obtain profits due to the increase in the number of conversions. Thus, the strategic role of the quality of content in social networks, which is a key factor in attracting the attention of consumers, is substantiated from the above. Also, the results of the research indicate that the most popular digital services with the highest percentage of advertising coverage are those that mainly demonstrate video content or visual content, which is also explained by the psychological features of the perception of events in the external environment through the human organs of vision and hearing.

The disclosure of the research problem is seen in the need to develop a business promotion strategy in the digital marketing environment, with a focus on predicting the possible reaction of consumers. The analysis of theoretical achievements and practical developments in the specified direction of research made it possible to single out the stages of development of this strategy, which are listed in Table 4.

**Table 4. The stages of developing a business promotion strategy in a digital marketing environment. (Source: Developed by the authors based on Prometheus (2021), Chaffey & Ellis-Chadwick (2019), Genius.Space (2024))**

The name and purpose of the stage	List of actions
<b>1. Analysis of the market and competitors</b>	
Assess the current state of the market, the competitive environment, and determine the place of business positioning.	<ol style="list-style-type: none"> <li>Market research using analytics tools (Google Analytics, SimilarWeb).</li> <li>Carrying out a SWOT analysis of competitors.</li> <li>Analysis of keywords and search queries.</li> </ol>
<b>2. Target audience segmentation</b>	
Clearly identify and characterize the target audience.	<ol style="list-style-type: none"> <li>Creation of detailed profiles of buyers (Buyer Personas).</li> <li>Segmentation based on demographic, psychographic, behavioral data.</li> <li>Analysis of points of contact with the client.</li> </ol>
<b>3. Setting goals and KPIs (Key Performance Indicators)</b>	
Determine the main goals of strategy implementation and a set of key performance indicators (KPI).	<ol style="list-style-type: none"> <li>Development of a system of SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound).</li> <li>Determination of the main metrics for monitoring the implementation of the business promotion strategy on the Internet:                             <ul style="list-style-type: none"> <li>Website Traffic;</li> <li>Bounce Rate;</li> <li>Average Session Duration;</li> <li>Conversion Rate;</li> <li>Customer Acquisition Cost, CAC;</li> <li>Return on Marketing Investment, ROMI;</li> <li>Social Media Engagement;</li> <li>Customer Retention Rate;</li> <li>Click-Through Rate, CTR;</li> <li>email marketing performance indicators.</li> </ul> </li> </ol>

(continued on next page)

Table 4. Continued.

The name and purpose of the stage	List of actions
<b>4. Content strategy development</b>	
Develop a content plan relevant to the requests of the target audience in order to attract and retain the attention of the target audience.	<ol style="list-style-type: none"> <li>1. Development of a content plan for blog, social networks, and email marketing.</li> <li>2. Development of a calendar of publications.</li> <li>3. The use of SEO-optimized texts in order to demonstrate business offers in the highest search results.</li> </ol>
<b>5. Promotion through various digital marketing channels</b>	
Use a multi-channel approach to maximize the attention of the target audience.	<ol style="list-style-type: none"> <li>1. Implementation of the SMM (Social Media Marketing) strategy with a focus on platforms where the target audience is concentrated.</li> <li>2. Using PPC (Pay-Per-Click) campaigns in Google Ads and social networks.</li> <li>3. Application of email marketing with personalized offers.</li> </ol>
<b>6. Site optimization and UX/UI design</b>	
Provide users with a convenient and pleasant experience of interacting with the company's website.	<ol style="list-style-type: none"> <li>1. Site audit for usability (User Experience).</li> <li>2. Optimizing page loading speed.</li> <li>3. Responsive design for mobile devices.</li> </ol>
<b>7. The evaluation and analysis of the implementation of the business promotion strategy in the digital marketing environment</b>	
Constant monitoring of the results of the implementation of the business promotion strategy in the digital marketing environment. Strategy adaptation to changing conditions and consumer preferences.	<ol style="list-style-type: none"> <li>1. Implementation of an analytics system for KPI monitoring.</li> <li>2. Conducting A/B testing to optimize content and advertising.</li> <li>3. Regular data analysis and strategy adjustments.</li> </ol>
<b>8. Strategy review and optimization</b>	
Continuous improvement of the strategy based on results.	<ol style="list-style-type: none"> <li>1. Quarterly audit of efficiency and effectiveness.</li> <li>2. Making changes to the strategy based on the received data.</li> <li>3. Finding new opportunities to expand and improve campaigns.</li> </ol>

Therefore, the planning and development of activities for the implementation of the business promotion strategy in the digital marketing environment should begin with the analysis of the market and competitors. To solve this problem, Google Analytics tools are widely used, which provide a wide range of opportunities for evaluating consumer behavior, determining the target audience, and evaluating the effectiveness of marketing strategies.

The key features of Google Analytics in market research are the following:

1. Audience analysis.
  - Demographics and interests: obtaining data about demographic characteristics (age, gender) and interests of users, which allows one to more accurately define the target audience and adapt marketing messages.
  - Geography: visitor location information to help identify key high-potential regions and tailor regional marketing strategies.
2. Analysis of user behavior.
  - Behavior Flow: tracking the user's journey on the site, which helps to understand which pages are viewed most often and on which users lose interest or leave the site. This is useful for optimizing user experience (UX) and increasing conversions.
  - Analysis of rejections (Bounce Rate): analysis of the number of visitors who leave the site after viewing one page. The results make it possible to evaluate the quality and compliance of the content with the requirements of consumers and the relevance of the page to the requests.
3. Analysis of traffic sources.
  - Traffic sources: information about where visitors to the site come from (organic search, social networks, referral sites, paid advertising), which allows one to evaluate the effectiveness of various marketing channels.
  - Campaigns and UTM tags: Track the performance of individual marketing campaigns using UTM tags, which help one understand which campaigns are driving the most traffic and conversions.
4. Analysis of conversions.
  - Goals and Events: Set up and track conversions based on goals (e.g., purchase, newsletter subscription) and events (e.g., button click), which is important for evaluating the effectiveness of marketing efforts.
  - Conversion funnel: visualization of the user's path to conversion, determination of the stage of the process at which outflow most often occurs. The information obtained is the basis for optimizing this process.
5. Reporting and analytics.
  - Custom Reports: Create customized reports to analyze specific aspects of the business or marketing campaigns.

- Integration with other tools: Google Analytics can integrate with other tools, such as Google Ads, which allows evaluating the effectiveness of advertising directly in the context of user activity on the site.

The analysis of keywords (which marketers and SEO specialists use to optimize content on the site) and search queries (what users actually type into the search engine to find information) is also strategically important. When a consumer searches for information, Google Ads triggers the display of ads for those user queries that match keywords from business owners.

At the stage of segmentation of the target audience, the compilation of consumer profiles (Buyer Personas) and the analysis of points of contact with them acquire significant importance in determining promising directions of digital marketing. The information obtained during this stage of developing a business promotion strategy in the digital marketing environment will allow creating a portrait of the target consumer, his/her demographic, behavioral, and psychographic data. A detailed analysis of consumer contact points with the brand provides for the development of a Customer Journey Map, which makes it possible to display the buyer's path from awareness of the value of the brand to after-sales service. The most common points of contact with the brand include: online advertising, social networks, website, e-mail, physical stores, call centers, mobile applications, etc. Evaluating the efficiency and effectiveness of each point of contact will allow optimizing the communication policy and ensuring the convenience of customer interaction with the brand, which will ultimately contribute to enhancing their loyalty and increasing conversions.

To measure the efficiency and effectiveness of the implementation of the developed business promotion strategy in the digital marketing environment, it is proposed to use the generalized formula of the integrated indicator of the efficiency and effectiveness of Internet marketing developed within the scope of this research:

$$IIMPEI = w_1 \times \frac{WST}{CT} + w_2 \times \frac{CR}{CCR} + w_3 \times \frac{ROMI}{TROMI} + w_4 \times \frac{CRR}{TCRR} + w_5 \times \frac{SME}{TSME} \quad (1)$$

where *IIMPEI* – integral indicator of performance and efficiency of Internet marketing; *WST* website traffic; *CT* – target traffic; *CR* – conversion rate; *CCR* – target conversion rate; *ROMI* – return on marketing investment; *TROMI* – target level of return on marketing investment; *CRR* – customer retention rate; *TCRR* – target customer retention rate; *SME* – indicator of social media engagement; *TSME* – target indicator of social media engagement;  $w_1, w_2, w_3, w_4, w_5$  the weighting factors of the importance of each metric for a specific business. The sum of the weighting factors must be equal to 1.

The data for calculating formula (2) can be obtained from various sources: marketing research results (surveys, panel data), CRM systems, and advertising platforms (e.g., Google Analytics, advertising dashboards), financial statements of the company, as well as strategic KPI documents that set the target values of indicators.

In practical use, weighting factors ( $w_1...w_5$ ) are determined depending on the company's strategic goals, with their sum equal to 1. Normalization of indicators can be carried out, for example, by the min–max method, which ensures comparability of metrics of different scales.

The calculated IIMPEI level makes it possible to assess the degree of fulfillment of the goals of the business promotion strategy in the digital marketing environment; the closer the value is to 1, the higher the level of achievement of the set goals is.

The use of the proposed formula enables evaluating the effectiveness and efficiency of Internet marketing for a certain period of time.

These formulas are universal and can be applied to enterprises with different levels of digital maturity. Their empirical testing on real or synthetic data can be the subject of further research.

To evaluate the effectiveness and efficiency of using traditional marketing channels, it is advisable to use quantitative and qualitative research methods. Thus, a generalization of the set of channels of traditional marketing activity and possible methods of evaluating their effectiveness are presented in Table 5.

**Table 5. The directions for evaluating the effectiveness and efficiency of channels of traditional marketing activities of business entities.**  
 (Source: Developed by the authors based on Kotler & Keller (2011), Hawkins et al. (2019), Holovchuk et al. (2018))

Channel	Indicator
1. TV	Evaluation of audience share (TV Ratings). Measures the percentage of households or viewers who viewed an ad at a given time. Used to estimate coverage.
	Reach and Frequency. Determines how many times the same viewer saw your ad and how many unique viewers were reached.
	Response Rate. Can be measured by the number of calls or site visits after an ad is shown.
2. Radio	Radio Ratings. Evaluation of the popularity of the radio station during the broadcast of advertising.
	Audience Share. The percentage of listeners representing the target audience who heard the ad.
	Call-to-Action Response. The number of calls or visits to the company's website after listening to the ad.
3. Printed editions	Circulation and Readership. The number of people who receive a newspaper or magazine, and the number of people who actually read it.
	Ad Recall Rate. Determines how many readers remembered the ad.
	Response Rate. The number of people who responded to the call to action in the ad (for example, redeemed a coupon, visited a store, etc.).
4. Outdoor advertising	Reach. The number of people who saw an outdoor ad. Can be measured by road traffic data or surveys.
	Response Rate. The number of people who followed a call to action after seeing an ad (for example, visited a store, took advantage of an offer).
	Cost Per Thousand Impressions, CPM. The cost of advertising impressions per thousand people.
5. Direct Mail	Reach. Number of sent materials.
	Response Rate. The number of people who responded to the mailing (for example, used a coupon, ordered a product).
	Cost Per Response. The cost of mailing divided by the number of responses.
6. Events and sponsorships	Attendance. The number of people who attended the event or saw the brand during the sponsored event.
	Brand Recognition. Evaluation of the extent to which event participants remember your brand or associate it with the event.
	Lead Generation and Sales Conversion. The number of leads or sales that occurred as a result of participating in the event.
7. Public Relations, PR	Media Reach. The number of people who could see PR materials in newspapers, magazines, radio, or television.
	Cost Per Thousand Impressions, CPM. The cost of placing PR materials, divided by the number of people who could see or hear them.
	Sentiment Analysis. Analysis of sentiment or reaction to your PR campaign (positive, negative, or neutral feedback).

Thus, the analysis of the efficiency and effectiveness of traditional marketing channels is complicated by the fact that, for its implementation, you need to have information that can only be obtained by field marketing research methods (surveys, interviews, questionnaires), which is a rather difficult task and requires a certain amount of time. Also, each channel of traditional marketing has its own specific performance indicators. At the same time, the evaluation of the effectiveness of traditional marketing channels will help to find out the appropriateness of using a certain channel to achieve strategic marketing goals, which will become the basis for optimizing advertising costs in accordance with the obtained results.

It is proposed to use the integral indicator formula developed within the scope of this study for a generalized assessment of the efficiency and effectiveness of the functioning of traditional marketing channels:

$$IMETM = w_1 \times \frac{R}{C} + w_2 \times \frac{RR}{T} + w_3 \times \frac{ROI}{TR} + w_4 \times \frac{BR}{TB} + w_5 \times \frac{CTR}{TC} \quad (2)$$

where *IMETM* – integral indicator of effectiveness and efficiency of traditional marketing channels; *R* – Reach (number of people who saw the ad); *C* – Cost (total cost per marketing channel); *RR* – Response Rate (number of people who took the desired action after interacting with the ad (eg call, purchase)); *T* – Total Responses the total number of responses or actions that can be received through this channel; *ROI* – Return on Investment – ratio of profit to costs for this channel; *TR* – Target ROI the target level of return on investment set by the company; *BR* – Brand Recall brand awareness (proportion of people who remember or recognize the brand after advertising); *TB* – Target Brand Recall the target level of brand awareness set by the company; *CTR* – Conversion Rate (the percentage of people who took a desired action (such as a purchase) after viewing an ad); *TC* – (Target Conversion Rate) the target conversion rate set by the company; *w<sub>1</sub>*, *w<sub>2</sub>*, *w<sub>3</sub>*, *w<sub>4</sub>*, *w<sub>5</sub>* the weighting factors of the importance of each metric for a specific business. The sum of the weighting factors must be equal to 1.

The data for calculating formula (2) can be obtained from various sources: marketing research results (surveys, panel data), CRM systems, and advertising platforms (e.g., Google Analytics, advertising dashboards), financial statements of the company, as well as strategic KPI documents that set the target values of indicators. The set of indicators proposed in Table 5 forms a unified system for evaluating traditional marketing channels. In practical use, weighting factors ( $w_1...w_5$ ) are determined depending on the company's strategic goals, with their sum equal to 1. Normalization of indicators can be carried out, for example, by the min–max method, which ensures comparability of metrics of different scales.

Therefore, when addressing the research problem of considering digital marketing (including Internet marketing) and traditional marketing as a single system of modern marketing, it becomes necessary to apply an integral evaluation method. This approach makes it possible to construct a multidimensional structure of the integral indicator of the overall effectiveness of marketing activities, which is a promising direction for further research.

Improving the efficiency and effectiveness of business entities, particularly in marketing activities, requires sustained consumer attention and loyalty to the brand. These become strategic priorities in the digital marketing environment, where timely managerial attention to the adoption of modern marketing tools is essential for achieving strategic development goals and maintaining target audience engagement.

Thus, the proposed research methodology is based on a comprehensive approach that integrates theoretical and practical aspects. The definition and analysis of the digital marketing environment, along with the evaluation of the effectiveness of both traditional and digital tools, provide the foundation for building a scientifically grounded system of marketing activities. The harmonization of traditional and digital marketing within a single system enables not only the assessment of current trends in consumer behavior but also the development of practical recommendations for effective customer acquisition and retention. The integrated indicators proposed in this study serve as key instruments for measuring marketing performance and optimizing business strategies.

## RESULTS

Disclosure of the research goal involves the search for ways of harmonizing traditional and digital marketing and considering it as a single system of modern marketing, the main purpose of which is to provide a positive impact on consumer behavior. Based on this, it will be appropriate to improve the structure of the traditional marketing complex (7P: product; price; place; promotion; people; process; physical evidence) by supplementing it with the relevant components of the digital marketing complex and determining the points of intersection, Table 6.

**Table 6. The harmonization of the components of the complexes of traditional and digital marketing into a single complex of modern marketing.** (Source: Developed by the authors based on Kotler, Kartajaya & Setiawan (2024), Kannan & Li (2017), Chaffey & Ellis-Chadwick (2019))

A component of the traditional marketing complex	A component of the digital marketing complex	Crossing point of the component complexes	A new proposed definition of the component of the complex of modern marketing
<b>1. Product</b>			
Product or service in its embodiment. This includes features, design, packaging, quality, and other elements that make the product unique and attractive to buyers. Product line options, branding, and after-sales support are also important.	Products can be both physical and digital (e.g., apps, online services). This includes digital features such as UX, mobile apps, online services, and additional digital features that accompany the product.	The possibility of using digital tools to enhance physical products (e.g., mobile apps to control gadgets) or provide physical products with additional digital content (e.g., AR experience when purchasing a product).	A product in the modern marketing system is a commodity or service that combines physical and digital characteristics, providing the consumer with both material benefits and digital tools to increase convenience and functionality. A product may include digital applications, services, or integrated technologies that complement its traditional qualities.
<b>2. Price</b>			
Selling price of the product. This includes pricing strategies (discounts, promotions, premium pricing, competition). It is important to take into account both the cost of production and demand, competition, as well as market positioning.	Dynamic pricing, online promotions, and real-time competitive tracking software.	Use of digital technologies to monitor market prices in real time, personalized offers over the Internet, and integration with e-commerce platforms to set different levels of pricing.	Price in modern marketing is dynamic and multifaceted. It takes into account not only the classical approaches to determining the value of a product, but also the possibilities of personalization provided by digital tools. The pricing model can be based on real-time data about consumer behavior and use of online strategies such as dynamic pricing or subscription services.

(continued on next page)

Table 6. Continued.

A component of the traditional marketing complex	A component of the digital marketing complex	Crossing point of the component complexes	A new proposed definition of the component of the complex of modern marketing
<b>3. Place</b>			
<p>Ways of delivering the product to the final consumer. They include the choice of distribution channels (wholesale, retail stores, online stores), logistics management, and availability of products at the right time in the right place.</p>	<p>These are online platforms, online stores, mobile applications, and social networks, where the product can be presented and bought.</p>	<p>An omnichannel strategy where physical stores are combined with online stores (for example, click-and-collect), as well as selling through social networks or mobile applications.</p>	<p>The place in modern marketing means integrating physical and digital channels to deliver a product to consumers. This covers both traditional stores and online platforms, social networks, and mobile applications. The main principle is omnichannel, when the consumer can interact with the brand in a way convenient for them: through physical points of sale or online.</p>
<b>4. Promotion</b>			
<p>This is communication with customers for the purpose of informing, persuading, and reminding them of a product or service. Includes advertising, PR, direct sales, and other ways of communicating with the audience.</p>	<p>It is a component of the communication marketing policy. Covers Internet advertising (SEO, contextual advertising), SMM, email marketing, influencers, content marketing, and video content on YouTube and other platforms.</p>	<p>Integrated marketing campaigns that combine traditional and digital channels to achieve maximum effect. For example, advertising on television with a link to a website or page in social networks, integration of offline promotions with online newsletters and promos.</p>	<p>Promotion within the framework of modern marketing is a comprehensive communication strategy that combines traditional methods of advertising (TV, radio, print) with digital channels (social networks, content marketing, influencers, email marketing). Promotion is based on a holistic approach, when classic channels interact with digital ones to enhance the effect and reach a wider audience.</p>
<b>5. People</b>			
<p>Everyone involved in the creation, promotion, sales, and service of the product, as well as the end users. People are a key factor in service industries, where the customer experience is often defined by the quality of interactions with staff.</p>	<p>People who interact with a brand through digital platforms communicate with brand representatives through chats, social networks, or webinars.</p>	<p>In the digital age, staff continue to be important, but interactions are becoming more automated (chatbots, CRM systems). However, personalized real-time assistance on websites or through social networks creates an important additional element in the consumer experience.</p>	<p>People in modern marketing include not only employees and customers, but also digital agents (chatbots, artificial intelligence). Communication between people and the brand can take place both through physical contact and through digital channels (online chat, social networks). The main goal is to provide high-quality interaction through any channel, taking into account the individual needs of the client.</p>
<b>6. Process</b>			
<p>These are all internal processes that help ensure the delivery of a product or service. The rationality of the organization of all processes is strategically important for service companies, where the efficiency and quality of service are directly dependent on the organization of processes. These include: technologies; logistics; customer service system; supply chain management, etc.</p>	<p>Automation of service processes (webinars, e-commerce, CRM systems for managing customer data).</p>	<p>Integration of automated processes into traditional marketing, for example, the possibility of online ordering of goods in physical stores, automated services in stores, or digital platforms for managing service requests.</p>	<p>Processes in the modern marketing system include automation and digital solutions to improve service and efficiency. These are internal and external business processes that combine classic management methods with digital technologies, such as CRM systems, marketing automation, and big data analytics, to personalize the customer experience.</p>
<b>7. Physical Evidence</b>			
<p>This component refers to the material aspects that confirm the quality of the service or product. For example, for restaurants, it can be the atmosphere of the establishment, cleanliness, or design. For an online business, this is a website, packaging design, documents, and quality certificates. Physical evidence helps create the right impression about the brand and the product.</p>	<p>The design of websites, mobile applications, UX/UI, and visual elements of online advertising.</p>	<p>Creation of unified branding in physical and digital channels. For example, product packaging can be interactive through QR codes, leading to an online experience, or a physical space can be integrated with virtual platforms (AR experience).</p>	<p>Physical evidence in modern marketing covers both physical elements (packaging, product design, store appearance) and digital elements (UX/UI designs, visual elements of websites, mobile applications, digital presence in social networks). They help create a coherent brand image in the eyes of the consumer, both in the physical world and in the digital environment.</p>

The obtained results of the analysis of the complex of traditional and digital marketing made it possible to determine the points of intersection of its elements in each component and to propose its modern definition. Based on this, the study proposes to improve the definition of the complex of modern marketing, and to consider it as an integrated approach to meeting the needs of consumers and achieving business goals based on the combination of traditional marketing methods with digital tools. It is grounded on the principles of flexibility, personalization, analytical approach, and omnichannel,

based on the use of physical and digital channels to create a comprehensive customer experience. Modern marketing is based on adaptation to changes in consumer behavior, the growing influence of technology, the importance of social responsibility of business, and the need to quickly respond to market changes.

Thus, modern marketing is a hybrid system, where each of the 7P components integrates traditional and digital aspects, creating a unified and coherent experience for the consumer. This allows the business to be more flexible and respond to challenges in the external environment.

Based on the proposed methodology for developing a business promotion strategy in the digital marketing environment, at the stage of segmenting the target audience in order to analyze the points of contact of the brand with consumers, it is appropriate to take into account the results of the research on the goals and possibilities of using digital marketing channels by business owners and consumers, which are given in Table 7.

**Table 7. The results of research on the goals and possibilities of using digital marketing channels by business owners and consumers.**  
(Source: Developed by the authors based on Genius.Space (2024), Kotler, Kartajaya & Setiawan (2024), Prometheus (2021))

Channel	Content type	The main possibilities of using the business owner's channel	The main purposes of using the channel by consumers
Video hosting on YouTube	Video	<ol style="list-style-type: none"> <li>1. Get consumers interested in offers by scaling "discovery" advertising (an offer to watch an advertising video in recommendations after consumers watch a video they previously selected).</li> <li>2. Drive action by showing ads before or during a video.</li> </ol>	Viewing video content on various topics: educational purpose, rest, etc
Social network Facebook	Text, image, video	<ol style="list-style-type: none"> <li>1. Targeted advertising to different audiences based on demographic, geographic, and behavioral data.</li> <li>2. Using business pages to attract and engage with followers through posts, events, surveys, and promotions.</li> <li>3. Conducting live broadcasts to engage the audience in real time.</li> </ol>	<ol style="list-style-type: none"> <li>1. Communication with friends and family, exchange of news.</li> <li>2. Viewing content, participating in communities of interest.</li> <li>3. Search for information about brands, goods, and services.</li> </ol>
Social network Instagram	Images, videos, stories	<ol style="list-style-type: none"> <li>1. Creating visually appealing content to increase brand awareness.</li> <li>2. Using Instagram Stories and Reels to quickly and easily engage with the audience.</li> <li>3. Partnering with influencers to promote products and services through personal recommendations.</li> </ol>	<ol style="list-style-type: none"> <li>1. Viewing visually attractive content (photos, videos).</li> <li>2. Communicating with friends through stories and messages.</li> <li>3. Tracking trends, fashion novelties, searching for inspiration.</li> </ol>
LinkedIn	Text, image, video	<ol style="list-style-type: none"> <li>1. Using the platform for business networking and promoting professional services.</li> <li>2. Publishing industry-related content to attract the attention of a professional audience.</li> <li>3. Conducting advertising campaigns to attract specialists and partners.</li> </ol>	<ol style="list-style-type: none"> <li>1. Job search, professional communication.</li> <li>2. Tracking news in the industry, learning through professional content.</li> <li>3. Networking, searching for business opportunities.</li> </ol>
Email Marketing	Text, image	<ol style="list-style-type: none"> <li>1. Personalized newsletter with offers, promotions, and news for customer retention.</li> <li>2. Using automated email campaigns to interact with new customers.</li> <li>3. Using analytics to evaluate the effectiveness of mailings and adjust the strategy.</li> </ol>	<ol style="list-style-type: none"> <li>1. Receiving personalized offers and promotions.</li> <li>2. Get news and updates from your favorite brands.</li> <li>3. Maintaining contact with companies, obtaining useful information.</li> </ol>
TikTok	Short videos	<ol style="list-style-type: none"> <li>1. Creating short videos to attract a wide audience.</li> <li>2. Using trending calls and hashtags to increase brand visibility.</li> <li>3. Conducting advertising campaigns targeting a younger audience.</li> </ol>	<ol style="list-style-type: none"> <li>1. Viewing entertainment content.</li> <li>2. Participating in challenges, creating own videos.</li> <li>3. Discovery of new brands and trends.</li> </ol>
Blog	Text, image	<ol style="list-style-type: none"> <li>1. Publishing expert content to attract organic traffic to the site.</li> <li>2. Creating SEO-optimized articles to improve visibility in search engines.</li> <li>3. Using a blog to build brand trust through useful content.</li> </ol>	<ol style="list-style-type: none"> <li>1. Searching for information, reading useful articles.</li> <li>2. Acquaintance with news and trends in the industry.</li> <li>3. Follow your favorite bloggers and experts.</li> </ol>

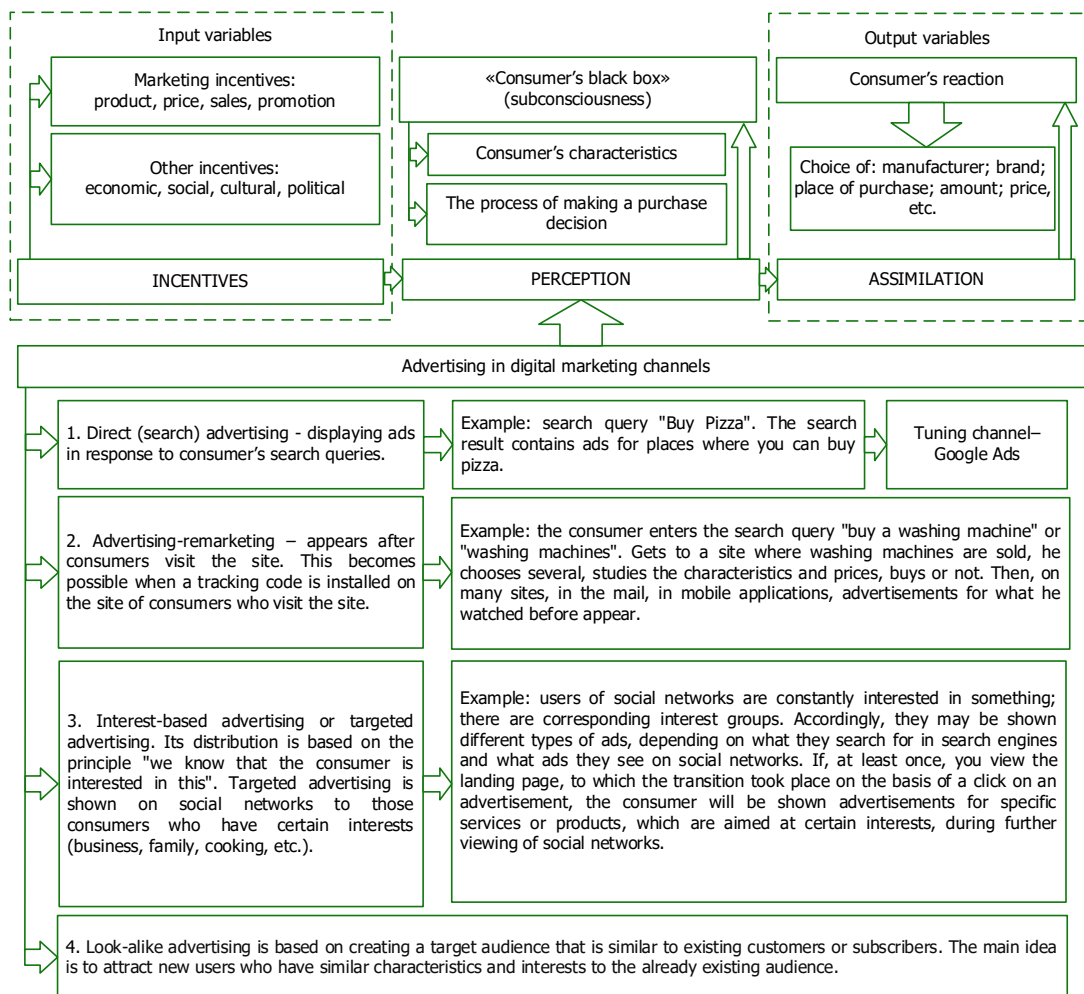
The obtained results demonstrate important trends in the use of various digital marketing channels by both business owners and consumers. Analyzing the points of contact with the brand in each digital marketing channel has its own metrics and application features, which should be taken into account already during the analysis of a specific target audience. A special emphasis should be placed on the significant increase in the popularity of video content, in particular through YouTube video hosting, which is one of the most effective channels for the communicative interaction of the brand with the target audience. In addition, social networks Facebook and Instagram remain highly popular with both businesses and consumers, which emphasizes the importance of their use in brand promotion strategies. Holding the attention of

consumers in such conditions becomes possible under the condition of using high-quality visual content, which confirms the thesis about the growing role of the influence of visual communication on consumer behavior.

Modern business entities are forced to operate in conditions of constant growth of competition and innovation in the digital environment, which complicates the process of gaining competitive advantages due to the types and quality of content and the chosen channels for its placement. High-quality video content on the video hosting YouTube makes it possible to attract and retain the attention of both existing and potential target audiences, subject to ensuring the appropriate level of attention to advertising messages, as well as the easy native effect of advertising on consumers. At the same time, social networks Facebook and Instagram allow one to maintain a steady connection with the target audience and carry out targeting based on demographic and behavioral data. In this context, there is a need for continuous adaptation of marketing strategies to changes in the characteristics of the target audience, taking into account the existing opportunities of traditional and digital marketing channels.

Moreover, the importance of effective marketing strategies extends beyond the consumer goods sector, being increasingly relevant in critical industries such as energy and agriculture, where recent studies emphasize the role of strategic infrastructure and risk management under crisis conditions (Hulak et al., 2023; Prodanova et al., 2022).

It is well known that consumer preferences and the desire to buy are influenced by incentives, which are described in detail in the papers of foreign scientists, in particular P. Kotler. At the same time, it is appropriate to supplement the existing models of consumer behavior with a more detailed description of the directions of influence of digital marketing tools on the subconscious of consumers in the process of making a decision to purchase a product. In order to visually demonstrate such an influence, a diagram of a model of consumer behavior was developed with the definition of classification features of advertising in digital marketing channels when forming an influence on the consumer's subconsciousness, Figure 1.



**Figure 1. A refined model of consumer behavior with the definition of classification features of advertising in digital marketing channels, in the formation of influence on the consumer's subconscious.** (Source: Developed by the authors based on Kotler & Keller (2011), Solomon (2018), Schiffman & Wisenblit (2019))

Therefore, a consumer's choice is not always determined by the consumer's desire to purchase a specific product or service. It is significantly influenced by a rationally planned digital marketing campaign, a component of which is the SMM strategy.

As stated in the results of the course "Digital Marketing" (Prometheus, 2021), when planning marketing activities, modern marketers in digital marketing divide consumers into the following categories:

1. Consumers who do not know that they need this product (they need to be proven that they need this product).
2. Consumers who know what they need, but postpone the purchase (they need to be proven that they need this product).
3. Consumers who already know what they need and are ready to buy ("hot customers").

Accordingly, to meet existing needs for a product or service and to form new consumer needs, appropriate types of advertising (from direct to native action) are used in digital marketing. A qualitatively developed and implemented advertising campaign in the digital marketing environment is designed to form a consumer's vision of a product or service, in which it is the best source of satisfying needs. Such an action is provided by the gradual use of traditional and digital channels of marketing communications, which, in the combined effect, cause a reaction in the consumer's subconsciousness, which results in a purchase.

The buyer's path from the first acquaintance with the product to its purchase can be described as follows. The consumer once looked at something on the site, did not like something, and left (and this site had a tracking code for consumers and products they are interested in). At this stage, it can be assumed that the consumer has entered the marketing sales funnel. Next, he goes to his social media accounts on Facebook and Instagram and sees an ad for the product he was looking at, and browses any site and sees a banner. Watching a video on YouTube again sees an advertisement for a product or a video clip about it. All these appearances of the product in the circle of the consumer's attention form in his subconsciousness a positive image of the product and a loyal relationship to its brand, which, in the final case, becomes the trigger for making a deal and buying the product. In this context, the process from the first acquaintance with the product to its purchase is considered the participation of the consumer in the marketing sales funnel. The integration of digital channels allows brands to create a multifaceted and even personalized marketing strategy aimed at each specific consumer. While on social networks, consumers receive promotional messages about products they have previously viewed or shown interest in. Also, they can see advertising banners while browsing any website or YouTube video. This appearance of the product in different contexts creates a positive impression and a loyal attitude towards the brand in the consumer. With each specified contact of the consumer with the product or brand, his/her interest and desire to purchase the product increases. When the moment comes to make a purchase decision, these positive impressions accumulated throughout the journey become decisive factors in the process of concluding a deal and purchasing a product. Thus, an integrated digital marketing environment plays an important role in building consumer loyalty and ensuring the successful completion of the transaction.

## DISCUSSION

The obtained results significantly deepen the theoretical and methodological foundations of marketing management in the context of the digital transformation of the economy. The proposed consumer behavior model, which includes the classification features of advertising within digital marketing channels and their influence on the consumer's subconscious, advances the classical structure presented in the works of Kotler by incorporating digital influence triggers, algorithmic interactions, and a brand's multichannel digital presence. In contrast to traditional approaches, where the consumer is viewed as a passive object of marketing influence, the proposed model emphasizes the consumer's active role in the digital environment—as a creator of secondary content (user-generated content), a signal disseminator (through sharing, liking, saving), and a participant in algorithmic ranking processes.

As Solomon (2018) notes, modern consumers increasingly form their expectations under the influence of instant access to information, recommendation systems, and personalized advertisements. In our study, the consumer behavior model was improved by integrating such components as algorithmic pressure, emotional triggers, and behavioral adaptation to the platform's visual environment, resulting in a new paradigm of marketing interaction. This aligns with the findings of Schiffman & Wisenblit (2019), who emphasize the shift in consumer focus from rational analysis toward subconscious impulses, especially under conditions of digital fatigue.

A fundamental contribution of this study is the conceptual rethinking of the 7P marketing mix. In our research, this framework is not viewed as a static set of tools, but rather as a dynamic system in which each component is reinterpreted through the lens of digital transformation. The proposed structure of a harmonized marketing mix does not merely combine digital and traditional instruments but demonstrates their systemic coherence in terms of functions, meanings, and points of intersection. Unlike classical models that analyze each element in isolation, our concept enables the identification of a new quality of interaction formed at the intersection of physical and digital marketing environments.

For instance, the «Product» component evolves from a tangible good into a hybrid offering that includes both physical characteristics and digital attributes - such as UX design, AR technologies, and API integration with other platforms. This expands the scope of competition from the product level to the ecosystem level (Chaffey & Ellis-Chadwick, 2019). The «Price» component transforms from a fixed value into a dynamic informational object shaped in real time based on behavioral analytics, consumer involvement, and competitive monitoring. Personalized pricing strategies - such as retargeting and segment-specific offers - enable adaptive pricing policies that combine economic rationality with emotional consumer engagement.

The «Place» component is reinterpreted as a spatial-digital platform for brand presence. Omnichannel interaction emerges not merely as a trendy concept but as a strategic necessity for ensuring a cohesive and seamless customer experience (Kannan & Li, 2017). It is no longer sufficient to physically deliver a product; it is equally essential to provide convenient, user-friendly, and contextually relevant engagement across all customer touchpoints.

The «Promotion» component is conceptualized as an integration of traditional communication channels (TV, radio, print media) with digital instruments such as social media marketing (SMM), search engine optimization (SEO), video content, and influencer marketing. This multisensory interaction aligns with the logic of algorithmic content consumption, where platforms reinforce one another through mentions, links, and cross-promotion.

The «People» component encompasses not only employees and consumers but also digital agents such as chatbots, CRM systems, and voice assistants. This gives rise to a new model of interaction - «human-system-human» - in which automation is seamlessly combined with personalization, creating efficient yet empathetic customer journeys.

The «Process» component encompasses the full spectrum of digital transformation - from automation to the algorithmization of business decisions based on big data. This enables the development of flexible business models focused on delivering personalized customer experiences. The «Physical Evidence» component acquires a digital dimension: online reputation, digital interfaces, AR tags, and user-generated reviews now play a role in building consumer trust equal to that of physical brand elements.

Overall, the research results reveal key points of intersection between traditional and digital marketing. This convergence shapes a new dimension of strategic marketing management: omnichannel approaches, automation, personalization, and data-driven modeling are transforming not only the marketing toolkit but also the fundamental logic of interaction with target audiences. This aligns with the perspective of Kannan and Li (2017), who emphasize the need to integrate classical and digital approaches into a unified research and practical paradigm.

In summary, the proposed modern marketing mix - based on the harmonization of the 7P components - is not merely a classification scheme, but an intellectual roadmap for transitioning from classical to integrated marketing. It represents a new system of interaction where the focus shifts from individual tools to the coherence of meanings, functions, and consumer experience.

Our findings also align with the research of Gupta et al. (2020), who substantiate the importance of analytics in improving consumer segmentation. This was taken into account in our development of mathematical models for calculating integrated indicators of efficiency and performance in both traditional and digital marketing.

Thus, the results of this study not only confirm the relevance of rethinking classical marketing models but also provide a conceptual foundation for developing new approaches to managing marketing activities in open socio-economic systems - approaches that account for security, algorithmic dynamics, and emotional-contextual factors.

## CONCLUSIONS

The study successfully achieved its stated objective by developing the theoretical and methodological foundations for harmonizing traditional and digital marketing into a unified system of modern enterprise marketing activities. The application of systems analysis enabled a rethinking of classical marketing models through the lens of digital economic transfor-

mation, which in turn revealed new patterns of consumer interaction. The proposed consumer behavior model, incorporating classification features of advertising in digital channels and its influence on the consumer subconscious, extends Kotler's classical framework by emphasizing the active role of the consumer as both a content creator and an engaged participant in the brand's digital ecosystem.

The research further contributed to the refinement of theoretical approaches to the 7P marketing mix structure under conditions of digital transformation. Each component of the mix was analyzed as part of a dynamic system that adapts to changes in consumer expectations, behavioral analytics, and the saturation of the information environment. Key points of convergence between traditional and digital marketing were identified, enabling not only the integration of tools but also the formation of a unified approach to managing marketing communications, pricing, promotion, and service within an omnichannel presence framework.

Thus, the findings of the study lay the groundwork for the further development of integrated models of enterprise marketing activities, aimed at building long-term relationships with customers through personalized, context-sensitive, and emotionally resonant engagement. The consideration of algorithmic mechanisms, digital presence, and analytical market adaptation opens new horizons for ensuring the sustainable development of businesses in a highly turbulent digital environment. At the same time, the practical application of the proposed models requires further empirical testing, which we identify as a promising direction for future studies.

Future research should deepen the integration of digital and cognitive-behavioral approaches to modeling enterprise marketing activities. Particularly relevant is the exploration of the impact of neuromarketing mechanisms and the effect of digital fatigue on consumer decision-making in conditions of information overload. Studies examining the influence of algorithmic content ranking and personalized recommendations on consumer demand formation offer substantial theoretical and applied value. A distinct vector for further investigation should involve the development of adaptive models of marketing communication using artificial intelligence tools (generative AI, automated analytics, and chatbots) as core elements for enabling real-time, personalized interaction. Empirical testing of the proposed harmonized marketing mix concept across enterprises with varying levels of digital maturity would also provide practical value, enabling adjustments to marketing management approaches in accordance with industry specifics, data availability, and market dynamics.

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## ADDITIONAL INFORMATION

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### AUTHOR CONTRIBUTIONS

*All authors have contributed equally.*

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### CONFLICT OF INTEREST

*The Authors declare that there is no conflict of interest.*

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## НАПРЯМИ ГАРМОНІЗАЦІЇ ВПЛИВУ ЦИФРОВОГО ТА ТРАДИЦІЙНОГО МАРКЕТИНГУ ПІДПРИЄМСТВА НА ПОВЕДІНКУ СПОЖИВАЧА

У статті проведено комплексне теоретичне дослідження напрямів гармонізації засад розвитку традиційного та цифрового маркетингу підприємства як єдиної системи позитивного впливу на поведінку споживача. Актуальність розв'язання поставленої проблеми дослідження полягає в розширенні концептуальних засад інтеграції традиційного

та цифрового маркетингу в єдину систему сучасного маркетингу з метою створення ефективних стратегій досягнення цільових показників розвитку бізнесу за рахунок формування та розширення сегментів цільової аудиторії шляхом підвищення ступеня персоналізації та забезпечення високого рівня задоволення споживчих потреб. У результаті дослідження теоретичних засад сутності поведінки споживача та визначення співвідношення між поняттями традиційного й цифрового маркетингу запропоновано розглядати поведінку споживача як складну й багатофакторну категорію, формування та управління якою обумовлюється впливом сукупності традиційних і цифрових маркетингових інструментів.

Методичний інструментарій дослідження охоплює методи порівняльного аналізу, емпіричного аналізу, статистичного моделювання та математичні методи. Результатом дослідження є запропонована модель комплексу сучасного маркетингу, який автори пропонують розуміти як гібридну систему, де кожен із компонентів 7P інтегрує в собі традиційні й цифрові аспекти, створюючи єдиний та узгоджений досвід для споживача. Розвинуто теоретичні засади та запропоновано до практичного використання вдосконалену схему моделі поведінки споживача з визначенням класифікаційних ознак реклами в каналах цифрового маркетингу при формуванні впливу на підсвідомість споживача.

Результати проведеного дослідження можуть бути корисні для маркетологів, власників бізнесу та науковців, які присвячують дослідження питанням гармонізації в єдину систему дії традиційних і цифрових маркетингових стратегій у сучасному бізнес-середовищі.

**Ключові слова:** традиційний маркетинг, цифровий маркетинг, інструменти цифрового маркетингу, комплекс сучасного маркетингу, поведінка споживача, моделі поведінки споживача, ефективність маркетингової діяльності підприємства

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