

PSYCHO-EMOTIONAL IMPACT OF DIGITAL CONTENT ON BEHAVIOR CONSUMERS**TATARYNTSEVA Yuliia**

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The purpose this research is finding out specific's psycho-emotional influence digital content on behavior consumers and definition key elements that contribute formation emotionally relevant experience interactions. In the centre attention are such behavioral parameters like inclusion, trust and purchasing activity that allow to evaluate depth and quality influence emotional content in digital environment. In the conditions informational saturation and change valuable orientations consumers, questions emotional communication between brand and audience acquires special relevance.

Within works resolved a series scientific and applied task: completed analysis modern theoretical approaches to study emotions in digital environment; systematized typology content that has emotional influence; researched connection between emotional fullness messages and behavioural reactions consumers. Based on received conclusions outlined practical ways to use psycho-emotional influence for development effective marketing strategies. Special attention given systematicity approach: defined stages integration emotional interactions in marketing communication, with an emphasis on meaningful relevance, ethics and adaptability to changes in the external environment.

Results research can be used for development flexible digital marketing strategies focused on shaping long-term emotional connection with the target audience. They also constitute foundation for further research in the field behavioral economics, emotional content design and transformation consumer practices in the condition's digitalization.

Keywords: psycho-emotional influence, digital content, behavioral patterns, inclusion, trust, purchasing activity, emotional interaction, digital marketing, strategy, communication.

<https://doi.org/10.31891/mdes/2025-16-42>

Стаття надійшла до редакції / Received 19.04.2025

Прийнята до друку / Accepted 06.05.2025

**STATEMENT OF THE PROBLEM IN GENERAL FORM
AND ITS CONNECTION WITH IMPORTANT SCIENTIFIC OR PRACTICAL TASKS**

In today's digital environment, content not only acquires informational, but also emotional significance, significant influencing acceptance decisions, formation brand attitudes and behavior consumers in general. Development social networks, interactive platforms and algorithms personalization contributes deeper emotional interactions between users and commercial structures. In this context is being updated study psycho-emotional the influence of digital content as a factor that determines level engagement, trust and loyalty to the brand. Despite the growth quantities digital tools, in scientific discourse still lack of comprehensive understanding mechanisms emotional reactions user into visual, textual and interactive content elements. Article aimed at analysis interconnection between digital content and the psycho-emotional state of consumers, as well as to determine influence emotional behavioral interactions models in the online environment.

Despite the growing attention to emotional component of digital marketing, in scientific literature still not enough systematized approaches to studying exactly psycho-emotional the impact of digital content on behavior consumers. Most available research are concentrating either on the general characteristics of the content or on the technical aspects of digital platforms, ignoring complex emotional-behavioral mechanisms that are formed in the process digital interactions. Not to the end it was found out which exactly the types of emotional incentives most effectively affect consumer solution, and how is this influence varies depending depending on the context, audience, and content format. At the same time remains open the question is how to integrate psycho-emotional reactions users in digital branding and personalization strategy.

**ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS THAT INITIATED
THE SOLUTION TO THIS PROBLEM AND ON WHICH THE AUTHOR RELIES**

The psycho-emotional impact of digital content is increasingly being explored in the context of new media, neuromarketing, and behavioral economics. Modern researchers emphasize the growing role of emotions in digital interaction, especially in conditions of information overload. In particular, it has been found that emotionally colored content has a higher probability of attracting users and increasing purchase intention [1], [2]. A number of studies emphasize the connection between visual stimuli, personalized messages, and the activation of emotional reactions in consumers [3], [4]. Some authors consider emotions as part of the digital experience, which significantly affects brand recall and trust [5], [6].

Particular attention in the literature is paid to tools for measuring emotions, from biometric indicators to the analysis of behavioral patterns on e-commerce platforms [7], [8]. Tataryntseva [4] in her work emphasizes the strategic dimension of emotional interaction, demonstrating how the management of emotional components of communication affects the success of digital campaigns. Other researchers focus on the application of artificial intelligence in real-time emotion detection, which opens up new horizons for building relevant content [9], [10]. The results of a number of empirical studies show that consumers in the digital environment expect not only functional, but also emotional satisfaction [11], [12], [13].

It has also been found that positive emotions evoked by digital content contribute to increased engagement and virality [14], [15], while negative emotions may elicit a quick response but do not always translate into loyalty [16], [17]. Recent publications emphasize the need for an interdisciplinary approach, combining marketing analytics, consumer psychology, and UX design [18], [19]. In addition, a number of authors propose integrating emotional personalization models into communication strategies to ensure deeper understanding between the brand and the consumer [20].

The relevance of this topic lies in the growing importance of emotional engagement in modern digital marketing. In an era of information overload and decreasing attention spans, emotional content has become a powerful tool for capturing and maintaining consumer interest. Brands are no longer competing solely on product features, but on the emotional experiences they create. As consumers seek more meaningful and authentic interactions, emotional marketing offers a way to build deeper connections and long-term loyalty. Additionally, the rise of social media platforms has made emotional content more influential and shareable than ever before. With increased access to data and analytics, marketers now have the tools to strategically design and evaluate emotional campaigns. Therefore, understanding and applying emotional strategies in digital content is not just relevant but essential for marketing success today.

The purpose of this research is finding out specific's psycho-emotional the impact of digital content on behavior consumers and definitions key elements that contribute formation emotionally relevant experience interactions. To achieve This goal has been set as follows task:

- analyze theoretical approaches to studying emotions in the digital environment;
- systematize the types of content that call emotional reaction consumers;
- to investigate influence emotional content on behavioral patterns (inclusion, trust, purchasing activity);
- outline practical ways of application received knowledge in development marketing strategies focused on emotional interaction with the target audience.

STATEMENT OF THE MAIN MATERIAL OF HE RESEARCH WITH FULL JUSTIFICATION OF THE SCIENTIFIC RESULTS OBTAINED

The theoretical basis for studying emotions in the digital environment is formed at the intersection of psychology, marketing, communication studies and digital technologies. One of the key approaches is the theory of emotional response (Emotional Response Theory), which is based on the understanding of emotions as the body's response to external stimuli, including digital content. According to this concept, colors, rhythms, images, audio and video elements can cause an instant emotional reaction in the user, which affects his further behavior [1], [5]. Of particular interest has been the study of emotional triggers, which activate the subconscious attitudes of the consumer even before the rational understanding of the message.

Another influential trend is the neuromarketing paradigm, which uses advances in cognitive neuroscience to study the impact of emotions on consumer decisions. Tools such as EEG, fMRI, and eye tracking have been used to identify unconscious emotional responses to digital advertising and visual stimuli [7], [11]. Theorists in this field emphasize that emotions often precede cognitive evaluation of a product, so the visual and aesthetic component of content is of priority importance in the process of user engagement. In view of this, companies are actively implementing emotional analytics data in the creation of personalized content.

Another important approach is the SOR (Stimulus – Organism – Response) model, which considers the relationship between external stimuli (content), the internal state of the individual (emotion, mood) and his reaction (behavior). In digital marketing, this model allows us to analyze how different types of content (e.g., emotional advertising, stories, social videos) evoke specific emotional states, which are subsequently transformed into likes, comments, purchases or sharing [3], [6], [14]. Social media platforms play a special role in this context, creating conditions for instant user reactions and collective emotional experiences.

Modern researchers also propose an integrative approach that combines theories of affective states, digital empathy, and user experience (UX). This approach focuses not only on the immediate emotional

response, but also on the long-term emotional connection between the user and the brand. In particular, the emphasis is on the cognitive-affective evaluation of the experience that arises as a result of multi-channel interaction with digital products [10], [12], [18]. Emotions in this context are considered not as a side effect, but as a central category of digital interaction, determining the quality of communication, loyalty, and satisfaction.

Digital content that evokes an emotional response in consumers is conventionally divided into several types depending on its functional purpose, stylistic design, and intended emotional effect. Current research suggests that content with a high level of personalization, narrative, and aesthetic appeal is most effective in evoking emotions [1], [5], [10]. Video stories, emotional social messages, humorous materials, and content that evokes nostalgia have high user engagement rates across various digital environments [7], [13].

The presentation format also plays a significant role - interactive, visual, textual or mixed content. Depending on this, the intensity of the emotional reaction, the level of trust and the degree of brand memorability change. Content that evokes complex emotions - both positive and doubtful (for example, "emotional contrast" or "emotional shock") is considered especially effective, since it is such emotions that encourage deeper reflection and action [4], [14], [19]. Types of digital content and corresponding emotional effects are listed in Table 1.

This table 1 was designed to systematically categorize various forms of digital content based on their core characteristics and the emotional responses they are intended to evoke. The primary goal is to illustrate how specific content elements – such as narrative structure, interactivity, or personalization – are strategically employed to elicit particular emotional reactions from users. This structure is especially valuable in digital marketing and content strategy, where emotional engagement is closely tied to user behavior, brand loyalty, and content virality.

Table 1.

Types of digital content and corresponding emotional effects

Type content	Basic characteristics	Target emotion (s)	Examples formats
Emotional video stories	Narrative, characters, music	Empathy, trust	Video on YouTube, TikTok
Humorous content	Irony, memes, jokes	Joy, relaxation	Meme pictures, short video
Socially significant content	Ethical / social problems	Compassion, anger, inspiration	Campaigns on topic ecology
Nostalgic content	References to the past, music, style	Warm memories, trust	Retro advertising, selections
Shocking or contrasting	Abrupt visual or emotional effect	Surprise, anxiety, curiosity	Social advertising, drama
Personalized content	Individual data, name user	Engagement, importance, trust	Email marketing, targeting
Interactive content	Possibility interactions, gamification	Interest, joy, excitement	Surveys, tests, AR filters

Each type of content in the table is described through four columns: Type of content, Basic characteristics, Target emotion(s), and Example formats. This format allows for a clear understanding of the cause-and-effect relationship between the nature of content and its emotional impact. For instance, emotional video stories that feature narratives, characters, and music are designed to foster empathy and trust – two emotions that significantly increase viewer engagement on platforms like YouTube or TikTok.

Moreover, the table includes a diverse range of content types – from humorous and nostalgic to shocking or socially significant. This ensures a comprehensive perspective on how emotional design can be applied across different contexts and platforms. It also highlights the importance of tailoring content strategies to align with the desired emotional response, ultimately enhancing audience connection and content performance.

Despite the active use of emotional content in digital marketing, the problem of insufficiently deep understanding of the mechanisms of its influence on consumer behavioral patterns remains relevant. Many companies rely on intuitive or simplified approaches to creating emotional messages, focusing mainly on visual effects or popular trends, without taking into account the psychological characteristics of the target audience. As a result, the content often does not cause the expected reaction, does not stimulate trust or active interaction, which reduces the effectiveness of marketing strategies. Another challenge is the difficulty of measuring true emotional impact. Metrics used in digital analytics (such as views or likes) don't always capture the depth of emotional engagement or long-term behavioral change. This makes it difficult to provide feedback and adjust emotion-driven campaigns, and can lead to poor management

decisions. Without a clear system for measuring emotional resonance, brands risk investing resources in ineffective content. It is also worth noting the issue of ethical boundaries of influence. Emotional content can easily manipulate the mood of the audience, especially in vulnerable social contexts. Ignoring ethical aspects in an attempt to evoke strong emotions (for example, fear, pity or anxiety) can backfire - brand rejection, loss of reputation or even negative social consequences. Thus, emotional influence in the digital environment requires a careful, reasoned and strategic approach.

In studying the impact of digital content on consumer behavior, one of the key tasks is to identify indicators that most accurately reflect audience reactions to the emotional content of communications. In this context, three interrelated behavioral parameters deserve special attention: engagement, brand trust, and purchasing activity. These elements demonstrate how emotions evoked by content are transformed into specific user actions in the digital environment.

Engagement is one of the primary and most measurable indicators of audience response. It includes likes, comments, shares, views, clicks, and other forms of interactive interaction with content. A high level of engagement indicates not only curiosity, but also emotional involvement of the user. Studying this parameter allows you to assess the effectiveness of creative solutions and the depth of emotional resonance.

Brand trust is the foundation of long-term interactions between consumers and companies. In a digital world where consumers are constantly exposed to new brands, emotions can be a key mechanism for creating a positive first impression and, over time, a lasting sense of trust. Emotionally rich, honest, and consistent content can bridge the psychological gap between a brand and its audience, helping to build trust even without direct personal experience.

Purchasing activity is the most desirable and practically meaningful outcome of emotional interaction. This parameter allows us to assess the degree to which emotional content motivates a consumer to make a purchase or other conversion action. The study of purchasing activity allows us to understand how emotions are transformed into economic behavior, that is, whether emotional influence leads to a commercial result, which is critically important for business strategies.

Emotional content in the digital environment plays a crucial role in shaping users' behavioral patterns. One of the basic effects is engagement, which is manifested in interaction with content (likes, comments, sharing), as well as in the duration of viewing and return to the platform. An emotional stimulus, especially of a positive or contrasting nature, significantly increases the likelihood of user interaction. Studies confirm that content that evokes joy, surprise, or empathy has a 1.5–2 times higher level of engagement compared to neutral or informative material [4], [8], [16].

Equally important is the influence of emotional content on the formation of brand trust. Users tend to trust brands that demonstrate emotional openness, tell stories that are easy to identify with, or participate in socially significant initiatives. According to modern models of emotional branding, trust is formed through regular emotional contact between the brand and the user, in particular through storytelling, vivid language, emotional visuality, and personalized messages [2], [10], [17].

Particular attention has been paid to the relationship between emotions and purchasing activity. In situations where a positive emotional response is present (e.g., inspiration or excitement), the likelihood of impulsive purchase decisions increases significantly. In addition, positive emotions reduce risk perception, which contributes to the completion of conversion [3], [7], [14]. Conversely, content that causes anxiety or distrust can reduce purchase intention, but at the same time promote the spread of information in the form of social anxiety (e.g., health, safety, environmental campaigns).

An integrated approach to analyzing behavioral responses involves taking into account the type of emotion, the duration of its impact, and the communication channel. For example, short positive videos on social networks have an instant but short-term effect, while multi-episode emotional content (for example, branded stories or TV series) forms deeper loyalty and permanent behavioral patterns [6], [11], [20]. Thus, understanding the mechanisms of the influence of emotions allows you to develop effective content marketing strategies taking into account target behavioral indicators. The impact of emotional content on consumer behavioral patterns is shown in Table 2.

To effectively use the psycho-emotional impact of digital content in marketing strategies, it is necessary, first of all, to implement the principles of personalization, which allow creating a unique emotional experience for each user. The use of data analytics, in particular machine learning and artificial intelligence tools, allows not only to segment the audience by emotional profiles, but also to adapt messages to individual needs and moods of consumers [2], [9]. This increases the level of inclusion and builds trust, as the user feels that the brand understands his values and emotions.

Table 2.

The impact of emotional content on consumer behavioral patterns			
Behavioral pattern	Nature influences emotional content	Examples emotions	Type content
Engagement	Growth interactions, participation, communication	Surprise, joy, humor, empathy	Short videos, memes
Trust to brand	Formation emotional communication, loyalty	Empathy, nostalgia	Stories, social messages
Purchase activity	Impulsive action, reduction perception risk	Inspiration, enthusiasm, pleasure	Visual presentations, stories
Social sharing	Motivation share content	Anger, anxiety, inspiration	Social campaigns, videos

The second important direction is the integration of emotional storytelling into all communication channels, which provides deeper emotional interaction and strengthens the emotional connection with the brand. Stories that evoke empathy, inspiration, or even critical reflection help to form more sustainable behavioral patterns aimed at maintaining loyalty and repeat purchases [4], [15]. A multi-platform outreach strategy is especially effective, when the same emotional story is presented through different formats - video, social networks, email newsletters, websites.

The third practical aspect is the use of interactive and gamified elements that activate emotional responses and increase the level of engagement. Involving the user in joint activities (surveys, quizzes, personalized offers) creates a sense of control and participation, which strengthens emotional attachment to the brand [6], [13], [20]. It is also important to maintain feedback and respond promptly to the audience's emotional reactions, adapting the strategy according to changes in moods and needs.

In today's digital marketing environment, the role of emotional engagement with the target audience is of particular importance, as emotions are a powerful factor in forming lasting relationships between consumers and brands. A methodical approach based on the systematic implementation of emotional content in marketing strategies involves a holistic view of the process - from setting goals and creating content to its distribution, monitoring and adjustment. This approach combines creativity with analytics, which ensures the relevance and adaptability of marketing communications in a dynamic digital environment.

The novelty of this approach lies in the focus on the complexity and sequence of actions that do not require complex technological solutions, such as personalization or gamification, but ensure efficiency through systematic analysis and flexible management of emotional impact. The practical value of this method is its accessibility for different types of businesses, regardless of scale and resources, which makes it possible to develop marketing strategies focused on emotional interaction, taking into account the psycho-emotional characteristics of consumers.

The first step is to define clear marketing campaign goals and select key emotional messages that need to be evoked in consumers. It is important to understand which emotions will contribute to achieving the desired results - whether it is increasing trust, or engagement, or stimulating purchasing activity.

The next stage is creating content that carries a certain emotional charge. Particular attention is paid to authenticity and consistency with brand values, so that emotions do not look artificial, but evoke a real reaction in the audience.

The third stage is to distribute emotional content through appropriate channels and formats. It is important to use forms of presentation that most effectively convey the chosen emotion and reach the target audience, ensuring a comprehensive brand presence.

The fourth stage is systematic monitoring of audience reactions to emotional content, which includes both quantitative and qualitative data collection methods. This allows you to assess the effectiveness of the impact and understand how well the content meets consumer expectations.

The fifth stage involves adjusting content and marketing strategies based on the monitoring results. This approach provides flexibility and the ability to quickly respond to changing audience sentiment and needs.

The final stage is to solidify the emotional connection through regularity and consistency of communications. Such consistency helps to build long-term loyalty and brand recognition among consumers.

This emotional marketing approach addresses several critical problems in modern digital communication. Firstly, it tackles the issue of low audience engagement by focusing not just on informational value, but on emotional resonance—something that has become increasingly vital in a saturated digital environment. Secondly, it combats consumer skepticism and ad fatigue by promoting

authenticity and aligning content with brand values, thereby enhancing trust. Another key challenge it resolves is the lack of strategic coherence: by structuring marketing efforts into distinct emotional planning stages, brands avoid random, disconnected messaging. Moreover, it addresses the problem of ineffective content distribution by emphasizing the importance of channel and format selection based on emotional goals. It also mitigates the risk of miscommunication by implementing feedback loops through monitoring audience reactions. This allows for real-time insights and course corrections, which are essential in dynamic online ecosystems. Lastly, it offers a solution to the fragmentation of brand identity by promoting consistency in emotional tone across all communications.

The novelty of this approach lies in its structured integration of emotional targeting into every stage of the digital marketing cycle. Unlike traditional methods that treat emotional appeal as an optional creative element, this model positions it as a core strategic component. The approach is dynamic: it includes continuous monitoring and adaptive feedback, allowing brands to be more responsive and consumer-centric. It introduces a level of emotional intelligence to campaign planning, aligning psychological impact with performance metrics such as engagement or conversion rates. Additionally, the method emphasizes long-term emotional branding over short-term persuasion, helping companies foster deeper consumer loyalty. Its emphasis on emotional authenticity, rather than manipulation, marks a shift toward more ethical and sustainable marketing practices. Altogether, this approach reflects a growing recognition that emotional value is not just an add-on, but a central driver of modern marketing effectiveness.

Thus, the proposed methodological approach is a systematic, consistent and at the same time practically applicable tool for increasing the effectiveness of digital marketing strategies through emotional content management. It provides accessibility and flexibility, which opens up new opportunities for adapting marketing communications to changing conditions and needs of the target audience.

CONCLUSIONS

In the article justified expediency applying a methodical approach to management digital marketing based on analytics psycho-emotional the impact of content on behavioral patterns consumers. It has been shown that such parameters like inclusion, trust to the brand and the purchase activity, are key indicators emotional effectiveness of digital content. Their purposeful research allows reveal real connection between emotional interaction and marketing results that has important importance for formation current strategies in the digital environment.

Based on theoretical analysis and empirical observations it is established that consumers are increasingly respond not only to information content, but also to emotional content content filling. In response to the emotionally oriented message intensifies engagement with digital platforms is increasing level trust to the brand and is stimulated willingness to buy. However, research also revealed a number of problems – in particular, difficulties with assessing depths emotional influence, ethical dilemmas in content creation and lack of unified methods of its adaptation to behavioral reactions target audience.

Thus, the proposed management approach emotional interaction through digital content allows form more sustainable and relevant marketing strategies. He not based on use technological tools as an end in themselves, but on a deeper level understanding psychological reactions consumer. Practical implementation this approach through defined stages - from goal setting for adaptation – provides integrity and flexibility marketing system, which is critically important in conditions informational overload, distrust of brands and fleeting digital behavior.

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ПСИХОЕМОЦІЙНИЙ ВПЛИВ ЦИФРОВОГО КОНТЕНТУ НА ПОВЕДІНКУ СПОЖИВАЧІВ

ТАТАРИНЦЕВА Юлія

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Метою цього дослідження є з'ясування специфіки психоемоційного впливу цифрового контенту на поведінку споживачів та визначення ключових елементів, які сприяють формуванню емоційно релевантного досвіду взаємодії. У центрі уваги перебувають такі поведінкові параметри, як включення, довіра та купівельна активність, що дозволяють оцінити глибину та якість впливу емоційного контенту у цифровому середовищі. В умовах інформаційної насиченості й змін ціннісних орієнтацій споживачів, питання емоційного зв'язку між брендом і аудиторією набуває особливої актуальності.

У межах роботи розв'язано низку наукових і прикладних завдань: здійснено аналіз сучасних теоретичних підходів до вивчення емоцій у цифровому середовищі; систематизовано типологію контенту, що має емоційний вплив; досліджено зв'язок між емоційною наповненістю повідомлень і поведінковими реакціями споживачів. На основі отриманих висновків окреслено практичні шляхи використання психоемоційного впливу для розробки ефективних маркетингових стратегій. Особливу увагу приділено системності підходу: визначено етапи інтеграції емоційної взаємодії в маркетингову комунікацію, з акцентом на змістовну релевантність, етичність та адаптивність до змін у зовнішньому середовищі.

Результати дослідження можуть бути застосовані для розробки гнучких стратегій цифрового маркетингу, орієнтованих на формування довготривалого емоційного зв'язку з цільовою аудиторією. Вони також становлять підґрунтя для подальших досліджень у сфері поведінкової економіки, емоційного дизайну контенту та трансформації споживчих практик в умовах цифровізації.

Ключові слова: психоемоційний вплив, цифровий контент, поведінкові патерни, включення, довіра, купівельна активність, емоційна взаємодія, цифровий маркетинг, стратегія, комунікація.