



# Psychological aspects of the formation of effective digital marketing strategies

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## ABSTRACT.

This paper examines the psychological factors influencing the formation of effective digital marketing strategies in the context of digital technology development. The work is aimed at analyzing the psychological (motivation, emotions, perception, attitudes) factors that determine the success of marketing initiatives in the online environment. Based on the literature review, psychological determinants that influence consumer decision-making have been identified, including information overload, emotional triggers, and social proof.

The paper offers a set of recommendations for the development of (psychologically sound) digital strategies, including accurate segmentation, personalized content, the use of emotional tools and localization. The results and practical conclusions can serve as a guideline for marketers and researchers seeking to increase the effectiveness and sustainability of their online campaigns. In addition, the material will be useful for senior managers, strategic analysts, and digital marketing specialists seeking to develop innovative approaches to optimizing marketing processes, taking into account the multidisciplinary context of modern business.

**Keywords:** Consumer psychology, digital marketing, motivation, emotions, ROI, information overload, customer behavior, economic aspects, personalization, strategy.

## 1.Introduction

The modern digital environment has transformed the ways companies interact with consumers, reshaping communication channels and approaches to product promotion [5]. While traditional tools such as television, radio, and print media once dominated, digital platforms—social networks, websites, and mobile applications—now play a crucial role [3]. In this context, psychological aspects of consumer behavior—perception, emotions, motivation, and attitudes—have gained significance, as they determine a person's readiness to make a purchase and their loyalty to a brand. According to statistical data from source [15], advertising texts that contain purely emotional content perform twice as well (31% versus 16%) as those containing only rational content. Additionally, 71% of customers recommend a brand based on an emotional connection. Companies that successfully build such connections can enhance customer loyalty, underscoring the relevance of this topic.

**The objective** of this study is to analyze the psychological determinants of consumer behavior in digital marketing.

To achieve the stated goal, the following objectives were formulated:

1. Review theoretical models that explain the influence of psychological mechanisms on consumer behavior.
2. Analyze practical case studies of the application of behavioral incentives in digital marketing strategies.

The study of this topic reveals the need to integrate cognitive psychology theories, consumer behavior models, and economic instruments in order to develop a unified framework that evaluates the effectiveness of digital marketing strategies amidst unstable market dynamics. The primary issue is the lack of a comprehensive methodology that combines psychological approaches to analyzing digital content perception with economic mechanisms for assessing return on investment, which hinders the formulation of adaptive and sustainable strategies.

**The scientific novelty** of the research lies in the development of recommendations for building effective digital marketing strategies based on the integration of psychological determinants, achieved through a literature review.

**The author's hypothesis** suggests that, under equal conditions (e.g., product quality, availability), the most effective digital marketing strategies will be those that:

1. consider consumer motives and emotional reactions,
2. utilize personalization mechanisms tailored to local socio-cultural contexts.

## 2. Materials and methods

### 2.1 Literature review

An in-depth survey of existing scholarship on digital marketing reveals two principal strands of inquiry. The first body of work interrogates the psychological underpinnings of how individuals make choices online. For instance, Sudirjo F. et al. [1] offer a comprehensive meta-analysis of the motivational and affective drivers that guide consumer selection in virtual environments. Building on this, Nur T. [2] empirically demonstrates that digitally delivered visuals calibrated for high emotional valence—through optimized color schemes and harmonious composition—significantly elevate click-through rates and prolong viewer engagement, thereby reinforcing brand recall. From these insights, Nur argues that the deliberate integration of psychometrically informed imagery and adaptive interface design is indispensable for maximizing campaign efficacy, urging practitioners to align visual storytelling tightly with the affective needs of their target segments.

Complementing this perspective, Arief M., Mustikowati R. I., Chrismardani Y. [3] delve into the nuanced ways in which emotional resonance and narrative framing influence consumer attitudes, while Spytska L. [7] and Zavisic Z. [8] explore how stable preference structures and emergent behavioral heuristics coalesce to shape purchasing patterns. A noteworthy substream within this cluster is the investigation by Setiawan R., Salim M. [9] into micro-influencer ecosystems: they reveal that personalized, peer-level endorsements foster deeper engagement than traditional celebrity sponsorships. Finally, Shweken A., Ayyash M. M. [16] quantify the impact of online review credibility and platform reputation on intention to buy, concluding that meticulously crafted, informative feedback and a robust site brand are critical trust-building mechanisms in e-commerce settings.

The second research domain shifts focus from individual cognition to macro-level strategic and economic considerations in the digital realm. Ausat A. M. A. et al. [4] chart how social media analytics serve as a fertile ground for market intelligence, enabling firms to refine decision-making processes in real time. In turn, Dwivedi Y. K. et al. [5] map out future trajectories for research in digital and social media marketing, advocating an interdisciplinary synthesis that bridges information systems, behavioural science and strategic management. Butenko N. et al. [10] contribute by demonstrating how Internet-based promotional tools catalyze entrepreneurial ventures, highlighting the democratizing potential of low-cost, high-reach channels. Meanwhile, Wikansari R. et al. [6] reframe well-being as a psychological construct intertwined with consumption experiences, suggesting that marketers should factor in consumer life-satisfaction metrics when crafting holistic brand narratives.

Analysis of the existing literature reveals both points of convergence and significant divergences in interpretations of the influence of psychological factors on digital consumer behavior. Among the general conclusions is the recognition of the leading role of cognitive and emotional mechanisms: for instance, in the review by Sudirjo F. et al. [1], it is emphasized that perception, motivational orientations and affective responses form the basis for decision-making in the online environment. Empirical data from Arief M., Mustikowati R. I., Chrismardani Y. [3], as well as the practice of the Booking.com platform [11], confirm the importance of social proof: displaying “recently booked” properties and information about remaining availability creates a sense of urgency in the consumer and reinforces trust in the selection.

At the same time, methodological approaches and subject-matter emphases underlie the discrepancies among studies. Predominantly applied quantitative methods—surveys, structural equation modeling and regression analysis—enable assessment of the extent to which individual factors influence purchase intention, yet yield ambiguous results. For example, Setiawan R., Salim M. [9] identified a mediating role of engagement level between content marketing and micro-influencers, whereas Arief M., Mustikowati R. I., Chrismardani Y. [3] did not observe a statistically significant effect of advertising attractiveness, focusing instead on the influence of recommendations and opinion leaders. Notably, case studies of major companies demonstrate specific practices: Amazon [13] employs anchor pricing, scarcity tactics and social proof at every stage of consumer interaction, while Netflix [14], through extensive A/B testing and contextual optimization, has shown that the lion’s share of viewership is driven by its recommendation algorithm.

Integration of these findings leads to the conclusion that cognitive characteristics of the end user remain the key determinant in processing advertising and product information. In order to optimize cognitive resources, consumers often resort to heuristic strategies: by ignoring lengthy texts they limit themselves to viewing the first screen of a website or rely on brand visuals instead of a deep analysis of product benefits [5]. Such behavior indicates a need for further development of tools that account for limited working memory and the propensity for rapid decision-making in digital channels.

### 2.2 Methodology and Approach

Within the article, a comparative analysis of the findings of other studies in this domain was conducted to comprehensively investigate the psychological aspects of developing effective digital marketing strategies.

## 3. Results

### 3.1 Psychological aspects of the formation of effective digital marketing strategies

In the study of consumer decision-making, contemporary dual-process frameworks posit that individuals process persuasive messages via two concurrent, qualitatively different systems. One pathway—often dubbed the “analytical” or “systematic” route—engages when a consumer is highly involved with the message: here, scrutiny is guided by deeply held cognitive schemas, prior learning, and rigorous evaluation of argument strength. Conversely, when involvement is minimal, information processing shifts to a more heuristic or peripheral mode, relying on surface cues—such as the messenger’s perceived credibility, evocative imagery, or simple rule-of-thumb shortcuts—thereby increasing susceptibility to subtle forms of influence and potentially less stable attitude change.

Complementing these cognitive models, psychodynamic and motivational paradigms delve into the latent emotional and intrapsychic forces that drive consumption patterns. Early theorists such as Freud and Murray emphasized that unconscious desires and psychogenic needs—ranging from the quest

for prestige to the yearning for affiliation—serve as the substratum of latent consumer impulses. Modern extensions draw upon self-determination theory to distinguish autonomous motives, which cultivate genuine engagement and enduring brand loyalty, from controlled motives that tend to precipitate transactional, short-lived behaviors. From the vantage point of learning theory, brands evoke automatic affective responses through classical conditioning—pairing products with positive stimuli—while reinforcement strategies (e.g., loyalty bonuses, tiered discounts) leverage operant principles to shape repeat purchase behavior. Integrative constructs, notably the theory of planned behavior, synthesize these insights by mapping how individual beliefs, normative pressures, and perceived control coalesce into purchase intentions and ultimately observable consumer actions, thereby providing a holistic blueprint for predicting and influencing market behavior [3].

In the digital economy, a brand's success depends on its ability to seize audience attention instantly: mere seconds of video exposure or a striking banner ad can leave either a positive or negative impression of the company. At the same time, the online environment grants consumers access to an immense range of information—from user reviews and star ratings to expert evaluations. According to cognitive engagement theory, highly involved users seek out external opinions and perform deep analysis to reduce uncertainty in their choices. However, in-depth analytical work requires substantial time and mental effort; under conditions of limited attentional resources, consumers frequently rely on heuristics or emotional anchors [5, 7]. In digital marketing, motivation is viewed as the synergy of intrinsic drives and external incentives designed to prompt the target audience to take specific actions. Its impact is greatly enhanced not only by economic rewards (coupons, cashback, special discounts) but also by unique user experiences such as participation in interactive quests, webinars, members-only online events or access to exclusive content. Emotional stimuli generated through interaction with digital media determine both the speed and nature of purchase decisions and foster long-term brand commitment. Positive emotions—joy, a sense of belonging, aesthetic pleasure—build a firm foundation for loyalty, whereas negative feelings—fear, doubt, irritation—can drive audiences away or trigger shopping-cart abandonment [9].

One of the most effective techniques in digital marketing is emotional facilitation: short video clips that evoke nostalgia, admiration or amusement achieve substantially higher click-through rates and conversion rates. The emotional element delivers an immediate call to action and produces enduring effects—helping to sustain user attention and reinforce trust-based relationships [2, 3].

The translation of favorable brand attitudes into concrete behaviors is often mediated by additional factors. First, even when disposition toward a brand is positive, consumers may forgo a purchase because of objective constraints such as insufficient funds or lack of time. Second, an initially neutral perception can be swiftly altered by emotionally charged messages, time-limited offers or endorsements from authoritative influencers, thereby accelerating decision-making and driving purchase completion [3].

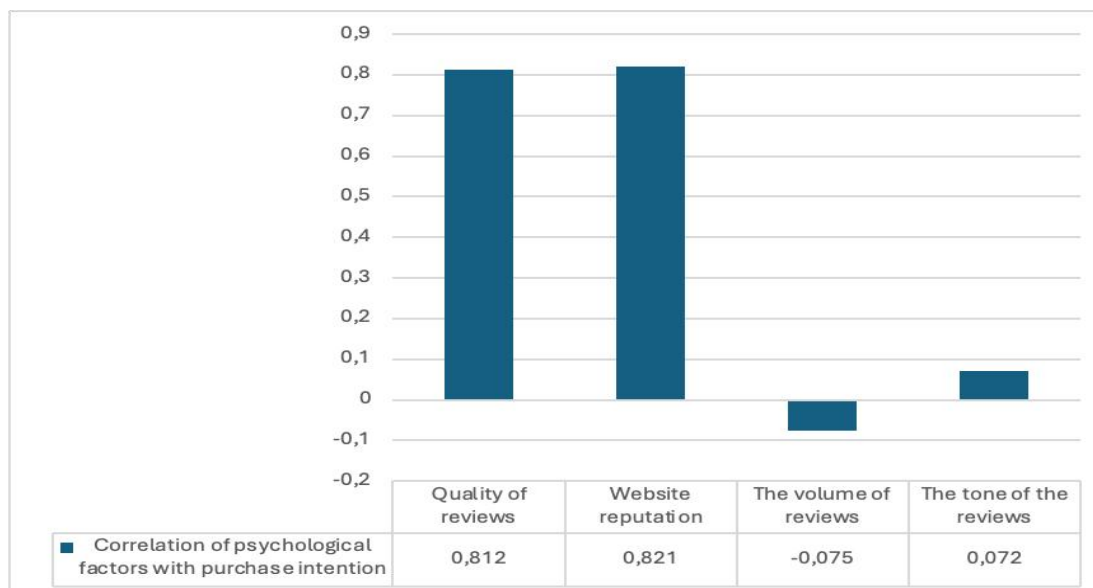
Below, Table 1 illustrates key psychological factors influencing consumer behavior in digital marketing.

**Table 1. Key psychological factors of behavior in digital marketing [1, 2, 3, 5, 8].**

Factor	Description	Example in Digital Context
Perception	The process of selective filtering and processing of information; determining the relevance of a signal for the consumer	Concise descriptions, engaging first screens of websites, simplified interface
Motivation	Internal and external driving forces that stimulate action	Online promotions, personalized offers, AR quests, gamification
Emotions	Emotional reactions triggered by interaction with content, brands, or communities	Inspiring video content, storytelling in social media
Attitude	A formed system of evaluations and predispositions toward a particular object	Social proof (likes, reviews), positive brand interaction experience
Intention	A concrete readiness to take action (purchase) based on attitudes and emotions	One-click purchases, personalized discounts, influencer integrations

An empirical study by Shweken A., Ayyash M. M. [16], conducted within the framework of a simplified stimulus–response model, aimed to deepen understanding of how psychological and economic determinants influence the development of marketing strategies. The study employed an online survey of 190 electronics consumers to assess the contribution of four key variables—review quality, tone of reviews, total volume of user ratings, and platform reputation—to the formation of purchase intention. Each factor was measured using multi-item scales with proven internal consistency (Cronbach's  $\alpha \geq 0.768$ ), and data were analysed using Pearson's correlation and multiple regression techniques.

The results demonstrated that the substantive value of reviews ( $r = 0.812$ ) and platform prestige ( $r = 0.821$ ) are the most significant predictors of purchase intention, whereas the number of user comments is a weak negative determinant ( $r = -0.075$ ), and the emotional tone of statements has a negligible effect ( $r = 0.072$ ). This pattern indicates that modern online purchasers rely more on objective informativeness and trust in the platform as a source of goods, rather than on the sheer volume of opinions or their subjective sentiment. To illustrate the relationships between the variables and purchase propensity more clearly, the authors present a structural diagram (Fig. 1) showing the strength and direction of the correlations.



**Fig.1. Correlation of psychological factors with the purchase intention [16].**

Consequently, when devising contemporary marketing programs, it becomes essential to shift attention away from merely tallying the number of reviews and toward evaluating their substantive content. Efforts should concentrate on cultivating genuine confidence in the platform—through transparent mechanisms of feedback verification, authentic user engagement, and safeguards against astroturfing—rather than resorting to tactics that inflate review counts or manipulate sentiment to achieve short-term gains. By placing qualitative insights at the heart of performance metrics, organizations can nurture long-term loyalty and mitigate the reputational risks associated with perceived inauthenticity.

Moreover, a deep comprehension of consumers' attitudes and the cognitive processes that bridge purchase intention and actual buying behavior allows marketing professionals to tailor both campaign messaging and digital user journeys with greater precision. Traditional economic models posit that rational agents seek to minimize expenditure relative to product utility; yet, in the realm of e-commerce, behavioral phenomena such as psychological pricing exert a pronounced influence. "Charm pricing," typified by end-digits like .99 or .999 [5], leverages the left-digit bias to enhance the perception of value, while time-bound promotions exploit urgency and scarcity heuristics to trigger affective rather than deliberative decision-making [7, 10]. Integrating these behavioral insights with rigorous analysis of user feedback creates a multidimensional framework—rooted in both economic theory and consumer psychology—that equips firms to make data-driven marketing decisions calibrated to the nuanced motivators of today's digital shopper.

### 3.2 Practical cases

This section examines practical examples from major corporations that illustrate the successful application of psychological aspects in the formulation of effective strategies. Based on the analysis performed, original recommendations for conducting such evaluations in the development of effective strategies are provided.

Many e-commerce leaders use the tactic of creating a sense of scarcity and urgency, prompting consumers to act immediately out of fear of "missing out" on a good deal. For example, Booking.com has turned scarcity into the foundation of its UX: when searching for hotels, the service almost always notifies users that "only X rooms left" or that "Y people are currently viewing this option." These messages create a sense of rush and resource limitation. The user receives the signal: rooms are being booked right now, hesitation is not an option—otherwise, they might miss out. This, in turn, both increases anxiety (the room might be taken at any moment) and serves as social proof of the offer's popularity [11].

Another example is Amazon, which frequently displays the status of limited stock ("only 3 left") on product pages and uses countdown timers for time-limited promotions. During sales events such as Prime Day or Black Friday, products are often accompanied by countdown clocks and low-stock indicators, encouraging impulse buying. The company also utilizes micro-notifications about delivery, such as "Order within the next 2 hours to receive it tomorrow," creating a sense of urgency. Through fast-shipping notifications, Amazon directly guides the consumer toward an immediate purchase—otherwise, the item might sell out or experience delivery delays. This tactic combines the principle of scarcity with lowering the psychological barrier to purchase (as the item can be received quickly if ordered immediately). Overall, artificial scarcity tactics, limited-time offers, and "today only" promotions have proven to be a reliable way to drive demand spikes. Studies show that 86% of millennials are more likely to buy a product if it is presented as a limited edition or exclusive deal, a tendency that marketers successfully monetize [12].

Another category of psychological tools in marketing is social proof. People tend to rely on the opinions and actions of others, especially in uncertain situations. Businesses skillfully leverage this tendency by integrating popularity signals into digital interfaces. Amazon also uses social proof through its review and rating system. Customer reviews, star ratings, and labels such as "#1 Bestseller" help new customers build trust in a product based on collective opinion. An analysis of Amazon's behavioral strategies reveals that the company employs the social proof phenomenon by displaying reviews and ratings on its product pages to persuade hesitant buyers [13]. Additionally, other marketplaces like eBay and Alibaba frequently show how many people have already purchased a product or are currently viewing its page. According to an analysis of common FOMO (Fear of Missing Out) tactics, e-commerce leaders often display the number of units sold or remaining in stock, typically highlighting these figures in red to draw attention. Phrases such as "high demand" or "XX people bought this in the last 24 hours" serve as powerful social proof: they convey the message that "if so

many others chose this product, I shouldn't miss out either" [12]. This approach is based on Robert Cialdini's principle of social proof, which states that people tend to perceive actions as correct if others are doing them. As a result, well-designed reviews and popularity indicators increase conversion rates, giving users a collective guarantee of product quality.

Even the design of personalized recommendations often includes elements of social approval. For instance, the streaming service Netflix justifies its content suggestions with phrases like "Because you watched...". This explanation not only makes the algorithm's reasoning transparent (reducing skepticism) but also subtly implies, "People like you also enjoyed this." Netflix made its social proof strategy even more explicit in 2020 by introducing the "Top 10 Today" section on its homepage, displaying the most popular content in a given country [14]. This feature instantly signals which movies or series are being widely discussed, drawing viewers into the shared cultural conversation. Essentially, the Top 10 list capitalizes on people's desire to "stay in the loop" and not fall behind social trends. Analysts suggest that such rankings simplify cognitive decision-making: users mentally categorize Netflix's vast catalog into smaller, more digestible lists, making it easier to decide what to watch.

As can be seen, only a comprehensive approach that takes into account perception, motivation, emotional reactions, and the influence of the social environment can ensure maximum audience engagement and high business profitability. This approach not only satisfies the current needs of customers but also helps build long-term relationships, contributing to the sustainable development of the brand.

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#### 4. Discussions

Subsequently, based on the conducted research, the author's recommendations on applying psychological and economic factors in the development of effective digital marketing strategies will be presented.

The use of psychographic, behavioral, and demographic data helps identify specific emotional triggers, such as interest in a particular lifestyle or commitment to environmental values. The application of dynamic tools, such as chatbots, artificial intelligence for recommendations, and targeted advertising, significantly improves the user experience by reducing information overload.

Equally important is the use of emotional influence and storytelling to create a compelling marketing campaign. Combining rational arguments with emotional elements, supported by visual and audiovisual content, allows for the immediate establishment of emotional "anchors" in the consumer's mind. Videos, animations, and infographics help convey important messages, creating a lasting impression of the brand and fostering deeper emotional perception.

Support for proactive engagement with opinion leaders, bloggers, and experts adds legitimacy to the brand, while social proof mechanisms, including reviews, product ratings, and active participation in online communities, contribute to building a positive image.

The implementation of innovative technologies has become an integral part of modern marketing strategies. Virtual and augmented reality (VR/AR) technologies allow consumers to test products in a virtual environment, enhancing emotional engagement. Chatbots and voice assistants, which reduce barriers to selection and information retrieval, significantly simplify the decision-making process, making it more convenient and intuitive. Furthermore, data analysis and the use of artificial intelligence to study user behavior and purchase history allow for the creation of highly personalized offers, increasing conversion rates.

Adapting materials to linguistic norms, symbols, and cultural traditions is crucial for international campaigns. Segmenting the audience by social and cultural characteristics allows for the development of more precise and relevant offers, which, in turn, improves targeting effectiveness and contributes to the successful promotion of the brand in new markets.

Reputation management and ensuring long-term economic benefits require constant monitoring of brand mentions on social media, forums, and review platforms. Timely responses to negative signals and swift resolution of customer issues not only enhance loyalty but also reduce reputational risks. Loyalty programs, appreciation campaigns, and personalized communication via email newsletters and push notifications create a sense of exclusivity, further stimulating a positive attitude toward the brand.

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#### 5. Conclusion

The conducted research has demonstrated that in the digital age, marketing strategies require a comprehensive consideration of psychological factors. From the psychological perspective, key aspects include perception, motivation, emotions, and attitudes, which shape the overall brand impression and stimulate (or hinder) the decision-making process regarding purchase.

The analysis results show that the success of digital campaigns largely depends on the brand's ability to create emotional engagement and trust while simultaneously considering the profitability of marketing investments. An optimal balance is achieved through personalized content, tailored pricing strategies, and constant monitoring of audience behavior. The practical value of the work lies in recommendations that allow for the integration of psychological tools into a unified digital strategy concept: from segmentation and targeting to long-term loyalty building. This interdisciplinary approach ensures increased effectiveness and sustainability of marketing decisions in the rapidly changing digital environment.

Despite a comprehensive review of psychological determinants, the study remains constrained by the methodological divide between psychological approaches, the absence of empirical validation for its recommendations, and a limited cross-cultural perspective, necessitating that future researchers develop a unified methodology, undertake empirical investigations, and integrate neuromarketing techniques to analyze consumers' emotional engagement.

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