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## DEVELOPMENT OF MARKETING MODELS FOR ATTRACTING AND RETAINING CONSUMERS IN DIGITAL BRANDING

*The object of study is digital branding. The process of attracting and keeping consumers in digital branding is considered. The phenomenon of digital branding and the basic tools of its impact on consumers are investigated. The global trends in the development of media consumption at the present stage are substantiated. Transformational changes in the process of consumption, as a consequence, have been proven to be transition to the area. It is determined that in order to attract and maintain online consumers, brands should respond quickly and establish effective feedback. Accordingly, the important role of digital branding is indicated. As a basis for the development of a marketing model of consumer involvement and keeping in digital branding it is proposed to use the AIDA model. The marketing model is indicated that allows to monitor the actions of consumers, as well as to control communication processes. The stages of the AIDA model in digital branding are highlighted – visiting the site, moving the goods to the basket, registration and payment of order. AIDA strategic tools in digital branding are identified. It is necessary to use the conversion coefficient to determine the efficiency of each stage of the model. It is proposed to supplement the classic Aida model with two elements of Satisfaction (S) and Loyalty (L) by receiving AIDASL. An advanced model of impact on consumers in digital branding has been developed. This model coordinates the stages of the AIDASL model with the main stages of the purchase decision process. The practical importance of the developed model of consumer involvement and maintenance in digital branding will increase the attention, interest, desire and level of purchase. This, in turn, will create the preconditions for increasing conversion at each stage of consumer contact with an online store, increasing their satisfaction and loyalty.*

**Keywords:** digital branding, digital media, consumer behavior, marketing communications, promotion, conversion.

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## 1. Introduction

In modern marketing, much attention is paid to the formation of a positive image of the enterprise and increasing its value for consumers. It is possible to implement these measures through branding. Branding, as a tool for marketing communications, allows to distinguish the enterprise and its products among competitors, to establish a psycho-emotional connection with consumers, as well as to form a long relationship with customers. In other words, in the branding marketing management system performs a number of important functions. First, differentiates and identifies the enterprise, creates powerful associations. Second, it forms loyalty and increases trust. Third, it ensures stability of the activity and increases the market value of the enterprise, creating opportunities for further expansion. Fourth, it implements the principles of social responsibility by forming the appropriate system of values and mission. Fifth, attracts and holds consumers because of strong emotional connection. And finally, it activates innovative activities by introducing new products. This gives reason to argue that branding is the basis for developing an effective marketing strategy.

Since the emergence of branding in the nineteenth century and so far, the processes of branding have been the object of research on theorists and practitioners. The most common definition is "Branding is a set of measures that implements an enterprise to optimize its brand marketing" [1]. In the study [2], the stages of branding as a key success factor are detailed. Much attention is paid to creating a brand, its features and promotion tools.

In the digitalization era, new aspects of branding appear, which attracts even more researchers. In [3], the theoretical foundations of digital branding are substantiated and the main stages of its formation are distinguished. Using PESO model, the authors reveal the specifics of using this digital branding tool as a prerequisite for building effective communication with the brand.

A logical continuation is research [4], which reveals the features and basic tools of digital branding used for online goods and services. As in the previous work, the use of a modern PESO model that allows to choose digital branding tools, based on media channels, goals and objectives of a particular brand.

Transformational changes in the concept of branding as a result of digital marketing development are also

investigated in [5]. The authors emphasize the importance of transferring to the online branding tools. In addition, innovative mechanisms and tools of digital branding are considered for target audience targeting on social networks, and media promotion.

Unlike previous studies that have not been attached to a particular field of activity, the aspects of digital marketing and branding in the higher education segment are considered in [6]. The author identifies the most popular channels of marketing communications of higher education institutions around the world. It also determines the role of influencers in digital branding, substantiates metrics to evaluate digital branding.

[7] reveals the issues of innovative digital branding strategies for Ukrainian enterprises. There are two innovative digital branding strategies for Ukrainian business, which is based on partnerships, in particular, it is a co-branding and affiliated branding. The authors justify that the implementation of the proposed strategies will significantly increase the target audience, creating positive emotions. In the context of an indefinite marketing environment, it becomes possible to influence consumer behavior through digital technologies. These aspects are devoted to research [8].

Valuable from the standpoint of attracting and maintaining consumers is the development of a model of implementation of the communication strategy of brands in the digital environment [9]. The study proposes an algorithm for the implementation of brands communication strategy in conditions of fierce competition.

Given the above, it is necessary to further focus on the development of a marketing model that would meet the conditions of the digital environment, actively involving consumers in the process of buying and improving the perception of the brand.

In this regard, *the aim of research* is to develop a marketing model of attracting and maintaining consumers in digital branding. This will allow to activate contacts with consumers at all stages of making a decision on purchase and, as a consequence, to increase the efficiency of marketing activities by increasing conversion.

## 2. Materials and Methods

General scientific methods have been applied to develop a marketing model of attracting and maintaining consumers in digital branding. The determination of the main trends in the world in the world is made on the basis of comparative analysis of statistical indicators, as well as regression analysis. Developing a model of impact on consumers in digital branding is based on the use of the classic AIDA classic marketing model, as well as the growth rate of conversion.

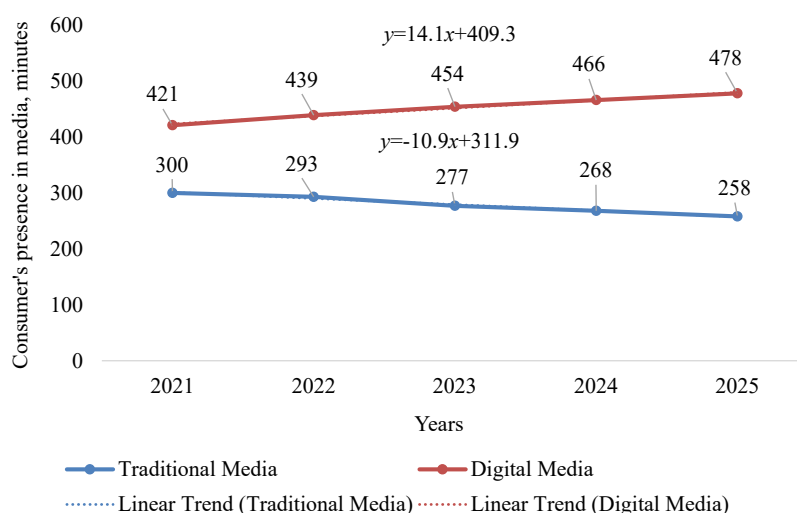
## 3. Results and Discussion

Branding affects consumers through trademarks, packaging, and most importantly, a complex of marketing communications. Branding creates the most attractive brand

image. Different marketing models can be used to implement branding tools. The most common marketing model, which increases the brand, includes media advertising. It covers banners, video advertising and graphic ads on websites or social networks, etc. [10]. Equally important, in the context of growing personalization requirements is direct marketing, which makes it possible to interact with the audience directly. The main forms of direct marketing are personal sales, email marketing, mobile marketing, Internet marketing [11]. Recently, social media marketing has been developing, which is actively using social networks to establish contacts with the target audience through posts, comments and live broadcasts. Content marketing (blogging, video to attract consumer attention), as well as marketing influencer (recommendations from thought leaders and famous personalities) have a close relationship with social networks. The need for direct consumer contact with brands is satisfied by conducting online or offline events, which are the tools of event marketing [12]. Each of the above model of branding forms individual interaction with consumers, improving the perception of brands with a target audience for their further development.

Numerous studies have shown that at the present stage there is a transformation of consumer behavior on the perception of brands. In particular, there is a transition to a digital environment. Digital branding is increasingly popularized, especially in retail.

In recent years, there has been a shift towards digital and social networks around the world in recent years. So, in the US, the time spent with traditional media is significantly reduced. For example, in 2021, the average time spent on traditional media was five hours, and in 2023 this figure fell to four hours and 37 minutes [13]. In addition, experts predict that the consumption of traditional media will continue to decline: according to forecasts, the average time spent, will be reduced to four hours and 18 minutes in 2025. The above trends are presented in Fig. 1.



**Fig. 1.** Average consumer presence in the media (compiled from [13])

In addition, it should be noted that in Europe television is still the most used media tool: as of 2023, 74 % of people surveyed watched TV. While consumption of traditional media, such as the press, has decreased, social networks and the Internet are becoming more important [14].

Similar to European statistics are media consumption in Ukraine in 2015–2024. Television is also the most popular media, including national TV channels watching 67 % of respondents. At the same time, the consumption of traditional media, such as newspapers and radio, is decreasing, and social networks and the Internet are becoming more widespread. When choosing media, for Ukrainians, first of all, the curiosity of the material (57 %) is important. Attention is also paid to the impartiality and promptness of information coverage (38 %). The following positions in the rating are the convenience of feed (33 %) and the closeness of views (29 %). Most Ukrainians are not interested in information about media owners. A common source of information includes personal connections – 28 % of respondents learn about current news from relatives, friends and acquaintances. Among social networks, which are gaining popularity, 56 % of Ukrainians receive information from Facebook, Instagram (25 %) and Viber (24 %) are second and third [15].

The given data indicate the transformation of consumption and the transition to the field online. The dominant role of social media changes the behavior of consumers.

Thus, digital branding is a more modern and dynamic version of branding, which is aimed at attracting and maintaining online consumers through rapid response and feedback. Different marketing models can be used for this purpose. One of the universal models that seem to be possible to monitor consumers' actions and keep communication processes under control is the AIDA model. This model includes 4 components of the communication process between the brand and the consumer – attention (A), interest (I), desire (D) and action (A). Unlike the retail store system, in digital branding the stages of the AIDA model will include the number of customers who visited the site, moved the goods to the basket, designed and paid orders. To determine the level of efficiency of each stage of the AIDA model, it is advisable to use the conversion ratio ( $r_c$ ) [16].

Consumer efficiency at each stage of the AIDA model demonstrate the ratio of conversion:

$$\frac{r_{cDB}}{r_{cRT}} \rightarrow \max, \quad (1)$$

where  $r_{cDB}$  – the conversion ratio in digital branding;  $r_{cRT}$  – the conversion ratio in retail trade.

At the same time, in digital branding, the ideal ratio in the AIDA model will be attracted if the conversion ratios at different stages of consumer contact with an online store:

$$\frac{r_{cACTION}}{r_{cDESIRE}} = \frac{r_{cDESIRE}}{r_{cINTEREST}} = \frac{r_{cINTEREST}}{r_{cATTENTION}} \rightarrow 1. \quad (2)$$

In other words, at the stage of transition from desire to action, interest in desire, attention in the interest of consumer loss should be minimal. This can be implemented using strategic tools for influencing consumers at each stage of the AIDA model (Fig. 2).

Provided effective tools, pleasure from buying and, as a consequence, is a high degree of loyalty, which will be confirmed by the growth of the conversion ratio ( $r_c$ ). Thus, the classic AIDA model is proposed to be supplemented

with two elements of Satisfaction (S) and Loyalty (L) by receiving AIDASL. The cyclical nature of the proposed model should be indicated. Combining the AIDASL model, as well as the main stages of the purchase decision process, let's present an improved model of influence on consumers in digital branding (Fig. 3).

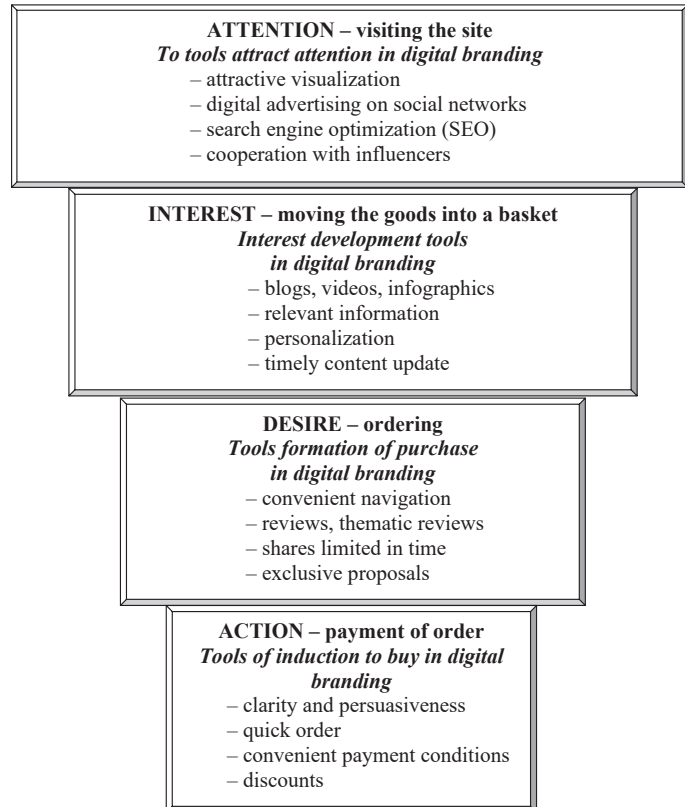


Fig. 2. AIDA model strategic tools in digital branding (compiled from [17, 18])

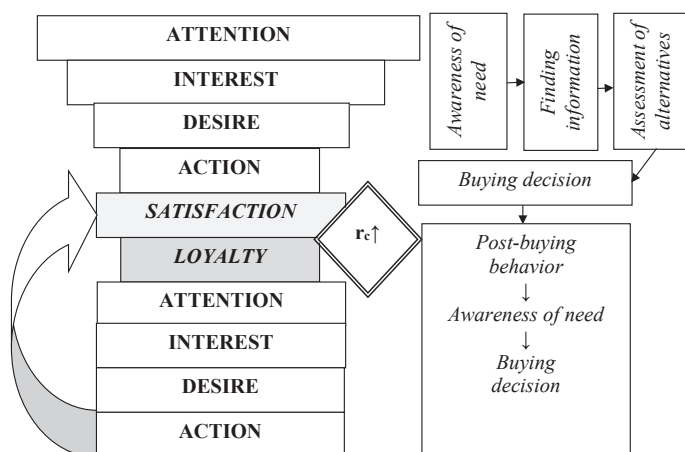


Fig. 3. Consumer influence model in digital branding (compiled from [16–18])

Presented in Fig. 3 model of consumer influence in digital branding takes into account all stages of the purchase decision process and is appropriate for introduction into the online environment. This will provide a stable conversion at each stage of the sales funnel.

The restriction of the proposed model is its focus on consumers of a particular age category, in particular the generation of Z and millennials (18–35 years). It is the representatives of this audience who spend a lot of time

online (up to 10 hours and a day) and are active consumers of digital media. In addition, there are no factors that are substantially infused on media indulgence in digital branding. In particular, these can be cultural differences, differentiated income, individual needs that differ depending on rural and urban conditions and cultural differences [19].

Thus, the prospects for further research should be related to the further development of the proposed model, covering the factor conditions and performance indicators of digital branding on consumer behavior.

#### 4. Conclusions

It is determined that branding has a significant impact on consumer behavior. Different marketing models can be used to attract and keep consumers. It is established that at the present stage the behavior of consumers under the influence of digitalization of purchase processes is changing dramatically. As a result, there is a need to use digital branding tools.

The main trends in Ukraine and the world are highlighted. In the US, the time spent with traditional media is significantly reduced, as the presence of digital media increases significantly. Europe and Ukraine are characterized by similar trends. Social networks and the Internet are becoming more widespread. It is established that consumption is transformed and gradually moving into the field of online, changing consumer behavior.

It is noted that digital branding is a more modern and dynamic version of branding. The stages of the AIDA model in digital branding are identified. It is substantiated that it is advisable to use the conversion factor to determine the level of efficiency of each stage of the AIDA model. There is a ratio that indicate the effectiveness of consumer impact at each stage of the AIDA model. AIDA strategic tools in digital branding are highlighted. It is proposed to add two elements of Satisfaction (S) and Loyalty (L) by receiving the AIDASL model. An advanced model of impact on consumers in digital branding is presented.

#### Conflict of interest

The authors declare that they have no conflict of interest in relation to this study, including financial, personal, authorship, or any other, that could affect the study and its results presented in this article.

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#### Data availability

The manuscript has no associated data.

#### Use of artificial intelligence

The authors confirm that they did not use artificial intelligence technologies when creating the presented work.

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