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*National Technical University of Ukraine «Igor Sikorsky Kyiv Polytechnic Institute», Ukraine***INTERACTION OF COGNITIVE AND EMOTIONAL FACTORS
IN THE PROCESS OF ADVERTISING MESSAGES' INFLUENCE**

The article is devoted to the study of the interaction of cognitive and emotional factors in the process of perceiving advertising messages, which is a decisive factor in the effectiveness of modern marketing communications in conditions of information overload. Therefore, the need to move from classical methods of advertising creation to strategies based on a deep understanding of consumer psychology is emphasized. The theoretical foundations of cognitive processes and emotional reactions in marketing communications are considered. It is proven that it is the combination of cognitive and emotional components that determines the level of assimilation of an advertising message, the formation of long-term associations with the brand, and the overall effectiveness of an advertising campaign. The main models of influence, which serve as the theoretical basis for planning communication strategies, are analysed. An author's model of complex influence is developed, which visualises the relationship between cognitive and emotional perception of advertising and their combined effect on consumer behaviour. For the digital environment, a dynamic model of trust is proposed, describing its formation through three successive levels: from transactional-functional to value-oriented. This model is complemented by the concept of 'digital trust sequence,' which details specific tools and mechanisms for its construction at each stage. The article emphasises the need to combine rational arguments and emotional triggers to achieve maximum communication effect, and justifies an integrated approach to evaluating effectiveness that combines digital metrics with qualitative research methods.

Keywords: advertising campaign, cognitive features, emotional features, influence model, digital marketing, marketing communications.

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ВЗАЄМОДІЯ КОГНІТИВНИХ ТА ЕМОЦІЙНИХ ФАКТОРІВ**У ПРОЦЕСІ ВПЛИВУ РЕКЛАМНИХ ПОВІДОМЛЕНЬ**

Стаття присвячена дослідженням взаємодії когнітивних та емоційних чинників у процесі впливу рекламних повідомлень на споживача, що є особливо актуальним в умовах інформаційного перенавантаження та високої конкуренції брендів за увагу аудиторії. У роботі обґрунтовано необхідність переходу від традиційних підходів до створення реклами до стратегій, основаних на глибокому розумінні психології споживача та специфіки переробки інформації двома системами мислення, описаними Д. Канеманом. Доведено, що саме поєднання раціональних (когнітивних) і чуттєвих (емоційних) компонентів забезпечує вищу ймовірність формування стійких асоціацій з брендом, підвищення ефективності комунікації та зростання наміру до покупки. У статті проаналізовано ключові моделі впливу в маркетингових комунікаціях та ймовірністю моделлю переробки інформації. На основі їх синтезу запропоновано авторську модель комплексного сприйняття рекламного повідомлення, яка відображає динамічну взаємодію когнітивних і емоційних процесів та їхній спільний внесок у формування поведінкових реакцій. окрему увагу зосереджено на довірі як ключовому чиннику цифрових комунікацій. Розроблено динамічну модель

формування довіри в цифровому середовищі, що описує три рівні її розвитку – від транзакційно-функціонального до ціннісно-ідентифікаційного – та визначає цифрові інструменти, релевантні кожному етапу. Також удосконалено методичний підхід до оцінювання ефективності рекламних кампаній, який поєднує цифрові метрики з якісними методами аналізу когнітивних, емоційних і поведінкових реакцій споживачів. Доведено, що інвестиції в розуміння психології споживача та адаптацію до неї слід розглядати не як додаткові витрати, а як стратегічні інвестиції в довгострокову цінність бренду та його конкурентоспроможність. Результати дослідження формують цілісне теоретико-практичне підґрунтя для розроблення ефективних маркетингових стратегій та відкривають перспективи для подальших емпіричних досліджень у галузі психології споживача та цифрових комунікацій.

Ключові слова: рекламна кампанія, когнітивні особливості, емоційні особливості, модель впливу, цифровий маркетинг, маркетингові комунікації.

The problem lies in the gap between the stated value positioning of companies and their actual perception by consumers. This is due to the predominance of rational arguments over emotional ones, or vice versa, in advertising communications, which leads to inefficient use of marketing budgets, low audience engagement, and weak emotional connection with the brand. As a result, brands lose the opportunity to build lasting loyalty in a market where trust is a key factor.

Analysis of recent publications on the issue. The theoretical foundations of the impact of advertising messages on consumers are based on a number of fundamental works by leading domestic and foreign scientists. A significant contribution to the understanding of the cognitive aspects of information perception was made by D. Kahneman [1], who in his work "Thinking, Fast and Slow," described the concepts of two thinking systems, namely the mechanisms of interaction between fast, intuitive-emotional (System 1) and slow, rational-analytical (System 2) components of decision-making. This theory became the basis for understanding how emotions can precede and shape rational assessment. P. Kotler and K.L. Keller [2] in their work 'Marketing Management' emphasise that emotions are an integral component of brand value, as they form a deep personal connection with the consumer.

Hierarchical models such as SOR, FSB Gird, classic AIDA and its modification for the digital environment AISAS, which describe the consumer's path from contact with the message to the target action in the work of T.G. Dibrova, S.O. Solntseva, K.V. Bazherina [3] 'Advertising Management'. To understand the mechanisms of persuasion, the basis is the Probability Processing Model by R. Petty and J. Kachoppo [4] in their work 'Central and Peripheral Routes to Persuasion: An Individual Difference Perspective,' which distinguishes between central (logical) and peripheral (emotional) ways of forming attitudes. S. Mayer, J. Davis, and F. Shurman [5] proposed an integrative model of organisational trust, identifying three key determinants: competence, benevolence, and honesty, which are directly applicable to the analysis of brand trust in the digital environment.

Among Ukrainian scientists, researchers such as T.G. Dibrova, S.O. Solntsev, K.V. Bazherina [3], M.M. Khaustov [6], O.S. Bratko [7] and others have contributed to the development of advertising management and communications theory.

However, despite the considerable interest of scientists in certain aspects of cognitive and emotional influence, a review of the literature shows that the issue of the complex interaction of these two factors in the process of perceiving advertising messages remains insufficiently studied. Existing approaches often consider cognitive and emotional processes in isolation, whereas in practice they are in constant dynamic interaction, reinforcing or weakening each other.

The purpose of this article is to examine theoretical principles and develop practical recommendations for adapting advertising campaigns to the cognitive and emotional characteristics of the target audience.

Presentation of the main results and their justification. When analysing scientific literature, three key approaches to interpreting the definition of 'advertising campaign' can be identified: strategic-managerial, systemic-complex, and communicative. The strategic-managerial approach, supported by authors such as K.V. Bazherina, S.O. Solntsev and M.M. Khaustov, focuses on planning, coordination and resource management, viewing an advertising campaign as a set of interrelated organisational, managerial and creative activities united by a single goal, strategy and budget [3, 6]. The systemic-complex approach, emphasised by F. Kotler, O.S. Bratko, and J.-J. Lambin, views an advertising campaign as part of an overall marketing strategy that combines various tools to achieve a synergistic effect [2, 7, 8]. The communication approach, researched by J.F. Jones, G. Belch and M. Belch, reveals an advertising campaign as a process of creating and disseminating consistent messages aimed at maximising impact on the audience [9, 10].

Based on the analysis of the above approaches, an advertising campaign can be defined as a strategically planned and managed set of interrelated organisational, creative and communication activities. They are united by a common goal, creative concept and budget, which is implemented through a series of coordinated messages in selected communication channels over a specified period of time. Its task is to achieve a synergistic effect on the target audience and solve specific marketing tasks of the brand.

To systematise and compare theoretical approaches to the essence of advertising campaigns, it is advisable to use classification criteria. Within the scope of this article, a classification of advertising campaign characteristics has been systematised, including criteria such as the object of advertising, objectives, duration, geographical coverage, intensity of influence, market segmentation, implementation tools, scope of use of types of advertising activities, and nature of influence on the consumer [10, 11]. The latter feature is the most relevant to the subject under study, as it directly relates to the mechanisms of psychological influence. According to this classification, advertising campaigns are divided into the following types based on the nature of their influence [10, 11]:

- rational – based on logic, reason and pragmatic consumer interests;
- emotional – based on feelings, associations and personal experiences of the consumer;
- mixed – combining rational arguments and emotional background.

In addition, for the purposes of analysis in the modern digital environment, the key feature is also the means of implementation, i.e. the distribution channels, in particular the distinction between digital campaigns – campaigns that are implemented exclusively or predominantly in the digital environment [10, 11].

A key factor in the effectiveness of advertising campaigns is not only informing consumers about the characteristics of the product, but also understanding their cognitive and emotional characteristics. The effectiveness of an advertising message is determined not only by its content, but also by how it is perceived and processed on a psychological level. According to L. Schiffman, cognitive characteristics in consumer behaviour are a system of internal mental processes responsible for receiving, processing, storing and using information [12]. In the context of marketing, according to D. Hawkins and R. Mathershall, this means that consumers do not passively respond to advertising, but are active participants who interpret marketing messages through the prism of their past experience, knowledge, attitudes, and individual information processing capabilities [13].

Rational perception of advertising messages is based on cognitive processes, while emotions shape emotional attitudes towards a brand and stimulate behavioural activity. In a marketing

context, emotions are understood as subjective psychophysiological reactions that are triggered by marketing stimuli (advertising, brand, packaging) and directly influence consumer behaviour. The emphasis here is on the functionality of emotions as a mechanism of influence [2]. On the other hand, D. Kahneman proved that emotional state (feelings of pleasant/unpleasant) is the primary reaction of System 1, which then influences further judgements and choices, often bypassing the rational analysis of System 2 [1].

The concept of two thinking systems, proposed by Nobel laureate Daniel Kahneman, is the basis for understanding the mechanics of purchasing decisions. It clearly describes how emotions and rationality interact in the consumer's mind:

1. System 1 works automatically and with minimal effort. It is guided by associations and emotions. This system is responsible for instant reactions: sympathy for a brand, trust or distrust of a face in an advertisement, an instant desire triggered by an attractive image, etc. Most consumer decisions, especially those concerning everyday goods, are made under its influence [1];

2. System 2 is used for slow, rational thinking, so it requires concentration and cognitive resources. Consumers use System 2 for complex decisions when they need to compare technical characteristics, prices, assess risks, etc. [1].

When considering the role of emotions, it can be noted that they are primary and arise much faster than rational assessment. Emotions primarily act as a filter during the reaction. Positive emotions create a favourable background for further rational processing of information by System 2, while negative emotions, on the contrary, can completely block further consideration of the proposal. It also simplifies choice in situations where rational analysis is difficult, with consumers relying on emotional attachment as a label for decision-making. The latter can be highlighted in the formation of loyalty, as rational arguments can convince someone to make a purchase once, but it is the emotional connection with the brand that is the basis for long-term loyalty.

Thus, an effective advertising campaign must appeal to both systems simultaneously – emotionally engaging with System 1 by creating positive associations and providing rational arguments for System 2 to justify the choice.

There are various classifications for the effective use of emotions in marketing, but they can be classified according to two main criteria: valence (sign) and intensity (strength) [2, 14]:

1. By valence (sign):

- positive emotions (joy, excitement, laughter, love, gratitude, etc.). Their purpose is to create pleasant associations with the brand, increase loyalty and stimulate spontaneous purchases. They work on a chain principle, i.e. positive feelings from advertising are transferred to the product;

- negative emotions (fear, shame, guilt, indignation, etc.). They are used more cautiously, as the main goal is to draw attention to the problem and motivate action to eliminate it. It is important that the advertisement not only evokes fear, but also offers an easy solution, restoring control to the consumer.

2. By intensity (strength):

- strong (highly activating) emotions (excitement, euphoria, horror). They are effective for quickly attracting attention, creating a memorable impression and a 'viral' effect. Such advertising is memorable, but can be tiring when repeated frequently;

- weak (low-activation) emotions (calm, nostalgia) are ideal for building long-term relationships and creating a sense of reliability, comfort and trust.

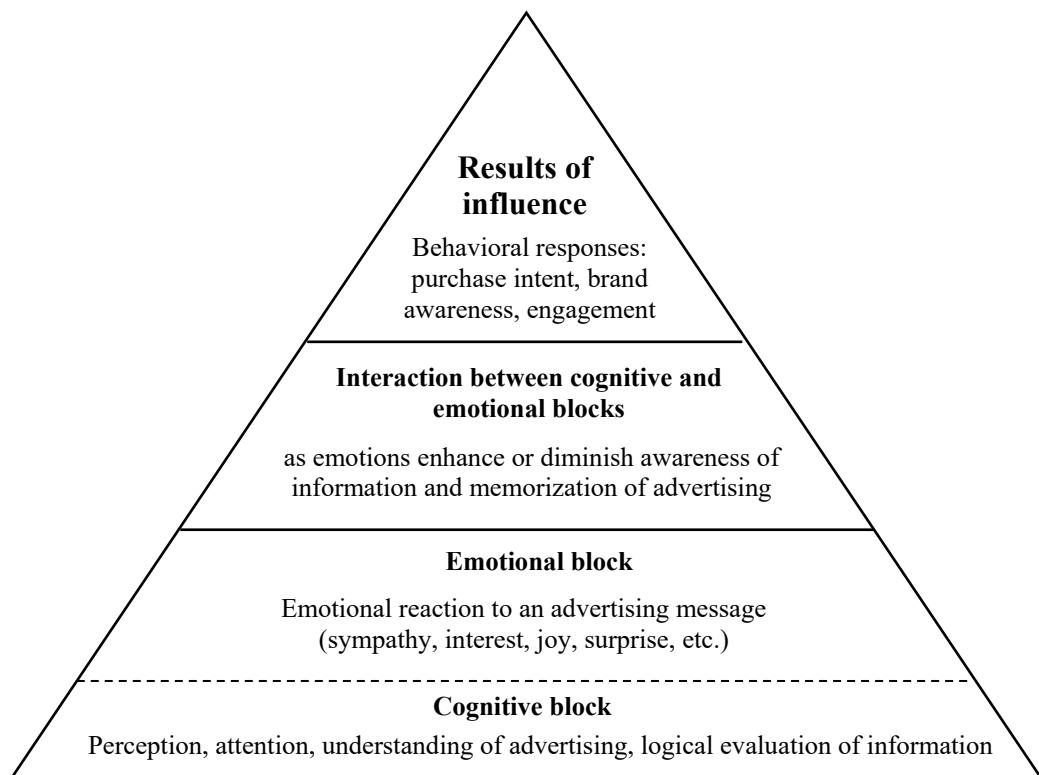
The most effective campaigns often combine different types of emotions, creating a dynamic and profound emotional experience.

It is also important to consider emotional triggers, which act as targeted catalysts for certain feelings in advertising campaigns, allowing you to quickly establish a connection with your audience. They work on the principle of association, where a specific image, story or message

instantly triggers the desired emotional response in the consumer – from joy and inspiration to fear, which motivates them to take action. Thus, regardless of the specifics, the goal of any trigger is to shift the advertising message from the rational to the emotional level, making it more personally meaningful and, as a result, more effective [2].

In conclusion, it can be determined that emotions and cognitive processes are in constant interaction, forming a single mechanism for consumer decision-making. Emotions do not simply accompany cognitive processing, but directly influence its course and vice versa. It is not enough to simply evoke an emotion; it must be reinforced by appropriate cognitive arguments, while rational arguments must be presented in an emotionally appealing form for better assimilation.

The main condition for success is a comprehensive consideration of the interaction between the consumer's cognitive and emotional processes. Although existing models such as SOR, AIDA and FCB Grid describe individual aspects of this influence [3], they often consider cognitive and emotional information processing paths in isolation. To overcome this limitation, the author's model of a comprehensive approach to the cognitive and emotional characteristics of the consumer was developed. Let us present it in the following Fig. 1.



Source: developed by the authors.

Figure 1. Model of a comprehensive approach to cognitive and emotional characteristics of consumers in their perception of advertising

This model clearly demonstrates that cognitive and emotional processes are not sequential stages, but are in constant dynamic interaction, forming a single mechanism of perception. It integrates D. Kahneman's theory of two thinking systems [1] with models of effectiveness assessment based on three levels of influence (cognitive, emotional, and behavioural) [3].

The model is characterised by the following components and their interrelationships. The cognitive block reflects rational information processing and includes such basic processes as perception, attention and understanding, during which logical evaluation of information and

formation of judgements about the brand's offer take place. The emotional block is responsible for instant, often unconscious reactions and forms the emotional background of perception. An instant response to an advertising stimulus, such as sympathy, interest, joy, or surprise, occurs in parallel with cognitive processing. Interaction between blocks. The central element of the model is the two-way connection between the cognitive and emotional blocks. This interaction is synergistic in nature. A positive emotional response creates a favourable background for rational processing, increases the willingness to perceive information and improves its memorability. Conversely, negative emotions can block further cognitive analysis.

Thus, the proposed model clearly illustrates that effective advertising must simultaneously engage both System 1 (fast, emotional) and System 2 (slow, rational) thinking of the consumer. It provides a theoretical basis for understanding that the division into 'logical' and 'emotional' advertising is conditional, since high results are achieved precisely through their synergy and complex influence on the consumer's consciousness.

The complex interaction of cognitive and emotional processes has practical implications for the formation of one of the key factors of a brand – consumer trust. Trust is an integral part of human relationships, so to understand its role in the digital environment, it is necessary to consider trust as a complex, multidimensional phenomenon that includes psychological, social and economic aspects.

The psychological aspect of trust is based on an individual's cognitive and emotional processes. According to the model developed by R.C. Mayer, J.H. Davis & F.D. Schoorman, cognitive processes of trust are formed through a rational assessment of a brand's capabilities, i.e., whether it has the necessary knowledge and technology to deliver on its promise. The emotional component, in turn, relates to friendliness and honesty – the perception that the brand cares about the customer's interests [5].

The social aspect of trust reveals its role as a social phenomenon that is formed in the process of collective interaction. This aspect is especially important in the era of social media, where trust in a brand is increasingly constructed not directly by the brand itself, but manifests itself in the form of social proof, when consumers are guided by the experiences, reviews, and recommendations of other people [14].

The economic aspect of trust is directly related to the minimisation of transaction costs and risks [14]. In a digital environment, where there are high risks of fraud, non-delivery of goods or misuse of personal data, trust is a prerequisite for any transaction.

Understanding trust as a multidimensional phenomenon has certain models of formation that make it possible to trace its evolution in the relationship between the brand and the consumer. The most well-known and influential is the tripartite model of trust by R.C. Mayer, J.H. Davis & F.D. Schoorman. The model is based on three key factors that determine the level of trust of one party in another [5].

These factors include capability, which characterises the set of skills and characteristics that enable a brand to deliver on its promises. In the digital space, this means technical, expert and operational capability. The second factor is benevolence, which is responsible for the emotional and ethical component. This manifests itself in consumer care, empathy and support, even if it is not profitable for the brand in the short term, and social responsibility. The last factor is honesty, which includes complete transparency in work and rejection of manipulative tactics, as well as acknowledgement of mistakes [5].

It can be concluded that, at present, honesty can often come to the fore due to consumer fears about data security. In addition, predictability can be added as another factor, which can be linked to these three main ones. Digital technologies make this possible in the form of order status

notifications, automatic reminders, personalised offers, etc. Predictability reduces cognitive load and uncertainty, which are major barriers to trust.

It is worth noting another approach that reflects the evolution of marketing from a focus on one-off sales to building long-term relationships. This is the transition from transactional trust to relational trust [15]:

- transactional trust is limited to the scope of a specific transaction. Its main purpose is to minimise risk in that particular transaction. Signs of transactional trust include money-back guarantees, security certificates on the payment page, and reviews;

- relative trust is a more stable form of trust that is formed over a long period of time through consistent positive interactions. This trust is based on emotional connection and shared values.

Digital channels are the ideal environment for building trust, but this requires a shift in focus from 'sales' to 'service'. Email marketing, CRM systems, and other tools can be used to build this trust.

Based on the analysis and combinations of the tripartite model by R.C. Mayer, J.H. Davis & F.D. Schoorman and the concepts of transactional and relative trust, we can propose an author's model that takes into account the dynamic and multi-level nature of trust formation in digital brand-consumer interactions (Figure 2).

This model takes into account the main provisions of R.C. Mayer, J.H. Davis & F.D. Schoorman's model and the concepts of transactional and relational trust, but has its own characteristics. The model consists of three levels that consumers sequentially pass through in their interaction with the brand. Let's take a closer look:

1. basic level (transactional-functional) provides the foundation of trust through the brand's ability to deliver on its promises and maintain honesty. Safety signals, technical reliability, and operational transparency play a key role here.

2. relational level (relational-emotional) is characterised by the formation of an emotional connection through the demonstration of friendliness and empathy, expressed in personalised communication, support and social proof.

3. identification level (value-oriented) is the highest form of trust, when the brand is identified by the consumer as a carrier of their own values. This ensures stable loyalty, willingness to co-create and brand advocacy.

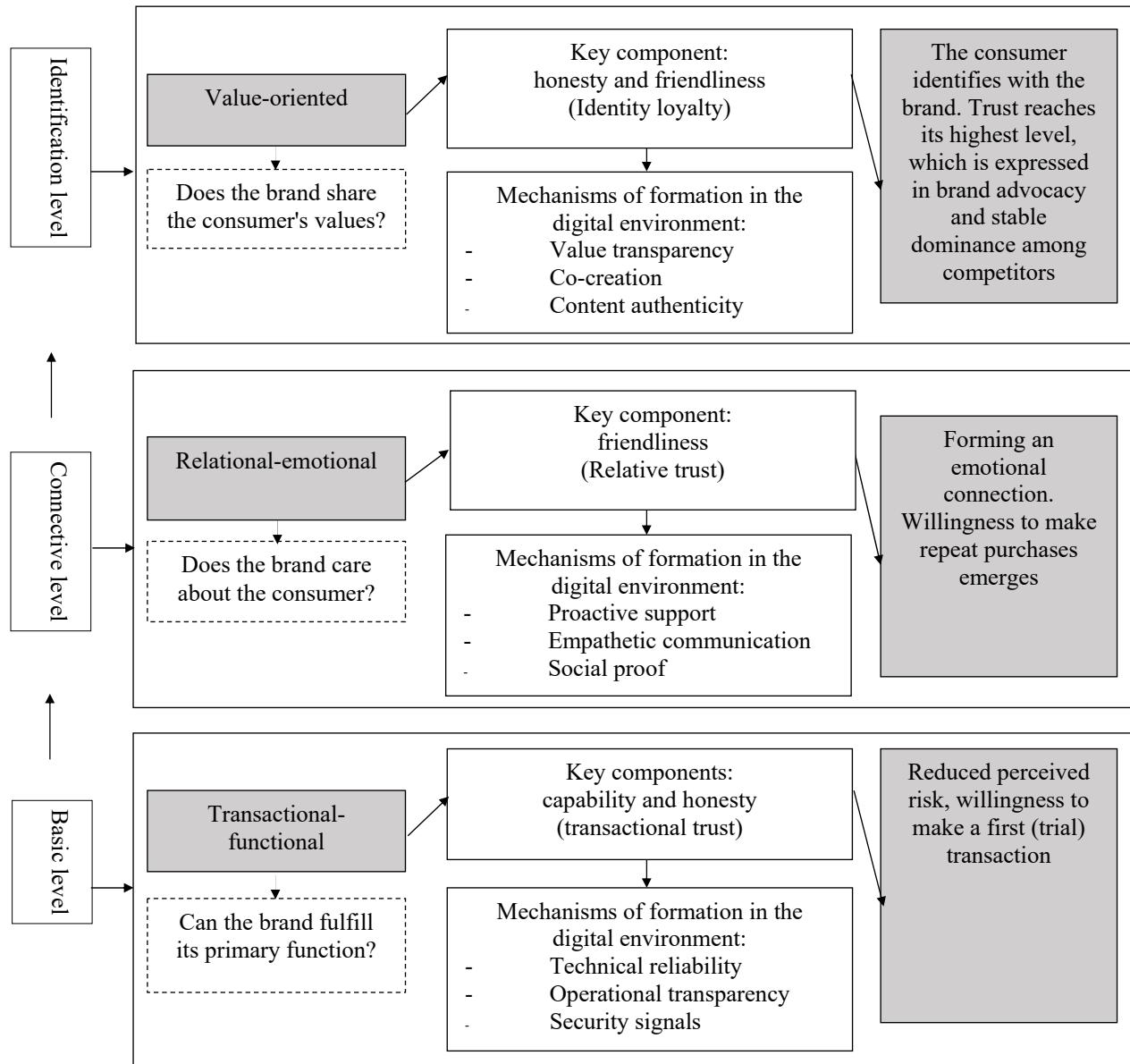
It should be noted that the model is dynamic and sequential, showing the evolutionary path of trust, where each level is a prerequisite for the next. A brand cannot build value identification (Level 3) without first providing technical reliability (Level 1). This model also adapts to the digital environment, integrating digital mechanisms for building trust at each stage. Another novelty is the new concept of 'identity loyalty' as the highest form of relative trust, which goes beyond emotional connection to the level of shared identity.

It should be noted that the model can serve as a tool for diagnosing brand problems. For example, if a brand has loyalty issues, analysis may show that the reason is not a lack of emotional connection (Level 2), but technical shortcomings of the website (Level 1), which undermine the entire subsequent process. It is important to match cognitive and emotional characteristics. This model reflects the progressive involvement of consumer psychological mechanisms from rational risk assessment to emotional response and identification with values.

The proposed dynamic model not only structures the process of trust formation, but also provides brands with clear practical experience on which digital tools to use at each stage of building strong and long-term relationships with consumers.

Building trust in the digital environment occurs under different conditions compared to traditional offline interactions. There are factors that increase the perception of risk and place

additional demands on brand communication. These factors include anonymity, intangibility, and security risks [16].



Source: developed by the authors.

Figure 2. Dynamic model of trust in the digital environment

Unlike a physical store, where you can evaluate a product, talk to a salesperson, and receive non-verbal signals of trust (interior, employee appearance), the digital environment is essentially virtual [16]. The consumer interacts not with a person, but with a website or social media application. This anonymity lowers the barriers to contact but increases consumer doubts.

A significant portion of digital transactions involve goods that cannot be touched before purchase. This immateriality upsets the information balance, i.e., the seller knows exactly what they are selling, while the consumer is forced to trust the description and images [16]. Accordingly, the emphasis shifts from the quality of the product itself to the quality of its presentation, and this is where trust plays a key role.

The final factor is security risks. The digital space multiplies traditional economic risks (non-receipt of goods) with new, technology-driven threats [16]. These include:

- payment security risk, namely the leakage of bank card data or other financial information;
- confidentiality risk, which includes the unauthorised collection and use of consumer personal data;
- fraud risk – the existence of phishing sites, front companies, etc.

Next, it is advisable to consider effectiveness assessment. The proposed models – both comprehensive perception and dynamic trust building – require specific tools for their practical implementation and effectiveness assessment. To this end, a methodological approach to evaluating the effectiveness of advertising campaigns has been refined, which, unlike existing ones, combines the analysis of digital metrics with qualitative methods of researching cognitive, emotional, and behavioural levels of influence. This approach allows not only to record the final result, but also to understand the psychological mechanisms that lead to it.

To implement this approach, a sequence for measuring consumer response to advertising was developed, which is a systematic tool for comprehensive evaluation. It clearly links the stages of consumer information processing with specific advertising objectives and measurable performance indicators, based on a three-level model of influence (Table 1).

Table 1

Measuring consumer response to advertising

Block	Stages of information processing	Advertising objectives	Measuring consumer response	Advertising effectiveness indicators
Informational (cognitive), related to consumers' cognitive response	Awareness Knowledge	Inform about the product/brand, knowledge of characteristics, benefits of the product/brand	The ability of communications to attract attention, be memorable, brand awareness	<ul style="list-style-type: none"> - Awareness level (with hint, without hint) - CTR - Reach/frequency - View Time
Emotional (affective), related to emotional response	Attitude Preference	Forming a positive attitude towards the characteristics of the product/brand	The ability to build loyalty, image, brand personality	<ul style="list-style-type: none"> - Visibility - Engagement Rate - Social Sentiment Analysis
Behavioural (conative), related to behavioural response	Conviction Purchase decision	Reminding about the brand, stimulating the intention to buy	Trial purchase, repeat purchase, satisfaction/dissatisfaction with purchase	<ul style="list-style-type: none"> - Conversion Rate - Bounce Rate - CPA

Source: developed by the authors based on [3].

As can be seen from Table 1, the proposed evaluation system provides a comprehensive view of communication effectiveness. For example, a low conversion rate (behavioural level) may be the result of a weak emotional response or insufficient information in the message, allowing the problem to be accurately diagnosed and adjustments to be made to the creative strategy or media plan. Thus, this tool allows you to ensure that the advertising message not only reaches the audience, but also goes through all the necessary stages of processing – from awareness and attitude formation to motivation for the target action.

A comprehensive analysis of the above metrics at all three stages allows you to understand which component of the advertisement needs to be adjusted.

In addition to digital metrics, traditional offline research methods are also used to evaluate the effectiveness of advertising campaigns. These methods include:

- surveys to determine brand awareness, associations, purchase intentions, etc;
- focus groups, which are necessary for a qualitative analysis of the perception of an advertising message, in particular emotional reactions and cognitive engagement;
- in-depth interviews, which allow you to obtain detailed individual feedback and identify hidden motives.

Such methods are important for a comprehensive understanding, as digital indicators demonstrate behaviour, while offline research explains its causes.

However, a strategic planning tool is necessary to form effective communication aimed at building long-term trust. Based on a dynamic trust model, a digital trust sequence has been developed. This tool details the mechanisms, specific implementation tools, and critical success factors at each of the four sequential stages of the transition from functional to value-based trust (Table 2).

Table 2

Digital trust sequence

Trust level	Mechanisms Implementation tools	Implementation	Critical factors	Impact on consumers
Functional trust	Transparency and openness	<ul style="list-style-type: none"> - Website: policies, contacts, blog - Social media: CSR, basic communication 	Technical reliability, accessibility of information, compliance with standards	Reduced perceived risk, readiness for initial contact
Validation trust	Social proof and UGC	<ul style="list-style-type: none"> - Reviews - UGC, micro-influencers - Community 	Authenticity of content, scale of social confirmation, community activity	Delegation of risk assessment to the community, emotional connection
Individual trust	Interactivity and personalisation	<ul style="list-style-type: none"> - CRM / email marketing - Chatbots - Personalised offers 	GDPR compliance, balance on the edge of the 'creepy line', quality of service	Sense of individual approach, increased loyalty
Authoritative trust	Expertise and value	<ul style="list-style-type: none"> - Expert content - SEO / E-A-T optimisation - Positioning as an opinion leader 	Depth of expertise, external recognition, predictive value of ideas	Perception of the brand as an industry leader, trust based on authority

Source: developed by the authors.

The table clearly demonstrates how the mechanisms reinforce each other: for example, UGC (validation trust level) can become the basis for personalised offers (individual trust level), while expert content (authoritative trust level) increases the effectiveness of social proof. This table allows a brand to diagnose the 'weak links' in its strategy and purposefully build communications that

consistently build trust by responding to consumer needs and values at every stage of their interaction with the brand.

Together, these two tools form a unified methodological framework for managing advertising communications, based on a deep understanding of consumer psychology and providing both operational control and long-term strategic planning.

Conclusions and prospects for further research. Adapting advertising campaigns to the cognitive and emotional characteristics of the target audience is not just an advantage today, but a strategic necessity for achieving long-term effectiveness in marketing communications. The author's developments proposed in the study – from an improved definition and classification of advertising campaigns to an integrated perception model, a dynamic trust model, and practical assessment tools – form a consistent methodological basis for solving this problem.

Theoretical works by leading scientists confirm that advertising messages that simultaneously take into account both the rational and emotional components of decision-making achieve significantly higher conversion rates and form a stronger connection with the brand. The developed models clearly demonstrate that it is the interaction of cognitive processes and emotional reactions that determines the ultimate success of communication, and that building trust is a step-by-step process that requires the use of specific digital mechanisms at each level. Therefore, investments in understanding consumer psychology and adapting to it should be viewed not as additional costs, but as strategic investments in the long-term value of the brand and its competitiveness.

Further research should focus on empirically testing the effectiveness of the proposed models in different markets, developing specific algorithms for adapting creative messages to different psychographic segments, and investigating the impact of emerging technologies, such as artificial intelligence, on the personalisation of communication, taking into account psychological characteristics.

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