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DOI: 10.32702/2306-6814.2026.9.551

CONCEPTUAL 3D MODEL OF TARGET AUDIENCE SEGMENTATION IN THE MARKETING COMMUNICATIONS SYSTEM OF PUBLIC AUTHORITIES

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КОНЦЕПТУАЛЬНА 3D-МОДЕЛЬ СЕГМЕНТУВАННЯ ЦІЛЬОВОЇ АУДИТОРІЇ У СИСТЕМІ
МАРКЕТИНГОВИХ КОМУНІКАЦІЙ ОРГАНІВ ПУБЛІЧНОЇ ВЛАДИ

The article considers the problem of increasing the effectiveness of marketing communications of public authorities through improving approaches to segmenting the target audience. The relevance of the study is due to the need to transition from mass communications to differentiated and personalized models of interaction between the state and citizens in the context of the digital transformation of public administration. The purpose of the article is to develop a conceptual 3D model of target audience segmentation in the marketing communications system of public authorities based on the integration of cognitive, motivational-value and behavioral approaches to increase the effectiveness of targeting and managing marketing communication influences. Within the framework of the study, three key model variables are proposed: the level of information awareness regarding the activities of government authorities, the level of perception of the significance of communication messages, and the intensity of interaction with public authorities. Their combination allows you to form a multidimensional segmentation space that reflects both the objective characteristics of citizens' interaction with government authorities and the subjective features of the perception of marketing information influences. Based on the combinations of the above parameters, eight basic segments of citizen groups were identified, for each of which appropriate management strategic approaches to marketing communication interaction were proposed. The practical significance of the results lies in the possibility of their use to improve marketing communication strategies of state authorities and increase the efficiency of interaction with various groups of citizens. The proposed 3D model creates a methodological basis for the transition to a more adaptive, data-oriented system of marketing communications in public administration, which takes into account the multidimensionality of behavior and perception of citizens. The results of the study can be used by public authorities to increase the accuracy of target audience's segmentation and optimize marketing communications through more effective distribution of information resources and targeting of communication influences.

У статті розглянуто проблему підвищення ефективності маркетингових комунікацій органів публічної влади через вдосконалення підходів до сегментування цільової аудиторії. Актуальність дослідження зумовлена необхідністю переходу від масових комунікацій до диференційованих та персоналізованих моделей взаємодії держави з громадянами в умовах цифрової трансформації публічного управління. Метою статті є розроблення концептуальної 3D-моделі сегментування цільової аудиторії у системі маркетингових комунікацій органів публічної влади на основі інтеграції когнітивного, мотиваційно-ціннісного та поведінкового підходів для підвищення ефективності таргетування та управління маркетинговими комунікаційними впливами. У межах дослідження запропоновано три ключові змінні моделі: рівень інформаційної обізнаності щодо діяльності органів влади, рівень сприйняття значущості комунікаційних повідомлень та інтенсивність взаємодії з органами публічної влади. Їх поєднання дозволяє сформувати багатовимірний простір сегментації, який відображає як об'єктивні характеристики взаємодії громадян з органами влади, так і суб'єктивні особливості сприйняття маркетингових інформаційних впливів. На основі комбінацій зазначених параметрів визначено вісім базових сегментів груп громадян, для кожного з яких запропоновано відповідні управлінські стратегічні підходи до маркетингової комунікаційної взаємодії. Практичне значення результатів полягає у можливості їх використання для вдосконалення маркетингових комунікаційних стратегій органів державної влади та підвищення ефективності взаємодії з різними групами громадян. Запропонована 3D-модель створює методологічне підґрунтя для переходу до більш адаптивної, даноорієнтованої системи маркетингових комунікацій у публічному управлінні, що враховує багатовимірність поведінки та сприйняття громадян. Результати дослідження можуть бути використані органами публічної влади для підвищення точності сегментування цільових аудиторій та оптимізації маркетингових комунікацій шляхом більш ефективного розподілу інформаційних ресурсів і таргетування комунікаційних впливів.

Key words: marketing communications, public administration, segmentation, targeting, information awareness, information perception, interaction intensity, cognitive level.

Ключові слова: маркетингові комунікації, публічне управління, сегментування, таргетування, інформаційна обізнаність, сприйняття інформації, інтенсивність взаємодії, когнітивний рівень.

THE GENERAL STATEMENT OF THE PROBLEM

In the context of ongoing transformation of public administration and the growing role of communications, the implementation of effective marketing approaches in the activities of public authorities is becoming increasingly relevant. The transition to a service-oriented model necessitates the adaptation of marketing communication tools to ensure openness, transparency, and the effectiveness of managerial decisions.

In conditions of information overload and increasing competition for citizens' attention, universal communication approaches are losing their effectiveness, which creates a need for differentiated interaction tools. In this context, target audience segmentation emerges as a key element of the mechanism for implementing marketing communications, enabling consideration of the needs, expectations, and behavioral characteristics of different groups.

Segmentation contributes to improving the precision of communications, optimizing resource allocation, and engaging citizens in decision-making processes, which positively affects the level of trust and the effectiveness of public policy. At the same time, enhancing the effectiveness of marketing communications requires the development of a comprehensive scientific and methodological approach. This necessitates the creation of an integrated conceptual model that ensures consistency, coherence, and adaptability of marketing communication activities, while providing a methodological foundation for effective target audience segmentation.

ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS

The analysis of scientific sources (Demko M., Kosar N., Kuzio N., Pokhopen Y. [1]; Katkova T., Kniazhenko I., Shevchenko V. [2]) indicates the existence of various approaches to target audience segmentation, which have

been formed within the framework of classical marketing theory and its modern adaptations to the conditions of the digital environment and public administration.

First and foremost, the fundamental theoretical basis of segmentation is the STP concept (Segmentation — Targeting — Positioning), proposed by Philip Kotler, in which segmentation is considered the initial stage of marketing strategy development. Within this approach, classical segmentation criteria are distinguished: demographic, geographic, psychographic, and behavioral [3]. This approach is universal and widely applied both in the business environment (Herzanych V., Mitsa V., Tarasenko M. [4]; Metz K., Williams J., Anderson A. [5]) and in the communication activities of public authorities (DeSarbo W., Blanchard S., Atalay S. [6]). However, it has certain limitations related to insufficient consideration of social context and the complexity of public audiences.

In contemporary studies (Chebaro B., Fakhoury R., Baker D. [7]; laquinta L., Torsello M. [8]), significant attention is paid to the behavioral approach to segmentation, which involves grouping audiences based on behavioral patterns, interaction experience, level of engagement, and stages of the interaction lifecycle with a public authority or service. In particular, the works of Ukrainian researchers Halstyan M. and Kvita H. [9] emphasize that behavioral segmentation enables a higher level of personalization in marketing communications and allows for more precise message customization according to audience needs. At the same time, this approach requires a substantial volume of data and a well-developed analytical infrastructure, which is not always available in the field of public administration.

Another research direction is associated with the application of integrated segmentation criteria that combine demographic, psychographic, and behavioral characteristics. Scholars Kovalenko N., Malakhova Y., and Hordieiev Y. [10] note that effective segmentation requires consideration not only of formal audience attributes (such as age, gender, and place of residence), but also of interests, values, motivations, and behavioral patterns. This approach is particularly relevant in the context of public authority communications, where audiences are heterogeneous and characterized by varying levels of trust, awareness, and engagement.

Furthermore, in the scientific publication by Stamat V. and Skoruk A. [11], segmentation is considered as a component of the strategic marketing process that ensures the formation of target groups and the subsequent positioning of communication messages. In particular, it is emphasized that the correct identification of segments enhances the effectiveness of managerial decisions, optimizes resource allocation, and facilitates feedback from target groups. In the context of public administration, this implies the possibility of more accurately addressing the needs of different categories of citizens in the development and implementation of public policies.

In contemporary research on marketing communications (Kulyniak I., Ivanytskyi N. [12]; Korpalo O. [13]), the focus is shifting toward behavioral and multidimensional segmentation, where key criteria include the level of awareness, intensity of interaction, and response to communication stimuli. In particular, behavioral

variables (frequency of interaction, level of engagement, readiness to respond) are considered more relevant for developing effective marketing communication strategies than purely demographic characteristics [14].

Some researchers (Dziurakh Y., Shynkarenko V. [15]; Kovalchuk S., Tsurska B. [16]; Omelchak H. [17]) note that in times of crisis, audiences become more sensitive to the content and form of communication messages, increasing the risk of their misinterpretation or disregard. In this regard, segmentation should enable the identification of groups with different levels of risk perception, varying degrees of information awareness, and different intensities of interaction with public authorities. This makes it possible to adapt communications according to the audience's readiness to perceive information and to ensure the effective delivery of critically important messages.

At the same time, the analysis of contemporary approaches shows that most studies either focus on individual segmentation criteria or consider them in isolation, without proper integration into a unified system. However, many works on communication strategies emphasize the need for typologization and the combination of different segmentation approaches to enhance their practical value. This indicates an insufficient development of comprehensive segmentation models adapted to the specific nature of public authorities' activities.

Summarizing the findings of the scientific literature, it can be concluded that existing approaches to target audience segmentation — demographic, geographic, psychographic, and behavioural — possess significant analytical potential. However, their isolated application limits the effectiveness of marketing communications. Therefore, it is advisable to develop a comprehensive approach to segmentation that involves the simultaneous use of multiple criteria and their integration into a unified conceptual model. Such an approach would allow for a more complete consideration of the multidimensional nature of target audiences of public authorities, increase the precision of communications, and ensure the effectiveness of public policy implementation.

THE FORMULATION OF THE OBJECTIVES OF THE ARTICLE

The aim of the article is to develop a conceptual 3D model of target audience segmentation within the system of marketing communications of public authorities, based on the integration of cognitive, motivational-value, and behavioral approaches, in order to enhance targeting effectiveness and the management of marketing communication impacts.

PRESENTATION OF THE MAIN MATERIAL OF THE STUDY

Summarizing the results of the analysis, a comprehensive approach to target audience segmentation within the system of marketing communications of public authorities is proposed, based on the following three criteria:

1. Level of information awareness regarding the activities of public authorities (X) — this indicator reflects the cognitive dimension of segmentation and allows for determining the degree of citizens' awareness, as well as their understanding of the functions and decisions of public authorities. Scientific approaches to segmentation by awareness level demonstrate

Table 1. Comparative Analysis of Target Audience Segmentation Criteria in Public Authorities' Marketing Communication Systems

Criteria	Type of Measurement	Data Sources	Managerial Significance
Level of Information Awareness of Public Authorities' Activities (X)	Cognitive (knowledge, understanding)	Surveys, media consumption analytics, digital traces (website visits, e-government service portals)	Enables the adaptation of message content (simplification / detailing) and reduces the information gap between public authorities and citizens
Level of Perceived Significance of Communication Messages (Y)	Motivational and value-based (attitudes, interests)	Sociological surveys, focus groups, analysis of social media reactions	Enhances communication effectiveness by emphasizing the relevance and personalization of messages
Intensity of Interaction with Public Authorities (Z)	Behavioral (activity, participation)	Administrative data, CRM systems, e-platforms, and statistics on citizen inquiries and service requests	Enables the selection of optimal communication channels and the appropriate level of interaction interactivity

Source: compiled by the author.

that different audiences require varying levels of detail and complexity in communication messages, which directly affects communication effectiveness.

2. Level of perceived significance of communication messages (Y) — this indicator characterizes the motivational and value-based aspect of interaction. Within the framework of psychographic segmentation, the importance of considering audience interests, attitudes, and values is emphasized, as these factors determine whether information will be perceived as relevant and meaningful.

3. Intensity of interaction with public authorities (Z) — this indicator reflects the behavioral component of segmentation, which in contemporary research is recognized as one of the most predictive. Behavioral indicators make it possible to assess the level of citizen engagement and to effectively adapt communication channels.

Table 1 presents a comparative characteristic of the three proposed criteria for target audience segmentation within the system of marketing communications of public authorities.

In the scientific literature, it is emphasized that effective segmentation should consider not only socio-demographic characteristics but also cognitive and behavioral attributes of the audience, as these provide the highest predictive value for the development of communication strategies.

At the same time, the analysis shows that each of the considered criteria individually is insufficient for a comprehensive description of the complex structure of the target audience of public authorities. For example, a high level of awareness does not always correlate with a high level of perceived significance, and active interaction may occur even with a low level of trust or interest. Thus, the optimal approach in the system of marketing communications of public authorities is not the isolated use of each criterion, but their synergistic combination, which forms the basis for developing a comprehensive conceptual 3D segmentation model.

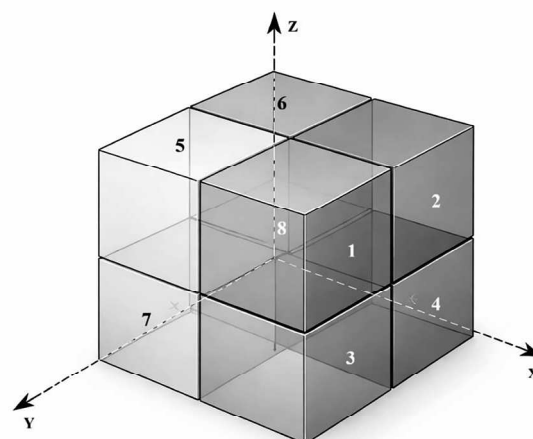


Figure 1. Visual Representation of the 3D Segmentation Model of the Target Audience in the System of Marketing Communications of Public Authorities

Source: developed by the author.

Within the framework of constructing a three-dimensional (3D) segmentation model of the target audience in the system of marketing communications of public authorities, it is proposed to apply a simplified dichotomous evaluation scale for each of the defined criteria, namely: "high" and "low" levels. This approach ensures a sufficient level of generalization for strategic analysis while maintaining analytical clarity and enabling further model formalization.

The use of a binary scale allows for a clear structuring of the target audience by combining the values of the three proposed criteria. As a result of this combination, eight segments are formed, each representing a unique configuration of audience characteristics (Fig. 1).

Table 2 presents the conditional names of the segments of the 3D target audience segmentation model

Table 2. Conditional Names of Segments in the 3D Target Audience Segmentation Model in the System of Marketing Communications of Public Authorities, Based on Indicator Values

Segments	Conditional Segment Name	Value of Indicator X	Value of Indicator Y	Value of Indicator Z
Segment 1	Integrated Communication Core	High	High	High
Segment 2	Institutionally Engaged but Informationally Indifferent	High	Low	High
Segment 3	Informed but Distant Supporters	High	High	Low
Segment 4	Informed but Disengaged	High	Low	Low
Segment 5	Institutionally Involved but Cognitively Low-Aware	Low	High	High
Segment 6	Technically Engaged but Informationally Indifferent	Low	Low	High
Segment 7	Potentially Sensitive but Unreached Audience	Low	High	Low
Segment 8	Informationally Distant	Low	Low	Low

Source: compiled by the author.

Table 3. Characteristics of the Segments of the 3D Target Audience Segmentation Model in the System of Marketing Communications of Public Authorities

Segments	Target Audience Characteristics	Typical Citizen Groups	Directions of Interaction with the Audience
Segment 1	– demonstrate a strong understanding of information; – actively interact with public authorities; – perceive communication messages as important.	– active users of e-services; – public servants; – digitally active youth.	– rapid policy implementation; – “early adopters.”
Segment 2	– are aware of and use services; – but do not attach significance to the communication message.	– part of the business community; – overloaded users of public services.	– require modification of the message.
Segment 3	– demonstrate a strong understanding of public policy; – rarely interact with public authorities; – but consider the information important.	– experts and analysts; – part of the youth / active population.	– potential for engagement through digital services.
Segment 4	– understand the information; – do not interact with public authorities; – do not consider the information significant.	– part of the urban population; – skeptical citizens.	– complex communication; – need for message reframing.
Segment 5	– use public services; – but lack a deep understanding; – while recognizing the importance of the information.	– part of the older population with access to CNAP; – users of basic services.	– require explanatory communication.
Segment 6	– are present within the system of public communications; – but do not perceive the information as important.	– formally registered users; – part of the passive workforce.	– low communication effectiveness; – new formats of message delivery are required.
Segment 7	– have low awareness; – do not interact with public authorities; – but potentially perceive the information as important.	– peripheral communities; – part of the rural population.	– primary area for information expansion.
Segment 8	– lack awareness; – are not engaged; – do not perceive the information as significant.	– isolated social groups; – informationally “disconnected.”	– require basic informational integration.

Source: compiled by the author.

in the system of marketing communications of public authorities, depending on the values of the proposed indicators.

Table 3 presents the characteristics of the segments of the 3D target audience segmentation model in the system of marketing communications of public authorities.

The proposed three-dimensional (3D) model ($X \times Y \times Z$) enables multidimensional segmentation of the

target audience of public administration bodies based on cognitive awareness, institutional engagement, and the level of perceived significance of public marketing communication messages. This approach ensures greater precision in targeting marketing communication impacts.

Table 4 presents the characteristics of strategies and tools for interaction with the target audience within the

Table 4. Strategies and Tools for Target Audience Engagement in Public Authorities' Marketing Communications Systems

Segments	Strategy Label	Strategic Actions	Strategic Tools
Segment 1	Co-Creation Strategy in the Development and Implementation of Public Policy	– partnership-based governance; – early access to information; – involvement in pilot programs; – delegation of ambassador roles.	– personalized user dashboards; – consultation platforms; – beta versions of services.
Segment 2	Strategy for Enhancing the Perceived Social Significance of Managerial Decisions	– message redesign; – reduction of cognitive load; – simplification of interpretation.	– short informational formats; – contextual push notifications; – scenario-based explanations (“what this means for you”).
Segment 3	Strategy for Institutional Engagement with Public Authorities	– digital interaction; – creation of entry incentives into the system; – “bridging services” between knowledge and action.	– digital entry services; – educational campaigns with a transition to action; – integration via APIs/portals.
Segment 4	Strategy for Reframing and Positioning Public Information	– cognitive reinterpretation; – change of message context; – repositioning of the message.	– storytelling; – case-based communications; – personalized examples.
Segment 5	Strategy for Information and Educational Support of Interaction with Public Authorities	– explanatory communication; – educational interventions; – enhancement of cognitive literacy.	– instructional services; – video guides; – offline consultations.
Segment 6	Strategy for Stimulating Behavioral Activity in Interaction with Public Authorities	– activation of attention through context; – event-driven communication; – simplification of content to minimal actionable decisions.	– automated SMS notifications; – automated reminders; – contextual prompts.
Segment 7	Strategy for Expanding Access and Initial Engagement with Public Services	– expansion of access to information; – initial institutional integration; – mobile/outreach services.	– offline campaigns; – mobile CNAP units; – radio and local media.
Segment 8	Strategy for Basic Integration into the Information and Institutional Space of the State	– basic informational integration; – formation of initial awareness; – long-term educational policies.	– mass media; – educational programs; – basic-level social campaigns.

Source: compiled by the author.

system of marketing communications of public authorities, in accordance with each segment of the proposed 3D model.

The proposed system of strategies reflects a differentiated approach to managing marketing communications of public authorities, based on the integration of cognitive, institutional, and value-based characteristics of citizens, and ensures the alignment of the type of managerial influence with the profile of the target audience.

CONCLUSIONS FROM THIS STUDY AND PROSPECTS FOR FURTHER EXPLORATION IN THIS DIRECTION

Within the framework of this study, a conceptual 3D model of target audience segmentation in the system of marketing communications of public authorities has been developed. The model is based on the integration of three key parameters: the level of information awareness regarding the activities of public authorities, the level of perceived significance of communication messages, and the intensity of interaction with public authorities. This approach enables a transition from traditional one-dimensional to multidimensional analysis, taking into account not only citizens' access to information but also their ability to interpret and evaluate it in terms of personal relevance.

The proposed model forms eight basic segments of citizen groups, each characterized by a specific combination of cognitive, institutional, and value-based attributes. This creates the foundation for a differentiated approach to managing marketing communications: from partnership-based interaction with integrated and motivated audiences to strategies of basic information provision and institutional inclusion for more distant groups. The model thus serves not only as an analytical tool but also as a basis for the development of adaptive managerial decisions.

Practical significance of the results lies in their applicability by public authorities to enhance the effectiveness of marketing communications, particularly through the differentiation of influence strategies across various population segments — from partnership-based interaction with integrated groups of citizens to basic informational engagement of more remote groups. The proposed approach facilitates the transition from mass to targeted and personalized communications, which is a key condition for the development of a service-oriented model of public administration.

The implementation of a multidimensional segmentation model and its algorithmic realization creates a foundation for building an adaptive, data-driven system of public communications capable of effectively responding to the dynamic information needs of citizens and increasing the level of trust in public authorities.

Prospects for further research include the development of adaptive digital segmentation models based on big data and artificial intelligence, which would

enable dynamic updating of parameters and improve the precision of targeting in the marketing communications of public authorities.

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Отримано редакцією журналу / Received: 21.04.26

Професійно / Revised: 01.05.26

Дата публікації / Published: 12.05.26