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MARKETING AS A SYSTEM OF INSTANT RESPONSE AND ARTIFICIAL INFLUENCE ON CONSUMER BEHAVIOR AND INFORMATION TRENDS

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МАРКЕТИНГ ЯК СИСТЕМА МИТТЄВОГО РЕАГУВАННЯ ТА ШТУЧНОГО ВПЛИВУ
НА ПОВЕДІНКУ СПОЖИВАЧА ТА ІНФОРМАЦІЙНІ ТРЕНДИ

Currently, traditional marketing approaches based on conventional methods of promoting goods and services are losing their effectiveness due to rapid changes in consumer behavior, dynamic market trends, the vast amount of available data, as well as the rapid expansion of artificial intelligence and automation applications. Therefore, this article aims to explore modern approaches to organizing marketing systems with adaptive functions that respond to changing market conditions and transformations in consumer behavioral patterns, within the context of current information trends. Within the conducted research, it was established that the organization of instant response marketing systems is a necessary condition for ensuring sustainable and effective business functioning in an environment of high market dynamics and transformative consumer behavior patterns. It has led to the identification of several approaches, each performing a specific function in adapting marketing strategies to changes. It has been proven that data-driven marketing enables informed decision-making based on real-time analytics, which is crucial for personalizing customer interactions and enhancing the effectiveness of communication. It has been demonstrated that Agile marketing enables rapid adaptation to new conditions through an iterative approach, hypothesis testing, and

flexible planning of marketing activities. It has been demonstrated that omnichannel marketing fosters a seamless customer experience by integrating all interaction channels, thereby contributing to increased consumer loyalty and enhanced service quality. It has been proven that automated marketing provides real-time market monitoring, trend analysis, and competitive environment assessment, enabling rapid response to external changes and risk reduction. It has also been demonstrated that co-creation marketing enables consumers to engage in the development of products and services, fostering a deeper understanding of customer needs, increasing their involvement, and ultimately building brand value. Thus, these approaches are complementary elements of a modern marketing system that can respond flexibly, swiftly, and purposefully to external challenges, ensuring sustainable business development in the context of digital transformation.

Сьогодні традиційні підходи до маркетингу, що ґрунтуються на класичних методах просування товарів і послуг, поступово втрачають ефективність через стрімкі зміни в поведінці споживачів, динамічні ринкові тренди, висхідні обсяги доступних даних, а також швидке впровадження штучного інтелекту й автоматизації. Відтак метою статті є дослідження сучасних підходів до організації маркетингових систем, здатних адаптуватися до змінних умов ринку та трансформації поведінкових моделей споживачів у контексті актуальних інформаційних трендів. У межах проведеного дослідження встановлено, що організація маркетингових систем миттєвого реагування є необхідною умовою забезпечення сталого та ефективного функціонування бізнесу в умовах високої динаміки ринкового середовища та трансформації поведінкових моделей споживачів. Це зумовило виокремлення низки підходів, кожен з яких виконує специфічну функцію адаптації маркетингових стратегій до змін ринкового середовища. Доведено, що data-driven маркетинг забезпечує ухвалення обґрунтованих рішень на основі аналітики в реальному часі, що є критично важливим для персоналізації взаємодії з клієнтами та підвищення ефективності комунікацій. Доведено, що Agile-маркетинг забезпечує оперативну адаптацію до нових умов завдяки ітеративному підходу, тестуванню гіпотез та гнучкому плануванню маркетингових активностей. Також встановлено, що омніканальний маркетинг формує цілісний клієнтський досвід шляхом інтеграції всіх каналів взаємодії, що сприяє зростанню споживчої лояльності та підвищенню якості обслуговування. Доведено, що автоматизований маркетинг забезпечує моніторинг ринку, аналіз трендів та конкурентного середовища у режимі реального часу, що дозволяє оперативно реагувати на зовнішні зміни та знижувати ризики. Доведено, що Co-creation маркетинг надає можливість залучати споживачів до створення продуктів і сервісів, що сприяє глибшому розумінню потреб клієнтів, підвищенню їхньої залученості та формуванню брендової цінності. Таким чином, зазначені підходи є взаємодоповнювальними елементами сучасної маркетингової системи, яка здатна гнучко, швидко та цілеспрямовано реагувати на виклики зовнішнього середовища, забезпечуючи сталий розвиток бізнесу в умовах цифрової трансформації.

Key words: consumer behavioral patterns; business functioning; dynamic environment; dynamic market trends; decisions; marketing.

Ключові слова: поведінкові моделі споживачів; функціонування бізнесу; динамічне середовище; динамічні ринкові тренди; рішення; маркетинг.

PROBLEM STATEMENT

Currently, classical marketing approaches based on traditional methods of promoting goods and services (such as television and radio advertising, print advertising, direct sales and cold calling, participation in exhibitions and fairs, distribution of samples and coupons, telephone marketing, etc.) are losing their effectiveness due to the rapid changes in consumer behavior, dynamic market trends, the vast amount of available data, as well as the rapid expansion of artificial intelligence and automation applications.

In particular, modern consumers have broad access to information, can instantly compare products, read reviews, and form their own opinions. At the same time, they are increasingly less trusting of and paying attention to traditional advertising formats. Information flows and digital platforms operate quickly, so marketing strategies must respond promptly to changes, trends, and audience reactions. This makes marketing a more dynamic and technology-dependent process. Moreover, thanks to digital technologies, companies have the opportunity to collect, analyze, and utilize vast amounts of data about customer behavior, preferences, and

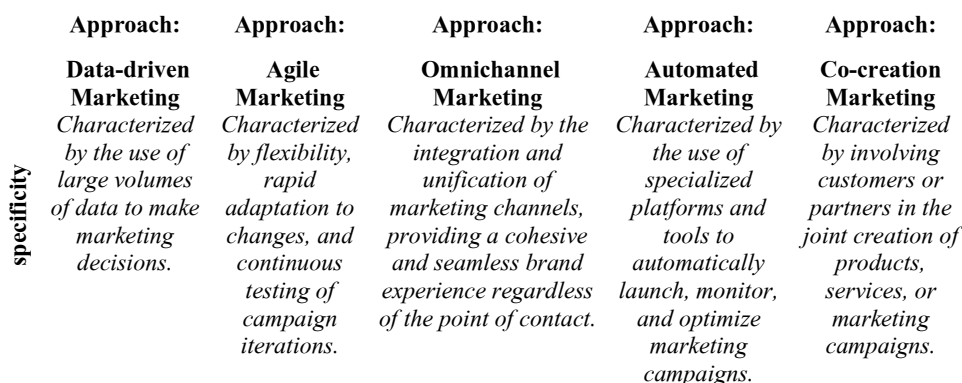


Fig. 1. Systematization of key approaches to organizing instant-response marketing systems

Source: compiled based on [2—3; 6].

needs. This enables promoting the product, forecasting demands, and adapting offers to these demands in real time.

Therefore, marketing increasingly functions as a complex instant-response system capable of quickly analyzing, predicting, and modeling consumer behavior and market changes.

ANALYSIS OF RESEARCH AND PUBLICATIONS

General issues of the transformation of marketing into a complex instant-response system capable of adequately influencing consumer behavior and quickly responding to information trends have been studied by researchers such as Kovalchuk S., Zaburmekha, Ye., Shemchuk O. [1], Karpenko N.V. [6], Tanasiichuk A., Nepochatenko O., Froter O., Kovtun E., and Abdullaieva A. [5]. In particular, these researchers pay significant attention to the specifics of implementing digital technologies, data analytics, and automation in marketing processes. At the same time, they do not define clear key approaches to building adaptive marketing systems that respond to modern market challenges due to the rapid pace of technological development and the constant complexity of the marketing environment, which complicates the formation of universal models.

Moreover, the diversity and dynamics of consumer behavioral patterns require flexible, context-dependent solutions that demand further research and practical experimentation for optimal implementation.

Table 1. Characteristics of key tools used in data-driven marketing

Tool	Type	Description of key tools	Role in Data-driven Marketing
CRM systems	Customer relationship management	For example, HubSpot, Salesforce — systems for collecting, storing, and analyzing customer data.	Enable the analysis of customer behavior, automate communication, and increase loyalty.
BI hlatforms	Business intelligence	For example, Power BI, Tableau — tools for data visualization and real-time reporting.	Allow informed marketing decisions, tracking of KPIs, and monitoring of trends.
Predictive analytics	Predictive analytics	Machine learning-based technologies for predicting future consumer behavior.	Help predict customer needs, optimize offers, and reduce customer churn.

Source: compiled based on [1—2; 6].

FORMULATION OF THE ARTICLE'S OBJECTIVES

The article's aim is to investigate modern approaches to organizing marketing systems with adaptive functions to changing market conditions and consumer behavioral patterns in the context of current information trends.

THE PAPER MAIN BODY

Within the study, the authors emphasize that the organization of instant-response marketing systems has led to the development of specific approaches that respond differently to changing market conditions and transformations in consumer behavioral patterns. These approaches are key conditions for the effective functioning of businesses in today's dynamic environment. The main approaches include: data-driven marketing; agile marketing; omnichannel marketing; automated marketing; and co-creation marketing (see Fig. 1).

Thus, data-driven marketing is an approach in which marketing decisions are made not intuitively, but based on in-depth analysis of data about customers, their behavior, the market, and campaign performance. It is worth noting that although the first steps toward the development of data-driven marketing were taken relatively recently (in the 1990s), companies began collecting customer data in databases much earlier. However, data-driven marketing has made this process more structured and organized, particularly within large CRM systems.

With the emergence of web analytics (such as Google Analytics in 2005), e-commerce, and social media, more data became available for analysis. Marketers began using this data to improve targeting and return on investment (ROI).

The explosive growth of data volumes (Big Data), along with the development of cloud technologies, BI platforms, and artificial intelligence, enabled large-scale real-time data analysis. It was during this period that the data-driven approach became a trend among leading companies such as Amazon, Netflix, and Google.

Currently, 76% of consumers expect personalized interactions, making this approach highly relevant [1]. It relies on tools

such as (see Table 1): CRM systems (e.g., HubSpot, Salesforce); BI platforms (e.g., Power BI, Tableau); Predictive analytics (behavior forecasting).

Based on the characteristics of the tools listed in the table and their roles in data-driven marketing, it can be stated that the approach's key features are its focus on: collecting data from various sources (including websites, social media, mobile apps, offline points [6]); analyzing customer behavior (what they buy, when they interact, through which channels [1—2]); building models (segmentation, forecasting, determining customer "value" [1]); personalizing communications (based on analysis of needs and behavior); and automation (email marketing, retargeting, dynamic advertising, etc. [1—2]).

Agile marketing emerged as a result of the Manifesto for Software Developers, which laid down the principles of flexible methodologies such as Scrum, Kanban, and others. In Boston, the Agile Marketing Manifesto was created, adapting the principles of Agile to marketing. It should be noted that this manifesto was signed by a group of marketers who sought to move away from traditional, "waterfall" marketing. Currently, Agile marketing is an approach based on implementing flexible methodologies (Scrum, Kanban) in marketing processes to enable rapid testing and execution of campaigns. This approach utilizes tools such as (see Table 2): interactive collaboration boards (Trello, Jira), systems for conducting A/B testing (Google Optimize, Optimizely), as well as digital platforms for content management and campaign execution (Notion, Asana, Monday.com).

Based on the characteristics of the tools listed in the table and their roles in Agile marketing, it can be stated that the approach is defined by its focus on: iterativeness (user campaigns launch short cycles followed by result analysis and adaptation [6]); customer priority (user campaigns support rapid response to the target audience's needs [2]); hypothesis testing (user campaigns validate ideas before large-scale implementation [2]); uniting marketers, designers, and analysts into a single working unit; transparency; and continuous feedback.

Omnichannel marketing is a strategic approach to customer communication that ensures a consistent, personalized, and seamless experience across all touchpoints: online, offline, mobile apps, social media, email, and more. Its active implementation began in the 2000s to 2010s, when brands started using multiple communication channels—such as websites, email, and physical stores—but without unified integration.

Between 2010 and 2015, the development of smartphones, social media, and user behavior analytics prompted brands to integrate channels into a unified system. It was during this period that the concept of "omnichannel" began to take shape.

From 2016 to the present, up to 89% of consumers expect a consistent experience across channels.

Table 2. Characteristics of key tools used in Agile marketing

Tool	Type	Description of key tools	Role in Agile-marketing
Trello, Jira	Interactive boards (Kanban/Scrum)	Tools for visualizing tasks, sprints, and progress in real time within team collaboration.	Support flexible planning, accelerate campaign launches, and promote team transparency.
Google optimize, optimizely	A/B testing	Platforms for creating page or element variations and testing their effectiveness.	Allow rapid hypothesis testing and optimization of marketing decisions based on data.
Notion, asana, monday.com	Digital platforms for content and project management	Systems for organizing content plans, task tracking, and team collaboration.	Ensure cross-functional collaboration, deadline management, and on-the-fly strategy adaptation.

Source: compiled based on [2; 4; 6].

Consequently, this approach has become key for retail, e-commerce, banking, and service companies, utilizing tools such as (see Table 3): Customer Data Platforms (Segment, Bloomreach); integrated marketing platforms (Klaviyo, Mailchimp, ActiveCampaign); and customer journey management platforms (Smapply, UXPressia).

Based on the characteristics of the tools listed in the table and their roles in omnichannel marketing, it can be stated that the approach is defined by its focus on: a unified customer view across all touchpoints (360° customer profile); personalized communication based on behavior and interaction history; a seamless experience (for example, a customer can view a product in a mobile app, receive a personalized offer via email, and purchase it in an offline store [1]); and automation of marketing scenarios.

Automated marketing emerged in the 2000—2010 period with the introduction of email automation solutions (Eloqua, HubSpot). Initially, these were simple automated mailings, but by 2015 they evolved to include automation of trigger-based events, A/B testing, and personalization. From 2015 to 2020, the role of real-time data, social listening, behavioral analytics, and multichannel scenarios increased. Since 2020, the importance of AI, big data, trend analytics, social

Table 3. Characteristics of key tools used in omnichannel marketing

Tool	Type	Description of key tools	Role in omnichannel marketing
Segment, bloomreach	Customer data platform (CDP)	Tools for collecting, unifying, and segmenting customer data from all interaction channels.	They provide centralized data storage and enable the creation of a unified customer view.
Klaviyo, mailchimp, Active campaign	Integrated marketing platforms	Marketing automation systems that combine email, SMS, push notifications, social media, and more in one platform.	They allow launching coordinated campaigns across multiple channels with personalized content.
Smapply, UX pressia	Customer journey mapping platforms	Tools for visualizing customer journeys: touchpoints, emotions, pain points, and expectations.	They help understand the customer experience at all touchpoints and improve every stage of the journey.

Source: compiled based on [1; 3—4].

Table 4. Characteristics of key tools used in automated marketing

Tool	Type	Description of key tools	Role in automated marketing
Google alerts, Similar web, SEMrush	Monitoring and analytics of competitors and traffic	Tools for automatic tracking of news, changes in website visibility, traffic sources, and competitive environment.	They enable prompt awareness of changes in consumer behavior, SEO metrics, and competitors' strategies.
Brand24, talkwalker, mention	Social listening	Platforms for monitoring brand mentions, topics, hashtags, and user sentiment on social media, blogs, and media outlets.	They help detect real-time reactions, manage reputation, and respond to customer needs.
Google trends, trend watching	Trend analytics	Tools for analyzing the popularity of search queries, topics, behavioral changes, and global trends.	They allow anticipating market changes and adapting content and products to current audience interests.

Source: compiled based on [2; 4–5].

listening tools (Brand24, Talkwalker), and real-time visualization has grown significantly.

Marketing has increasingly emphasized speed and adaptability to changes, which ultimately shaped automated marketing as an approach based on rapid response to shifts in the market environment through digital platforms that collect, analyze, and visualize data in real time.

Today, this approach uses tools such as (see Table 4): Google Alerts, SimilarWeb, SEMrush; Social Listening tools — Brand24, Talkwalker, Mention; Trend Analytics — Google Trends, TrendWatching. These tools function in automatic or semi-automatic modes, delivering real-time data that is essential for prompt decision-making.

Based on the characteristics of the tools listed in the table and their role in automated marketing, it can be stated that the approach is defined by its focus on: rapid decision-making based on current data; automation of a large number of repetitive actions (emails, notifications, responses [2]); flexible content that changes according to user behavior; real-time analytics.

Co-creation marketing is a relatively new and still evolving approach. The initial ideas that laid the foundation for this approach emerged in the 1990s in the field of product development. Theorists, notably C.K. Prahalad and Venkat Ramaswamy, introduced the concept of "co-creation of value." From 2000 to 2010, co-creation ideas were integrated into marketing theory and practice, with brands beginning to conduct surveys, open contests, and concept testing.

From 2010 to the present, there has been active growth in crowdsourcing, online communities, and platforms for ideas and testing. During this period, the Co-creation approach has taken shape, based on actively involving consumers in the development of products, services, and marketing solutions.

Currently, this approach uses tools such as (see Table 5): online surveys and polls (Typeform, SurveyMonkey); crowdsourcing platforms (IdeaScale, Crowdicity); online brand communities.

Currently, this direction is transforming with the development of Web 3.0, social media, and gamification, within which brands not only actively engage customers but also create their communities. There are brands created

Table 5. Characteristics of the main tools used in Co-creation marketing

Tool	Type	Description of key tools	Role in Co-creation marketing
Typeform, survey monkey	Online surveys and polls	Interactive tools for creating surveys, feedback forms, quizzes, and polls.	They enable gathering ideas, assessing demand, testing prototypes, and collecting target audience feedback.
Idea scale, crowdicity	Crowdsourcing platforms	Platforms for collecting, evaluating, and co-developing ideas from customers, partners, or the community.	They allow engaging a wide audience in creating new solutions and selecting the best ideas.
Online brand communities	User communities	Forums, social networks, or platforms where brand advocates can share experiences and suggestions.	They foster ongoing dialogue with customers, stimulate loyalty, and increase engagement.

Source: compiled based on [1; 4].

together with customers from the very beginning — for example, the platform Glossier, which transformed from a beauty blog into a cosmetic brand based on audience feedback, comments, and requests; or Threadless — a community of designers where users themselves create, select, and purchase t-shirts with unique prints.

Based on the characteristics of the tools listed in the table and their roles in automated marketing, it can be argued that the approach is defined by its focus on: accounting for changes in consumer behavior; enabling communication and mass feedback; maximizing customer involvement in product creation (if it increases their loyalty [1]); and transforming the product development process into a flexible, scalable system.

These approaches are complementary and most effective when combined. Their integration allows for the creation of a flexible, adaptive marketing system capable of responding and proactively influencing consumer behavior in a dynamic market environment.

CONCLUSIONS

Within the conducted research, it was established that organizing real-time responsive marketing systems is a necessary condition for ensuring the sustainable and effective functioning of a business in a highly dynamic market environment and constant transformation of consumer behavior patterns. This has led to the identification of several approaches, each performing a specific function in adapting marketing strategies to changes.

It has been proven that Data-driven marketing ensures making well-founded decisions based on real-time analytics, which is critical for personalizing customer interactions and enhancing communication effectiveness.

It has also been proven that Agile marketing enables rapid adaptation to new conditions through an iterative approach, hypothesis testing, and flexible planning of marketing activities.

It has been proven that omnichannel marketing creates a seamless customer experience through the integration of all interaction channels, which contributes to increased customer loyalty and improved service quality.

It has also been proven that automated marketing provides market monitoring, trend analysis, and competitive environment insights in real time, enabling swift responses to external changes and risk reduction.

It has been proven that Co-creation marketing enables the involvement of consumers in the development of products and services, which fosters a deeper understanding of customer needs, increases their engagement, and builds brand value.

Thus, these approaches are complementary elements of the modern marketing system, capable of responding flexibly, quickly, and purposefully to external challenges, ensuring sustainable business growth in the context of digital transformation.

The prospects for further research lie in a comprehensive study of the synergy among the aforementioned marketing approaches to enhance business adaptability, optimize customer experience, and strengthen competitiveness in a rapidly changing digital environment.

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