

ADAPTATION OF MARKETING STRATEGIES TO THE MENTAL AND BEHAVIORAL CHARACTERISTICS OF THE TARGET AUDIENCE

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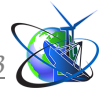
Abstract. *The article is dedicated to the study of adapting marketing strategies to the mental and behavioral characteristics of the target audience. The aim of the study is to identify the main approaches to creating effective adaptive marketing strategies that take into account the specifics of consumer behavior in different markets. To achieve this aim, the research employed general scientific methods such as analysis, synthesis, comparison, systematization, and generalization of scientific sources on adaptive strategies and consumer behavior models. The results of the study showed that adaptive marketing strategies are characterized by high flexibility and a strong focus on customer satisfaction, making them an important tool for gaining competitive advantages in rapidly changing market environments. These strategies allow companies to respond quickly to shifts in consumer preferences but require significant resources for development and implementation. This is due to the need for creating innovative products, conducting creative advertising campaigns, and adapting logistics processes to the conditions of specific markets. At the same time, such strategies are associated with a higher degree of risk, as they require rapid responses to changes in consumer behavior and the involvement of highly skilled professionals with creative thinking. The main focus of adaptive marketing strategies is a deep understanding of consumer behavior. This includes consideration of demographic, economic, social, and cultural factors that influence the formation of consumer preferences. The study found that the effectiveness of such strategies depends not only on accurately identifying the target audience but also on understanding its psychological characteristics. Important behavioral models include the Engel-Blackwell-Miniard model, the Howard-Sheth model, the Theory of Reasoned Action, and the Theory of Planned Behavior. In addition to rational aspects, consumer decisions are influenced by emotional, social, and cultural factors, which shape the decision-making context and determine the effectiveness of communication channels. The practical significance of the study lies in the potential use of its findings for developing or improving marketing strategies that focus on personalized approaches, reflecting a deep understanding of the behavioral and cultural characteristics of the target audience.*

Keywords: *adaptive strategies, consumer behavior, marketing, behavioral psychology, competition.*

Introduction.

According to a Forbes study [5], 87% of consumers are more likely to purchase a product if they know that the company behind it supports values and beliefs that are important to them. These sentiments may be even more pronounced in times of uncertainty, when businesses that genuinely impact people's quality of life, such as consumer goods manufacturers or direct-to-consumer startups, have the opportunity to effectively and sustainably communicate their values [5].

Therefore, for technology companies and startups, the present time may be favorable for investing in marketing, but only if the right strategic approach is adopted.



Such a strategy should include respect for the current moment in creative materials, the provision of real support and value directly related to the product, and consideration of changing consumer behavior. By using these tactics, marketers at such companies can create the most favorable conditions for their businesses, even in challenging times [5].

Literature Review.

The issue of adapting marketing strategies to the mental and behavioral characteristics of the target audience is not sufficiently covered in the scientific literature. However, many authors have explored related topics concerning adaptive marketing strategies. Key contributors to this field include N. E. Coviello and R. J. Brodie [2], who analyzed marketing practices in B2B and B2C companies, as well as A. Gold [5], who emphasized the need for adapting marketing strategies to rapidly changing market conditions. Significant contributions have also been made by V. Kumar, S. Sunder, and B. Ramaseshan [6], who developed models for global CRM analysis, allowing for a better understanding of customer relationship dynamics across different regions. H. S. Lee and D. A. Griffith [7] added valuable insights into the adaptation of marketing strategies for multinational corporations, taking into account regional differences in consumer behavior.

Another part of the research focuses on the behavioral characteristics of the audience. Notable in this context are the works of H. Liu [8] and C. Papadopoulou, A. Theotokis, and M. Hultman [10], which confirm that cultural differences and mental frameworks significantly influence the perception of marketing strategies and highlight the importance of deeply understanding cultural features when developing such strategies. In addition, the practical aspects of using psychological tactics to influence consumer behavior are widely discussed in the study by A. Procter [11].

The study also utilized statistical data from sources such as Datareportal [3], as well as expert literature from contemporary online publications, including Forbes Tech Council [5] and Okoone Spark [11].

However, despite the significant volume of available research, there is a noticeable lack of systematic information on adapting marketing strategies to reflect mental and psychological behavioral changes. Therefore, through critical analysis of



the literature, systematization, and grouping, this study structured the available information and presented it in the context of defining adaptive strategies, their main features, focuses, user behavior models, and the psychological, cultural, and social factors that influence consumer behavior.

Purpose of the article

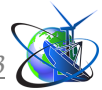
The aim of the article is to highlight the features of forming adaptive marketing strategies that align with the behavioral and mental characteristics of the target audience.

Research results

In the context of dynamic changes in international markets, adaptive strategies are a key tool for ensuring business stability, allowing companies to maintain competitive positions amid high uncertainty and rapidly shifting consumer preferences [6]. Unlike traditional approaches, such strategies require significantly more resources, as they involve the creation of specialized products, the development of innovative production processes, the execution of creative advertising campaigns, and the implementation of flexible pricing models. In addition, logistics and distribution decisions within adaptive strategies must also be flexible to quickly respond to demand changes and the specific characteristics of local markets [7].

Adaptive strategies are characterized not only by higher costs and the need for more creative approaches to their development, but also by a significantly higher degree of risk, as they require rapid responses to changing market conditions, adaptation to unpredictable consumer behavior, and a readiness to experiment with new business models that do not always guarantee the expected results [4].

Another important characteristic of adaptive strategies is that they are typically developed by professionals with creative thinking, as these managers are capable of generating unconventional solutions that consider the unique characteristics of specific markets and quickly respond to their changes. Traditional approaches to marketing strategy formation often prove insufficiently flexible for such conditions, as their proponents, relying on classical planning models, may struggle to develop adaptive solutions that take into account the numerous and constantly changing factors of the



market environment [1].

Thus, the features of adaptive strategies are defined by three criteria: significant financial investment, increased risks, and the involvement of creative specialists.

The primary focus of developing an adaptive strategy is the ability to satisfy consumers, who, under the influence of various factors, can change their approaches to evaluating product satisfaction.

Consumer behavior is a key research focus when forming an adaptive strategy, as it directly affects the effectiveness of tactical decisions. Understanding how consumers make purchasing decisions allows companies to adjust their approaches to promoting products and services, ensuring better satisfaction of the target audience's needs and enhancing market competitiveness. This process involves considering the following factors:

- demographic factors, including age, gender, education level, marital status, household size, place of residence, and income level, which determine the main differences among consumers and influence their preferences, purchasing power, and consumption habits;
- economic factors, including the financial situation of consumers, their income levels, and employment stability;
- mental aspects, reflecting psychological processes that influence decision-making, including motivation, perception, learning, beliefs, and attitudes toward brands, which are shaped by personal experiences and external stimuli;
- social factors, including the influence of social environments such as family, friends, and colleagues;
- cultural factors, defined by national traditions, religious beliefs, values, and norms, which shape consumer behavior, forming unique preferences and priorities in the choice of products and services.

The development of flexible marketing strategies is based on consumer behavior theories, which explain how individuals make purchasing decisions, respond to marketing stimuli, and form preferences under the influence of both external and internal factors. These theories consider both the rational aspects of choice, based on



economic viability, and the emotional, social, and cultural determinants that shape consumer behavior in a broader context. They allow companies to more accurately identify target segments, adapt communication strategies, and create competitive advantages, ensuring long-term customer loyalty and stable market share growth.

In the scientific literature [4], four main theories of consumer behavior are distinguished, each emphasizing different aspects of this complex process. These theories provide various approaches to explaining motivations, emotions, and cognitive processes that influence consumer decisions and form the basis for the development of modern marketing strategies.

1. The Engel-Blackwell-Miniard (EBM) model defines the key stages of the purchasing decision process: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior [4].

2. The Howard-Sheth model is a more comprehensive theory that considers a wide range of psychological, social, and marketing influences on consumer behavior. It includes three main groups of variables: input variables (stimuli such as product quality, price, advertising), process variables (perceptual and learning factors such as attention, brand understanding, attitudes), and output variables (consumer responses, such as purchase decisions and post-purchase behavior). This model also accounts for feedback loops that reflect how past experiences influence future decisions [4].

3. The Theory of Reasoned Action, developed by Fishbein and Ajzen (1975), argues that consumer behavior can be predicted based on intentions, which in turn depend on attitudes toward specific behaviors and subjective norms. This model has proven useful for predicting outcomes such as willingness to buy new products or try new services [4].

4. The Theory of Planned Behavior, proposed by Ajzen (1991), extends the previous model by adding a component of perceived behavioral control. It emphasizes that an individual's perception of their ability to perform a particular action can directly influence intentions and actual behavior. This model is considered more comprehensive, as it accounts for not only social and cognitive factors but also possible barriers or obstacles [4].

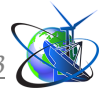


The development of adaptive strategies is a step-by-step process. To select an appropriate marketing strategy model, it is first necessary to clearly identify the core audience, as understanding the characteristics, needs, and behavioral traits of target consumers determines the success of communication approaches and the effectiveness of market tactics [12]. It is also important to consider that engaging the appropriate audience should occur not only at the stage of marketing promotion but also during product development, as this allows companies to create solutions that best match the expectations and needs of end users, increasing product competitiveness and its chances for market success.

In the second stage, it is advisable to conduct audience research, which enables companies to develop tailored marketing strategies that are more likely to resonate with their consumers and yield better results [1]. Adopting a more audience-focused approach to marketing allows companies to make more informed decisions regarding their marketing strategies and better allocate resources. This can lead to more effective marketing campaigns, higher conversion rates, and, ultimately, more successful businesses [1]. For this, companies should conduct market research aimed at studying the demographic characteristics, behavioral patterns, needs, and motivations of their audience [9].

Psychological principles play a key role in developing marketing strategies, as they provide deeper insights into consumer motivations and behavior. They help marketers create more effective advertising campaigns, increase customer loyalty, stimulate sales, and strengthen the emotional connection between the brand and the audience. Taking these principles into account allows companies to create more personalized and persuasive marketing messages [11]. Table 1 presents the main psychological principles that influence consumer behavior, their descriptions, and examples of their use in marketing.

In addition to the psychological factors that influence changes in consumer behavior, cultural and social factors also play a critical role. Culture defines the values, beliefs, and norms that shape how people perceive products, make purchasing decisions, and form their consumption habits. Social factors, in turn, shape people's



behavior through social connections, group influence, family traditions, and social roles [4].

Table 1 – Psychological principles that influence consumer behavior

| Psychological principle | Description | Examples of use |
|--------------------------------|--|--|
| Social proof | People tend to trust the opinions of the majority, especially in uncertain situations. This increases trust in a product if others are already using it. | Customer reviews, product ratings, “share” buttons on social media, popular videos or posts. |
| Choice architecture | Simplifying the decision-making process through a clear structure of options. Fewer choices reduce stress and speed up decision-making. | Offering three product options on a page (budget, standard, premium). |
| Scarcity | Creating a sense of urgency and increasing product value through limited availability or time-bound offers. | Messages like “Only 3 left in stock,” “Limited-time offer,” countdown timers on promotion pages. |
| Theory of planned behavior | Behavior depends on attitudes, social norms, and perceived control over actions. | Advertising healthy products with an emphasis on their benefits and ease of use. |
| Loss aversion | People react more strongly to potential losses than to equivalent gains. | Urgent sales, “last chance” offers, limited edition products. |
| Endowment effect | Creating a sense of ownership over a product or service to increase loyalty. | Free trial periods (Netflix, Amazon Prime), personalized products. |
| Framing | Influencing decisions through the emotional tone of information, which can be positive or negative. | Phrasing like “Save 20%” instead of “Lose 20% discount.” |
| Borrowed value | Using the reputation of another brand to enhance one’s own appeal. | Partnerships with well-known brands, joint projects, sponsorship of high-profile events. |
| Technology acceptance model | The adoption of technology depends on its perceived usefulness and ease of use. | Highlighting the simplicity of using apps or technologies in advertisements. |
| Learning and conditioning | Shaping behavior through associations or consequences. | Loyalty programs, bonuses, point accumulation systems. |
| Anchoring | Using initial information to influence the perception of subsequent options. | Featuring high-priced items to increase the perceived value of mid-range offers. |

Source: systematized by the author based on [11]

Culture is a complex set of values, beliefs, artifacts, and symbols that help people communicate, interpret, and evaluate events as members of a society. It encompasses language, customs, rituals, etiquette, laws, and traditions that influence individual



behavior within a specific cultural context. For example, values such as individualism or collectivism can significantly impact consumer behavior. In cultures that highly value individualism (like the United States), consumers tend to prefer products that emphasize personal benefits and self-expression. In contrast, in collectivist cultures (like Japan), products that highlight shared values and benefits for the family or community may be more popular [4].

Product positioning also depends on cultural factors. For instance, in cultures with a high level of masculinity (e.g., the United States, Germany), where achievement and competitiveness are highly valued, products that emphasize performance, status, and success may have greater appeal. This is especially important for categories like sports goods, financial services, or luxury items. In contrast, in cultures with a high level of femininity (e.g., Norway, Denmark), where harmony, care for others, and quality of life are prioritized, marketing should emphasize comfort, well-being, and environmental sustainability [8].

Rituals and customs also play an important role in shaping consumer behavior, creating opportunities for the development of special products or marketing campaigns. For example, in India, during the Diwali festival, sales of gifts and decorative items increase significantly, as gift-giving is an essential part of the celebration. Language is also a critical cultural factor, as it is not only a means of communication but also a way of interpreting the world. Successful marketing campaigns use language that aligns with the cultural expectations of the target audience, avoiding translation errors or the use of symbols that can lead to misunderstandings or even offense [4].

Social factors influence consumer behavior through interactions with other people, groups, and social institutions. For example, reference groups (groups to which people compare themselves or from which they draw personal standards) can significantly impact product and brand choices. For marketers, it is essential to identify such influence groups and target advertising campaigns at them, as they can significantly increase brand attractiveness. Family is also an important social context for consumer decision-making. In many cultures, major purchasing decisions, such as those related to real estate, cars, or education, are made collectively, requiring



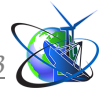
marketers to adapt their messages accordingly [4].

Adapting marketing strategies to the mental and behavioral characteristics of the target audience requires consideration of all the above factors. One of the critical aspects of adapting marketing messages is personalization and relevance [8]. For example, understanding cultural dimensions such as individualism and collectivism helps determine which messages to emphasize when communicating with different target audiences.

In cultures with a high level of individualism (such as the United States or the United Kingdom), consumers tend to prefer messages that highlight personal achievements, freedom of choice, and self-expression. In these cases, a cosmetic brand might use slogans like “Express Yourself” or “Be Unique.” In contrast, in collectivist cultures (such as Japan or China), where shared values are more important, the focus should be on harmony, family support, and community well-being, with slogans like “Care for those you love” or “Together for success” [7].

Tone and visual design also play a significant role in culturally adapted marketing strategies. The “power distance” dimension defines the degree to which hierarchical relationships are accepted in a society. In cultures with a high level of power distance (e.g., India, China), marketing strategies that use images of authoritative figures or celebrities symbolizing success and status can be effective. This may include endorsements from well-known experts or the use of opinion leaders to increase brand trust. In cultures with a low level of power distance (such as Sweden or the Netherlands), a more effective approach may be to use a friendly, egalitarian tone that emphasizes accessibility and the democratic nature of the brand [8].

Choosing the right communication channels is a crucial step in building an adaptive strategy that influences audience satisfaction. Different channels may vary in effectiveness depending on the demographic characteristics and behavioral traits of consumers, making it essential to experiment with various channels to identify the most effective ones for a specific audience. The most common channels include social media, email, paid advertising, and direct mail, each with its own advantages and limitations. Companies should choose channels that offer the best cost-to-revenue ratio,



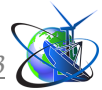
meaning those with low customer acquisition costs and high conversion rates. For example, in some cases, targeted social media advertising can be more effective due to precise audience targeting and high message personalization [12].

Communication channels should also be adapted based on the demographic characteristics of the target audience, as different age and social groups use different platforms for communication and information. For example, younger audiences aged 18-29 tend to use TikTok, Instagram, and Snapchat, as these platforms offer interactive content formats, such as short videos and visual stories, that resonate with their communication style. Meanwhile, users aged 30-49 are more likely to prefer Facebook and YouTube, which offer longer video formats and opportunities for more detailed discussions and brand interactions. For a professional audience, particularly in the B2B segment, LinkedIn is the most appropriate platform, as it focuses on business networking and professional content. Studies show that LinkedIn has a significantly higher concentration of users with higher education and professional experience, making it an effective tool for lead generation and corporate image building [3]

If the development of adaptive marketing strategies for end consumers (B2C) usually relies on the analysis of relatively stable target audiences defined by key socio-economic characteristics such as age, income, lifestyle, and geographic location, the situation in the B2B segment is much more complex. Here, the main clients are businesses whose models often change under the influence of macroeconomic conditions, regulatory requirements, technological innovations, and market dynamics. This requires adaptive strategies to be not only flexible in pricing and product solutions but also constantly ready to revise collaboration terms, such as diversifying logistics partners, modifying distribution channels, enabling direct sales, or implementing flexible financing schemes, including post-payment or selling goods on credit, which allows for more effective responses to corporate client demands and supports market competitiveness [2].

Conclusions

Adaptive marketing strategies are characterized by high flexibility and a strong focus on customer satisfaction, making them an essential tool for achieving competitive

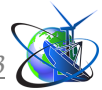


advantages in modern dynamic market conditions. Unlike traditional strategies, they require significantly more resources for development and implementation, as they involve the creation of innovative products, the development of creative advertising campaigns, and the adaptation of logistics processes to the conditions of specific markets. At the same time, these strategies are associated with a higher degree of risk due to their innovative nature and the need for rapid responses to changing consumer preferences, requiring the involvement of creative specialists. The primary focus of adaptive strategies is on customer satisfaction, achieved through a deep understanding of consumer behavior, which is the key research focus in building such strategies.

To develop effective adaptive marketing strategies, it is necessary to consider the complex influence of demographic, economic, mental, social, and cultural factors that shape consumer behavior. These factors are incorporated into behavioral theories such as the Engel-Blackwell-Miniard model, the Howard-Sheth model, the Theory of Reasoned Action, and the Theory of Planned Behavior. These models are based on the understanding that consumer decision-making depends not only on rational aspects, such as the price-to-quality ratio, but also on emotional, social, and cultural determinants that can significantly influence the final choice. Given these factors, adaptive strategies should be based on a deep analysis of both the internal and external motivations of consumers, as well as their cultural mindsets and traditions.

The effectiveness of adaptive strategies depends not only on accurately defining the target audience but also on understanding its psychological characteristics, which shape behavioral patterns. Among the key psychological principles that influence consumer decisions are social proof, scarcity, loss aversion, endowment effect, anchoring, framing, borrowed value, and the technology acceptance model.

In addition to psychological factors, cultural elements, such as customs, rituals, and national traditions, play a critical role in shaping the context in which products and services are consumed. These insights are essential for selecting the right communication channels that match the behavioral characteristics of the target audience, considering demographic and cultural differences across various markets.



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