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## **THE IMPACT OF DIGITAL MARKETING IN SOCIAL NETWORKS ON CONSUMER PURCHASE INTENTIONS**

### *Summary*

In today's digital transformation, social networks have become a key platform for business interaction with consumers. Digital marketing tools play an important role in shaping consumer purchasing intentions. According to research, social media users actively interact with brands, focusing on their content, reviews, and recommendations. This changes traditional marketing approaches and requires a deeper understanding of the impact of digital marketing tools on consumer behavior. However, despite significant attention to digital marketing, the specific mechanisms of its influence on the formation of purchasing intentions in social networks remain poorly understood. Studying this topic based on empirical research will identify effective insights for increasing audience engagement in social networks, optimizing marketing campaigns for retail businesses, and increasing sales. Therefore, the relevance of this scientific work is due to the need to adapt marketing strategies to modern digital realities, as well as the need for scientifically based analysis and empirical research of the impact of digital marketing on consumer behavior.

The purpose of the study is to analyze digital marketing tools in social networks and study their impact on the formation of consumer purchasing intentions. Research methodology. The methodological basis and information base of the study were official statistical materials, works of foreign and domestic scientists, study of foreign experience, surveys, use of factor analysis and synthesis methods. The study confirmed the effectiveness of digital marketing tools in social networks for attracting consumers and supporting sales. An empirical study of the impact of certain digital marketing tools on the formation of consumer purchasing intentions was conducted. It was found that hedonic motives significantly influence purchasing decisions, while information functions are less effective. Based on the research, recommendations were provided to retail entrepreneurs on optimizing marketing strategies for the development of e-commerce. Prospects for further research. Business development in social networks requires the constant implementation of innovative solutions. E-commerce, digital marketing are undergoing constant changes and improvements. Therefore, this direction remains relevant for further research. In addition, it is worth

investigating the features of digital marketing in different countries and its adaptation to local consumer behavioral models.

*Keywords:* digital marketing, social networks, e-commerce, consumer behavior, consumer purchasing intentions.

*Number of sources – 15, number of tables – 1, number of drawings – 2.*

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