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## MARKETING STRATEGIES IN THE GLOBAL DIGITAL ENVIRONMENT OF ECONOMIC FACTORS: IMPACT ON CONSUMER BEHAVIOR OF BUILDING MATERIALS

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**Abstract.** *The impact of economic factors and the latest marketing technologies, such as artificial intelligence, augmented reality, big data analytics and interactive advertising, etc., on consumer behaviour was analysed. It examines how these tools allow companies to adapt their strategies to needs, segment audiences and create personalized offers to the building market. The study demonstrates that the use of innovative marketing technologies not only attracts consumers, but also strengthens the competitiveness of companies in the building materials market.*

**Key words:** *digital marketing strategies, global economy, consumer behaviour, building materials, artificial intelligence, augmented reality, big data analytics, interactive advertising, economic factors, personalization, competitive advantage.*

### **Introduction.**

In today's world of rapid development of digital technologies, marketing strategies are undergoing significant transformations. In the field of building materials, there is a growing need for adaptation to the requirements of the global market and the influence of economic factors. The emergence of new tools such as artificial intelligence, augmented reality, big data analytics and interactive advertising gives companies the opportunity to better develop end users and personalize their marketing strategies to increase engagement.

Given the increased competition in the construction industry, the ability of companies to quickly respond to changes in consumer needs is becoming a determining factor for success. Digital innovations not only provide more effective methods of communication with the audience, but also allow construction companies to form long-term relationships with customers, increasing their brand loyalty. Thus, the study of the influence of advanced marketing technologies on the actual behaviour of consumers of building materials is important and a place for further economic development of the industry.

Research is devoted to the study of modern marketing technologies, which are used to analyse and influence the behaviour of end users of building materials, as well as their role in the global digital environment.

**Main text.**

Innovative marketing technologies in the global digital space, aimed at influencing the behaviour of end users of building materials, play an important role in increasing the efficiency of provision and adaptation to the needs of the modern market. Modern tools enable the company to create an individual approach to each consumer segment and optimize marketing strategies to achieve better results. The main innovative technologies that have a significant impact in this area include: [4,5,8]

1. Artificial intelligence (AI) and machine learning. AI algorithms make it possible to develop personalized offers for consumers based on their previous inquiries, purchases and behaviour on the site. AI additionally automates the selection of advertising content and formats, analysing feedback from the target audience and increasing the effectiveness of marketing tasks.[14]

2. Augmented reality (AR) and virtual reality (VR) allow consumers to "visualize" building materials in the interior or exterior of their space, which will help them more accurately achieve the result and make the choice of materials more informed and confident. Virtual tours and simulations provide consumers with a realistic assessment of building materials, making it easier to make a purchase decision.

3. Big Data and analytics of consumer behaviour. Big Data and consumer behaviour analytics allow the company to better understand the preferences and needs of end consumers. By analysing large amounts of data, businesses can segment audiences based on demographics, preferences, purchase history, and more. It will also create more accurate and effective marketing strategies, anticipating future trends and proactively responding to changes in consumer behaviour, increasing market competitiveness.

4. Chatbots and voice assistants provide 24/7 continuous customer support. Chatbots based on artificial intelligence quickly respond to consumer requests, helping them choose building materials and providing useful product recommendations. At the same time, voice technologies such as Alexa or Google Assistant do not allow consumers to obtain information about building materials through voice commands, making the search process more convenient and accessible.

5. Content marketing and video content. Content marketing and video content play an important role in engaging consumers. Instructional videos on the platforms give consumers the opportunity to familiarize themselves with educational materials, regarding their use, instructions, and product characteristics and generally form loyalty to the brand. In addition, micro-content and live broadcasts, which include short videos, reviews and tips on construction and renovation, attract consumer attention and add value to the brand.

6. Marketing in social networks and influential marketing (influencer marketing). Promotion through social networks - platforms such as Instagram, Facebook and TikTok allows construction companies to create branded content, interact with consumers and shape their perception of products. Influencer marketing is a collaboration with influencers or experts in the construction industry, which allows construction brands to reach a wider audience and increase the credibility of their products. Thanks to the influence of these individuals on consumers, brands can more effectively communicate their values and benefits, which has a positive effect on image and sales.[1]

7. Interactive advertising. Smart advertising banners are dynamic banners that change according to the user's interests, help to attract attention and increase interest in building materials. Interactive ads are ads that include experiences or tests that allow consumers to interact with the brand and access content that meets their needs.

8. IoT (Internet of Things). Smart homes and connected devices enabling Internet of Things (IoT) technology enable the integration of building materials with Internet connectivity. This makes them more functional and convenient to use. Thanks to these technologies, building materials can interact with other systems in

the home, such as heating, lighting or security systems. This new functionality creates benefit for consumers and can be emphasized in marketing campaigns, emphasizing the benefits of integrating technology into everyday life.

### **Summary and conclusions.**

The application of innovative marketing technologies in the global digital space, developed and implemented by construction companies, calculates the needs of end users and adapts strategies, taking into account their interests, behaviour and current market trends. Innovative marketing technologies play a key role in changing approaches to interaction with end consumers of building materials. The use of tools such as artificial intelligence, augmented reality, Big Data, chatbots, content marketing, social networks, interactive advertising and IoT allows companies to adapt their strategies to changing market conditions and special needs of consumers. Based on this, we recommend that companies continue to invest in new technologies, such as AI and IoT, to maintain competitiveness and adaptability to the changing market; develop personalized marketing strategies that take into account individual needs and consumer behaviour; creating quality content that provides value to consumers is a place to build brand loyalty and trust. Construction companies should actively use social media to communicate with consumers and build brand identity, provide visibility of educational materials and support for consumers through chatbots and videos to simplify the process of choosing and purchasing construction materials. In addition, it is recommended to implement systems for monitoring and analysing the results of marketing tasks, which will allow quickly making changes and improving results.

These conclusions and suggestions can help construction companies to effectively use innovative technologies in their marketing activities, ensuring satisfaction of the needs of end users and increasing their competitiveness in the market.

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