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ENTREPRENEURIAL STRATEGIES IN THE FOOD INDUSTRY: CONSUMER INFLUENCE, DIGITAL PLATFORM OPPORTUNITIES, AND OVERCOMING REGULATORY CHALLENGES

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This article explores entrepreneurial strategies in the food industry, highlighting the growing role of digital platforms, social media, and innovative technologies in shaping consumer behavior and business development. The study emphasizes how personalized marketing campaigns, data-driven promotion tools, and brand positioning practices affect consumer decision-making, influence purchasing motivation, and facilitate effective market segmentation. Considerable attention is devoted to the ways in which digital advertising strategies contribute to consumer engagement, the establishment of long-term loyalty, and the management of brand reputation in highly competitive online environments. The article also addresses the challenges of aligning entrepreneurial initiatives with regulatory requirements, which often impose restrictions on advertising content, health claims, and the protection of consumer rights. Ethical considerations are analyzed as integral elements of sustainable business practices, including transparency, responsible marketing to children, and compliance with food safety standards. Furthermore, the research investigates the potential of digital platforms to serve as catalysts for innovation by enabling businesses to implement interactive communication with consumers, apply advanced analytics, and develop adaptive strategies in response to dynamic market changes. By integrating perspectives from marketing science, consumer psychology, and regulatory frameworks, the study provides a multidimensional understanding of entrepreneurial approaches that balance competitiveness, innovation, and compliance. Ultimately, the findings highlight the necessity for food industry enterprises to adopt flexible and responsible strategies that not only ensure market success but also strengthen consumer trust and contribute to sustainable development in the digital economy.

Keywords: entrepreneurship, food industry, consumers, digital platforms, social media, advertising strategies, brand, loyalty, regulatory challenges, innovations.

Problem Formulation

The advertisement of food products significantly influences consumer behavior, shaping their perceptions of products and encouraging the purchase and consumption of specific product groups. Advertising of food products is one of the most prevalent and powerful means of communication with consumers. It permeates our lives through various media platforms and influences our beliefs, preferences, and consumption habits. However, the captivating and emotional power of food advertising can have a significant impact on our psychology and eating patterns. At the same time, alongside the psychological impact of food advertising, its legal aspects also need to be considered. Ukraine, like many other countries, has legislative norms that regulate the advertising of food products. However, questions arise regarding the effectiveness and compliance of these norms with contemporary challenges in the fields of psychology and consumer rights protection.

Relevance of the Research

The relevance of this research lies in the dynamic transformation of the food industry under the influence of digital technologies, global competition, and evolving consumer expectations. In today's market, consumers no longer rely solely on traditional advertising but are increasingly guided by targeted content, personalized offers, and recommendations shaped by digital platforms and social media. This shift creates both opportunities and risks for entrepreneurs in the food sector. On the one hand, digital tools provide new channels for consumer engagement, brand development, and expansion into global markets. On the other hand, businesses must overcome regulatory restrictions, address ethical issues, and adapt to constantly changing standards of consumer protection. Understanding how entrepreneurial strategies integrate innovative advertising techniques, behavioral psychology, and compliance with legal requirements is critical for ensuring competitiveness and long-term sustainability. Therefore, this research is timely and significant, as it provides insights into the mechanisms of building trust, loyalty, and resilience in the food industry within the digital economy.

Formulation of the Purpose and Objectives of the Article

The purpose of this article is to investigate entrepreneurial strategies in the food industry, emphasizing the influence of digital platforms, social media, and innovative advertising on consumer behavior and market dynamics. The study seeks to explore how digital platforms and social media shape consumer preferences and purchasing decisions, the extent to which personalized marketing campaigns and data-driven advertising affect consumer engagement and loyalty, and the role of brand positioning in fostering trust and sustaining long-term loyalty. Furthermore, the research examines how regulatory and ethical considerations impact the implementation of digital advertising strategies for food products, and identifies innovative marketing practices that enterprises can adopt to enhance competitiveness while complying with existing regulations.

Literature Review

A literature review on the psychological and legal aspects of food advertising provides an overview of various aspects of this issue. A wide range of studies focuses on understanding the impact of food advertising on consumer preferences and habits and examines the legal frameworks that regulate this sphere. The following is a summary of important research reflecting key psychological and legal aspects of food advertising.

Among the studies by foreign authors in the field of psychological aspects of food advertising, the following can be highlighted:

Research on the influence of advertising on consumer preferences and consumption habits [1].

Analysis of psychological mechanisms used in food advertising, such as emotional influence, associations, and symbolism [3].

Examination of the role model in food advertising and its impact on consumers [2].

Foreign scholars address the legal aspects of food advertising in the following works:

Analysis of legal norms and standards regulating food advertising [7].

Study of restrictions and requirements for food product labeling and advertising targeting children [9, 10].

Consideration of ethical issues in food advertising and their compliance with legal norms [11, 12].

Psychological aspects of food advertising have also been the subject of research by Ukrainian scholars, including:

Psychological influence of food advertising on consumer behavior in the context of Ukrainian-Polish relations [13].

Psychological analysis of factors influencing human food behavior [14].

The problem of psychological assistance to individuals with eating disorders (Rudych, M. V., & Litvinova, O. V., 2022).

Studies on the regulatory constraints of food advertising have been conducted by Ukrainian scholars, among which the following should be highlighted:

State control of advertising activities as a legal form of state regulation of advertising [16].

Legal aspects of ensuring product competitiveness through quality [17].

Improvement of the mechanism of state regulation of the advertising and communication market in Ukraine [18].

This literature review indicates a significant volume of research exploring the psychological and regulatory constraints of food advertising. The results of these studies help understand the impact of advertising on consumers and contribute to the development of effective policies and legal norms for regulating food advertising in order to influence behavior and preserve consumer health.

Presentation of the Main Content

It is almost impossible to imagine the modern world without advertising. Today, advertising is an effective means of shaping society's consciousness and way of life. Generally, well-developed and formulated advertising, by encouraging consumers to make purchases, exerts a certain influence on them. Moreover, advertising, as a phenomenon that regulates the relationships between different social groups, cannot disappear, as it is an integral function of society.

Everyone is familiar with the phrase, "Advertising is the engine of progress." It must be said that this is indeed true. It is through advertising that we learn about new products that have entered the market or about new types of goods and services being offered.

If we analyze the history of the emergence and development of advertising, we can notice that a primitive form of advertising existed even in ancient times. Proto-advertising appeared as a primitive form of commercial communication, encompassing the primary forms of communication tools that have independently evolved over time. As elements of proto-advertising, we can identify the beginnings of such developed forms of marketing communication as advertising (including personal, commercial, political, etc.), direct marketing, sales promotion, fairs, sponsorship, etc.

In Ancient Greece and Ancient Rome, oral forms of advertising predominated. They included the cries of merchants, which later even emerged as a separate genre. Written advertising did not gain wide popularity in the Ancient world.

The 19th and 20th centuries were marked by technological progress. New inventions such as photography, cinematography, and radio transformed traditional forms of advertising, making it more diverse and, most importantly, mass-oriented, reaching a huge number of people simultaneously [19].

At first glance, the changes may seem insignificant, but sellers started using advertising not as a connecting element but as a means to persuade people to become their customers. The industrial revolution was the reason behind this dramatic shift in the philosophy of advertising. Following the revolution, along with unprecedented innovation, came responsibility - the responsibility to sell all these new products and derive some benefit from it.

In Europe, industrial exhibitions were organized for advertising purposes, many of which acquired an international character. Manufacturers could expand the market boundaries of their products through such exhibitions, and the system of awarding medals for quality served as a powerful advertising tool [20].

Today, the advertising process in Ukraine is a comprehensive economic and cultural phenomenon that influences the development of all spheres of society. The advertising market is represented by thousands of both national and foreign companies that fulfill the orders of advertisers, utilizing all available means of promotion.

Advertising is a persuasive information aimed at potential consumers and disseminated through public channels and sources. Unlike pure information, advertising employs persuasive techniques, with its goal being to gain an advantage in a competitive environment. Unlike ordinary informational messages, advertising is interested in the end result. It is not just about conveying information but studying it with a specific, well-defined purpose - to enhance interest and attention towards the offered products and services.

Effective advertising management is of great importance because in current conditions, advertising is not only a part of individual firms or regions but also one of the largest sectors of the economy, encompassing hundreds of thousands of advertising agencies and bureaus employing millions of workers. The effectiveness of this system's operation largely determines the efficiency of each national economy and the global economy as a whole.

The economic role of advertising allows us to speak about the formation and rapid development of a distinct direction in entrepreneurial activity - the advertising business. The advertising business is the theory and practice of a special type of entrepreneurial activity associated with the organization of production, promotion, and consumption of advertising products (information), as well as the evaluation of the economic efficiency of advertising expenses. We can talk about at least two main levels in the hierarchy of the advertising business:

1. International advertising business is the modern advertising activity of firms aimed at foreign markets, taking into account their specific features. Its element is the foreign economic advertising business as the advertising entrepreneurial activity of firms from one country carried out with the purpose of conquering foreign markets.

2. National advertising business is the activity of domestic enterprises, organizations, and firms aimed at developing the domestic market. In principle, we can also consider regional or even local levels of the advertising business.

Advertising business and marketing continue to rapidly develop, contributing to the advancement of the economy and the management of the advertising industry. This has often been accomplished in the form of scientific generalizations resulting from the study of advertising practices. For instance, it has been established that advertising is more effective due to the competition of advertisements preceding the competition of goods, and the significant role of research (including market analysis, psychological and sociological studies) in advertising has been confirmed.

The question of the effectiveness of advertising messages and their impact on consumers is quite complex. As advertising, unlike other sources of information, is practically accessible to everyone, the problem of its effectiveness depends on addressing the scientific problem of individual psychological differences while maintaining the universality of the psychological archetype.

Advertising, as a phenomenon of social life, requires thorough psychological study. The application of psychological science allows for the creation of conditions in which a "dialogue" arises between the consumer and the advertiser, promoting effective sales of goods, services, and mutual understanding. This can help authors of advertising ideas avoid attributing their own perceptions of product quality to potential consumers. Such projection is often unjustified, as the process of advertising perception by consumers is determined by their psychological characteristics, which are not always obvious and highly diverse.

Advertising psychology is a separate branch of psychology that deals with justifying theoretical and practical methods to enhance the effectiveness and efficiency of advertising materials through influencing mental processes and phenomena [21].

The first scientific-applied psychological studies in this field began in the early 20th century. One of the problems of advertising psychology addressed at that time was the question of what is primary: influence or need. At the turn of the 19th and 20th centuries, psychologists were convinced that the key factor in effective advertising is psychological influence. They conducted numerous experimental studies in the field of advertising perception by consumers in order to develop techniques for suppressing their volitional control. They achieved success in this primarily among Germans and Americans. Psychologists of that time believed that needs for goods and services could be artificially created, as if out of thin air. They believed that through suggestion, one could "compel" people to desire to buy anything that was being sold.

The psychological impact of advertising is used as a powerful means of influencing the consciousness and value system of individuals, while it is important that it subtly influences the consumer, discreetly dictating the desired behavior prescribed by the ad creator. Any type of media advertising (print, television, or radio) employs various psychological techniques to "captivate" potential consumers.

The promotion of brands occupies a prominent place in food advertising, distinguishing one manufacturer from another. Brands and trademarks emerged in the 19th century in response to increased production and the need for effective market promotion of products.

Today, as in the past, every brand name serves a range of functions: it ensures consistency and quality; provides a "personality," an ability for consumers to identify with the product; brands and trademarks serve

as “social and cultural markers” that help consumers define their identity and social group membership; furthermore, they allow consumers to gain respect and recognition within their consumer group. Due to the importance of brands and trademarks in product identification, they have become legally protected.

The influence is achieved by associating the product with our deep-seated and fundamental needs, not only physical but emotional as well. Advertising subtly conveys the message that purchasing a particular product will not only bring benefits and pleasure but also make us better and happier than we actually are.

Advertisements for food products employ a range of appeals to promote the product. In contemporary culture, there is a whole mechanism aimed at developing a modern lifestyle that emphasizes the consumption of high-tech products. Advertisements targeting lifestyle or “everyday” advertising tap into the social and/or psychological motivations of consumers when purchasing fast-food products. “Emotional” appeals have become highly popular in marketing communication, as marketers acknowledge that “the vast majority of purchase decisions are made based on feelings and emotions,” as rational and functional differentiation is often challenging.

Another reason for using “emotional” appeals is to convince consumers to choose these specific products by showcasing the “positive experiences” of happy people who already use the advertised products. In addition to “emotional” advertising messages, there is lifestyle advertising that combines rational and emotional appeals, aiming to influence both types of purchase motivations simultaneously.

Studying the process of emotional responses to advertising presented in different contexts is relevant and timely within the framework of understanding the psychological factors influenced by the media. Psychological research has shown that the perception and processing of advertising information are influenced by numerous factors, but three factors are almost always present: cognitive, emotional, and behavioral factors.

The key role in the psychological study of advertising influence is the determination of the object of influence. Marketing and psychological research has established that advertising influences the consumer by shaping a complex set of mental processes that impact consumer behavior [22].

However, only qualitative advertising consciously and subconsciously influences the consumer purposefully. This is the main secret to its effectiveness. Unlike other types, wide-format print and outdoor advertising of food products are characterized by a large audience reach. Effective advertising leads the consumer to automatically associate specific needs with the advertised product, suggesting that this product caters to their tastes and interests.

Business advertising is an aspect of commerce and an integral part of industrially developed countries that can afford to buy goods. Advertising informs about a wide range of consumer goods, including “food products that form the basis of consumer advertising”.

Advertising of food products depends primarily on the criteria by which buyers evaluate them. Price is always important, but recently, environmental cleanliness has become an increasingly important characteristic. Therefore, marketers build advertising around something different. Environmental cleanliness is emphasized among other listed characteristics such as cholesterol content, energy value, nutritional properties, taste qualities, etc.

Adverts created at a high creative level can possess great artistic value and aesthetic expressiveness. They often evolve into symbolic images that influence a person's spiritual and emotional world, shaping their beliefs and aesthetic values. The expressiveness and meaningful richness of an advertising piece impact a person's consciousness, compelling them not only to become familiar with the advertising message but also to embrace the advertising idea as a guide to action.

Different methods are used to influence the consumer with the ultimate goal of making them purchase a product or service.

The informative method involves storytelling, description, the use of definitions, explaining processes or demonstrations, as well as exposition. It is the simplest method of influence, aimed at acquainting consumers with the product and memorizing advertising information.

Persuasion methods are among the leading *methods of influence*. Persuasion primarily involves explaining and proving the correctness and necessity of certain behaviors or the unacceptability of certain mistakes.

The process of persuasion is perhaps the most complex among other methods of influencing the consumer. Persuasion only works if the consumer is interested in the product. Argumentation of one's position and the desire to make it a conviction for everyone play a significant role in this process.

The method of suggestion involves direct or indirect influence of one person (the suggestor) on another person (the suggestee) or a group. Suggestion relies on the uncritical perception of information. This method of advertising influence does not affect everyone.

All techniques and methods of psychological influence in advertising on the consumer ultimately come down to one thing: prompting a person to make a purchase. The goal of this method is to evoke the desired reaction to the advertised product or service, ultimately encouraging the consumer to buy the product. Clear messaging in the form of persuasive slogans is often used in this type of advertising.

Visual, auditory, gustatory, kinetic, olfactory, tactile, and other sensory perceptions are commonly used in advertising. The problem of studying sensations arising from the perception of advertising or the consumption of an advertised product becomes relevant. This goal is achieved by measuring the sensations experienced by a person when consuming the advertised product. If the resulting sensations significantly differ from those already well-known, the advertiser will be able to distinguish their product and thus influence the consumer's purchasing behavior.

Advertising attracts the most attention through its novelty, uniqueness, and unusualness. The main methods of capturing attention include change, movement, contrast, and figure-ground differentiation. In this case, highlighting the advertised product means drawing attention to it.

Consumers see and hear only what they like or what scares, alarms, or increasingly engages their attention as they become more involved in the decision-making process.

During the process of responding to advertising, various psychological processes occur in the individual's consciousness on three levels: rational, emotional, and subconscious.

There are certain patterns of information retention that are not always taken into account or are only sporadically applied in advertising. Information placed at the beginning or end of the text is much better remembered. This technique is frequently used in advertising.

Our consciousness is laterally programmed, meaning indirectly or peripherally (lateral - sideways, transverse, horizontal, peripheral, secondary, to the side). A person pays attention to anything but the properties of the thing they purchased. In essence, these properties are not consciously realized. They are implied. This mechanism is widely used in both ideological and advertising influence and is called the mechanism of lateral programming of the psyche.

Lateral programming of the psyche is a method of manipulating another person's consciousness and finds wide application in advertising.

Throughout its long history, advertising has undergone qualitative evolution. It has progressed from mere informing to persuading, from persuasion to eliciting conditioned reflexes, from eliciting conditioned reflexes to subliminal suggestion, and from subliminal suggestion to the creation of symbolic imagery.

Advertising has consistently aimed to achieve conscious and deliberate perception of the advertising message by the consumer, leading to automatic purchasing behavior. Now, advertising no longer requires explicit consent from the consumer, even if it is unconscious, but still exerts a real influence.

Studying the mechanisms of advertising's impact on human behavior involves analyzing the actions that unconsciously or consciously drive individuals to purchase specific products under the influence of advertising. On the conscious level of purchasing behavior, motivations, needs, and the will of individuals are reflected. On the subconscious level, one finds inclinations and intuitions.

Consumers generally do not want to admit that their actions are the result of advertising influence. They often believe that they needed the product long before they learned about it through advertising. Rarely do customers acknowledge to themselves or others that they have become "victims" of purposeful advertising influence, which imposed a need and necessity for a particular product and deprived them of the opportunity for independent conscious choice.

At times, people, especially in their youth, may think that they are independent and free in their actions, believing that society cannot influence their decisions or behavior.

We conducted a survey aimed at assessing the impact of color in advertising for food products on young people. The study involved 100 Ukrainian students representing an active consumer audience.

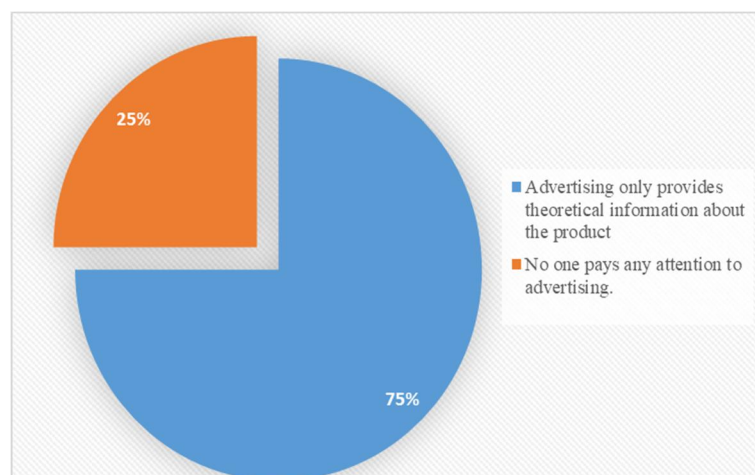


Fig. 1. Advertising needs research

Source: built by the authors

According to 75 % of the survey participants, advertising is necessary for Ukrainians as it introduces them to new products that have appeared on the market and increases competition. Approximately 25 % of this group of respondents advocate for a reduction in advertising volume in Ukraine, citing an excess of advertising, claiming that there is too much, especially on television and in supermarkets.

Approximately 60 % of respondents believe that the current influence of advertising on young people is insignificant and that it only provides theoretical information about the product. 20 % of Ukrainian students are confident that no one pays any attention to advertising, therefore it is unnecessary. Only 20 % acknowledge that advertising has a strong impact on their choices, consumer behavior, thoughts, and attitudes.

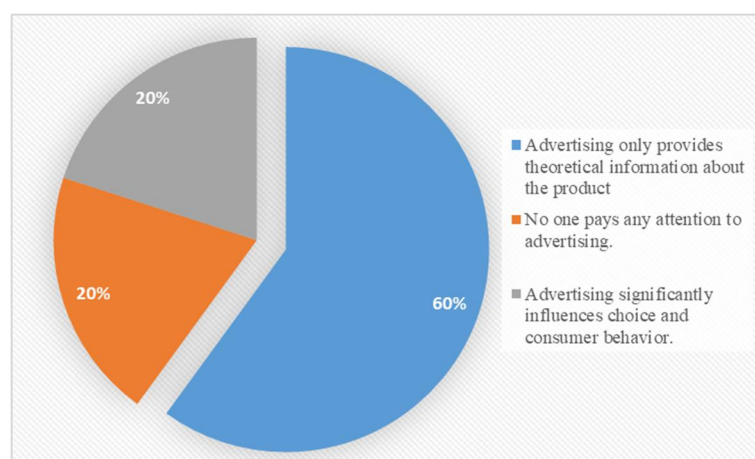


Fig. 2. The influence of advertising on consumer behavior

Source: built by the authors

After the survey, we presented phrases from several popular advertisements. The task of the game was to “complete the phrase” and “identify the advertisement’s storyline.” 10 % of the young people couldn’t answer, but they were familiar with the phrase and storyline. 90 % of the respondents recognized the storyline, completed the phrase, and even named the brand. This indicates unconscious perception of information.

When going to the store, there is a strong desire to buy because all the products are nicely displayed with attractive packaging. Our minds replay the bright and appealing advertisements that we have seen (or heard) countless times. We recall the storyline and images depicting sausages, hot dogs, chicken, and much more, which arouses a tremendous appetite and creates a desire to purchase.

Psychological research has shown that the perception and processing of advertising information are influenced by various factors, but three factors are almost always present: cognitive, emotional, and behavioral factors.

Below are some of the researchers who have contributed to this field:

1. Richard E. Petty and John T. Cacioppo developed the Elaboration Likelihood Model of Persuasion. In their work “The Elaboration Likelihood Model of Persuasion” (1986), they investigated the influence of cognitive factors on the perception of advertising information [25].

2. Daniel Kahneman proposed two information processing systems: “System 1” (emotional, intuitive) and “System 2” (analytical, rational). His work “Thinking, Fast and Slow” (2011) has had a significant impact on understanding the role of emotional factors in the perception of advertising information [26].

3. Albert Bandura made a significant contribution to the study of the relationship between behavioral factors and the perception of advertising. His theory of social learning examined the influence of modeling and imitation on the acceptance of advertising messages [27, C. 121–153].

4. Robert Heath focused on the role of emotions in advertising perception and developed the concept of “low attention processing.” In his book “Seducing the Subconscious: The Psychology of Emotional Influence in Advertising” (2012), he explored the impact of emotional factors on the perception of advertising information [28].

The marketing and sociological research involved 150 Ukrainian individuals who represent an active consumer audience.

We conducted a survey dedicated to evaluating the influence of characters, colors, packaging, and music in food advertising on consumers.

The participants were divided into age groups:

18–30 years old;

31–44 years old;

45–59 years old.

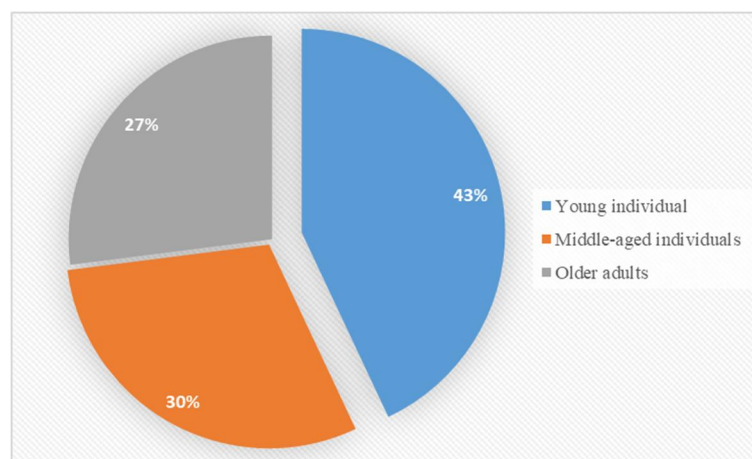


Fig. 3. The impact of character, color, packaging, and music in food product advertising on consumers

Source: built by the authors

The article presents the results of the survey conducted on 150 individuals (52 % female, 48 % male) belonging to different age groups. The respondent group includes individuals who differ not only in age but also in social status, income level, and education.

Young individuals (18–30 years old);

Middle-aged individuals (31–44 years old);

Older adults (44–59 years old).

The age distribution of the sample is illustrated in Fig. 3.

Evaluation of respondents' perception of advertising videos, banners, and signage that employed various psychological influence methods was conducted.

The respondents were sequentially presented with test blocks consisting of 3 advertising videos, 4 banners, and 4 signage for viewing.

After each test block, the participants rated the advertising elements such as characters, color schemes, decorations, and music on a twelve-point scale.

The final part of the questionnaire included common questions regarding the perception of all the presented advertising test blocks.

All the collected data underwent statistical analysis, where initial tables of average ratings for each test block within each age group were obtained. The statistical analysis was conducted using the sum method, Spearman's correlation analysis, and the strength of associations was determined using the Chedoke scale.

Results.

Based on the questionnaire application, the practice of employing psychological influence methods in advertising was examined. The most frequently used techniques were identified based on the obtained results.

Table 1

Methods of psychological influence in advertising

| № | Methods of Influence | Content of the Method |
|---|----------------------|--|
| 1 | Argument | Presentation and discussion of evidence in favor of a particular decision or position with the aim of shaping or changing the listener's attitude towards that decision or position. |
| 2 | Manipulation | Implicit urging of the recipient to experience certain states, make decisions, or take actions. |
| 3 | Proposal | Conscious, non-argumentative influence on an individual or group of people, aimed at changing their states, attitudes towards something, and creating a predisposition for specific actions. |
| 4 | Interest | Transference of one's state or attitude to another person or group of people who perceive it in a certain way. |
| 5 | Imitation | Ability to evoke a desire to be similar to oneself in terms of behavior and mindset. |
| 6 | Formation of Desire | Attracting involuntary attention of the recipient by demonstrating one's own attractiveness. |
| 7 | Call to Action | Addressing the recipient with a call to satisfy the needs or desires of the influencer. |

Source: built by the authors.

Next, based on correlation and regression analysis, the dependence of the effectiveness of the psychological influence method on the age group in which it is used was assessed (Table 2).

Age-dependent results of advertising's psychological effectiveness ratings were obtained. The most effective psychological influence method for the middle-aged group is argumentation. For this group, the correlation coefficient value was 0.976 (indicating a very strong relationship).

Table 2

Results of correlation analysis of the effectiveness of psychological influence methods based on age

| Method | Coefficient of correlation (r _{xy}) | | |
|------------------|---|--------------------|----------------|
| | Age group | | |
| | Youth | Middle-aged adults | Elderly people |
| Argument | 0,751 | 0,976 | 0,891 |
| Manipulation | 0,863 | 0,756 | 0,981 |
| Proposal | 0,697 | 0,743 | 0,925 |
| Interest | 0,992 | 0,843 | 0,746 |
| Imitation | 0,994 | 0,756 | 0,626 |
| Desire formation | 0,612 | 0,757 | 0,842 |
| Call | 0,599 | 0,815 | 0,799 |

Source: built by the authors.

The strength of correlation relationships was assessed using Chaddock's scale:

if $r \geq 0.9$ – very strong correlation; $r = 0.8$ to 0.9 – strong;

$r = 0.7$ to 0.8 – fairly strong;

$r = 0.5$ to 0.7 – significant;

$r = 0.3$ to 0.5 – moderate; $r \leq 0.3$ – weak.

For the youth, the most effective method of psychological influence is contagion (correlation coefficient $r=0.997$), and even triggering the impulse of imitation ($r=0.994$).

For the elderly, effective methods of psychological influence are manipulation ($r=0.981$) and suggestion ($r=0.915$).

As for the least effective methods of psychological influence, for middle-aged adults it is affinity formation ($r=0.757$); for the elderly it is triggering the impulse of imitation ($r=0.626$); for the youth it is request ($r=0.599$).

Furthermore, taking into account the use of the summation method, we determined the most effective method of psychological influence across all age groups. The results are presented in Table 3.

As seen from the data (Table 3), the most effective method among all age groups, thus universal, is argumentation, followed by manipulation according to the ranking, and in third place is proposition.

Table 3

Evaluation of activity results through summation

| Method | Coefficient of correlation (r _{xy}) | | | Σr | level |
|---------------------|---|--------------------|----------------|-------|-------|
| | Age group | | | | |
| | Youth | Middle-aged adults | Elderly people | | |
| Argument | 0,751 | 0,976 | 0,891 | 2,618 | 1 |
| Manipulation | 0,863 | 0,756 | 0,981 | 2,6 | 2 |
| Proposal | 0,697 | 0,743 | 0,925 | 2,365 | 5 |
| Interest | 0,992 | 0,843 | 0,746 | 2,581 | 3 |
| Imitation | 0,994 | 0,756 | 0,626 | 2,376 | 4 |
| Formation of desire | 0,612 | 0,757 | 0,842 | 2,211 | 7 |
| Call to action | 0,599 | 0,815 | 0,799 | 2,213 | 6 |

Thus, the obtained data indicate that the chosen method of psychological influence significantly determines the effectiveness of advertising products depending on the age of consumers. At the same time, universal methods of psychological influence, which can be applied to all age groups without significant loss of their effectiveness, are argumentation, manipulation, and contagion.

Advertisement works that are executed at a high psychological level. Advertising professionals rely on knowledge of psychology, including knowledge of the psychological and emotional impact of color, taste, aesthetic nuances in advertising, its structural components, the use of fonts, formats, and the frequency of appearance of advertisements.

When studying the influence of advertising for food products on consumer behavior, it is important to consider not only the psychological aspect but also the legal aspect. It is important to remember that besides being of high quality, advertising must comply with legal norms. Otherwise, the efforts and resources invested in its development and dissemination may turn out to be futile.

The analysis of existing laws and regulations regarding advertising of food products in Ukraine reveals the regulatory framework that controls and limits the methods and content of advertising in this field. The main laws and regulatory acts influencing the advertising of food products in Ukraine are outlined below:

1. The Law of Ukraine “On Advertising” defines the general principles of regulating advertising in Ukraine. It establishes requirements for the accuracy, truthfulness, and necessary information in advertising messages, as well as rules for protecting consumer rights [29].

2. The Law of Ukraine “On Consumer Rights Protection” defines the rights and obligations of consumers and sets requirements for advertising related to food products. According to this law, advertising should not deceive consumers regarding the characteristics, composition, beneficial properties, and origin of the product [30].

3. The Law of Ukraine “On State Control over Compliance with Legislation on Food Products, Feeds, By-Products of Animal Origin, Animal Health and Welfare” establishes requirements for the safety and quality of food products. It also includes provisions regarding the advertising of food products and prohibits the advertising of products that may harm consumers' health [32].

5. The Resolution of the Cabinet of Ministers of Ukraine “On Approval of the Typical Rules for Outdoor Advertising Placement” contains specific requirements for the content, form, and placement of advertising, including advertising of food products. It defines rules for the use of images, slogans, claims, and promises in advertising materials [33].

6. Normative acts of the Ministry of Health and other relevant authorities establish requirements for the labeling of food products, including advertising. They regulate the indication of composition, beneficial properties, nutritional value, and potential risks of the product.

Considering the above, the mentioned laws and regulatory acts in Ukraine aim to protect consumer rights, prevent misleading and harmful advertising of food products, and ensure the information and safety of consumers when making decisions about purchasing and consuming products.

The Law of Ukraine “On Advertising” defines advertising as information about a person or product disseminated in any form and by any means, intended to create or maintain consumer awareness and interest in such person or product [29].

Thus, advertising mediums such as light signs, billboards along roads, and posts about goods/products on social media are also subject to the same requirements of Ukrainian legislation. However, consumer rights in Ukraine are violated not only during the sale of low-quality products but also during the preliminary advertising campaign. This advertising often encourages consumers to purchase products of insufficient quality, including food products.

Considering the key and most important innovations in the legislation concerning food products, attention should be paid to the Law of Ukraine “On Consumer Information about Food Products.”

First and foremost, this Law regulates the advertising of food products and aims to ensure proper consumer information about these products.

According to the mentioned Law, information about a food product should not manipulate the consumer and unwittingly deceive them, particularly regarding:

1. Characteristics of the product, including its category, specific features, composition, quantity, minimum shelf life or “use by” date, country or place of origin, and manufacturing method.

2. Providing the product with characteristics that are not inherent to it or consequences of its consumption.

3. Highlighting special characteristics of the product if similar products have the same characteristics, particularly by emphasizing the presence or absence of certain ingredients and/or nutrients.

4. Assuming the presence of a certain component or ingredient in the product based on its appearance, description, or graphic images if, in reality, this component or ingredient, which is typically present or used in the product, has been replaced by other components or ingredients [30].

When examining the details of the aforementioned Law, it is worth noting that it establishes requirements for ensuring the comprehensibility of information about food products. For example, mandatory information about the product should be presented in small letters with a minimum height of 1.2 mm. In cases where the packaging or container has a surface area less than 80 square centimeters, the height of small letters should be equal to or exceed 0.9 mm.

Furthermore, the Law requires the provision of information regarding allergens, food products sold remotely, and the use of refined oil or vegetable fats, including palm oil, in food products.

Additionally, the Law mandates that market operators provide consumers with information about whether a product has been frozen or thawed. In such cases, the product name must include the word “thawed.”

Violation of the prescribed requirements for providing information about food products, providing inaccurate, false, or incomprehensible information can result in fines for legal entities up to fifteen minimum wages, and for individual entrepreneurs up to ten minimum wages.

Moreover, for misleading consumers regarding substances and food products that may cause allergic reactions or intolerances, the fine is thirty minimum wages for legal entities and twenty minimum wages for individual entrepreneurs.

Laws and other regulatory acts governing the provision of information about food products to consumers must include provisions for a transitional period, which begins on the day these laws or acts come into force and lasts for at least 24 months. An exception to this rule is when the introduction of new or amended requirements for providing information about food products is necessary to reduce documented scientific risks to human health.

In conclusion, the Law aims to enhance the protection and awareness of consumers while demanding significant efforts from market operators to standardize the rules for providing information about food products in accordance with the new requirements.

Conclusions

The psychological aspect of advertising food products in Ukraine indicates that advertising strategies often aim to evoke emotions and create a positive perception of the product. The use of vibrant colors, attractive designs, and highlighting the taste properties of the product can stimulate consumers to make purchases. However, advertising can contribute to the formation of unhealthy eating habits, especially among children, as their food choices are often based on emotions and the attractiveness of packaging.

The legal aspect of advertising food products in Ukraine is regulated by legislation, including the Law of Ukraine “On Advertising.” To protect consumers from misleading advertising and unhealthy eating habits, restrictions are imposed on prohibited claims in advertising, and mandatory labeling of advertising messages related to food products is required. Additionally, there is a special regulatory framework in place to regulate advertising of food products targeted at children.

An important aspect of advertising food products is the ethical component. Advertisers must take responsibility for the information they convey to consumers. Specifically, advertising should not promote unhealthy eating habits or create false perceptions about food products. Responsible advertising should support a healthy lifestyle and provide objective information about the products.

Continuous monitoring and control of advertising for food products by relevant government authorities are necessary. This will help ensure compliance with legislation and ethical principles in advertising campaigns and prevent unhealthy eating habits associated with food consumption.

The legal and psychological aspects play a crucial role in the development of advertising for food products in Ukraine, and their combination contributes to the creation of effective and ethical advertising campaigns. These domains interact in several ways: compliance with legislation, understanding the target

audience, ethical approach, and regular monitoring. Compliance with the law establishes rules and restrictions for advertising food products, including permissible claims, mandatory labeling of essential information, and regulation of advertising targeting children. Understanding psychological factors helps advertisers research their audience, consider emotional appeals, and create favorable consumer experiences. Ethical approaches prevent manipulative or harmful advertising. Regular monitoring by legal authorities, combined with psychological assessments, ensures continuous improvement of advertising strategies.

Digital platforms and personalized marketing strategies play a crucial role in shaping consumer behavior in the food industry. The effectiveness of advertising campaigns depends on their ability to engage consumers, build brand loyalty, and adapt to market segmentation trends. Regulatory constraints and ethical considerations are essential for ensuring transparency and consumer protection in digital food advertising.

Thus, modern food product advertising in Ukraine is increasingly influenced by digital technologies, social media, and data-driven marketing approaches. A balanced approach should integrate consumer engagement techniques with responsible marketing practices and compliance with regulatory frameworks. Only through the joint efforts of advertisers, digital platforms, and regulatory bodies can an effective system for food advertising be established, ensuring both market competitiveness and consumer trust.

Prospects for Further Research

Future research could focus on several key areas. First, investigating the long-term psychological effects of food advertising on different age groups, particularly children and adolescents, would provide deeper insights into behavioral outcomes. Second, examining the impact of emerging digital marketing tools, such as AI-driven personalized campaigns, social media influencers, and interactive content, could reveal new opportunities and challenges for ethical and legal advertising.

Additionally, comparative studies between Ukraine and other countries regarding regulatory frameworks, compliance mechanisms, and ethical standards could help identify best practices and improve national policies. Research could also explore the effectiveness of interventions aimed at promoting healthy eating habits through advertising and marketing strategies.

Finally, interdisciplinary studies combining psychology, law, marketing, and data analytics are necessary to develop comprehensive models for responsible and effective advertising in the food industry. Such research would enable advertisers and policymakers to balance market competitiveness with consumer health and trust, contributing to a sustainable advertising environment.

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ПІДПРИЄМНИЦЬКІ СТРАТЕГІЇ В ХАРЧОВІЙ ІНДУСТРІЇ: ВПЛИВ НА СПОЖИВАЧІВ, МОЖЛИВОСТІ ЦИФРОВИХ ПЛАТФОРМ ТА ПОДОЛАННЯ РЕГУЛЯТОРНИХ ВИКЛИКІВ

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Досліджено сучасні підприємницькі стратегії у харчовій промисловості з урахуванням впливу цифрових технологій, соціальних мереж та інноваційних інструментів маркетингу на поведінку споживачів і розвиток бізнесу. Проаналізовано роль персоналізованих маркетингових кампаній, даних аналітики та практик позиціонування бренду у формуванні споживчої мотивації, прийнятті рішень і сегментації ринку. Особливу увагу приділено ефективності цифрової реклами у підвищенні рівня залученості споживачів, зміцненні лояльності до бренду та управлінні його репутацією в умовах високої конкуренції онлайн-середовища.

Окремо розглянуто проблематику дотримання регуляторних вимог, що обмежують зміст рекламних матеріалів, використання тверджень про користь для здоров'я та забезпечують захист прав споживачів. Етичні аспекти проаналізовано як складову сталих бізнес-практик, зокрема щодо прозорості, відповідального маркетингу та дотримання стандартів безпеки харчових продуктів.

Досліджено потенціал цифрових платформ як чинника інноваційного розвитку, що забезпечує інтерактивну комунікацію зі споживачами, використання аналітичних інструментів і формування адаптивних стратегій у мінливих ринкових умовах. Інтеграція підходів маркетингової науки, споживчої психології та правового регулювання дозволила сформулювати комплексне бачення підприємницьких моделей, які поєднують інноваційність, конкурентоспроможність і нормативну відповідність.

Результати дослідження засвідчують необхідність впровадження гнучких та відповідальних стратегій підприємствами харчової промисловості з метою підвищення ефективності бізнесу, зміцнення довіри споживачів і забезпечення сталого розвитку в умовах цифрової економіки.

Ключові слова: підприємництво, харчова промисловість, споживачі, цифрові платформи, соціальні мережі, рекламні стратегії, бренд, лояльність, регуляторні виклики, інновації.