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## **TRANSFORMATION OF THE CONTENT OF SOCIAL COMMUNICATIONS AS AN INSTRUMENT FOR SHAPING CONSUMER BEHAVIOR**

*The article examines the transformation of social communications in seller-consumer interaction within the context of digitalization. Based on a literature review, two approaches to the term's interpretation are identified: as a scientific discipline and as a tool of socio-communicative engineering. It is demonstrated that in the digital environment, the communication process has evolved from the linear «sender – message – receiver» model to a multi-channel, interactive system with real-time feedback and personalization capabilities. A conceptual clarification of the term «social communications» in the context of consumer behavior formation is proposed. The application of the AIDA model illustrates the differences in the implementation of its stages in the pre-digital and digital eras. Prospects for further research are outlined, including the development of tools for assessing the effectiveness of socio-communicative engineering and exploring the ethical aspects of digital communications.*

**Keywords:** communications, social communications, socio-communicative engineering, digitalization, AIDA model, consumer behavior.

**Introduction.** In today's society, social communications play a key role in shaping consumer behavior, especially in the context of rapid digitalization. In a rapidly evolving digital environment influenced by innovative technologies and changes in communication practices, the need arises to rethink social communications as a general scientific category and in terms of their influence on consumer behavior. The transformation of communication processes - from linear, one-way messages to multi-channel, interactive systems - changes not only the tools of interaction, but also the content of communications. Traditional communication models are losing their effectiveness in an environment of high informational saturation, audience fragmentation, and active consumer participation in content creation.

The problem is that existing theoretical approaches do not sufficiently consider interactivity and personalization, algorithmic mediation, and emotional coloring of digital communications, which today significantly change not only the mechanisms of influence, but also the structure of consumer behavior. This creates a need for interdisciplinary analysis at the intersection of social communications, marketing, social psychology, and behavioral economics.

From a practical standpoint, the effectiveness of social communication interaction in the digital space is critical for businesses, government institutions, non-governmental organizations, and media. Therefore, studying modern mechanisms of influence on consumers is not only a scientific challenge, but also a necessary condition for adapting communication strategies to new realities.

**Literature review.** The study of the essence of social communications and the issue of the impact of social communications on consumer behavior has been in the center of attention of scientists for some time. However, with the emergence of digital platforms and new media, the focus of research has shifted from linear models of influence to complex interactive interactions.

The issue of consumer behavior analysis is always relevant and widely researched in the scientific community. A significant part of modern publications in the field of marketing and communications is devoted to the study of consumer behavior patterns in the digital environment. Today, more and more works are devoted to the impact of digitalization on consumer decision-making and changes in their

behavior under the influence of Internet technologies. For example, K. Poltorak analyzes the peculiarities of consumer behavior on the Internet [1]. O. Bondarenko and L. Stryi devoted their work to the impact of modern digital communications on consumer behavior [2]. N. Proskurnina studies the issue of purchasing decisions in the context of the digital transformation of retail trade [3]. M. Rudenko, S. Kolodiy, and I. Derevynska investigate the peculiarities of forming a microeconomic model of consumer behavior in the context of deepening digitalization processes [4]. T. Gorokhova analyzes the impact of digital technology development on consumer behavior [5], while A. Pereverzeva and O. Gubar provide a microeconomic analysis of consumer behavior in the context of digitalization, taking into account the currently popular theory of generations [6].

In domestic scientific literature, the analysis of social communications is widely represented in the works of A. Kholod [7; 8]. Many authors consider the transformation of social communications in general and marketing in particular in the context of the digitalization of society. O. Lytvynenko examines the transformation of social communications in corporate media under the influence of digitalization [9]. O. Grechakivskyi analyzes social communications within marketing communications and their influence on consumers in retail [10]. S. Bortnik and I. Konukh study integrated marketing communications in business activities [11]. O. Marchuk considers communication instruments of digital marketing as an innovative management tool [12]. Most of these works focus on the role of social media in building interaction with the audience, but in most cases, they concentrate on the informational component, leaving aside the behavioral consequences of such communications.

Despite a significant amount of research in the field of social communications, the issues of substantive changes occurring in the process of transition from traditional to digital communication formats remain insufficiently systematized. The lack of a unified conceptual model that would integrate theoretical approaches with practical instruments and take into account the impact of digital technologies on the content and functions of communications determines the relevance of this research.

**The purpose of the article.** The aim of the article is to study the transformation of the content of social communications that are built by producers of goods/services to influence the formation of consumer behavior and consumer choice.

**Results and discussion.** In contemporary society, which is actively transforming under the influence of digitalization, social communications are acquiring fundamentally new forms and meanings. They are no longer merely tools for transmitting information but have become a complex socio-cultural phenomenon that shapes consumers' behavioral patterns, expectations, brand perceptions, and decision-making models.

The digital environment is not merely a technological context but an integrated system in which consumers constantly interact with communication signals: from native advertising and personalized content to interactions with chatbots and participation in gamified campaigns. Within this environment, the role of not only commercial but also socially significant messages is increasing; these messages influence consumer attitudes, brand trust, engagement levels, and behavioral loyalty, thereby transforming consumer behavior and the decision-making process.

At the same time, digital communication is becoming increasingly interactive, emotionally charged, and contextually sensitive. This calls for a rethinking of classical marketing and socio-communication strategies. Consequently, there is a need for scholarly analysis of new forms of communicative interaction and their impact on consumer behavior in the digital space. However, before analyzing the new forms of communication resulting from the digitalization of societal life, it is essential to address the conceptual meaning of the term "social communications" and to define its content in the context of its influence on consumer behavior.

In academic literature, the term "social communications" is considered an interdisciplinary category that encompasses the processes of transmitting, perceiving, and interpreting information in society, which shape collective consciousness and behavioral patterns. It integrates knowledge from sociology, journalism, psychology, information sciences, as well as marketing and cultural studies.

One of Ukraine's leading researchers in the field of social communications, scientific and methodological analysis of communication technologies, and the concept of social engineering, A. Kholod, has devoted many works to the semantics of the term "social communications", noting that

there is currently a certain diversity in its understanding [8, p. 286]. We agree with the scholar on this point, as an analysis of contemporary works on social communications confirms that, depending on various academic contexts, researchers attribute different meanings to this term.

First, in current studies on social communications, the category “social communications” is used both in the singular (“social communication”) and in the plural (“social communications”). Second, the very understanding of the term “social communications” has multiple interpretations.

The term “*social communication*” (in the singular) is most often found in sociological works. For example, within sociology as a discipline, F. Sharkov identifies a distinct branch - sociology of communication - whose subject is precisely social communication. In this context, he considers the concept of “social communication” within three methodological approaches.

The first approach involves studying communicative means through the lens of their ability to perform social functions, particularly in regulating interactions within society. The second approach focuses on analyzing interpersonal communication processes occurring within everyday social practice. The third approach is oriented toward researching mass communication as a factor influencing the dynamics and transformation of social relations [8, p. 289]. Thus, the conceptual vision of social communication proposed by F. Sharkov represents an approach to its study as a distinct branch of sociological knowledge, grounded in diverse methodological foundations.

In contrast to F. I. Sharkov’s methodology, where the term “social communication” is used in the singular, most contemporary Ukrainian scholars employ the term “social communications” in the plural, investing it with various meanings. This approach underscores the complex, multidimensional nature of the phenomenon, which encompasses multi-level processes of interaction, information exchange, and influence within the social environment.

D. Kyslov, in his article devoted to communication terminology and the issue of using the term in singular versus plural, noted that “communication is a natural-social phenomenon..., while communications are a natural-artificial set of specific systems that, by their specific means, implement all known functions...” [13].

Volodymyr Rizun, in his research, also emphasizes the characteristics of artificiality and man-made nature when describing social communications. In other words, social communications do not occur naturally - they are constructed by people, forming a certain system. The author defines social communications as “a system of social interaction that includes defined paths, methods, means, and principles for establishing and maintaining contacts based on professional and technological activities aimed at developing, implementing, organizing, improving, and modernizing relationships in society” [14, p. 306].

H. Pocheptsov views social communications as a tool for managing social systems. He notes that “social communications possess both tactical and strategic instruments for managing social structures” - through education, mass media, science, and other channels [15, p. 20].

In international sources, a widely cited classical definition is offered by Denis McQuail, who conceptualizes social communications as a complex of mass and interpersonal informational interactions that shape the structures of public opinion and behavior, particularly in the context of digital transformation [16, p. 19].

A. Kholod, in one of his articles, proposes understanding social communications as “a field of knowledge that studies the organizationally structured system of documents, their collections, the products of mass communication media, and the information technologies that ensure the implementation of informational processes and intentions with the direct participation of members of the communication process” [8, p. 287].

Summarizing the works of contemporary scholars in the field of social communications, it can be observed that the diversity of interpretations of the category “social communications” may be reduced to two main approaches: first, understanding social communications as an academic discipline; and second, perceiving them as a specific system of relations between subjects of socio-communicative interaction through the creation and application of various communication channels, communicative technologies, and models of social interaction aimed at exerting influence - in other words, considering social communications in terms of socio-communicational engineering.

In this study, we will examine the meaning of social communications in the context of shaping consumer behavior. It should be noted that, of the two approaches mentioned above, in the process of consumer behavior formation, the concept of social communications acquires an applied meaning and is primarily regarded as a tool of targeted socio-communicational influence. This approach shifts the emphasis from theoretical foundations to the mechanisms of interaction between the producer (or marketing agent) and the consumer through communication channels, messages, content, interfaces, and so on.

Moreover, one should not overlook the influence of reference groups, family, and close social circles on the consumer's decision-making process. Such interpersonal and group communications also exert a significant influence on consumer behavior. Within the scope of a single article, it is rather difficult to fully explore the characteristics of all types of communications to which the consumer is exposed. Therefore, this study will focus on the essence and content of social communications in the process of building socio-communicational interaction between the producer seeking to sell a product and the consumer.

It is precisely in this context that it is appropriate to apply the concept of socio-communicational engineering, which encompasses a set of strategies, technologies, and tools for modeling behavioral responses, shaping demands, stimulating interest, or even manipulating consumer choice.

If we talk about the historical process of forming such communicative interaction, then before social communications acquired the meaning of social and communication engineering, they went through a whole path associated with the emergence and development of the communication industry. Initially taking the form of the simplest communicative interaction between the seller (sender, communicator) and the buyer (recipient, recipient), which can be represented as: SENDER – MESSAGE – RECIPIENT, with the development of market relations and technological progress, communication between sellers and consumers has become more complex, acquiring new channels, means, and methods of communication that are necessary not only to establish and maintain contact between the seller and the consumer, but also to ensure feedback in response to a purchase. Thus, interaction, which at first was almost simple communication, becomes, as V. Rizun notes, part of business, acquiring a production and technological form and transforming into a communications industry [2, pp. 305-306].

Now the communication process is becoming more complex, consisting of many elements and involving both direct and reverse links.

As before, this process involves at least two entities – the sender (company, organization) and the recipient (consumer) – between which a certain message circulates. However, in the modern communication process, another subject of the communication process may be involved between the sender and the recipient – an intermediary who receives the primary information from the sender, processes it, and transmits it to the recipient as secondary information.

The first stage of communication is the initiative of the sender company, which forms a message about its own goods or services, determines the communication goal, and predicts the desired response from the target audience.

The next stage is encoding, which is understood as the process of transforming the idea of communication into a symbolic form that is understandable to the consumer. This can be verbal (textual), nonverbal (visual, auditory), or a combination of information presentation adapted to the characteristics of the target audience.

The result of encoding is a message – information, i.e., the content of communication expressed in the form of symbols: words, images, numbers, etc. It is through the message that the manufacturer conveys the key idea or value proposition to the consumer.

The transmission of the message is carried out via communication channels, the means and media through which information is disseminated to the recipient. Among the main channels are television, radio, outdoor advertising, social networks, email, mobile applications, and others. To achieve maximum effectiveness, modern companies often combine several channels simultaneously, even despite increased costs. The main criteria for channel selection remain its accessibility and its alignment with the characteristics of the target audience.

When the message reaches the consumer, it undergoes decoding – a process of comprehending, interpreting, and assimilating the information. The decoding stage encompasses the perception of the appeal, the understanding of its content, the assessment of its relevance, the formation of an attitude toward the product or brand, and, in the case of effective influence, the stimulation of action, for example, making a purchase.

The result of decoding is the consumer's feedback, expressed in behavioral actions or emotional responses to the received message. The portion of this feedback that can be recorded or recognized by the sender is referred to as feedback. Examples include customer requests for additional information, brand recognition among competitors, positive or negative reviews, changes in loyalty levels, and so forth.

At the same time, the effectiveness of the communication process can be reduced by obstacles – external or internal factors that distort or block the transmission and perception of the message. Such obstacles include:

- physical (e.g., damaged advertising media or technical failures),
- psychological (biased or ambiguous consumer attitudes),
- semantic (different interpretations of terms, names, or slogans in different sociocultural groups).

Thus, the communication process between sellers and consumers gradually forms a complex dynamic system based on multi-stage interaction, where each element plays a critical role in achieving the desired impact on consumer behavior. From the outset, interpersonal communication, which, as V. Rizun notes, "only ensures the performance of certain human actions within the framework of a specific type of activity" [14, p. 309], develops into group and mass communication. Unlike interpersonal communication, mass communication is public in nature. Now the communicator aims to involve a wider range of people in the sphere of their communicative interaction, regardless of their social status. Thus, unlike interpersonal communication, mass communication is characterized by a higher level of organization, awareness, planning, and technological support. At this stage, it becomes possible to assert that the content of social communication begins to align with the essence of social-communication engineering.

Why, then, has the concept of social-communication engineering been chosen to describe the nature of social communications constructed between the seller and the consumer of a product?

According to scholars [14; 15], with whom we concur, the use of the term "engineering" in combination with "social communications" emphasizes that we are speaking not merely of a spontaneous exchange of information, but of the purposeful design and management of communication processes. The word "engineering" itself is of English origin and means designing, constructing, developing - and in contemporary academic discourse is used to denote systematic activities aimed at creating and optimizing processes or products.

Unlike the general approach, in which communication is viewed as a natural social phenomenon, the concept of social communication engineering focuses on:

- planning the content, form, and channels of communication, taking into account the characteristics of the target audience;
- designing messages so as to elicit a predictable response;
- optimizing the sequence and intensity of interactions to achieve maximum efficiency;
- integrating tools from various fields (marketing, psychology, sociology, IT) into a unified communication system.

In the case of communication between seller and consumer, this approach is justified, as the modern market requires systematic efforts to build trust, generate demand, and stimulate action. The engineering aspect implies that communication is designed similarly to a technical system: with clearly defined objectives, implementation algorithms, and criteria for evaluating results.

Therefore, when analyzing the content of social communications in seller-consumer interactions, it is logical to view them not merely as an exchange of messages, but as the outcome of purposeful influence design – that is, as social-communication engineering.

Understanding social communications formed in the course of interaction between seller and consumer as social communication engineering has become particularly relevant today. The

development of digital technologies opens up new ways and methods that companies can use to create and implement communication technologies, as well as models of social influence on the process of shaping consumer behavior.

The potential of social communications to influence consumer behavior – as activity directed specifically toward acquiring, using, and disposing of products and services, including the decision-making processes that precede and follow these actions – has significantly expanded with technological advancement, taking on a key role in shaping a company's marketing strategy.

When analyzing the factors that shape consumer behavior and influence the decision-making process regarding product purchases, the primary role is played by price factors, consumer incomes, and the ability of products to meet consumer needs. Modern social communications are aimed precisely at forming in the consumer a holistic view of the product's utility and of all possible aspects of need satisfaction during its acquisition and consumption, thereby amplifying the importance of this factor in shaping consumer behavior.

The modern digital environment creates favorable conditions for implementing social communications as an effective tool for influencing consumers. The digitalization of the communication space has brought about not only a change in the channels of interaction but also a transformation in the content and forms of presenting marketing messages. Today, companies are able not merely to inform their target audience but to actively shape its behavior by employing social communication technologies based on data analytics, personalization, interactivity, and visual content. One of the objectives of such behavioral modeling is to enhance the perceived utility of goods and services in the eyes of consumers.

Sellers often note a certain discrepancy between the level of utility they perceive in a particular product, used as the basis for pricing, and the level of utility perceived by consumers. As a result, consumers may be unwilling to pay the price set by the seller, considering it excessive. Modern social communications possess multiple levels to address this imbalance.

Digital channels – such as social networks, messengers, email marketing, contextual advertising, blogs, podcasts, and online platforms, offer fundamentally new opportunities for building personalized communication trajectories with consumers. They enable the analysis of behavioral patterns, the forecasting of consumer responses, the establishment of long-term relationships with clients based on shared values and trust, and the rapid adjustment of communication strategies in response to feedback.

Within this interaction, social communications become a tool of social communication engineering, enabling the construction of consumer behavioral models. Such behavioral modeling can be achieved through the application of various techniques and forms of communication. These include emotionally charged messages that provoke immediate reactions, visual imagery associated with the desired lifestyle, interactive practices (such as surveys, games, and challenges) that engage the audience in the communication process, as well as neuromarketing and psychological triggers that operate at the subconscious level of decision-making.

Thus, it can be noted that as a result of using modern communication tools, consumer behavior is increasingly shaped not only by rational factors (price, quality, need) but also by emotional-communicative factors that create a comprehensive perception of the brand.

Unlike the social communications employed in the past, modern communications are characterized by greater speed of information delivery, the possibility of real-time feedback, and the adaptability of digital platforms, making them both flexible and powerful tools of marketing management.

The mechanisms of influencing consumer behavior through social communications in today's context can be described using well-known marketing models, which are now being adapted to the conditions and opportunities provided by digitalization.

One of the approaches to analyzing the effectiveness of social communications in shaping consumer behavior is the use of classical marketing models adapted to modern conditions. The influence of social communications, specifically in the context of socio-communicative engineering on consumer behavior can be effectively structured through the AIDA model (Attention – Interest – Desire – Action), which describes the stages of transforming consumer attention into purposeful action. Proposed at the beginning of the 20th century, this model remains relevant today, with its stages acquiring new meaning in the context of the digital environment.

Before the development of digital technologies, the implementation of the AIDA model's stages relied mainly on traditional offline communication channels, which offered limited feedback capabilities and less precise audience segmentation tools.

The first stage – Attention – was achieved through striking print advertisements in newspapers and magazines, outdoor advertising (billboards, shop windows), and radio and television commercials containing memorable visual or auditory elements such as slogans, jingles, vivid colors, and contrasting imagery. Today, communications at this stage involve engaging the consumer through interactive and visually rich content that distinguishes the message from the general information flow. For this purpose, bright visual imagery, dynamic video clips, 3D animation, augmented reality (AR) elements, interactive banners, or virtual product presentations are employed.

In the second stage – Interest – attention was traditionally sustained through more detailed product presentations in catalogs, printed brochures, or television segments. Product demonstrations at exhibitions, fairs, or in retail spaces (samples for tasting, showcases of new products) were common, as were thematic articles in print media highlighting a product's unique features. Currently, communications at this stage aim to maintain attention and create intellectual or emotional engagement. Effective tools include thematic storytelling, infographics, video tutorials, demonstrations of the production process, and personalized recommendations.

The third stage – Desire – was historically built mainly through emotionally charged advertising campaigns that promised prestige, comfort, or elevated social status. Printed endorsements from celebrities or public figures were used, alongside imagery of happy families or successful individuals using the product. Today, companies seek to transform interest into the desire to purchase a product or use a service. Emotional triggers, social proof (reviews, case studies, demonstrations of other consumers' successful experiences), and lifestyle imagery are widely applied.

The final stage – Action – in the past relied on printed discount coupons, invitations to sales events, time-limited offers displayed in shop windows, or phone orders prompted by advertisements. In direct sales, the “closing the deal” technique was applied through personal persuasion by the seller, sometimes with an additional bonus or gift for a quick decision. In modern conditions, communication capabilities are different, focusing on stimulating immediate behavioral responses, making a purchase, placing an order, subscribing, or registering. Clear calls-to-action, time-limited offers (such as countdown times in e-commerce to encourage decisions within a defined time frame), bonuses for prompt responses, and interactive mechanics that create a sense of personal benefit for the user are effective.

The example of applying the AIDA model illustrates that the shift from traditional communication tools to digital technologies has significantly transformed approaches to building social communications between the seller (manufacturer, company) and the consumer. Whereas in the past the communication process was relatively simple, mainly linear and one-way, it has now become interactive and multichannel, transforming a simple communication model into a communicative system in which each stage, from capturing attention to stimulating action, is implemented using adaptive and personalized tools. Digital platforms have not only accelerated the speed of information delivery but also provided real-time feedback, enabling brands to respond instantly to consumer interest and objections. Moreover, the ability to personalize communications and collect data on audience behavior opens the way for companies to design individual communication trajectories aimed at shaping desired behavior. In this context, social communications cease to be merely an exchange of information and acquire the meaning of socio-communicative engineering – system of purposefully constructing models of interaction and influence that combines technological, psychological, and organizational tools to achieve predictable results in consumer behavior.

**Conclusions.** The analysis showed that the category of “social communications” in scientific discourse is considered both in the plural and in the singular, but in the context of shaping consumer behavior, it is advisable to use the plural form, since we are talking about complex, multi-channel interaction. The generalization of scientific approaches made it possible to identify two main directions in understanding social communications: as a branch of science and as a system of purposeful actions within the framework of socio-communicative engineering.

The consideration of social communications in the process of interaction between the seller and the consumer has shown that in the context of digitalization, they acquire the features of social and communication engineering, as they involve the design and implementation of complex communication channels, the use of technological tools, and the creation of models of social influence. The transition from linear, one-way communications to interactive, multi-channel systems with real-time feedback significantly expands the possibilities for influencing consumer behavior.

The example of adapting the AIDA model to the pre-digital and digital eras showed that each stage of interaction with the consumer underwent qualitative changes: from ways of attracting attention to mechanisms for stimulating action. This example confirmed the general trend towards the integration of marketing, psychological and technological tools into a single system of influence that corresponds to the essence of socio-communicative engineering.

Prospects for further research lie in the analysis of specific digital instruments and technologies that allow modeling consumer behavior, as well as in the development of methodological approaches to measuring the effectiveness of socio-communicative engineering in different market segments. Special attention should be paid to the ethical aspects of the application of such technologies, given their potential impact on the autonomy of consumer decisions.

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**ТРАНСФОРМАЦІЯ ЗМІСТУ СОЦІАЛЬНИХ КОМУНІКАЦІЙ ЯК ІНСТРУМЕНТУ  
ФОРМУВАННЯ СПОЖИВЧОЇ ПОВЕДІНКИ**

**Проблема.** У сучасному науковому та прикладному дискурсі термін «соціальні комунікації» використовується у різних контекстах і з різними семантичними відтінками, що призводить до неоднозначності його інтерпретації. Особливо це проявляється при аналізі процесів формування споживчої поведінки, де комунікаційні взаємодії мають не лише інформаційний, а й цілеспрямований інженерний характер. В умовах цифрової трансформації економіки та комунікаційних середовищ постає завдання уточнення сутності цього поняття та окреслення його ролі в контексті соціально-комунікаційного інжинінгру.

**Мета.** Метою дослідження є аналіз наукових підходів до розуміння сутності соціальних комунікацій, визначення їхніх особливостей у взаємодії продавця та споживача, а також трансформації комунікаційних процесів під впливом цифровізації.

**Методи дослідження.** Дослідження базується на застосуванні методу критичного аналізу наукових джерел, порівняльно-історичного методу для ідентифікації відмінностей між доцифровою та цифровою комунікаціями, а також структурно-функціонального аналізу для адаптації моделі AIDA до умов соціально-комунікаційного інжинінгру.

**Основні результати дослідження.** Виявлено два домінантні підходи до інтерпретації поняття «соціальні комунікації»: як міждисциплінарної наукової галузі та як інструментального складника соціально-комунікаційного інжинінгру. Доведено, що в сучасних умовах взаємодія між продавцем і споживачем набуває системного характеру, що виходить за межі класичної моделі «відправник – повідомлення – отримувач» і формує багатоканальну інтерактивну комунікаційну систему. На прикладі моделі AIDA проаналізовано відмінності у реалізації її етапів у традиційних та цифрових медіа, зокрема з урахуванням факторів персоналізації, швидкості зворотного зв'язку та можливостей аналітики споживчої поведінки.

**Наукова новизна результатів дослідження.** Уточнено, що в контексті формування споживчої поведінки коректним є використання поняття «соціальні комунікації» у множині, з трактуванням їх як комплексної системи, що в умовах цифровізації набуває ознак соціально-комунікаційного інжинінгру. Запропоновано концептуальне розширення цього терміна, яке інтегрує маркетингові, психологічні та технологічні інструменти, спрямовані на цілеспрямоване конструювання траекторії руху споживача від уваги до дії.

**Висновки.** Сучасні соціальні комунікації між продавцем і споживачем перетворилися на адаптивну, двосторонню та динамічну систему з високим рівнем інтеграції цифрових технологій. Узагальнення наукових підходів дало змогу виокремити два основні напрями розуміння соціальних комунікацій: як галузі науки та як системи цілеспрямованих дій у межах соціально-комунікаційного інжинінгру. Розгляд соціальних комунікацій у процесі взаємодії продавця та споживача засвідчив, що в умовах цифровізації вони набувають рис соціально-комунікаційного інжинінгру, адже передбачають просктування і реалізацію комплексних каналів комунікацій, застосування технологічних інструментів і створення моделей соціального впливу. Ілюстрація адаптації моделі AIDA в доцифрову та цифрову епохи показала, що кожен етап взаємодії зі споживачем зазнав якісних змін: від способів привернення уваги до механізмів стимулювання дії. Подальші наукові розвідки доцільно спрямовувати на розроблення методик кількісної та якісної оцінки ефективності соціально-комунікаційного інжинінгру а також дослідження етичних аспектів персоналізованих комунікацій у цифровому середовищі.

**Ключові слова:** комунікація; соціальні комунікації; соціально-комунікаційний інжинінг; споживча поведінка; цифровізація; модель AIDA.

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