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DIGITAL MARKETING STRATEGIES FOR BUILDING CONSUMER TRUST IN AUTONOMOUS TRANSPORT

The rapid development of digital technologies and the spread of artificial intelligence are significantly transforming socio-economic processes and changing approaches to market organisation. Artificial intelligence is already being actively used in customer service, public administration, data analytics, and digital platforms. At the same time, the regulatory environment is being adapted to new technological realities. Researchers argue that the introduction of driverless cars could significantly reduce the number of road accidents and make transport safer (Gesley, 2019, 1–2). In particular, the 1968 Vienna Convention on Road Traffic severely restricted the development of autonomous transport by requiring a driver to be present to control the vehicle. However, amendments introduced in 2016 permitted the transfer of certain control functions to automated systems, provided specific technical requirements were met. The world is actively adapting to new conditions and the introduction of artificial intelligence into every sphere of human life.

The study aims to identify marketing mechanisms for building consumer trust in autonomous transport in the context of digitalisation and to analyse the effectiveness of various theoretical approaches.

Despite rapid technological and regulatory evolution, one of the key barriers to the introduction of autonomous transport remains low consumer confidence. Trust in artificial intelligence should be defined as the user's level of confidence in the reliability, accuracy, and predictability of the system's decisions, as well as in their compliance with safety, quality, and ethical standards (Androshchuk, 2023, 220). Trust

is the key factor in the adoption of innovative technologies and directly influences intentions to use autonomous transport.

The study shows that effective marketing strategies for building trust in autonomous transport must be comprehensive and include the following mechanisms: informational and educational communications aimed at raising consumer awareness; the use of social proof (reviews, ratings, recommendations); ensuring transparency and understanding of how artificial intelligence works; creating a positive user experience through testing and demonstrations of technologies; and developing branding as a tool to reduce perceived risk.

Particular attention should be paid to the post-purchase stage of interaction, which in today's environment is becoming a key element in building trust. It is at this stage that consumers generate content, share their experiences of use, and influence the decisions of other users, thereby creating so-called "earned media". The evaluation and post-purchase interaction stages are particularly significant, with digital channels, user reviews, and social influence playing key roles (Edelman, 2010, 62–69). Problems encountered during the early stages of introducing self-driving cars to widespread use can lead to negative online reactions and a drop in sales. There have been documented cases of accidents in which malfunctions or limitations in the operation of autopilot systems played a key role. Prompt handling and response to negative comments not only minimize reputational damage but also demonstrate the company's reliability.

Engaging influencers who can demonstrate the technology's safety and reliability through their own experience will not only enhance audience trust but also boost brand recognition and overall sales. For example, Tesla invites opinion leaders and well-known figures to new product launches, which generates organic social media content without additional advertising costs (Nagarajan, 2020, 48). Another effective approach is active promotion on YouTube, which involves publishing professional videos detailing the characteristics and features of a specific car model (Nagarajan, 2020, 48).

In summary, building trust in autonomous transport is a multifaceted process that combines technological, psychological, and marketing aspects. The successful introduction of driverless vehicles requires a shift in marketing strategies from traditional models to approaches that account for consumers' digital behaviour, the role of social influence, and the need to build long-term relationships with users.

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THE IMPORTANCE OF HARDWARE-SOFTWARE INTEGRATION IN MODERN COMPUTER SYSTEMS

In the early decades of computing, hardware and software were often viewed as distinct silos. Engineers built the physical circuits, and programmers wrote the instructions to run on them. However, as we move deeper into the era of artificial intelligence, edge computing, and high-performance data centers, this boundary has blurred. Modern computer systems no longer rely on raw power alone; instead, their efficiency and capability are defined by the seamless integration of hardware and