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DOI: <https://doi.org/10.30838/EP.210.78-85>**Budnik Olha**

PhD in Economic Sc.

Polissia National University

Буднік О.М.

кандидат економічних наук

Поліський національний університет

<https://orcid.org/0000-0002-6611-3310>**Sus Lesya**

PhD in Economic Sc.

Polissia National University

Сус Л.В.

кандидат економічних наук

Поліський національний університет

<https://orcid.org/0000-0002-5862-3820>

THE MARKETING COMMUNICATION RETAILING PECULIARITY IN THE CONTEXT OF THE BEHAVIORAL ECONOMICS

It is proven that nowadays consumer purchasing decisions are driven both by conscious recognition of their needs and by the irrational nature while the decision-making under the uncertainty conditions and the alternative choices existence. Moreover, marketing communications are increasingly based on emotional and rational factors, that contribute to the stable positive associative links between consumers and products, brands, and company's formation, expedite the long-term partnerships development and support the strategic business objectives achievement. The special attention is paid to the problem of the modern marketing instruments insufficient, as well as the offline and online marketing activities integration. Such integration would enhance interaction between the LLC TC «Polissia-Product» and customers through innovative communication mechanisms, ensure the sustainable growth and increase retailer competitiveness for the long term. The proposed marketing improvement in the retail system is considered achievable through the consumer needs studying and their effective satisfaction. Thus, the integrated marketing communications mix using reduces information asymmetry in the market and increases the transparency of market interactions, while an effective communication policy forms competitive advantages and serves as the basis for effective managerial decisions making.

Keywords: marketing, communications, sales, financial indicators, behavioral economics, behavioral effects, rational decisions, retail.

JEL classification: M31, D81, L81.

МАРКЕТИНГОВІ КОМУНІКАТИВНІ ОСОБЛИВОСТІ РІТЕЙЛІНГУ В АСПЕКТІ ПОВЕДІНКОВОЇ ЕКОНОМІКИ

У статті проведено аналіз діяльності ТОВ ТК «Полісся-Продукт», на основі якого встановлено стабільну динаміку розвитку ритейлера та зростання його фінансових показників. Визначено, що розширення торговельної мережі зумовлює необхідність підвищення професійного рівня персоналу та вдосконалення системи маркетингових комунікацій. Обґрунтовано потребу застосування комунікацій як ключового елементу комплексу маркетингу підприємства, що забезпечує ефективну взаємодію між виробником і цільовими групами споживачів у сучасних умовах ринкового середовища. Доведено, що рішення про придбання товару приймаються споживачем в силу усвідомленості потреби, а також ірраціональності прийняття рішень в умовах невизначеності та за існування альтернативного вибору. До того ж, у сучасних умовах маркетингові комунікації, дедалі більше ґрунтуються на емоційних і психологічних чинниках, що забезпечує формування стійких позитивних асоціативних зв'язків споживачів із продуктом, брендом і компанією, сприяє вибудовуванню довгострокових партнерських відносин та досягненню стратегічних цілей господарської діяльності.

Особливу увагу приділено проблемі недостатнього використання сучасного інструментарію, йдеться про раціональне поєднання офф-лайн та он-лайн заходів маркетингу, що сприятиме поглибленню взаємодії ТОВ ТК «Полісся-Продукт» з клієнтами через інноваційні комунікаційні механізми і забезпечить ритейлеру

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стійке зростання та підвищення його конкурентоспроможності у довгостроковій перспективі. Пропоноване удосконалення маркетингу в системі рітейлу вбачається можливим через вивчення потреб споживачів та ефективне їх задоволення з врахуванням динамічності їх змін; розширення асортименту пропонованого та формування попиту на новинки; збільшення цінності товарних пропозицій; підвищення уваги до якості обслуговування споживачів; своєчасність проведення конкурентного аналізу; продуману, логічну та своєчасну систему СТИЗу та цінових знижок; поширення рекламних заходів з використанням Інтернет-ресурсів. Відтак, що використання комплексу маркетингових комунікацій зменшує інформаційну асиметрію на ринку та підвищує прозорість ринкових взаємодій, а ефективна комунікаційна політика формує конкурентні переваги і виступає базисом ухвалення результативних управлінських рішень.

Ключові слова: маркетинг, комунікації, збут, фінансові показники; поведінкова економіка, поведінкові ефекти, раціональні рішення, рітейл.

Problem statement. The marketing communication system serves as an integral marketing mix element, that ensure the coordinated connection between the producer and the target consumer groups, because the communications play the key role for information necessary to consumers providing in order to make conscious choices regarding offered goods and services. The communicative approaches and techniques precisely form the coherent informative space where the advertising, the sales promotion, the public relations, the personal selling, the digital communications and other instruments are integrated. These instruments are aimed at creating, maintaining and adjusting demand, thereby fostering customer loyalty toward the enterprise, brand or product and enhancing trust to the producer.

The domestic enterprises operate under the constant competitive pressure conditions, driven by increasing marketing environment uncertainty and volatility, the scientific and technological progress acceleration and the societal needs evolution. In this context, enterprises are compelled to systematically review existing strategies and develop new ones for entrepreneurial development, adapting them to the market environment economic objectives. At the same time, the scientifically grounded marketing communications system application contributes to the systematic of the value-based messages transfer among market participants, the information asymmetry reduction, the market interactions transparency increasing and the market supply and the consumer expectations alignment. Through communications, enterprises shape the product offerings perceptions, that stimulate the consumption and thereby their competitive advantages strengthen. The effective marketing strategies implementation, the communication instruments use and the systematic managerial decisions constitute the foundation for enhancing enterprise competitiveness in the market.

Analysis of the recent research and publications.

The theoretical aspects of the marketing communications have been comprehensively addressed in the foreign scholar's works, in particular N. Anderson, J. Gordon, D. Jobber, F. Kotler, T. Levitt, L. Mattsson, W. Prade, E. Rogers, P. Doyle, R. Lasher, C. Lovelock, J.-J. Lambin and others. The significant contribution of the researcher's views is in the integrated marketing communications theory improvement, in the communication policy formation and in the consumer behavior in the context of the information overload and multichannel environments using. In Ukraine, the marketing communication effectiveness is reflected in the works of such scholars as L. Balabanova, Ya. Bronshtein, A. Voychak, O. Zozuliov, S. Illiashenko, V. Korolko, T. Lukianets, O. Melnyk, V. Moiseiev,

N. Pavlenchuk, Ye. Romat, T. Prymak, O. Reshetnikova, T. Tsyhankova and others.

The main attention is paid to the marketing communications of brand. This problem is seen as the whole set of communications generated by brand's managers with different audiences. Their purpose is to achieve the brand's marketing objectives through the specific marketing instruments implementation [8, p. 16–25]. At the same time, the essence of retail marketing lies precisely in convincing the consumer to make a purchase. An individual is able to make two types of decisions: the impulsive decisions, which are made without prior consideration and decisions based on the conscious rational choice. The final decision is the result of the interaction between two cognitive systems.

In this regard, D. Kahneman's conclusion concerning the dominance of fast thinking and intuitive decisions while making choice is confirmed. In cases where the search for an intuitive solution does not have results, an individual "switches" to "slow thinking," that is to a deeper form of cognition that requires greater cognitive effort [2, p. 20–22]. When intuition is applying, the decision-making process is completed without deliberation, and this mechanism is implemented almost instantaneously. This feature of human cognitive activity is currently being actively used in marketing and branding through the application of cognitive and information and communication technologies. The key objective of such influence is to simplify the choice process for consumers in the context of their interaction with brands, companies and business entities. The strong brands in their communication strategies primarily appeal to the emotional sphere, which is processed intuitively, whereas weak brands focus on rational arguments, activating reflection and thereby necessitating additional deliberation by consumers regarding purchase decisions [1, p. 32].

The results of the numerous empirical scientific studies demonstrate the repeatability of the irrational decisions that are made in a similar manner by different individuals in the comparable situations. Therefore, the retail companies can purposefully influence on the consumer decisions by identifying their basis needs, interests and motives through marketing and branding instruments. This is particularly effective in terms of forming and disseminating knowledge about the company's products, which subsequently simplifies the process of reminding consumers through integrated marketing communications. Brand awareness, brand equity and brand strength increase over time, making brand the valuable intangible asset of the company [15, p. 15].

Although researchers have significantly advanced theoretical approaches to understanding the role of

communications in retailing, the problem of insufficiently explored irrational consumer behavior within marketing communications in the retail sector remains unresolved and requires further in-depth investigation.

The purpose of the study is to provide the theoretical and the methodological substantiation of the specific features for marketing communication instruments applying to the LLC TC «Polissia-Product» activities and to implement the practical recommendations for improving the retailer network.

Research methods. The methodological and theoretical framework of the study is based on general scientific and specialized research methods, including: the comparative method, which enabled the comparison of analytical indicators and the assessment of the retailer's performance dynamics; the systems approach, which ensured a comprehensive analysis of the enterprise's application of marketing technologies and allowed identification of the specific features of the communication activities of the selected research object; the situational approach, on the basis of which the priority of market conditions influencing enterprise activity was determined and their role assessed, as well as consumer behavioral characteristics and industry trends in communication strategy formation were identified; the monographic method for an in-depth study of the activities of LLC TC «Polissia-Product» using a wide range of data, which made it possible to conduct an analytical assessment and a comparative characterization of the analytical component with identification of the causes of indicator variability; and the synthesis method, through which the research results were generalized and recommendations for improving communication policy were formulated, serving as a basis for their practical implementation.

The presentation of the main research results. The intensification of the behavioral economics development at

the beginning of the 21st century has been driven by the scientific approaches transformation according to understanding the individual as a subject of economic relations – from the concept of the rational «economic person» to the recognition of the individuals' propensity for irrational behavior. The decision-making irrationality acknowledgment under the uncertainty and alternative choice conditions, as well as the emergence of the buyer's market, has led to the firms' approaches revision according to the consumer's interaction. Under the contemporary conditions, the marketing communications, as the instruments of the marketing activity, are increasingly based on emotional and psychological factors. This ensures the stable positive associative links formation between consumers and the product, brand and company, facilitates the long-term partnership relationships development and the strategic business objectives achievement contributes. In the context of the marketing decision-making, it is appropriate to apply the systems approach, when the individual acts as both the object and the subject while make the decision. The input of the system is the specific task and/or information, while the output is a choice for the adopted decision formation (Fig. 1).

In order to analysis the marketing communications we studied the activity of the LLC TC «Polissia-Product», which currently represents as the largest regional retail chain in the city of Zhytomyr and the Zhytomyr region. The retailer serves more than 80 000 customers daily, indicating the high level of the consumer trust that insure its significant presence in the local market with positioning itself as «the store that is always nearby». Since its establishment in 2002, the company has transformed from the local distributor into the leading regional retailer capable to compete because its convenience and «near-home» format, prompt customer service, and the comprehensive goods and services assortment [13].

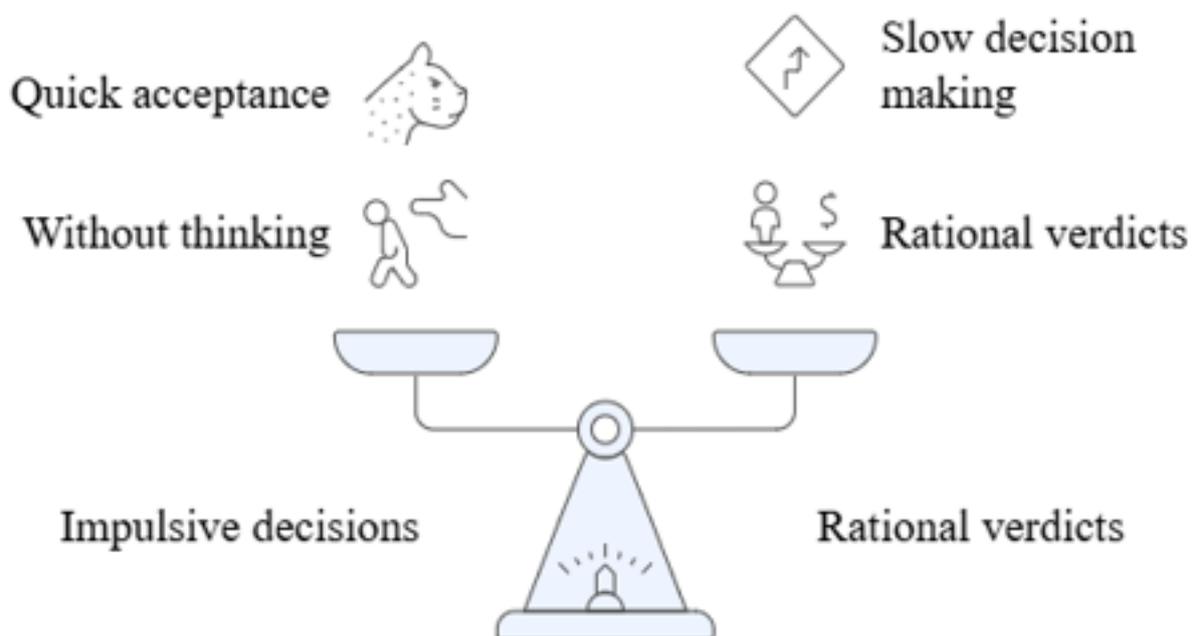


Fig. 1. Speed and depth decision making balance

Source: the authors research.

The LLC TC «Polissya-Product» financial indicators dynamics during 2020–2024 (Table 1).

Table 1

The LLC TC «Polissya-Product» financial indicators dynamics, mln UAH

Indicators	2020	2021	2021 to 2020, +/-	2022	2022 to 2020, +/-	2023	2023 to 2020, +/-	2024	2024 to 2020, +/-
Revenue	1010,9	1042,3	31,3	1218,5	207,5	1673,1	662,1	1978,4	967,4
Net profit	24,1	26,6	2,5	41,4	17,3	52,4	28,3	60,8	36,7
Assets	247,8	281,4	33,7	313,7	65,9	375,9	128,2	452,1	204,3
Liabilities	116,1	133,7	17,6	126,8	10,7	151,0	34,9	174,0	57,9
Number of employers	-	818	-	629	-	746	-	748	-

Source: calculated based on data [12].

The presented data demonstrate the stable financial growth of the LLC TC «Polissya-Product». According to the data in Table 1, the company's revenue in 2025 reached 1978.4 mln UAH. Net profit amounted to 60.8 mln UAH. The assets and liabilities of the LLC TC «Polissya-Product» also show an upward trend, reaching 452.1 mln UAH and 247.8 mln UAH, accordingly. It should be noted that the overall increase in the company's asset value is driven by its material and technical base strengthening. The company's liabilities have also increased, in particular to 174 mln UAH in 2024 compared to 116 mln UAH in 2020.

However, the operations of the LLC TC «Polissya-Product» are characterized by timely settlement of liabilities. It should be noted that the company has no outstanding tax debts. The study also revealed the number of employer's reduction. The most significant decrease occurring in 2022, when the workforce was reduced by 189 employees due to the military aggression against Ukraine. However, since 2023, the number of employees has been gradually increasing. The revenue dynamics of the company are shown in Figure 2.

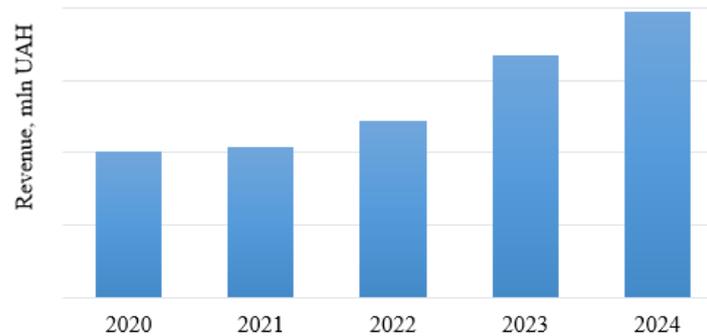


Fig. 2. The income dynamics of the LLC TC "Polissya-Product"

Source: built on data [12].

The retailer improved the revenue that reached 1.9 mlrd UAH in 2024. This indicates the significant expansion of their operations, as revenue growth reflects active market expansion, increased sales volumes or the effective pricing

and marketing policy implementation. The dynamics of the LLC TC «Polissya-Product» net profit during 2021–2024 is accessible in Figure 3.

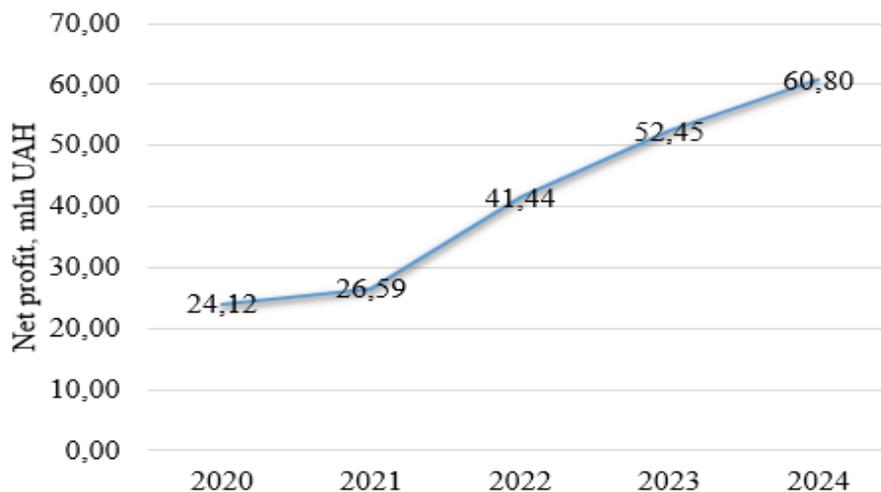


Fig. 3. The LLC TC «Polissya-Product» net profit dynamics

Source: built on data [12].

The LLC TC «Polissia-Product» net profit reached 60,8 mln UAH. This indicates that net profit grew faster than income, that is a highly positive signal and reflects

cost optimization, improved operational efficiency and an enhanced revenue structure. The financial statements of the LLC TC «Polissya-Product» is presented in Table 2.

Table 2

The financial statements of the LLC TC «Polissya-Product» (3 quarters of 2025), mln UAH	
Indicators	2025
Revenue	1648,41
Net profit	53,16
Assets	503,78
Liabilities	176,52
Number of employers	767

Source: [11].

The financial growth of the LLC TC «Polissia-Product» also confirm the indicators of the 3 quarters of 2025. The scientific works analysis according to the representatives of the behavioral economics theory makes it possible to identify the key behavioral effects (intuitive

distortions or cognitive biases) that are appropriate for application by marketers in the retail sector. So, the behavioral effects while the decision making are presented in Figure 4.

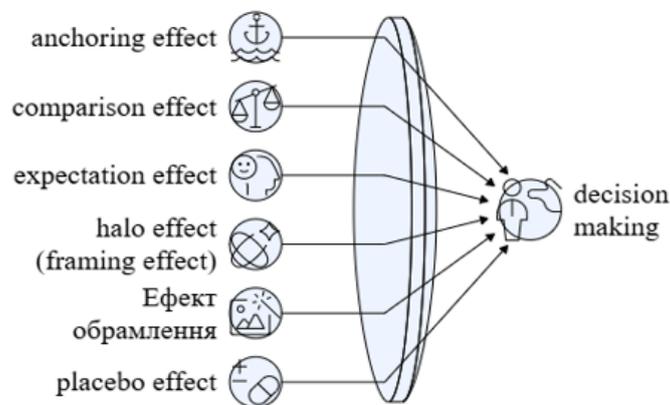


Fig. 4. The behavioral effects while the decision making

Source: formed on data [15].

The anchoring effect consists in individuals' tendency to form decisions based on the first numerical value presented, which serves as a kind of «anchor» for further evaluations. In the marketing practice of the LLC TC «Polissia-Product», the higher product price, is displayed alongside the discounted promotional price. In this case, it is precisely the initial higher price functions as the «anchor», relative to that the reduced price is perceived as more advantageous, regardless of its objective market justification. As a result, the likelihood of purchasing the product increases, since the consumer decision is formed not on the basis of the absolute price, but rather through comparison with the initially established price reference point. The comparison effect in food retail manifests itself through the simultaneous the different price categories presentation products, that influences consumers' perception of their value. In particular, placing a higher-priced alternative next to a product in the mid-price segment creates a relative perception of the «moderate» price for the main product. As a result, the mid-priced product is perceived as a more rational choice compared to the more expensive option, even in the absence of the significant differences in quality, that increases the probability of its purchase. In addition, this effect in marketing is also evident in the context of comparing products, prices and other attributes with competitors.

The expectation effect refers to the fact that expectations formed in the minds of individuals lead to the emergence of stereotypical ideas that influence on the future events and on the peculiarities of their perception. As a result, what is expected is often perceived as actual, even in the absence of objective grounds. When expectations correspond to the given context and are accompanied by a favorable emotional atmosphere, the perception of the event is associated with positive emotions and the satisfaction. This effect generates both the halo effect and the framing effect. In the halo effect, the promotion is based on impressions plays a key role; such impressions can be influenced through communication tools, design, service quality and other instruments. For example, the smell of coffee in the sales area of the LLC TC «Polissia-Product» stores create pleasant impressions and increase consumers' desire and willingness to make purchases. The framing effect, unlike the halo effect, ensures the deeper and more stable relationships formation between the seller and the consumer. While the halo effect is mainly limited for creating a quick, situational first impression, the framing effect contributes to build long-term relationships based on the systematic and the consistent context formation. The implementation of this approach requires purposeful, comprehensive and sustained efforts from the companies.

The placebo effect in food retail manifests itself

through the marketing strategies influence on the perceived products quality and usefulness. One of the most common effect is emphasis on the food products labeling with their alleged functional properties. For example, dedicated shelves for sugar-free products or yogurts labeled as having beneficial effects on digestion and the immune system are often perceived by consumers as healthier than conventional alternatives, even when their composition does not differ significantly.

The endowment effect reflects individuals' tendency to assign higher value to objects they already own compared to those that are potentially available but not possessed yet. This effect is closely to the framing effect, that is widely applied in psychology, sociology, marketing and sales, and consists in differing perceptions of the same choice depending on whether it is presented as a loss or as a gain. In the context of food retail, the endowment effect manifests itself through product tastings. After directly consuming, the product begins to be perceived as partially "owned," which increases its subjective value and reduces the likelihood of refusing its purchasing. As a result, consumers are more likely to decide to purchase the tasted product, even if they have the alternative offer with similar characteristics and prices. It should be noted that in the marketing policy of the LLC TC «Polissia-Product», this effect is used somewhat less frequently than others.

The effect of availability and affect in marketing are most clearly manifested through the emotional coloring and frequency of brand, product or company mentions in advertising and public relations communications, which contribute to the long-lasting positive associative links in consumers' minds formation. The social proof effect or the effect of joining the majority, is based on individuals' natural need for social recognition and their tendency to follow the choices of the majority. In marketing practice, this effect is implemented by providing potential consumers with access to information that serves as psychological confirmation of their choice correctness, in particular

through reviews, ratings, expert opinions, number of purchases or statistics, thereby enhancing the confidence in purchase decision-making.

The behavioral effects also change under the influence of digital communication use. The LLC TC «Polissia-Product» has an official website that function as the centralized information hub and consolidates key information about the enterprise's operations, the retail network, the promotions and loyalty programs. The current discounts and promotions are presented in a dynamic format. This ensures consumers to visit the website on the regular basis. An important company's competitive advantage is the mobile application implementation, that intensifies marketing customer's interaction. The mobile LLC TC «Polissia-Product» application has now become the core instrument of the consumers omnichannel interaction. The application integrates the product ordering, the catalog browsing, the personalized offers receiving, the loyalty program participating and the notifications obtaining about promotions. The bonus and cashback system, including a welcome bonus of 200 points and a referral reward mechanism, stimulates the real and the potential customer long-term loyalty. Moreover, the personalized digital campaigns enhance the communications effectiveness by providing timely information about offers and promotional activities.

So, the LLC TC «Polissia-Product» has been introducing digital communication methods, that significantly expand opportunities for interaction with consumers but very gradually. The official website, mobile application and the company's social media pages have become key means for building loyalty and informing customers. At the same time, the offline and the online retail activity should be integration into a unified omnichannel system. That is why, as the local grocery retail chain operating the LLC T «Polissia-Product» requires systematic development of its own digital infrastructure and more active online communication channels use. The improvement of the retail marketing system is shown in the Fig. 5.

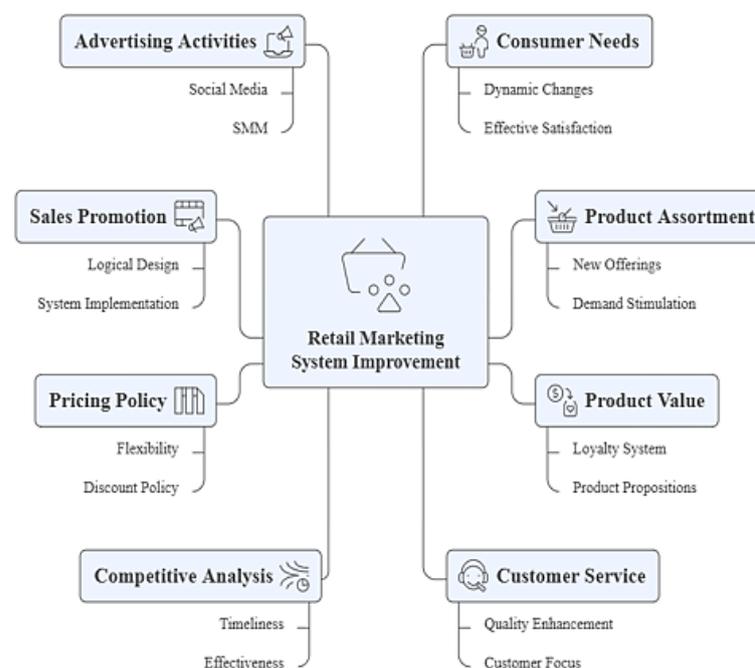


Fig. 5. The improvement of the retail marketing system

Source: the authors research.

Conclusions. The LLC TC «Polissia-Product» activity comprehensive study confirm that the retail network is developing steadily. The analysis of the financial indicators and their dynamics allows to conclude that the enterprise demonstrates stable growth and progresses quickly enough. At the same time, the retailer's expansion objectively necessitates the number of employers increasing and, especially, their professional competencies enhancement.

The LLC TC «Polissia-Product» possesses significant potential to strengthen its market position through the general marketing strategy implementation with the proper communication instruments intensified. However, at present, despite of the high level of digital infrastructure development, the company requires the advanced analytical

systems introduction to assess the marketing activities effectiveness. Only under conditions of the systematic analytics it is possible to determine the impact of the communication instruments on the sales volumes and the conversion rates, as well as to optimize the marketing expenditures.

Thus, the LLC TC «Polissia-Product» is characterized by stable improvement and the effective application of both traditional and digital marketing instruments. Its future development is seen in the consistent an omnichannel strategy execution and the customer relationships establishment through the innovative communication mechanisms providing. This will enable the retailer to reinforce its market position and ensure sustainable long-term growth.

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