

PECULIARITIES OF CONTEMPORARY VALUE--ORIENTED MARKETING

УДК 339.138:17.022.12

Lysytsia N.M.

Professor, DSc (Sociology), Marketing department
ESI management and marketing
S. Kuznets KHEU

Abstract: This article examines contemporary value- oriented marketing in different industries. It explores key peculiarities, which may be observed in marketing activity. The article also evaluates the challenges and future prospects of such kind of marketing. Consumers beliefs, expectations, values become the cornerstone of successful marketing activity.

Key words: contemporary, value-oriented marketing, peculiarities, consumers, beliefs, expectations.

Анотація: У статті досліджується сучасний ціннісно-орієнтований маркетинг у різних галузях. Досліджено ключові особливості, які можуть спостерігатися в маркетинговій діяльності. У статті також оцінено виклики та майбутні перспективи такого напрямку маркетингу. Переконавання, очікування, цінності споживачів стають наріжним каменем успішної маркетингової діяльності

Ключові слова: сучасний, ціннісно-орієнтований маркетинг, особливості, споживачі, переконання, очікування.

Problem statement. Nowadays marketing becomes more heterogeneous. Scholars study and analyze different topics and areas of marketing. Marketing research has broadened dramatically in the last decade. Scholars now combine traditional marketing theories with data science, psychology, sociology, and even AI .Marketing oriented at consumer values (often called value-based marketing or values-driven marketing, value- oriented marketing) focuses not just on selling a product, but on aligning with the beliefs, priorities, and lifestyle choices of the target audience. This is different from traditional marketing that emphasizes features, price, or convenience.

Different types of marketing are oriented at different consumer audiences. Such audiences are distinguished not only by socio-demographic characteristics but by psychological characteristics as well. So, to be able to satisfy the demands of consumers, it is necessary to know the beliefs, priorities, lifestyles of the audience of consumers. The knowledge of all these components will be a good basis for finding the values of consumers towards the product of marketing and consumers expectations about the quality, price of the product.

Analysis of recent studies and publications

During the last years a lot of publications were devoted to value-based marketing and the authors analyzed marketing values in the context of forming competitiveness of the enterprise [1]. Головніна О., Гальцова О. Л., Ковшова, І. О.,Гриджук І.А. analyzed values in the context of different approaches to the evaluation of human capital [2]. Other Ukrainian authors considered the functions of marketing in the process of minimization of risks of partners interaction [3] and methodological approach to the evaluation of marketing potential [4]. Foreign scholars such as Doyle Peter [5], Ambler Tim [6], Keränen J , Totzek D, Salonen A , Kienzler M.[7] study value-based marketing and marketing strategies, specifics of VBS (value - based selling).

The aim of the article is to analyze peculiarities of value-oriented marketing on the basis of changes of consumers demands, expectations, values. They change under the influence of macro factors, such as uncertainty in the society and war.

Main research material. It goes without saying, that the peculiarities of value-oriented marketing in contemporary society attracts attention of specialists in a lot of spheres of professional activity and may be suggested as follows:

1. Consumer-Centric Perspective

Instead of pushing product benefits alone, the brand builds its message around what *matters most* to consumers (e.g., sustainability, inclusivity, health, social justice).

It requires a deep understanding of consumer psychology, cultural trends, and emotional drivers.

2. Emotional Resonance

Messages aim to connect emotionally, not just rationally.

Campaigns emphasize shared values and create a sense of belonging.

3. Authenticity and Trust

Consumers expect consistency between words and actions.

Value-based marketing is easily undermined if the company is accused of “value-washing” (e.g., greenwashing, woke-washing).

4. Segmentation by Values

Traditional segmentation (age, income, location) is complemented by psychographic segmentation—grouping customers by their values, attitudes, and lifestyles. Example: Marketing to eco-conscious millennials vs. status-driven luxury buyers.

5. Long-Term Relationship Building

Instead of short-term sales pushes, value-based marketing fosters brand loyalty and advocacy. Consumers who share the brand’s values often become ambassadors.

6. Storytelling as a Key Tool

Narratives highlight the brand’s purpose, origins, or social impact.

Real stories about employees, customers, or communities create credibility.

7. Higher Standards of Corporate Responsibility

CSR (Corporate Social Responsibility) and ESG (Environmental, Social, Governance) performance are part of the brand message. Consumers expect transparency, such as fair labor practices.

8. Potential Risks

Polarization: Taking a stance on divisive values can alienate some consumer groups. Credibility Risk: A mismatch between branding and real actions can harm reputation more than silence.

Marketing oriented at consumer values is purpose-driven, emotionally charged, and relationship-focused, relying on authenticity and alignment with what consumers believe in, not just what they need.

How have Ukrainian consumers’ demands, values and expectations changed during the war — and what does it mean for value-oriented marketing.

Using observation method and method of content analysis of information in social media it was possible to state the key changes in consumers demands, values, expectations:

1. Basic needs and financial security rose.

Households face income loss, higher poverty and rising utility bills — spending has become more price-sensitive and focused on essentials (food, energy, shelter, medicine).

2. Safety, reliability and continuity matter more than novelty.

Frequent infrastructure disruptions (blackouts, logistics interruptions) make reliability of supply, predictable delivery and clear contingencies a major purchasing criterion.

3. Place-based solidarity and patriotic/ethical consumption increased. Consumers show stronger “place solidarity” — support for Ukrainian businesses, boycotts of aggressor-linked goods, and preference for brands that back Ukraine or provide humanitarian help.

4. Digital adoption accelerated — but unevenly.

E-commerce, mobile payments and digital services grew rapidly (for safety, access, and because storefronts were disrupted), though access varies regionally. Businesses that digitized quickly gained share.

5. Higher expectations for purposeful, transparent corporate behavior. Consumers expect brands to show tangible support (aid, jobs, resilience efforts), be truthful about product availability/pricing, and avoid opportunistic tone or price gouging.

6. Emotional resilience and community orientation.

Purchases are influenced by community ties, support networks and need for psychological safety — brands that build community or reduce friction earn trust.

Concrete peculiarities of contemporary value-oriented marketing in Ukraine.

1) Re-define “value” around **security + utility**, not only price.

Emphasize product reliability, availability guarantees, and service continuity (e.g., “24–48h delivery even during blackouts” with clear caveats). Offer packs/formats for tight budgets (multi-pack savings, pay-as-you-go). Rationale:

consumers trade down but still pay a premium for predictability and pragmatic utility.

2) Build purpose into product & pricing — but make it tangible. Avoid vague virtue signalling; show numbers, beneficiaries, delivery dates. Rationale: Ukrainians expect corporate solidarity and will reward brands that produce measurable impact.

3) Hyper-localization and “place solidarity” messaging. Support and highlight Ukrainian suppliers; label origin prominently. Offer “support local” campaigns that genuinely help SMEs/regions.

Respect regional differences — frontline, temporarily occupied, displaced/refugee communities, and western cities have different needs and sentiments. Rationale: patriotic/solidarity purchasing is a powerful driver and can be a differentiator.

4) Crisis-proof operations & transparent comms. Publish contingency plans: backups for supply chains, alternative pickup points, working hours during alarms. Use simple, frequent status updates (SMS/Telegram + website banner). Be transparent on price changes (why, how long), and avoid surprise fees. Rationale: trust is earned through predictability and honesty during disruptions.

5) Digital-first, mobile-first, but offline options still essential. Strengthen e-commerce, mobile checkout, local payment integrations. Rationale: digital adoption is high where feasible, but logistics and connectivity remain uneven.

6) Value communication: empathetic, respectful tone. Messaging should convey solidarity (not exploitation): avoid bright, celebratory promotions during hardship; use community stories, customer help resources, and pragmatic offers. Use trauma-informed creative: avoid imagery that could trigger stress; respect displaced audiences. Rationale: tone influences brand trust and purchase intent in crisis contexts

Conclusions. Value-based selling (VBS) has become an increasingly important selling practice in contemporary business-to-business (B2B) markets, but currently most VBS studies are limited to exploratory and descriptive. Value -oriented marketing is characterized differently, because the expecta-

tions, demands, beliefs, values of consumers as well as their models of behavior are various. Especially it becomes clear in the unstable period, which is uncertain and unpredictable. Is value-oriented marketing and such behavior of consumers may be regarded as problematic and risky or quite normal in the period of war? It is clear and it should be mentioned that consumers in Ukraine they are more careful in their choice of everything in the period of war and demonstrate reaction to marketing activity of enterprise according to peculiarities of contemporary value-oriented marketing.

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