

PECULIARITIES OF CONTEMPORARY VALUE-ORIENTED MARKETING

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PROBLEM STATEMENT

Nowadays marketing becomes more heterogeneous. Scholars study and analyze different topics and areas of marketing.

Scholars now combine

TRADITIONAL MARKETING THEORIES

DATA SCIENCE

AI

PSYCHOLOGY

SOCIOLOGY

OTHER SCIENCES

Marketing oriented at consumer values (often called **value-based marketing** or **value-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.



SPECIFICS OF CONSUMERS

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.

To be able to satisfy the demands of consumers, it is necessary to know

BELIEFS

PRIORITIES

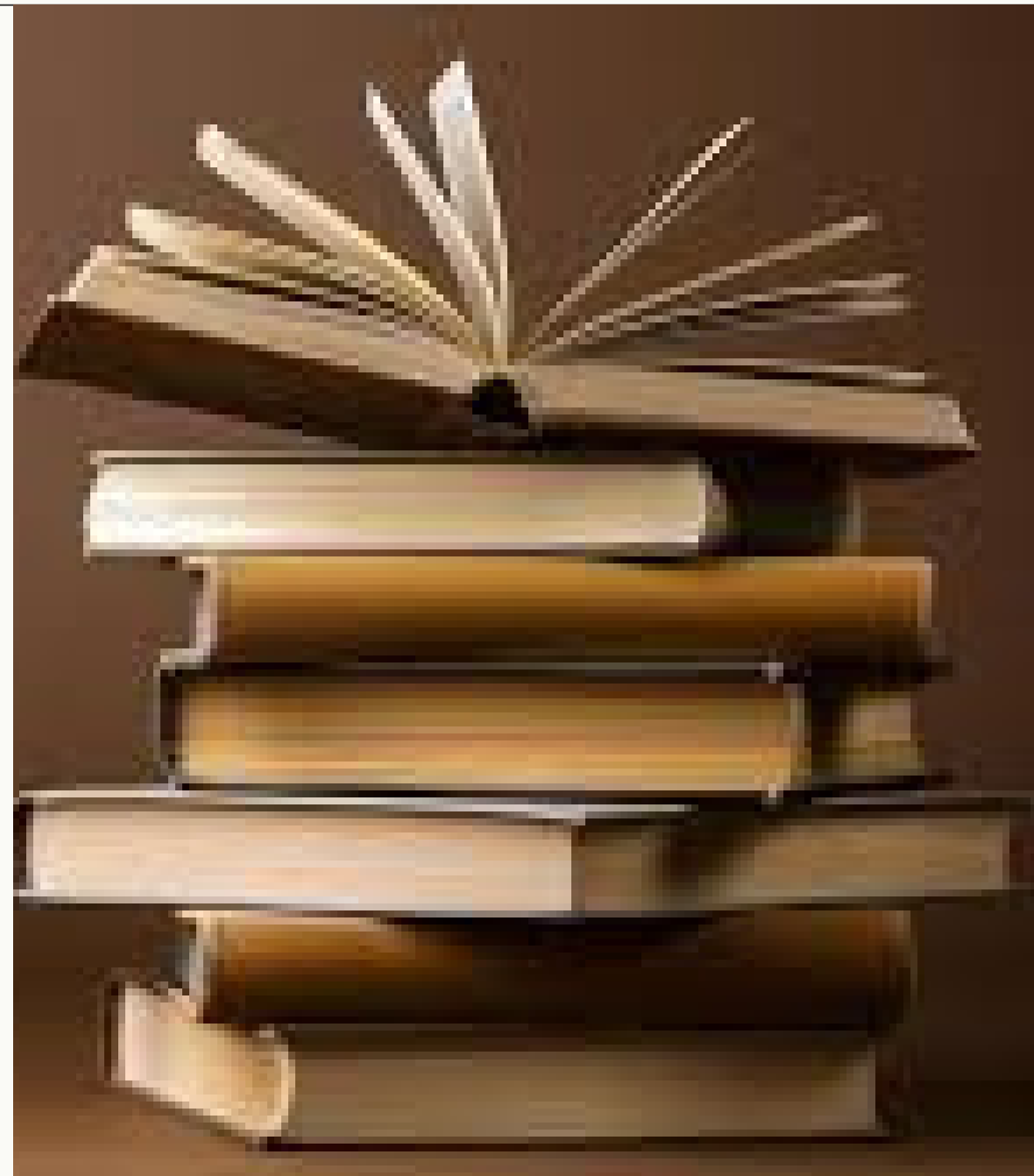
LIFESTYLES

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, values in the context of different approaches to the evaluation of human capital.



Foreign scholars

KERÄNEN J.

TOTZEK D.

SALONEN A.

DOYLE PETER

KIENZLER M.

AMBLER TIM

study value-based marketing and marketing strategies, specifics of VBS (value -based selling).



THE AIM

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

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.

EMOTIONAL RESONANCE

Messages aim to connect emotionally, not just rationally.
Campaigns emphasize shared values and create a sense of belonging.

AUTHENTICITY AND TRUST

Consumers expect consistency between words and actions. The quality of being genuine, real and true to consumer's personality, values.
Value-based marketing is easily undermined if the company is accused of “value-washing” (e.g., greenwashing, woke-washing).

RELATIONSHIP MARKETING



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.

STORYTELLING AS A KEY TOOL

Narratives highlight the brand's purpose, origins, or social impact. Real stories about employees, customers, or communities create credibility.

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.



MAIN RESEARCH MATERIAL

Polarization: Taking a stance on divisive values can alienate some consumer groups.

POTENTIAL RISKS

Credibility Risk: A mismatch between branding and real actions can harm reputation more than silence.

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

CHANGES IN CONSUMERS DEMANDS

DEMAND



INCOME



OBSERVATION METHOD

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

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)

CHANGES IN CONSUMERS DEMANDS

DEMAND



INCOME



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

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.

CHANGES IN CONSUMERS DEMANDS

DEMAND



INCOME



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

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

CHANGES IN CONSUMERS DEMANDS

DEMAND



INCOME



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



Re-definition of “value” around security + utility, not only price



Building purpose into product & pricing — but make it tangible



Digital-first, mobile-first, but offline options still essential



Value communication: empathetic, respectful tone

Thank you