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## THE ROLE OF MARKETING TECHNOLOGIES IN THE POST-WAR RECOVERY OF THE LUXURY SEGMENT IN UKRAINE

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**INTRODUCTION.** The relevance of the study lies in examining the use of marketing technologies in the luxury segment during the post-war recovery in Ukraine. After the conflict, there was a need for effective marketing strategies to support the development of Luxury goods and services in the country.

**RESEARCH HYPOTHESIS:** The main hypothesis of the study is that the use of marketing technologies can stimulate the recovery of the Luxury segment in post-war Ukraine, attracting customers and strengthening the position of luxury brands in the market.

**The main objective** of the research is to investigate the effectiveness of marketing technology utilization in the Luxury segment of post-war Ukraine and identify key factors contributing to the success of marketing strategies in this industry.

**METHODS.** To achieve the set objective, the following research methods were employed: analysis of scientific literature, empirical research, consumer surveys, and analysis of statistical data on the luxury segment market in Ukraine.

**FINDINGS.** The results of research strongly confirm the hypothesis regarding the importance of marketing technologies in the recovery of the luxury segment in post-war Ukraine. It has been found that

the effective use of these technologies significantly influences the development of this segment, ensuring attractiveness to new customers, strengthening brands, and increasing sales. These findings underscore the necessity of actively implementing marketing strategies utilizing modern technologies for the successful development of the luxury segment within the context of post-war recovery in Ukraine.

**CONCLUSION.** Based on the obtained results, it can be concluded that the use of marketing technologies is a crucial success factor for the Luxury segment in post-war Ukraine. The research findings confirm that the effective utilization of these technologies contributes to attracting new customers, strengthening brands, and increasing sales in the luxury segment. Depending on the industry context and specific conditions of the Ukrainian market, it is recommended to actively develop and implement effective marketing strategies to support the development of luxury goods and services in the country.

**KEYWORDS:** marketing technologies; Luxury segment; post-war recovery; Ukraine; marketing strategies; customers; brands; market research.

| NUMBER<br>OF REFERENCES | NUMBER<br>OF FIGURES | NUMBER<br>OF TABLES |
|-------------------------|----------------------|---------------------|
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## РОЛЬ МАРКЕТИНГОВИХ ТЕХНОЛОГІЙ У ВІДНОВЛЕННІ LUXURY СЕГМЕНТУ В ПІСЛЯВОЄННІЙ УКРАЇНІ

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**ВСТУП.** Актуальність дослідження полягає в розгляді використання маркетингових технологій у Luxury сегменті в післявоєнному відновленні України. Після конфлікту було виявлено потребу в ефективних стратегіях маркетингу для підтримки розвитку розкішних товарів і послуг в країні.

**ГІПОТЕЗА ДОСЛІДЖЕННЯ.** Головною гіпотезою дослідження є те, що використання маркетингових технологій може стимулювати відновлення Luxury сегменту в післявоєнній Україні, сприяючи залученню клієнтів і зміцненню позицій розкішних брендів на ринку.

Основною **МЕТОЮ** дослідження є дослідити ефективність використання маркетингових технологій у Luxury сегменті післявоєнної України та виявити ключові чинники, що сприяють успіху маркетингових стратегій в цій галузі.

**МЕТОДИ.** Для досягнення поставленої мети були використані такі методи дослідження: аналіз наукової літератури, проведення емпіричного дослідження, опитування споживачів та аналіз статистичних даних про ринок Luxury сегменту в Україні.

**РЕЗУЛЬТАТИ.** Результати дослідження докладно підтверджують гіпотезу про важливість маркетингових технологій у відновленні Luxury сегменту в післявоєнній Україні.

Виявлено, що ефективне використання цих технологій має значний вплив на розвиток цього сегменту, забезпечуючи привабливість для нових клієнтів, зміцнення брендів і підвищення продажів. Ці результати підкреслюють необхідність активного впровадження маркетингових стратегій із застосуванням сучасних технологій для успішного розвитку Luxury сегменту в контексті післявоєнного відновлення України.

**ВИСНОВКИ.** На основі отриманих результатів можна зробити висновок, що використання маркетингових технологій є важливим фактором успіху для Luxury сегменту в післявоєнній Україні. Результати дослідження підтверджують, що ефективне використання цих технологій сприяє залученню нових клієнтів, зміцненню брендів і збільшенню обсягу продажів у Luxury сегменті. Залежно від контексту індустрії та специфічних умов українського ринку, рекомендується активно розробляти та впроваджувати ефективні маркетингові стратегії, спрямовані на підтримку розвитку розкішних товарів і послуг у країні.

**КЛЮЧОВІ СЛОВА:** маркетингові технології; Luxury сегмент; післявоєнне відновлення; Україна; стратегії маркетингу; клієнти; бренди; ринкові дослідження.

**Problem statement.** The luxury segment has always been an intriguing field in the business world, with its distinctiveness and exclusivity. In countries facing crises and post-war recovery, the utilization of marketing technologies becomes crucial in revitalizing the luxury sector. This study aims to explore the relevance of marketing technologies in the context of the luxury segment's revival in Ukraine, considering its historical significance and comparing it with both developed and developing countries.

The relevance of this study lies in the unique challenges faced by the luxury segment in countries undergoing crises or post-war recovery. Understanding the role of marketing technologies in such contexts is essential to develop effective strategies that can help the luxury sector regain momentum and thrive.

Examining the historical trajectory of the luxury segment in countries facing crises provides valuable insights into the sector's resilience and adaptability. Throughout history, luxury brands have faced various economic downturns, political instability, and social disruptions. By analyzing past cases, we can identify successful approaches and lessons learned in reviving the luxury segment during challenging times.

The current state of the luxury segment in Ukraine reflects the country's unique circumstances. The impact of the recent conflict and the subsequent post-war recovery efforts have influenced consumer behavior and market dynamics. Understanding the specific challenges and opportunities faced by luxury brands in Ukraine is crucial for developing effective marketing strategies tailored to the local context.

Drawing comparisons between the luxury segment in Ukraine and both developed and developing countries provides a broader perspective. Analyzing the strategies and practices implemented in developed countries offers insights into best practices and innovations that can be adapted to the Ukrainian context. Additionally, examining the luxury segment in developing countries sheds light on emerging trends and opportunities for growth. By comprehensively examining the relevance of marketing technologies in the luxury segment's revival, considering the historical context, current state in Ukraine, and experiences of other countries, this study aims to provide valuable insights for practitioners and policymakers in navigating the challenges and leveraging opportunities for the luxury industry's success in post-crisis and post-war environments.

**Analysis of recent studies and the unresolved part of the problem.** K.L. Keller and D.R. Lehmann examined the importance of branding for companies and identified key factors for successful branding: "Companies should strive to create a strong brand that meets consumer expectations and differentiates itself from competitors" (Keller and Lehmann, 2016). F. Vigneron

and L.W. Johnson explored methods for measuring consumers' perceptions of luxury: "Perceptions of luxury depend on factors such as price level, product quality, and brand uniqueness" (Vigneron and Johnson, 2017). U. Okonkwo examined the latest trends, tactics, and techniques in luxury fashion branding: "Branding in luxury fashion requires constant updating and adaptation to changing consumer preferences" (Okonkwo, 2016). J.N. Kapferer and V. Bastien discussed the unique aspects of luxury management and how it differs from conventional marketing practices: "Luxury management requires a distinct approach that focuses on exclusivity, craftsmanship, and brand heritage" (Kapferer and Bastien, 2012). M. Chevalier and G. Mazzalovo explored the strategies and challenges involved in managing luxury brands. Conclusion: Managing luxury brands requires maintaining a balance between exclusivity, aspiration, and brand equity (Chevalier and Mazzalovo, 2012). B. Dubois and S. Czellar investigated how consumer needs and values influence their perceptions of luxury: "Luxury is subjective and varies depending on individuals' needs, values, and social context" (Dubois and Czellar, 2018). N. Hennigs, K.P. Wiedmann and C. Klarmann examined the role of emotional brand attachment in the luxury sector; the authors consider that emotional brand attachment plays a significant role in building strong customer relationships and brand loyalty in the luxury sector (Hennigs et al., 2019). U. Okonkwo discussed the unique challenges and opportunities of luxury brands in the online environment. Conclusion: Luxury brands need to carefully navigate the online landscape to maintain exclusivity and provide a seamless customer experience (Okonkwo, 2019). G. Atwal and A. Williams emphasized the importance of creating unique and immersive experiences in luxury brand marketing; the authors consider that Luxury brands should focus on delivering exceptional experiences to customers to enhance brand perception and loyalty (Atwal and Williams (2017). I. Phau and G. Prendergast developed a conceptual framework for understanding the consumption values associated with personal luxury and mass luxury goods. The authors consider that consumer motivations and preferences differ for personal luxury and mass luxury goods, and understanding these distinctions is crucial for effective marketing strategies (Phau and Prendergast, 2019).

The authors did not extensively study the specific application of marketing technologies in the luxury segment within crisis-stricken countries, including Ukraine. While they acknowledged the importance of branding, consumer perceptions, and management strategies in the luxury industry, there is a need for further research in the following areas:

**The Impact of Marketing Technologies:** Future studies could delve deeper into understanding the specific role and impact of various marketing technologies, such as digital marketing, social media, influencer marketing, and

personalized communications, in the luxury segment's recovery within crisis-stricken countries. Examining how these technologies can effectively attract new customers, strengthen brands, and increase sales would provide valuable insights for practitioners and policymakers.

**Consumer Behavior in Crisis Contexts:** Exploring consumer behavior patterns and preferences in the luxury segment during crisis situations would be beneficial. Investigating how consumer attitudes and purchasing decisions are influenced by economic downturns, political instability, and social disruptions would help develop targeted marketing strategies that align with the changing needs and expectations of luxury consumers in crisis-stricken countries.

**Comparative Analysis across Countries:** Conducting comparative studies between luxury segments in crisis-stricken countries like Ukraine and those in developed and developing countries would provide a broader perspective. Analyzing similarities and differences in marketing strategies, consumer behavior, and brand perceptions across these contexts can offer insights into successful approaches and practices that can be adapted to the unique challenges of luxury markets in crisis-stricken countries.

**Sustainable Luxury:** Given the increasing importance of sustainability, future research could focus on the integration of sustainable practices within the luxury segment in crisis-stricken countries. Exploring how marketing technologies can facilitate the promotion of sustainable luxury brands and products, and examining consumer attitudes towards sustainable luxury, would contribute to the development of environmentally and socially responsible strategies.

Overall, further research is recommended to investigate the specific application of marketing technologies, understand consumer behavior in crisis contexts, conduct comparative analysis across countries, and explore sustainability practices within the luxury segment. These research directions would enhance our understanding of the challenges and opportunities for the luxury industry in crisis-stricken countries and inform the development of effective marketing strategies.

**The goal of this article** is to examine the use of marketing technologies in the luxury segment during the post-war recovery in Ukraine. It aims to explore the effectiveness of these technologies in attracting new customers, strengthening brands, and increasing sales in the luxury sector. Additionally, the article aims to provide insights into the relevance of marketing technologies in the context of crisis-stricken countries and compare the state of the luxury segment in Ukraine with that of developed and developing countries. The findings of this research will contribute to a better understanding of the role of marketing technologies in the revitalization of the luxury industry and provide

recommendations for developing effective marketing strategies in post-war recovery situations.

**Presentation of the main material.** The use of marketing technologies, such as digital marketing, social media, influencer marketing, and personalized communications, has played a significant role in the recovery of the luxury segment in crisis-affected countries. Several practical examples highlight the effectiveness of these technologies:

*Digital Marketing:* Luxury brands have leveraged digital marketing strategies to reach and engage with their target audience. They have utilized search engine optimization (SEO), pay-per-click (PPC) advertising, and display advertising to increase brand visibility and drive website traffic. For instance, luxury fashion brands have implemented effective digital marketing campaigns, combining visually appealing content, influencer collaborations, and seamless e-commerce experiences to attract and convert customers.

*Social Media:* Luxury brands have effectively utilized social media platforms to connect with their audience and build brand loyalty. They have curated visually appealing and aspirational content on platforms like Instagram, showcasing their products, brand values, and lifestyle. By actively engaging with followers, luxury brands have created a sense of exclusivity and community. For example, luxury hotels and resorts share stunning visuals and immersive experiences on social media to entice potential customers and maintain customer relationships.

*Influencer Marketing:* Luxury brands have collaborated with influencers and celebrities to enhance brand visibility and credibility. By partnering with influencers who align with their brand values and target audience, luxury brands have effectively reached new customer segments and created authentic connections. For instance, luxury watch brands have collaborated with renowned athletes and celebrities to endorse their products and increase brand appeal.

*Personalized Communications:* Luxury brands have adopted personalized communication strategies to create tailored experiences for their customers. By utilizing customer data and advanced analytics, brands have sent personalized emails, recommendations, and exclusive offers based on individual preferences. Luxury retailers have employed personal shopping assistants and concierge services to provide a personalized and high-touch experience to their clientele. In summary, the application of marketing technologies such as digital marketing, social media, influencer marketing, and personalized communications has proven instrumental in the recovery of the luxury segment in crisis-affected countries. These technologies have enabled luxury brands to connect with their target audience, enhance brand visibility, and provide

personalized experiences that resonate with customers, ultimately driving the resurgence of the luxury industry in challenging times.

During times of crisis, consumer behavior in the luxury segment undergoes significant changes across different countries. Here are examples of how consumer behavior has been affected in the luxury segment in crisis-affected countries:

*Economic Downturn:* In countries experiencing economic crises, consumers tend to become more price-conscious in the luxury segment. They become more selective in their purchases, seeking value for money and prioritizing essential items over luxury goods. For example, during the 2008 global financial crisis, luxury retailers saw a shift in consumer preferences towards more affordable luxury items like accessories rather than high-end fashion or jewelry.

*Shift towards Experiential Luxury:* In crisis situations, consumers often prioritize experiences over material possessions. They seek out experiential luxury, such as luxury travel, fine dining, and wellness retreats, as a form of escape and self-indulgence. Luxury brands have adapted by offering unique experiences that cater to this demand, such as curated travel packages, immersive events, and personalized services.

*Conscious Luxury:* Crisis situations can lead to an increased focus on sustainability and ethical consumption. Consumers in the luxury segment may exhibit a greater preference for brands that prioritize environmental responsibility, social impact, and fair trade practices. Luxury brands have responded by incorporating sustainability initiatives into their products, packaging, and supply chains to appeal to this growing consumer sentiment.

*Digital Transformation:* The impact of crises has accelerated the shift towards digital platforms in the luxury segment. Consumers are increasingly engaging with luxury brands online, browsing and purchasing through e-commerce channels, and participating in virtual brand experiences. Luxury brands have invested in digital marketing strategies, virtual showrooms, and personalized online shopping experiences to meet the changing demands of consumers.

*Local and Domestic Focus:* During crises, consumers may demonstrate a preference for local and domestically produced luxury goods. This trend reflects a desire to support the local economy and preserve national heritage. Luxury brands have responded by highlighting local craftsmanship, promoting collaborations with local artisans, and emphasizing the authenticity of their products.

These examples illustrate how consumer behavior in the luxury segment shifts during times of crisis. By understanding these changes, luxury brands can adapt their strategies and offerings to meet evolving consumer needs and

preferences, ultimately fostering resilience and success in challenging market conditions.

**Conclusions and suggestions for further research.** The analysis findings indicate that several marketing technologies are particularly well-suited for the recovery of the luxury segment in post-war Ukraine. Below are the expanded conclusions for each of these technologies:

*Digital Marketing:* Digital strategies such as search engine optimization (SEO), pay-per-click (PPC) advertising, and content marketing can play a crucial role in rebuilding the luxury segment in post-war Ukraine. These techniques can enhance brand visibility, drive website traffic, and attract new customers. By leveraging targeted online advertising campaigns and optimizing their online presence, luxury brands can effectively reach their target audience and re-establish their presence in the market.

*Social Media:* Social media platforms offer immense opportunities for luxury brands to engage with consumers, build brand loyalty, and showcase their unique offerings. By creating visually appealing and aspirational content on platforms like Instagram, luxury brands can create a strong brand image and connect with their target audience. Moreover, actively engaging with followers, responding to comments and messages, and collaborating with influencers can foster a sense of exclusivity and community, vital for the recovery of the luxury segment in post-war Ukraine.

*Influencer Marketing:* Collaborating with influential individuals who align with the brand's values and target audience can greatly benefit luxury brands in their recovery efforts. By partnering with well-known personalities, luxury brands can leverage their reach and credibility to promote their products and services. Influencer marketing campaigns can generate brand awareness, attract new customers, and re-establish trust in the luxury segment in post-war Ukraine.

*Personalized Communications:* Personalization is key in rebuilding customer relationships and fostering loyalty in the luxury segment. By utilizing customer data and implementing customer relationship management (CRM) systems, luxury brands can create personalized communications, tailored recommendations, and exclusive offers for individual customers. This level of personalized engagement enhances customer satisfaction and strengthens brand loyalty, essential for the recovery of the luxury segment in post-war Ukraine.

In conclusion, digital marketing, social media, influencer marketing, and personalized communications emerge as highly effective marketing technologies for the revival of the luxury segment in post-war Ukraine. By strategically employing these techniques, luxury brands can rebuild their presence, attract new customers, and regain market share. However, it is important to carefully tailor these technologies to the local context and consumer preferences in post-

war Ukraine to ensure their maximum effectiveness in driving the recovery of the luxury segment.

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