

6. Shopping bots: using shopping bots to automate the purchase and sales process.

7. Virtual and Augmented Reality (VR/AR): Using VR and AR to create new forms of customer interaction.

Such measures allow companies to quickly respond to changes in the market and consumer needs, which has become especially important in the conditions of a pandemic and war.

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### **Impact of COVID-19 on Global Marketing Strategies**

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The COVID-19 pandemic has radically changed global marketing strategies. Companies are forced to adapt to new market realities, focusing on digitalization, flexibility and personalization of communications.

Restrictions caused by the pandemic have led to changes in consumer behavior. They have increasingly started to prefer contactless digital channels for shopping, especially in the electronics, apparel and food segments. Consumers were looking for fast and convenient ways to deliver goods to their homes, which led to an increase in demand for courier and logistics services. Shoppers have begun to pay more attention to safety measures when visiting stores, expecting compliance with sanitary standards and social distancing.

The COVID-19 pandemic has led to a rapid shift to remote work and remote sales, requiring companies to adapt quickly. Businesses had to digitize their processes, establish effective online communication and cooperation, and develop new sales and marketing channels. This test became especially difficult for traditional offline companies that had no previous experience in digital transformation. However, quick adaptation to the new reality allowed them to persist and even strengthen their position in the market.

Social media, e-mail, websites, instant messengers have become key channels for establishing contact with consumers during the pandemic. The collection and analysis of data on audience behavior allows for the creation of more personalized content and offers. The transition of consumers online has stimulated the development of tools for online sales, ordering and delivery.

The COVID-19 pandemic has forced brands to rethink their marketing strategies and positioning approaches. The focus has shifted to strengthening communication with customers, demonstrating social responsibility and adapting to new consumer needs.

It is necessary to rethink key messages, visual identity and communication channels to match the new reality in the market.

Brands adapt their products and services to meet the individual needs of consumers using data about their preferences and behavior. Companies implement innovative solutions that expand the capabilities and convenience of their products, making them more attractive to customers. The combination of physical and digital elements in products allows you to create unique offers that meet new market trends. Consumers prefer environmentally friendly, renewable and ethical products, so companies are introducing innovative solutions in this direction.

Optimization of supply chains includes 3 stages:

1. Creating flexible and adaptive supply chains that can quickly respond to disruptions and changes in demand.

2. Collaborating with multiple suppliers to reduce risk and ensure uninterrupted supply.

3. Implementation of modern technologies, such as data analytics and automation, to optimize supply chains.

Companies that were able to quickly adapt to sudden changes in the market were able to maintain their positions and even increase sales during the pandemic. Enterprises that were able to flexibly rebuild their operational and marketing processes were able to effectively meet the needs of customers even in the conditions of new realities. Companies that had a clear contingency plan were better prepared for the challenges posed by the COVID-19 pandemic.

Social responsibility of brands has gained special importance. Brands that demonstrate social responsibility often gain more trust and respect among consumers. This helps strengthen their reputation and creates a strong emotional connection with the audience. The participation of brands in charity projects, environmental initiatives or social programs allows them to integrate more deeply into the life of local communities and strengthens the connection with customers. Socially responsible brands demonstrate a commitment to the principles of sustainable development and environmental protection, which is becoming increasingly important for conscious consumers.

Consequently, the COVID-19 pandemic has demonstrated the importance of flexible marketing strategies that can quickly adapt to changing market conditions. Investing in digital channels and tools is becoming key to effective remote marketing. Companies need to rethink their offerings and positioning to better meet consumer needs in times of crisis. Brands need to demonstrate their social awareness and willingness to support communities, which in the long run builds customer loyalty.

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### **Індивідуалізація національної продукції через маркування на прикладі програми «Зроблено в Україні»**

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Глобалізація світової економіки створює як нові можливості, так і виклики для національних виробників товарів та послуг. Одним із способів посилення конкурентоспроможності вітчизняної продукції є індивідуалізація національної продукції через спеціальне маркування та просування під національним брендом. Показовим прикладом такої ініціативи в нашій країні є державна політика «Зроблено в Україні» в рамках якої наявна окрема програма щодо маркування. Мета програми полягає в державному заохочуванні споживачів обирати товари національного виробництва шляхом надання виробникам можливості маркувати свою продукцію логотипом «Зроблено в Україні», що полегшує ідентифікацію та підвищує попит на українські товари [1]. За дослідженням ДП «Укрпромзовнішекспертиза», до 40% вартості українських товарів повертається у вигляді доходів до бюджету, а заміщення імпортованих харчових продуктів потенційно збільшує податкові надходження на 25 млрд грн щорічно [2]. Відповідно маркування продукції логотипом «Зроблено в Україні» сприяє розпізнаванню українських товарів на ринку, а також підвищенню конкурентоспроможності національних виробників. 1530 відомих українських виробників, такі як: «Яготинське», «Молокія» і «Верес», активно долучилися до програми, адже їхні податкові надходження до бюджету складають до 80% від загальної вартості продукції [2; 6]. Також варто зауважити, що така підтримка не тільки забезпечує ріст економіки, а й сприяє створенню нових робочих місць