

управління також позитивно впливає на професійний розвиток медичного персоналу. Навчання медичних фахівців основам комунікації та маркетингу дозволяє їм краще розуміти потреби пацієнтів і запити ринку.

Впровадження маркетингових підходів в управління в ЗОЗ передбачає активне використання сучасних технологій для оптимізації комунікацій та підвищення ефективності діяльності. Зокрема використання CRM-систем дозволяє відстежувати історію взаємодії з кожною аудиторією, зберігати дані про пацієнтів та інших груп стейкхолдерів, автоматизувати інформаційні розсилки тощо. Такі системи забезпечують комплексний підхід до управління інформацією та комунікаціями, дозволяючи створювати індивідуалізовані підходи для кожної групи стейкхолдерів.

Використання великих даних (BIG DATA) та їх аналітика також являє собою важливу частку маркетингового підходу до управління в ОЗ. Зокрема, інструменти аналізу великих даних допомагають вивчати поведінку пацієнтів, що дозволяє краще прогнозувати попит на медичні послуги, адаптувати пропозиції під потреби, впроваджувати персоналізовані заходи до профілактики та лікування .

Впровадження маркетингових підходів в управління вітчизняними ЗОЗ, з одного боку, сприяє їх адаптації до сучасних ринкових вимог, а з іншого, дозволяє реалізовувати принцип пацієнтоорієнтованості в їх діяльності, вибудовувати довірливі відносини із пацієнтами, формувати власний позитивний імідж, що в кінцевому підсумку суттєво покращує результати господарської діяльності медичних закладів.

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INDUSTRY MARKETING IN TIMES OF TRANSFORMATION: BEHAVIOR PATTERNS, CULTURAL DIFFERENCES AND DIGITAL TRENDS

Marketing in the context of globalization and digital changes is no longer homogeneous and requires adaptation to the specifics of individual industries. These transformations, observed in consumer behavior, the growing influence of cultural factors, and technological advancements, particularly digitalization, require constant

adaptation by businesses to maintain competitiveness. This is especially true for sectors such as agriculture, hospitality (HoReCa), and IT.

Current realities indicate that the demand for local, organic, and ethically produced products in the agribusiness sector is growing due to increased consumer environmental awareness, a desire for a healthy lifestyle, and growing trust in local producers. Consumer decisions are often based not only on product characteristics but also on socio-cultural factors such as production transparency, brand narrative, and emotional engagement in the product's "lifecycle".

In the agricultural sector, culture manifests through perceptions of quality, trust in family farming, and adherence to traditional production methods. For example, in certain regions of Ukraine, local identity ("made in Volyn", "traditional Poltava recipes") becomes an important element of positioning. Brands that appeal to cultural heritage or regional color have an advantage among conscious consumers.

Agricultural enterprises must actively implement digital tools for communication with consumers, such as AgTech platforms, which provide market analytics, price forecasting, supply and logistics management, as well as direct marketing through social media, marketplaces, and B2B platforms. As noted by IT Ukraine Association, the economic efficiency of the AgroTech sector in Ukraine in 2023 amounted to +3% of GDP, and from 2018 to 2023, the sector attracted \$1.3 million in investments [1]. The use of artificial intelligence for demand forecasting, climate risk analysis, and the adaptation of sowing strategies is also an important aspect of modern agribusiness practices.

In the hospitality industry (HoReCa), changes in consumer behavior are driven by the post-pandemic experience and the introduction of fast and personalized service. Consumers now expect flexibility, digital access to services (online menus, contactless payments, mobile bookings), and social responsibility from establishments (eco-friendly packaging, local ingredients, anti-waste initiatives). At the same time, the importance of the emotional experience of visiting a venue is growing such as aesthetics, atmosphere, and "Instagrammable" spaces.

In HoReCa, local culture is reflected in attitudes toward service, gastronomic habits, and traditions. For instance, adapting marketing campaigns to local holidays can enhance consumer emotional engagement. In such contexts, cultural resonance strategies that appeal to deep-rooted identities of the target audience are effective.

In the marketing strategies of businesses in this sector, AR/VR technologies, mobile apps, gamification, and personalized loyalty programs are actively used. By 2030, augmented reality technologies could contribute £1.4 trillion to the global economy [2]. Today, digital presence tools (Google My Business, Instagram, TikTok, online rating platforms), CRM systems, and booking automation services are key.

Research shows that 74% of respondents find CRM solutions helpful for personalized service, and 65% of businesses implement these technologies within the first five years [3].

These tools allow businesses to quickly adapt their offerings to changing demand, implement loyalty programs, and build long-term emotional connections with customers. In crisis conditions (such as during the COVID-19 pandemic or wartime), digital services help small hospitality businesses survive by providing access to customers despite limited physical interaction.

In the IT industry, the transformation of consumer behavior is reflected in the growing role of communities, transparency in business processes, and customer involvement in value creation. In both B2C and B2B segments, trust, openness, and technological adaptability have become crucial factors. Consumer behavior is influenced not only by rational considerations but also by cognitive biases and environmental factors.

In the IT sector, local culture manifests in corporate interactions, digital ethics, and expectations regarding transparency and innovation. In individualistic cultures, preference is given to flexible solutions and independence, while in collectivist cultures, recommendations and expert support are more valued. Therefore, the effectiveness of digital communications depends on the brand's cultural sensitivity to the audience's expectations.

IT marketing communications are increasingly focused on content marketing, data-driven strategies, personalization, and targeting. Digital tools in IT are not just part of marketing; they form its natural environment, including CRM/ERP systems, marketing automation platforms (HubSpot, Marketo), analytical services (Google Analytics), and content marketing tools.

Digitalization is the foundation of transformations in sectoral marketing, providing businesses with the flexibility and insights needed to adapt to changing consumer demands and market conditions. Marketing strategies must be deeply informed by local cultural contexts, allowing companies to not only respond to changes but also actively influence the market. By integrating digital tools and cultural sensitivity, businesses can achieve sustainable development and maintain competitive advantages in a changing environment.

References

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