

Olena Bilovodska

Taras Shevchenko National University of Kyiv, Kyiv, Ukraine

ORCID: <https://orcid.org/0000-0003-3707-0734>

Oleksandra Zibarieva

National University of Kyiv-Mohyla Academy, Kyiv, Ukraine

ORCID: <https://orcid.org/0009-0006-1973-9659>

CHARITY AS A MANIFESTATION OF WARTIME CAUSE-RELATED MARKETING AND A FACTOR IN BRAND AUTHENTICITY FORMATION UNDER CONSUMER BEHAVIOUR TRANSFORMATION IN UKRAINE

This research examines the transformation of consumer behaviour in Ukraine necessitated by the conditions of the full-scale Russian invasion. The purpose of the study is to identify and analyse the socio-psychological drivers that reconfigure the decision-making process of Ukrainian consumers, specifically focusing on the role of military charity and Wartime Cause-Related Marketing (CRM) as primary social incentives. Within the framework of the "Buyer's Black Box" model, the study seeks to determine how corporate support for the Armed Forces of Ukraine (ZSU) translates into brand loyalty and competitive advantage in a crisis-driven economy.

The research methods include a systematic literature review of classical and contemporary consumer behaviour constructs, such as the Country-of-Origin (COO) effect, Consumer Ethnocentrism (CET), and Consumer Cosmopolitan Patriotism (CCP). The study utilises case study analysis of leading Ukrainian enterprises (OKKO, WOG, Nova Posta, Aurora, N-iX) to validate the theoretical framework empirically. Furthermore, statistical analysis of philanthropic data from 2022–2025 is used to quantify shifts in corporate and individual donation patterns and their impact on market dynamics.

The research results indicate that integrating military charity into corporate strategy has fundamentally redefined the hierarchy of consumer priorities. The analysis reveals a significant behavioural transition from Consumer Xenocentrism to robust Consumer Ethnocentrism, where the "moral utility" of a purchase often outweighs traditional factors such as price and functional characteristics. Data shows that by 2024, the business sector will become the dominant contributor to national resilience, providing 60% of total philanthropic volumes. This shift has given rise to "Wartime CRM," a unique marketing phenomenon where brand authenticity is directly tied to a company's contribution to national defence.

Ukrainian and international companies can utilise the practical application of the results to develop effective communication strategies in high-risk environments. The identified constructs (CET, CCP) provide a roadmap for marketers to build long-term brand equity by aligning corporate values with the national agenda. Additionally, the findings offer insights for non-profit organisations on optimising collaborative fundraising campaigns with the private sector.

The conclusions confirm that military charity in Ukraine has evolved from a

discretionary CSR tool into a prerequisite for market survival. While the "citizen-consumer" model currently drives the market, the study emphasises the need for brands to maintain operational authenticity to avoid "charity fatigue." Future research should focus on the long-term sustainability of these patriotic consumption patterns in the post-war recovery period.

Keywords: consumer behaviour, social incentives, cause-related marketing, consumer ethnocentrism, societal marketing, national resilience, brand authenticity, corporate social responsibility.