

## **THE PSYCHOLOGY OF MARKETING UNDER MARTIAL LAW**

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Martial law in Ukraine has made adjustments in many aspects of life, including marketing in the field of health care. Businesses and organizations must adapt to new conditions in order to effectively promote their services and products.

So, let's research key aspects of martial law marketing:

- Flexibility and quick adaptation: the ability to quickly change marketing strategies according to changes in the situation.

- Focus on digital marketing: Due to the limitation of physical contact, digital channels are becoming the main communication channels with customers.

- Social responsibility: emphasizing the contribution of business to supporting society and helping war victims.

- Communication with clients: honest and open communication with clients about possible changes in service provision.

There are challenges for Martial Law Marketing:

- Firstly this is changing consumer needs: the need to understand and predict changes in consumer needs and behavior.

- Secondly it is logistical difficulties: problems with the delivery and distribution of medical goods and services.

- Thirdly this is economic instability: the need to work in conditions of financial uncertainty and limited budgets.

All in all, we can use such Martial Law Marketing Strategies:

The one relevant strategy is community Support and Development. It means, creating and maintaining a community around the brand that can bring people together and support them [1].

Don't forget about information support, because providing relevant and useful information that can help people in martial law.

And we should add humanitarian aid. So integration of humanitarian aid into marketing campaigns, which increases customer trust and loyalty.

Marketing in the field of health care in Ukraine during martial law requires a special approach that takes into account not only commercial goals, but also social responsibility and support of citizens in difficult times [2].

This requires marketers to have a deep understanding of the situation, creativity and readiness for rapid changes.

Consumer psychology plays an important role in health care marketing, especially in martial law. During this time, people may experience increased levels of stress and anxiety, which affects their purchasing decisions. They may be more inclined to make quick decisions, look for reliability and security in products and services.

Influence of psychology on purchases, the following signs can be identified:

1. Emotional state: In martial law, the emotional state of consumers can significantly influence their decisions. Marketing must be sensitive to these changes and offer products that can provide a sense of control and stability.

2. Information needs: People seek reliable and up-to-date information to make informed choices. Therefore, communication should be transparent and clear.

3. Trust: Brand trust is growing in importance as consumers seek to find reliable sources of products and services [3].

Therefore, choosing a promotion strategy for a business should be taken into account

1. Adapting to consumer needs: Focus on adapting products and services to changing consumer needs, for example by offering online consulting services.

2. Emotional connection: Create an emotional connection with consumers through marketing campaigns that emphasize empathy and support.

3. Social responsibility: Demonstrate social responsibility by helping the community and contributing to solving social problems.

4. Flexibility: Be flexible and ready to adapt quickly to changing conditions, ensuring reliability and availability of services.

By considering these aspects, a business can develop an effective promotion strategy that not only meets the current needs of consumers, but also maintains long-term relationships with them.

Marketing strategies in medical and pharmaceutical organizations during wartime should be focused on finding socially responsible partners. At the current stage, all medical and pharmaceutical institutions work in conditions of limited financial resources. There are not enough funds to maintain the main types of activities. It is not appropriate to plan expenses about marketing, advertising and development strategies in general. That's why we offer managers

of medical and pharmaceutical institutions to join socially oriented projects, grants and socially responsible corporations and investors. Such a strategy will help to attract finance for strategically important areas of activity of medical and pharmaceutical institutions. At the same time, attracting finances at the expense of social programs and projects does not create psychological tension in society and teams of medical and pharmaceutical institutions.

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