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Alla STAROSTINA, DSc (Econ.), Prof.
 ORCID ID: 0000-0002-5898-7966
 e-mail: allstaruniv@gmail.com

Taras Shevchenko National University of Kyiv, Kyiv, Ukraine

Carlo ADAMI, PhD (Econ.), Financial Attaché
 ORCID ID: 0000-0002-1603-0947
 e-mail: adami.carlo@gmail.com

The Italian Embassy in New Delhi, New Delhi, India

Svitlana YUKHYMCHUK, Master of Arts
 ORCID ID: 0009-0004-7533-7473
 e-mail: yukhymchuk.sv@gmail.com

Taras Shevchenko National University of Kyiv, Kyiv, Ukraine

CONSUMER BEHAVIOUR MODEL FOR ORGANIC PRODUCTS: AN EMPIRICAL STUDY OF THE UK MARKET

Background. *The growing global demand for organic products is driven by the intensification of environmental problems and a shift in consumer priorities toward safe and sustainable goods. The organic products market is shaped by a combination of economic, social, and cultural factors, which calls for a detailed examination of consumer behavior models in international markets. The purpose of this study is to enhance theoretical approaches and develop practical recommendations for applying consumer behavior models as a basis for effective strategies for businesses operating in international organic markets, thereby promoting the sustainable development of Ukraine's economy. The object of the study is the economic relations between producers and consumers in international organic markets, while the subject of the study is the theoretical and methodological aspects of forming consumer behavior models in these markets.*

Methods. *The research is based on the comprehensive application of general scientific methods (analysis and synthesis, induction and deduction, analogy and comparison, classification, systematization, quantitative and statistical analysis, etc.) and specific scientific methods (hypothetical, theoretical modeling, and visual-graphical methods). This approach made it possible to combine theoretical analysis with empirical observations to achieve the research objectives.*

Results. *It was found that none of the analyzed consumer behavior models in the domestic or international economic literature fully captures all aspects of the behavior of organic product consumers. Therefore, a comprehensive model was developed that integrates cognitive, emotional, and value dimensions in shaping consumer intention and translating it into behavior. This model served as the foundation for developing a strategy to promote the company "Danube Agrarian" in the UK market. In addition, the study identified positive social and environmental effects of the organic sector's development on Ukraine's economy.*

Conclusions. *The proposed model serves as a tool for predicting consumer behavior and can be used as a basis for developing strategies to promote products in international markets. The results obtained have practical significance for Ukrainian producers of organic products and will contribute to enhancing Ukraine's competitiveness in the global market and advancing its transition toward a sustainable development model.*

Keywords: *organic products, sustainable development, consumer behaviour, consumer behaviour models, STABS methodology, business culture models, promotion, agile contingency decisions.*

Background

The world economy has undergone significant transformations in recent decades, driven by globalization and fragmentation, rapid digitalization and the advancement of artificial intelligence technologies, the evolution of consumer values, and increasing attention to sustainable development issues. One of the most striking manifestations of these changes is the rapid expansion of the organic market, which is projected to grow by more than 288% between 2024 and 2034. The organic sector has become not only a consumer trend but also a response to the challenges posed by the environmental crisis, climate change, and declining trust in mass food production methods that rely heavily on chemical pesticides and preservatives.

The organic fruit preservation segment is particularly dynamic. On the one hand, it attracts consumers concerned about health and the environment; on the other, it creates new opportunities for producers and processors aiming to enter premium market segments. However, behind the quantitative growth of the market lies a far more complex qualitative transformation in consumer behavior. Consumer motivations are no longer limited to rational considerations such as price or quality; instead, they increasingly reflect deeper value-based beliefs, social responsibility, identity

expression, and even emotional self-realization through consumption.

The organic sector in Ukraine has significant potential for development. Currently, certified organic land in Ukraine covers about 420,000 hectares. In line with Ukraine's European integration aspirations, national legislation on organic production is expected to be harmonized with EU regulations. This creates unique opportunities for Ukrainian producers to enter international markets – particularly the UK, where, despite Brexit, there remains high demand for organic products and a strong consumer preference for environmentally responsible consumption. At the same time, this market is characterized by strict quality standards, specific consumer preferences, and intense competition, which underscores the importance of understanding cultural differences and consumer behavioral patterns.

The scientific novelty of this study lies in the development of a comprehensive model of consumer behavior for organic products. Such a model takes into account not only cognitive and social factors influencing intention formation but also the deeper value-based motivations of consumers, as well as the mechanisms that shape actual decision-making at the point of choice.

The purpose of the study is to enhance theoretical approaches and develop practical recommendations for

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applying consumer behavior models as a foundation for effective strategies in international organic product markets. In doing so, it seeks to contribute to the sustainable development of the Ukrainian economy. The object of the study is the economic relationships between producers and consumers in international organic product markets. The subject of the study is the theoretical and methodological aspects of forming consumer behavior models within these markets.

The **objectives** of the study are to: develop a comprehensive model of consumer behavior for organic products; determine the impact of business environment factors on the activities of organic fruit preserve producers in the Danish and UK markets; propose a consumer behavior model specifically for the UK organic fruit preserve market; develop strategic recommendations for promoting organic fruit preserves in the UK market; and identify the environmental and social effects of the production and consumption of organic products on the Ukrainian economy.

Literature review. Scientific interest in studying the behavioral patterns of organic product consumers is considerable. The theoretical foundations for the study of consumer behavior were laid by scholars such as D. Aaker, T. Veblen, W. Sombart, R. Cardozo, W. Kohler, F. Kotler, R. Lowe, A. Marshall, and S. Freud. Among modern Ukrainian researchers, the works of L. O. Vasylykevych, T. Zhovkovska, V. V. Zhurylo, and O. Yu. Pryhara are particularly noteworthy, as they examine consumer motivations, the formation of purchase intentions, and the influence of socio-cultural factors on consumer behavior. Nevertheless, most scientific research focuses on markets in general or on specific product groups without addressing the unique characteristics of organic fruit preserves, leaving a clear niche for in-depth study of this segment.

Modern models of consumer behavior are widely applied across various areas of marketing research. However, none of them comprehensively addresses all the determinants of consumer behavior in the organic products market, where consumer decisions are especially complex – integrating economic, moral-ethical, social, and emotional motives. This creates the need for new, combined models that can more accurately predict consumer behavior in specific organic product markets.

Contemporary studies (Murphy et al., 2022) highlight the pivotal role of consumer trust in organic certification systems across several European countries, emphasizing that credibility and transparency are key to maintaining consumer loyalty in this segment. Meanwhile, other researchers (Madureira et al., 2025) provide a detailed assessment of consumer purchasing behavior in Greece, underscoring the influence of health and environmental awareness on demand for organic foods.

Recent works (Muska et al., 2025; Bocean, 2025) offer broader perspectives on the policy and environmental significance of expanding organic agriculture in the EU, directly linking agricultural practices to greenhouse gas emissions and environmental sustainability. These works justify the relevance of promoting organic food not only as a consumer choice but also as a systemic strategy for sustainable development.

From the Ukrainian context, Kupalova and Demchenko investigate the preconditions for ecological modernization in Ukrainian enterprises, identifying motivational and regulatory drivers for implementing environmentally friendly technologies. Their findings support the idea that businesses' transition toward sustainability aligns with broader European Green Deal goals – thus indirectly reinforcing market readiness for organic production (Kupalova, & Demchenko, 2023). Furthermore, the

study by Pryhara and Yarosh-Dmytrenko analyzes how Ukrainian businesses adapt to turbulent wartime conditions through strategic flexibility, diversification, and process optimization – all of which are also relevant for exporters targeting demanding international markets such as the UK (Pryhara, & Yarosh-Dmytrenko, 2023).

Thus, prior research highlights the importance of trust, certification, sustainable practices, and adaptive business strategies. Yet, despite growing interest in sustainability and organic consumption, a distinct gap remains in models that fully account for behavioral, motivational, and cultural factors specific to organic fruit preserves. Addressing this gap, the present research proposes and tests a comprehensive consumer behavior model tailored to the UK market, focusing on the organic fruit preserves segment – a relatively underexplored niche.

Methods

The methodological basis of the study includes the dialectical method of scientific cognition, as well as analysis and synthesis, historical and logical approaches, scientific abstraction, and systems analysis - applied in defining the essence of the concept of "consumer behavior" and in developing a model of consumer behavior. A structured tabular analysis of business environment factors (STABS methodology) was used for the selection and expert assessment of the impact of international business environment factors on the activities of organic product producers (Starostina, & Kravchenko, 2022). In addition, induction and deduction methods, together with the hypothetical method, were employed to develop hypotheses regarding the influence of market problems and opportunities on factor dynamics. Methods of rating assessments, statistical comparisons, and comparative analysis were applied to determine the attractiveness of international markets. Quantitative and statistical methods supported the collection and analysis of primary marketing information, while the survey method was used to gather primary data directly.

Results

The current state of economic science demonstrates that consumer behavior is increasingly understood as a multifaceted process shaped by the interaction of external business environment factors – political and legal, economic, demographic, environmental, scientific and technical, and cultural – and internal factors, such as an individual's system of values, motives, beliefs, and emotional states. This interpretation is particularly relevant in the organic products market, where consumer choice is influenced not only by economic feasibility or rational criteria but also by value orientations, ethical principles, and the pursuit of individual or social self-realization (Thøgersen, 2010).

Within this market, a hybridity of motivations can be observed: alongside traditional factors such as price and quality, moral attitudes and emotional considerations play a crucial role (Hassett et al., 2025). These include a sense of participation in environmentally safe and sustainable consumption, as well as the desire to engage in socially approved behavior (World Economic Forum, 2021)

In both international and domestic scientific literature, considerable attention has been devoted to the study of consumer behavior. Through the generalization of existing approaches, several key concepts have been identified that are widely applied in predicting consumer behavior:

- Isaac Ajzen's Theory of Planned Behavior (TPB) is widely applied in the study of consumer intentions, as it explains the influence of personality traits, subjective social norms, and

perceived behavioral control on decision-making (Canova, Manganello, & Bobbio, 2020). However, the model has limitations in contexts where behavior is strongly driven by emotional impulses or spontaneous decisions, as is often the case in the organic food market. Although TPB is already commonly used in organic food research, scholars recommend expanding it to include moral and habitual variables.

- The Value-Belief-Norm (VBN) Theory, proposed by Paul Stern, enables the analysis of the moral and ethical foundations of consumer behavior. Nevertheless, its predictive power is limited when consumers face high prices or lack reliable information. The theory is valuable for assessing personal norms – such as whether individuals feel they "should" buy organic products – but requires supplementation with health-related and external factors (Horn, & Wehrmeyer, 2020).

- The Health Belief Model (HBM), developed by Irwin M. Rosenstock and Godfrey M. Hochbaum, predicts health-related behavior based on perceived threat (a combination of vulnerability and problem severity), expected outcomes, the presence of external incentives, and self-efficacy. This model is particularly useful for identifying whether organic consumption is hindered by insufficient knowledge (low perceived vulnerability) or by cost (high barriers). However, for a more comprehensive understanding of consumer behavior, it should be combined with social and environmental motives (Alyafei, & Easton-Carr, 2024).

- Social Cognitive Theory (SCT), developed by Albert Bandura, provides a broad framework that views human behavior as the result of interaction between personal and

environmental factors. It is useful for examining the role of environment, habits, and accessibility. Yet, because SCT is a general framework rather than a precise causal model, it can be too broad or vague in application. Without clearly defined hypotheses, it may be difficult to determine which factors should be measured (Bandura, 1971).

- Finally, B. J. Fogg's Behavioral Model (FBM) outlines a clear set of conditions for action: increasing motivation, simplifying the behavior, and adding a trigger. It emphasizes the critical role of triggers, which can stimulate action even under conditions of low motivation or limited resources. While this model is valuable in capturing spontaneous behavior and has already been applied in sustainability contexts (Soyer, & Ditttrich, 2021), it does not sufficiently account for the social context of decision-making.

Based on the analysis, it was concluded that none of the existing models, in their isolated form, are sufficient to predict consumer behavior in the organic fruit preserves market. This can be explained by the unique characteristics of this segment, where consumer choice results from the simultaneous influence of rational considerations, moral and ethical principles, social pressures, and emotional factors. This market is characterized by high demands for ecological purity, consumer sensitivity to price fluctuations, the desire to demonstrate socially responsible behavior, and the need to feel satisfaction from consuming a product positioned as the "right" or "ethical" choice.

As a methodological foundation for developing a comprehensive model of consumer behavior for organic products, the theory of planned behavior, the values-beliefs-norms theory, and the Fogg model were selected (Fig. 1).

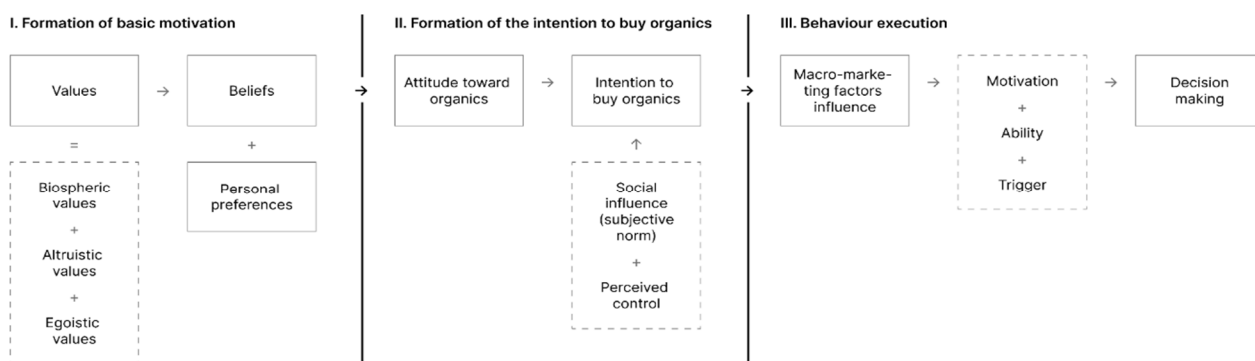


Fig. 1. Graphical representation of a complex model of consumer behavior for organic products

The structure of this model involves combining a cognitive level, which includes a rational assessment of benefits, risks, and product quality, with a value level, where moral attitudes, environmental beliefs, and personal norms prevail. At the same time, the emotional level reflects factors such as a sense of pride in environmentally responsible behavior or the desire for social approval, while the trigger level describes the mechanisms that motivate consumers to take immediate action under the influence of advertising messages, packaging design, or brand activity on social networks.

This approach makes it possible to account for both rationally determined consumer decisions and emotional or situational reactions. This is especially relevant in the organic products market, where decisions are often made not only from the standpoint of personal benefit but also based on values and emotions.

For the practical implementation of this model, two international markets were selected through comparative analysis: Denmark and the United Kingdom, both of which are considered highly promising for the export of organic fruit

preserves. A common feature of these markets is the high level of environmental awareness among the population and the willingness of consumers to pay premium prices for products that meet organic standards.

At the same time, there are significant differences between them. The British market is characterized by strong emotional involvement: when making purchasing decisions, consumers attach great importance to the brand's history, its social mission, and visual elements of the packaging, which create an emotional connection with the product. In contrast, consumer behavior in Denmark is more pragmatic, focusing primarily on the price-to-quality ratio and relying less on emotional stimuli or brand image.

Based on the results of the comparative analysis, four summary tables of market threats and opportunity factors were compiled for the United Kingdom and Denmark (Starostina et al., 2021). The threats and opportunities that received the highest expert evaluation are considered the most significant for making market entry decisions (Table 1).

Table 1

Summary table of market threat and opportunity factors for the UK and Denmark for organic fruit preserves manufacturers (shortened)

No	Factors	Expert score assessment of the significance of the factor (1–10)	Hypothesis of influence on the action of a factor	Demand (+)	Supply (+)
Great Britain (threats)					
1.	<i>General competitive situation in the market</i>				
1.1	High competition from foreign suppliers	8×30=240	Promotional measures focus on unique positioning and value for money	+	
2.	<i>A complicated certification process and obtaining permits for importing organic products</i>				
2.1	Update to the EEA trade agreement on the mandatory certificate of inspection	6×25=150	Using the Product tool – paying additional attention to quality parameters during production to meet certification requirements		+
3.	<i>Differences in the role of organic products in consumers' daily diets</i>				
3.1	Perception of organic products as a luxury item in the UK	3×20=60	Using the Promotion tool as part of a marketing mix to combat British prejudice against organic products	+	
X	Total	450			
Great Britain (opportunities)					
1.	<i>Rising consumer price index amid the cost-of-living crisis</i>				
1.1	UK consumer price index up 4% over the last 12 months	9×30=270	Promotional measures, focus on unique positioning and price-quality ratio, low price strategy	+	
2.	<i>Growth of the organic food market</i>				
2.1	The UK organic food and beverage market grew by 2% in 2023	9×30=270	Promotional activities focus on unique positioning and value for money	+	
3.	<i>Average wage growth</i>				
3.1	Average monthly earnings in the UK increase by 6.5%	8×30=240	Using the Promotion tool to increase consumer awareness of the manufacturer's products	+	
4.	<i>Easing customs restrictions for Ukraine due to the full-scale invasion</i>				
4.1	Signing of an agreement with Great Britain on the continuation of duty-free trade with Ukraine	8×25=200	Redirecting funds paid for duties to promotion to increase product awareness		+
...
X	Total	1260			
Denmark (threats)					
1.	<i>Rising consumer price index amid the cost-of-living crisis</i>				
1.1	Denmark's consumer price index rises by 5% year-on-year compared to April 2023	9×30=270	Promotional measures, focus on unique positioning and price-quality ratio, low price strategy	+	
2.	<i>Growth of the organic food market</i>				
2.1	By 2028, the organic market in Denmark will reach \$7.56 billion	9×30=270	Promotional measure, focus on unique positioning and value for money	+	
3.	<i>General competitive situation in the market</i>				
3.1	High competition with local producers and imports	9×30=270	Promotional measures focus on unique positioning and value for money	+	
4.	<i>A complicated certification process and obtaining permits for importing organic products</i>				
4.1	Changes to EU regulations on strengthening control over supply chains	7×25=175	Using the Product tool – paying additional attention to quality parameters during production to meet certification requirements		+
...
X	Total	1045			
Denmark (opportunities)					
1.	<i>Average wage growth</i>				
1.1	In 2023, the average monthly salary in Denmark increased by 3.5%	8×30=240	Using the Promotion tool to increase consumer awareness of the manufacturer's products	+	
2.	<i>Easing customs restrictions for Ukraine due to the full-scale invasion</i>				
2.1	The European Commission has continued the abolition of import duties on agricultural goods from Ukraine	8×25=200	Redirecting funds paid for duties to promotion to increase product awareness		+
3.	<i>Strengthening government support for organic production</i>				
3.1	The Danish Parliament approved the creation of a new fund for the development of organic farming	6×25=150	Using the Promotion tool to strengthen the positions of Ukrainian producers	+	
4.	<i>Differences in the role of organic products in consumers' daily diets</i>				
4.1	The tradition of organic consumption is deeply rooted in the mentality of the Danes	5×20=100	Increasing consumer awareness and building a long-term reputation	+	
...
X	Total	795			

The summary tables show that the UK market is more attractive for Ukrainian producers of organic farm products: 1,260 points of market opportunities for the UK versus 795 for Denmark, and 450 points of market threats for the UK versus 1,045 for Denmark.

Thus, for Ukrainian producers, the UK market appears more promising due to its significantly larger volume of organic product imports, the steady interest of consumers in foreign brands, and the positive perception of organic products from European countries.

The information base for identifying consumer behavior patterns was formed through the collection of primary marketing data via a questionnaire survey of the UK population. The survey was conducted online using the Google Forms platform in February 2024, with a sample of 40 respondents. The results showed that 65% of respondents demonstrate a predominantly positive attitude toward organic products and consider them safer for health (Fig. 2).

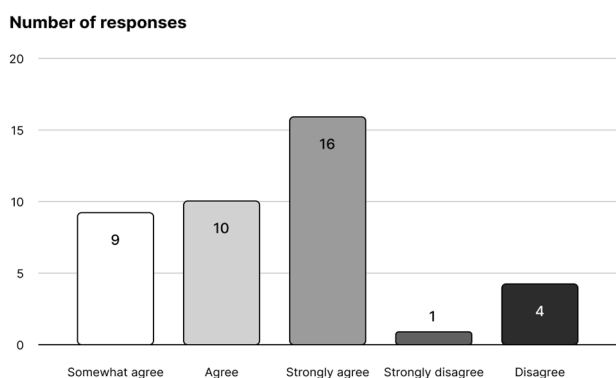


Fig. 2. Chart showing responses to the question: "To what extent do you agree with the statement: 'Organic products are healthier than conventional products?'"

This indicates that the majority of respondents are convinced of the advantages of organic products, confirming the formation of a cognitive attitude, which is the main precursor of the intention to act.

Furthermore, 73% of respondents expressed their willingness to pay more for organic fruit preserves compared to conventional alternatives (Fig. 3).

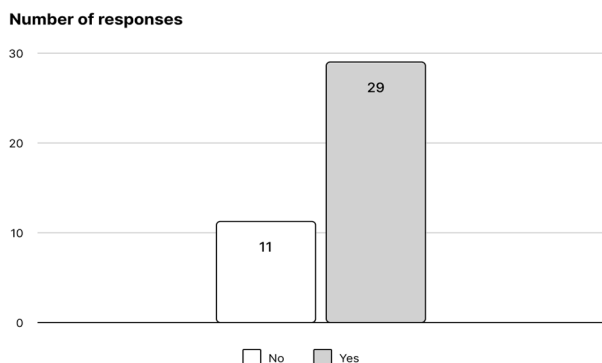


Fig. 3. Chart showing responses to the question: "Are you willing to pay extra for organic fruit preserves compared to conventional ones?"

This result confirms a high level of readiness for action, reflecting the transition from the motivational stage to the formation of intention, according to the model. The fact that more than a quarter of respondents are not willing to pay more indicates the presence of a price barrier. While not

critical, this barrier requires either product price segmentation or the visualization of added value in marketing communication.

Respondents also assessed the importance of three types of positive effects from consuming organic products (Fig. 4). The highest rating was given to the health of family members (8.8), followed by personal health (7.5) and environmental protection (6.6).

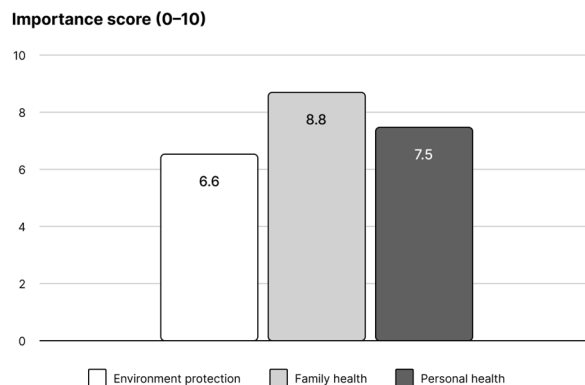


Fig. 4. Chart showing responses to the question: "Which of the positive effects of consuming organic fruit preserves are the most significant for you?" (mean importance scores on a 10-point scale)

According to the structure of motivations in the model, altruistic values prevail, egocentric values remain consistently high, while biospheric values are the lowest priority, though still present. Therefore, communication should emphasize personal consequences and the safety of loved ones.

Respondents also evaluated the importance of three groups of parameters (Fig. 5). The highest priority was quality (4.6 points), followed by price (4.0 points), and, in third place, additional parameters with a score of 2.8 points.

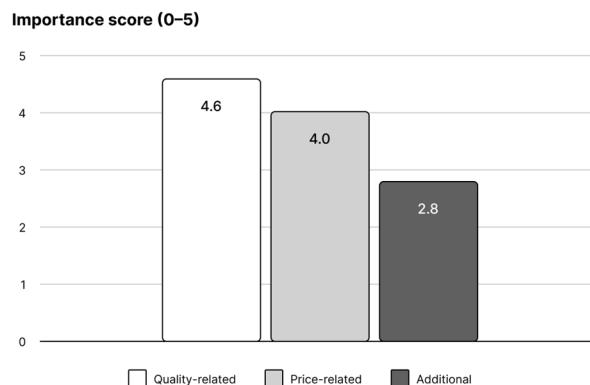


Fig. 5. Chart showing responses to the question: "Which of the following parameters of organic fruit preserves are most important to you when buying?" (mean importance scores on a 5-point scale)

Consumers are seeking the best price-to-quality ratio, rather than simply choosing the lowest cost option.

With regard to quality parameters, respondents rated the naturalness of ingredients the highest, 8.9 points out of 10 (Fig. 6). This was followed by health benefits (8.5 points) and the absence or reduction of sugar content (7.5 points). Next in importance were taste (7.4), absence of impurities (7.4), and appearance (6.6).

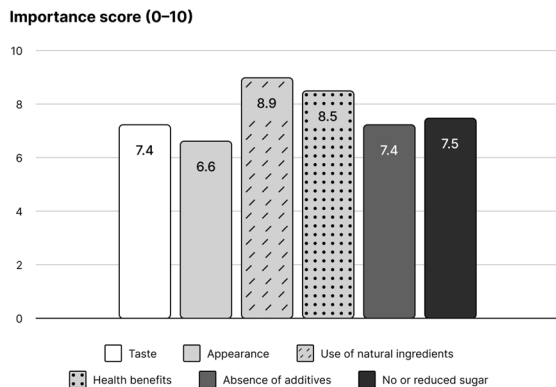


Fig. 6. Chart showing responses to the question: "Which of the following quality parameters are most important to you when choosing organic fruit preserves?" (mean importance scores on a 10-point scale)

It was concluded that consumers are primarily focused on the composition and functional benefits of the product. The high scores for "naturalness" and "health benefits" indicate the need for a product that can be trusted, while the importance of "low sugar content," "absence of impurities," and "taste" reflects attention to overall dietary quality, not just the declared organic status.

Regarding additional benefits (Fig. 7), the highest importance was given to international certification (8.5 points), followed by the country of origin (7.9 points) and discounts (7.5 points). Environmentally friendly packaging received a score of 7.4 points, while the least important factors were the "take-away" format (5.2 points) and brand image (4.7 points).

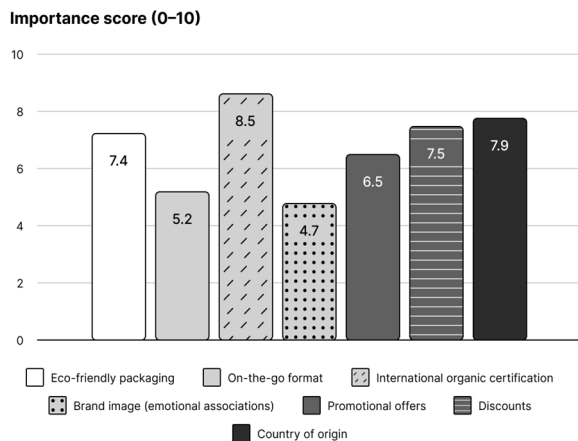


Fig. 7. Chart showing responses to the question: "Which of the following additional parameters are most important to you when choosing organic fruit preserves?" (mean importance scores on a 10-point scale)

The results show that even additional parameters are evaluated from a rational perspective: above all, the presence of official quality confirmation (certificates) and the transparent origin of the product are considered most important. A high assessment of discounts and promotions indicates continued price sensitivity, even within the segment of consumers loyal to organic products. In contrast, "brand image" and "format" are perceived as secondary, highlighting the limited role of brand associations in shaping the final purchasing decision. Overall, consumer behavior is centered on the intrinsic value of the product.

Most consumers are willing to pay within the mid-premium segment (Fig. 8), namely £3.50–4.00 per unit of jam. Responses also included higher prices (up to £5.20) and lower prices (as low as £2.70), which demonstrates the presence of price-sensitive consumers.

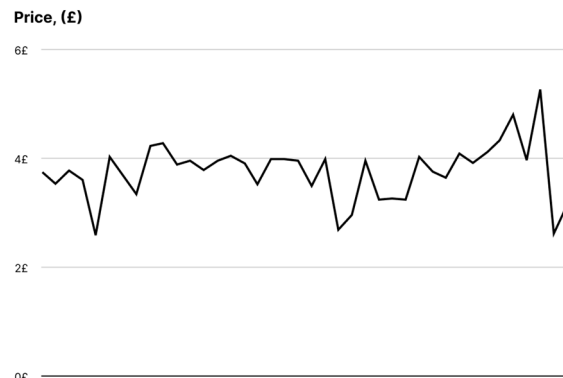


Fig. 8. Chart showing responses to the question: "What price do you consider fair for a jar of organic raspberry jam in a 150g package?"

It is reasonable to focus on the average figure of £3.78. The study results confirmed the importance of the emotional factor in consumer decision-making. Many respondents noted that choosing organic products is, above all, a way to express their stance on environmental protection, care for personal health, and social responsibility. This finding underscores the need to account for the emotional component when developing marketing strategies.

Recommendations were formulated for Ukrainian producers of organic fruit preserves, particularly for the company Dunaysky Agrariy, regarding entry into the UK market. The main directions of the promotion strategy include creating emotionally driven brand positioning that communicates a social mission, emphasizes environmental responsibility, and tells the story of the brand as a bearer of sustainable development values. It is also recommended to actively employ packaging design as a tool for emotional consumer engagement, alongside differentiated pricing for various market segments by offering both premium and more affordable product lines. An important aspect of the strategy is the organization of tasting events and information campaigns aimed at increasing consumer awareness of Ukrainian organic products. Furthermore, it is advisable to establish partnerships with local retailers and online platforms to ensure broader access to the target consumer segment.

Overall, the study results demonstrate that adopting a combined model of consumer behavior provides manufacturers with an effective tool for adapting marketing strategies to the specifics of the target market. Such an approach takes into account not only economic parameters but also the value-emotional components of consumer behavior, which play a decisive role in the organic segment.

Discussion and conclusions

The analysis of the research results confirms that the behavior of consumers of organic fruit preserves is shaped by a far more complex system of motivations than classical economic models suggest. The primary aim of this study was to clarify the nature and structure of the determinants influencing consumer decisions in an international context, particularly in the United Kingdom. The questionnaire findings indicate that the main drivers of purchasing behavior are not strictly rational factors such as price or availability, but rather deeper aspects – trust in the brand, ethical perceptions of

production, environmental responsibility, and personal identification with certain social values.

As part of the research, a systematic analysis was conducted of five of the most relevant theoretical models used to explain and predict consumer behavior: the Theory of Planned Behavior (TPB), the Values-Beliefs-Norms (VBN) Theory, the Health Belief Model (HBM), Social Cognitive Theory (SCT), and the Fogg Behavior Model (FBM). However, only three – TPB, VBN, and FBM – proved to have sufficient potential for explaining consumer behavior in the organic products segment, as they account for not only rational attitudes but also emotional and value-based factors.

By analyzing the factors of the macromarketing environment and conducting a marketing survey, it was possible to identify and evaluate the main marketing opportunities and challenges, while also correlating the empirical results with the theoretical interpretation of motivational mechanisms within the developed model of consumer behavior. This process confirmed the explanatory power of the model, making it a useful tool for further analysis of consumer behavior in the organic products segment.

The results carry significant practical value for Ukrainian producers seeking to expand their presence in international markets, particularly in the UK. The empirical data collected through the survey provides a clearer understanding of consumer behavior patterns for organic fruit products, enabling companies to make timely and flexible adjustments to marketing strategies in response to specific cultural and economic contexts.

The findings suggest that Ukrainian companies aiming to integrate into export markets for organic products should concentrate on building branding elements that foster both emotional and behavioral resonance with their target audience. This may involve aspects such as the visual design of labels, highlighting the unique story of the producer, and demonstrating ethical production standards through communication on social media and other platforms. Implementing these changes does not require capital-intensive transformations of the production process, but rather a deeper understanding of consumer motivations and expectations.

It should also be emphasized that the model applies not only to the fruit preservation segment but also to other categories of organic products, including dairy, grains, and legumes. The practical application of the model allows Ukrainian companies to develop a more accurate understanding of consumer expectations, thereby contributing to the overall export potential of the organic industry.

Thus, this study offers direct applied value for Ukrainian agribusinesses seeking not only to comply with European quality standards but also to position themselves within the broader discourse of ethical, sustainable, and responsible production. Integrating behavioral models into strategic planning enables a shift from a purely mechanistic approach to product promotion toward a more sophisticated system of interaction with consumers as carriers of cultural, ethical, and emotional values. This represents the greatest potential of the recommendations proposed in the study.

Methodological limitations and prospects for further research. Despite achieving the research objectives and obtaining several practically relevant results, the study has several objective methodological limitations that must be considered when interpreting the findings and planning future empirical initiatives.

First, it is necessary to acknowledge the limited sample size of respondents who participated in the questionnaire survey. Although the quantitative composition of the sample

($n = 40$ valid responses) meets general standards for descriptive statistical studies, it is not fully representative of the entire consumer base in the United Kingdom. In particular, most respondents were active users of digital platforms, residents of large cities, and individuals with a higher level of interest in sustainable consumption. This indicates a potential self-selection effect, which may have amplified "environmentally positive" responses and, consequently, introduced some bias into the results. Future studies would benefit from employing a stratified sample that includes a broader range of socio-demographic groups, such as rural residents, lower-income individuals, and those with limited digital activity.

A second notable limitation is the format of the study – the survey was conducted exclusively online. To achieve deeper insights, it would be advisable to adopt mixed data collection methods, such as focus groups and semi-structured in-depth interviews. These approaches would allow for a more nuanced understanding of the hidden logic behind consumer behavioral decisions.

A further limitation concerns the descriptive nature of the statistical analysis. In this study, the focus was placed on descriptive measures such as frequencies, averages, and correlations. While this approach reveals general trends, it does not enable a full assessment of causal relationships or the identification of latent structures underlying behavioral variables.

To capture broader patterns, future research should include comparative analyses with other countries, such as the Netherlands, Germany, France, and the Scandinavian nations, where demand for organic products is also on the rise.

Finally, advancing this line of inquiry requires not only expanding the sample and refining statistical procedures but also embracing methodological openness. For instance, neuromarketing techniques, which assess unconscious reactions to visual or auditory stimuli, could substantially enrich our understanding of the effectiveness of behavioral triggers within the FBM model.

Within the framework of the conducted research, it was possible to achieve the key goal – to develop an applied model of consumer behavior of organic fruit products, taking into account ethical, value, cognitive, and situational determinants. The experience of Great Britain and Denmark, which were considered as demonstration markets with a high level of environmental awareness, made it possible to identify the main patterns in consumer motivation, determine the factors influencing decision-making, and formulate adaptive strategies for Ukrainian producers. As a result of the synthesis of theoretical models TPB, VBN, and FBM, a combined concept was proposed, which demonstrates high explanatory power in the context of the analysis of behavioral patterns in the field of organics.

An expanded interpretation of consumer behavior as a multidimensional process with moral-ethical, emotional, and rational dimensions became the basis for rethinking the marketing approaches used by Ukrainian producers. The study substantiated that for successful entry into the international market, it is not enough to meet technical standards – the decisive role is played by the brand's value identity, transparency, ability to inspire trust, and resonance with consumer expectations regarding ethics, sustainability, and authenticity.

The results obtained confirm that consumer loyalty in the organic segment is formed not only on the basis of product quality, but also through a dialogue of values between the brand and the consumer. Therefore, the developed strategy for entering the UK market by the company Dunaysky

Agrariy focuses on the importance of building a communication platform based on emotional triggers: the history of origin, the visual appeal of the packaging, and associations with naturalness and social responsibility.

The significance of this study goes beyond the narrowly specialized subject. It illustrates the general economic trend of transforming the paradigm of market relations: from the economy of quality to the economy of trust, where products are perceived not only as the result of production, but also as a marker of culture, brand position, and reflection of the consumer's worldview.

The proposed model is adaptable and suitable for use not only in the agricultural sector, but also in a broader context – for example, for analyzing the behavior of consumers of eco-products or ethical fashion. Thus, the study contributes not only to the field of marketing but also to behavioral economics and applied sociology. The scientific value of the work lies in the combination of theoretical generalization, empirical verification, and practical orientation of the results.

The study confirms that behavioral models, enriched with value-ethical categories, allow not only for more accurate predictions of consumer reactions, but also for the formation of effective strategies for interacting with them in the dynamic environment of the organic market. Its results are relevant, scalable, and practically applicable, especially in the context of the tasks of Ukraine's economic integration into the EU markets, where quality, trust, and sustainability are the determining criteria for market success.

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Алла СТАРОСТИНА, д-р екон. наук

ORCID ID: 0000-0002-5898-7966

e-mail: allstaruniv@gmail.com

Київський національний університет імені Тараса Шевченка, Київ, Україна

Карло АДАМІ, канд. екон. наук, фінансовий аташе

ORCID ID: 0000-0002-1603-0947

e-mail: adami.carlo@gmail.com

Посольство Італії в Нью-Делі, Нью-Делі, Індія

Світлана ЮХИМЧУК, магістр

ORCID ID: 0009-0004-7533-7473

e-mail: yukhymchuk.sv@gmail.com

Київський національний університет імені Тараса Шевченка, Київ, Україна

МОДЕЛЬ ПОВЕДІНКИ СПОЖИВАЧІВ ОРГАНІЧНОЇ ПРОДУКЦІЇ: ЕМПІРИЧНЕ ДОСЛІДЖЕННЯ РИНКУ ВЕЛИКОЇ БРИТАНІЇ

Вступ. Зростання попиту в країнах світу на органічні продукти зумовлене посиленням екологічних проблем і зміною споживчих пріоритетів на користь безпечних і сталих товарів. Ринок органічної продукції формується під впливом системи економічних, соціальних і культурних чинників, що обумовлює необхідність детального вивчення моделей поведінки споживачів на міжнародних ринках. Метою дослідження є удосконалення теоретичних підходів та розроблення практичних рекомендацій щодо використання моделей споживчої поведінки як основи ефективних стратегій діяльності суб'єктів господарювання на міжнародних ринках органічної продукції для сприяння сталому розвитку економіки України. Об'єктом дослідження є економічні відносини між виробниками та споживачами на міжнародних ринках органічної продукції. Предмет дослідження містить теоретичні та методичні аспекти формування моделей поведінки споживачів на міжнародних ринках органічної продукції.

Методи. Дослідження ґрунтується на комплексному застосуванні загальнонаукових (аналіз і синтез, індукція, дедукція, аналогія та порівняння, класифікація, систематизація, кількісні та статистичні тощо) та конкретно-наукових (гіпотетичний, створення теорії, візуальний і графічний) методів, що дало змогу поєднати теоретичний аналіз з емпіричними спостереженнями для реалізації мети дослідження.

Результати. Установлено, що жодна з проаналізованих моделей споживчої поведінки у вітчизняній і світовій економічній літературі окремо не розкриває всі аспекти поведінки споживачів органічної продукції. Розроблено комплексну модель, яка поєднує когнітивні, емоційні та ціннісні аспекти формування споживчого наміру та його реалізації у поведінці, що стала основою розроблення стратегії просування компанії "Дунайський аграрій" на ринок Великої Британії. Виявлено позитивні соціальні й екологічні ефекти розвитку органічного сектору для економіки України.

Висновки. Запропонована модель є інструментом для прогнозування поведінки споживачів і може бути використана як основа для розроблення системи просування продукції на міжнародних ринках. Отримані результати мають практичну цінність для українських виробників органічної продукції та сприятимуть підвищенню конкурентоспроможності України на світовому ринку та переходу на модель сталого розвитку.

Ключові слова: органічна продукція, сталий розвиток, споживча поведінка, моделі споживчої поведінки, СТАБС-аналіз, моделі ділової культури, просування, гнучкі екстрені рішення.

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