

~ МАРКЕТИНГ, ПІДПРИЄМНИЦТВО, ТОРГІВЛЯ ТА БІРЖОВА ДІЯЛЬНІСТЬ ~

УДК: 332.72.332.8

DOI: <https://doi.org/10.32680/2409-9260-2025-2-327-89-97>

ANALYSIS OF THE MARKETING ENVIRONMENT AND CONSUMER BEHAVIOR IN THE REAL ESTATE MARKET OF UKRAINE

Bondarenko M. Olena, PhD of Philosophy Sciences, associate professor, associate professor Department of Marketing and International Logistics, Odesa National Economic University, Odesa, Ukraine
e-mail: 7871996@gmail.com
ORCID: 0000-0001-9853-5051

Kushchak I. Daria, student of the 45/1 st group of the Faculty of International Economics, Odesa National Economic University, Odesa, Ukraine
e-mail: dasha.kushak@gmail.com
ORCID: 0009-0000-7587-0535

Abstract. The aim of the article is to analyze the marketing environment and consumer behavior in the real estate market of Ukraine, particularly in Odesa, under economic, social, and wartime transformations. The study is based on the use of an analytical method to assess price dynamics in the primary and secondary markets, as well as the impact of external factors such as military actions, the COVID-19 pandemic, and energy crises. A comparative approach was applied to determine regional price formation characteristics and consumer behavior. Methods of structural-logical analysis, comparison, and generalization of research results were used. The methodological and informational basis of the study includes scientific papers, materials from periodicals, and Internet resources. They indicate the adaptation of the real estate market to crisis conditions: the primary market demonstrates price stability, while the secondary market exhibits greater dynamism. The key factors influencing demand include housing security, its autonomy, well-developed infrastructure, and participation in state programs such as "YeOselya" and "YeVidnovlennia". The role of digital channels in developers' marketing strategies is highlighted, particularly the use of social media and analytical platforms to attract clients. The article provides a comprehensive analysis of the adaptation of Ukraine's real estate market to crisis conditions, particularly under the influence of military actions, the COVID-19 pandemic, and energy crises. Key demand factors such as housing security, autonomy, infrastructure, and state programs are identified. The novelty of the study lies in the assessment of the impact of digital marketing strategies and regional price formation characteristics in the primary and secondary markets.

The article provides recommendations for adapting developers' marketing strategies to new market conditions, with a particular focus on security, affordability, and digitalization of processes. The study also emphasizes the importance of integrating state programs into sales strategies, which helps stimulate demand and increase sales volumes. The presented analysis will be useful for developers, marketers, and government agencies working on the recovery and development of the real estate market.

Keywords: Marketing environment, consumer behavior, real estate market.

АНАЛІЗ МАРКЕТИНГОВОГО СЕРЕДОВИЩА ТА ПОВЕДІНКИ СПОЖИВАЧІВ НА РИНКУ НЕРУХОМОСТІ УКРАЇНИ

Бондаренко О. М., кандидат філософських наук, доцент, доцент кафедри маркетингу та міжнародної логістики, Одеський національний економічний університет, м. Одеса, Україна
e-mail: 7871996@gmail.com
ORCID: 0000-0001-9853-5051

Кушак Д. І., студентка 4 курсу факультету міжнародної економіки, Одеський національний економічний університет, м. Одеса, Україна
e-mail: dasha.kushak@gmail.com
ORCID: 0009-0000-7587-0535

Анотація. Метою статті є аналіз маркетингового середовища та поведінки споживачів на ринку нерухомості України, зокрема в Одесі, в умовах економічних, соціальних та воєнних трансформацій. Дослідження базується на використанні аналітичного методу для оцінки динаміки цін на первинному і вторинному ринках, а також впливу зовнішніх факторів, таких як військові дії, пандемія COVID-19 та енергетичні кризи. Застосовано порівняльний підхід для визначення регіональних особливостей формування цін і поведінки споживачів. Використано методи структурно-логічного аналізу, порівняння та узагальнення результатів дослідження. Методологічною та інформаційною основою роботи є наукові праці, матеріали періодичних видань, ресурси Internet. Результати дослідження свідчать про адаптацію ринку нерухомості до кризових умов: первинний ринок демонструє стабільність цін, тоді як вторинний відображає більшу динамічність. Основними факторами, що впливають на попит, стали безпека життя, його автономність, розвинена інфраструктура.

та участь у державних програмах, таких як «ЄОселя» та «Відновлення». Висвітлено роль цифрових каналів у маркетингових стратегіях забудовників, зокрема використання соціальних мереж та аналітичних платформ для залучення клієнтів. Стаття пропонує комплексний аналіз адаптації ринку нерухомості України до кризових умов, зокрема під впливом воєнних дій, пандемії COVID-19 та енергетичних криз. Визначено ключові фактори, що формують попит, такі як безпека житла, автономність, інфраструктура та державні програми. Новизна дослідження полягає в оцінці впливу цифрових маркетингових стратегій та регіональних особливостей формування цін на первинному і вторинному ринках. Практична значимість статті полягає в рекомендаціях щодо адаптації маркетингових стратегій забудовників до нових умов ринку, зокрема через акцент на безпеці, доступності та цифровізації процесів. Дослідження також підкреслює важливість інтеграції державних програм у стратегії продажів, що сприяє стимулюванню попиту та збільшенню обсягів продажів. Представлений аналіз стане корисним для забудовників, маркетологів та державних органів, які працюють над відновленням і розвитком ринку нерухомості.

Ключові слова: маркетингове середовище, поведінка споживачів, ринок нерухомості

JEL Classification: M310; R310; D120; H810

Problem Statement. The real estate market in Ukraine is one of the key segments of the national economy, undergoing significant transformations under the influence of both external and internal factors. The analysis is particularly relevant in the context of changes in consumer behavior caused by global and local challenges.

The full-scale military actions have had a major impact on demand structure, migration processes, housing affordability and the purchasing power of the population. The displacement of a large number of citizens from affected regions to safer areas has altered the geography of real estate demand.

The COVID-19 pandemic has transformed approaches to housing selection, leading to increased demand for private houses, larger apartments, and homes with comfortable conditions for remote work [1, pp. 38–43].

There has been active use of online tools in the process of selecting and purchasing real estate. The development of virtual tour technologies, online consultations, and electronic transactions has changed the marketing strategies of developers and agencies [2, pp. 346–355; 3, pp. 81–93; 4, pp. 423–431; 11, pp. 27–33].

In 2024, the real estate market demonstrated unique dynamics, influenced by migration, energy crises and government support programs.

The interest of Ukrainians in purchasing housing in recent years has correlated with the current situation on the front lines and the state of the energy sector. For example, during the mass power outages in the spring and summer of 2024, interest in buying apartments significantly declined. However, after the stabilization of energy supply, demand for housing returned to previous levels much faster than in similar situations in 2022–2023. This indicates that the demand for real estate is showing attempts to regain resilience even in crisis conditions.

The state program "YeOselya", which initially focused on the secondary market, began shifting towards new housing by the end of 2024. Under this program, most borrowers can now purchase apartments up to three years old, significantly increasing the attractiveness of newly built housing.

The war has also affected the structure of demand: the relocation of citizens from affected regions to safer areas, particularly Odesa, has significantly changed the geography of housing inquiries. Demand for housing in secure areas with well-developed infrastructure has grown substantially. This reflects changes in consumer behavior, as buyers now prioritize homes with autonomous energy supply systems and proximity to shelters.

The real estate market is also undergoing transformations under the influence of developers' marketing strategies. In particular, the role of digital communication channels, such as social media and virtual tours led by sales managers, has increased. These tools allow effective interaction with consumers even during periods of restrictions. Marketing has become more customer-focused, emphasizing safety, comfort, and the long-term stability of housing.

Analysis of recent research and publications. The problems of the marketing environment and consumer behavior in the Ukrainian real estate market have been analyzed mainly by domestic researchers.

Biletskyi I. V., in his work "Factors Influencing the Development of the Construction Sector of the Economy and the Real Estate Market of Ukraine" [1, p 38–43], examines the factors affecting the development of the construction sector and the real estate market in Ukraine. The author analyzes both external and internal factors that shape the dynamics of residential construction, investment flows, and the overall situation in the real estate market. He concludes that the Ukrainian real estate market operates under the influence of a multifactorial environment, which includes economic

indicators as well as social, demographic, and political aspects. Considering these factors is crucial for making effective managerial decisions in the field of residential construction.

The article by Burlaka L.F., "Analysis of the Functioning and Development Trends of the Residential Real Estate Market in Ukraine" [5, p. 35–40], is dedicated to analyzing the functioning and development trends of Ukraine's residential real estate market. The study examines the market's impact on the economy, its integration into the financial and industrial sectors. The author identifies a trend of increasing housing supply driven by financial incentives for developers and analyzes changes in demand structure. The article also addresses the issue of mortgage lending and the role of the state in market regulation.

Yelfimov O.O., in his work "Formation of the Residential Real Estate Market and Its State Regulation in Ukraine in Pre-War and War Periods" [6, p. 111–114], examines the formation of Ukraine's residential real estate market and its state regulation during pre-war and wartime periods. The study explores the rise in housing prices before 2022, the war's impact on demand reduction, the destruction of the housing stock, and the increase in rental costs. The author also discusses issues related to mortgage lending, economic factors affecting the market, and the prospects for housing reconstruction after the war.

Ivanchenko A.M., in the article "Analysis of the Activities of Construction Enterprises in the Ukrainian Real Estate Market" [7, p. 65–73], analyzes the operations of construction enterprises in Ukraine's residential and commercial real estate markets. The author examines key influencing factors, including investors, developers, and general market trends. Special attention is given to the shortcomings of the current regulatory framework governing the construction sector. The study explores the main drivers and barriers to implementing construction projects under modern conditions.

Authors Ilchuk O. and Myskyv H., in their work "Trends in Consumer Behavior Changes During Economic Crises in Ukraine and European Countries" [8], investigate shifts in consumer behavior in Ukraine and Europe during crises such as the COVID-19 pandemic and the war in Ukraine. The study analyzes the impact of these crises on purchasing habits, the transition to online commerce, reduced spending on luxury goods, and the rise of patriotic consumption. The response of markets in Germany and Switzerland to economic challenges caused by the war is also examined.

Kobzan S., Pomortseva O., Sterndok E., and Zatkhei V., in their studies "Analysis of the Situation in the Ukrainian Real Estate Market During Martial Law" [9, pp. 696–704; 13, p. 498–507], explore factors affecting supply and demand, including military actions, economic instability, investment trends, and migration processes. The authors propose a forecast for market recovery: initially through the secondary housing market and commercial rentals, followed by investments in the primary market and industrial facilities.

The work by Krasnevych O., Pavlov K., and Yushchak A., "Theoretical Aspects of Studying the Ukrainian Residential Real Estate Market During a Wartime Economy" [10], is dedicated to analyzing the residential real estate market in Ukraine under wartime economic conditions. The authors examine the market structure, define its main submarkets (user market, financial assets market, development activities, and land market), and analyze key factors influencing investment decisions. Special attention is given to the role of state regulation and the prospects for market development after the war.

Poliakh S.S., in the article "Features of Consumer Behavior Changes in the Market Under Modern Conditions" [12, p. 69–76], analyzes shifts in consumer behavior in Ukraine under the influence of the COVID-19 pandemic and Russia's military aggression. The study examines factors determining purchasing decisions, such as economic instability, rising prices, security concerns, and brand trust. The author proposes the MAPPS model, which considers barriers, triggers, and drivers of consumer behavior changes under force majeure conditions.

Researchers Fisunen P.A. and Kuzmin V.V., in their works "Critical Analysis of the Marketing Communications Management System in the Real Estate Market in the Context of the Full-Scale War in Ukraine" [14] and "A Comprehensive Approach to Managing Marketing Communications in the Real Estate Market: Situation Analysis and Search for Prospects" [15], conduct an in-depth analysis of marketing communications management in the real estate market, considering wartime challenges. The studies explore issues of company competitiveness and the need to adapt communication strategies. The authors propose a model for effective marketing management that integrates communication potential, auditing, and strategic decision-making to support market development.

Despite the detailed study of Ukraine's real estate market as a whole, certain aspects, particularly regional characteristics, remain underexplored. One such region is Odesa, where the impact

of martial law, migration processes, and economic instability create a unique environment for analyzing the primary and secondary housing markets.

The identification of previously unresolved aspects of the broader issue. Thus, the real estate market in Ukraine, particularly in Odesa, has not been sufficiently studied in the literature since the beginning of the military actions to the present day, making it crucial for understanding overall trends and prospects. Comparing the primary and secondary markets allows for assessment of their dynamics, the identification of key influencing factors, and a deeper understanding of how these changes shape consumer behavior.

Research Objective. The aim of this article is to analyze marketing environment and consumer behavior in the Ukrainian real estate market, particularly in Odesa, amid economic, social and wartime transformations. The study is based on the analytical method to assess price dynamics in the primary and secondary markets, as well as the impact of external factors such as military actions, COVID-19 pandemic, and energy crises.

Main Material. The real estate market in Odesa exhibits interesting trends in price dynamics of the primary and secondary markets during the period from May 2023 to December 2024. Analyzing these changes helps assess how economic and social factors influence the cost per square meter of housing in the city.

The graph shows that prices in the primary market remain relatively stable throughout the specified period, with minor fluctuations, indicating developers' strategy to maintain price stability even in challenging conditions. Specifically, in May 2023, the average price per square meter of primary housing was \$950, and by December 2024, this figure fluctuated within a range of $\pm \$40$.

In contrast, the secondary market demonstrates greater dynamism. Price fluctuations are reflected more rapidly since supply in this market is more flexible, whereas the primary market is constrained by lengthy construction and investment processes. For example, in January 2024, the price rose to \$960, but by March, it had decreased to \$950.

Particular attention is drawn to the situation in February 2024, when the price of primary housing peaked at \$990 per square meter. This increase can be explained by heightened demand for new housing due to a decrease in military activity by the Russian Federation in the city, creating a greater sense of security among potential buyers. This stimulated interest in investing in new developments and boosted sales levels. At the same time, inflation should not be overlooked, as it also contributed to rising costs of construction materials and labor, further driving up primary housing prices.

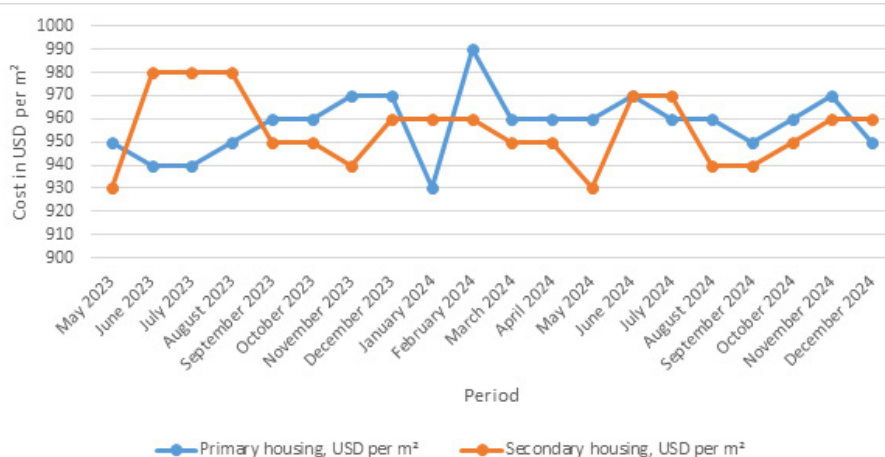


Figure. 1. Comparison of Price Dynamics in the Primary and Secondary Markets of Odesa

Source: Compiled by the authors based on data from the Ukrainian National Real Estate Portal LUN [17–18].

A comparative analysis shows that both market segments are gradually adapting to crisis conditions, indicating the beginning of a market balance recovery in Odesa's real estate sector.

The price differences between the primary and secondary real estate markets in Odesa exhibit distinct regional characteristics. Data analysis for 2024 provides insight into how economic, social, and infrastructural factors influence housing prices across different districts of the city.

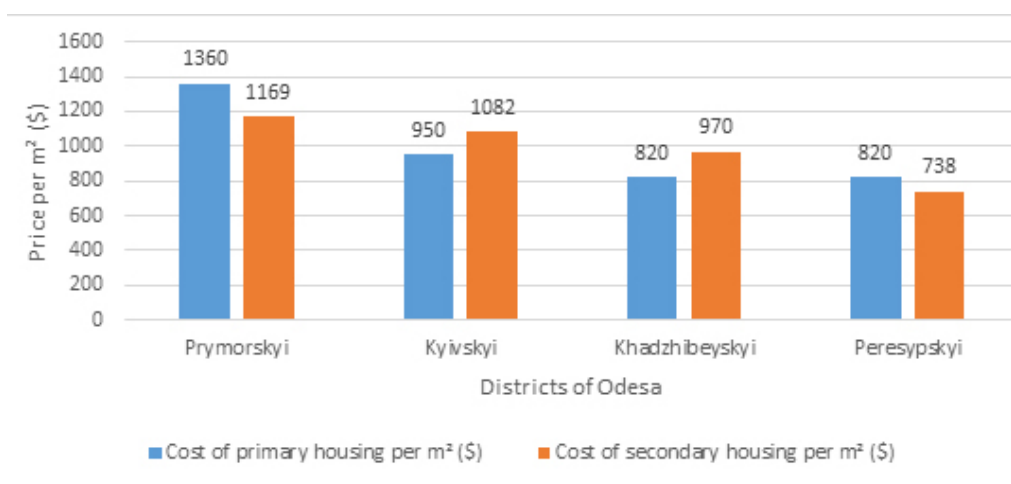


Figure. 2. Comparison of Prices in the Primary and Secondary Markets by Districts of Odesa (in \$/m², 2024)

Source: Compiled by the authors based on data from the Ukrainian national real estate portals DOM.RIA and LUN [16–18].

The graph shows that the highest prices in both the primary and secondary markets are observed in the Prymorskyi district. This is due to the high demand for housing in the area, driven by well-developed infrastructure, proximity to the city center, and the seaside. The average price per square meter in the primary market here is \$1,360, significantly exceeding prices in other parts of the city.

Kyivskyi district ranks second in terms of real estate prices. The average price in the primary market is \$950 per square meter, while in the secondary market, it reaches \$1,082. The price difference can be explained by the limited number of new developments and the popularity of secondary housing among local residents.

Khadzhibeyskyi and Peresyp districts offer the most affordable housing prices. The price per square meter in the primary market in these districts is \$820, while in the secondary market, it stands at \$970. This is largely due to their geographical location, which is often less convenient for residents seeking quick access to the city center.

Regional pricing trends clearly indicate that housing costs depend on infrastructure availability, proximity to the city center, and district popularity among investors. Prymorskyi district remains the most prestigious and expensive location, while more affordable prices in Peresyp and Khadzhibeyskyi districts attract buyers with mid-range incomes. This analysis highlights the importance of strategic planning for developers aiming to meet demand across different market segments.

According to LUN, a leading real estate analytics portal in Ukraine, as of early 2025, there are 80 new developments available for sale in Odesa. Of these, 46 offer installment plans from developers, 10 are accredited under the "YeOselya" program, and 1 is available through bank financing.

State programs, such as "YeOselya", play a significant role in stimulating demand in the primary housing market. In 2025, the share of transactions using preferential loans for purchasing property rights to housing under construction is expected to increase to 20-40 %, compared to 8-9 % in 2024. This growth is driven by changes in the program's conditions, including the accreditation of new developers, increased funding, and restrictions on the age of eligible housing.

The "YeVidnovlennia" program complements "YeOselya" by allowing victims of Russian military aggression to use housing certificates for purchasing new homes. In 2025, the program has been allocated 3 billion UAH, part of which will be directed to the primary market. These funds can also be used to cover the down payment under the "YeOselya" program.

The government's comprehensive approach to stimulating the primary real estate market through preferential loan programs and installment plans creates favorable conditions for revitalizing the construction sector. In 2025, state support is expected to ensure stable demand for new developments, driving sales and investments in housing under construction.

Developers are compelled to adapt their marketing communication strategies to new realities, taking into account shifting consumer priorities and evolving market conditions.

Purchasing real estate is an example of deferred demand, as consumers often postpone housing decisions for various reasons. Each year, the decision-making process becomes longer, influenced by growing financial risks, market instability and shifting consumer priorities. Under such conditions, developers and sales managers must put in more effort, implement effective marketing strategies and apply a personalized approach to retain customers and convince them in the benefits of purchasing property.

One of the key trends is the emphasis on housing security and well-developed infrastructure. In advertising campaigns, developers highlight features such as autonomous heating systems, energy supply solutions, and shelters. This approach aligns with modern consumer expectations and effectively addresses their primary concerns.

Another significant aspect is the use of digital channels for property promotion. Developers actively utilize social media, real estate analytics platforms like LUN, Google Ads, and other digital marketing tools.

Special attention is also given to state support programs, such as "YeOselya" and "YeVidnovlennia". Developers integrate these programs into their marketing strategies, emphasizing the benefits of participation. For instance, potential buyers are provided with detailed instructions on obtaining preferential loans or housing certificates, making homeownership more accessible for low-income groups.

The focus on affordability plays a crucial role in marketing campaigns. Developers offer favorable installment plans, minimal down payments, and transparent agreements, helping consumers overcome financial barriers to homeownership. This approach not only enhances trust in developers but also boosts sales volumes, even during economically challenging times.

Conclusion. The real estate market in Ukraine, particularly in Odesa, continues to adapt to crisis conditions caused by military actions, economic instability and changes in consumer priorities. The study confirmed that the primary market demonstrates relative price stability due to developers' strategies to maintain housing costs at a fixed level, whereas the secondary market is more dynamic and responsive to fluctuations in demand.

The key factors influencing home-buying decisions include housing security, autonomy, infrastructure availability and participation in state support programs.

One of the main drivers stimulating the primary real estate market is government initiatives, such as the "YeOselya" and "YeVidnovlennia" programs. The study confirmed that these programs play a significant role in boosting demand, providing opportunities to purchase newly built housing under favorable conditions. It is expected that the share of transactions involving state financing could increase to 40% in 2025, creating additional incentives for developers to expand their offerings in the primary market.

Developers' marketing strategies have undergone significant transformations, particularly due to the digitalization of the housing sales process. Virtual tours, active use of social media, online consultations, and analytical platforms have become the main tools for customer interaction. Developers are focusing on housing security, the availability of alternative energy sources, and property accessibility, all of which have a significant impact on consumer purchasing decisions. The use of digital channels enables companies to respond more effectively to shifts in demand and enhance the customer experience.

The analysis of Odesa's regional real estate market revealed significant price differences depending on the district. Prymorskyi district recorded the highest prices, driven by its well-developed infrastructure, proximity to the city center, and high investor demand. Kyivskyi district ranks second in terms of housing costs, while the most affordable options are found in Khadzhibeyskyi and Peresyp districts. This underscores the importance of geographical factors in property pricing and the need to consider these aspects when developing sales strategies.

The study showed that the real estate market of Ukraine, despite the crisis conditions, retains the potential for growth due to the flexibility of developers, state support and adaptation to changes in consumer behavior. The most promising areas of development remain investments in new buildings with improved living conditions, expansion of state support programs and further digitalization of the process of buying and selling real estate.

Given the challenges facing the market, further research is needed to explore mechanisms for stimulating demand, adapting marketing strategies to new realities and improving state initiatives to support the real estate sector.

This will contribute to the formation of a more stable market, fostering investment opportunities and promoting the development of the construction industry in Ukraine.

Список літератури

1. Білецький І. В. Фактори впливу на розвиток будівельного сектору економіки та ринку нерухомості України. Вісник Одеського національного університету. 2022. № 3(93). С. 38–43. URL: http://www.visnyk-onu.od.ua/journal/2022_27_3/9.pdf (дата звернення: 01.02.2025).
2. Бондаренко О. М., Стрій Л. О. Вплив сучасних digital-комунікацій на поведінку споживача. Бізнес Інформ. 2024. № 2. С. 346–355. DOI: 10.32983/2222-4459-2024-2-346-355 (дата звернення: 01.02.2025).
3. Бондаренко О. М., Стрій Л. О. Основні підходи до створення сайтів у контексті digital-комунікації та взаємодії зі споживачами. Науковий вісник Одеського національного економічного університету. 2024. № 9(322). С. 81–93. DOI: 10.32680/2409-9260-2024-9-322-81-92 (дата звернення: 01.02.2025).
4. Бондаренко О. М., Тарасенко І. В., Яворська О. М. Роль digital-комунікацій в залученні споживачів освітніх послуг. Бізнес Інформ. 2024. № 6. С. 423–431. DOI: 10.32983/2222-4459-2024-6-751-751 (дата звернення: 02.02.2025).
5. Бурлака Л. Ф. Аналіз функціонування та тенденцій розвитку ринку житлової нерухомості України. Приазовський економічний вісник. 2019. № 6(17). С. 35–40. DOI: 10.32840/2522-4263/2019-6-7 (дата звернення: 02.02.2025).
6. Єлфімов О. О. Формування ринку житлової нерухомості та його державне регулювання в Україні у довоєнний та воєнний періоди. Сучасні вектори відновлення та розвитку України на засадах сталості та безпеки: збірник матеріалів міжнародної науково-практичної конференції (м. Київ, 21 листопада 2023 року). 2023. DOI: 10.54929/conf_21_11_2023-07-08 (дата звернення: 01.02.2025).
7. Іванченко А. М. Аналіз діяльності будівельних підприємств на ринку нерухомості України. Вісник Національного університету водного господарства та інженерії навколишнього середовища. 2021. № 1(93). С. 65. DOI: 10.31713/ve120217 (дата звернення: 03.02.2025).
8. Ільчук О., Миськів Г. Тенденції зміни поведінки споживачів під час кризових явищ в економіці України та країн Європи. Економіка та суспільство. 2023. № 49. DOI: 10.32782/2524-0072/2023-49-2 (дата звернення: 03.02.2025).
9. Кобзан С., Поморцева О., Штерндок Е. Аналіз ситуації на ринку нерухомості України під час військового стану. Тенденції та перспективи. Науковий збірник «InterConf+». 2023. № 32(151). С. 696–704. DOI: 10.51582/interconf.19-20.04.2023.074 (дата звернення: 03.02.2025).
10. Красневич О., Павлов К., Ющак А. Теоретичні аспекти дослідження ринку житлової нерухомості України під час воєнної економіки. Економіка та суспільство. 2023. № 48. DOI: 10.32782/2524-0072/2023-48-34 (дата звернення: 05.02.2025).
11. Стрій Л. О., Чукурна О. П., Бондаренко О. М. Віртуальний маркетинг в комунікаціях. Електронний науково-практичний журнал «Інфраструктура ринку». 2023. № 70. С. 27–33. DOI: 10.32782/infrastructure70-5. URL: http://www.market-infr.od.ua/journals/2023/70_2023/7.pdf (дата звернення: 05.02.2025).
12. Полях С. С. Особливості зміни поведінки споживачів на ринку в сучасних умовах. Інвестиції: практика та досвід. 2022. № 1(9–10). С. 69–76. DOI: 10.32702/2306-6814.2022.9-10.69 (дата звернення: 05.02.2025).
13. Поморцева О., Кобзан С., Штерндок Е., Затхей В. Аналіз ситуації на ринку нерухомості України під час військового стану. Тенденції та перспективи. InterConf. 2023. № 30(143). С. 498–507. DOI: 10.51582/interconf.19-20.02.2023.052 (дата звернення: 06.02.2025).
14. Фісуненко П. А., Кузьмін В. В. Критичний аналіз системи управління маркетинговими комунікаціями на ринку нерухомості в контексті повномасштабного воєнного вторгнення на територію України. Проблеми сучасних трансформацій. Серія: Економіка та управління. 2024. № 13. DOI: 10.54929/2786-5738-2024-13-03-01 (дата звернення: 06.02.2025).
15. Фісуненко П., Кузьмін В. Комплексний підхід до управління маркетинговими комунікаціями на ринку нерухомості: аналіз ситуації та пошук перспектив. Економіка та суспільство. 2024. № 62. DOI: 10.32782/2524-0072/2024-62-85 (дата звернення: 01.02.2025).
16. RIA.com. Перевірена нерухомість на мапі. 2025. URL: <https://dom.ria.com/uk/prodazha-kvartir/odessa/ceny/> (дата звернення: 02.02.2025).
17. ЛУН Статистика. Статистика первинки, вторинки та оренди в Одесі. URL: <https://lun.ua/misto/stat/odesa> (дата звернення: 03.02.2025).

18. ЛУН Місто. «Оселя та «Відновлення: чим ці програми допоможуть первинці у 2025 році? URL: <https://lun.ua/misto/yeoselya-ta-yevidnovlennya-2025?srsitid=AfmBOoqqLsCJ7JCbt64Tx9CVTWwB2QMGIqyoSQ4PGr79VeyMq4l2FnEU> (дата звернення: 03.02.2025).

References

1. Biletskyi, I. V. (2022). Factors influencing the development of the construction sector and the real estate market in Ukraine. *Visnyk Odeskoho Natsionalnoho Universytetu*, 3(93), 38–43. Retrieved from http://www.visnyk-onu.od.ua/journal/2022_27_3/9.pdf (accessed 01 February 2025). [In Ukrainian].
2. Bondarenko, O. M., & Strii, L. O. (2024). The impact of modern digital communications on consumer behavior. *Business Inform*, 2, 346–355. <https://doi.org/10.32983/2222-4459-2024-2-346-355> (accessed 01 February 2025). [In Ukrainian].
3. Bondarenko, O. M., & Strii, L. O. (2024). Key approaches to website development in the context of digital communication and interaction with consumers. *Naukovyj visnyk Odes'koho natsional'noho ekonomichnoho universytetu*, 9(322), 81–93. <https://doi.org/10.32680/2409-9260-2024-9-322-81-92> (accessed 01 February 2025). [In Ukrainian].
4. Bondarenko, O. M., Tarasenko, I. V., & Yavorska, O. M. (2024). The role of digital communications in attracting consumers of educational services. *Business Inform*, 6, 423–431. <https://doi.org/10.32983/2222-4459-2024-6-751-751> (accessed 02 February 2025). [In Ukrainian].
5. Burlaka, L. F. (2019). Analysis of the functioning and trends in the development of the housing real estate market in Ukraine. *Pryazovs'kyj ekonomichnyj visnyk*, 6(17), 35–40. <https://doi.org/10.32840/2522-4263/2019-6-7> (accessed 02 February 2025). [In Ukrainian].
6. Yelfimov, O. O. (2023). Formation of the housing real estate market and its state regulation in Ukraine in pre-war and war periods. *Modern Vectors of Recovery and Development of Ukraine on the Principles of Sustainability and Security: Proceedings of the International Scientific and Practical Conference (Kyiv, November 21, 2023)*. https://doi.org/10.54929/conf_21_11_2023-07-08 (accessed 01 February 2025). [In Ukrainian].
7. Ivanchenko, A. M. (2021). Analysis of the activities of construction enterprises in the real estate market of Ukraine. *Visnyk of the National University of Water Management and Environmental Engineering*, 1(93), 65. <https://doi.org/10.31713/ve120217> (accessed 03 February 2025). [In Ukrainian].
8. Ilchuk, O., & Myskyv, H. (2023). Trends in consumer behavior changes during economic crises in Ukraine and European countries. *Economy and Society*, 49. <https://doi.org/10.32782/2524-0072/2023-49-2> (accessed 03 February 2025). [In Ukrainian].
9. Kobzan, S., Pomortseva, O., & Shterndok, E. (2023). Analysis of the real estate market situation in Ukraine during martial law. *Trends and Prospects. Scientific Collection “InterConf+”*, 32(151), 696–704. <https://doi.org/10.51582/interconf.19-20.04.2023.074> (accessed 03 February 2025). [In Ukrainian].
10. Krasnevych, O., Pavlov, K., & Yushchak, A. (2023). Theoretical aspects of research on the housing real estate market of Ukraine in a wartime economy. *Economy and Society*, 48. <https://doi.org/10.32782/2524-0072/2023-48-34> (accessed 05 February 2025). [In Ukrainian].
11. Strii, L. O., Chukurna, O. P., & Bondarenko, O. M. (2023). Virtual marketing in communications. *Electronic Scientific and Practical Journal “Market Infrastructure”*, 70, 27–33. <https://doi.org/10.32782/infrastructure70-5>. Retrieved from http://www.market-infr.od.ua/journals/2023/70_2023/7.pdf (accessed 05 February 2025). [In Ukrainian].
12. Poliakh, S. S. (2022). Features of changes in consumer behavior in the modern market. *Investytsiyi: praktyka ta dosvid*, 1(9–10), 69–76. <https://doi.org/10.32702/2306-6814.2022.9-10.69> (accessed 05 February 2025). [In Ukrainian].
13. Pomortseva, O., Kobzan, S., Shterndok, E., & Zatkhei, V. (2023). Analysis of the real estate market situation in Ukraine during martial law. *Trends and Prospects. InterConf*, 30(143), 498–507. <https://doi.org/10.51582/interconf.19-20.02.2023.052> (accessed 06 February 2025). [In Ukrainian].
14. Fisuneko, P. A., & Kuzmin, V. V. (2024). A critical analysis of the marketing communication management system in the real estate market in the context of a full-scale war in Ukraine. *Problems of Modern Transformations. Series: Economics and Management*, 13. <https://doi.org/10.54929/2786-5738-2024-13-03-01> (accessed 06 February 2025). [In Ukrainian].
15. Fisuneko, P., & Kuzmin, V. (2024). A comprehensive approach to managing marketing communications in the real estate market: situation analysis and search for prospects. *Economy*

and Society, 62. <https://doi.org/10.32782/2524-0072/2024-62-85> (accessed 01 February 2025). [In Ukrainian].

16. RIA.com. (2025). Verified real estate on the map. Retrieved from <https://dom.ria.com/uk/prodazha-kvartir/odessa/ceny/> (accessed 02 February 2025). [In Ukrainian].

17. LUN Statistics. (2025). Primary, secondary, and rental market statistics in Odesa. Retrieved from <https://lun.ua/misto/stat/odesa> (accessed 03 February 2025). [In Ukrainian].

18. LUN City. (2025). "YeOselya" and "YeVidnovlennia": How will these programs help the primary market in 2025? Retrieved from <https://lun.ua/misto/yeoselya-ta-yevidnovlennya-2025> (accessed 03 February 2025). [In Ukrainian].

Стаття надійшла до редакції 12.02.2025

Прийнята до публікації 26.02.2025