



Marketing

UDC 658.8:004.9

DOI <https://doi.org/10.5281/zenodo.17953785>

**Building trust in luxury brands through behavioral analytics of customer
experience**

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Accepted: 03.12.2025 | Published: 16.12.2025

Abstract. In today's increasingly competitive luxury brand market, the issue of trust as a key intangible asset that determines the strength and duration of the relationship between the brand and the consumer is particularly relevant. The formation of trust in a luxury brand is associated not only with the quality of the product, but primarily with the integrity of the customer experience, which combines emotional, symbolic and service components of interaction. That is why the study of behavioral analytics mechanisms is becoming an essential prerequisite for sound management of the reputational capital of luxury brands. The **purpose of the article** is to theoretically substantiate and conceptually highlight the mechanisms underlying trust formation in luxury brands through behavioral analytics of customer experience. The article analyzes modern approaches to interpreting consumer behavior models and identifies structural elements of customer experience that play a key role in strengthening brand trust. The **research methods** include a systematic and comparative analysis of scientific sources, content analysis of analytical tools



for studying consumer behavior, generalization of empirical observations of client practices, and logical-structural modeling of relationships between various factors. The **research results** reveal the multilevel nature of trust, which is shaped by the integration of data on digital activity, offline interactions, emotional reactions, and the stability of service standards. The structure of the behavioral drivers of trust in luxury brands is established, including emotional, perceptual, and service factors of interaction. The mechanisms of trust formation are identified, which are manifested through service stability, symbolic rituals, personalization, and consistent brand communication. A conceptual model of behavioral analytics is formed, which describes the transition from collecting behavioral data to making management decisions. The causal relationships between analytical observations of customer experience and corresponding strategic actions aimed at strengthening trust are outlined. The **conclusions** emphasize that the use of behavioral analytics provides a more accurate interpretation of consumer motives and contributes to the formation of sustainable mechanisms of personalization and service compliance – key determinants of trust. The need for further development of analytical tools to predict long-term loyalty patterns in the luxury brand field is emphasized.

Keywords: consumer loyalty, service personalization, consumer motivation, trust factors, brand emotional resonance.

**Побудова довіри до бренду розкоші через поведінкову аналітику
клієнтського досвіду**

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Анотація. У сучасних умовах зростання конкуренції на ринку брендів розкоші особливої актуальності набуває питання довіри як ключового нематеріального активу, що визначає силу та тривалість взаємин між брендом і споживачем. Формування довіри до бренду розкоші пов'язується не лише з якістю продукту, а передусім з цілісністю клієнтського досвіду, який поєднує емоційні, символічні та сервісні компоненти взаємодії. Саме тому дослідження механізмів поведінкової аналітики стає важливою передумовою для обґрунтованого управління репутаційним капіталом брендів розкоші.

Мета статті полягає у теоретичному обґрунтуванні та концептуальному висвітленні механізмів формування довіри до брендів розкоші на основі поведінкової аналітики клієнтського досвіду. У статті проаналізовано сучасні підходи до інтерпретації моделей поведінки споживачів та визначено структурні елементи клієнтського досвіду, що відіграють ключову роль у зміцненні довіри до бренду. **Методи дослідження** охоплюють системний і порівняльний аналіз наукових джерел, контент-аналіз аналітичних інструментів дослідження поведінки споживачів, узагальнення емпіричних спостережень клієнтських практик та логіко-структурне моделювання взаємозв'язків між різними чинниками. **Результати** дослідження розкривають багаторівневу природу довіри, що формується через інтеграцію даних про цифрову активність, офлайн-взаємодію, емоційні реакції та стабільність сервісних стандартів. Встановлено структуру поведінкових драйверів довіри до брендів розкоші, до яких належать емоційні, перцептивні та сервісні чинники взаємодії. Виявлено механізми формування довіри, що проявляються через стабільність сервісу, символічні ритуали, персоналізацію та послідовну комунікацію бренду. Сформовано концептуальну модель поведінкової аналітики, яка описує перехід від збирання поведінкових даних до ухвалення управлінських рішень. Окреслено причинно-наслідкові зв'язки між аналітичними спостереженнями клієнтського досвіду та відповідними стратегічними діями, спрямованими на зміцнення довіри. **У висновках**



підкреслюється, що застосування поведінкової аналітики забезпечує більш точну інтерпретацію мотивів споживачів і сприяє формуванню стійких механізмів персоналізації та сервісної відповідності – ключових детермінант довіри. Акцентовано на необхідності подальшого розвитку аналітичних інструментів, орієнтованих на прогнозування довгострокових моделей лояльності у сфері брендів розкоші.

Ключові слова: лояльність споживачів, персоналізація сервісу, мотивація споживачів, чинники довіри, емоційний резонанс бренду.

Problem statement. Building trust in luxury brands is becoming particularly important amid intensifying competition, greater consumer awareness, and changing consumer behavior driven by digital technologies. Traditional approaches to brand management in the luxury segment no longer provide sufficient engagement, as they do not account for customers' deep motivations and behavioral patterns. There is a need for a comprehensive study of how behavioral analytics can serve as a tool for building trust between a customer and a brand.

The problem lies in the lack of clear models that systematically link data on emotions, digital activity, service reactions, and perceptions of brand value into a single, holistic evaluation system that serves as the basis for marketing decisions. The connection to scientific and practical tasks lies in the need to create a toolkit that explains the structure of consumer behavior in the luxury segment and increases trust through personalized interaction mechanisms. Thus, the study aims to address a crucial practical challenge: ensuring the sustainability of luxury brands in a dynamic market and amid heightened expectations for service excellence.

Analysis of recent research and publications. The review of scientific sources allows us to outline the interdisciplinary structure of the issue of building trust in luxury brands in the context of behavioral analytics of customer experience and to determine the logic of the transition from theoretical constructs to practical tools of analytics and management decisions. Thus, O. Kolomytseva, A. Boyko,



O. Vasylchenko [1] in their work lay the methodological foundation for understanding customer experience as a key resource for building loyalty; the authors systematize approaches to measuring Customer Experience (CX) and emphasize the importance of integrating qualitative indicators of emotional perception with quantitative metrics of behavior, which creates the necessary theoretical framework for further analysis in our study. Continuing the theme of behavioral determinants, V. Lazebnyk [2] focuses on the role of consumer behavior in merchandising technologies, demonstrating how operational decisions at the point of sale shape short- and long-term choice patterns that directly influence trust formation in the premium segment.

The study by V. I. Misiukevych, N. V. Trushkina, and Yu. O. Shkryhun [3] develops the idea of prioritizing customer experience management in retail enterprises, emphasizing the need for a systemic approach to the design of service scenarios - this directly resonates with our goal of identifying behavioral drivers of trust, since the authors emphasize the relationship between service consistency and the emotional stability of the consumer. At the same time, Ya. Salo, K. Tarasova, H. Novak [4] consider the problem of trust formation in conditions of social transformations, noting that in conditions of instability, the importance of trust as a factor of choice increases and becomes more context-dependent, which justifies the need to take external factors into account in modeling behavioral indicators.

In his work, Y. Tytarenko [5] offers an innovative perspective on consumers' neuropsychological responses to content format, opening the prospect of using neuromarketing data to interpret the digital behavior of the luxury audience. In their study of customer experience in luxury services, scholars A. Brandão, S. Dias Fernandes, and P. Rodrigues [6] provide empirical evidence on the behavioral consequences of quality CX, laying the foundation for causal relationships between insights and management strategies. Similarly, Y. Lin and Y. Choe [7] demonstrate the connection between customer experience, «brand



love», and brand-supporting behavior using the example of luxury hotels; the results of this work reinforce the idea of emotional resonance as a catalyst for trust.

R. Husain, J. Paul and B. Koles [8] in their article consider the roles of brand experience, brand resonance and brand trust in luxury product consumption, which helps to clarify the components of trust models and their measurement manifestations. In their article, D. Creevey, J. Coughlan and C. O'Connor [9] offer a systematic review of research on the interaction of the luxury market and social networks, emphasizing the transformation of communication channels and the importance of digital strategies – this argues for the need to include digital behavioral data in the overall analytical model. Y. Hasenko [10] considers the use of Material Requirements Planning systems (MRP-systems) to improve the efficiency of inventory management in Fast-Moving Consumer Goods companies (FMCG-companies), which, although it concerns the operational level, helps understand how back-office processes affect the predictability of service – a factor significant for trust. In turn, Y. Tkachova [11] explores integrating neuromarketing into the strategy for building trust in the digital environment, providing methodological guidelines for collecting and interpreting psychophysiological data, which is essential for in-depth behavioral analytics. Researchers K. S. Kupriienko, M. O. Unhurian, and A. O. Kyryliuk [12] analyze the development of social networks as a leading channel for brand interaction, justifying the need for an omnichannel approach and for accurate tracking of digital touchpoints to build trust. K. Skliarenko [13] demonstrates the use of Big Data in logistics marketing to predict customer churn and to support dynamic pricing, which is directly related to the development of predictive tools for loyalty management in the luxury segment. Scientist A. O. Ilyina [14] provides arguments for the importance of investing in personnel to improve service quality and, accordingly, trust. V. Vovk, O. Cherkaskyi [15] analyze the effectiveness of marketing strategies in shaping the development potential of an enterprise, which allows us to interpret the strategic level of the influence of experience on brand positioning.



Researchers S. Horbachenko et al. [16] propose an approach to assessing the effectiveness of marketing strategies using business analytics tools. O. T. Semenda [17] investigates the transformation of marketing strategies and consumer behavior in wartime, emphasizing the role of external shocks in shaping consumer expectations and, therefore, in the dynamization of trust. In turn, T. O. Chernysh [18], in his work on content marketing, provides practical approaches to creating content strategies that transform behavioral experience into tools for enhancing emotional resonance and brand transparency.

Summarizing the results of the study of scientific sources, the formation of trust in luxury brands is a multidimensional process that integrates emotional, behavioral, and service factors of interaction with consumers. Studies by various authors consistently emphasize the growing importance of customer experience as a strategic resource of trust and the need to combine qualitative characteristics of emotional perception with quantitative indicators of behavior. The outlined approaches demonstrate a gradual transition from traditional models of consumer behavior to in-depth analytics that cover digital, offline, and psycho-emotional aspects of consumer interaction. Thus, the scientific review provides a conceptual basis for further modeling of the behavioral mechanisms underlying trust in the luxury brand management system.

Highlighting previously unresolved parts of the general problem. Despite the growing scientific interest in branding and consumer behavior, several critically important aspects of trust formation in luxury brands remain insufficiently conceptualized. Modern research shows fragmentation in the combination of emotional, behavioral, and digital indicators, which makes it challenging to build an integrated model for evaluating customer experience.

At the same time, the process of transforming behavioral observations into specific service solutions that strengthen trust and ensure sustainable interaction with the consumer remains poorly studied. A separate problem is the lack of scientifically based methodological approaches that allow us to determine which



behavioral factors serve as key triggers of trust in the premium segment. This situation is due to the heterogeneity of data sources, the complexity of their synchronization, and the limitations of models that tend to interpret consumer behavior linearly. Filling these gaps is a necessary condition for a deeper understanding of the mechanisms of the client's value identification with the brand and for the development of scientifically sound approaches to trust management.

Formulation of the article objectives (task statement). Given the outlined problematic aspects, the article aims to reveal the behavioral mechanisms that shape trust in luxury brands and to define conceptual approaches to structuring the customer experience as a tool for trust management.

1. To identify and systematize the behavioral drivers of trust in luxury brands, based on the structure of emotional, perceptual and service factors of customer experience.

2. To develop an algorithmic model of behavioral analytics of customer experience that integrates different types of data and allows for evaluating the factors that influence brand trust.

3. To establish cause-and-effect relationships between behavioral experience and management strategies of luxury brands, forming a scientifically based approach to increasing trust and sustainable loyalty.

Presentation of the primary research material. In the modern economy, where competition between luxury brands is growing not only in the product plane, but also in the sphere of emotional and value positioning, a deep understanding of consumer behavior is of key importance. It is what determines which marketing communications tools can not only generate interest in the brand but also build trust, which is of strategic importance for the luxury segment.

Under these conditions, traditional approaches to merchandising and customer touchpoint management are transformed into systems designed to fine-tune perceptions of brand value. Behavioral analytics allows not only to record consumer reactions to various stimuli, but also to reconstruct the logic of their expectations,



motivations, and hidden preferences. The integration of such knowledge into the marketing strategies of luxury brands provides the opportunity to create a personalized experience that resonates with the target audience and strengthens trust as the basis of sustainable brand-customer relationships [2].

A review of the scientific literature shows that the customer orientation category is multidisciplinary and not limited to a single approach or definition. Researchers interpret it as a strategic paradigm of the enterprise, a marketing concept, a set of interaction tools, or even the result of the customer experience.

In turn, in the luxury brand environment, customer orientation acquires special importance, as it is not only about satisfying functional needs but also about fostering a sense of uniqueness, emotional security, and special status. It is through such experience that trust is born – not as a quick reaction, but as a result of the brand’s consistent work on meeting customer expectations. Various scientific schools emphasize that the level of trust directly depends on how flexibly the organization builds relationships, creates personalized value, and ensures transparency in communication at all stages of customer interaction. Thus, customer orientation in the luxury sector can be interpreted as an integrated management approach that combines strategy, tools, communications, and experience assessment to strengthen trust in the brand [3, p. 97].

Therefore, in the modern conditions of the luxury market, customer trust is formed not only on product quality but primarily on emotional, behavioral, and perceptual factors in customer interaction with the brand. Behavioral economics studies show that consumers in the luxury segment make decisions guided by a complex system of motivations that combine the desire for aesthetics, stability, personal significance and emotional security. That is why the systematization of key behavioral drivers of trust is a necessary prerequisite for building a holistic model of customer experience analytics (fig. 1).

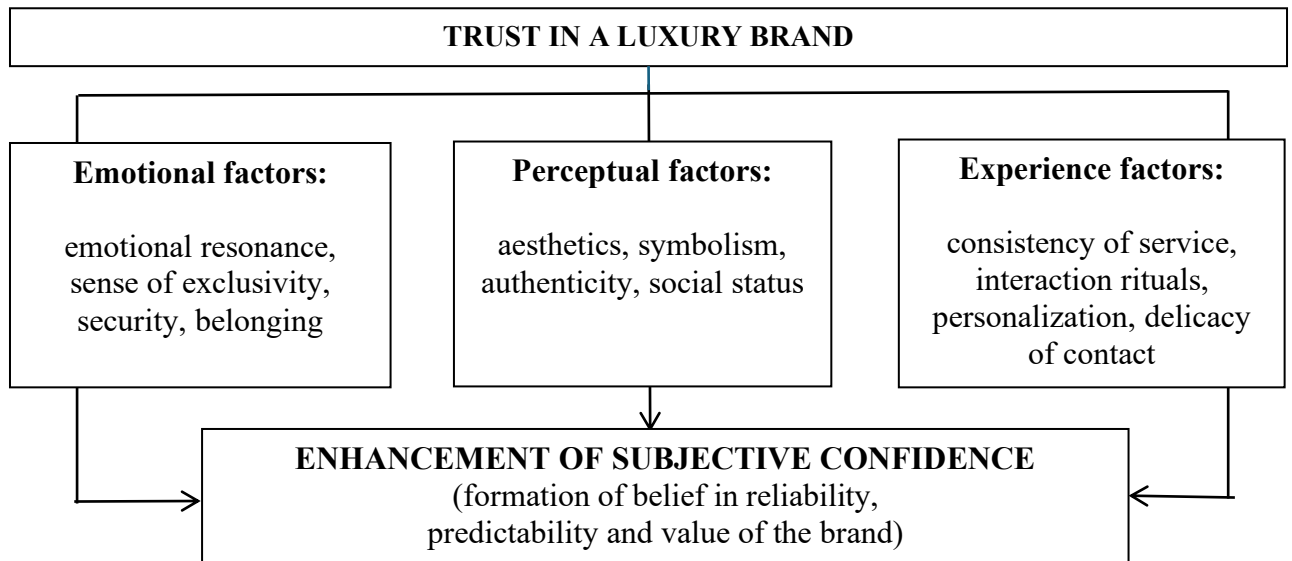


Fig. 1. Structural model of behavioral drivers of trust in luxury brands

Source: compiled by the author based on the analysis [4; 7; 8]

The presented model illustrates that trust in luxury brands arises from the interaction among three groups of behavioral factors: emotional impulses, perceptual meanings, and experiential characteristics of service interaction. In turn, emotional factors provide the initial resonance and sense of exclusivity, creating an emotional foundation for brand perception. In particular, perceptual elements form the interpretive horizon, that is, through aesthetics, symbolism, authenticity and social reputation, the brand acquires cultural significance and identification power. Experiential factors, in turn, are responsible for the consistency, personalization and quality of interaction, transforming abstract ideas about the brand into honest behavioral reactions. Thus, the convergence of these three dimensions leads to an increase in the consumer's subjective confidence, a key psychological parameter that determines the degree of customer readiness for repeated interaction, the formation of loyalty, and the integration of the brand into their own lifestyle.

Thus, fig. 1 serves as the basis for the theoretical structuring of behavioral patterns of the premium segment, allows us to identify the most sensitive channels of trust formation and explains the mechanisms of their interaction in the conditions of modern market turbulence. It lays the conceptual foundation for further analytical



modeling, particularly for the development of personalization and behavioral analytics tools that enable us to transform subjective consumer reactions into guided management decisions.

We share the position of S. Horbachenko et al., who emphasize that behavioral analytics of luxury brand customers is based on a multidimensional array of disparate data, such as CRM system records, digital traces, reviews, transactional observations, social interactions, and offline communication results. At the same time, the heterogeneity of these sources significantly complicates the formation of a holistic view of the customer journey, as differences in collection formats, update frequencies, and event recording criteria can distort the actual structure of the experience of interacting with the brand.

Accordingly, for luxury brands, such fragmentation takes on special importance – errors in attribution or incorrect assessment of customer value can significantly weaken the effectiveness of marketing decisions and transform relationships with consumers into distrust. In the absence of a coordinated analytical model, the data breaks down into a set of unintegrated elements, making it impossible to measure the stability of service interaction, identify emotional stimuli, or determine key points of contact that form trusting behavior [16, p. 479].

Therefore, business analytics tools can remove such fragmentation, but their effectiveness depends on a clearly defined measurement system. It is the formalized assessment model that allows transforming an array of raw observations into a means of increasing trust, enabling the identification of patterns of expectations, prediction of behavior, measurement of the strength of emotional associations, and adaptation of service strategies in accordance with long-term customer value. Behavioral analytics in the premium segment should be based on integrating digital and offline data, emotional reactions, and characteristics of repeated interactions, which together form an individual customer trajectory. To ensure informed management decisions, it is necessary to build a sequence that combines observation, interpretation and transformation of data into strategic actions. This



algorithmic logic forms a transparent, reproducible system for assessing trust factors and lays the groundwork for a systemic model of behavioral analytics, as presented in fig. 2.

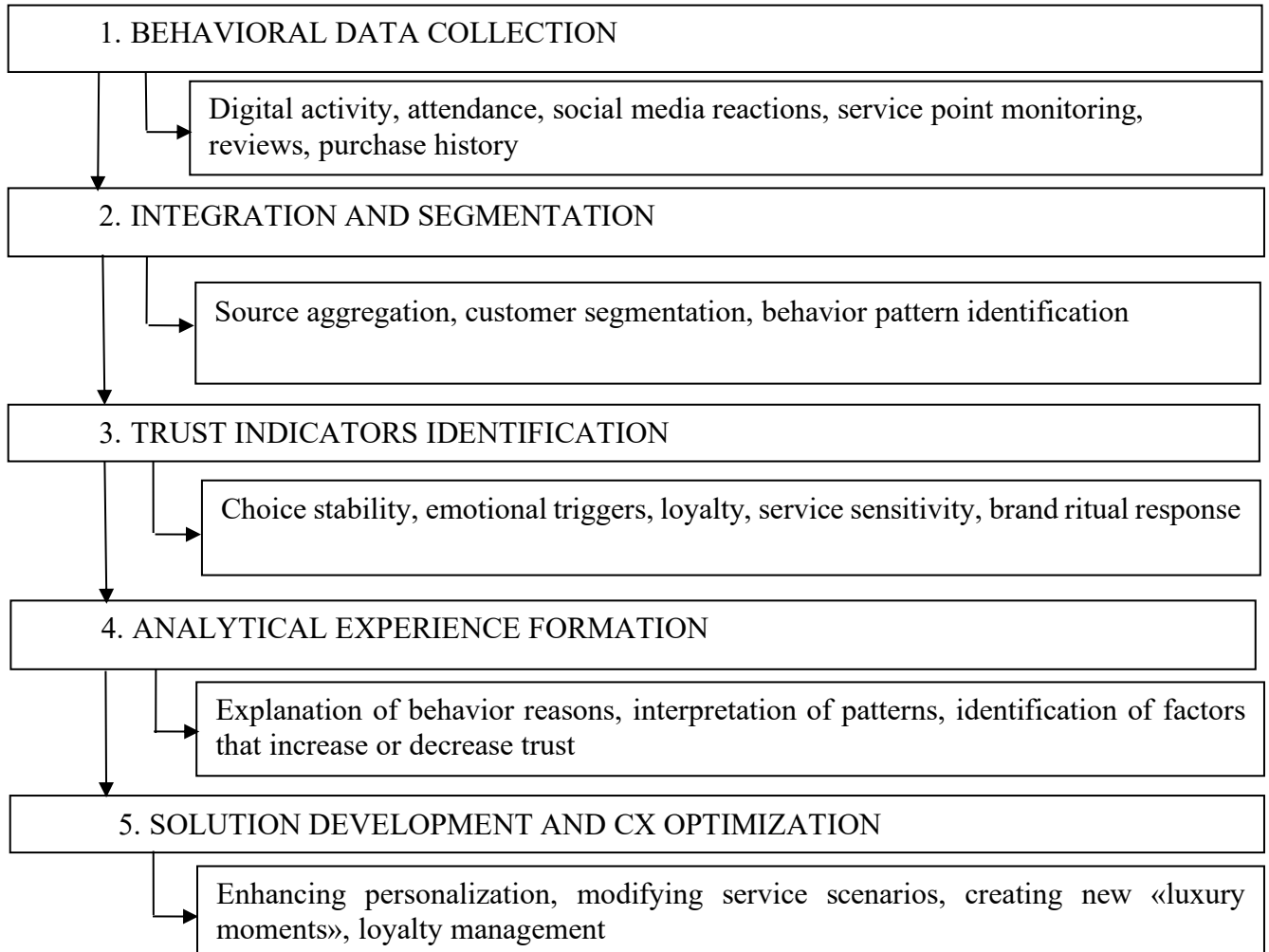


Fig. 2. Customer experience behavioral analytics algorithm

Source: compiled by the author based on analysis [1, p. 23–41; 6, p. 944–971; 16, p. 478–485]

The presented algorithm outlines a consistent progression from basic behavioral observations to strategic management decisions that directly affect trust in luxury brands. Its structure demonstrates that it is not only the volume of data itself that is significant, but also the ability to integrate different types of information into a single evaluation logic. Thanks to this, raw digital traces, service communications, and emotional reactions are transformed into clear guidelines for optimizing the customer experience, personalizing the service, and strengthening



trusting interactions. Thus, the proposed algorithm lays the foundation for the reproducibility of analytical procedures and creates conditions for the further application of behavioral data in strategic marketing, loyalty management, and the design of brand interaction rituals.

It has been studied that in modern conditions, consumer behavior changes not gradually, but in a wave-like manner, responding to global crisis events – from pandemics and wars to energy instability and political shifts. Under such circumstances, luxury brands can no longer rely solely on traditional communication models, as trust in institutions is rapidly declining. The consumer expects not only high product quality, but also a sense of predictability, openness, honesty, and emotional support. These factors are becoming new selection criteria, and brands that do not integrate them into their service and communication strategy lose the ability to hold the attention of a demanding audience [4].

In our research, behavioral analytics should take into account an expanded range of emotional and psychological signals, including reactions to instability, an increased need for certainty, and the growing importance of socially responsible brand behavior. Processing such data allows businesses to build trust models not on declarative prestige but on a sense of humanity, empathy, and the stability of interaction, which consumers perceive as true markers of brand value. The situation of a full-scale war in Ukraine has intensified these trends; for example, consumer practices have transformed, communication has become shorter and more pragmatic, and service expectations have varied by region and individual experience. Broken logistics chains, population migration, and changing life priorities have created a multi-layered market in which local consumer behavior factors determine the effectiveness of marketing decisions [15]. Under such conditions, the behavioral analytics algorithm enables luxury brands not only to adapt strategies to new realities but also to build trust as a strategic value that ensures the stability of interactions in a turbulent environment.



For luxury brands, these transformations have a double effect. On the one hand, the importance of digital interaction is rapidly growing, which has become the main channel of communication and the core of the customer experience, and accordingly, the volume of online purchases has increased significantly, and personalized digital contact has begun to play the role of the primary mechanism for building trust. On the other hand, consumers are putting forward new requirements for brands: social responsibility, support for Ukrainian identity, transparency of business processes, and a responsible attitude towards the community are gradually becoming factors without which it is impossible to maintain positions in the premium segment.

In such a situation, behavioral analytics appears as a defining tool for adaptation. It is this that makes it possible to determine which emotional and rational factors drive the choice during the war, how the triggers of trust and loyalty have changed, and what customer behavior patterns signal the formation of a new economic reality [17]. It should be noted that the rapid digitalization of the business environment, the expansion of the use of innovative technologies and changes in the ways of consuming information have formed a new paradigm of communications between the brand and the customer. At the same time, content marketing, which was previously perceived as an additional tool, has become a key mechanism for building trust, recognition and emotional connection, especially in the field of premium and luxury brands.

The modern consumer expects not just the transfer of information, but a full-fledged emotional experience that confirms the authenticity of the brand, its values, and its ability to meet the current needs of the audience. Therefore, behavioral analytics of content – from the analysis of patterns of involvement to modeling reactions to various visual and text formats – becomes the basis of professional brand management. It allows us to determine which semantic, emotional and aesthetic elements strengthen trust, which communication stimuli form commitment, and how



the client moves from passive consumption of content to active interaction with the brand [18].

The study showed that in war and post-pandemic realities, such processes are intensified, as Ukrainian consumers have become much more demanding of brand honesty, as well as their social position and transparency of decision-making. They change their preferences more quickly, share experiences more often, and demonstrate a lower tolerance for service errors. Accordingly, in such conditions, luxury brands should adapt their content strategies, relying on behavioral data to ensure precise alignment of communications with the expectations of the modern client.

At the same time, behavioral analytics in the luxury segment has value only when its results are transformed into specific, measurable and manageable actions. The client reacts less to the product itself. Still, the brand builds interaction with it through symbolism, rituals, emotional markers, service consistency, and open communication. That is why there is a need for a presentation format for analytical results that allows you to transform behavioral observations into applied solutions, in particular in the form of a cause-and-effect table.

This approach enables linking behavioral factors identified during the analysis to relevant management actions and assessing their impact on trust. Table 1 helps identify which behavioral triggers carry the most significant weight in the premium segment, which strategies respond most effectively to these signals, and how this is reflected in the sustainability of brand relationships. Ultimately, behavioral analytics moves from the «data» level to the strategic decision-making level, shaping deep, long-lasting relationships between the brand and the customer.

Table 1

Behavioral insights, management strategies and expected effect

Behavioral experience	Management strategy	Expected effect for trust
The client responds to symbolism, rituals and	Development of branded service rituals, staging of	Increase in emotional attachment, emergence of the effect of expected



Behavioral experience	Management strategy	Expected effect for trust
«theatricality» of the service	«moments of luxury», and personal welcome scenarios	pleasure from interaction, as well as stabilization of trust
High need for personal attitude and individuality	Configuration of personalization algorithms based on behavioral data, use of the history of previous interactions	Increase in the feeling of significance and personal attention; building personal trust
Sensitivity to service stability (non-compliance with standards instantly reduces trust)	Implementation of a service standardization system, staff training, and quality control of touch points	Reducing the risk of frustration, increasing the predictability of interaction and strengthening the sense of security
Tendency to evaluate the brand through its ethics and authenticity	Public demonstration of values, transparency of marketing statements, and communication of social responsibility	Formation of moral trust, strengthening the symbolic capital of the brand
Increased attention to digital interaction and content	Content strategy based on behavioral patterns, intelligent adaptation of content to client segments	Growth of digital trust, strengthening emotional identification in the digital environment
Reaction to «micro-moments» of service – small actions of staff, tone of communication	Standardization of micro-communications, scripts and non-verbal practices	Increase emotional comfort, a sense of delicacy and care
The growing need for stability in turbulent conditions (war, crises)	Anti-crisis ethics of service (predictability, benevolence, minimizing tension)	Forming trust as a sense of security, strengthening long-term loyalty

Source: author's development

The proposed strategies reflect the logic of transforming behavioral insights into specific management decisions that form trust in the luxury segment. It allows us to see not only the trust factors themselves, but also the mechanisms of their «activation» in the practice of brand management. Behavioral analytics in this format ceases to be an abstract model and acquires a functional character - that is, it directly affects the construction of a service experience that resonates with customer expectations.

It is essential that each described behavioral experience has a clear psychological basis: the reaction to rituals is associated with the need for symbolic



identity, sensitivity to personalization with the desire for exclusivity, and the dependence on trust for stability with the need for security. All these aspects form the core of trust, which in the luxury segment is not just a function of service, but a marker of belonging to the brand's value community.

Thus, the proposed approach allows not only to structure behavioral indicators, but also demonstrates how a brand can manage trust through consistent, accurate and psychologically sound management actions, and its application creates an analytical bridge between data and strategic decisions, providing the ability to predict, measure and strengthen trust as a key category of long-term loyalty.

Conclusions. The results of the study confirm that trust in luxury brands is a complex process that is based on a combination of emotional, behavioral, and service components of the customer experience. The article systematizes the key behavioral drivers of trust, develops a behavioral analytics algorithm and establishes the relationships between customer experience and relevant management strategies. It is proven that using behavioral data expands brands' capabilities to accurately identify customer motives, build personalized service scenarios, and increase interaction stability, ultimately strengthening trust.

The results provide a basis for further development of methodological approaches to predict customer behavior towards luxury brands and model long-term loyalty. Further scientific research can focus on creating predictive models of trust, analyzing the impact of cultural differences on luxury brand perception, and investigating the impact of artificial intelligence on personalizing the customer experience.

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