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PECULIARITIES OF RETAIL DEVELOPMENT IN THE CONTEXT OF A NEW PARADIGM OF ECONOMIC DEVELOPMENT

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Abstract. The article emphasizes the significant attention of scientists and practitioners to retail trade in modern conditions, its importance for maintaining social stability in the country. The peculiarities of retail development in the conditions of a new paradigm of economic development, which is characterized by sustainable development, digitalization of the economy, social responsibility, and partnership, are determined. Theoretical substantiation of issues of evolution, regularities and features of the development of retail and marketing activities of retail market entities in modern conditions, the role of retail in ensuring the social quality of life of the population in war conditions is the purpose of the article. The research used a set of such methods as monographic and dialectical, abstract-logical, comparison and generalization, graphic and tabular ones, which made it possible to achieve the goal set in the article. Theoretical approaches to the concepts of "retail trade" and "retail" are substantiated, and it is determined that scientists separate retail into a separate economic category and believe that it has its own economic meaning and differences. Attention is focused on the rapid response of organized retail to the effects of the external environment, due to the fact that it is an open system, includes in its structure trading establishments of various formats and sizes, and uses multiple models of interaction with consumers, manufacturers, suppliers, and the public. Network retail as a form of organization of mass retail trade is characterized, and the classification of networks with the author's criterion characteristic "by the place of legal registration of the final beneficiary" being highlighted is summarized. Attention is focused on the performance of classic functions by retail: intermediary one; promotion of goods and services; sales promotion; ensuring ease of purchase; ensuring customer loyalty; making a profit, however, because of the war, retailers in Ukraine have two more important functions - ensuring social quality of life of the population and providing food for the Security and Defense Forces of Ukraine. The study of the essence, functions and features of retail, marketing tools that are transformed in the context of the implementation of the provisions of the new paradigm of economic development is important for the rapid adaptation of retail market players to modern conditions of development.

Keywords: network retail, retail market entities, digital economy, paradigm of sustainable development, trading companies, network interaction

Introduction

The development of retail trade in Ukraine, its importance for food security and social stability in the country cause significant attention from scientists and practitioners, in particular to the factors of retail development, to technologies and tools that enable stable functioning and development. Today, retail trade operates in the conditions of a new paradigm of economic development, which is determined by factors that are formed in several planes: sustainable development, digitalization of the economy, social responsibility, networks and partnerships, economic shifts. The powerful influence of these determinants and other factors of the external environment forms new development impulses and triggers for retail renewal. The trade sphere is involved in the implementation of all goals of sustainable development, powerfully changing in the context of the new paradigm of economic development. After all, the activities of all trade establishments are related to responsible consumption and production, ecology, waste disposal and energy efficiency, food security, problems of poverty and hunger, decent work, gender equality, technology and innovation, health and well-being of the nation, partnership, education, development of cities and communities.

Literature review

Much attention has been paid to the study of issues of evolution, regularities and peculiarities of retail development, marketing activities of retail market entities, development of trade networks in the works of such scientists as Arnold *et al.* (2001), Brown (1987), Davies (1988), Dreesmann (1968), Drzazga (2016; 2017), Korsak (2012), Mc Goldrick (2002), Verhoef *et al.* (2015), Levy *et al.* (2005), McNair, (1958), Miotto & Parente (2015), Hollander (1960).

The development of Ukraine's digital economy ("a new economy based on data and digital technologies"), which was regulated by the Law of Ukraine "On Stimulating the Development of the Digital Economy in Ukraine" (2021) and other normative legal acts (*Digital state*, 2023), conditioned the upgrade of the paradigm of sustainable development. The digital economy as a new paradigm for the development of civilization in the 21st century is singled out by many scientists, including Pizhuk & Muravyov (2022), Rachynska (2022), Plahotniuk (2023), etc. The new paradigm of economic development envisages the implementation of the goals of sustainable development on the basis of digitalization, which involves the digital transformation of all sectors of the economy, in particular retail and its marketing tools. Undoubtedly, the new paradigm of economic development incorporated a change in retail in the direction of active use of modern information, communication and digital technologies, taking into account the consumer behavior of the "digital" generation of customers, automation of management, marketing, logistics and trade processes.

Materials and methods

Monographic and dialectical methods were used in the process of researching issues of evolution, regularities and peculiarities of retail development and marketing activities of retail market entities. An abstract-logical research method was used for the author's interpretation of the "retail trade" concept. Methods of comparison and generalization were used to generalize the theories of the retail trade evolution, the features of their development. The tabular research method was used to compare the opinions of scientists regarding the definitions of "retail trade" and "retail".

Results and discussion

The development of modern retail takes place in the context of a new paradigm of economic development. The development of the Concept of Sustainable Development, which was launched in September 2015 as part of the 70th session of the UN General Assembly in New York at the UN Summit on Sustainable Development and formalized in the final document "Transformation of our world: an agenda in the field of sustainable development until 2030" was the impetus for this. In Ukraine, the commitment and focus on the goals of sustainable development is confirmed by the government's attention to the regulation, monitoring and support of the process of implementation of the Goals: in 2019, the National Report "Sustainable Development Goals: Ukraine" (2017) was prepared, which was supported by the President of Ukraine by his decree (2019); in 2019, the Verkhovna Rada of Ukraine held a round table on its role in the implementation of the Sustainable Development Goals (SDGs); in December 2020, the Cabinet of Ministers of Ukraine introduced changes to the Regulation, which henceforth established that "the paradigm of economic development is defined at the state level by the sustainable development goals, which are established as guidelines for the development of program and forecast documents" (National Report, 2017); The CMU approved procedures and indicators for monitoring the implementation of the SDGs, measuring social progress as a whole and improving the system of national statistics (*Issues of data collection*, 2019); in 2020, the analytical report "First Voluntary National Review of Sustainable Development Goals in Ukraine" (2021) was presented at the Political Forum under the auspices of the UN Economic and Social Council; in 2021, permanent monitoring of indicators of achievement of the SDGs and a digital platform have been introduced, the program "Promoting strategic planning and financing for sustainable development on national and regional level in Ukraine" (2020) was developed; in 2022, the state of financing of the sustainable development

goals in Ukraine (*Development finance assessment*, 2022) was investigated and assessed. Thus, the orientation of trading companies to modern goals and methods of sustainable development, environmental friendliness and energy efficiency is a requirement for the functioning of enterprises in modern conditions and the basis for forming a strong competitive position.

The concepts of "retail" and "retail trade" are often used synonymously by many modern domestic scientists. At the same time, many experts, on the contrary, separate retail into a separate economic category and believe that it has its own economic meaning and differences. We can conclude that in domestic scientific terminology, the categories "retail" and "retail trade" are distinguished (Table 1).

Table 1. Theoretical approaches to the concepts of "retail trade" and "retail"

Source	Category definition
	Retail trade
Ministry of Foreign Economic Relations and Trade of Ukraine	"Retail trade is the field of business activity for the sale of goods or services based on oral or written sales contracts directly to end consumers for their own non-commercial use" (Ministry of External Economic Relations, 1998).
International standard industry classification of all types of economic activity	"Retail trade is the resale (sale without modification) of new and used goods to the general public for personal or home use by stores, department stores, tents, mail order firms, street vendors or peddlers, consumer cooperatives, firms organizing auction sales, etc." (International Standard, 2009).
V. Apopii	"Retail trade is a trade in goods and provision of services to customers for personal, family, home use, not related to business activities" (Apopii, 2005).
V. Apopii, I. Mishchuk, S. Rudnytskyi, Yu. Khomyak	"Retail trade is the activity of selling goods directly to citizens and other final consumers for their own non-commercial use, regardless of the form of payments" (Apopii <i>et al.</i> , 2005).
N. Proskurina	"Retail trade is a type of economic activities related to the sale for final consumption of goods and services to buyers both by traditional means and by performing electronic transactions in conditions of equal interaction between manufacturers, suppliers, sellers, and buyers with the aim of achieving a mutually beneficial exchange of goods and money" (Proskurina, 2018).
	Retail
E. Newman and P. Cullen	"Retail is a complex of activities related to the sale of goods and services to end consumers for their personal use or use in the household" (Newman & Cullen, 2002).
D. Gilbert	"Retail is any business that focuses its marketing efforts on the satisfaction of the final customer based on the organization of the sale of goods and services as a means of distribution" (Gilbert, 2003).
R. Lusch, P. Dunne, J. Carver	"Retail consists of the final actions and steps necessary either to provide a product to a consumer or to provide a service to a consumer ... the last step in a supply chain that can stretch from Europe or Asia to your hometown. Therefore, any firm that sells a product or provides a service to the final consumer performs a retail function (Lusch <i>et al.</i> , 2011).
O. Fedorenko	Retail is "single-format outlets that are united by a single logistics system, product and price policy, product promotion policy, as well as single principles of customer service" (Fedorenko, 2023).
T. Kent and O. Omar	"Retail is a set of key elements, one of which is trade and retail companies that operate in the market and sell goods and services to the end consumer for personal use and consumption" (Kent & Omar, 2002)

Source: compiled by the author

In domestic scientific literature, the term "retail trade" is used to denote the branch of the economy, which covers all types of activities related to the sale of goods or services, includes a set of retail trade operators (legal entities and individual entrepreneurs; physical stores and online stores; small independent and large network retail establishments), the activities of which are related to the resale of new or used goods and services to end consumers for personal, family, home and other use not related to the implementation of business activities.

Marketers were among the first to use the term "retail", and today it is actively used in various spheres of economic activity. Quite often, the term "retail" is used to distinguish it from traditional single retailing (one or several small points of sale, a flexible assortment that is familiar to customers, small turnover, relatively low costs for entering the market and simplified taxation,

sellers remember the preferences of customers, introduce them with novelties and act as experts when choosing products).

The purchase of goods from a manufacturer or wholesaler for sale at a markup in their own retail outlets is the main principle of trade organization and the main feature of retail, although today, large retailers have established the production of their own products: bread, cooking, confectionery, roasted coffee, etc.

A wide range of consumers, concentration on the trading floor of a significant assortment of products, the use of loyalty programs and measures for customers in their activities, the sale of goods with minimal trade markups due to lower purchase prices and cost optimization measures, the use of multi-channel communications with suppliers and buyers, the introduction of innovations in trade processes, significant marketing budgets, complex logistics schemes, strong and mutually beneficial partnerships with suppliers and other stakeholders are often called: the immanent features of retail.

Retail theories are not as developed as, for example, theories of international trade, "however, the status, scope, and pace of retail research have improved recently, and this improvement is clearly related to an improved perception of the status of retailing, which is due in part to the emergence of retailers, such as WalMart, Tesco, Carrefour and Zara, as the largest and most successful companies in the world. As the perception of retailers improved, so did the attitude and focus of retail research" (*Marketing Theory*, 2010). The issues of evolution, regularities and features of retail development, commercial, economic, marketing activities of retail market entities, development of trade networks (Arnold *et al.* (2001), Brown (1987), Maronik & Walker (1974). (1954), Drzazga (2016; 2017), Kaynak (1979), Korsak (2012), McGoldrick (2002), Verhoef *et al.* (2015), Hollander (1960) are the most developed ones. Fig. 1 shows a generalization of the theories of the evolution of retail trade by Brown (1987), which he investigated during the period from the late 1950s to the late 1980s of the 20th century. The scientist placed groups of theories in a matrix, using the approach of Ansoff (1988), dividing them into three main (and nine detailed (Fig. 1)) categories:

	Same product	Similar product	New product
Same market	THE WHEEL OF TRADE Various actions by US retailers Retail stores Non-retail institutions	CYCLIC MODELS Accordion of trade Life cycle of retail	NON-CYCLIC MODELS Ecological analogy Dialectical theory Theory of crisis response
Similar market	THE WHEEL OF TRADE Development in Europe and developed countries Theory of spread of innovations on a national/regional scale	CYCLIC MODELS Principle of polarization Theory of three wheels Organizational spiral Waves of retail trade decentralization	NON-CYCLIC MODELS Theory of catastrophes Principle of minimal differentiation Theory of adjustment
New market	THE WHEEL OF TRADE Development in developing countries Transfer of retail trade technologies	CYCLIC MODELS Theory of stages	NON-CYCLIC MODELS Advanced theory of the wheel of commerce

Figure 1. Theories of the evolution of retail trade according to S. Brown

Source: illustrated by the author based on Brown (1987)

Alex (2021) connects the current processes of retail transformation with changes in purchasing behavior and identifies four basic scenarios and integrates them into the fifth one (Fig. 2). According to the author, retail will develop to the stage of multi-channel dominance for traditional stores to maintain competence and sustainability in the new reality, and in the future - the integration of retail channels, "the growth of trade from portable devices and the balance of retail channels" are expected.

<p><i>All categories of products</i></p>	<p style="text-align: center;">FUTURE SITUATION</p> <p>A new type of buyer for whom there are no differences between e-commerce and traditional retail formats, for whom only convenience, time and comfort of purchase matter. The retailer must create an ecosystem that will provide all services in one place.</p>	
<p><i>Focus on long shelf life and commodities DIY (do it yourself)</i></p>	<p style="text-align: center;">Buyer behavior "Seeker"</p> <p>The level of e-commerce development is average, dependence on traditional forms of retail is high</p>	<p style="text-align: center;">Buyer behavior: "Amenity Seeker"</p> <p>The level of development of e-commerce is high, dependence on traditional forms of trade is low</p>
<p><i>Focus on goods with a short period of use, goods that perish quickly, goods that require service</i></p>	<p style="text-align: center;">Buyer behavior "Folkloric"</p> <p>The level of e-commerce development is basic, traditional forms of retail are mostly developed</p>	<p style="text-align: center;">Buyer behavior "Researcher"</p> <p>The level of e-commerce development is average, dependence on traditional forms of trade is average</p>
<p><i>Agriculture and industry are the main source of GDP</i></p>		<p><i>Service industry is the main source of GDP</i></p>

Figure 2. Model of retail evolution depending on purchasing behavior

Source: Alex (2021)

The challenges faced by retail today (crises, pandemics, broken supply chains, inflation, labor shortages, military conflicts), social and technical innovations lead to the global digitalization and automation of retail, the development of new technologies (trade, marketing, financial, social), ensuring stability and viability of retail trade networks, change in the structure and characteristics of retail. The response of organized retail to the influences of the external environment is determined by the fact that it is *an open system, a complex type of trade entrepreneurship, which includes in its structure trade establishments of various formats and sizes, multiple models of interaction with consumers, manufacturers, suppliers, and the public based on mutual trust and commitments, performs an extended set of functions.* This indicates the formation of modern retail based on a network approach. Networked economy allows to create "an environment in which any company or individual, located at any point of economic system, can contact easily and with minimal costs with any other company or individual regarding a common work, for trade, for the exchange of ideas and know-how, or simply for pleasure" (*Status Report, 1999*).

The network approach offers trade establishments and their partners "new ways of interaction - based on competition or on the basis of cooperation, or on the basis of integration of network participants" (Romaniuk, 2019). In a broad sense, a network can be defined as a dynamic set of interrelated partners, between which continuous communications and long-term relations, which contribute to the realization of their interests and mutual benefit, are established. Budnikevich & Romanyuk (2019) define the network "through the prism of interaction marketing, as a form of organic mutually beneficial long-term interaction of the main actors/partners and partnership relations with agents of the network's external environment. The marketing approach involves the implementation of both common and individual interests by each network participant, which is problematic or impossible to implement outside the network. The participants of the network are interested in the use/exchange of exclusive, unique material, educational, organizational, logistical, status, reputational, marketing and information resources, successful practices and best experience, which form a common resource of the network". The definition of a network by Vlasova & Kolyuchkova (2012): "a network is a group of firms that cooperate with experience, skills, available resources during the implementation of joint development projects" also seems to be successful.

Achrol (1997) singled out four forms of network interaction: "1) internal market networks. In this model of interaction, different departments of the same organization, endowed with relative

autonomy, carrying out transactions with other internal departments and external agents, satisfy their needs based on market conditions, but act on the basis of general policies and principles adopted in this organization; 2) vertical market networks - a supply and distribution channel specific to each individual industry, located around a "classic" manufacturing company; 3) intermarket networks - grouped either around one large financial structure, or taking into account a trading or manufacturing company; 4) opportunity networks – temporary formations around a specific project for the customer/consumer".

Hakanson (1992) emphasizes the interaction and interdependence of participants of the network, defining it as "a set of entities that are institutionally independent of each other, but perform actions or control resources that are in some sense interdependent. Moreover, at least there is some agreement between the entities of market interaction regarding the existence of this dependence". This position seems to be quite organic for the field of trade, because network interaction, strategic partnership initiatives, effective communications, formal and informal connections between network participants and with the entities of the external environment, integration of general and private tasks, use of common resources allow network participants to achieve goals, realize joint and individual interests.

In the trade sphere, it is the networks that have a significant potential for self-development, self-governed, self-managed, which are based on the principles of decentralization, broad participation in decision-making, and balanced coordination in which interests are aligned. Fedorenko (2023) notes that "mainly, network retail means a set of retail outlets, the purpose of association and interaction of which is related to functioning under a common trademark, but may be limited to membership in a trade group without using it". Kelman (2021) identifies network retail as "mass retail trade through network operators that have different scales of activity (local, interregional, national, international, global networks) and can generalize the structures of single-format, multi-format store trade objects (stores) that differ according to the characteristics of administration (in particular, there are: corporate and multidisciplinary structures, associated on a voluntary basis, franchising ones)". Network retail as a form of organization of mass retail trade is the most widespread and effective, and is defined by the author as a set of a certain number of similar or different, single-format or multi-format trade business units that enter into network interaction, use common network resources, establish repeated long-term partnership relations and interconnections in the internal and external environment, benefit from the achievement of common goals.

For network retail participants, a corporate activity strategy is developed and implemented, rules are worked out, as well as processes, which are related to the organization and standards of service, assortment, trade processes and technologies, marketing, branding, information, communications and retail media, principles of pricing and placement, organize logistics interaction, form a supply system at special purchase prices, work under a single trademark, are governed by joint management (center of management, coordination and control), implement a policy aimed at partnership with suppliers and stakeholders, and the interaction of personnel is determined by the principles of corporate culture, are standardized. Members of the network sell goods and provide services to buyers for their final non-commercial, personal, family, home, household, existential use. The last field of use has been actualized in the conditions of the Ukrainian military reality, because retail has actively joined military supplies, participates in tenders.

There are a large number of approaches to the classification of trade networks and the criteria by which they are distinguished: by level of cooperation; by specialization; by scope of activity; by node type; by level of centralization; by form of internal order and degree of stability of connections; by program goals of the organization; by direction of integration; by level of distribution; according to nature of connections; on institutional basis; by role of a leader; according to form of cooperation; by geographical principle; "by organizational and legal form; according to the management model; by management method; by format; by stability and others (Vlasova & Kolyuchkova, 2012). The classification of the network by Möller & Rajala (2007), which was

formed on the basis of the criterion of marketing logic of value creation, is worth attention. They distinguished three types of business networks: "1. Stable business nets with an established system of value creation, existing competences of participants and clearly defined business processes. 2. Incremental business nets with a fairly stable system of value creation, but network participants have the opportunity to make changes to it due to changes in their own competencies. 3. "Emerging business nets, in which new technologies, solutions, concepts, business areas are created through radical, disruptive innovations at the scale of the entire system".

Fig. 3 visualizes several classifications of networks, the structure of which is found in the trade sphere: by level of centralization, by direction of integration, by format, by marketing logic, by scale of activity, by assortment.

GT Partners Ukraine, an authoritative retail expert, classifies retail networks by region of coverage: "a geographical region of the country in which there is at least one establishment that represents a certain retail network. According to this criterion, all modern trade establishments are divided into: international (the establishments of this network are located in several countries - in Ukraine Auchan, SPAR, METRO, Lidl are represented); national (establishments of such a network must be located in more than five regions of Ukraine - Silpo, ATB); regional (establishments of this network are located in three or four regions of Ukraine - "Nash Kray", "Kolibris"); local (establishments of such networks are located in one or two regions of Ukraine)" (*GT Partners Ukraine*, 2023).

In the author's opinion, one more criterion for the classification of networks "by place of legal registration of the final beneficiary" should be introduced, divided into:

- regional/local retail - registration of the final beneficiary in the regions/cities of Ukraine (Nyva, Torba, Taystra (Chernivcy region), Malyna, Delikat (Cherkasy region), Iceberg, Slavne Kurcha, Dibrova, Koshyk (Dnipropetrovsk region);
- national retail - registration of the final beneficiary in Ukraine (Walmart, Kolo, Nash Kray, etc.);
- international retail - registration of the final beneficiary in another country (Metro, Spar, Auchan, Novus, Marktkauf, Obi, Media Markt, Lidl, Aldi).

The author fully agrees with Korsak (2012) that "regional trade networks are an integral structural link of the region's economy" and play an important role in its economic, social and environmental development (consolidation of participants, food security, population health, social responsibility, support of local producers, jobs, taxes, regional clusters, innovation, energy efficiency and environmental initiatives). Local and regional retail networks have common logistical features, as they combine a retail trade network localized within the boundaries of a territorial entity - urban or regional one. Distribution centers are located directly in the network operation region or are absent - for local networks, these can be traditional warehouses. Today, regional and local networks are present in almost every region, they even have the opportunity to easily compete in those territories that national networks have not yet reached and not spend on marketing, branding, design, comfort and trade innovations.

However, the regional expansion of national networks, their development of small formats (for example, SPAR and "Nash Kray" have a franchise offer option for small towns and villages) force regional and local retail to learn, change, and develop. The assortment of regional and local players is limited due to relatively small retail spaces, includes products of local manufacturers, has a limited offer of premium brands and goods with complex logistics (freeze, fresh vegetables and fruits, chilled meat). Regional and local retailers work in the "economy" and "average" price segments, their profitability is somewhat lower than national ones, they are dependent on distributors, a number of assortment items have to be purchased on normal wholesale terms, from farmers and at markets (vegetables and fruits). Quite often, the development of regional networks "is built on personal relations of the network owners and the local administration, which allows the network to actively expand within its region, having parity conditions and administrative resources. The last factor is often an obstacle - having a weak management system and a development system focused on support from the administrative resource, local networks cannot effectively develop outside the region (Biletskyi, 2012).

By level of centralization	Centralized trading networks with a dominant leadership position of one or more participants, which is recognized and accepted by other participants	
	Decentralized trade networks , in which each participant can claim a leading role in the areas and tasks in which he is competent	
By the direction of integration	Horizontal networks are a form of cooperation of trade establishments of the same level, each of which implements separate functions and works; homogeneous in terms of functional value and product profile	Horizontal corporate networks are joint owner/owners, joint management company, single control body, joint logistics, joint purchases, distribution centers; offer a similar assortment
		Horizontal voluntary networks are a group of independent retailers who have organized a trade association or association (RAU).
	Franchise networks - franchisor and franchisee	
Vertical trade networks are based on the principle of subordination of adjacent links of goods movement by one of the channel participants, order, combination of functionally dependent producers, intermediaries, sellers and consumers. Creation options: unification of retail enterprises with manufacturers (branded trade); association of retail and wholesale enterprises; diversification (financial and industrial groups)		
By format	One-format trade networks consist of enterprises of the same type (ATB, Lidl)	
	Multi-format retail networks include several store formats (Faino, Silpo)	
By marketing logic	Stable business nets	Vertical demand-supply nets built along the value chain
		Horizontal market nets created for the purpose of offering end consumers a joint product
	Incremental business nets	Temporal goal-oriented nets , which include the retailer, its suppliers, customers, consultants and providers of specialized technologies
		Network solutions for the end user
	Emerging business nets	Innovation networks - research networks in the field of trade and trade technologies that unite universities, research institutes, laboratories of retailers and manufacturers
		Dominant design nets - diagonal coalitions of partners who share similar views on the development of this or that technology in trade
Application nets are formed with the aim of creating a commercially viable application		
By scale of activity	Local trade networks are formed on the basis of local resources, formed interpersonal relationships in the community, joint communications, embedded in the local economy, belong to the local owner, who is the main beneficiary	
	Regional trade networks are specialized infrastructural formations that include trade establishments located on the territory of a certain region, are based on strong cooperative ties, are connected by unified management and accounting, unified corporate standards and logistics, often have a common brand	
	National trade networks are network associations of trade establishments that are spread over several regions of the same country and are characterized by a national importance	
By assortment	International trade networks are large associations of a large number of trade facilities in different countries, different regions, operate under a single brand and standard, use an international approach in their business activities (Lidl, Auchan, Metro, Walmart)	
	Food - trade in food products in relatively large shopping areas	
By assortment	Non-food - a format for trading a wide range of non-food products	
	Mixed - a combination of assortment groups of food and non-food retail	

Figure 3. Classification of trade networks

Source: compiled by the author based on Romaniuk (2019), Möller & Rajala (2007) and the author's own work

National trade networks unite a large number of trade establishments located throughout the territory of Ukraine, citizens of Ukraine, as a rule, are the main beneficiaries (however, today individual national networks attract foreign investments), taxes are paid to the budgets of Ukraine at various levels. GTPartners Ukraine provides data on the work of 11 national retail operators in Ukraine (*GT Partners Ukraine, 2023*). The main principle of operation of national networks is based on the centralized management of stores, marketing, distribution, logistics, on centralized purchases that compete on the basis of prices with regional and local networks, with independent local stores.

The marketing policy of national retail networks is focused on a joint brand, joint marketing activities for the entire network, on agreed prices and assortment of goods throughout the country, which creates favorable conditions for clear positioning. National networks try to work directly with manufacturers (especially when producing goods for their own brands), have direct partners for their own imports, minimize work with distributors or create their own distribution companies. Large volumes of purchases allow them to dictate exclusive commercial, marketing and advertising conditions to suppliers. In particular, national networks have a great depth and breadth of commodity lending, extended terms of payment for supplies, which forms significant advantages over regional players. National trade networks influence regional and local markets, economy and society – infrastructure, prices, welfare and competition.

International or global trade networks are characterized by a wide geographical coverage of markets, multiformatness and multichannelness, receive income from retail trade in domestic and international markets, make direct investments in more than one country (Walmart, Amazon, Schwarz Group, Aldi, Costco, Ahold Delhaize, Carrefour, Seven&I, The Home Depot, IKEA and others). International networks are "leaders of change" in the retail market - they influence changes in the structure of trade channels, develop and implement modern trade formats, monitor and forecast the emergence of innovations in the field of trade, improve the standards of the trade enterprises organization, support a high level of technological development and make significant investments in the latest technologies.

Modern retail plays an important role in the economy of any country and has classic functions: intermediary function; promotion of goods and services; sales promotion; ensuring ease of purchase; ensuring customer loyalty; profit. However, because of the war, we believe that retailers in Ukraine have two more important functions - ensuring the social quality of life of the population (in the context of providing the population with goods of existential importance) and food supply for the Security and Defense Forces of Ukraine (Fig. 4).

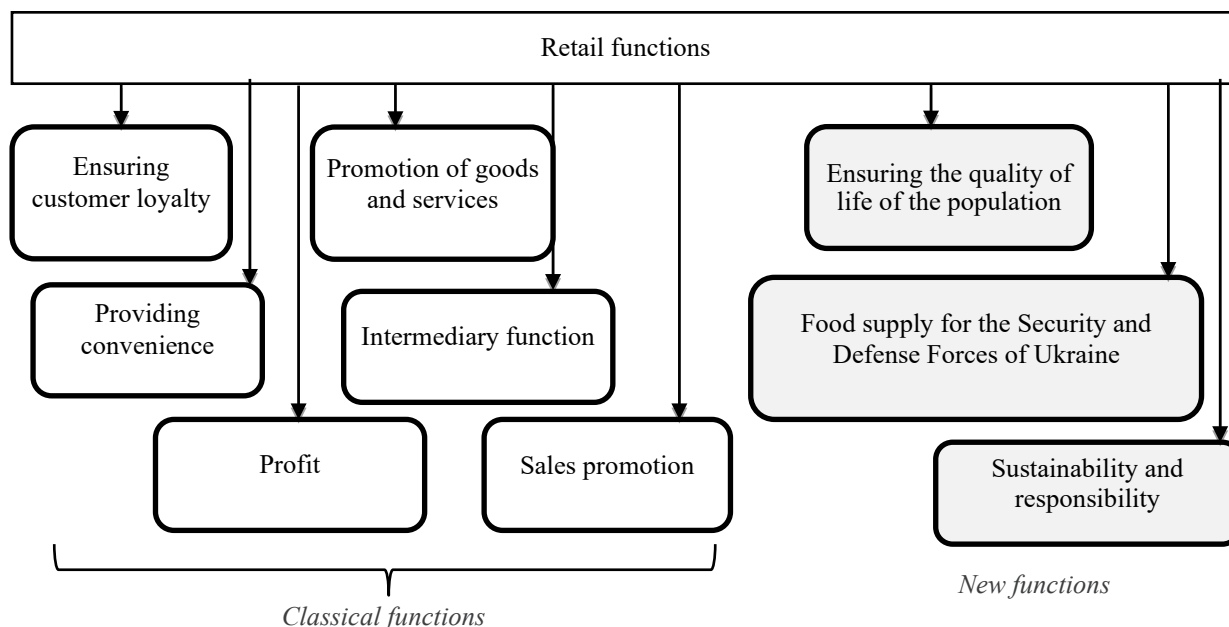


Figure 4. New functions of retail, taking into account the effects of macro-environmental factors
 Source: created by the author based on Shtovba (2023), Jayaram (2017)

Ensuring the social quality of life of the population in the conditions of war acquires existential importance, and at the same time, it is retail that performs this function - retail networks, supermarkets, megamarkets, small shops, online stores provide end consumers with goods of existential importance (bread and bakery products, cereals, long-term storage products, dairy products, eggs, products for diabetics, drinking water, pharmaceutical products, electrical goods, uninterruptible power supplies, generators, heaters, etc.). Large networks perform this function more easily, because delivery, logistics, and transportation have become very difficult, and this has significantly affected the range of goods, their quality, and the possibility of a stable supply. At the same time, regional and local networks, small retail are also involved in this process, as they have access to the products of local manufacturers, flexibly react to hyped demand, closing demand in case of destruction of distribution centers, blocking of borders, failure of large retail supplies. E-commerce of Ukraine has also taken on the function of providing end consumers with industrial goods of existential importance: essential goods; durable goods that do not lose their properties for a long time or can be used for a relatively long period of time (furniture, appliances, cars, sanitary ware, etc.); pet products; goods of daily use and consumables (clothes, shoes, toiletries and cosmetics); art (paintings, books, musical instruments, etc.). Today, retail supplies industrial goods and food products to the Security and Defense Forces of Ukraine.

Conclusions

Thus, the conducted study of the essence, functions and features of retail as a subject of marketing activity in the context of a new paradigm of economic development makes it possible to determine complementary components of new paradigm of economic development, clarify the interpretation of the "network retail" concept, generalize and distinguish new functions of retail in war conditions. Today, players in the retail market must be extremely adaptable, focus on consumers, buyers, staff, the public, personalization, flexibility, offer a unified experience, organically combine the best aspects of all channels, use traditional ones, develop and implement new marketing tools of interaction between the buyer and the seller. Therefore, it is appropriate to investigate modern understanding of retail marketing and its tools, which are transformed in the context of the implementation of new paradigm provisions of economic development.

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Conflict of interest

None.

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ОСОБЛИВОСТІ РОЗВИТКУ РИТЕЙЛУ В КОНТЕКСТІ НОВОЇ ПАРАДИГМИ РОЗВИТКУ ЕКОНОМІКИ

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Анотація. В статті наголошується на значній увазі науковців і практиків до роздрібною торгівлі в сучасних умовах, її важливості для збереження соціальної стабільності в країні. Визначено особливості розвитку ритейлу в умовах нової парадигми розвитку економіки, яка характеризується сталим розвитком, цифровізацією економіки, соціальною відповідальністю, партнерством. Метою статті є теоретичні обґрунтування питань еволюції, закономірностей та особливостей розвитку ритейлу та маркетингової діяльності суб'єктів ритейл-ринку в сучасних умовах, ролі ритейлу у забезпеченні соціальної якості життя населення в умовах війни. В дослідженні було використано сукупність таких методів, як монографічний та діалектичний, абстрактно-логічний, порівняння, та узагальнення, графічний і табличний, що дозволило досягти поставленої в статті мети. Обґрунтовано теоретичні підходи до понять «роздрібна торгівля» та «ритейл» і визначено, що науковці виокремлюють ритейл в окрему економічну категорію та вважають, що вона має свій економічний зміст та відмінності. Акцентовано увагу на швидкому реагуванні організованого ритейлу на впливи зовнішнього середовища, що зумовлено тим, що він є відкритою системою, включає в свою структуру торговельні заклади різних форматів та розмірів і використовує множинні моделі взаємодії зі споживачами, виробниками, постачальниками, громадськістю. Охарактеризовано мережевий ритейл як форму організації масової роздрібною торгівлі та узагальнено класифікацію мереж з виокремленням авторської критеріальної ознаки «за місцем юридичної реєстрації кінцевого бенефіціара». Акцентовано увагу на виконанні ритейлом класичних функцій: посередницької; просування товарів та послуг; стимулювання збуту; забезпечення зручності купівлі; забезпечення лояльності клієнтів; отримання прибутку, проте через війну у ритейлерів в Україні з'явилися ще дві важливі функції – забезпечення соціальної якості життя населення та продуктове забезпечення Сил безпеки і оборони України. Дослідження сутності, функцій та особливостей ритейлу, маркетингових інструментів, які трансформуються в контексті імплементації положень нової парадигми розвитку економіки, є важливим для швидкої адаптації гравців ритейл-ринку до сучасних умов розвитку.

Ключові слова: мережевий ритейл, суб'єкти роздрібною ринку, цифрова економіка, парадигма сталого розвитку, торгові компанії, мережева взаємодія