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**FEATURES OF COMMUNICATION ACTIVITIES
OF ENTERPRISES IN THE NON-FOOD RETAIL MARKET
IN THE ELECTRONICS AND HOME APPLIANCES SEGMENT
IN UKRAINE**

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Abstract

The home appliances market in Ukraine is characterized by high competition and dynamic development. Effective communication activities of enterprises play a key role in attracting and retaining customers. The use of modern marketing tools, particularly digital technologies, enables companies to adapt to changing market conditions and meet consumer needs. The paper analyzes the effectiveness of the use of social networks by key players in the non-food retail market in Ukraine. The role of social media and personalized advertising campaigns as the main communication tools of enterprises in the electronics and household goods market in Ukraine is investigated.

Keywords: communications, home appliances, marketing activities, retail, digital technologies.

I Introduction

The home appliances market in Ukraine is developing dynamically, driven by growing consumer demand and active competition among retail chains. Consumers are becoming increasingly demanding in terms of product quality and service, which encourages companies to implement effective communication strategies to attract and retain customers.

Communication between businesses and consumers is a key element of their success. The main communication channels used by companies in the non-food retail market include:

Traditional channels: advertising on television, radio, and in print media.

Digital channels: email marketing, social media, mobile applications.

Personalized communications: targeted advertising, personalized offers for customers.

Omnichannel marketing: integration of online and offline sales through a unified communication system.

Interactive communication: webinars, online presentations, collaboration with bloggers.

Therefore, the role of communications between business and consumers is growing and has its own characteristics for Ukrainian companies operating in the electronics and household appliances market.

Overview

There are several key players operating in the Ukrainian home appliances market who hold leading positions:

Fox trot. The largest retail chain in terms of number of stores and sales volumes of electronics and home appliances in Ukraine. The first store opened in 1994, and as of July 2014, the chain included 233 supermarkets.

COMFY. An online store for appliances and electronics operating since 2010. It specializes in household appliances and electronics, offering home goods and other product categories.

MOYO. An online store offering laptops, phones, home appliances, TVs, and home goods at competitive prices, with installment payment options and warranty services.

ALLO. One of the most recognized national chains combining offline stores, online sales, and a marketplace. Offers smartphones, home appliances, electronics, furniture, perfumes, and other goods. Actively developing its digital infrastructure.

Citrus. A chain of innovative electronics stores with a focus on gadgets, electric transport, and smart home solutions. It has over 70 stores across Ukraine and a strong online platform. Known for its non-standard approach to showcasing tech products [1].

The home appliances and electronics market in Ukraine shows positive dynamics. According to the results of 2023, sales in this segment increased by 29% in hryvnia terms compared to 2022. The highest growth was observed in categories such as gaming monitors, consoles, laptops, TVs, and headphones. Among small home appliances, multi-ovens, hair stylers, vacuum cleaners, coffee machines, and electric grills were especially popular [2].

According to GfK Ukraine, during promotional periods, sales of home appliances and electronics exceeded last year's figures by 28%, reaching UAH 6.6 billion. In terms of volume, 8.5% more units were sold [3].

The war has significantly complicated the operations of electronics and home appliances retail chains in Ukraine. Due to Russia's full-scale invasion, each of the companies studied has lost or closed a number of retail locations, and none have yet returned to their pre-war figures. As of September 2023, the number of operating stores in each chain was as follows: Allo – 299 stores, Foxtrot – 119, Moyo – 84, COMFY – 70, Citrus – 65 [4]. However, since all of these companies operate as omnichannel businesses, customers can purchase products either in physical stores or place orders via their websites, with delivery options to postal offices or through courier services.

Leading Ukrainian retail chains employ various marketing strategies to increase brand awareness and drive sales:

- Online promotion: Developing user-friendly websites and mobile apps, maintaining an active presence on social media, using contextual advertising and SEO optimization to attract traffic.
- Loyalty programs: Introducing bonus schemes, cumulative discounts, and special offers for regular customers to increase satisfaction and customer retention.
- Joint promotions with manufacturers: Running co-branded marketing campaigns with appliance manufacturers, allowing for exclusive discounts and offers.
- Integration with shopping malls: Partnering with shopping and entertainment centers to hold joint events and new product presentations, increasing foot traffic and sales.
- Use of digital technologies: Implementing chatbots for consultations, and personalized recommendation systems based on consumer behavior analytics to enhance the customer experience and satisfaction.

According to a study by the Ukrainian Retail Association and Promodo marketing agency, during promotional periods, retail chains that actively used social media and personalized advertising campaigns achieved a 15–20% increase in sales conversion, highlighting the importance of digital communication in modern retail.

Following current market trends, the companies maintain a presence on the most popular social networks and messengers, including YouTube, Instagram, Facebook, TikTok, Twitter (X), Telegram, and Viber.

An analysis of the effectiveness of social media use by key players in the non-food retail market shows a clear leader: ALLO. It is highly active on

TikTok, with more than 800,000 followers, while other retail chains have up to 300,000 followers. YouTube channels are actively used by ALLO and MOYO, each boasting over 500,000 subscribers. Activity on Facebook is relatively even across all chains, with each having over 400,000 followers. Instagram is used less effectively by most networks; MOYO has the fewest followers (under 80,000), while others exceed 300,000.

Thus, it can be concluded that ALLO is the undisputed leader in social media, with the highest level of engagement and the largest audience compared to its competitors. Foxtrot holds an average position, focusing its communication efforts on Facebook, TikTok, and Telegram, while showing limited activity on YouTube and Twitter (X).

All of the retail chains also operate their own online stores. The websites allo.ua and comfy.ua show the highest traffic and the best search engine optimization. Data related to Foxtrot is particularly interesting. At the beginning of the full-scale war, the company lost some of its market position and lagged behind its main competitors. However, from March to September 2023, a steady positive trend has been observed.

An analysis of website traffic reveals that Foxtrot has the highest percentage of direct traffic compared to other companies. This is a strong indicator of high brand recognition and customer loyalty, showing that the site is frequently visited by returning users and regular customers, which reflects decent marketing activity on the company's part.

Foxtrot also has a significant share of organic traffic, meaning many users find the site via search engines. However, compared to its competitors (except for Comfy), this metric is lower, which is not a strong point for the network.

In terms of paid search traffic, Comfy shows the highest figures, while Allo has the lowest. Referral traffic (visits from other websites) remains insignificant for all companies, but Foxtrot leads in this category, while MOYO has the lowest share.

Conclusions

Communication activities of companies in the home appliances market are a key element of their marketing strategy. The high level of competition forces companies to adopt modern communication tools such as digital marketing, loyalty programs, and personalized advertising campaigns. Effective use of digital technologies enables businesses to enhance customer interaction, increase trust, and drive sales.

In the future, further development of omnichannel marketing, expansion of interactive communication, and growing influence of artificial intelligence on the personalization of marketing strategies are expected.

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