

environment: the development of clear standards, the introduction of financial incentives, and the enhancement of informational support. Only through comprehensive cooperation between businesses, government, and society can eco-innovations become a true driver of sustainable economic development.

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THE TOO-CHEAP EFFECT: WHEN LOW PRICE REPELS THE BUYER

The study examines the "too cheap" effect, a consumer behavior phenomenon where excessively low prices repel buyers by signaling inferior quality or defects. Based on Ukrainian academic sources, the paper analyzes mechanisms of price perception, demand elasticity, and marketing strategies in retail and agro-industrial sectors. It highlights risks of sales decline and brand erosion from underpricing and suggests balanced value-based pricing to enhance competitiveness amid economic challenges.

Keywords: *too cheap effect, price perception, consumer behavior, demand elasticity, pricing strategies, marketing, competitiveness.*

Досліджено ефект «надто дешево» як феномен поведінки споживачів, коли надмірно низькі ціни відштовхують покупців через асоціацію з низькою якістю чи дефектами. На основі українських академічних джерел проаналізовано механізми сприйняття ціни, еластичність попиту та маркетингові стратегії в роздрібній торгівлі й агропромисловому комплексі. Підкреслено ризики зниження продажів та девальвації бренду від заниженого ціноутворення, запропоновано збалансовані підходи на основі цінності для підвищення конкурентоспроможності в умовах економічних викликів.

Ключові слова: *ефект надто дешево, сприйняття ціни, поведінка споживачів, еластичність попиту, стратегії ціноутворення, маркетинг, конкурентоспроможність.*

In the contemporary economic landscape, particularly within Ukraine's agro-industrial sector, pricing strategies play a pivotal role in shaping consumer behavior and market dynamics. The "too cheap" effect manifests when a product's price falls below a certain psychological threshold, triggering skepticism among buyers who associate it with compromised quality, obsolescence, or underlying issues in production. This phenomenon disrupts the traditional inverse relationship between price and demand, leading to a paradoxical decline in sales despite affordability. Drawing from established Ukrainian scholarship, this analysis delves into the mechanisms of price perception, illustrating how low prices can repel consumers and undermine business viability, while advocating for integrated pricing models that balance cost, value, and market positioning to foster resilience in sectors like

agriculture, where price sensitivity intersects with quality expectations for commodities such as seeds or fertilizers.

The foundational understanding of the "too cheap" effect is rooted in the interplay between price levels and perceived quality, as evidenced in comprehensive studies on market pricing. When a price enters a lower range, denoted as P1 to P2 on the demand curve, sales volumes reach their nadir because the majority of buyers equate such pricing with inferior attributes. This repulsion arises from subjective evaluations where consumers doubt the product's integrity, viewing it as potentially defective or morally outdated. For instance, in scenarios involving household appliances priced at 86 UAH, the low cost might signal economic gains but, if below a perceptual threshold, it repels buyers due to quality concerns [1, c. 277]. Furthermore, this effect is amplified in inelastic market segments, where prestige-oriented goods suffer from brand devaluation during price wars; competitors may match reductions, yet no new customers materialize, resulting in profit erosion without demand growth. The analysis underscores that effective pricing must account for elasticity, calculated as $\% \Delta Q = E_d \cdot \% \Delta P$, to avoid such pitfalls, recommending value-based approaches that align price with perceived utility rather than mere cost recovery.

Building on this, the psychological barriers inherent in low pricing further exacerbate buyer repulsion, particularly when prices are perceived as suspiciously inexpensive in non-discount contexts. In marketing fundamentals, low prices are effective for elastic demand but falter in sensitive segments, where they signal defects or financial distress of the firm, leading to both explicit and implicit losses. Graphical representations illustrate how dropping from price level C2 to C3 diminishes sales as consumers avoid "suspiciously cheap" items, associating them with subpar quality. This dynamic is evident in the dependency of market demand on macroeconomic factors, legislative changes, and consumer strategies, where overly aggressive pricing erodes trust and loyalty. Methodological tools like cost-plus pricing (cost plus margin), break-even analysis ($BEP = FE / CM$, where FE denotes fixed expenses and CM contribution margin), and competitive benchmarking are proposed to calibrate prices, ensuring they convey quality without triggering repulsion. In the agro-industrial realm, this translates to avoiding underpricing of essential inputs like machinery, where perceived inferiority could deter farmers seeking reliable, long-term value. [2, c. 59].

Empirical insights into price perception reveal contextual nuances that intensify the "too cheap" effect, especially in retail environments where store format dictates buyer expectations. Research demonstrates that in traditional grocery settings, higher prices are linked to superior quality perceptions, while lower ones repel by implying lower standards; conversely, in discount formats, even elevated prices within the low range are seen as bargains. A notable experiment with chicken priced at 10.90 €/kg versus 4.90 €/kg across store types showed that in premium contexts, the cheaper option was avoided due to quality doubts, whereas in discount stores, it attracted buyers [3]. This highlights how situational factors, such as purchase intent or store archetype, modulate sensitivity: necessity-driven buys favor price scrutiny, while pleasure-oriented ones tolerate higher costs without repulsion. Additionally, price memory plays a role, with studies indicating that fewer than half of shoppers recall exact prices accurately, often overestimating discounts by 10% and missing promotions, which allows for strategic manipulations to boost sales by 32% through targeted offers [3]. For Ukrainian agro-retailers, this suggests tailoring pricing to segment-specific perceptions, using personalized promotions to counteract repulsion in volatile markets affected by supply chain disruptions.

The integration of these perspectives points to a multifaceted strategy for mitigating the "too cheap" effect, emphasizing the need for businesses to conduct brand audits and perceptual testing prior to pricing adjustments. In crisis-prone economies like Ukraine's, where agro-industrial firms face input cost fluctuations, avoiding the low-price trap requires shifting toward nonlinear pricing models that categorize products into tiers— inferior, average, and superior— to prevent association with inferiority. Recommendations include leveraging digital tools for dynamic pricing, where AI-driven analytics predict behavioral responses, ensuring prices remain above repulsion thresholds while maximizing elasticity benefits. Ultimately, this approach not only preserves sales volumes but also enhances long-term competitiveness by reinforcing value propositions, transforming potential repulsion into sustained consumer engagement and profitability in the sector.

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PSYCHOPHYSIOLOGICAL REACTIONS TO EMOTIONAL STRESS

У роботі здійснено комплексний аналіз психофізіологічних реакцій на емоційне напруження як багатокомпонентного процесу, що охоплює зміни функціонування серцево-судинної системи, параметрів дихання, м'язового тону та активності вегетативної нервової системи. Розглянуто механізми формування зазначених реакцій під впливом стресових стимулів, їхню взаємодію та роль у забезпеченні адаптаційних процесів організму.

Ключові слова: психофізіологія, емоційне напруження, стресова реакція, серцево-судинні зміни, дихальні параметри, м'язовий тонус, вегетативна регуляція, адаптаційні процеси, поведінкові патерни.

The paper presents a comprehensive analysis of psychophysiological responses to emotional stress as a multidimensional process involving changes in the functioning of the cardiovascular system, respiratory parameters, muscle tone, and the activity of the autonomic nervous system. The mechanisms underlying the formation of these responses under the influence of stress stimuli are examined, along with their interaction and role in ensuring the body's adaptive processes.

Keywords: psychophysiology, emotional tension, stress response, cardiovascular changes, respiratory parameters, muscle tone, autonomic regulation, adaptive processes, behavioral patterns.

The basics of psychophysiology reveal the close relationship between psychological phenomena and physiological processes in the human body. This makes it possible to explore how emotions, stress, intellectual activity affect physical well-being, and vice versa, how physiological processes can change the psychological balance.

Thanks to the basics of psychophysiology, it can be determined that, for example, excitement and anxious thoughts arise not only in the mind, but also change the hormonal background, the work of the heart, and the rhythm of breathing. In addition, the physiological state of the body can determine how calm or emotional a person is about what is happening. Yes, bad habits, improper nutrition and chronic fatigue change the level of chemicals in the body. In particular, an increase or decrease in the level of serotonin, the so-called "happiness hormone", immediately affects the mood [1].

Learning the basics of psychophysiology helps to get to know yourself and others better. It is a step towards a deeper understanding of how our body and mind function. Knowledge of the basics of psychophysiology is important in order not only to treat symptoms, but also to focus on the root of problems, to make life more balanced and healthy.

Emotional tension is a special emotional state that can occur in both children and adults as a