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Theoretical and Methodological Foundations of the Formation of State Tax Policy for Households

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ABSTRACT

The article is devoted to the theoretical and methodological substantiation of the conceptual principles of the formation of the state tax policy towards households based on the systematization of scientific approaches to the interpretation of the household category, the generalization of the evolution of tax theories and the identification of mechanisms of the influence of the tax burden on the economic activity and financial behavior of households. The aim of the article is the theoretical and methodological substantiation of the conceptual principles of the formation of the state tax policy towards households based on the systematization of scientific approaches to the interpretation of the household category, the generalization of the evolution of tax theories, and the identification of mechanisms of the influence of the tax burden on the economic activity and financial behavior of households in a market economy. The research used systemic, historical-genetic, abstract-logical, structural-logical and comparative methods, as well as methods of generalization and systematization of scientific approaches, which allowed us to consider households as multifunctional microeconomic systems that combine consumer, production, savings and investment functions within the national economy. The results of the study indicate that households are key institutional entities of a market economy that simultaneously form aggregate demand, provide a supply of production factors and accumulate investment potential through savings. It has been established that the financial behavior of households is systemic in nature and is determined by the interaction of economic, institutional and behavioral factors that influence decisions on consumption, savings and borrowing. It has been proven that the state's tax policy towards households is evolving from a fiscally oriented tool to a complex mechanism for regulating economic behavior. The generalization of the evolution of tax theories has shown a transition from the classical approach to the regulatory, incentive and behavioral interpretation of taxes, which allows us to consider them as a tool for influencing the economic decisions of households. It is found that the tax burden has a multi-channel impact through income, incentive and institutional-behavioral effects, which is manifested in a change in the structure of consumption, a reduction in savings, a transformation of labor behavior and an increase in informal employment. It is substantiated that an increase in the tax burden leads to a decrease in after-tax income, a limitation of the investment potential of households and a change in the structure of financial strategies towards more cautious and informal forms of accumulation. It is established that the adaptive behavior of households is manifested in the correction of labor activity, optimization of consumer spending and an increase in the share of shadow economic practices. The implementation of the proposed approaches allows us to deepen the theoretical and methodological understanding of the role of households in the tax system and creates a basis for improving the state's tax policy, taking into account the behavioral reactions of economic agents.

KEYWORDS

tax policy, households, financial behavior, tax burden, economic activity, tax theories, behavioral economics.

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Теоретико-методологічні засади формування податкової політики держави для домогосподарств

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СТАТТЯ

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АНОТАЦІЯ

Стаття присвячена теоретико-методологічному обґрунтуванню концептуальних засад формування податкової політики держави щодо домогосподарств на основі систематизації наукових підходів до трактування категорії домогосподарства, узагальнення еволюції податкових теорій та ідентифікації механізмів впливу податкового навантаження на економічну активність та фінансову поведінку домогосподарств. Метою статті є теоретико-методологічне обґрунтування концептуальних засад формування податкової політики держави щодо домогосподарств на основі систематизації наукових підходів до трактування категорії домогосподарства, узагальнення еволюції податкових теорій, а також ідентифікації механізмів впливу податкового навантаження на економічну активність та фінансову поведінку домогосподарств у ринковій економіці. У процесі дослідження використано системний, історико-генетичний, абстрактно-логічний, структурно-логічний та порівняльний методи, а також методи узагальнення та систематизації наукових підходів, що дозволило розглянути домогосподарства як багатофункціональні мікроекономічні системи, що поєднують споживчі, виробничі, заощаджувальні та інвестиційні функції в межах національної економіки. Результати дослідження свідчать, що домогосподарства є ключовими інституційними суб'єктами ринкової економіки, які одночасно формують сукупний попит, забезпечують пропозицію факторів виробництва та акумулюють інвестиційний потенціал через заощадження. Встановлено, що фінансова поведінка домогосподарств має системний характер і визначається взаємодією економічних, інституційних та поведінкових чинників, що впливають на рішення щодо споживання, заощадження та запозичення. Доведено, що податкова політика держави щодо домогосподарств еволюціонує від фіскально орієнтованого інструмента до комплексного механізму регулювання економічної поведінки. Узагальнення еволюції податкових теорій засвідчило перехід від класичного підходу до регулятивного, стимулюючого та поведінкового трактування податків, що дозволяє розглядати їх як інструмент впливу на економічні рішення домогосподарств. Виявлено, що податкове навантаження здійснює багатоканальний вплив через дохідний, стимулюючий та інституційно-поведінковий ефекти, що проявляється у зміні структури споживання, скороченні заощаджень, трансформації трудової поведінки та посиленні неформальної зайнятості. Обґрунтовано, що підвищення податкового навантаження зумовлює зниження післяподаткових доходів, обмеження інвестиційного потенціалу домогосподарств та зміну структури фінансових стратегій у бік більш обережних і неформальних форм накопичення. Встановлено, що адаптаційна поведінка домогосподарств проявляється у корекції трудової активності, оптимізації споживчих витрат та зростанні частки тіньових економічних практик. Реалізація запропонованих підходів дозволяє поглибити теоретико-методологічне розуміння ролі домогосподарств у податковій системі та створює підґрунтя для удосконалення податкової політики держави з урахуванням поведінкових реакцій економічних агентів.

КЛЮЧОВІ СЛОВА

податкова політика, домогосподарства, фінансова поведінка, податкове навантаження, економічна активність, податкові теорії, поведінкова економіка.

1. Introduction

In the current conditions of development of market economies, characterized by the strengthening of institutional transformations, digitalization of financial relations, complication of the employment structure and the growing influence of behavioral factors on economic decisions, the deepening of the theoretical and methodological foundations of the formation of the state's tax policy towards households is of particular relevance, which is due to the need to rethink the role of households as key economic agents that simultaneously act carriers of labor potential, consumer demand and a source of savings and investment resources of the national economy.

The relevance of the study increases in the context of the transformation of tax systems under the influence of globalization processes, the digital economy and changes like employment, in particular, the development of informal and platform forms of labor. Under such conditions, traditional models of individual taxation of personal income do not fully take into account the real economic behavior of households, which leads to methodological limitations in the implementation of the principles of solvency, social justice and fiscal efficiency.

Additional challenges are the strengthening of income differentiation of the population, the growth of household adaptation strategies in response to tax pressure, as well as the spread of practices of income shadowing and optimization of tax liabilities. Taken together, this actualizes the need for an integrated approach to the study of tax policy, which takes into account not only fiscal, but also behavioral, institutional and reproductive aspects of the functioning of households.

At the same time, in modern economic science, there is an insufficient systematization of approaches to understanding the household as an integrated microeconomic and institutional unit of the tax system. Existing studies mainly focus on certain aspects of personal income taxation, without forming a holistic concept of the impact of tax policy on economic activity and the financial behavior of households.

In this regard, there is a need for further development of theoretical and methodological approaches to the formation of the tax policy of the state in relation to households, which provides for the generalization of the evolution of tax theories, the systematization of scientific approaches to the interpretation of the category of "household" and the identification of mechanisms for the influence of the tax burden on the economic behavior of households in modern socio-economic conditions.

2. Literature Review

The issue of forming the tax policy of the state in relation to households is the subject of active scientific discussions in the domestic and foreign economic literature. The theoretical foundations of the study of households as an economic subject are revealed in the works of domestic scientists. The theoretical basis for the analysis of the household as a basic microeconomic element is laid in the works of O. Vatchenko [31] and O. Lozychenko [17], who consider it as a key agent in the formation of consumer demand. A fundamental contribution to the domestic theory was made by: T. Kizima, who formed the conceptual paradigm of household finances and their reproductive function [14], as well as A. Sydorchuk, who focuses on ensuring their financial stability in conditions of instability [28]. These approaches are complemented by the classical models of I. Fischer [7] and theorists of political economy [5; 37], where households are integrated into the global circulation of income and investment capital.

The study of decision-making mechanisms is highlighted in the works of I. Tyutyunyk and D. Toptunenko [29], which focus on the adaptation of behavior to macrochanges. The expansion of classical rational models due to psychological and institutional factors is observed in the works of T. Gaidai [8] and E. Bolotina [2]. A special place here is occupied by the theories of optimal taxation and behavioral economics: J. Mirrlis [19], P. Diamond, E. [4] Saez [23], Kahneman D. [12], which explain the reaction of agents to institutional stimuli.

The issue of the state's influence on households through fiscal instruments is studied in the works of A. Krysovatyi, where tax policy is defined as a mechanism for harmonizing public and private interests [15]. The problems of stability and security of the tax environment are raised in the works of V. Ilyashenko [9], O. Desyatnyuk, V. Dmytriv [3] and M. Vyklyuk [36].

Despite the presence of a significant array of studies, most authors consider either purely functional aspects of household activities or the macroeconomic efficiency of the tax system. There is no holistic approach that would synthesize the evolution of tax theories with modern behavioral reactions of households to the tax burden. In particular, the mechanism of how a change in the vector of tax policy (from fiscal to stimulating) transforms the economic activity of the population in market conditions requires a deeper study. This determined the choice of the purpose of the article, aimed at the theoretical and methodological substantiation of the conceptual foundations of the formation of tax policy through the prism of the behavioral and economic interests of households.

Thus, the analysis of scientific sources indicates the presence of a broad theoretical base for the study of households as an economic entity. At the same time, the issues of a comprehensive combination of institutional, behavioral and regulatory approaches to the analysis of households in the current conditions of transformation of the economic system of Ukraine remain insufficiently developed, which necessitates further scientific research in this direction.

3. Problem Statement

The article is aimed at theoretical and methodological substantiation of the conceptual foundations of the formation of the tax policy of the state in relation to households based on systematization of scientific approaches to the interpretation of the category of household, generalization of the evolution of tax theories (from classical political economy to modern behavioral economics), as well as identification of mechanisms of influence of the tax burden on economic activity and financial behavior of households in a market economy.

To achieve this goal, the following tasks have been defined: to generalize and systematize scientific approaches to the interpretation of the category of “household” in economic theory and statistical practice; to reveal the economic essence of households as basic microeconomic and institutional subjects of the market economy; to clarify the content of economic activity and financial behavior of households as key characteristics of their participation in reproductive processes; to carry out an evolutionary analysis tax theories in chronological context (classical, neoclassical, Keynesian, theory of optimal taxation, supply-side economics and behavioral economics); to summarize conceptual approaches to the role of taxes as an instrument of fiscal and regulatory influence of the state; to investigate the mechanisms of influence of the tax burden on the labor, consumer and saving behavior of households; identify manifestations of adaptive behavior of households in response to changes in tax incentives, including the transformation of the employment structure and the spread of informal practices; to substantiate the role of tax policy as an institutional mechanism for regulating the economic activity of households in modern socio-economic conditions.

4. Methods and Materials

The methodological basis for the study of the theoretical and methodological foundations of the formation of the state’s tax policy towards households is a set of general scientific and special methods of cognition, which provide a comprehensive analysis of the evolution of scientific concepts, modern approaches to the interpretation of tax policy and mechanisms of its influence on the economic behavior of households. In the process of the study, a systematic approach was used, which made it possible to consider tax policy as a multi-level institutional system that integrates fiscal, regulatory and socio-economic functions of the state in relation to the behavior of households. The use of the historical-genetic method provided a reconstruction of the evolution of tax theories – from classical political economy to modern trends (theory of optimal taxation, supply-side economics, behavioral economics), which made it possible to identify the transformation of the functional purpose of taxes from a purely fiscal instrument to a mechanism for regulating economic behavior and public welfare. An important place in the study is occupied by a critical review of the scientific literature, which made it possible to carry out a comparative analysis of existing approaches to the interpretation of the categories of “tax policy”, “tax burden” and “economic activity of households”, to identify their conceptual limitations and contradictions, as well as to substantiate the need to form an integrated author’s approach to their interpretation. For the formation of generalizations and conceptual definitions, the abstract-logical method was used, which provided a synthesis of theoretical provisions and the development of the author’s interpretations of the economic activity of households and tax policy in the context of their interaction. In addition, the methods of comparative analysis and systematization were used, which made it possible to generalize scientific approaches to determining the essence of households and tax policy, as well as to structure the evolution of tax theories by stages of development of economic thought. The use of structural and logical analysis made it possible to identify the mechanisms of taxation's influence on the economic behavior of households, in particular through the income, stimulating and institutional-behavioral channels of transformation of their financial decisions. The information base of the study was the works of domestic and foreign scientists on taxation, financial behavior of households and tax policy, as well as the provisions of classical and modern economic theories.

5. Results and Discussion

It is advisable to consider the theoretical and methodological foundations of the formation of the state's tax policy towards households through the prism of their role as key economic agents of the market economy. In international practice, households act as the basic subjects of the formation of demand, savings and investment potential, and under favorable conditions, they are transformed into business entities of various scales. At the same time, in modern conditions, there is an increase in the tax burden on households, which is due to the expansion of paid access to educational, medical and social services [33].

Within the framework of the modern scientific discourse of economic theory and finance, the category of household is interpreted through the prism of various methodological approaches, which necessitate their systematization in order to identify key essential characteristics. In the context of this study, it is advisable to summarize the existing scientific approaches to the definition of the concept of household (see Table 1).

Table 1. Theoretical and methodological approaches to the interpretation of the category of "household"

Author/source	Interpretation of the category "household"	Key Features
Vatchenko O. I. [31]	A household is interpreted as an independent business entity that unites persons who live together (regardless of the nature of family ties), performing the functions of a producer and consumer of economic goods	Institutional autonomy; dual economic role; spatial and everyday unity; the basis of entrepreneurial activity
All-Ukrainian Population Census (2001) [32]	A household is considered a set of persons (or one person) who live together, run a common household and combine the costs of living	Methodological unification; community of costs; Economic unity
State Statistics Service of Ukraine [26]	A household is defined as a set of persons or one person who lives together, runs a household, partially or fully combines income and realizes joint expenses	Commonality of residence; integration of financial resources; unity of consumer spending
Draft Law "On Household (Home Economy)" [34]	A household is interpreted as an institutionally defined set of persons who live together, ensure their own livelihood, run a household and carry out collective management of financial resources	Institutionalization; economic self-sufficiency; Resource management
Lozychenko O. [17]	Households are considered as a structure-forming element of the national economy, generating both stabilizing and destabilizing effects through a system of economic relationships	Macroeconomic impact; demand formation; savings and investment function; impact on financial security and the labor market
U.S. Census Bureau [30]	A household is defined as a group of individuals who share a dwelling and organize a common meal	Spatial and functional unity; Shared consumption
Fedorenko V. G. [5]	A household is treated as an autonomous economic entity represented by an individual or a group of persons who carry out joint economic activities based on a consolidated budget	Economic subjectivity; budget integration; Commonality of economic activity
Yuriy S. I. et al. [37]	A household is defined as an economic unit that accumulates resources, ensures their supply in the market and transforms the income received into consumption to satisfy material needs	Resource sufficiency; participation in market exchange; Consumption function

Source: Formed by the author based on sources: [5; 17; 26; 30–32; 34; 37].

Generalization of existing scientific approaches gives grounds to consider the household as a complex multifunctional microeconomic system, which is characterized by the integration of social, economic and behavioral determinants. Within the framework of this interpretation, the household is not only the primary unit of economic activity but also a structural element of the reproductive process of the national economy.

The functional role of households in the macroeconomic system is manifested through their participation in the formation of aggregate demand for goods and resources, ensuring the processes of reproduction of factors of production, generation of primary incomes, as well as the accumulation of investment potential. The latter is implemented through the mechanism of transformation of household savings into financial resources that indirectly affect investment activity and economic growth.

In the current conditions of development of national economies, households acquire the status of a basic institutional element of the economic system of the state, which is due to their role as bearers of private ownership of economic resources, a key source of formation and reproduction of human capital, as well as the simultaneous performance of the functions of a producer and consumer of economic goods. In addition, it should be emphasized that the part of income that is not directed to current consumption is transformed into savings, which are an important source of investment resources in the national economy.

Taking into account the above, it is advisable to consider households as a key institutional determinant of the formation and implementation of state tax policy aimed at ensuring macroeconomic stability, increasing the efficiency of redistributive processes and achieving sustainable socio-economic development.

Within the neoclassical paradigm, households are considered rational economic agents capable of making optimal intertemporal choices within budget constraints. The theoretical basis of this approach is the concept of intertemporal choice, formulated by I. Fisher in the work "The Theory of Interest" [7], according to which economic agents compare the utility of current consumption with the expected utility of future consumption, which is realized through the mechanisms of saving and investing. In this context, the financial behavior of households is interpreted as the result of rational planning of the intertemporal distribution of income, aimed at maximizing aggregate utility throughout the life cycle.

The analysis of the internal mechanisms of economic behavior of households is of particular importance, since they determine the nature of their interaction with the fiscal system of the state and the level of sensitivity to tax instruments. In view of this, it is important to study the financial behavior of households as a basic category of the microeconomic level. In the scientific economic literature, the financial behavior of households is considered as a complex, multi-level system of decision-making regarding the formation, distribution and use of financial resources, which is formed under the influence of a set of economic, institutional, social and behavioral determinants. Its essence cannot be reduced to separate financial transactions (consumption, savings, or borrowing), since it reflects the holistic logic of interaction of households with the financial environment and their adaptation to macroeconomic conditions [29].

We propose to understand the financial behavior of households as a systematically organized process of microeconomic decision-making regarding the formation, distribution and use of financial resources, which is carried out by households as rational or limited rational economic agents under the influence of institutional and behavioral factors and is aimed at achieving a current and long-term level of economic well-being by optimizing the ratio between consumption, savings and borrowing. This allows us to consider the financial behavior of households as a key analytical element in the study of the mechanisms for the formation of their economic decisions that directly interact with the institutional environment of the state.

In this context, the tax system is of particular importance as one of the basic tools for the redistribution of income and regulation of economic activity of households. Taking into account the decisive role of financial behavior of households in the formation of their economic decisions, it is logical to further study the theoretical and methodological foundations of the tax policy of the state, which acts as an institutional mechanism for influencing these processes and determines the parameters of interaction of households with the financial system of the state.

Taking into account the lack of a single unified approach to the interpretation of the concept of "tax policy" in modern economic science, it is advisable to generalize the existing scientific approaches in order to systematize them and identify key methodological differences. The variety of interpretations is due to the multifunctional nature of tax policy, its role in ensuring fiscal sufficiency, regulating economic processes and implementing the socio-economic priorities of the state. The analysis of existing scientific approaches indicates the need to combine the fiscal goals of the state with the behavioral reactions of households, which is often ignored within the framework of highly specialized approaches. We offer the author's system-integrated approach, which considers tax policy as a hierarchical system that functions simultaneously at the macroeconomic (state) and microeconomic (household level) levels. This interpretation allows you to take into account not only fiscal efficiency, but also socio-economic justice and the stability of the financial behavior of agents. In order to deepen the theoretical and methodological analysis of the essence of tax policy, it is advisable to classify scientific approaches to its definition (see Table 2).

Table 2. Conceptual and methodological approaches to the interpretation of tax policy

Approach	Author(s)	Interpretation	Methodological focus	Target focus
Fiscal	Andrushchenko V. L. et al. [1, p. 27]	Tax policy is considered a component of fiscal policy, which is aimed at regulating state revenues and expenditures	Budget and fiscal processes	Ensuring the financial resources of the state and macroeconomic balance
Institutional	Shvabiy K. I. (ed.) [24, p. 4]	Tax policy is defined as an instrument of state regulation of the economy and an attribute of economic sovereignty	Institutional structure of the economy	Ensuring financial independence and stability of the state
Socio-economic	Maiburov I. A. [11, p. 20]	Tax policy is interpreted as a component of socio-economic policy, which ensures the harmonization of the interests of the state, business and the population	Socio-economic relationships	Achieving social welfare and economic development
Functional	Volokhova I. S., Dubovyk O. Y., Slatvinska M. O. [35, p. 83]	Tax policy is considered as the activity of establishing and administering taxes that ensure the redistribution of GDP	Financial and distribution processes	Formation of centralized financial resources
Managerial	Ivanov Y. B., Maiburov I. A. (eds.) [11, p. 20]	Tax policy is defined as the activities of public authorities to improve the tax system	Tax administration	Improving the efficiency of the tax system
Regulatory and Institutional	Krysovatyi A. I. [15, p. 10–11]	A multifaceted set of organizational, economic and legal measures for scientifically grounded regulation of the taxation process and the functioning of taxes as fiscal instruments and regulatory levers	Interaction of the state, society and the individual; a combination of private and public interests	Meeting the needs of the state, social groups and the economy; minimization of fluctuations in market relations through the redistribution of resources
International	Shvabiy K. I. (ed.) [24, p. 14]	Tax policy covers the regulation of international tax relations through interstate agreements	International Financial Relations	Avoidance of double taxation and ensuring tax coordination
System-integrated (author's)	–	Tax policy is a complex, hierarchically structured activity of the state to form, implement and transform the tax system through the use of taxation instruments to achieve fiscal sufficiency, economic efficiency and social justice	Systematic approach (macro and micro level)	Ensuring the balance of interests of the state and taxpayers and macroeconomic stability

Source: Formed by the author based on sources: [1; 11; 15; 24; 35].

The systematization indicates the multivariance of scientific approaches to the interpretation of tax policy, which is due to the complexity of its functional purpose and the multi-level nature of the impact on the economic system. Generalization of scientific positions allows us to state that in modern conditions, tax policy goes beyond the purely fiscal function, transforming into a complex instrument of state regulation, which is aimed at ensuring macroeconomic stability, stimulating economic development and achieving social balance.

Tax policy, being a component of the financial policy of the state, realizes its influence through the regulation of incomes of economic entities, the level of economic activity, the investment climate and socio-economic development. As Ilyashenko V. A. notes, it plays an important role in increasing real incomes of the population and stimulating entrepreneurial and investment activities [9, p. 22], which confirms its system-forming importance in ensuring macroeconomic stability. An important condition for the effectiveness of tax policy is compliance with the principle of tax stability. Predictability and consistency of tax legislation, in contrast to short-term tax benefits, form a favorable investment environment and determine long-term trends in economic development [3, p. 21]. At the same time, tax policy ensures the financial stability of the state through mechanisms of budget filling and redistribution of resources. The volume of tax revenues depends on the dynamics of economic development, the level of inflation and the tax burden, which necessitates achieving a balance between fiscal efficiency and stimulation of economic activity [36, p. 243]. Summing up, it is advisable to single out the main channels of influence of tax policy on economic stability: fiscal, regulatory, distributive and stabilization. It is their comprehensive implementation that ensures the achievement of macroeconomic balance and sustainable development.

The study of the role of households in the formation of the tax policy of the state requires special attention to clarify the essence of their economic activity as a basic characteristic of participation in reproductive processes. Despite the widespread use of this concept in the scientific literature, its content often remains insufficiently formalized and systematized. It is expedient to interpret the economic activity of households as an integrated characteristic of their participation in economic processes, which reflects a set of actions and decisions on the formation, distribution and use of resources aimed at ensuring the reproduction of income, consumption, savings and investment in the conditions of interaction with the market and institutional environment. In a more applied dimension, the economic activity of households is manifested through their participation in the formation of the supply of factors of production (primarily labor), the creation of aggregate demand, the accumulation of financial resources and their transformation into savings and investments, which also reflects the level of adaptation of households to changes in the economic environment, in particular the tax burden, which directly affects their behavioral models.

Therefore, we propose to understand the economic activity of households as a systematic activity of a household as an autonomous economic entity for the formation of resources and the adoption of a set of consumers, saving, investment and labor decisions (including entrepreneurial activity and self-employment), which is implemented within budget constraints during the horizons of life cycle planning as an adaptive response to market incentives and instruments of state tax policy. In contrast to existing approaches, the proposed definition integrates four equal dimensions of activity, which allows considering the household not as a passive object of taxation, but as an active unit whose behavioral reactions directly transform the parameters of reproductive processes in the national economy.

For a thorough theoretical and methodological justification of the tax policy of the state, it is advisable to refer to the evolution of classical and modern tax theories, which form the conceptual basis for the study of fiscal relations. In the scientific economic literature, tax theory is considered as a systematized set of knowledge about the nature, functions and socio-economic role of taxes, which determines the principles of building tax systems and mechanisms for their implementation [35]. Within the framework of the study, we consider it necessary to classify the main theoretical approaches to taxation by stages of development of economic thought, their representatives and key conceptual provisions that determine the impact of tax policy on economic processes, including the functioning of households (see Table 3).

The systematization of theoretical approaches to taxation indicates a significant evolution of scientific ideas about the role of taxes in the socio-economic system. If, in classical political economy, taxes were considered mainly as an instrument for financing state functions with minimal interference in market processes, then in subsequent theoretical schools, their functional load is significantly expanded. In particular, in the Keynesian theory, taxes acquire the status of an instrument of macroeconomic regulation, in the theory of optimal taxation – a mechanism for ensuring a balance between efficiency and social justice, and in modern behavioral concepts – an element of influence on individual decisions of economic agents.

The evolution of tax theories reflects the gradual transition from fiscal-oriented to regulatory-institutional and behavioral approaches to understanding taxation, which forms the theoretical basis for further study of the state's tax policy towards households as key subjects of income formation, consumer demand and economic activity, and also allows us to consider taxation not only as a mechanism for withdrawing income, but as an instrument of purposeful influence on the economic behavior through a system of incentives and restrictions.

Table 3. Evolution of Theoretical Concepts of Taxation in the Context of Tax Policy Formation

The stage of development of economic thought	Theoretical approach	Representatives	Conceptual content of the theory	Interpretation of tax policy
Classical political economy	Classical theory of taxation	A. Smith, D. Ricardo	Taxes as a necessary tool for financing public functions in compliance with the principles of equality, certainty, convenience and minimization of tax costs; neutrality on market processes	Formation of the basic principles of the tax system and the fiscal neutrality of state intervention
Neoclassical direction	Theory of Social Welfare and Correction of Market Failures	A. Marshall, A. Pigou	Taxes as a tool to internalize externalities and increase public welfare through the adjustment of market imbalances	Substantiation of the regulatory function of taxes in ensuring the efficiency of the market economy
Keynesian theory	Macroeconomic tax theory	J. M. Keynes	The use of taxes as a tool to influence aggregate demand, investment activity, employment and the economic cycle	Development of the stabilization function of tax policy and countercyclical regulation
Theory of optimal taxation	Theory of optimal distribution of the tax burden	J. Mirrlis, P. Diamond, E. Sayez	Designing the Tax System as a Mechanism for Maximizing Public Welfare under the Conditions of Information Asymmetry and Compromise between Efficiency and Justice	Theoretical substantiation of the optimal taxation structure and minimization of the excess tax burden
Supply-side economics	Theory of incentive taxation	A. Laffer, M. Feldstein	The tax burden determines economic activity and the volume of the tax base; the existence of an optimal level of taxation	Formation of a stimulating tax policy focused on the growth of economic activity
Behavioral economics	Behavioral tax theory	D. Kahneman, A. Tversky	Deviation of economic behavior from the model of complete rationality; Influence of cognitive biases and institutional factors	Taking into account behavioral determinants in the formation of household tax policy

Source: Formed by the author based on sources: [4; 6; 12; 13; 16; 18; 19; 21–23; 25].

The classical theory of public finance distinguishes three basic functions of the public sector: allocation, distribution, and stabilization [20]. At the same time, J. Stiglitz and J. Rosengard emphasize that modern tax systems often perpetuate rather than mitigate social inequality, especially due to the regressive nature of indirect taxes, which disproportionately burden households with lower incomes [27]. Domestic science systematizes the goals of tax policy in financial, economic and social directions [10]. None of these approaches separately singles out the function related to influencing the behavioral decisions of households.

According to the author, for the purposes of studying the transformation of tax policy in the context of stimulating economic activity of households, these approaches need to be supplemented with two components: the incentive function as an independent (as opposed to approaches where it dissolves into a regulatory one) and the behavioral function as a new conceptual category. The author's classification is presented in Table 4.

The fundamental theoretical basis for the study of household finances was formed in the works of T. O. Kizima, who substantiated their role as an autonomous and multifunctional link of the financial system. In particular, the researcher proved the expediency of distinguishing the reproductive function of households aimed at the development of human capital, as well as revealed the mechanisms and implementation of behavioral strategies of subjects to achieve the strategic goal – increasing the level of well-being [14, p. 54-56]. This approach allows us to consider the household not only as an object of fiscal influence but as an active participant in financial relations, whose decisions determine macroeconomic dynamics.

Analyzing the logic of interaction between the state and the population, it is advisable to rely on the principles of organization of household finances, substantiated by A. A. Sydorchuk. In particular, the principle according to which the government has an objective opportunity to improve the financial performance of the household is decisive for our study [28, p. 36]. The author proves that through taxation instruments, the state is able to either suppress the economic interests of subjects (state-centric approach) or, subject to anthropological orientation, create a favorable environment for the realization of their entrepreneurial abilities [28, p. 42]. This approach allows us to consider tax transformation as a mechanism for balancing financial contradictions between the state and citizens at the stages of primary distribution and redistribution of GDP.

Table 4. Classification of Tax Policy Functions in the Context of Regulation of Household Finances

Function	Contents	Manifestation in the context of households
Fiscal	Formation of budget revenues through the taxation system	DGs are the main payers of direct (personal income tax, military tax) and indirect (VAT, excise taxes) taxes DG are the main payers of direct (personal income tax, military tax) and indirect (VAT, excise taxes) taxes
Regulatory	Adjustment of macroeconomic proportions and sectoral structure	Impact on the level of employment and real incomes of DG members; regulation of consumer demand
Distributive	Redistribution of income between economic entities	Smoothing property inequality; social transfers as a compensatory mechanism for DGs
Stimulating	Formation of incentives for certain types of economic activity through taxation instruments	Tax benefits on investment income, deductions for education, stimulation of entrepreneurial activity and self-employment
Behavioral	The Influence of the Tax Environment on the Economic Decisions of the State Communities through the System of Perception of Fiscal Signals	The reaction of DGs to changes in rates, benefits, and tax structure through cognitive mechanisms, not just rational calculation; "nudge effect" as a PP tool [8]

Source: Proposed by the author based on sources: [10; 20; 27].

Taxation in the system of instruments of state regulation of the economy is one of the key factors that determines the parameters of the economic behavior of households. Its impact is realized through a decrease in available (post-tax) income, which directly changes the budget constraints of economic agents and determines the redistribution of resources between the main directions of their use – consumption, savings and labor supply. As a result, the tax burden forms a system of alternative solutions for households regarding the current and intertemporal distribution of income.

The mechanism of taxation influence is multichannel and manifests itself through the income effect (reduction of real incomes), the stimulating effect (changes in motivation to work, consumption and savings) and the institutional-behavioral effect (adaptation of economic strategies to the level of tax burden and the quality of the institutional environment). The cumulative effect of these channels determines the nature and intensity of adaptive reactions of households within the market economy [8, p. 126–133].

In the plane of labor behavior, taxation modifies individual incentives to participate in the labor market through a change in the marginal utility of the additionally received income. An increase in the tax burden reduces the post-tax return on labor, which weakens the motivation to expand labor activity, increase working hours, or accept additional employment (substitution effect). At the same time, a reduction in disposable income may actualize compensatory behavior, in which households increase the supply of labor in order to maintain the target level of well-being (income effect). The cumulative impact of taxes on labor acquires an asymmetric and individually differentiated character depending on the level of income, the elasticity of labor supply and the expectations of households.

In the context of consumer behavior, tax deductions directly narrow the boundaries of current solvent demand, causing a correction of the structure of consumer spending. A decrease in disposable income transforms the intertemporal consumer decisions of households towards a reorientation towards necessities and a reduction in spending on durable goods and discretionary services. Additionally, sensitivity to price fluctuations increases, which contributes to the rationalization of consumer strategies and an increase in the propensity for deferred consumption.

Regarding saving behavior, tax policy influences the savings rate through the discretionary income reduction channel, which forms the financial basis of savings. A decrease in post-tax revenues limits the possibilities of forming organized savings and reduces the investment potential of households. At the same time, increasing tax pressure changes not only the quantitative parameters of savings but also their qualitative structure, contributing to the transition from formalized financial instruments to unorganized forms of accumulation. This is manifested in an increase in the share of cash assets, foreign currency savings and alternative non-financial forms of value preservation, which is a reaction to the decline in confidence in the institutional environment.

Tax incentives are most clearly manifested in the formation of shadow employment, which acts as an adaptation mechanism for minimizing the tax burden. An increase in the level of labor taxation increases the opportunity costs of formal employment and stimulates the transition of part of economic activity to the informal sector, which is manifested in the spread of informal labor relations, partial declaration of income, the use of cash settlements and schemes for minimizing tax liabilities. As a result, there is a structural deformation of the labor market, a narrowing of the official tax base and an increase in employment segmentation [2].

Therefore, taxation forms a multi-level system of influence on the economic behavior of households, within which labor incentives, consumer priorities, savings strategies and forms of employment are simultaneously transformed. The intensity and direction of these changes are determined by the level of tax burden, the structure of revenues, the degree of institutional trust and the general macroeconomic conditions of the economy.

6. Conclusions

As a result of the study, it has been established that households in the modern market economy act as key economic agents that simultaneously form aggregate demand, ensure the supply of factors of production and accumulate savings, which are transformed into investment resources of the national economy. It has been established that the household is a complex multifunctional microeconomic system, which is characterized by the integration of social, economic and behavioral characteristics. It has been proven that the financial behavior of households is a multi-level system of decision-making regarding the formation, distribution and use of financial resources and is determined by a set of economic, institutional and behavioral factors. It has been established that the tax policy of the state towards households has a multifunctional character and goes beyond the fiscal function, also performing a regulatory, distributive and stabilization role. The generalization of theoretical approaches has shown the evolution of tax policy from an instrument for financing public expenditures to a complex mechanism for influencing the economic behavior of business entities. It is substantiated that taxation has a multi-channel impact on the economic behavior of households through income, stimulating and institutional-behavioral effects. In the plane of practical implementation, this is manifested in a change in the structure of consumption, a reduction in the volume of organized savings, a transformation of labor activity and an increase in the tendency to informal employment as an adaptive reaction to the growth of the tax burden.

It is substantiated that the relevance of classical and neoclassical concepts in the study of the financial behavior of households is significantly limited by the specifics of the transformational economy and exogenous shocks of martial law. It has been established that in the context of critical institutional instability, the traditional paradigm of rational choice is shifting: the priority of long-term utility maximization is inferior to the strategies of adaptive survival and preservation of asset liquidity, which in turn determines the need to modify tax policy in the direction of implementing flexible instruments that take into account the specific behavioral context and the priority of social inclusion over the criteria of purely fiscal effectiveness.

The scientific novelty of the study lies in the improvement of conceptual approaches to the interpretation of the household as a multifunctional microeconomic system and tax policy as a hierarchically structured activity of the state. For the first time, a system-integrated approach to the definition of tax policy has been proposed, which combines macroeconomic stability with microeconomic behavioral reactions of households, ensuring a balance of the interests of the state and taxpayers.

The practical significance of the results obtained lies in the deepening of the theoretical and methodological understanding of the role of households in the tax system and the mechanisms of influence of tax policy on their economic behavior. The results obtained can be used to improve approaches to the formation of tax policy, in particular in terms of taking into account the behavioral reactions of households to changes in the tax burden and increasing the efficiency of redistributive processes in the national economy. Further research should be directed to a quantitative assessment of the impact of the tax burden on the structure of household incomes, consumption and savings, as well as to the development of applied models for their adaptation to changes in tax policy in the context of digitalization and transformation of the institutional environment.

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