

підприємства на основі управління поведінкою споживачів в умовах воєнного стану. Проблеми і перспективи економічного розвитку в умовах модернізаційних, 59.

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CURRENT BRANDING ATTRIBUTES AND TRENDS

In the information society, many events and processes break free from the constraints of place and time and instantly spread through media channels throughout the world. A new virtual view of the world has been created with an interdependent global society, where culture, politics, and economics are interconnected and interdependent and practically form a single whole. More and more daily emotional efforts and choices are required of a person. While the flow of vital information is increasing, choices have to be made more and more often. Brands make it easier for a person to bear this informational and psychological-stress load that constantly presses on him. This is one of the factors that contributes to the promotion of trademarks that offer all values in a complex [2]. By purchasing a branded product, joining it, many problems of the physical, emotional, social, cultural, and even spiritual plan are solved. The brand practically takes the consumer under its protection, it tries to solve as many of the consumer's problems as possible.

Some modern branding attributes and trends are as follows:

1. Anthropomorphism, human-likeness of brands with their inherent ideal features and aspirations.
2. Humanization and humanitarianization of technology is taking place, consumers are not expecting “bare” technical innovations, but their embodiment in an intuitive and aesthetic form.
3. Quality and reliability are no longer key factors when choosing a brand, so those present do not talk about their presence: everyone understands that they must be at the highest level.
4. There is a shift from “external” approaches to building a brand (popularity,

demand, uniqueness) to an “internal” indicator (consumer feelings, analysis of brand perception).

5. New brands are beginning to insist on what they themselves believe in and include the consumer in their belief. They want to not just please the consumer, but convince them of the correctness and uniqueness of their vision of the world, and give the consumer support and confidence.

6. When developing a modern trademark, on the one hand, the “portrait” of the future consumer is taken into account (factors that determine his decisions and actions), on the other hand, the consumer is formed. That is, he is offered developed ideas and values that he will perceive as his own or as desired, to which he is ready to strive.

7. The brand takes on most of the consumer’s choices, demanding loyalty to itself from him in return. The psychological mechanism of consumer loyalty to the brand consists in attachment, partly in identification with it. A person consumes the product in which he sees the attributes and some higher properties that are most adequate to his views; a product that offers solutions for the self-realization of this person. Brands, if not becoming the goal of life, then at least add consciousness and new purposefulness to consumers.

As a continuation of the emerging trends, in the future, consolidation of marketing efforts of large transnational corporations - owners of global brands is possible. Perhaps they will offer consumers several coherent lifestyle concepts that cover almost the entire spectrum of people's tastes. Brand associations within one concept will be based on the principles of similarity in style and complementarity of different brands in all product categories.

All aspects of human life will be increasingly and comprehensively subjected to the pressure of brand ideas, and more and more sophisticated positioning will occur [1]. This will lead to the creation of several single-style brand complexes that will provide the entire spectrum and all levels of human needs, as well as the entire cycle - from birth to death. Consumers will be as loyal to brands as possible and will accept the philosophy of this lifestyle on a deep psychological level, perhaps even in childhood.

Figuratively, we can say that consumers will participate in the full-blooded life of brands and play the marketing roles suggested to them.

References

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