Authenticity of brands in the marketing commodity policy of the enterprise

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Abstract

The article analyzes the change in consumer priorities. The latest trends in the development of values of target audiences of enterprises are studied. The impact of the new generation Z's expectations on society and business is analyzed. The main differences between millennials and generation Z and past generations X and boomers in terms of purchasing behavior are revealed. The era of consumption, which was part of the lives of a significant number of consumers around the world, is gradually giving up. The paradigm of responsible consumption is being replaced. It is investigated that modern target audiences are increasingly concerned about the social responsibility of business, its ethics. Consumers are already demanding not only a reduction in the impact of production on the environment, but concrete action by them to solve society's problems. The essence of brand authenticity is determined. Honesty and sincerity, social responsibility, consistency of the principles of socially responsible production, consumers refer to the authenticity of the brand along with its unique characteristics and uniqueness. The study found that they are willing to buy those brands that share similar principles with consumers. It is determined that for consumers those brands are more valuable, for which the welfare of society, its employees, the environment is in the first place, rather than obtaining high financial indicators at any cost. This is especially important for Generation Z. It is expected that this trend will only develop and manifest itself more deeply. After all, the time is approaching when the new generation will become the bulk of buyers. The article identifies the principles of doing business, which should be supported by enterprises for the successful development and support of their brands in today's conditions and in the long run.

Keywords: brand, authenticity, product policy, brand strategies.

Introduction

The large number of similar products in many markets forces companies to find certain solutions related not only to the identification of their products by consumers, but also the selection of their brand attributes among other offers. Now it was enough to create a brand and produce and sell goods under it. It is not enough to market products that differ from competing products. Consumers, first, have a wide choice. And, secondly, they are increasingly looking for interactions with those brands that stand out among others for their values that are important to certain audiences.

There is a constant change of generations in the world, each of which makes its own changes in consumer behavior and affects social values. It is important for every business to take into account trends in consumer priorities. Yes, for a long time there was propaganda of the consumer society. It was expressed in the production and sale of as many goods as possible, mass production, attracting consumers to follow certain ideals in consumption, the need to maintain a certain lifestyle. However, it

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has also created certain problems, primarily related to the environment.

As priorities change in consumer behavior for businesses, it is important to track them and adapt to the new requirements of target audiences in a timely manner. Thus, there is a growing trend of attention to authentic brands and goods. Attention to human individuality, freedom of expression, social responsibility increases.

Material and methods

The information base for writing the article was the work of domestic and foreign scientists on issues of product policy, branding policy, the results of research by international think tanks. In the process of research general scientific methods were used: analysis, synthesis, generalization, explanation and specific methods: abstract-logical, system-functional, dialectical, system approach and others.

Results and discussion

The brand image is an important asset of the company and a significant element in the competition. It depends on the degree of trust in the company, its leaders. Brand reputation can be a determining factor in making a purchase decision. Consumers expect from brands not only the sale of quality goods. Ensuring certain quality characteristics is already perceived as a necessary element. Buyers want to see that for businesses in the first place is not to make a big profit and the intention to earn as much as possible. Brands that convey certain moral principles, the importance of their impact on the well-being of the population, the planet, or simply support certain values of a large audience, gain consumer loyalty in the long run.

Brand management is one of the important tasks of marketing product policy. Prototypes of trademarks have been used since ancient times. Special marks (brands) were necessary to distinguish the products of masters among others. Professionals have long been aware of the importance of identifying their products by consumers and their reputation in the market. These were real authentic products. Brands were put by those manufacturers who were completely confident in the quality of their products and their uniqueness. However, many centuries of business and business development have passed. Technical revolutions have affected the possibility of the formation of mass production with a certain level of impersonality. The desire to make more profit and get good financial performance came to the fore, pushing the responsibility for the impact on the environment, society. Mass production gave rise to the society of consumption. But the goods have lost their relevance for consumers in the long run. After all, you can throw them away and buy new ones. Standards for the production of reliable products that will last a long time have fallen. Because it was important for business to create and implement new ones, to encourage consumption. The short life of goods, constant changes in fashion and the development of technology, the rapid obsolescence of goods have led to the fact that over time, a significant mass of products was found in the landfill. In addition, the deterioration of the environment was influenced by the use of large amounts of packaging that decomposes for a long time. But there is a limit when consumers and socially active audiences show expectations for new business, with a much greater degree of responsibility. And this applies not only to the impact on the environment, but also to improving the welfare of society, solving certain social problems.

The concept of a trademark is broader than the name, signs and symbols. It includes the history of the enterprise or certain products, special characteristics and unique parameters of product quality, positioning strategy, the mission of this brand, its importance in society. The perception of the reputation of the brand is transferred to the perception of the characteristics of the product. Strong brands become a brand. They are
known and easily identified in the market, have the same perception among many consumers, loyal customers, a positive emotional response from a large number of audiences.

Investing in the development of branding policy has always been an important part of business. However, in the past they were increasingly limited to product and technological innovations, and an active communication policy. Now in the foreground in gaining consumer loyalty and forming a brand-friendly audience is the influence of the brand on the formation of welfare in society, its specific actions in this direction.

The company can choose different options for brand strategies:
- expansion of the brand family. Modifications of the product are produced under a successful brand. A common and easy-to-use strategy for expanding the product range – product line. Suitable for strong brands that have won trust in the market. Requires special attention to the optimization of the product line. Otherwise it can lead to scattering of resources, blurring of features between the goods of one group, inefficient depth of the assortment group;
- expanding the boundaries of the use of trademarks. Goods of other assortment categories are produced under a successful brand. This helps to draw consumers’ attention to the new product. The advantage is the transfer of the image of a successful brand to new products. The risk is to blur the essence of consumer perception of the brand. Also, if the new product is unsatisfactory in its parameters for customers, it may reduce the brand image;
- multibrand. The company produces goods under various brands. This allows you to have an individual approach to different audiences of consumers, better differentiate products, reduce risk in the event of a decline in the image of a particular brand. This approach requires higher financial costs for the maintenance of brands, their development. It is important to audit brands in the company's product portfolio, to avoid supporting weak brands.

The decision on which marketing strategy to choose depends on how different the audience of consumers is the company. You should ask questions:
- what values unite them;
- what values are quite different;
- whether the portrait of the consumer is significantly different, including his sensory aspects (pain, needs, worries) and hopes (expectations, dreams, visions about the things around him).

Thus, when making decisions about marketing strategies, it is important to understand the deep needs of consumers. "Extremely high product supply leads to" optimization "and rationalization of consumption, which leads to the fact that the consumer tries to choose those products that are more convenient for his everyday patterns of behavior" (Zozuljov, O.V., Carjova, T.O., 2020). "The growing interest in behavioral economics is a manifestation of a new trend: the theory of" rational consumer choice "does not fully reflect and explain the market reality. There is a growing need for more complete consideration of emotional (irrational) factors" (Oklander, M.A., 2017).

The architecture of a brand lies not only in its rational properties, but also in the emotional component. And the latter plays an important role in the brand's position in the market. According to branding expert U. Terkel: “The brand position is the place you occupy in the minds and hearts of your real and potential customers. And if you do not know what your brand is, you can be sure: they also do not know it" (Terkel, B., 2018). Emotion marketing has long taken an important position in the relationship with consumers. When choosing a brand, it is emotions that control the behavior of customers to a greater extent. They are aimed at choosing brands that have a positive internal challenge. This is indicated by the results of a study using functional magnetic resonance imaging. Scientists have found that when evaluating brands, consumers mainly use emotions, rather than evaluating the rational
characteristics of the product (Murray, P. N., 2013). And according to a study by professor of neurology A. Damasio, a person is not able to make decisions without the involvement of the "emotional" part of the brain (Damasio, A., 2005). Thus, the importance of the emotional component is confirmed by neuroscience.

Successful branding policy aims to improve the brand image in the long run. This is possible only if the company transmits certain values and goals of its existence, which are clear to consumers and interesting to them. It is clear that the purpose of a commercial enterprise is to make a profit. But this is an internal goal. External, important for the target audience is the company's mission and its expanded vision of its existence. In modern conditions, it is increasingly important that it contains not only a vision of what and for whom the company offers. But most importantly:
- what contribution is made to society;
- what values are supported;
- what is the relation to consumers, workers, etcetera.;
- brand individuality, its features.

The latter is a valuable resource for brand competitiveness and characterizes its authenticity, difference from others. This helps to stand out better against competitive offers and establish a deeper relationship with the consumer. It is important to note that in addition to uniqueness, the authenticity of the brand is understood as honesty, authenticity in what it broadcasts. This is what shapes his impeccable reputation and group of loyal consumers.

The importance of forming, maintaining and developing brand authenticity is increased by the global trend of declining consumer loyalty to brands. According to a global study by Nielsen, conducted in 2019, they are actively interested in new brands. Only 8% of buyers are true loyal fans of their favorite brands. 42% of respondents said that they like to try new products. 49% of respondents indicated that they prefer proven brands, but sometimes are willing to try new ones. 46% of respondents are ready to buy a brand they have never used. Among Ukrainians, 27% of consumers are actively trying new products. (Nielsen, 2019).

The decline in brand loyalty is confirmed by a study by Havas Group in 2021, which surveyed more than 395,000 respondents and analyzed more than two thousand brands around the world. Thus, respondents trust only 47% of brands. 71% of respondents distrust the promises of brands. The survey found that 75% of brands can disappear and be easily replaced by others. (Havas Group, 2021). So it's not about the products offered by companies. With the presence of market saturation, consumers have a significant choice among approximately the same in terms of quality and price of goods. When there is no shortage, the consumer is not enough just a quality product. He wants to get a little more. What is associated with its essence, transmits its values, has a deep meaning.

According to the annual global survey of the "trust barometer" of Edelman in 2021, 61% of consumers trust business (Edelman, R., 2020). And this trust is due to the expectation of companies to take concrete action to combat the crisis as a result of the pandemic. This is a period when society is paying more attention to the behavior of brands. This is a time of both significant opportunities to enhance and strengthen the brand's reputation and the threat of losing it. Even a simple lack of attitude towards sustainable development of society and participation in improving its well-being can lower respect for the brand.

Increasing consumer demands for the moral values of companies is becoming a modern trend. Back in 2017, according to a survey by Sprout Social, 51% of respondents said they would no longer be loyal to a brand that annoys them with its content on social networks, with 27% of consumers blocking content, 26% will ignore it. 23% of respondents generally indicated their readiness to boycott the brand due to unworthy behavior and rejection of its products. (The Sprout Social, 2017).

The importance of human values has increased in a pandemic. A study by Edelman,
which surveyed 12,000 respondents in twelve countries, found that consumers expect brands to take concrete action to address the social problems caused by the coronavirus. This, in particular, support for workers, changes in the product, its price, etc. 62% of respondents hoped for brands to combat the crisis caused by the pandemic. Conversely, the attitude of making a profit in the first place, along with disrespect for target audiences, including employees, pushes consumers away from these brands. 90% of respondents want branded companies to make every effort to protect the financial well-being of their staff, even if it results in lower profits. It is clear that this is an important and difficult step, as many businesses have been affected by Covid-19. Falling sales due to falling purchasing power, quarantine restrictions at work, diseases of employees were a challenge for businesses. But those who were able to support their team – employees, improved the brand image. 65% of respondents indicated that their purchase of goods of certain brands will depend on the reaction of enterprises to the crisis (Edelman, R. 2020). Thus, the company - the owners of brands, has a special status: not only the manufacturer but also a socially active organization. The pandemic has become an indicator of what is more important for companies - people or profits.

One of the long-standing trends is the attitude of brands to environmental issues. And this applies not only to the supply of environmental products, but also the organization of reducing the negative impact on the environment in the production of goods, participation in environmental programs, projects, their organization. A good example of supporting this trend is the KLM brand. In 2019, a video was released offering less to fly in order to reduce the carbon footprint. The company has outlined its position for target audiences - the environment and the future of the planet are more important than making a high profit. In addition, the KLM brand uses the principle of “fly responsibly” and uses fuel efficiently.

The Nestle brand promises to switch completely to the use of recyclable or reusable packaging by 2025. And the Unilever brand intends to exclude hydrocarbon fuels from cleaning products by 2030. (PwC, 2021). At the same time, consumers are increasingly following the ethics of doing business, fulfilling their promises and expressing and disseminating their opinions through social networks.

It should be noted the rapid spread of consumer attitudes to brands. Due to the ease of information transfer, any reaction of the target audience can be easily disseminated. Of course, crisis situations, any misunderstandings, certain failures can occur in companies with a good reputation. In any case, the level of image support will depend on the speed of the company's response to consumer demands, respect for them, honesty, willingness to make efforts to resolve the situation in a friendly tone. Businesses that openly acknowledge their problems and show real action to solve them gain the trust of consumers.

According to a global survey by Nielson in 2018, 73% of respondents said that they would accurately or possibly change their consumer habits to reduce the impact on the environment (Nielsen, 2019). And according to a global PwC survey, 55% of consumers buy products from brands that are conscious of the environment and its protection; 55% of consumers choose products whose information is open and transparent; 54% of respondents buy goods in environmentally friendly packaging or with minimal packaging; 53% of consumers buy more environmentally friendly products (PwC, 2021).

On the one hand, reducing consumption is proposed by environmentalists as one of the important ways to reduce the negative impact on the environment. On the other hand, brands carry out a massive attack on target audiences in order to increase sales, support the active consumption of goods, frequently changing them to new ones. New models of product offer, the influence of fashion, constant modifications of products, sales, active communication policy of enterprises affect the minds of consumers, pushing them to buy. But the question arises as
to how this affects the brand image and its perception by target audiences in the long run. Recent trends in the importance of social responsibility are gradually affecting consumer attitudes towards brands and reducing their loyalty to brands with a low degree of trust in them.

Thus, the production of durable goods, support for environmental consumption, reducing the amount of packaging, specific actions related to environmental care, can be one of the elements of an authentic brand. Now this can stand out among the competitive offers and create significant competitive advantages.

The consumer society, which was a philosophy and meaning for many people and was aimed at the constant purchase of new things, is gradually being replaced by new ones. The boundaries between generations are conditional, and can fluctuate in 3-5 years from different sources. Understanding the characteristics of generations is important for marketing and product policy, as their audiences have certain characteristics related to consumer culture, values, lifestyle, expectations and concerns. Their similar features allow businesses to adapt in advance to changes in consumer behavior and preferences of young consumers, which over time become the main category of buyers and affect the development and changes in society (table 1).

| Generation | Birth Year | Characteristics of generation |
|------------|------------|-------------------------------|
| Baby boomers | 1943-1960 | Family values are at the forefront. Workaholics. Responsible. Optimists. They appreciate team spirit. Striving for stability, planning. |
| X | 1961-1981 | Individualism. Independence. Love the possibility of choice, novelties. Generation of "consumption". Appreciated by well-known brands. Career is important. But they are looking for a work-life balance. |
| Y | 1980-1994 | They strive for self-development. Favorite thing is more important than career. Strive for flexible working hours. They appreciate comfort. Socially responsible. They appreciate sincere emotions, honesty. They pay attention to environmental problems, social problems. They care about health. |
| Z | 1995-2010 | Interest in a healthy lifestyle. Care for the environment. Socially active. Support conscious consumption. They strive for justice and honesty. The authenticity of the brand is more important than its fame. Learn quickly and use new skills. The line between the real and the virtual is beginning to blur. The desire to quickly get what they want. Negative attitude to intrusive advertising. Economical. They value the possibility of using the thing, not owning it. Support rental and rental of things. |

Table 1 – Characteristics of generation

The young audience of consumers - generation Z (born in 1995-2010) and the previous generation of millennials (born in 1980-1994) differs from the past by their priorities, values, outlook on life. They need sincerity from brands, honesty in their promises,
Millennials and Generation Z are actively involved in public life, trying to find work and build careers according to their values. Many of them are interested in business.

Generation Z does not care at all about the accumulation of material goods in the form of senseless consumption. Access to them is more important to them than ownership. This will increase the demand for rent.

Generation Z respects a healthy lifestyle, they are less interested in smoking and alcohol. It also affects their consumer behavior. Businesses should take this feature into account when managing product policy, as well as when promoting products. It is expected that the trend of increasing attention to health and lifestyle will only intensify.

Generation Z are economically literate, experienced consumers. They are capable of self-control, economy, compliance with the rules. Despite the fact that this audience is not able to focus on something for a long time due to the impact on their lives of digital technologies, they are drawn to knowledge, education. This is a generation of realists looking to the future, understanding their responsibility to him.

The idea of Generation Z is spreading fast, because they are active users of social networks. This audience was born in the digital world. Digital technologies fit organically into their lives. This is a generation of bloggers, activists, inventors. This audience has quick access to a variety of information, naturally mixing online and offline life. They are called "digital natives", "Google babies". The development of the digital world led to what W. Terkel called the "instant generation". He notes that these are "crowds of young buyers who grew up with an insatiable need for digital technology and do not know how to function in an analog environment that does not immediately respond to their every whim" (Terkel, B., 2018). They need to meet their needs quickly, because they are used to getting what they want sooner. This will be even more evident in the next generation - alpha (born in 2010-2012), which is just being formed.
So far, it is difficult to predict their future consumer behavior. But it should be borne in mind that these children from an early age use a lot of digital technology.

McKinsey, a consulting firm, has named Generation Z "True Generation," which characterizes their thirst for truth, sincerity in self-determination, and openness to understanding others. This is a significant difference between the last generation and the previous one – millennials are more self-centered.

Generation Z is bolder in their self-realization and confident in expressing their thoughts, increasing their influence on society.

Generation Z is meticulous about the perfect image, glamor. They see some insincerity in this. These consumers value the individual, support freedom of choice. They also choose goods. It is important for them to be real, without hiding their feelings and emotions. Brands that can meet this need will be popular in the long run. After all, Generation Z will soon become the main category of buyers.

Standing at the beginning of his adult life, Generation Z already has a significant impact on society, consumption, the world around him. This is an active audience of buyers, 45% of whom choose socially responsible brands (Bolsun, V., 2021).

Generation Z trends will affect global consumption of goods and services in the near future. The level of socially conscious consumption will increase. Those companies that are able to flexibly adapt to new consumer requirements, adapt to new trends in consumption, will be able to withstand the struggle for the consumer.

The processes of growing distrust in many brands, reducing consumer loyalty, expecting brands to participate more in solving social and environmental problems have been formed for several years. However, the pandemic accelerated them even more. It has sharpened the directions of consumer behavior in the search for socially responsible brands with the highest ethical level of doing business. Human values and moral principles come to the fore, displacing the model of active consumption. Consumers want more than just branded products. They expect to uphold their values.

Thus, honesty and transparency as components of brand authenticity come first in shaping consumer attitudes towards it. High moral ideals, human values, a position in support of the environment, the solution of various social problems become important elements in building a brand architecture (fig. 1).

| Honesty and loyalty to brand values | Ethical production and business transparency | Care for the environment |
|-----------------------------------|---------------------------------------------|--------------------------|
| Individuality                     | Authentic brand                              | Employee support.        |
|                                   |                                              | Especially during a crisis, a pandemic. |
| Social responsibility.            | Human values are more important than profit  | Moral values              |
| Involvement in solving social problems. |                                              |                          |

**Fig. 1 – The essence of an authentic brand**

Systematized for (Havas Group, 2021; Edelman, R., 2020).

The authenticity of the brand, which lies in its sincerity, openness, makes it more human. Consumers try to buy goods that are not just mechanically produced, but also carry a certain mission, concept. Authenticity is authenticity. Buyers want to see people behind the goods. Therefore, attention is paid to craft products. They have no impersonality and no individuality.

Among the large number of informational influences, trust in advertising is declining. Consumers are not able to completely process the information received. They try to single out the one that they think is sincere, human, frank.

Products with a certain history, created with special love, convey dreams about the development of the company and its impact on the welfare of society, occupy a special place in the hearts of consumers. Such brands are trusted.

Therefore, more and more companies:
- use the opportunities of storytelling. Despite the antiquity of this tool, it has now become a more popular and real trend in marketing communications. Authenticity needs stories;
- try to maintain contact with target audiences on social networks as effectively as possible. Use feedback. Involve the audience to participate in the dissemination of information about the brand, its formation and development;
- concentrate not only on sales, but also are interested in the consumers, problems of a society, ecology;
- show their production, meet and talk about their employees, try to be honest;
- report their dreams, plans, mission. Indicate what contribution they want to make to the well-being of society and what specific actions they take. Involve consumers in helping to create a better world;
- share their good news, including those related to social responsibility;
- come into contact with the audience in the event of a crisis. React immediately. Friendly response on social networks. Try to ethically resolve conflict situations;
- worry about their workers. The pandemic has exacerbated this issue. And Generation Z is increasingly meticulous with employers not only when choosing a job, but also when buying goods of certain brands.

Authenticity has become a business trend, its new era that can no longer be ignored. It helps to break through the information load of the consumer. To catch his attention among traditional advertising, many incentives to buy a variety of goods is possible only by touching deep values. In the future, you should only constantly maintain this relationship between the brand and the consumer. The company should:
- be open, transparent. Consumers like to see how goods are created, what raw materials and materials are used, what is special about the product. At the moment, they are trying to choose products with a "soul", a history whose production makes more sense than just selling for profit;
- do not try to artificially create the image of too successful a company. Consumers trust more those who openly show vulnerability, talk about their worries, can talk about certain failures. Nowadays, it can even be used effectively. For example, he described a story where the founder of the company had not only dreams of its development, but also certain difficulties. But telling how they coped, what they achieved, what is the role of consumers in this.

Stories of failures, certain problems and difficulties are transmitted to consumers - we are the same as you, other people, we are real. Because truth and honesty are important to True Generation, it is difficult to seduce them with the far-detachedness of immeasurable success and immeasurable happiness. They choose those brands that are similar to the lives of consumers.

Past generations of consumers, on the other hand, wanted to get a better life by buying brands that broadcast this idea. It was difficult for the consumer society to stop when buying new models of goods, fashionable clothes and accessories. The desire for a luxurious life and an active communication policy prompted new purchases. This is connected with the spread of counterfeit brands, illegal use of well-known logos on fake goods. For those who are willing to pay more and get a quality imitation of the brand, illegal sales of replicas have spread. Replicas of brands, which are also counterfeit, are high-quality copies of original products. These things are products that meet the needs of a consumer society. Millennials are still affected by the era of consumption. The development of Instagram, beautiful photos, the ability to broadcast the good life has contributed to the demand for counterfeits among those who cannot afford to buy things from expensive brands. However, the question arises whether the next generation Z likes it. It is clear that this does not correspond to their value of individuality, honesty, authenticity. It would
be better for them to have something real than a fake. New youth brands are meeting the demand of the new generation. Often, they support a simpler way of life, a reasonable attitude to the environment.

A striking example of an authentic modern brand is Patagonia, a manufacturer of clothing and equipment for climbers. The brand appeared in 1973 and is now known in many countries around the world. He states that this business is evolving to save the planet. Making a profit comes second. Responsibility for nature is important for the Patagonia brand. So, since 1996 the brand produces clothes made of organic cotton. After all, growing cotton requires a significant amount of pesticides, which poisons the environment and impairs the health of people working in the fields. The brand is aimed at economic consumption of natural resources, informing the public about environmental problems and ways to solve them, investing 1% of sales in preserving and improving the environment. The brand offers to repair things, exchange them, buy the ones you have already used. Patagonia honestly talks about its failures on the path of development. He sincerely declares the difficulty of saving the planet and looks forward to help. The Patagonia brand has won the trust of consumers and the image of a socially responsible company with specific goals to improve the environment.

Thus, for the successful formation, maintenance and development of brand authenticity requires:

1) ethical business conduct;
2) honesty and transparency of branding policy;
3) establishing emotional contact with the target audience;
4) understanding of the values of the target audience;
5) understanding what unique characteristics of the brand support consumer values;
6) the concept of the brand in the direction of supporting the welfare of society;
7) reliability of the brand concept – support of its values in different situations, constant concrete actions for their implementation, fulfillment of promises. This is the basis of trust in the company.

It is advisable to periodically audit the product portfolio of brands to optimize it. Focusing on creating, developing and promoting strong brands with significant trust potential is reasonable. Spraying resources can weaken strong brands.

When choosing a strategy to expand the boundaries of the use of brands should pay special attention to the analysis of similarity of values of consumers of different product groups of a particular brand. If they are significantly different, it will be difficult to offer them products under one brand. In addition, it can blur the brand and reduce its authenticity. Thus, the problem of choosing between the maintenance of several brands, which increases the costs of the enterprise, and one for different categories of goods for different segments requires analysis to make the right management decision. With an effective branding strategy, there is the authenticity of the brand in controlling the cost of it.

**Conclusions**

Accordingly, the emotional component is the predominant element in the choice of brand by consumers. However, to use it effectively, it is necessary to understand the values of the target audience. Research has shown that over time, they gradually change along with the change of generations. On the one hand, there is a critique of the theory of generations, related to the complexity of the specifics of their periods, the different living conditions in different countries, the difficulty of clearly expressing differences in values. However, research shows that consumer priorities are changing, as is the attitude to the role of business in society, to the individual, his responsibility to the environment. This information is extremely important for business
representatives, because the new generation is gradually occupying the main category of buyers.

The authenticity of the brand is an important component of its image, the competitive advantage of the enterprise and the key to effective development in the future. The level of consumer confidence in the brand, its unique characteristics and values that are important to the target audience, become the main competitive advantages in business.

Important in shaping the authenticity of a brand is its clear concept. Namely, the clarity of the value proposition and principles of doing business. And all this taking into account the fact that consumers’ expectations of brands will only increase. Therefore, the sooner brands realize what contribution they can make to society, the easier it will be for them to compete in the long run.

Nowadays, consumers expect from companies - representatives of brands initiative and concrete actions in social projects that are related to improving the lives of society and solving environmental problems. The image of the brand increasingly depends on its transparency, ethics, focus on human values. Conversely, empty promises, the focus only on making a profit, the lack of a clear position and the uniqueness of the brand affect the decline in trust in him.

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