

BUILDING UP BRAND MEANING FOR CONSUMERS THROUGH SOCIAL, INDIVIDUAL, MENTAL, AND SPIRITUAL DIMENSIONS

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Abstract

Purpose – to reveal peculiarities of brand meaning creation for consumers through social, individual, mental, and spiritual dimensions.

Design/methodology/approach – the brand meaning dimensions for consumers are analyzed, systematic and logical analysis of scientific literature is performed.

Finding – the analysis and synthesis of the scientific literature allowed to identify the main features and practices of brand meaning building.

Research limitations/implications – the scope of the present paper is limited because it is only a primary attempt to develop an understanding of brand meaning creation for consumers through social, individual, mental, and spiritual dimensions. Also, empirical investigations are needed in order to prove the literature review findings.

Practical implications – the results of this study can be useful for public relations managers, marketing and communication strategists, communications and marketing scientists in making decisions that would help to create brand meaning for consumers.

Originality/Value – based on the results of the analysis of scientific literature sources, the author of the article identified the main dimensions of building the brand meaning and their features and practice.

Keywords: brand, relationship, self-expression, spirituality, lifestyle.

Research type: a literature review.