

## **BRAND STRATEGY IN THE CONTEXT OF GLOBAL ECONOMIC AND SOCIAL CHANGES**

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**Abstract:** *The article explores the development of branding strategies in the context of global economic and social changes, with a focus on brands' adaptation to new consumer preferences and external challenges. The author analyzes the influence of the social context, particularly the preferences of generations Z and A, on brand formation, their value orientation, and consumer experience. In an era of increased digitalization, mobility, and social responsibility, brands face the need to integrate new technologies into their strategic approaches. One of the central aspects of the article is the attention to global economic changes, such as economic crises, market instability, and the growing demand for ecological and social responsibility. The article examines how brands must adjust their value propositions, adapt to the needs of new generations, consider local characteristics in the context of globalization, and strive for sustainable development. The article presents a branding strategy model focused on flexibility and innovation, which helps brands remain competitive and resilient in the face of changing external conditions. It also discusses examples of successful brands that have effectively implemented innovative approaches in their strategies. The article aims to provide practical recommendations for brands to successfully adapt to the evolving environment. The article also highlights the importance of aligning brand strategies with societal values and global trends to ensure long-term relevance and success in an increasingly interconnected world.*

**Keywords:** *Strategy, brand, brand strategy, brand adaptation, marketing.*

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### **1. Introduction**

In a rapidly changing global environment, brands are faced with the need to adapt their strategies to new economic and social realities. The modern market is characterized by a number of transformative macrotrends, including economic instability, digitalization, the growth of social responsibility, the increasing importance of sustainable development, as well as changing consumer preferences, especially among Generations Z and Alpha. These global trends have a significant impact on the formation of brand strategies, forcing companies to rethink their values, communication approaches and ways of interacting with their audience.

One of the key challenges is the need to align brands with social values and global trends, such as environmental friendliness, inclusiveness, transparency and ethics. Ignoring these factors leads to a loss of trust, a decrease in consumer loyalty and a loss of competitive advantages. However, in practice, many companies do not have a clear understanding of how to adapt their brand strategy in accordance with the global requirements of the market, society and individual consumers. This is the main problem of the study: the lack of a systematic approach to building a strategy in the context of complex global changes among brands. Despite the existence of a significant number of studies in the field of brand strategy development (Aaker, Keller, Kapferer, Kotler), most

of them are either oriented towards a stable market environment or focus on individual aspects (e.g. positioning, loyalty or visual identity), without offering a holistic algorithm for adapting brand strategies to changing global conditions. For example, D. Aaker emphasized the need to build a brand identity [1], and K. Keller focused on the perception of the brand by consumers [2]. However, their works do not consider the challenges associated with the impact of macroeconomic crises or social transformations on branding. Thus, the question of how exactly brands can transform in conditions of social and economic instability remains open.

In this regard, the author identifies the following research hypotheses:

1. Global economic and social changes require strategic flexibility and value adaptability from brands.
2. Successful brands of the future are those that integrate the principles of sustainability, digital innovation and social significance into strategic development.
3. It is possible to form a universal model of brand strategy that takes into account both macroeconomic and socio-cultural factors.

This article uses a methodological approach that includes an analysis of scientific sources and international studies on the topic of strategic branding; systematization of global trends and their impact on consumer behavior; development of a model of adaptive brand strategy based on the identified relationships between economic and social factors at the global level.

The key results were, firstly, the development of a new model of branding strategy capable of adapting to external challenges; secondly, practical recommendations for its implementation in a global context to ensure sustainable brand development.

## **2. Literature Review**

Strategic branding is one of the key areas of company marketing, aimed at creating long-term competitiveness through brand perception management. The scientific literature presents many approaches to defining strategic branding, but to date there is no single interpretation that covers the impact of global social and economic changes.

David Aaker defines strategic branding as the process of creating and maintaining a brand identity that provides a sustainable competitive advantage and a strong emotional connection with the consumer. This author focuses on the role of brand identity and emotional capital as a long-term resource. However, this model does not take into account the dynamics of the external environment and the influence of macrosocial and economic factors. Another researcher of the problem considers strategic branding as managing the perception of the brand in the mind of the consumer in order to create a strong, favorable and unique image. Attention is paid to the cognitive perception of the brand, which is important in the digital age. However, this definition focuses exclusively on perception, ignoring the influence of changes in social values and global trends.

Also, some sources consider strategic branding exclusively as a system of long-term management of all brand elements, including values, visual identity, communication and consumer experience [3]. In general, this is a comprehensive approach that covers all brand elements. But the concept does not pay enough attention to the need to transform strategies under the influence of the global context.

A more modern approach states that strategic branding is the creation of a brand as a value intermediary between a company and society, focused on sustainable development

and social significance [4]. The need for sustainability and social aspects is taken into account. The definition implies that practical models for implementing such principles are required in conditions of economic instability.

Based on the analyzed evolution of the definition of strategic branding, the author made a comparative analysis of the identified gaps in the scientific literature regarding the essence of this concept, which is presented in Table 1.

**Table 1. Comparative analysis and identified gaps**

Author	Focus	Strengths	Limitations
Aaker	Brand Identity	Emotional Capital	Ignoring external changes
Keller	Brand Perception	Cognitive Accuracy	Insufficient flexibility in a changing environment
Kapferer	Integrated Brand Management	Strategic Integrity	Weak adaptability to global challenges
Kotler et al.	Brand as a Social Agent	Social and Environmental Focus	Insufficient operationalization of the approach

*Source: developed by the author*

The above analysis of brand strategy definitions shows that modern scientific approaches to strategic branding have high theoretical value, but suffer from fragmentation. Most definitions focus on the internal aspects of the brand (identity, perception, communication) and do not take into account the influence of the external environment, such as economic crises, digital transformations, increased demands for sustainability and the growth of value consciousness of consumers.

Despite a significant amount of research in the field of strategic branding, a number of significant gaps remain in the modern scientific literature. First of all, there is a lack of models that can take into account the influence of the macroeconomic context - such as economic crises, global inflation or market instability - on the formation and adaptation of brands. Most existing theories focus primarily on the internal aspects of the brand, without integrating external factors into strategic planning. In addition, there is no universal algorithm or model that could serve as a practical guide for adapting brand strategy to modern global trends, including digitalization, sustainable development and the growth of social responsibility.

Another important gap is the limited attention to changes in the value structure of consumers, especially among Generations Z and Alpha, for whom authenticity, inclusivity and environmental awareness are becoming key benchmarks. These gaps highlight the need to develop new, flexible and context-sensitive approaches to strategic branding. The relevance of further research lies in the development of an integrative model of strategic branding based on the synthesis of internal and external factors, with an emphasis on flexibility, innovation and compliance with social expectations.

### 3. Methodology

This study employs a qualitative methodological approach aimed at examining the impact of global economic and social changes on the development of branding strategies. The research is structured as a multi-stage theoretical and analytical process, including a critical review of academic literature, an analysis of practical cases from international brands, and the development of a new conceptual brand strategy model. This research design enabled the author to deeply explore the subject and formulate well-founded conclusions that can be applied in real business contexts.

Data collection was based on the analysis of academic sources (monographs and articles published in peer-reviewed journals), as well as case studies of companies that adapted their brand strategies in response to global challenges. The main criteria for selecting empirical material were the presence of documented strategic changes reflecting brands' responses to economic or social instability and the availability of information regarding the outcomes of these transformations.

The collected data was analyzed using thematic analysis to identify recurring patterns in the actions of international brands, content analysis to systematize the components of strategies, and comparative analysis, which allowed the juxtaposition of existing theoretical models (Aaker, Keller, Kapferer) with real-world business practices. Based on the findings, the author developed the original FLEXI-BRAND model using the conceptual prototyping method. This model represents an adaptive strategic approach grounded in brand flexibility, innovation, and socio-economic orientation.

To ensure transparency and reproducibility of the research process, all stages of data collection and analysis were clearly documented and structured. All analytical work was conducted manually using Miro tools, without the use of statistical software, as the study is conceptual in nature. The chosen methodology made it possible to systematize existing knowledge and contribute to the development of practical tools for strategic branding in the context of the global market.

#### **4. Results and Discussion**

Developing branding strategies in the context of global economic and social changes with an emphasis on adapting to new consumer trends and preferences is a fundamental necessity for modern companies. According to the author, in the context of constant dynamic transformation of public demands, traditional branding models are losing their effectiveness. Without taking into account new consumer values, digitalization, environmental and social responsibility, as well as global economic pressure, brands lose their differentiation, become invisible in the media environment and lose trust. A modern brand is not just a logo or a product, but an active participant in public and cultural dialogue, which is obliged to respond to external signals and anticipate changes.

As part of the study, the author compiled data on key global changes that influence brand strategy, which is presented in Table 2.

An analysis of the presented global changes demonstrates that the strategic development of brands in the modern context is impossible without active and systematic adaptation to both economic and social transformations. Economic challenges - such as digitalization, market instability, and the aftermath of the pandemic - require brands not only to make swift changes in their communication and operational strategies, but also to deeply reassess their value structures. For example, digitalization amplifies the trend toward personalization and automation in consumer interaction, prompting a rethinking of the customer experience as a key brand asset. Meanwhile, economic instability heightens consumer attention to business ethics and the genuine value of a brand, pushing companies to move away from superficial marketing toward authentic and meaningful positioning.

**Table 2. Global changes influencing brand strategy**

Change	Type	Impact on brand strategy
Rise of Digitalization and AI	Economic	Increased personalization, automation of communications, focus on digital experience
Economic Instability	Economic	Decreased consumer confidence, increased sensitivity to brand value and ethics
Post-Pandemic Reality	Economic	Reassessment of the brand as a guarantor of stability and customer care
Generation Z and Alpha	Social	Demand for authenticity, inclusivity, sustainability and value leadership
Globalization with Localization	Social	Need to adapt communications to local culture while maintaining the global core of the brand
Environmental and Social Responsibility	Socio-economic	Transparency of supply chains, ESG focus, social missions

*Source: developed by the author*

Social changes are having an equally profound impact. The emergence of Generations Z and Alpha - who are driven by brand value identity - has raised expectations for transparency, social responsibility, and cultural relevance. This is shaping a new type of consumer interaction, in which a brand is expected to act not only as a product provider but also as an active participant in social dialogue. The concept of "globalization through localization" suggests that brands must speak to diverse audiences in their own language - not only literally, but also culturally - while maintaining strategic coherence and brand recognition.

Environmental and social responsibility is becoming not an additional, but a mandatory element of branding. Companies integrating ESG principles into their strategy receive not only consumer loyalty, but also support from regulators and investors. The post-pandemic reality increases consumer expectations of stability and care - brands become symbols of trust, capable of performing emotional and social functions previously inherent in institutions.

Thus, each of the listed changes has a multi-level and interconnected impact on brand strategy. A modern brand must be flexible, adaptive and value-oriented in order not only to meet market expectations, but also to shape sustainable development in the context of constant global changes.

One of the key factors in the transformation of brand strategies in the 21st century is the change of consumer generations. Generations Z (born after 1997) and Alpha (born after 2010) are forming a new standard of consumption, which is based not only on the functional or visual appeal of a brand, but, above all, on its value position and ability to reflect the worldview of a young consumer. Generation Z, as the first "digital generation" that grew up in the conditions of the global Internet, socially active and information-saturated, places completely different demands on brands. They demand from companies not just goods, but meanings. The following characteristics are important to them [5]:

- authenticity and honesty (brands must be transparent and not do "greenwashing");
- environmental awareness (consumption without harming nature);
- social inclusiveness (acceptance of differences, equal opportunities);
- value leadership (brand as a voice in social discussion).

Generation Alpha, although still in the process of forming as an active consumer group, already demonstrates increased attention to issues of justice, technology and a sustainable future [6]. They are growing up in a world where climate, equality and mental health are not



the exception, but the norm. For example, Patagonia is one of the most illustrative examples of a brand focused on environmental sustainability. The company not only sells activewear, but also actively invests in environmental projects, fights hyperconsumption and encourages conscious use of clothing. The principle “Don’t buy this jacket” has become a symbol of anti-crisis communication that matches the mood of Generation Z consumers [7].

Another example is Nike, which demonstrates how a brand can be not just a commercial tool, but also an active political and social platform. The campaign with Colin Kaepernick in support of the Black Lives Matter movement was a turning point: the company was not afraid to take a position, risking losing part of the audience [8]. Instead, Nike strengthened the loyalty of a younger, value-active audience.

Ben & Jerry’s is an example of a brand that has integrated social justice into the core of its product and communications strategy. The company consistently speaks out on issues of racial inequality, climate change, and more [9]. They do this not superficially, but through sustainable initiatives backed by action and transparent reporting.

Thus, a phenomenon arises that in Western scientific literature is called “value-based consumption” or “conscious consumption”. It means that the consumer makes a choice not only based on the price or quality of the product, but also based on what the brand symbolizes and how much it “corresponds” to his personal beliefs [10]. The consumer becomes an accomplice to the brand’s ideology, and the brand becomes a participant in the cultural and ethical discussion.

More than 70% of Generation Z expect brands to take an active position on social and environmental issues, and 62% are willing to refuse a purchase if the brand does not match their personal values [11]. This fundamentally changes the principles of building a brand strategy: it can no longer be separated from the social context, but rather becomes part of this context.

The economic context in today’s world is marked by instability, market fragmentation, growing inequality, and a technological revolution. These processes are fundamentally transforming how companies approach brand strategy, pushing brands to act with greater flexibility, adaptability, and strategic transparency. According to the author, ignoring economic factors in brand strategy development is no longer acceptable—especially in an era of digitalization, inflationary fluctuations, and increasing consumer reliance on brands as symbols of stability.

One of the most significant economic factors has been technological acceleration, in particular the introduction of artificial intelligence (AI), Big Data analytics and automated solutions in marketing. These technologies are now not just an auxiliary tool, but an active element of strategic planning. Brands use algorithms to build an accurate profile of the target audience, predict consumer behavior, personalize products and content, and optimize interactions within omnichannel communications. An example is Amazon, which is a leader in the use of AI not only for recommendations, but also for dynamic pricing, logistics management and predictive analysis of needs [12]. This makes the brand not just technologically advanced, but strategically predictable in terms of consumer behavior.

However, economic technologies are not only opportunities, but also a response to challenges. Inflationary expectations, rising product costs, and disruptions in global supply chains are forcing brands to restructure their value propositions. Today, it is important not only to sell a product, but to prove its rationality, sustainability, and compliance with new economic realities. Consumers have become more critical, comparing not only price, but also value - moral, social, and environmental. For example, Unilever, faced with crises and changes in consumer behavior, reworked its brand portfolio, focusing on local brands with

sustainable positioning and clear ESG communications [13]. This helped strengthen consumer trust in key emerging markets.

At the same time, pressure from society and investors in the area of environmental and social responsibility of brands is increasing. Today's market requires companies to be transparent in supply chains, to be resource-intensive, to reduce their carbon footprint, and to have an open dialogue on social justice issues. In the era of “cancel culture,” brands that do not take an active stance risk losing their reputation and, as a result, their market share [14]. An example is IKEA, which consistently implements the principles of the circular economy, including the possibility of returning old furniture, recycling programs, sustainable design, and local production [15]. This not only corresponds to the economic logic of reducing costs, but also forms a new image of the brand as a responsible participant in society. Apple invests in carbon-neutral supply chains and publicly reports on progress towards achieving emissions reduction goals [16]. The strategy of environmental transformation becomes part of the brand's positioning and strengthens it as a “future-oriented” leader.

In addition to these aspects, it is important to highlight geoeconomic changes, including new forms of regionalization, trade barriers, and sanctions regimes. These factors compel brands to rethink their globalization strategies - shifting the focus toward localization, adaptation to local demand, currency fluctuations, and cultural specificities. This shift also impacts logistics, pricing, and positioning strategies.

Thus, the economic context not only sets certain constraints but also opens up strategic opportunities for brands capable of transformation. Sustainability, technological advancement, transparency, and economic rationality are no longer just trendy buzzwords - they become the foundation of strategic thinking in building the brand of the future. It is at this intersection that brand strategy aligns with global economic and social trends, forming the basis for models adapted to the challenges of the times.

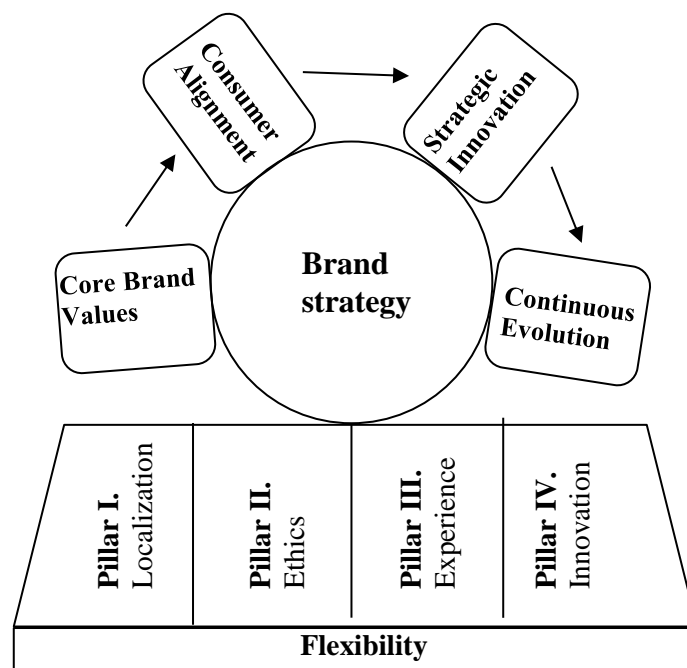
Based on the analysis of economic and social influencing factors, the author proposed the development of a branding strategy model as an adaptive brand management system, grounded in enduring values and a flexible structure. This model enables a brand to respond effectively to economic and social changes through the integration of innovation, personalized experiences, and social responsibility. It is not focused on static positioning but rather on continuous adaptation, ensuring the brand's relevance in times of global turbulence.

The model emphasizes active adaptation to:

- new consumer trends, including value-based consumption, digitalized experiences, and cross-cultural sensitivity;
- emerging consumer preferences influenced by changes in the social and economic environment, such as growing awareness, inclusivity, transparency, and trust.

This emphasis on active adaptation positions the FLEXI-BRAND model as a dynamic strategic tool rather than a static framework. By integrating responsiveness to value-based consumption and digitalized experiences, the model reflects the current evolution of consumer behavior, where emotional resonance, ethical alignment, and cultural relevance are critical factors influencing brand loyalty and engagement. Moreover, by addressing emerging preferences shaped by social and economic shifts - such as the demand for inclusivity, transparency, and trust - the model enables brands to go beyond surface-level adjustments. Instead, it encourages structural changes in how brands communicate, innovate, and define their long-term value. This approach ensures that brand strategies remain sustainable, credible, and competitive in an increasingly complex global marketplace.

The author developed the FLEXI-BRAND branding strategy model, which takes into account the impact of social and economic challenges in the global market, as illustrated in Figure 1.



**Figure 1. FLEXI-BRAND Branding Framework**

*Source: developed by the author*

The presented FLEXI-BRAND model is an adaptive brand strategy architecture designed to operate in the context of global economic and social transformations. At its core lies the principle of flexibility, which enables the brand not only to respond to changes in the external environment but also to anticipate them. The model is built on four key pillars that form the foundation of the brand's strategic development: localization, ethics, experience, and innovation. These elements ensure the brand's resilience and its ability to adapt to cultural, technological, and economic contexts. The characteristics of the pillars are presented in Table 3.

**Table 3. Pillars of the FLEXI-BRAND branding strategy model**

Pillar	Definition
<b>F – Flexibility</b>	Modular brand positioning that adapts to different markets and conditions.
<b>L – Localization</b>	Incorporation of local cultural codes while maintaining a global identity.
<b>E – Ethics</b>	Integration of social and environmental responsibility principles.
<b>X – Experience</b>	Creation of a value-driven, emotional, and omnichannel customer experience.
<b>I – Innovation</b>	Use of new technologies to enhance relevance and adaptability.

*Source: developed by the author*

The FLEXI-BRAND model, whose name is an acronym derived from its foundational pillars, is built upon five interconnected pillars, each representing a key area of strategic brand management in the context of global change. Each pillar serves as a functional and value-driven vector that ensures the brand's resilience and adaptability when engaging with diverse audiences and navigating various market realities.



Flexibility is the basis of the entire model and is expressed in the brand's ability to modularly adapt its positioning to specific economic, cultural and technological conditions. Localization allows the brand to maintain a global strategy, while enhancing relevance in local markets by taking into account cultural characteristics. Ethics emphasizes the need to integrate the principles of sustainable development, inclusiveness and social responsibility, which is especially important for consumers of new generations. Experience becomes the basis of loyalty, forming emotional connections through omnichannel interactions and value-charged touchpoints. Innovation allows the brand to remain competitive by introducing modern technologies and developing new communication and product formats.

For a more visual understanding of the relationships in the model, the author presents a table reflecting the influence of social and economic global changes on the key elements of brand strategy, as well as the effects of such influence, which is reflected in Table 4.

**Table 4. The influence of social and economic contexts on the structure of the branding strategy model**

Element of the branding strategy model	Social context	Economic context	Expected impact on the brand
Core brand values	Ethical norms, consumer culture of generations Z/Alpha	Growing ESG and transparency expectations from investors and consumers	Building loyalty, increasing trust, brand identity as a bearer of values
Consumer alignment	New generations require personalization, ethical behavior	Use of Big Data, AI, automation for precise targeting	Increasing engagement, increasing consumer satisfaction, sustainable connections with the audience
Strategic innovation	Relevance of social platforms, new interaction formats	Need for technological transformation, investment in R&D	Increasing brand adaptability, industry leadership, strengthening competitiveness
Continuous evolution	Rapid change in social norms and trends	Economic instability, fluctuations in demand	Flexibility of strategies, minimization of reputational and market risks, readiness for transformation

*Source: developed by the author*

This table demonstrates that the key elements of brand strategy do not exist in isolation. Their development and functioning directly depend on the external context, and it is the ability to adapt to these changes that constitutes the strategic advantage of brands of the new era. Using the FLEXI-BRAND model allows companies not only to respond to challenges from the market and society, but also to proactively shape the agenda, strengthening their own role in socio-cultural and economic dynamics.

The central core of the model is the **Brand Strategy** block, which is based on **Core Brand Values** - a system of internal brand values, such as mission, vision, sustainable development guidelines and long-term principles of interaction with society. It is this module that sets the direction for the entire strategy and serves as a fulcrum for the transformation of other components. This module reflects the basic identity of the brand, its "core". In the context of increasing attention to environmental and social aspects, Core Brand Values forms the perception of the brand as a bearer of a mission, and not just a commercial offer. The social context - in particular, the values of generations Z and Alpha

- requires that the brand demonstrate a meaningful position: on issues of sustainability, fairness, ethics. At the same time, the economic context increases the pressure from investors and regulators on compliance with ESG standards and transparency. The module forms trust, long-term loyalty and a sustainable brand identity at all levels.

**The Consumer Alignment** module is responsible for aligning the brand with the current expectations and needs of the target audience. In the social dimension, this is personalization, openness, inclusiveness and the brand's readiness for dialogue. New generations demand from brands not only a product, but also participation in their value system. From an economic point of view, this is the use of digital technologies, Big Data algorithms and artificial intelligence for precise targeting, creating relevant offers and increasing the effectiveness of communication. The module ensures flexibility of positioning, increased engagement and the formation of stable connections between the brand and the consumer.

**The Strategic Innovation** module enables brands to strategically adapt in the context of rapid technological development and digitalization, when brands must continuously introduce innovations – both in products and services, and in strategic decisions. This module reflects the brand's ability to adapt new forms of communication, in particular through social platforms, and to quickly respond to behavioral changes. From an economic perspective, the module requires investments in scientific research, digital products, platform solutions, and R&D initiatives. It creates a brand's image as a leader, strengthens its competitive position, and enables strategic transformation in conditions of uncertainty.

**Continuous Evolution** - the continuous evolution module ensures the constant adaptation of the brand to a rapidly changing world. In the social context, it is responsible for sensitivity to trends, adjusting the agenda and transforming communications in accordance with changing norms and expectations of society. In the economic context, this is flexibility in the face of fluctuations in demand, market instability and the emergence of new regulatory frameworks. The module allows the brand to build anti-crisis scenarios, reduce reputational risks and quickly rebuild the strategy depending on new challenges.

The FLEXI-BRAND model ensures the strategic sustainability of the brand due to the built-in ability to adapt to complex and rapidly changing conditions of the external environment (social and economic). Its implementation allows not only to maintain the relevance of the brand, but also to actively form new standards of interaction with consumers in an era of uncertainty.

The FLEXI-BRAND model proposed by the author is an adaptive strategic system capable of responding to the challenges of global instability, rapidly changing values and technological transformations. It combines a structured foundation with a high degree of flexibility, making it particularly relevant in today's environment and in light of the growing influence of AI on business models. The model enables brands not only to survive, but also to remain relevant and in demand in the face of constant global turbulence.

While the FLEXI-BRAND model presents a conceptually robust and theoretically grounded framework for adaptive brand strategy development, it is important to acknowledge certain limitations. As the model is currently based on analytical synthesis and conceptual reasoning, future empirical validation is necessary to assess its practical applicability across different industries and cultural contexts. Further research could include case studies, comparative brand audits, and quantitative assessments to evaluate the effectiveness of the model's implementation. This would enhance the model's reliability and offer actionable insights for brand managers operating in volatile global environments.

Future studies should include case-based testing, cross-industry comparisons, and quantitative analysis to examine the model's adaptability and effectiveness in different socio-economic contexts. Such empirical work would serve multiple purposes: it would assess the model's predictive capacity, verify the strength of interrelations between its core pillars, and provide brand practitioners with evidence-based guidelines for implementation. Moreover, it would help refine the model in accordance with evolving market demands and technological innovations.

## 5. Conclusions

Today's global economic and social changes require companies to be flexible and innovative in their approaches to strategic branding. Adaptation to digitalization, a focus on sustainability, and personalization of customer experience are key factors for success in the changing economic and social environment of the global marketplace. This article contributes to the academic discourse on branding by presenting a comprehensive perspective on how global economic and social transformations affect brand strategies. It highlights the need for brands to move beyond rigid models and adopt a dynamic, values-aligned approach that appeals to today's ethically motivated consumers. In this context, the proposed FLEXI-BRAND framework provides marketers and company strategists with a pragmatic toolkit for navigating uncertainty. Theoretical implications include expanding branding theory to include macro-contextual sensitivity, while practical recommendations advocate innovation, ethics, and adaptability in strategic planning. Future research could focus on quantitatively testing the framework across different industries and examining consumer responses to flexible branding models in different cultural contexts.

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