Theoretical and Practical Research in Economic Fields

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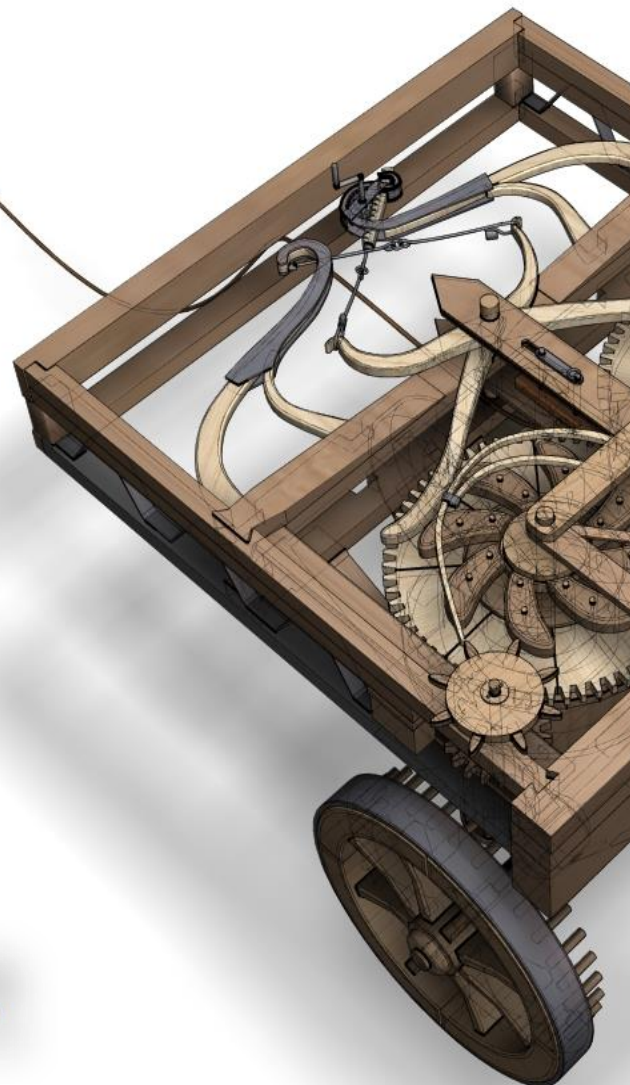ASERS
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Many economists today are concerned by the proliferation of journals and the concomitant labyrinth of research to be conquered in order to reach the specific information they require. To combat this tendency, **Theoretical and Practical Research in Economic Fields** has been conceived and designed outside the realm of the traditional economics journal. It consists of concise communications that provide a means of rapid and efficient dissemination of new results, models, and methods in all fields of economic research.

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The primary aim of the Journal has been and remains the provision of a forum for the dissemination of a variety of international issues, practical research, and other matters of interest to researchers and practitioners in a diversity of subject areas linked to the broad theme of economic sciences.

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The advisory board of the journal includes distinguished scholars who have fruitfully straddled disciplinary boundaries in their academic research.

All the papers will be first considered by the Editors for general relevance, originality, and significance. If accepted for review, papers will then be subject to double blind peer review.

This Special Issue was created at the request of a group of researchers from Ukraine. It is a response to the challenging situation of Ukrainian scholars due to the Russian invasion as well as the growing demand for knowledge on Ukrainian issues.

We would like to express our endless thank to our colleagues, scholars from Ukraine who are working amid the war on topics that are important for all. Also, we thank all our international authors for their valuable contributions to this Issue.

Specifics of Using C.G. Jung's Archetypes in Business Consulting Activities: Myths and Reality

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Abstract: A trend of accelerated production and, consequently, consumption has led to the growing role of marketing in business consulting activities. The relevance of this research is conditioned upon the crisis in the marketing sphere, the inability of marketers to understand consumers in the era of market saturation, and the great significance of the practical application of C.G. Jung's archetypes to express brand identity. The purpose of this research is to identify the specifics of using Jung archetypes in business activities, to identify specific valid archetypes that can personalise a brand, to debunk myths regarding the effectiveness of using Jung's theory. The theoretical foundation of the research is Jung's archetypes model, further research and applied scientific developments of scientists, were devoted to the problem of archetypes theory and their application to increase the effectiveness of branding. The methodological approach is based on a qualitative combination of modelling and system analysis methods. The main results obtained in the framework of this scientific research should be considered the identification of specific valid Jung archetypes for improving the effectiveness of business consulting activities, exposing myths and reality in the outdated theory of archetypes, identifying ways and means of developing archetypes on the example of specific brands. The results of this scientific research and the conclusions bear significant significance for

employees of the marketing sphere. The article identifies the cultural influence on the brand archetype, which is an essential criterion for marketers, economists and generalists when choosing a business marketing strategy.

Keywords: consumer behaviour; marketing; brand personality; psychology; brand personalisation.

JEL Classification: D11; M31.

Introduction

One of the pressing subjects of the 21st century is research on consumer perceptions of brand personality. Brand archetypes personalise the brand, due to which marketing professionals can apply archetypal theory to brand personality. It will help to determine the brand perception and consumers' perception of the brand (Högström *et al.* 2015). Thus, first and foremost attention should be paid to the relationship between the consumer and the brand. The product, on the other hand, is the means of achieving brand awareness. Based on this, the archetype marketing paradigm has achieved its popularity and has become a global, widely used practice. With the globalisation of world processes, the archetype paradigm attracts the attention both of scientists and marketing researchers, including Mark and Pearson (2001). Initially, the theory of archetypes was developed by the Swiss psychologist Jung (2017). His theory differs from classical psychoanalysis. As a result of his research and observations, Jung concluded that the human psyche contains both individual and collective thinking. This thinking is represented by archetypes and is inherited from ancestors. Through the investigation and analysis of his patient's dreams, he discovered strong psychic primordial images, the so-called archetypes. Mark and Pearson (2001) in their joint work summarise that the main prerequisite for the implementation of archetype theory in global marketing is the association of archetypes with brand products to provide symbolic meaning. Thus, consumers of these products identify the brand regardless of cultural boundaries (Özcan 2021; Shahini and Shtal 2023).

The research on the problem of the theory of archetypes is devoted to the works of such a scientist as Robertson (1987). In his works, he argued that archetypes cover the gaps between the sale of goods and the motivation of consumers. In addition, the specifics of a product or service, according to the theory of archetypes, depend on the established image, which is reflected in the depths of the human psyche. According to the scientist, brand archetypes should both help to establish customer loyalty and maintain it at a particular level. The studies of modern authors are notable, which analyse the role of archetypes theory in business consulting, revealing the influence of archetypes on consumer ability. For example, Goncharova (2020) explored the specifics of building a brand identity based on the theory of archetypes. Akbudak (2020) devoted his work to the research of personality archetypes in the three-dimensional design of brand characters. Researchers Gülcan (2020) and Türk (2019) explored the psychological aspects of the influence of C.G. Jung's archetype theory on the global information market.

Nowadays, the theory of archetypes is applied by famous advertising campaigns of such brands as Intel, FedEx, GoPro, and Disney (Maidment 2021). With their practice, they demonstrate that the correct application of the archetype theory helps to make a brand recognisable and successful. Therewith, the main problem is the presence of hundreds and even thousands of different archetypes in the world culture, which are not fundamentally fixed and are not the embodiment of basic human needs and, thus, do not carry any essential information and motivation. A properly used archetypal approach should personalise the brand, namely answer the questions of what the brand represents and what associations it evokes in consumers. However, in the current practice of marketers, there is a significant problem and misunderstanding of how to properly apply archetypal theory to the establishment of brand personality.

To solve this problem, research on the conceptual framework of the archetype theory invented by Jung and developed by his school has been conducted, and based on it, a model capable of transforming an archetype into a brand icon has been established. This model is developed in line with the philosophy of comprehensive brand management, the application of which will be of benefit to leading marketers. In addition, broad research on the perception of brand personality will make a great contribution to the science of marketing and advertising, thus, is an important subject for further research. Thus, the purpose of this research is to determine the role of archetypes in brand personalisation and to identify the specifics of Jung's use of archetypes in business. The results of the research will allow marketers to increase the effect of the archetypal approach, choose new research tools and develop the right strategy for any brand. The scientific originality of the research lies in identifying the links between myths and reality in the development of brand strategy and determining the impact of Jung's theory of archetypes on consumer power.

1. Method also Called Materials and Methods or Experimental Methods

The foundation of the methodological approach in this research work is based on the methods of empirical research, namely the method of observation, comparison, and material modelling. In addition, in the process of analysing the features of Jung's archetypes in business consulting activities, theoretical methods were used: analysis and synthesis, induction and deduction, generalisation and classification. These methods helped to determine the specific features of establishing and applying archetypes according to Jung. Since archetypes are a universal tool that can be applied in different channels of brand communication with consumers, it is very important to know the specific features of the application of Jung archetypes in business and understand the myths imposed by society. The empirical study was conducted by analysing consumer perceptions of five famous global brands such as Apple, Samsung Electronics, Amazon, Google and Tencent. The establishment histories of these brands and their marketing strategies were analysed to analyse the conceptual framework and identify patterns of archetypes. Therefore, this research relies on comparing the analysed brands with the corresponding hero archetype. Western and Asian brands were analysed to determine the specific application of archetypes to brands of different cultures. For better understanding, a diagram has been provided to demonstrate the cultural patterns and features of the application of archetypes. Thus, this analysis helped to determine consumer attitudes towards the researched brands and to evaluate myths and reality of archetypes application in business.

The theoretical foundation of this research work consists of the results of completed scientific research designed to explore some problematic issues related to the application of archetypes in business consulting activities. To determine the specific features of the application of archetypes and to identify their role in brand personalisation, this research relies on the 'theory of imagination', which was developed by Jung (2017), and further investigated by the Jungian school. To evaluate the role of Jung's archetypes in marketing, the work considers and analyses the book 'The Hero and the Rebel' by Mark and Pearson (2001), written based on the teachings of Jung. The book notes that the archetype does not replace the brand strategy but is an additional tool that can unite the target audience with the mission of the brand.

In this scientific-theoretical research of the problem of using Jung's archetypes in business-consulting activity three stages can be distinguished. In the first stage, the theory of the origin and development of archetypes was considered, the 'model of 12 archetypes' proposed by Jung was analysed, and the role of archetypes theory as one of the marketing tools was discussed. In the second stage, the specific features of archetypes theory application in business were explored, and archetypes of five world brands were examined based on the history of their promotion, marketing strategy, applied advertising campaigns and associations that these brands evoke in consumers. The third stage analysed the methodology used by marketers to explore brand archetypes, investigating the influence of cultural characteristics and patterns of Western and Asian countries on the establishment of brand archetypes, and putting Jung's archetype theory into practice. In addition, conclusions were drawn about the role archetypes play in developing an image in the consumer's subconscious and their purpose in business consulting activities.

2. Research Results

2.1. Archetype Theory: The Role of Myths in Brand Individualisation

The foundation of branding is a story developed for a particular brand to which consumers are emotionally attached. The story, in turn, identifies the brand and reflects the archetypal myth that consumers believe in (Türk 2019). Brand personalisation through archetypes allows consumers to connect with the brand unconsciously or consciously. It is the most crucial aspect of developing brand loyalty (Signorelli 2012). To establish a meaningful brand with a large audience loyalty, marketers resort to such a tool as a brand archetype. Through this tool, it is possible to interact with customers and their motivations and to give meaning to brands' products and services (Mark and Pearson 2001). Marketing will develop further due to the understanding of the collective unconscious and its influence on consumer perceptions and actions (Corlett and Chisholm 2021).

Brand archetypes and myths are allegories that preserve and customise the relationship between brand and customer (Akbudak 2020; Shcherban *et al.* 2022). Therefore, brands frequently embody a particular myth that contains emotional elements and unconscious processes (Mirzaee and George 2016). Archetypes are universal themes of human existence that are manifested in common character traits and storylines of myths, fairy tales, novels and films (Schmitt 2012). In the field of marketing, a brand archetype is defined as a symbol that is assigned to a brand. If a brand uses an archetype for personalisation, it can be easily identified among other similar brands and establish an iconic image (Turk and Bayrakci 2020). Consumers naturally associate with and trust the brand

archetype. Therefore, if a brand archetype is stable, its consumers appreciate the strength and constancy of the brand (Signorelli 2012).

In the modern world, there is a serious transformation of the relationship between buyer and seller, which provokes among marketers a growing interest in brand archetypes, the search for a variety of ways to attract and retain long-term customers, to preserve the identity and relevance of the brand. Jung (2017), a Swiss physiologist, was the first to define the concept of brand archetype. He labelled an archetype as a psychological playout that provokes people to behave in a specific way. The scientist argued that the human psyche is represented by patterns of archetypes that underlie every culture. This statement suggests that the archetype is not an individual indicator but a reflection of the cultural environment.

After C.G. Jung, the archetypal model was used by Mark and Pearson (2001) for further development. The scholars argued that the symbolic meaning of a brand is manifested when the product or service of the brand is associated with the brand archetype. In the pioneering model presented by Mark and Pearson, 12 archetypes are categorised into four basic human drives: 'belonging and pleasure', 'independence and satisfaction', 'stability and control', and 'risk and mystery'. In addition, they proposed a biaxial structure for grouping archetypes into clusters, while maintaining the claim that each archetype is autonomous in terms of personality traits. Their research and development regarding the brand archetype's ability to reinforce brand identity unfolded a new paradigm of archetype in marketing. According to the archetype theory, Mark and Pearson combined Jung's 12 archetypes into 4 groups (Mark and Pearson 2001; Jung 2017):

1. Freedom: the innocent, the sage, the explorer.
2. Belonging and enjoyment: the good guy, the jester, the lover.
3. Individualism: the hero, the magician, the rebel.
4. Order: the ruler, the guardian, the creator.

Notably, the theory of archetypes plays an essential role in the personalisation of brands, as due to archetypes marketers can segment the audience, find points of contact between brands and customers, develop a communication system, and establish relevant content for the brand. Jung (2017) wrote: 'Myths are primarily psychic phenomena that expose the nature of the soul'. Myths are part of reality and carry life experiences. The scientist argued that myths are both significant psychological elements and social components that regulate the life of society. Currently, there is no unified theory of myths. Researchers such as Hogstrom *et al.* (2015), Mark and Pearson (2001), and Jung (2017) believed that myth reflects social thinking and represents information about the world and being. Therefore, myths will inevitably be present at different stages of social development, representing the culture and values of society.

In the 21st century, the word 'myth' evokes in society associations something fairy-tale and is perceived as something unreal or untrue. However, according to Jung (1919), myth is the foundation of society's culture and explains certain processes occurring in nature and the world. Based on this, modern myth is a story about nature, family, man, and woman. Nowadays, myths are faced with such a problem as science. Science is believed in by society as it carries the explanation of everything that happens in the world. But science has not been able to displace myth from the human subconscious but has given it a new meaning. Therefore, modern myth is not just a fantasy or a fairy tale but a social tool that explains processes and phenomena through symbols. In addition, after the prosperity of industrial society, consumption became a crucial sphere of social life, which changed the idea of myths, but society did not abandon them. Myths have moved from religious and divine representation to secular representation, where goods and services are the main criteria, and brands carry specific symbols (Schmitt 2012). Through symbols, brands express their ideas, evoke associations, and establish close communications with consumers. Through myths, brands represent reality and promote their products. Thus, an archetype is an important component of a brand that links culture, values, and myth. Analysing the essence of brand archetypes, the following features can be highlighted (Mark and Pearson 2001; Jung 2017):

- archetypes allow developing a target audience with similar opinions and cultural values;
- archetypes develop a specific image in a person's subconscious mind that helps to identify a brand;
- archetypes can reflect the experience of society and influence the development of new value systems;
- archetypes establish attachment and a deep connection between consumers and the brand.

When establishing an archetype for a brand, marketers use myths. The tools for establishing a myth are marketing strategies and tactics, product design and packaging. However, to bring the myth to the minds of consumers, they use advertising. Therefore, the most prominent use of myths by brands is advertising (Mirzaee and George 2016; Dmytriiev *et al.* 2022). Advertising, like a myth, includes a storyline, characters, and a certain moral. Thus, brands carry cultural standards and values, inform society about innovations, influence the subconscious of consumers, and stimulate constant consumption.

2.2. Specifics of Establishing Archetypes for a Brand

Consumers' imagination is developed under the influence of common experiences. Therefore, the marketing purpose is achieved in the process. Therewith, it is necessary to identify the correspondence between the archetypal representation of the brand and the consumer's perception. To identify the application of Jung's archetypes in business consulting, this research focused on analysing customer perceptions of five well-known brands; Amazon, Apple, Samsung Electronics, Google and Tencent. All five brands can be associated with specific archetypes and clusters. Through extensive investigation of the research 'Brand Archetype – Creator' written by Noor (2019), it was found that Apple is associated with the archetype 'creator'. Based on the study by Chang (2008), Samsung Electronics can be attributed to the archetype 'magician'. Analysing the work of Chamat (2019), Amazon can be assigned to the archetype 'researcher'. Based on analysing the data of Sheikh (2021), Google can be attributed to the archetype 'sage'. In their development, Greeven *et al.* (2021) disclose the archetype of Tencent as a 'magician'. When defining the archetype of a brand, an important aspect is the history of its establishment and development. Each brand has its history, which affects the development of marketing strategy (Zakharchyn and Sytnyk 2023), the latter, in turn, determines the archetype. The archetype is a tool for developing a link between the brand and the product. Therefore, it is necessary to analyse the activities of the five brands examined.

Apple has a universal way of business development and its own sustainable culture. The brand offers consumers all the essentials, relying on the human emotional state and psyche. With Apple adhering to its marketing strategy, the relationship between the audience and computers has been taken to a new level. In today's world, most Apple customers cannot imagine their way of life without Apple's technology and gadgets and consider their products essential for self-realisation, creativity, and aesthetic. It is why the brand is considered innovative and associated with the archetype of the 'creator'. Importantly, Apple has managed to influence the entire technology industry (Noor 2019). The Samsung brand is known for its versatile smartphones. But after Apple launched its iPhone range in 2009, Samsung was labelled as a copycat campaign. After this failure, the brand had to challenge the big company and design a new line of smartphones keeping in mind all the wishes of its customers. Therefore, the Samsung brand has the archetype of the 'magician', able to challenge and implement the dreams of its users. Notably, Samsung's strategy is to implement desires and turn conceptual ideas into reality (Chang 2008; Sargsian 2023).

Amazon began by selling books and has achieved great success in the market. Today, Amazon provides users with a personalised shopping experience. In addition, the brand invests revenue in exploring new technologies and adapting them into its business model. The main driving force behind Amazon is the desire to learn new things. Thus, the brand is associated with the archetype of 'explorer'. The brand's value lies in its individuality and passion for learning and exploring the world (Chamat 2019; Brand Archetypes: Examples… 2022). Google's strategy is to help people make a difference in the world. The brand focuses on knowledge and solving humanity's problems. It applies technology, and intelligence to provide information that people can use to improve their lives. The brand has the status of an expert in technology and information. Google has influenced the minds of people and the information world. Since the brand has launched its search engine, and established a large range of products, it has earned the status of a sage. Due to this, people can learn more about the world (Sheikh 2021). The Tencent brand centres on the quest to empower consumers and overturn stale conventional attitudes. The company sells innovation, thereby demonstrating its influence and rapid growth in the Chinese technology market. Tencent's strategy is to integrate and modernise all services to establish an ecosystem for business. The brand is associated with a magician as it offers ways to design an improved world (Greeven *et al.* 2021). Thus, the establishment of a brand archetype depends on the history of the brand's emergence, their behavioural culture, strategy, and purpose of implementing their policies.

2.3. Cultural Patterns in the Application of the Brand Archetype

The strategy and advertising campaign of a brand is strongly influenced by cultural characteristics, which, in turn, affect the process of interaction with consumers (Sung and Tinkham 2008). This analysis of archetypes of five brands demonstrated that each company has its path, in the process of which a specific marketing strategy is developed and archetype is defined. To identify patterns between brands of similar cultures and to demonstrate the influence of cultural boundaries on brand archetypes, a diagram of archetypes of different brands of Western and Asian cultures is presented below (Figure 1).

Figure 1. Seven brand archetypes by group
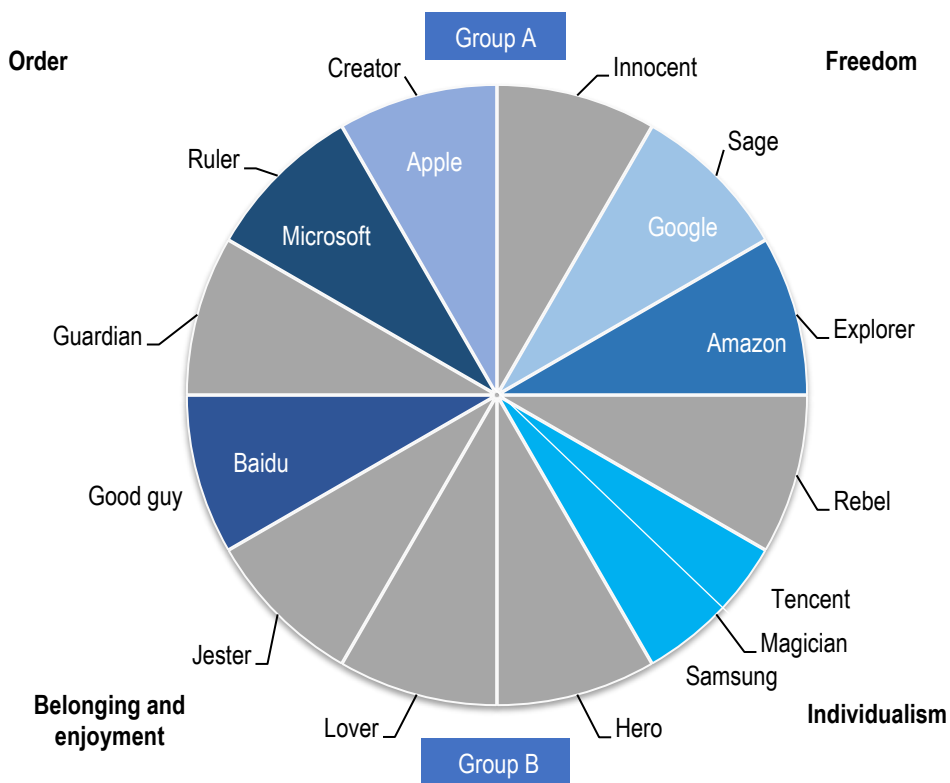
Source: compiled by the authors based on Hwang, Sooa (2017).

Figure 1 demonstrates that the 12 archetypes are divided into 4 groups: individualism, order, freedom, belonging, and pleasure. Each group includes three types of archetypes that have common features:

1. Individualism: the archetypes of this group are characterised by courage and are capable of breaking traditions. Brands belonging to this category can take risks, break statutes and rules. Thus, the brand establishes and adheres to its own regulation. It includes the magician, the rebel and the hero.

2. Belonging and enjoyment: archetypes demonstrate joy and pleasure as the most important elements of life. Therefore, brands belonging to this category establish their customers with convenience and comfort, and present a world filled with love. The lover, the jester and the good guy belong to this category.

3. Order: the brand archetypes of this group are ready to manage and control the entire market and care for all consumers. The archetypes in this category are guardian, ruler, and creator.

4. Freedom: archetypes are fixated on self-improvement and implementing their capabilities. Brands in this group invest their revenues in the technological development of the company, conduct constant training and are focused on the future of their company. Thus, the customers of these brands are independent individuals who love to discover new things. Innocent, explorer, and sage belong to this category.

In addition, Figure 1 demonstrates examples of the seven brands, which are divided into two large groups: A and B. Group A, which is in the top half, includes brands such as Microsoft, Apple, Google, and Amazon. Their archetypes have commonalities and are in the areas of control, stability, independence and self-actualisation. Group B, the bottom half of the chart, includes brands such as Baidu, Tencent, and Samsung Electronics. This group covers the range from belonging and enjoyment to mastery and risk. All four brands at the top, in group A, belong to Western brands, and at the bottom, in group B, belong to Asian brands. From the analysis, there are patterns and clear differences between the archetypes of Western and Asian brands. Western brands in Group A are focused on freedom and uniqueness and strive for self-realisation and perfection. Their value is individuality and everyday pleasures. Asian brands or Group B brands can take risks, are adept at breaking established rules and are willing to establish their own. Brands in this group are willing to take control of everything to gain more credibility and establish security for themselves and their customers. Thus, Western and Asian brands have clear differences in their business strategies. It suggests that there are cultural patterns in the application of archetypes in business consulting. It is an obvious fact that companies incorporate cultural trends into their brand archetype, thus, brands

3. Discussions

Monitoring and analysing consumer perceptions of a brand can help in establishing the right marketing strategy and in conducting business effectively, both locally and globally. Frequently, companies neglect to build consumer associations with brand products, establishing an archetype, which leads to the loss of brand personality. Therefore, responsible marketing managers should take the establishment of brand archetypes seriously to develop strong communications between consumers and the brand. This research work uses the theory created by Jung (2017) and the methodology developed by Mark and Pearson (2001). The Jungian model is based on the assertion that 'people feel more secure with what they can perceive as directly relevant to their culture' (Jung 2017). The model states that brands that utilise ingenuity can create a sustainable archetype. It is what makes them strong and independent. Notably, Jung defined archetype as the psychic 'substrate of human nature' or the cultural 'contents of the collective unconscious' of any individual. The scientist concluded that archetypes exist in human consciousness in the form of myths and fantasy, thus, they cannot be inherited, preserved, or made statutes.

Turow (2013), based on the developments of Jung (2017), Mark and Pearson (2001), explored the problem of brand archetypes and argued that freedom of choice is the result of democratic participation in consumer culture. In addition, he argued that information and technology play a major role in socio-economic progress. Other scholars have devoted their works to the issue of brand archetypes and their role in business consulting. Attention should be paid to the research of Haule (2010), who noted in his treatises that it is an experience that demonstrates collective influence and not anything else. Cultural determinism is embedded in human psychology, thus, there is a constant evolution that determines human behaviour. The scholar argued that archetypal patterns or associations can enrich the human mind. The author considered archetypes as shapes, symbols and motifs that are designed to establish associations in the human subconscious mind. In addition, he noted that archetypes influence collective experiences within the same culture.

Some scholars exploring the theory of archetypes, on the contrary, have argued that as such a collective concept of myths and symbols does not exist or is hidden. In the opinion of Franzen and Moriarty (2009), a person is not able to understand that myths and symbols are in their consciousness. The presence of many works on the subject of brand archetypes and the influence of cultural patterns on their application indicates the ambiguity and controversy of this issue and requires further research. In this context, marketers should centre their attention on building brand communications with cultural boundaries in mind. For this purpose, it is essential to develop and promote an identical brand structure that will include the management of associations and customer perceptions of the brand (Iorgachova and Kovalova 2023).

This research work identified that there are cultural patterns between the application of brand archetypes in Western and Asian countries. Scholars such as Sung and Tinkham (2008) in their collaborative work argued that brands represent the culture of the country where they are based. They stated that brand personality is determined by external factors and internal ones, namely culture, the background of the CEO of the company, and the experience of consumers. Such statements by the scholars gave the understanding that brand archetypes are significantly influenced by culture. It follows that the specificity of defining brand personality lies in the different attitudes of people and their cultural values. It is particularly clear between Western and Asian cultures. However, the professors stated that the West and Asia cannot be divided into two radically different cultural groups. They believed that Western brand archetypes reflect individuality, uniqueness, self-improvement, and self-development, while Asian brands express courage and the ability to take any risk. Their conclusion supports the findings of this research work.

In addition, the subject of the differences between the perception of brand archetypes of different cultures is devoted to the work of professors of psychology Pickren and Rutherford (2010), who indicated cultural differences in the establishment of archetypes for brands. The scientists considered the concept of the private self and named the reasons that influence the patterns in the perception of brands of different cultures. Elements of archetypal theory have a way of manifesting themselves in a symbolic culture of meaning. There are many controversies in the current literature where the main issue is trying to bridge the gap between theory, knowledge and its practical application in consumer marketing. The controversies concern the field of behavioural sciences and consumer marketing where researchers argue that it is becoming increasingly difficult to make decisions considering the needs and tastes of consumers. Posavac (2012) noted that the reason for this issue is the difficulty in determining consumer tastes and preferences, and the non-serious attitude of many brands towards archetypal principles.

Analysing the research in archetypal marketing, it is possible to identify other approaches to brand management. For example, Haynes *et al.* (1999), Sirgy and Johar (1999), and Tsai (2005) argue that brand management should be comprehensive and integrated. This approach includes all aspects of marketing, with the archetype acting only as a part of the strategy rather than being the main one. Some of the main elements

influencing the establishment of consumer loyalty to a brand are product quality, user-friendly design, and efficiency of use. This approach varies from the theory used in this research, which indicates that there are controversial points and unresolved problems in determining the role of archetypes in business consulting. In the field of marketing and advertising, brand personality is defined as 'a set of characteristics associated with a brand'. A great contribution to the subject of 'brand personality' was made by the scientist Aaker (1997), who developed and presented to the world a general structure of brand personality. This structure includes five parameters of brand personality; thus, it was named 'Big Five' by Aaker. Five parameters of the 'Big Five':

- sincerity;
- inspiration;
- competence;
- sophistication;
- rigidity.

The developments of J.L. Aaker were the foundation for many of the following studies. For example, such scientists as Wimmer and Dominick (2013) used the Aaker (1997) model in their work. Wimmer and Dominick in their work used the model of Aaker to determine the attributes of brand personality and identify their significance. The subject of brand archetypes, their role, and the specifics of their application in business require further study, relying both on the theory of Jung and innovations of the modern world. Other theories and methods of cultural diversification can be used for future developments, which will make a great contribution to the field of marketing, give more knowledge about brand personalisation, and help to build proper and strong communications between consumers and brands. In addition, through further research, new tools, ways, and methods for expressing brand personality can be obtained. In addition, the sophisticated quantitative methods with numerical scales already presented in the literature need research. This method can be useful for marketers as it allows for detailed data analysis, relying on tests and a validation scale. The problem of applying archetypes on a global level and capturing global marketing should be considered. This research and future developments will help marketers establish effective marketing strategies for brand promotion and build sustainable customer-brand relations.

Conclusions and Further Research

Thus, using C.G. Jung's theory of archetypes allows uncovering a brand's personality and identifying the associations it evokes in consumers. With knowledge of consumer perceptions of the brand, professionals can establish an effective marketing strategy, add value to the brand's products and elevate the brand's value with a wider audience. However, global marketing requires an integrated approach that will include both the archetype paradigm and ensuring the utilitarian quality of brand products and promoting customer values. This research analysed C.G. Jung's theory of archetypes and outlined its role in marketing. In addition, the methodology that was developed and refined by M. Mark and C.S. Pearson, to measure the perceptions and associations that a brand evokes in consumers. Drawing on the scholars' developments, and analysing the history of five global brands, this research work identified the specifics of the application of archetypes in business consulting activities. A diagram of brand archetypes of Western and Asian cultures was presented to identify patterns and features between brands of close cultures. As a result, the influence of cultural boundaries on the establishment of a brand archetype and its perception by consumers was identified.

Based on the literature review and research works it was identified that the area of using brand archetypes in modern marketing has been understudied, which indicates the need for further developments. Global marketing requires updated branding tools to be able to personalise brands from different industries, *i.e.* with different cultural attributes. Such a shift in science would provoke new knowledge on brand personalisation, developing modern methodology and user-friendly tools for marketers. After all, the real problem is not the presence of an archetypal approach to brand definition, but the content of symbolism that appears in the consumer's imagination. Marketers may not get fixated on establishing a universal brand archetype. Their efforts should be focused on a set of measures that give the brand personality and value. Therefore, one of the main tasks of a marketer is to establish strong, sustainable communications between the brand and the consumer.

Credit Authorship Contribution Statement

Burhan Reshat Rexhepi: Writing – review and editing, Project administration, Supervision;
Labeat Mustafa: Writing – original draft, Methodology;
Mejreme Krasniqi Sadiku: Writing – original draft, Investigation;
Burim Isa Berisha: Writing – review and editing, Investigation;
Besa Seadin Xhaferi: Writing – original draft, Conceptualization;
Orhan Reshat Rexhepi: Writing – original draft, Methodology.

Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

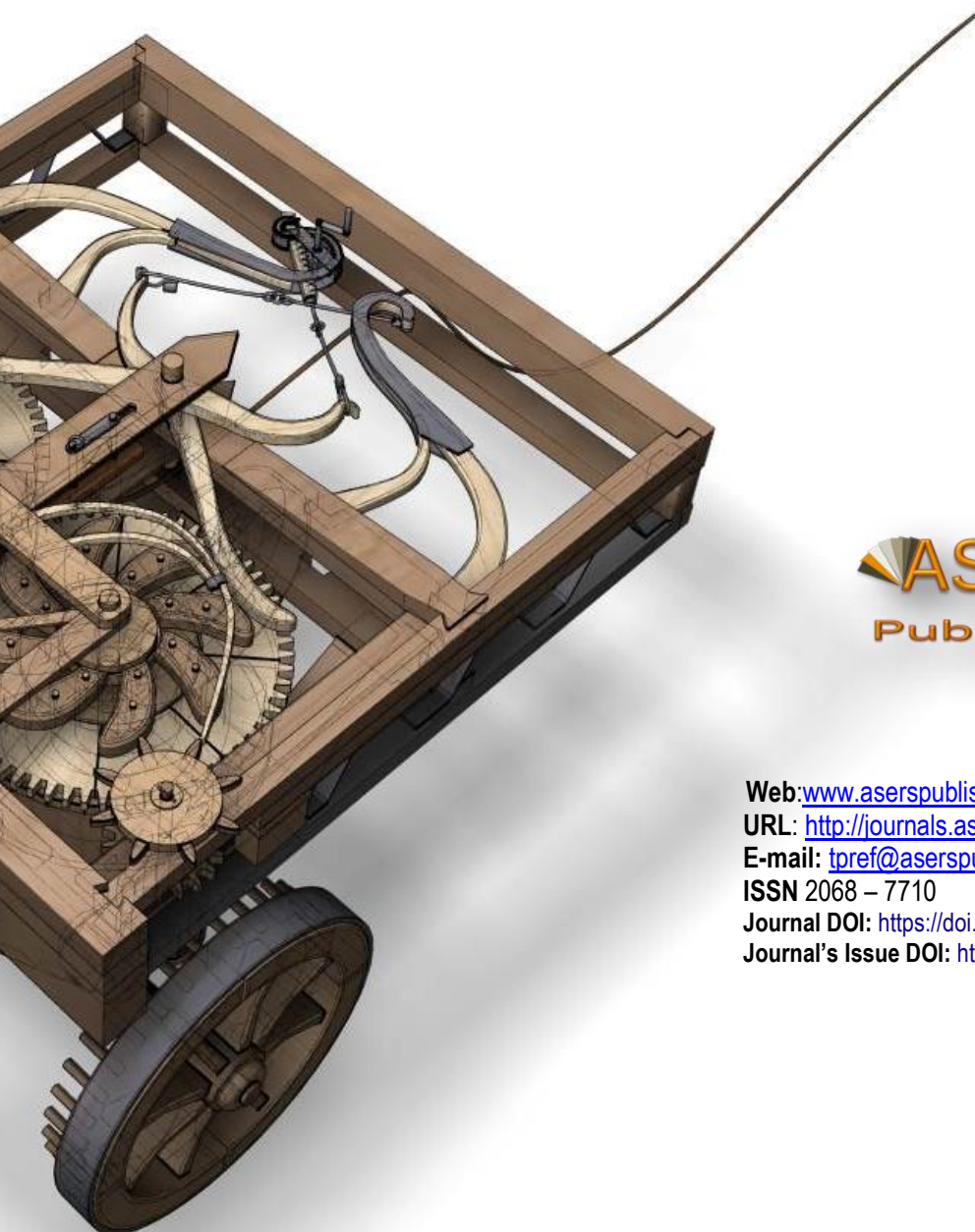**Declaration of Use of Generative AI and AI-assisted Technologies**

The authors declare that they have not used generative AI and AI-assisted technologies during the preparation of this work.

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