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AUDITORY ANTHROPOMORPHIZATION AS A TOOL FOR ENHANCING BRAND LOVE IN MODERN MARKETING

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Abstract. The paper examines the marketing strategy of forming emotional loyalty (Brand Love) through the mechanism of auditory anthropomorphization. Within the "Brands with Soul" project, the influence of musical metaphors on corporate identity is analyzed. The study substantiates the economic feasibility of using authorial audio content for humanizing brands in the digital age.

Keywords: Brand Love, auditory anthropomorphization, semantic humanization, The Musical Jiva™, corporate identity.

Introduction. In the modern experience economy, traditional marketing communications are losing effectiveness due to high psychological resistance from consumers. The transition from transactional relationships to deep emotional attachment (Brand Love) requires new tools for humanizing business entities. Auditory stimuli, being direct conductors of emotional states, play a key role in this process.

Purpose and objectives of the research. The aim of this research is to theoretically substantiate and practically demonstrate the effectiveness of auditory anthropomorphization in strengthening brand identity through the "Brands with Soul" cycle, using neuropsychological and marketing approaches.

Research results and their discussion. Auditory anthropomorphization is a process of endowing a brand with human-like qualities through musical form and authorial intonation. In the The Musical Jiva™ project, this is achieved by creating

specialized audio-semantic compositions for brands such as Gemini, Spotify, Nova Poshta, Silpo, and UPG.

By using metaphors such as "the route home" or "the heartbeat of connection," the brand ceases to be an abstract commercial logo and becomes a "friendly entity." The author acts as the cognitive center, forming the emotional drama, while AI (Suno) provides high-precision instrumental orchestration. This synergy allows for the scaling of personalized branding while preserving the author's intellectual core.

Table 1 – Visual-to-Auditory Semantic Transformation of Brands

Brand	Visual Archetype	Auditory Metaphor	Psychological Effect
Nova Poshta	Logistics/Speed	"The Route Home"	Feeling of security
Silpo	Retail/Food	"Gastronomic Joy"	Emotional attachment
UPG	Energy/Fuel	"Road Rhythm"	Reliability and progress

data generated by the author

Conclusions. The "Three Monads" model provides a structured approach to psychological self-regulation. Synchronizing these aspects through auditory metaphors allows an individual to achieve a state of "living consciousness" (Jiva), ensuring resilience and emotional balance in the digital age.

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