



UNIVERSIDADE CATÓLICA PORTUGUESA

Do consumers recognise and associate purpose with real brands?

Possible differences between leadership and sectors

Adriana da Conceição Ventura

Católica Porto Business School

April 2022



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Final Work in Organisational Context presented to
Universidade Católica Portuguesa
to obtain the master's degree in Marketing

by

Adriana da Conceição Ventura

under the guidance of
PhD Paulo de Lencastre
PhD Miriam Salomão

Católica Porto Business School
April 2022

Acknowledgments

I would firstly like to express my gratitude to the entire team at Mojobrands, the company responsible for my internship and for this study. In this way, thanks for the fantastic welcome in the company and to all those who, in one way or another, supported, helped, and encouraged me, not only during the internship, but also in conducting this study.

To Professor Paulo de Lencastre and Professor Miriam Salomão, my deepest thanks for all the knowledge, kindness, dedication, and above all for all the patience and availability. I thank for all the hours of meetings, doubts, and brainstorming, it was truly enriching.

I am also very grateful to my parents and my sisters who constantly supported and motivated me throughout this process. To my friends who were always there with words of strength and support, especially Daniela, Rita, Carolina, Ana, Rute, Matilde, Demira, and Maria.

My sincere thanks to everyone!

Abstract

The impact that brands intend to make in the world and in society is increasingly valued by consumers, so organisations are becoming more concerned with their purpose and the way they communicate it. However, is the purpose of brands clearly recognised by consumers? This research aims to find the answer to this question and, furthermore, to understand the differences of recognition taking into consideration the leading position of brands in the market, as well as in different markets.

With the main objective of analysing these topics, quantitative research was developed, through three different surveys that were shared online. Among the main findings is the fact that leading brands do not have higher levels of recognition of purpose compared to other brands. In addition, this study also revealed the consumer's affective and cognitive differences regarding the importance attributed to the purpose and its recognition.

This research allowed to obtain results that provide interesting and relevant guidelines for brand marketing managers, professionals, and researchers, regarding the recognition of purpose by the consumer, in different sectors and with different levels of market positioning.

Key words: Branding; Brand purpose; Purpose recognition

9546 Words

Resumo

O impacto que as marcas pretendem deixar no mundo e na sociedade é cada vez mais valorizado pelos consumidores, pelo que as organizações têm uma preocupação crescente com o seu propósito e com a forma como o comunicam. No entanto, será que o propósito das marcas é claramente reconhecido pelos consumidores? Esta pesquisa pretende encontrar a resposta a esta pergunta e, para além disso, perceber as diferenças do reconhecimento tendo em consideração a posição de liderança das marcas no mercado, assim como, nos diferentes mercados.

Com o principal objetivo de estudar estes tópicos, foi desenvolvida uma pesquisa quantitativa, através de três inquéritos diferentes que foram partilhados online. Entre as principais descobertas, está o facto das marcas líderes não apresentarem maiores níveis de reconhecimento de propósito comparativamente com outras. Para além disso, este estudo permitiu também revelar a diferença do consumidor a nível afetivo e cognitivo, relativamente à importância atribuída ao propósito e ao seu reconhecimento.

Esta investigação permitiu obter resultados que proporcionam orientações interessantes e de relevância para gestores de marketing de marcas e profissionais e investigadores da área, relativamente ao reconhecimento do propósito, por parte do consumidor, em diferentes setores e com diferentes níveis de posicionamento no mercado.

Palavras-chave: Branding; Propósito da marca; Reconhecimento do propósito

9546 Palavras

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Introduction

The constantly changing world and the unpredictability witnessed nowadays, results in a permanent adaptability of brands, if they want to follow their consumers and their consumption trends. With the new current paradigms, consequences of the Covid-19 pandemic, many consumers' perspectives and priorities have changed, with a greater predominance for environmental and social issues. In this way, brands that demonstrate similar concerns and real actions to combat these problems, are valued, which often allows them to achieve competitive advantages (Westbrook & Angus, 2021).

The existence of brands with purpose is progressively becoming more relevant, not only for consumers but also for brands, which are leaving their positive mark in the world. According to a study by Porter Novelli (2021), purpose is something stronger than a “marketing tactic”, being something much more complex, similar to a strength that leads to the emotional connection of consumers, in addition to impacting their decisions of choice - 66% of respondents would take a brand with purpose into consideration in a purchase decision-making process (Purpose Perception: Implicit Association Study, 2021). The promises that brands recurrently make do not create a greater connection with consumers; conversely, consumers identify themselves with brands through the purposes for which they are driven (Adi et al., 2015).

Brands are within a very dynamic environment, because all the elements that form and sustain a brand are influenced by different contexts, since for example, the industry in which the brand is inserted, the target audience or the competition established in the market. In this way and being the purpose one of the elements of brands, it is coherent to state that the recognition of the purpose may experience changes and vary according to the sector or the leadership position of the brand.

Mojobrand, the creative agency which demanded this research and where the brands were selected, is updated, and informed about the trends and the most relevant themes in Marketing nowadays, so it proposed the development of a master's dissertation regarding the recognition of the purpose of well-known brands by consumers. Their proposal was to evaluate to what extent companies known by the majority of the population, in the Portuguese market, have their purposes recognised by consumers, comparing sectors and leading brands. In this way and by understanding the actual relevance of the purpose on the market, the main objective of this paper is to analyse the recognition of a brand purpose. Secondary goals are: (a) to analyse if the recognition of a brand purpose differs according to the sectors; (b) to analyse if the recognition of a brand purpose differs according to the leadership position of the brand.

The motivation behind this study concerns the major individual interest for brands and for all the environment and impact they can cause in the society. Furthermore, another driving factor was the importance that this research may have for companies which will have the opportunity to increase their knowledge regarding the level of recognition that consumers have of their purposes as well as the importance that is attributed to this concept.

In order to provide a general background for the proposed topic, this article will begin with a literature review of the elements that are included and that are essential for a future understanding of the theme. This is followed by the methodology, analysis of results, discussion of the results obtained previously and the consequent conclusion. Finally, the limitations and other avenues of investigation are presented.

Chapter I

Theoretical Background

1.1. Brand Concept

As it is widely known, the terms brand and branding originated in the trade relations of ancient civilizations - Greeks and Romans - in which there was the marking of commercial products, like cattle, with the purpose of identification of goods and property. Despite a lot of disagreement on the definition of brand, it is defined by American Marketing Association as “a name, term, design, symbol or any other feature that identifies one seller’s goods or service as distinct from those of other sellers”. The conceptualisation of the brand exceeded the boundaries of the physical aspect of the product, and it is possible to directly relate brands with the "uniformity and homogeneity of identity", which requires a high level of commitment over the long term (Sarkar & Singh, 2005). In turn, the brand is presented not only a means of carrying invisible information regarding qualities of the products or services provided by the company, but as an element of "feeling good", reflecting the customer's emotion and working as a basis of meaning for customers (Boatwright et al., 2009).

In a semiotic perspective, a brand can also be understood as a sign that has as its main purpose to be acquired and to communicate something, and according to Charles Sanders Peirce, a 'sign' represents something with some respect or capacity, addressing someone and being perceived in the mind of that person as an equivalent or even more developed sign (Urde, 2013).

Through the concept elaborated by Peirce to interpret the signs, the authors Lencastre and Côte Real (2010), propose a descriptive model with the interconnection of three fundamental pillars of the brand: “the identity sign itself; the marketing object to which the sign refers; and the market response to the

sign” (De Lencastre & Côte-Real, 2010). According to these authors, the first pillar corresponds to the set of signs that are possible to identify the brand itself – name and logo, for example; on the other hand, the second pillar of the model refers to all the essential exchange actions for the assurance of the market, such as products, promotion, distribution and pricing; and finally, all the reactions, which may be cognitive, affective or behavioural – recognition, associations, reputation, trust, purchase, loyalty, among other - that an individual has towards any brand identity or object, concerns the third and last pillar of the brand triangle.

Alexandrov and Pollack's (2020) showed that for a brand to be seen as interesting, it is necessary that it maintains continuous novelties that consumers are able to assimilate, otherwise the novelties may turn out to be detrimental for the brand (Alexandrov & Pollack, 2020).

According to Keller (1993) the concept of brand recognition concerns the quickness that a consumer recognises a brand when viewing one of the brand elements, for example the logo (Khurram et al., 2018). In addition, associations refers to the way a brand is distinguished from other brands and, at the same time, relates to others (Sarkar & Singh, 2005).

Reputation corresponds to the perception and to the set of specific qualities that consumers attribute to a brands, being able to provide "authenticity, credibility and reliability" (Sarkar & Singh, 2005). To achieve a positive reputation a brand must have a successful management of its internal resources (Harris & Chernatony, 2001). It is expected that a strong reputation will provide benefits for companies, such as premium pricing, attract the best talent to the team, prevent imitation and trigger word of mouth (Fombrun & Gardberg, 2000). A research conducted in 2018 found that approximately 96% of a company's overall reputation is originated by quality , vision and purpose, with 65%, 18% and 13%, respectively (*Purpose Premium Index:How Companies Can Unlock Reputational Gains by Leading with Purpose*, 2018).

1.2. Brand Purpose

It was possible to assess from the literature review that brand purpose is a concept that is not well established and is not generalised in the literature. The process of creating a brand is understood as a high-risk project with a higher probability of failure than of success (Damoiseau et al., 2011). However, it is important to highlight that there is a greater probability of a brand achieving success if it manages to transmit its values from the beginning, that is, create brand differentiation from the moment it is created and launched (Kapferer, 2008).

In the competitive market in which we live, differentiation is one of the key points that allow the success of a brand, in this way, brands with purpose are on a clear rise since they offer competitive advantage and uniqueness (Gros, 2019). This is also confirmed by Kramer (2017), who explains that a brand with an objective exceeds and achieves success more easily than a brand without one. Purpose strategy allows for the creation of long-term value, which is extremely beneficial for the company, as it enables it to achieve, for example, competitive advantage (Kramer, 2017).

In Jim Stengel's book named "Grow: How Ideals Power Growth and Profit at the World's Greatest Companies", (present in Hsu, 2017), the purpose of a brand is presented as the reason why a brand exists and the impact it intends to make in the market and in the world. The definition of purpose is strictly externally focused, differing from the definition of a brand's mission, which is centred internally in the organization.

According to Osler (2007) the strategic intentions of the corporation that allows creating and keeping the brand included in its brand portfolio corresponds to the brand purpose. Furthermore, this author presents purpose as one of the elements that integrate the three-dimensional taxonomy - brand type, role, and purpose - dimensions responsible for the evaluation of a brand.

For Kramer (2017), regarding the relevance of this topic nowadays, brand purpose is recognised as “know-why”, which can be regarded as the new know-how of the 21st century. The author states that, once brands recognise the potential of purpose and the ability it has to unite people inside and consumers outside, firms begin to create strategies around it.

Besides, Millennials are presented as the most purpose-driven generation, with a special focus and consumer trend towards purpose-driven brands, and that demonstrate, for example, environmental, social and equality concerns (Hsu, 2017). This author also demonstrates that, brands that have more inspirational and motivational goals have a greater connection with consumers' values which leads to a positive result for the brand. There is a higher degree of trust and purchase intention by consumers attached to brands on an emotional level, but these brands must necessarily deliver what they promise, otherwise all trust can disappear in a moment (Alldredge et al., 2021).

Regarding the topic “brand purpose”, Sinek (2009b) stands out for creating the “Golden Circle” framework. This model, in summary, consist of 3 circles that include three different terms: “What”, “How” and “Why”. The external term of the golden circle, “What”, is one of the easiest to identify and refers to what the brand does or sells specifically in its industry; “How” corresponds to the next circle and describes the brand's strategies that make it differentiate and distinguish it in the market; and finally, “Why” is the central term of the golden circle and encompasses specifically why brands do what they do, in other words, it concerns their purpose and the specific reasons for their existence. Sinek proved his model by analysing the “greatest leaders and most inspiring companies in the world, that regardless of their sector or size, they all think, act and communicate in the same way, from the inside out” (Sinek, 2009a), which means that the secret is to start with the question “Why?”, move on to “How?” and finish with “What?”. In this way, and according to Sinek, following this communication strategy allows consumers to be inspired not by what brands do,

but by the reason and purpose that drives them to do it. This is a model that reinforces the high importance of today's purpose from both a consumer and brand perspective.

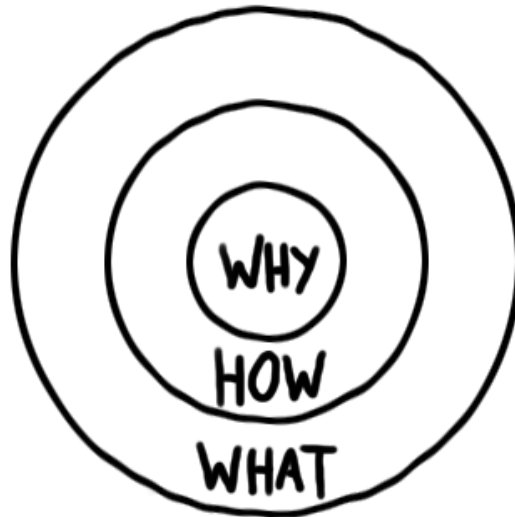


Figure 1: The "Start with Why" Golden Circle Model.
Source: Sinek (2009b, page 41)

The increasing number of companies guided by purpose reveals the power that purpose has in consumers' minds, resulting in more loyal consumers and more willing to pay higher values for products or services (Narayanan & Das, 2021). In this way, brands feel the need to explain the reasons that drive their actions and the commitment they have to society, always aiming its improvement. Besides being beneficial for society, the world in general and, of course, for brands, brand purposes are also an opportunity to give an extra power to consumers and to the choices they make, because through them, consumers have the possibility to defend and support political, social, or environmental causes, in accordance with their own personal values (Gros, 2019).

A brand can only be called purpose-driven if it focuses not only on its own profitability but on "doing good" and positively impacting society in general, and for this to happen it requires the involvement and connection of all employees within the organization (Dupret & Pultz, 2021). Thus, Quinn and Thakor (2018) also demonstrate that employees that find in their work an additional and

complementary meaning, which will have future implications in people's lives, do not accumulate their energy, dedicating themselves more to the organization and over and above their own self-interests (Quinn & Thakor, 2018). This proves - (Harris & Chernatony, 2001) - that when purpose is clearly communicated to employees, it allows the brand to grow and transform itself faster, more effectively and with more visible results for the consumers themselves. As explained and in order to generate the expected results, a company's purpose must be authentic and be communicated clearly and consistently to both customers, employees, and other stakeholders (EY Global, 2020). Several business leaders defend the relevance of purpose, for example Sir Richard Branson, the founder of Virgin Group, stated "I think anybody who sets up a business sets it up with a purpose. Otherwise, you won't have a successful business" (EY Global, 2020).

1.3. Hypothesis Formulation

It is relevant to underline that, in fact, and despite having numerous advantages towards consumers, the society and the environment, the purposes of the brands in terms of business are equally positive, allowing an improvement of their performance, as mentioned by Hajdas & Kleczek (2021). The authors support this idea by presenting the results of two studies, the first developed by Deloitte, which clearly proves that purpose-driven organizations grow three times more than their competitors as well as achieve a greater market share and higher levels of customer satisfaction (O'Brien et al., 2019). The second study was conducted by Ipsos ASI, one of the world's largest market research and intelligence firms (Shaw, 2015), and reflects the importance of purpose to the financial performance of brands since evidence that 56% of companies with a purpose behind, have higher competitor revenue growth, compared to 46% of organizations without purpose.

Taking into consideration the above literature it is perceived that brands driven by purpose are more successful and therefore market leaders. Thus, we can consider that in a set of brands, all with defined purpose, the leading brand is the one with a clearer purpose and more understood by consumers, so it was formulated the following hypothesis:

H1: The leading brand has a more recognised purpose than non-leading brands.

Regarding the power of purpose in a brand's awareness, it is important to underline that the creation of an "authentic and coherent purpose" is a fundamental step to achieve brand originality and a good reputation in the market, as well as towards competitors (Rey et al., 2019).

Furthermore, and research conducted by the company Porter Novelli/Cone, provides further evidence that, in fact, there is a strong link between a brand's purpose and its reputation, with purpose enabling the boosting of a company's overall reputation by around 13% (*Purpose Premium Index:How Companies Can Unlock Reputational Gains by Leading with Purpose*, 2018). These facts can also be complemented with the results obtained by Brand Finance, one of the world's leading brand valuation consultancies, in a survey conducted to professionals of the cosmetics sector (*Cosmetics 50*, 2021). The mentioned survey aimed to find out the factors that most influence consumers' choices, where, in addition to the main factor of brands' presence in the digital world, sustainability, purpose and brands' ethics and transparency are other factors that stand out, proving the high relevance of purpose for consumers.

The sudden and unexpected appearance of Covid-19 led to an environment of uncertainty and unpredictability, and a great need for readaptation and transformation to new realities, for the consumers themselves, but mainly for brands and industries in general. The negative effects of the pandemic are still visible today, reflected, for example, in organizations that were not able to adapt quickly enough, resulting in inferior or negative financial results. The cosmetics

sector is an example of this, according to data collected and analysed by Statista Research Department (2021), in 2020 (Sabanoglu, 2021; Marchessou & Spagnuolo, 2021). This sector witnessed a decrease in growth of around 8% for the first time since 2004. Still, and with all the setbacks, this sector stands out in one of the rankings conducted by Brand Finance (2021). Specifically, this ranking refers to the global reputation of the sectors and was based on a B2C survey, being of significant importance for the market, as it allows a comparison between the most diversified sectors, including the best brands of each one and allowing an analysis of the global market and the positioning of each sector in that market. Despite the drop already predicted due to Covid-19, the reputation scores are slowly returning to what was expected and improving successively. It is interesting to see, through this ranking, that the cosmetics sector is at the top of the table occupying a prominent place together with the food sector, having a reputation score of 7.6 out of 10. It is followed by the apparel sector with a position below 7.3, being that, as reported in this study, apparel brands are one of the least damaged by the Covid-19 pandemic and may have benefited from an interesting dynamic of acceleration, shift, and preference for online shopping. Lastly, the automotive sector is, among the three industries mentioned, the one that appears to have suffered the most over the past years, with the lowest average reputations, at 7.1 out of 10, but with a future with positive prospects. (*Apparel 50*, 2021; *Automotive Industry*, 2021; *Cosmetics 50*, 2021).

Hence, it is possible to relate purpose with the reputation of sectors, which means that sectors with more explicit, clear, and well-defined purposes in organisations allow for higher levels of reputation.

Based on all the information previously mentioned, the following set of hypotheses was formulated:

H2: The brands' purposes recognition varies according to the sector.

H2a: Cosmetics sector has a more recognised purpose than the Apparel sector.

H2b: Apparel sector has a more recognised purpose than the Automotive sector.

H2c: Cosmetics sector has a more recognised purpose than the Automotive sector.

It is important to mention that having a well-defined purpose does not necessarily mean that it is recognised. For it to be recognised, it is first necessary for the brand to be true to its purpose, and subsequently to develop a set of internal and external communications (Rey et al., 2019). In this way, it is possible to assume that companies that have a well-defined purpose, and that practice actions in favour of their purpose, need to have an effective communication allied so that there is a greater recognition by the consumer.

As already mentioned, the Covid-19 pandemic has had a massive impact on the market, however, besides affecting trade, it has also affected consumers, their purchasing power and experience, as well as their purchasing selection criteria. In order to adapt to new realities, companies have to constantly refresh and recreate new connections with consumers. A survey conducted by McKinsey in 2019 found that 64% of consumers prefer to buy brands with social concerns, a higher percentage than the 13% demonstrated in a similar study in 2017 (Dore et al., 2020). In this way, it is possible to verify that, from a consumer perspective, the impact of companies in the world, in other words, their purpose, has an increasingly high importance and can, in fact, influence decisions at the time of purchase - another McKinsey survey concludes that 70% of respondents intend to buy products from companies that they consider to be ethical (Dore et al., 2020). In addition, as concluded by the Porter Novelli study, 78% of respondents said they remember companies with a stronger purpose easier than the opposite, proving that there is a connection, even if unconscious, of consumers to brands that truly impact positively the market, the world, and communities in general (*Purpose Perception: Implicit Association Study*, 2021; *The Purpose Premium: Why a Purpose-Driven Strategy Is Good for Business*, 2021). This data shows that the

recognition of brand purpose has a major impact on consumers and on their purchasing decision, which enabled the formulation of the following hypothesis:

H3: People who attribute greater importance to purpose recognise it more clearly.

Chapter II

Methodology

Aiming the objectives of this research, this study was conducted through a quantitative approach with statistical analysis. In this approach, numbers are used to study the phenomenon in question (Arghode, 2012), the major purpose of researchers using this model is to quantify and interpret the participants' responses in order to make decisions in the end.

2.1. Data Collection

The data required for this study were through online shared surveys, targeting Portuguese consumers. This type of distribution enables a significantly large number of answers with a relatively easy dissemination, without incurring costs.

Regarding the sampling process, it was adopted a non-probabilistic sampling by convenience and snowballing, methods widely used in marketing research, and which consists of searching for groups of people willing to participate in the investigation in question, and with whom there is easy access.

Aiming a simpler survey for respondents to answer and thus achieve more reliable data, the collection of information was conducted through not only one, but three different surveys, for the three different sectors under investigation. The choice of this method had as main objective to understand the differences of the recognition of purposes in different segments.

It is important to mention that the sectors are the only differentiation between questionnaires, thus both the survey structure and the questions are the same, only varying the brands under study from each sector. In order not to influence the respondents' answers, and to obtain the most honest answers possible, the questionnaires were developed in a simple, concise, and direct way, having only

four parts of fast answer. The first part aimed to assess the importance that the respondent gives to the brand purpose; the second part intended to identify the brands under study and analyse the association of words to the purpose of each brand; in turn, in the third part the idea was to understand if the respondents really recognise the purpose of the brands; and finally, the fourth and last part corresponded to the respondents' demographic data, as presented in the attached example referring to the cosmetics sector.

2.2. Sector Selection

Each one of the three developed surveys referred to a certain business sector with different characteristics from each other, with the main goal being to study purpose recognition in three distinct scenarios. Thus, the selected sectors were cosmetics, automotive, and apparel - footwear and sportswear. This choice was based on the differences between these industries, as well as the strength and power they all have in the world and in today's society.

2.3. General Criteria for Brands Selection

In the first phase, the aim was to choose brands with a high level of recognition from the general public, in order to assess to what extent people, despite recognising the brands, associate them with a real, concrete and, above all, correct purpose. Subsequently, and with a large variety of brands, the selection process was based on three general and identical criteria for each sector, among them, the selection of one brand:

- (1) market leader;
- (2) niche market orientation;
- (3) intermediate between criteria 1) and 2).

This selection process aimed to choose three scenarios the most equivalent possible for the three different sectors. Besides, the selection method also

included the choice of three brands, per sector, that clearly communicate their purpose.

In point (1), the brands described as market leaders refer to brands with the greatest sales power, that is, the highest turnover in the Portuguese market. Taking into consideration the study in question and the hypotheses under analysis, this criterion was determined as the most objective to evaluate if a brand is a leader or not in relation to the others and within each sector.

Thus, in the cosmetics sector, the leading brand in sales is L'Oréal; in the apparel sector, it is Adidas; and finally, Mercedes is the sales leader in Portugal in the automotive sector.

A niche brand corresponds to a brand that is inserted in a small market composed of a set of customers with identical characteristics and needs (Dalgic & Leeuw, 1994). The previous authors mentioned that the notion of niche marketing corresponds to the specialisation of a brand in several ways, from geographic, to quality/price, customer size, type of product, service, among others.

In this way, and as mentioned above, three brands operating in a niche market were selected for each sector (2). Vans was the niche brand chosen for the apparel sector, as it is a brand with a very defined target audience: skateboarders and snowboarders, or consumers who like to differentiate themselves. Regarding the cosmetics industry, The Body Shop was the brand identified as operating in a niche market compared to the leading brand L'Oréal, as it is a brand with an orientation towards customers with real concerns about the environment. Currently all their product formulas are 100% vegetarian and 60% vegan and by 2023 expect to have The Vegan Society certification, which guarantees that the products have no animal ingredients or tests. Finally, for the automotive sector, Porsche was selected, a brand that operates in a premium segment, producing differentiating luxury sports cars, and there is a clear contrast with Mercedes.

To conclude, the intermediate brands selected were Dove, Nike, and Tesla (3). The aim was to choose globally recognised brands, with clear and well-defined purposes and that would remain in an intermediate scenario between the other two scenarios under study - leader and niche brands.

Table 1 summarizes all the brands chosen for this study.

COSMETICS SECTOR			
Brands	L'Oréal	The Body Shop	Dove
Sales and Provision of Services 2020	141.9 million €	5.7 million €	11.1 million € ¹
APPAREL SECTOR			
Brands	Adidas	Vans	Nike
Sales and Provision of Services 2020	64.1 million €	16.4 million €	20.3 million €
AUTOMOTIVE SECTOR			
Brands	Mercedes	Porsche	Tesla
Sales and Provision of Services 2020	526.5 million €	Undefined value ²	77.1 million €

Table 1: Turnover in Portugal in 2020 in different sectors.

Source: Informa D&B Portugal (Informa, n.d.)

¹ Unable to provide a precise value, this amount corresponds to an approximate percentage of 4.348% of the total turnover of Unilever in Portugal, which holds a total of 23 brands, in 2020 – 255.7 million €.

² Unable to provide a valid value, an article from Jornal de Negócios (2020) affirms that Mercedes-Benz was the third best-selling car brand in Portugal in the year 2020, proving to be the brand leader compared to Porsche and Tesla (Curvelo, 2020).

2.4. Selected Brand Purposes in the Cosmetics Sector

2.4.1. L'Oréal

“Create The Beauty That Moves The World”

Constantly seeking to create a concept of beauty without borders, L'Oréal is a company that focuses on the use of science in innovation, for example through virtual skin diagnosis, it is also a company that pursues diversity, gender equality and inclusivity. It is a proactive advocate of pay equity, and supports its employees on parental leave, in addition to being an active voice in the fight against various topics, such as sexual harassment. Additionally, has a commitment to the environment (L'Oréal, 2022).

2.4.2. The Body Shop

“We exist to fight for a fairer, more beautiful world”

Dame Anita Roddick founded The Body Shop with the aim of balancing purpose and profit. As the purpose indicates, this is a brand that demonstrates environmental and social concerns. Furthermore, The Body Shop believes that inner beauty is reflected in outer beauty, self-esteem, and attitude towards life and that the limiting barriers often imposed on many women should be broken down (The Body Shop, n.d.).

2.4.3. Dove

“Redefine beauty standards and help everyone experience beauty and body image positively”

Dove seeks to transmit an idea of Real Beauty that should be associated with confidence and power and not with anxiety or shame. The "Campaign for Real Beauty", was one of the driving forces in the fight for the acceptance of real

women, causing a great impact and allowing the involvement and identification of consumers with the brand. (Dove, n.d.; Fromm, 2021).

2.5. Selected Brand Purposes in the Apparel Sector

2.5.1 Adidas

“Through sport, we have the power to change lives”

Adidas is a brand that seeks to apply purpose in all processes, from brand management to product production. This brand intends to cause positive changes in society, in terms of lifestyle, diversity, equity, inclusion and sustainability. In addition, it also seeks to encourage the need for each individual to create their own purposes. Adidas CEO Kasper Rorsted reinforced the importance that purpose has in the company and stated that, in his view, a company without purpose will struggle in the future (Adidas, n.d.-a, n.d.-b).

2.5.2. Vans

“Convey and enable the creative self-expression to every person in the world”

The history of Vans started in 1966, when the first shoes were created. It is a brand that seeks to think in ways that are different from the ordinary, and in the authenticity, genuineness and creative expression of people. As cited in Forbes (2020), the brand's global president Doug Palladini affirmed to "We First" that Vans' purpose seeks to focus on brand transparency, authenticity and credibility at all times (Vans, n.d.-b, n.d.-a; Mainwaring, 2020).

2.5.3. Nike

“Move the world forward through the power of sport – breaking barriers”

Nike is a brand that characterises itself as a source of inspiration and seeks to bring its purpose into every person's life, encompassing not only consumers as individuals themselves, but also the communities and the planet. Constantly concerned with athletes, Nike is updated with what is happening in the world, and has been alert and working to spread the importance of mental health, to help children, women, and communities in the search for equality, diversity, and an active life (Nike, n.d.; Donahoe, n.d.).

2.6. Selected Brand Purposes in the Automotive Sector

2.6.1 Mercedes

“First move the world”

Mercedes' purpose refers primarily to the brand's pioneering ability. This is a purpose that operates as a framework for the strategic definition of the brand, as well as being the guide that motivates the Mercedes team to work and develop new cars every day. Moreover, this is also the purpose that allows Mercedes to innovate and tread a new path in sustainable mobility and in the production of greener vehicles, with lower energy production consumption (Mercedes-Benz, n.d.).

2.6.2. Porsche

“Driven by Dreams”

Standing out in a premium luxury market, Porsche's purpose has its origin in a quote from the brand's founder, Ferry Porsche, who, when unable to find his dream car, built one, showing that Porsche is still today the realization of a

dream. This brand intends to convey a message of courage and motivate people to never give up their dreams or beliefs, characterising itself as a brand for brave people who keep fighting to achieve their goals (Porsche, n.d.; Porsche, 2021).

2.6.3. Tesla

“Accelerate the planet’s transition to sustainable energy”

Tesla has always been very focused on sustainability and on the search for cleaner automotive energy alternatives. In Tesla's 2019 quarterly conference call, Elon Musk mentioned, proving once again, that this goal is, by far, the most important factor right now for the brand and for the world, considering the potential risk of pollution to humanity. However, to this focus on electric cars, Musk also added a commitment to autonomy (Clifford, 2019; Pressman, 2019).

Chapter III

Analysis and Discussion of Results

The statistical analysis was carried out through the SPSS software, in which it was created a database, properly organized, which encompasses the total set of responses obtained in the three questionnaires. It is also relevant to mention that, for each of the three brands in each category - leader, niche, intermediate - of each sector, the percentage of recognition of the purpose was analysed.

Initially, the sample size was 333 respondents, however, in the process of cleaning the database, this sample was reduced to 290. This reduction was due to the fact that this study is focused only on the Portuguese market, therefore only the answers of respondents living in Portugal were selected. Furthermore, the answers of people who declared not to know any of the brands under study were also eliminated. Considering the total sample, 78 of the respondents correspond to the cosmetics sector, 120 to the apparel sector and 92 to the automotive sector.

3.1. Descriptive Analysis

It is relevant to describe that the sample is composed of 67.6% female respondents, with an age range concentrated between 18 and 24 years, followed by people between 25 and 34 years, and by people who have a degree as an academic qualification as shown in table 2.

Demographic Variables	Total	Cosmetics	Apparel	Automotive
	(n= 290)	(n=78)	(n=120)	(n=92)
	n (%)			
Gender				
Female	196 (67,6)	57 (73,1)	76 (63,3)	63 (68,5)
Male	93 (32,1)	21 (26,9)	43 (35,8)	29 (31,5)
Prefers not to answer	1 (0,3)	0	1 (0,9)	0
Age				
Less than 18	7 (2,4)	0	6 (5,0)	1 (1,1)
18-24	157 (54,1)	44 (56,4)	70 (58,3)	43 (46,7)
25-34	53 (18,3)	21 (26,9)	16 (13,3)	16 (17,4)
35-44	21 (7,2)	6 (7,7)	1 (0,8)	14 (15,2)
45-54	40 (13,8)	6 (7,7)	21 (17,5)	13 (14,1)
More than 54	12 (4,1)	1 (1,3)	6 (5,0)	5 (5,4)
Educational Level				
Primary education	10 (3,4)	1 (1,3)	6 (5,0)	3 (3,3)
Secondary/Technological and Vocational Course	47 (16,2)	7 (9,0)	21 (17,5)	19 (20,6)
Bachelor's Degree	152 (52,4)	45 (57,7)	60 (50,0)	47 (51,1)
Post-Graduation	12 (4,1)	3 (3,8)	5 (4,2)	4 (4,3)
Master's Degree	69 (23,8)	22 (28,2)	28 (23,3)	19 (20,7)

Table 2: Demographic characterisation of the sample.

Still concerning the descriptive analysis, it is relevant to highlight that there are no significant differences in the distribution of the demographic variables gender and educational level among the three samples (cosmetics, apparel, automotive), whose Pearson chi-square tests point to a significance level of $p=0.512$ for gender and $p=0.550$ for educational level. In turn, in the demographic variable age group, significant differences were found, of which Pearson's chi-square test points to a significance of $p<.001$.

By analysing the opinion question regarding the importance that respondents attach to purpose, it was possible to observe that in the three samples - cosmetics, apparel, automotive - respondents mostly attributed scores of 4 and 5, corresponding, as shown in table 3, to 86.6% of people (Pearson's Chi-square test presents $p=0.781$, indicating no significant difference between the three groups).

These values report the high relevance of purpose in consumers' minds and the value of those brands that are driven and ruled by purpose.

	Total (n= 290)	Cosmetics (n=78)	Apparel (n=120)	Automotive (n=92)
	n (%)			
Level of importance of the purpose				
2	5 (1,7)	1 (1,3)	1 (0,8)	2 (3,3)
3	34 (11,7)	11 (14,1)	13 (10,8)	10 (10,9)
4	107 (36,9)	29 (37,2)	42 (35,0)	36 (39,1)
5	144 (49,7)	37 (47,4)	64 (53,3)	43 (46,7)

Table 3: Level of importance that consumers attribute to the purpose.

3.2. Hypothesis Testing

Considering that all the variables under analysis are categorical, the test used to validate the hypotheses was Pearson's chi-square, which assesses whether two categorical variables can be considered independent or not.

3.2.1. Hypothesis 1

H1: The leading brand has a more recognised purpose than non-leading brands.

Regarding the statistical study of the first hypothesis, it was analysed the recognition of the purpose between leading brands and niche brands, as well as leading brands and intermediate brands. Through the first analysis it is possible to conclude that the variables are independent, and there are no significant differences (Sig=0.315) between the recognition in leading brands versus niche brands. In turn, it is possible to see that the variables are not independent (Sig=<,001), which means that the percentage of hits is significantly different between leading and intermediate brands, being higher in intermediate brands.

In conclusion, the percentage of hits for the leading brand cannot be considered statistically different from the percentage of the niche brand and can be considered statistically lower than the percentage of hits for the intermediate brand. Thus, it is possible to assume that, in the sample studied, people get the intermediate brands' purposes more right than those of the leading and niche brands, and therefore it is not possible to support H1. This analysis can be observed in table 4.

In this way, regarding the first hypothesis, purpose is related to the success of a brand, its growth and performance, reflected in a company's financial results, higher levels of market share and consumer satisfaction (Hajdas & Kleczek, 2021; O'Brien et al., 2019; Shaw, 2015). Thus, the results were not those predicted by the literature, as it was expected that leading brands would have greater recognition by consumers than non-leading brands (niche and intermediate brands).

	Total (n= 580)	Leader Brand (n=290)	Niche Brand (n=290)	Intermediate Brand (n=290)
	n (%)			
Successful recognition of the purpose				
Yes	326 (56,2)	157 (54,1)	169 (58,3)	223 (76,9)
No	254 (43,8)	133 (45,9)	121 (41,7)	67 (23,1)

Table 4: Recognition of purpose between leading brands and niche and intermediate brands.

3.2.2. Hypothesis 2

H2: The brands' purposes recognition varies according to the sector.

H2a): Cosmetics sector has a more recognised purpose than the Apparel sector.

Regarding the purpose recognition between the cosmetics and apparel sector in the leading brands, it is possible to conclude that the two variables are not

independent (Sig=0, 003), which means that the percentage of getting it right is different depending on the sector. In this case, it was observed that the percentage of hits is higher in the cosmetics sector, so, the hypothesis is supported.

In the statistical analysis to niche brands, the variables are not independent (Sig=<.001), meaning that depending on the sector, the percentage of hits is different. When comparing the percentages of hits on niche brands in the cosmetics and apparel sectors, it is possible to conclude that the percentage of hits is higher in the case of apparel, making this hypothesis unsupported.

In turn, in the last analysis of H2a), referring to intermediate brands, with a Sig=0.043, it is possible to conclude that the variables are not independent and there is a difference of purpose recognition between the two sectors under study. In addition, the recognition of the purpose of apparel is higher than the recognition in the cosmetics sector, so the hypothesis is not supported.

All these analyses can be verified by table 5.

	Total (n= 198)	Cosmetics (n=78)	Apparel (n=120)
	n (%)		
Successful recognition of the purpose - leader brand			
Yes	117 (59,1)	56 (71,8)	61 (50,8)
No	81 (40,9)	22 (28,2)	59 (49,2)
Successful recognition of the purpose - niche brand			
Yes	101 (51,0)	23 (29,5)	78 (65,0)
No	97 (49,0)	55 (70,5)	42 (35,0)
Successful recognition of the purpose - intermediate brand			
Yes	152 (76,8)	54 (69,2)	98 (81,7)
No	46 (23,2)	24 (30,8)	22 (18,3)

Table 5: Purpose recognition in the Cosmetics and Apparel sectors - leader, niche, and intermediate brands.

H2b) Apparel sector has a more recognised purpose than the Automotive sector.

Regarding the analysis of purpose recognition between the automotive and apparel sectors in the leading brands, the variables are independent (Sig=0.288), so the hit percentage has no significant differences between the two sectors. Thus, the hypothesis is not supported.

When comparing the same sectors but in niche brands, it is concluded that the hypothesis is not supported because the variables are independent and there are no significant differences on the hit percentage between the sectors (Sig=0.165).

Finally, the analysis of intermediate brands between the automotive and apparel sectors, concludes exactly the same as the previous two. Again, the variables are independent (Sig=0.420), and there are no significant differences on the hit percentage between the sectors, which makes the hypothesis unsupported.

All these analyses can be verified by table 6.

	Total (n= 212)	Automotive (n=92)	Apparel (n=120)
	n (%)		
Successful recognition of the purpose - leader brand			
Yes	101 (47,6)	40 (43,5)	61 (50,8)
No	111 (52,4)	52 (56,5)	59 (49,2)
Successful recognition of the purpose - niche brand			
Yes	146 (68,9)	68 (73,9)	78 (65,0)
No	66 (31,1)	24 (26,1)	42 (35,0)
Successful recognition of the purpose - intermediate brand			
Yes	169 (79,7)	71 (77,2)	98 (81,7)
No	43 (20,3)	21 (22,8)	22 (18,3)

Table 6: Purpose recognition in the Automotive and Apparel sectors - leader, niche, and intermediate brands.

H2c) Cosmetics sector has a more recognised purpose than the Automotive sector.

In the analysis of hypothesis 2c), in the leading brands, the variables are not independent (Sig=<.001), existing a significant difference. In this case, the hypothesis is supported because the percentage of hits is different depending on the sectors, being higher in the cosmetics sector.

Regarding the statistical analysis of niche brands, it is shown that the variables are not independent (Sig=<.001), which confirms that depending on the sector, the percentage of hits is different. Thus, when comparing the percentages of hits, it is possible to conclude that the percentage of hits is higher in the case of the automotive sector, making this hypothesis unsupported.

The analysis of the cosmetics and automotive sector is completed with the analysis of intermediate brands, in which the variables are independent (Sig=0.242), and the percentage of correctness has no significant differences, and it is possible to state that hypothesis H2c) in this case is not supported.

All these analyses can be verified by table 7.

	Total (n= 170)	Cosmetics (n=78)	Automotive (n=92)
	n (%)		
Successful recognition of the purpose - leader brand			
Yes	96 (56,5)	56 (71,8)	40 (43,5)
No	74 (43,5)	22 (28,2)	52 (56,5)
Successful recognition of the purpose - niche brand			
Yes	91 (53,5)	23 (29,5)	68 (73,9)
No	79 (46,5)	55 (70,5)	24 (26,1)
Successful recognition of the purpose - intermediate brand			
Yes	125 (73,5)	54 (69,2)	71 (77,2)
No	45 (26,5)	24 (30,8)	21 (22,8)

Table 7: Purpose recognition in the Cosmetics and Automotive sectors - leader, niche, and intermediate brands.

According to the literature presented above, a well-defined and strong purpose can positively influence a brand's reputation in the market (Rey et al., 2019). After evidencing that there is a correlation between these two topics, the ranking conducted by Brand Finance on the global reputation of the sectors evidenced that the cosmetics sector is the one with the highest reputation, followed by the apparel sector and finally, the automotive sector. Through this reputation ranking it was assumed that the cosmetics sector is the one with the highest recognition of purpose and the automotive sector the least recognised (*Apparel 50, 2021; Automotive Industry, 2021; Cosmetics 50, 2021*). Thus, the results achieved were not the expected ones, and were only proven in the case of the leading brands, where the cosmetics sector showed higher purpose recognition than both the apparel and automotive sectors (H2a and H2c).

3.2.3. Hypothesis 3

H3: People who attribute greater importance to purpose recognise it more clearly.

Concerning hypothesis 3, in the leading, niche, and intermediate brands the conclusion was the same for the three groups. The statistical analysis allowed us to conclude that in the three cases the p-values are higher than 0.05 (0.987, 0.180 and 0.730, respectively), which means that there are no significant differences between the importance given to the brand purpose and the proportion of people who actually hits the purpose, and it is not possible to support the hypothesis in any of the three scenarios - as shown in table 8.

	Total (n= 290)	2 (n=5)	3 (n=34)	4 (n=107)	5 (n=144)
	n (%)				
Successful recognition of the purpose – leader brand					
Yes	157 (54,1)	3 (60,0)	19 (55,9)	58 (54,2)	77 (53,5)
No	133 (45,9)	2 (40,0)	15 (44,1)	49 (45,8)	67 (46,5)
Successful recognition of the purpose – niche brand					
Yes	169 (58,3)	4 (80,0)	16 (47,1)	58 (54,2)	91 (63,2)
No	121 (41,7)	1 (20,0)	18 (52,9)	49 (45,8)	53 (36,8)
Successful recognition of the purpose – intermediate brand					
Yes	223 (76,9)	4 (80,0)	28 (82,4)	84 (78,5)	107 (74,3)
No	67 (23,1)	1 (20,0)	6 (17,6)	23 (21,5)	37 (25,7)

Table 8: Correlation between the importance of purpose and its recognition in different scenarios - leader, niche and intermediate.

Once again, and across the literature it was evident the increasing importance of purpose to consumers (Dore et al., 2020; *Purpose Perception: Implicit Association Study*, 2021; Rey et al., 2019), thus, in this hypothesis, the result was not as expected. The expectations were that people who give greater importance to the purpose would recognise it more easily, because for them it would be a relevant factor and a distinguishing feature of the brands.

It is possible to have an overview of the results of the hypotheses under study in the table 9.

	Description		Sig (p-value)	Conclusions
H1	The leading brand has a more clearly recognised purpose than non-leading brands.		0,77	Not Supported
H2a)	Cosmetics sector has a more recognised purpose than Apparel sector.	Leader brand	0,003	Supported
		Niche brand	<,001	Not Supported
		Intermediate brand	0,043	Not Supported
H2b)	Automotive sector has a less recognised purpose than the Apparel sector.	Leader brand	0,288	Not Supported
		Niche brand	0,165	Not Supported
		Intermediate brand	0,420	Not Supported
H2c)	Cosmetic sector has a more recognised purpose than the Automotive sector.	Leader brand	<,001	Supported
		Niche brand	<,001	Not Supported
		Intermediate brand	0,242	Not Supported
H3	People who attribute greater importance to purpose recognise it more clearly.	Leader brand	0,987	Not Supported
		Niche brand	0,180	Not Supported
		Intermediate brand	0,730	Not Supported

Table 9: Overview of results of the hypotheses under study.

3.3. Word Association to Purpose

In the sub-chapter presented, the respondents' answers to the second part of the surveys will be analysed, in which they were asked to identify the words they associate with the purpose of each brand.

3.3.1. Cosmetics Sector

For the L'Oréal brand, more general words were identified such as "beauty", "care", "hair", "care" and "quality". As these are more general words, there is not such a direct and obvious connection to the purpose which is "Create the Beauty

That Moves The World". The only word with this connection is "confidence" however it was one of the least cited (figure 2).



Figure 2: Word cloud for L'Oréal brand purpose.

For the niche brand The Body Shop, with the purpose "We exist to fight for a fairer, more beautiful world", there was an association with the word's "sustainability", "natural products" and "environment" being identified most often. Words such as "beauty", "cosmetics", "skin", "hygiene", "care" and "smell", were also referenced frequently (figure 3).



Figure 3: Word cloud for The Body Shop brand purpose.

Finally, for the Dove brand, the words most mentioned by respondents were "hygiene", "beauty", "care" and "softness". However, words with a greater association with the company's real purpose which is "redefine beauty standards and help everyone experience beauty and body image positively", were also identified, such as "real women", "self-esteem", "confidence", "welfare" (figure 4).



Figure 4: Word cloud for Dove brand purpose.

3.3.2. Apparel Sector

For the leading brand Adidas, the words most related to its purpose which is “through sport, we have the power to change lives”, were “innovation”, “lifestyle” and “health”, but were not identified as often as other words such as “sport”, “style”, “comfort”, “performance”, and “quality” (figure 5).



Figure 5: Word cloud for Adidas brand purpose.

In relation to Vans, there were words identified with a high connection to the purpose of the brand, which is “convey and enable the creative self-expression to every person in the world”. Thus, were identified words like “creativity”, “different”, “lifestyle” and “skate”, and other more general ones, among them “footwear”, “comfort”, “young”, “casual” and “style” (figure 6).



Figure 6: Word cloud for Vans brand purpose.

Being Nike's purpose related to inspiration, hope and the power of sport – “move the world forward through the power of sport - breaking barriers” - the most referenced words to its purpose were “inspiration”, “overcoming” and “energy”. In addition, “sport”, “fashion”, “style”, “athletes”, “quality” and “welfare” were other words identified (figure 7).



Figure 7: Word cloud for Nike brand purpose.

3.3.3. Automotive Sector

Regarding Mercedes, the most identified words were “cars”, “security”, “excellent”, “class”, “design”, “prestige” and “comfort”. The words mentioned with a greater connection to the purpose “First Move the World” were “innovation” and “quality” (figure 8).



Figure 8: Word cloud for Mercedes brand purpose.

For the niche brand, Porsche, most of the words mentioned were more general and referring to the brand's “luxury”, “status”, “wealth” and “prestige”. The word “dream” was a less identified word, but with the highest reference to the actual purpose of Porsche which is “Driven by Dreams”. In addition, words were

also identified such as “sports cars”, “speed”, “elegance” and “power”. (figure 9).



Figure 9: Word cloud for Porsche brand purpose.

The Tesla brand was one of the brands that had the highest association of words with its purpose which is “Accelerate the planet's transition to sustainable energy” with words such as “sustainability”, “electric cars”, “electric energy”, “ecological”, “innovation”, “technology” and “future”. The words “quality” and “power” were also mentioned, however, less frequently. (figure 10).



Figure 10: Word cloud for Tesla brand purpose.

These word clouds demonstrate, from a purpose perspective, the part of the purpose that consumers were able to retain, and it can be observed that, in general, there is a low connection with the real purpose of each brand. In most cases it was possible to verify that there was a greater reference to more generic words without great differentiation of the purposes. The most evident confirmation of this trend is the Apparel sector, where the clouds of association

of the three selected brands (Adidas, Nike and Vans) are almost equivalent in their meaning. The most evident exceptions are The Body Shop, with the differentiated association with “sustainability” in the Cosmetic sector, and Tesla with the differentiated associations with “sustainability” and “electric cars”, and also Porsche with the differentiated association with “luxury”, both in the Automotive sector.

Chapter IV

Conclusion

In this chapter the findings of the study in question will be summarised, describing the major implications and its impact on academic research. Furthermore, limitations and tips for future research will also be presented.

The analysis carried out in the previous chapter found that of all the hypotheses analysed and tested, none was fully supported, with only two hypotheses being partially supported - H2a) and H2c). It is possible to conclude that in the vast majority, there are no differences in the recognition of the purpose of each sector, however, there are cases where these differences are relevant, not being possible to consider this a concrete and powerful rule. Of all the sectors and brands studied, there were found considerable differences only in leading brands and in the cosmetics sector in relation to the others. In other words, and in this specific case of leading brands, there was superior recognition in the cosmetics sector compared to the other sectors under study.

It is also important to highlight the non-support of H1 and H3. The first conclusion reached with this study is that it does not matter if the brand is a market leader or not, the recognition of the purpose does not present differences of relevance (H1). This unexpected conclusion may be a consequence of possible influencing factors of recognition, such as the length of time the purpose has been established in the company or even the amount of money invested in advertising.

In turn, the last conclusion allowed to realize that the importance that people attribute to the brands' purposes is not relevant, because the recognition of these purposes will always be the same. In other words, a person who attributes a high importance to the purpose recognises it as easily as a person who does not attribute such relevant importance. This is an interesting conclusion because it provides evidence that the level of importance attributed to the purpose of the

brands is not relevant, which is reflected in the clouds presented in the previous chapter.

In this way and associating the last hypothesis with the word association analysis, it is possible to conclude that purpose is important for consumers, however, some of the most known brands in the world are failing in communicating it, since they are not recognised by consumers.

Taking into consideration that, one of the main goals of brands is their differentiation and being the purpose one of the main communication axes of this differentiation, it must be easily recognised and differentiated from competitors. Overall, the word clouds enabled to establish that the desired positioning is not being transmitted with the right intensity to the market and that, although the brands under study are globally recognised brands, and with a high level of recognition, their purposes are not reaching consumers in the intended way. However, it is interesting to highlight that brands with sustainable purposes such as Tesla or The Body Shop, have a more evident and clearly more notorious association. Furthermore, in the Apparel sector, Vans was other brand that stood out with a high association, proving that it has a positioning closer to what is intended in the minds of consumers.

With this study it is interesting to realize that consumers attribute, at an affective level, a high importance to the brands' purpose, however, cognitively, these purposes are not always so well recognised as expected, taking into account the high levels of importance attributed. Furthermore, it is curious to note that, in the case of The Body Shop, it was one of the brands with a high percentage of correct word association to the purpose, however, in the following question, the purpose was not mostly well recognised.

In addition to these conclusions, it is relevant to highlight two managerial implications of this study that were possible to verify when reporting the conclusions to Mojobrands, who demanded this research. The first one is that brands are doing their role, that is, they try to anticipate the consumer. Thus, and

for that reason, consumers attribute a high importance to the purpose, however, at the moment of truth, they don't recognise it, so brands must seek to continue to be persistent and clear. On the other hand, the fact that consumers do not recognise the purpose highlights a major communication issue by brands, which should be analysed in a deeper and more strategic way.

Despite the advantages of the present study, there are two main limitations. The intention with the present investigation was to study the recognition of the purpose facing different sectors and brand positioning, so three different scenarios were chosen, a scenario of leading brands, one of niche brands and then a scenario of intermediate brands between these two. According to this information, it must be taken into account that the results obtained were influenced by the choice of general selection criteria -leading, niche, and intermediate brands- and by the choice of sectors and brands within each criterion. Therefore, it is recommended to develop, in the future, a new study with brands from other sectors such as banking or telecommunications, for example. Furthermore, for new research, it could also be considered brands that are less known by consumers in the intermediate brands criterion. Furthermore, and also being a limitation, this research was conducted only in the Portuguese market and therefore the recognition of purpose in other markets, cultures and consumer patterns was not considered. Despite the considered importance of purpose nowadays and the way purposes are recognised by consumers, it is not possible to ignore that this recognition may be different in other cultures. For future studies it is proposed to analyse the recognition of purpose in different cultures and markets.

The results of this study may suggest that brands consider the expression of their purpose as a more internal communication tool (for example Nike's purpose "Move the world forward through the power of sport – break barriers"), which can be translated in a quick and creative phrase to the market, being registered and protected as a trademark (for example, the Nike slogan "Just do

it"). It may be of high interest to further study the recognition of the purpose versus the recognition of the slogan. That is, to compare the level of consumer recognition of purpose, and subsequently of slogan, in order to determine which of these elements of a brand will have a more significant presence in the consumer's mind.

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Appendix

Questionnaire: Cosmetics Version

O presente questionário está a ser realizado no âmbito de uma pesquisa de Mestrado em Marketing na Católica Porto Business School e tem como objetivo recolher informação sobre o reconhecimento e associação de propósitos a marcas reais em diferentes setores.

- O questionário demora aproximadamente 5 minutos a ser respondido.
- As respostas recolhidas são totalmente anónimas e confidenciais e serão utilizadas apenas no âmbito desta pesquisa.

Agradeço, desde já, a sua colaboração!

Propósito de marca: corresponde à razão pela qual uma marca existe e o impacto que pretende causar no mercado e no mundo.

1. Numa escala de 1 a 5 e de acordo com a sua opinião, indique o nível de importância que considera que o propósito de marca tem nos dias de hoje.

	1	2	3	4	5	
Pouca importância	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Muita importância

Marca Dove



2. Conhece esta marca?

- a. Sim ___
- b. Não ___

3. Diga numa ou duas palavras qual lhe parece ser o propósito desta marca.

Marca The Body Shop



4. Conhece esta marca?
- a. Sim ___
 - b. Não ___
5. Diga numa ou duas palavras qual lhe parece ser o propósito desta marca.
-

Marca L'Oréal

L'ORÉAL

6. Conhece esta marca?
- a. Sim ___
 - b. Não ___
7. Diga numa ou duas palavras qual lhe parece ser o propósito desta marca.
-

8. Dos três propósitos abaixo apresentados, apenas um é o verdadeiro propósito da marca Dove. Qual considera ser?



- a. "Reconectar as pessoas com a Natureza."
- b. "Redefinir os padrões de beleza e ajudar as mulheres a desenvolver uma relação positiva com a sua aparência."

c. "Cuide do toque humano para inspirar a união."

9. Dos três propósitos abaixo apresentados, apenas um é o verdadeiro propósito da marca The Body Shop. Qual considera ser?



- a. "Dar poder às mulheres para expressarem a sua beleza pessoal e seguirem os seus sonhos."
- b. "Ter um impacto positivo na saúde e na vida de todos os que acreditam em nós."
- c. "Existimos para lutar por um mundo mais justo e bonito."

10. Dos três propósitos abaixo apresentados, apenas um é o verdadeiro propósito da marca L'Oréal. Qual considera ser?

L'ORÉAL

- a. "Deixar o mundo mais exuberante do que quando o encontramos."
- b. "Cria a beleza que move o mundo."
- c. "Ouvir as necessidades das mulheres e amar a natureza."

11. Idade

- a. Menos de 18
- b. 18 a 24
- c. 25 a 34
- d. 35 a 44

- e. 45 a 54
- f. Mais de 54

12. Sexo

- a. Feminino
- b. Masculino
- c. Prefiro não dizer

13. Nacionalidade

- a. Portuguesa
- b. Outra opção

14. País de residência

15. Distrito de Residência

- a) Aveiro
- b) Beja
- c) Braga
- d) Bragança
- e) Castelo Branco
- f) Coimbra
- g) Évora
- h) Faro
- i) Guarda
- j) Leiria
- k) Lisboa
- l) Portalegre
- m) Porto
- n) Santarém
- o) Setúbal
- p) Viana do Castelo
- q) Vila Real
- r) Viseu

16. Habilitações Literárias

- a) Sem estudos
- b) Ensino básico
- c) Ensino Secundário Completo - 12º ano
- d) Curso Tecnológico / Profissional
- e) Licenciatura / Bacharelato
- f) Pós-graduação
- g) Mestrado
- h) Doutoramento