

**A COMPARISON ON THE PERCEPTION OF BRAND LOVE:  
DEVELOPED ECONOMIES VS EMERGING ECONOMIES**

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## **ABSTRACT**

In an increasingly global world, the need for adaptation and customization is increasing. Brands that want to remain competitive and relevant have to be ruled by the global reality but adapt to the reality of the places where they are operating. Given the need for globalization and growth of brands worldwide, and the recognition that emerging markets are great opportunities to explore, it is only natural that countries with such specificities will start to be considered by companies. As such, brands must research and understand the key differences between those markets, and have in mind the motto "Think Global, Act Local". As a result, and in response to the worldwide trend, brands should begin to look for a more personalized marketing, that is concerned with consumer experience and identification rather than traditional marketing. Concepts such as Corporate Social Responsibility are fundamental to the future strategy of a brand that wants to be competitive and create an emotional relationship with its consumers. Looking at the concept of Love Brand and being aware that this must be the ideal status for a brand, it is important that managers understand which path to follow. Along this path, the company must keep in mind that there are major differences between countries, so adapting to local reality, consumer needs and values is the first step towards successful internationalization.

**Key Words:** Brand Love; Emerging Economies; Developed Economies; Corporate Social Responsibility

**JEL Classification System:** M310 Marketing; F6 Economic Impacts of Globalization; M140 Corporate Culture; Diversity; Social Responsibility; M160 International Business Administration

## RESUMO

Num mundo cada vez mais global, a necessidade de adaptação e personalização é cada vez maior. As marcas que se querem manter competitivas e relevantes têm que se reger pela realidade mundial mas adaptar-se a realidade dos locais onde estão representadas. Considerando a necessidade de globalização e de crescimento das marcas a nível mundial, sabendo que os mercados emergentes são grandes oportunidade por explorar, e natural que os países com economias emergentes comecem a ser considerados por estas marcas. Como tal, as marcas devem pesquisar e entender as principais diferenças entre os mercados, regendo-se pelo motto "Pensar Global, Agir Local". Por consequente, e atendendo a tendência mundial, as marcas devem começar a olhar para um marketing mais personalizado e preocupado com a experiência e a identificação dos consumidores, ao invés de um marketing tradicional. Conceitos como Corporate Social Responsibility são fundamentais na estratégia futura de uma marca que queira ser competitiva e criar uma relação emocional com os seus consumidores. Olhando para conceito de Love Brand e tendo consciência de que esse deve ser o estatuto ideal para uma marca, é importante que os gestores entendam qual o caminho a seguir. Durante este caminho, a empresa deve ter em mente que existem grandes diferenças entre países, e portanto a adaptação a realidade local e as necessidades e valores dos consumidores é o primeiro passo para uma internacionalização de sucesso.

**Key Words:** Brand Love; Economias Emergentes; Economias Desenvolvidas; Responsabilidade Social Corporativa

**JEL Classification System:** M310 Marketing; F6 Economic Impacts of Globalization; M140 Corporate Culture; Diversity; Social Responsibility; M160 International Business Administration

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## 1. INTRODUCTION

This dissertation was developed based on the need to explore what are the different stimuli that a brand has to trigger, in its consumers, in order to be recognized as a Love Brand. This question arises from the recognition that marketers have been, throughout the years, focusing more in "local" marketing when it comes to internationalizing a brand. Also knowing that the motto "think global, act local" has gained more and more importance in successful international brands, such as McDonalds.

Nowadays consumers receive sensory stimuli constantly, and catching their attention becomes complex and challenging for brands. Thus, personalized and appealing content helps the brands to create bonds with consumers and create identification.

It is based on this current problem with regard to brand marketing that the motivation for this work arise from, since it is a goal for any brand to reach more markets/ people and to internationalize. In order for this process to run smoothly and in addition to all the economic factors involved, it is crucial that companies know exactly how to approach these new markets in the safest manner.

To commence to address this problem, it is essential to start with a primary research focused on Branding, the factors and characteristics of Love Brands and Bran Loyalty, and how to achieve this "status", also the differences of this status in a developed economy and in an emerging economy. It is also important to try to relate Love Brands with the feelings that the brands instill in their consumers.

After this a primary research is described as the method that is intended to follow to collect data, to be analyzed and we can uncover some conclusions related to the research problematic.

### 1.1 TOPIC RELEVANCE

The interest for this research exists in the first place because of my connection to Angola and because I understand that there are many opportunities for big brands and new brands



to appear in this market. Still, it is important to understand this market and realize what consumers value when it comes to their contact with the brand.

Thinking about big brands, mainly European ones, and their success in the European market (developed economies) does not imply success in an emerging economy, as Angola, in this case. As we, as marketing students, have been studying the need of adaptation when it comes to brands has proven to be an important factor of success of brands when implementing in new countries. As an example of this need, presents the marketing and positioning a brand like McDonalds has in the different countries they are in.

Considering these aspects I think it is important to study whether or not there are fundamental differences between the features of two identical brands that lead to a particular consumer, in a particular country, to be loyal to a brand and not the other, and consequently consider that brand a love brand.

Through these results the brands will be able to have some guidelines for their implementation in new markets, whether they are developed or emerging economies. They can have a greater and faster success rate as well.

Furthermore, with this research, consumers win also, as it becomes a slightly easier for brands to establish their business their countries, and consequently, there will be more variety of brands and contents (products or communication), and more adapted to their reality.

## 1.2 RESEARCH PROBLEM AND OBJECTIVES

Considering the current evolution of brand marketing and branding, it is recognized that it becomes increasingly fundamental for brands to appeal to their consumers' feelings. Contrary to what happened in the past when marketing was based on the notoriety of a product and its qualities. Nowadays, the desire of consumers is to feel a deep connection with brands rather than for their quality or price, but for their values and principles, and it is in this identification that they will rely their buying decisions, other than for other more basic and rational reasons. Brands are increasingly trying to gain and conquer their consumers' identification, and for that they communicate much more social messages, self-empowerment and ecology, through their advertising, social media and social events.

However, for this type of relationship to become true and useful for companies, it is necessary for them to recognize and understand the main factors that must be addressed in order to “influence” the relationship, and also perception that each consumer has with the brand.

In addition to this factor, it is also acknowledged that brands want to internationalize due to globalization and the global markets that have been emerging in recent years. However we also know that the markets / countries / consumers / are not all the same and for a brand to become truly successful in its internationalization, is required to understand the details of differentiation between them, because it is through them that it is possible to be different and create a more of a personal and private relationship between the brand and its consumer. Therefore, many practices that are fundamental to marketing, such as market segmentation, orientation, and brand equity, do not apply to the realities of emerging markets.

That is why the main goal of this project is to find out *what are the key factors that a brand must trigger in its consumers, to be considered a Love Brand in a developed economy compared to emerging economy*, because it is critical to understand these differences to make marketing and the relationship between brand and consumer more profitable for both sides. Therefore, the research question is: *A comparison on the perception of Brand Love in developed economies vs emerging economies.*

The main objective of this research will be to give brands of a certain sector, whose objective is internationalization of its brand, mainly for countries with an emerging economy, some guidelines to “success” in this new market and ultimately reach good levels of consumer loyalty and love. It is essential for brands to understand that the success of this internationalization, lies in understanding the new market and its consumers, and that brands must adapt to new realities, not vice versa. Failure to adapt is a reality that companies face when entering new markets, and it is enhanced when the methods used are not adequate to the reality that will be met.

With this research we want to analyze a series of factors such as: price, quality, prestige, branding, communication, positioning, storytelling. From these criteria we want consumers in the two markets (developed and emerging economies) to establish a ranking, ordering them in order of preference, and to understand if there are differences

between the order of consumers’ loyalty / love criteria before a brand. After finding the differences or similarities it is important to understand why they exist.

### 1.3 STRUCTURE OF THESIS

This dissertation has five major sections through which we aim to understand if there is indeed any difference in the perception of Brand Love in countries with developed economies vs. countries with emerging economies.

Firstly, it is important to intrude the topic to be studied, motivation and relevance of it.

The second section serves as a basis for understanding and understanding the concepts behind each topic such as brand loyalty, brand love, corporate social responsibility and how to build a brand in a country with an emerging economy – and some of the literature already developed.

The following explains how the study was designed, the reasons behind the interview, and how all the data for this analysis was collected.

In the fourth section is made the analysis of the collected data, first separated by country and demography and last there is a comparison of the findings between the countries.

In the last part of this study, the conclusions found by country and in comparison, are detailed, and a guideline managerial is suggested for brands wishing to enter emerging economies and suggestions for future studies.



*Figure 1 Structure of the Thesis*  
 Source: Author’s Elaboration

## 2. LITERATURE REVIEW

With this section intends to provide some theoretical explanation on the topics such as Branding, Loyalty, Brand Love, Corporate Social Responsibility and How to build a brand in developed economies vs emerging economies, in order to better understand this study.

### 2.1 BRANDING

As marketing has naturally evolved to find its place in the digital world, the concept of “brand” and “branding” have become more evolved as now they refer to a variety of emotional connections to the values behind a company.

Nowadays branding is not just about getting the target market to select your brand over the competition. It's important to spend time researching, defining, and building the brand. After all, the brand is the source of a commitment to the consumer. To succeed in branding, there must be an understanding of the needs and wants of the current and future customers. This can be achieved by integrating brand strategies throughout the company at every point of contact with the public. As consumers begin to identify with the brand, it will live in the hearts and minds of customers, clients, and prospects—and connect on an emotional level. Keeping branding consistent ensures that the information disposable to people is not misleading or confusing in any manner. When people see a well-established brand, they instantly recognize the products. Fournier (1998) also elaborated this idea saying that consumers can form relationships with brands similar to those created with humans.

### 2.2 LOYALTY

When the branding process is done the right way, means the brand is able to connect with its consumers, and they relate to what the brand transmits ( values ), and the ultimate ( and wanted ) consequence is giving people something to believe in, something to stand behind.

When talking about brand love, the scale developed by Albert, Merunka and Florence (2009) predicts three positive behaviors, namely trust, positive word of mouth and loyalty. This latter scenario is one more desired by brands because it is through consumer loyalty that brands can be sure that future and repeat purchases will happen.

Consumer loyalty becomes the major goal for brands today as competition in all sectors is becoming more and more fierce, and the market leader in a month may stop being fast if the its direct competitor somehow innovates. Thus, the first step for the loyal consumer is a consumer satisfied with the brand; however, satisfaction is not enough to keep the customers loyal (Jones and Sasser, 1995). However, satisfaction can be one of the factors that influences loyalty if it is maintained and sustained over a long period of time. It is possible to distinguish behavioral brand loyalty that relates to repeated purchases of the brand and attitudinal brand loyalty that relates to the degree of dispositional commitment towards the brand (Chaudhuri and Holbrook, 2001).

According to Carroll and Ahuvia (2006) brand love is an antecedent to brand loyalty and satisfaction is an antecedent to brand love. Therefore, brand love mediates the relationship between customer satisfaction and brand loyalty.

It is also known that a loyal consumer is an asset to brands because, in addition to representing future revenues, they also become brand ambassadors, because of their satisfaction with the brand and their strong emotional connection with brand values, they will actively recommend the brand to family / friends / acquaintances. Furthermore, this loyalty represents a significant decrease on marketing communication costs since an active promotion of the brand, also known as word of mouth, is one of the most efficient forms of promotion. Knowing these ambassadors are not paid for by the brands, which is another great benefit to them, it also makes these recommendations more reliable because they do not come directly from the brands but from users. (Reichheld et al., 2000) highlights that loyalty leads consumers to bigger spending patterns and to be less price sensitive, therefore more profitable.

## 2.3 BRAND LOVE

Over the years, this great commitment of companies in the creation of strong and easily relatable brands has led to brand-consumer relationships and consumer connections based on constructs such as brand trust, brand commitment or brand loyalty (Albert, Merunka and Florence, 2009; Chaudhuri and Holbrook, 2001; Fournier, 1998; Fournier and Yao, 1997; Samuelsen and Sandvik, 1998). Among these different constructs, the feeling of love toward a brand appears to be recent and researchers (Albert, Merunka and Florence, 2009, Ahuvia, Bagozzi and Batra, 2007; Carroll and Ahuvia, 2006; Whang et al., 2004).

*“Brand love is defined as the degree of passionate emotional attachment a satisfied consumer has for a particular trade name.”* (Carroll and Ahuvia, 2006: 81). Although the dimensions of love are passion, intimacy and commitment, according to Albert, Merunka and Florence (2009) these dimensions change a little when we take them to a context of consumption, becoming: yearning, liking and decision/ commitment.

This state of love becomes the optimum state of relationship with consumers that all brands want to achieve, because through it they can make consumers loyal, but even better, they become unwitting ambassadors of the brand. Meaning by reaching this state of love / identification consumers begin to influence the people around them by recommending branded products, making it one of the best and most effective forms of marketing (word of mouth).

Knowing this makes it essential for brands to find a method to measure love brand, to develop more effective and successful marketing strategies / plans. It was with this need in view that the authors Carroll and Ahuvia (2006) developed five characteristics to describe brand love: (1) passion for the brand, (2) attachment for the brand, (3) positive evaluation of the brand, (4) positive emotions in response to the brand and (5) declaration of love for the brand. And also created a scale for brand love, that includes the following measures: (1) this is a wonderful brand; (2) this brand makes me feel good; (3) this brand is totally awesome; (4) I have neutral feelings about this brand (reverse-coded item); (5) this brand makes me very happy; (6) I love this brand; (7) I have no particular feelings

about this brand (reverse-coded item); (8) this brand is a pure delight; (9) I am passionate about this brand; (10) I am very attached to this brand.

Later in 2009, the authors Albert, Merunka and Florence (2009) developed a new scale going further to meet the concept of love, this scale “*is composed of 22 items and 7 first order dimensions: Uniqueness, Pleasure, Intimacy, Idealization, Duration, Dream and Memories.*” (Albert, Merunka and Florence, 2009:305). Beyond these seven dimensions there are still two additional factors that meet the most recent discoveries of social psychology and neuroscience, which are passion and affection. With the formation of this new scale, the authors came to the conclusion that love for a brand is highly similar to interpersonal love and confirm consequence that consumers are willing to make sacrifices, mainly financial, to maintain proximity with (Caroll and Ahuvia, 2006).

This helps companies to understand what the feeling of love is in a consumption context and understand whether there are fundamental differences when we speak of consumers in countries with developed economies or with emerging economies. In any of the cases it is important to keep in mind that brand love is a result of a long-term vision aiming to strengthen the relationship between any brand and their consumers (Bairrada et al., 2018).

## 2.4 CORPORATE SOCIAL RESPONSIBILITY

The literature developed around Corporate Social Responsibility has grown and is becoming more complex every day. The concept of CSR was first mentioned over 60 years ago, however there is no consensus on its definition. According to the European Commission, CSR can be defined as a concept whereby companies integrate social and environmental concerns in their business operations and their interaction with their stakeholders on a voluntary basis, meaning that companies should take into account their impact on society and take responsibility for it. By doing that companies are measuring their success in three pillars: finances, social impact, and environmental impacts, not just the financial one (Cárdaba, and San Román, 2016).

One of the most important points in the implementation of Corporate Social Responsibility in companies is the management of information given to their stakeholders, so it is essential that there is a well-defined plan by the companies. This

information is important since it is through it that, especially customers, have access not only to the particularities of products or services, but also to the social and environmental values and commitments defended by the brand. As mentioned by Loureiro et al. (2012) Corporate Social Responsibility has a positive impact on companies because it maintains and improves consumers and society's well-being. This also generates a positive image around the brand, which in turn influences the image and perception that consumers have.

According to Cárdbaba and San Román (2016) in order to have an effective CSR, the communication must be set on values are integrated into the company and that are passed on in all corporate communication with its customers, only then it becomes credible.

To simplify the understanding of this concept, was created an independent organization, called the International Organization for Standardization (ISO) whose main objective is to make clear to companies what social responsibility is, by transforming principles and ideas into effective actions and practices relating to social responsibility worldwide (International Organization for Standardization, 2010). According to ISO 26000 (2010: 3) companies that follow their CSR practices can expect improvements in several areas such as:

- Corporate's competitive advantage;
- Brand's reputation in society;
- Employee's optimism, efficiency and dedication;
- Capacity to appeal and maintain stakeholders;
- Relationship with companies, government, the media, suppliers, peers, customers, and the community in which it operates.

ISO in 2014, also highlights that the overall performance of a company would start to have as a critical measuring element its impact on the environment and its relationship with society. And for that its intended that this relationship should be transparent, ethical and promoting the sustainable development

Apart from all the existing organizations that try to guide companies on this complex path, which is Corporate Social Responsibility, we can also witness the emergence of more and more (especially) environmental movements. Social movements such as those that appeal to more sustainable and worried food habits, or the youth movement led by



Greta Thunberg, which is commented on in every corner of the world, shows that consumers are becoming increasingly informed and concerned about what surrounds them. Keeping this in mind, it is important that companies have all this in mind and that they adapt to this reality.

## 2.5 HOW TO BUILD A LOVE IN DEVELOPED ECONOMIES VS EMERGING ECONOMIES

All of these branding and love brand concepts, as well as the associated measurement models, are most often developed based on realities and samples from developed economies, which makes their results a little "dubious" when applied to completely different realities, as is the case of countries with emerging economies.

Considering the relationship with its consumers, some companies apply relationship marketing based on the personalization of the offer and interpersonal interaction while other companies focus on a more generic (social) relationship marketing where emphasis is on behavior of a group of clients (feeling of belonging, level of participation, among others). But, perceptions on what exactly constitutes relationship marketing may differ in various cultural settings, mainly where the economic realities are so different.

According to Hofstede (1980), culture is the collective programming of the mind. People from different cultures behave and interact differently because their minds are programmed differently and consequently the way they interact and react to different situations and stimuli also change.

Most of the competition comes from unbranded products or services, and consumption is more of a make versus buy decision and less about what brand to buy. Therefore, many beliefs that are fundamental to marketing, such as market segmentation, market orientation, and brand equity, are at odds with the realities of emerging markets. At the same time, the growth of emerging markets offers great opportunities to develop or discover new perspectives and practices in marketing, which may become valuable for the neglected and economically delayed markets, but not for developed markets. This will require a mind-set change in the way we perceive emerging markets.

According to Flambard-Ruaud (2005), whereas in western economies only recently the relationship between brand and consumer only has been emphasized in a more recent past, in cultures like Asia and Africa, relationships have always been a dimension of business. In these cultures, the success of the relationships is the base for a successful business transaction, meaning that consumers and businessman before considering making any type of business (transaction) need to know and trust the other intervenient (B2C or B2B). Taking as an example, the Chinese culture, used by Flambard-Ruaud (2005), if a Western company wants to make business with the Chinese needs to present themselves before and create some kind of relation beforehand, and this does not mean only present the company, but also personally, and it doesn't stop when the sales start taking place but needs to be an ongoing process. The company has to maintain the relationship if it wants to do more business with the Chinese. Summing up, in Western cultures (developed economies) the transaction enables the creation and development of the relationships, the contrary happens in emerging economies where there the relationship creates and develops the transactions.

Overall, the cultural differences that present themselves in countries with different levels of economic development are an important factor to be considered by companies when they think of their internationalization. Because this type of adjustment / adaptation by companies can dictate their success or their failure.

The main reason behind this is that many customers in the emerging economies are price sensitive. The prices of many experiential brands originated in developed countries are very high in comparison to the average purchasing power of emerging market consumers. Cognitive dissatisfaction leads to weak brand love, as brand love is based on cognition (Sarkar, 2013)

### 3. METHODOLOGY

In order to accomplish the desired results and find out what the essential aspects that a brand must trigger to become a Love Brand, in developed economies compared to emerging economies are, several surveys will be applied. The sample in these interviews was found by convenience and sorted by origin country, in order to find the differences wanted. For this the countries chosen will be only two, one from each category, also chosen for convenience, so we will consider Portugal as a sample of developed economy, and Angola as an emerging economy. The reason why these are the chosen countries is mainly due to convenience for data collection, but also because they are “brother” countries and although economies degree of development is contrasting, the culture itself is similar.

The data collection was accomplished through online interviews with six sets of questions they were divided based on the several criteria that we want to consider; in this case the interest would be to evaluate consumers loyalty and perception of brand love. After an analyzing all the data the aim was to create a ranking between these criteria, in developed economies and emerging economies, and come up with some kind of pattern in the answers and compare them. The questionnaire was transmitted via social media to a diverse group of people taking into consideration age group, aiming from a broader data sample.

For this analysis to be truly reliable, was crucial that the questionnaire was able to distinguish respondents by their address, to confirm whether they are consumers of products from the market in study, and by age group, to understand if age changes perspectives on the topic.

#### 3.1 METHODS FOR DATA ANALYSIS

##### 3.1.1 INTERVIEWS

Given that this questionnaire was specifically addressed to individuals whose country of residence would be Portugal or Angola, it was naturally formulated in Portuguese. The

same is formulated on Google platform called Google Forms and sent to each respondent via social networks.

The interview was divided into five distinct sections in order to identify patterns in each individual's consumption choices. It is important to note that before each group of questions was given a short text of contextualization of concepts so that it was possible to understand what was requested.

In the first section the respondent is asked to choose from a general list of only 3 characteristics that lead him to choose a brand for the first time, and also if they feel loyal to any brand.

In the second section, and after filtering out individuals who do not consider themselves loyal to any brand, they were again given the same list of characters and asked which of those reasons make them loyal to a brand. The aim would be to understand if the reasons given above for choosing are the same when it comes to becoming loyal, and hence the reason for choosing those characteristics.

The third section only served to contextualize the respondent about the concept of brand love, also giving an example, and filtering out who feels it or not.

In the following section the objective was to understand the relevance of each of the characteristics presented from the beginning of the interview, using a five-point scale (1 - strongly disagree to 5 - strongly agree), in your perception of brand love, once again, respondents were asked to choose the one they most identified with and why.

Finally, after all the questions have been answered, since it was not possible to skip any of them, demographic questions were asked including the country of residence to allow us to separate the answers.

In the end, all the answers were tabulated and placed in tables (*vide annex 3*) for better visualization, analysis, and comparison between them.

### 3.1.2 QUANTITATIVE METHODS

In this research the objective was to understand to what extent the perception of Love Brand of a resident in Portugal is different from an individual living in Angola. And as such the focus is on understanding how each individual interacts with the brands that surround him, and what are the main characteristics for which they are "attracted".

In order to obtain the necessary information, initially began with a collection of primary data through online interviews, with the intention of having more information from consumers far beyond scales, their feelings and opinions. What is relevant in this case, rather than quantifying choices, would be to understand the reasons and justifications of each individual choice, to be able to understand each choice in depth and the differences between developed and emerging economies.

#### 3.1.2.1 GROUP SIZE

When deciding the minimum number of respondents would be necessary for the results to provide a good sample for the intended analysis, the answer may vary from author to author. Considering Adler and Adler (2012), which proposes that a good sample is between 12 and 60, with an average of 30 respondents. In the case of this study, and considering that we want to compare two realities, it was possible to raise 60 answers to the questionnaire, 30 respondent's residents in Portugal and 30 residents in Angola.

#### 3.1.2.2 SAMPLE SELECTION AND COMPOSITION

During data collection, an ideal of balanced responses in both gender and age was considered. Bearing this in mind and acknowledging that all the answers given are valid and relevant to the intended analysis, the data will be analyzed in 3 phases: Portugal, Angola and Total.

The sample collected for Portuguese residents consists of 30 individuals in total, of which 40% are male (12 respondents), 57% are female (17 respondents) and 3% genderless (1 respondent).

For the sample of 30 Angolan residents, the sample is divided into 53% male (16 respondents) and 47% female (14 respondents).

The total sample is composed of 60 individuals, 47% male (28 respondents), 52% female (31 respondents), 2% genderless (1 respondent).

For more demographic data about the sample please consult table 1 and appendix 2.

Portugal			Angola			Total		
Male	12	40%	Male	16	53%	Male	28	47%
Female	17	57%	Female	14	47%	Female	31	52%
No Answer	1	3%	No Answer	0	0%	No Answer	1	2%
<23	4	13%	<23	0	0%	<23	4	7%
23-38	13	43%	23-38	12	40%	23-38	25	42%
39-54	10	33%	39-54	15	50%	39-54	25	42%
>54	2	7%	>54	3	10%	>54	5	8%

*Table 1: Demographic data from sample*  
*Source: Author's Elaboration*

## 4. RESULTS AND COMPARISON

Throughout this research the main purpose was to try to understand if there are major differences in the perception of Brand Love by individuals living in countries whose economy is developed or emerging. The expected directions would be that in countries with developed economies, the individuals begin to consider fundamental factors such as social responsibility, environmental responsibility or even references from influencers. Compared to countries with emerging economies, the deciding factor would naturally be characteristics such as fame, price or promotions. As noted earlier, this comparison serves as companies considering their internationalization to have a guideline on how to act and in which areas to focus and develop.

As described above, 60 interviews were conducted to carry out this analysis, evenly divided between residents of Angola and Portugal. The interviewees were contacted via social networks, and the choice was first based on their country of residence and then on their gender to try to get a uniform sample between male and female. Once these requirements were met, the questionnaires link was then sent to be answered. Being countries, whose native language is Portuguese, the questionnaires were presented in Portuguese to simplify understanding and response to interviewees. Consequently, the answers obtained were all in Portuguese, the author translated them to English whenever necessary, in order to present the necessary outputs.

### 4.1 CHOOSING A BRAND

As an initial question, individuals were asked to choose the three main reasons they guide themselves when choosing a brand. This was a must for everyone and as such we had 100% answers in both countries.

#### **- Portugal**

In the case of Portuguese respondents, it is possible to understand from table 2 that there is a factor that differs greatly from the others, with 90% of the choices being "Quality / Durability". Analyzing this output, it is conceivable to assume that there is a need for first

choice the "Quality / Durability" associated with a brand, by own experience, or recommendation, becomes the first decision factor.

Price is only the second decision factor with 67% answers and thirdly it emerges the existence of a tie between brand's "Reliability" and "Environmental Responsibility", both factors with 30% choice.

It is noticeable from table 2 that factors such as advertising and referral of influencers are not as taken into consideration for a first choice as we might think.

Factors	%
Quality/ Durability	90%
Price	67%
Reliable	30%
Promotions	13%
Brand Fame	20%
Friends referral	27%
Advertising	3%
Social Responsibility	13%
Environmental Responsibility	30%
Influencers referral	7%

*Table 2: Choose from the following list the 3 key characteristics that lead you to choose a branded product. - Portugal*

*Source: Author's Elaboration*

### **- Angola**

Analyzing the responses of residents in Angola, the results of the three main factors of brand choice turn out to be similar to those found in Portugal.

The main decision factor when choosing a brand is also "Quality / Durability", with 77% of respondents' choices.

The second most important factor with 87% answers is "Price" followed by "Reliability" with 33%.



However, it is possible to realize from table 3 that in this case the answers are much more diluted by the different factors, which makes us conclude that the decision factors are much more volatile than in the case of Portugal. It is also visible that the "Social Solidarity" factor is not at all relevant to choosing a brand with 0% choices.

Factors	%
Quality/ Durability	77%
Price	87%
Reliable	33%
Promotions	30%
Brand Fame	23%
Friends referral	27%
Advertising	20%
Social Responsibility	0%
Environmental Responsibility	3%
Influencers referral	3%

Table 3: Choose from the following list the 3 key characteristics that lead you to choose a branded product. - Angola  
Source: Author's Elaboration

### - Comparison

Examining the results, the answers from both countries, Portugal and Angola, it indicates that there are no substantial differences in the top facts in choosing a brand. In both cases the main decision factor is the "Quality / Durability" of the brand's products, the second is the "Price" and the third the "Reliability" of the brand. The big difference in this case is the presence of the factor "Environmental Responsibility" in the top decision factors of Portugal's residents and that in the case of Angola, this factor has only 3% and answers. This difference in results may lead to consider that this significant difference may be interconnected with the latest wave of environmental awareness through movements, studies, awareness actions.

Note the other decision factors, as the factor "Promotions" that for the answers of Portugal has only 13% of votes, for residents of Angola and the fourth most important with 30% of votes.

It is also important to note that while the choice of factors is much more assertive for Portugal's replies, since we have factors with very high percentages and then others with

much lower percentages (Promotions, Advertising, Social Responsibility, Influencers Reference)

When observing at the answers from Angola, displays that excluding the first factor "Quality / Durability" having a high percentage (77%), there are several with very similar percentages and three with very low or zero percentages (Social Responsibility, Environmental Responsibility and Influencers Reference).

This information may suggest that there is greater assertiveness among residents of Portugal, perhaps because they know better what they are looking for, have more information or simply know the market better. On the other hand, it indicates that on the Angolan side there is more indecision when choosing, perhaps because they do not have so much information, or because they are more volatile in price, promotions (fourth factor with 30%), or just because they do not know so well. the market.

## 4.2 LOYALTY

In a second phase was important to understand if respondents felt to be loyal to any brand one made it a fundamental condition to feel Brand Love. Before answering a short definition about Brand Loyalty was provided.

Loyalty, so that respondents are fully aware of the concept. Consequently, after they say whether they feel loyal or not, they are asked to choose the factors that made them loyal and why. With this group illustrates better the main triggers for this behavior.

### **- Portugal**

The question "Do you feel loyal to any brand?" 87% of respondents in this country said yes, of these 58% are female, 38% are male and 4% do not respond. Consequently, when asked what the main factors were why they felt loyal the top 3 remains "Quality / Durability" with 96% of responses, "Reliability" with 62% and Price with 52%. As shown in table 4, in fourth place is this "Environmental Responsibility", with a difference of only 4 percentage points (46%) from the price factor.

It is also interesting to note that the advertising factor in this case does not affect brand loyalty behavior.

Factors	%
Quality/ Durability	96%
Price	50%
Reliable	62%
Promotions	12%
Brand Fame	23%
Friends referral	31%
Advertising	0%
Social Responsibility	35%
Environmental Responsibility	46%
Influencers referral	8%

Table 4: Which characteristic do you consider essential to becoming loyal to a brand? - Portugal  
 Source: Author's Elaboration

In this group, and to better understand the consistency and preference of respondents, they were asked "What is the main factor influencing your Brand Loyalty". Through Atlas T.I. software, it was possible to attain a graph with the most used words, which will be shown in figure 2. Looking at this graph reveals that the word "Quality" has been used 17 times, the next word is much less mentioned, and "Durability" 5 times, and in third comes "Environmental", "Responsibility", and "Reliable" with 2 mentions, all others have only one mention.



Figure 2: Which characteristic do you consider essential to becoming loyal to a brand? – Portugal  
 Source: Author's Elaboration

With figure 2 it is possible to reinforce the idea that brands should focus on their quality before any other factor if they want to build customer loyalty. It is interesting to note once again the emergence of the environmental factor in this context.

Following these factors is essential to understand the motivations of these choices of respondents, understand what their context is.

Figure 3 reveals the responses to the question " Why is this factor important in your brand loyalty?" And looking closely it is possible to realize that the factor of "no disappointment", "safe choice" and a good experience are mentioned by people who value brand reliability.

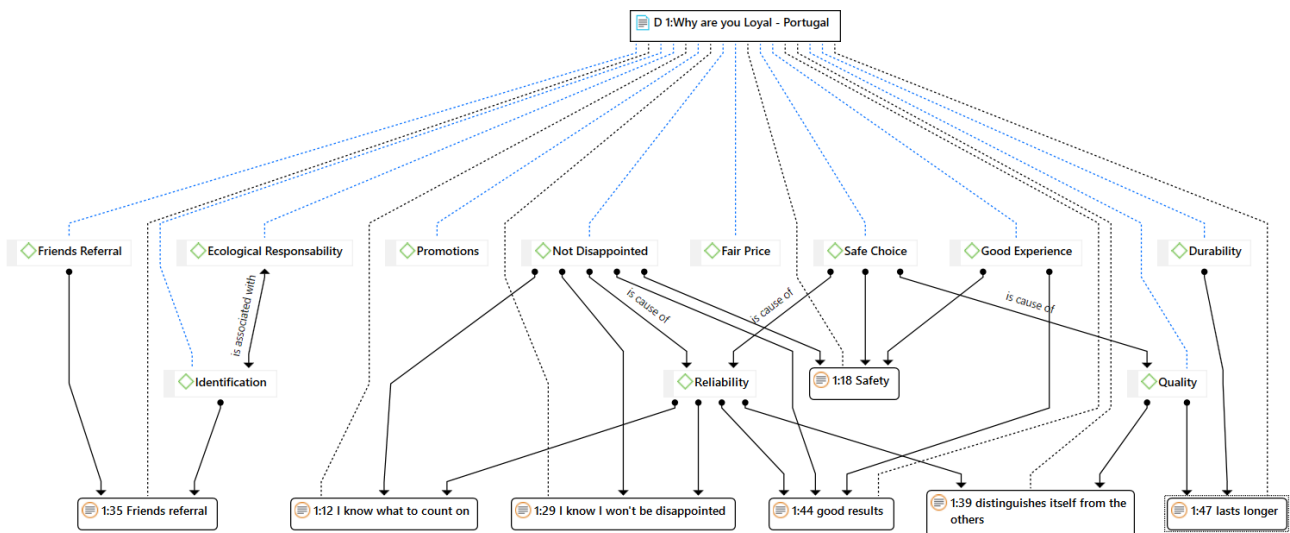


Figure 3: Why is this characteristic important for your Brand Loyalty? - Portugal  
 Source: Author's Elaboration

**- Angola**

The question "Do you feel loyal to any brand?" we got a yes answer from 77% of the Angolan respondents, of these 39% are female and 61% are male. To the top three factors that influence the loyalties of these respondents the answers we got were: "Price" with 78% of votes, "Quality / Durability" with 74% and "Reliable" with 70%. In this case and contrary to what happened when asked about the factors of choice, Angolan residents were much more assertive in choosing loyalty factors. As shown in table 5, there are 4 factors with a percentage above 50% ("Quality / Durability", "Price", "Confidence" and

"Brand Fame") and the other 6 factors with very low values, the "Social Responsibility" factor as it happened earlier has 0% of votes.

Factors	%
Quality/ Durability	74%
Price	78%
Reliable	70%
Promotions	35%
Brand Fame	52%
Friends referral	9%
Advertising	9%
Social Responsibility	0%
Environmental Responsibility	8%
Influencers referral	4%

Table 5: Which characteristic do you consider essential to becoming loyal to a brand?  
Source: Author's Elaboration

Therefore, indicates that in the context of Angola, an emerging economy, the "Price" factor becomes more important than "Quality / Durability" even with a small percentage difference.

Looking at figure 4, taken from Atlas TI software as output from "What is the main factor influencing your brand loyalty?", the factor mentioned most often was "Quality" 7 times, secondly. the "Reliable" factor with 5 mentions and lastly the "Brand", "Promotions" and "Fame" factors all mentioned 3 times.



Figure 4: Which characteristic do you consider essential to becoming loyal to a brand? – Angola  
Source: Author's Elaboration

Once again brand quality comes first but it is appropriate to comprehend that factors such as "Promotions" and "Fame" are among the main loyalty values in Angola. Even though previously the "Promotions" factor had few votes, for these same people, this factor is the most important despite considering others. It is possible to understand these choices through this group's last question "Why is this factor important in your brand loyalty"?

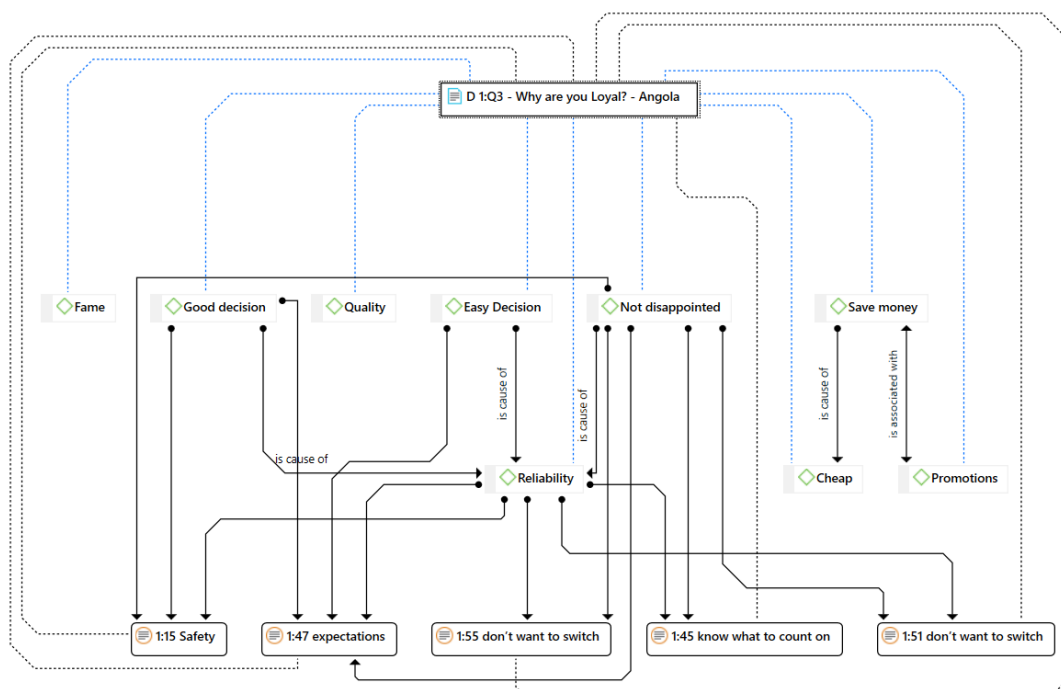


Figure 5: Why is this characteristic important for your Brand Loyalty? – Angola  
 Source: Author's Elaboration

In this case and considering figure 5, it is possible to deduce that although quality is the most important factor, when asked "Why", consumers refer to the convenience, safety and reliability of brands.

**- Comparison**

Contrasting the outcomes between Portugal and Angola, points out some differences starting with the demographics of respondents who feel loyal to a brand. Portugal has a

higher percentage of loyalty being more than half female (58%), while Angola has a lower percentage of loyalty but 61% are male.

Regarding the main factors of loyalty, we noticed that, contrary to what happened previously regarding the "Factors for choosing a brand", in Portugal, although the "Quality" factor remains the most important, there is a greater dispersion of votes. For the other factors, as happened in the previous group, let the environmental factor start to have more expression with detriment of the price factor. In Angola it is interesting to note that the "Price" factor in this case has gained more importance than the "Quality" factor (78% vs. 74%) and that there is a greater concentration of votes on certain factors and almost zero values on others. Focusing on other factors that start to have some importance in Portugal, such as "Social Responsibility" (35%) and "Environmental Responsibility" (46%), in Angola these same values have 0% and 8% respectively. Once again, these results can be justified by the fact that, in countries with developed economies, greater information and awareness of consumers on these issues. On the contrary it also verifies that factors such as "Brand Fame" (52%) and "Promotions" (35%) that has greater expression in the choices of residents in Angola, in Portugal has little expression with only 23% and 12% of the votes. These same differences are also evidenced in figures 2 and 4 where it is perceived this difference between the main factors for becoming loyal to a brand.

By comparing the "Whys" of their answers, it is possible to see that although they primarily value "Quality", they use it as a brand reliability factor because it provides comfort, a good experience and safety and consequently become brand loyal.

### 4.3 LOVE

In the last group of the presented questionnaire was finally focused on the theme "Brand Love", which is the purpose of this study. Following what happened with the previous group, the goal is to try to bury each interviewee's perception of Brand Love. However, the set of questions is a bit more complex as we have tried to understand the role of each

factor in the feeling of love for a brand and not only to understand which ones are most relevant. Thus, it is possible to have a deeper view of similarities or differences between countries.

### - Portugal

Examining the answers to the question "Do you think you feel love for a brand?" it is possible to say that 65% said yes and 35% no. Of the respondents who said yes, 35% are male and 65% are female. If we look at table 6 and are able to get an idea of the age demographics of these answers, it is interesting to see that they are people more exposed to technology and information, because they are from the Millennials Generation or younger

Age	
<23	24%
23 - 38	47%
39 - 54	29%
>54	0%

*Table 6: Demographic data from people who feel Brand Love – Portugal  
Source: Author's Elaboration*

In contrast to previous groups, respondents were asked to rate from "Not Meaningful" to "Very Meaningful" each of the factors (previously analyzed) in their perception and experience of Brand Love. Here the goal is to get a deeper idea of the relevance of each factor and not just to pick a few.

With these results it was feasible to elaborate a table with the results of each factor, table 7, illustrates the relevance of the factors we had to analyze in the perception of brand love of respondents living in Portugal.



	Not Meaningful	Somewhat Meaningful	Neutral	Meaningful	Very Meaningful
Identification with the brand	0%	0%	0%	18%	82%
Reliability	0%	0%	0%	0%	100%
Positive Experience	0%	0%	0%	12%	88%
Ability to recommend to others	0%	6%	12%	47%	35%
Brand Fame	0%	12%	29%	41%	18%
Quality/ Durability	0%	0%	0%	12%	88%
Price	0%	0%	18%	82%	0%
Promotions	6%	18%	47%	29%	0%
Estatuto Social Status	6%	18%	53%	24%	0%
Friends Recommendation	6%	6%	41%	35%	12%
Advertising	6%	29%	41%	18%	6%
Social Responsibility	0%	0%	0%	59%	41%
Environmental Responsibility	0%	0%	6%	47%	47%
Influencers Reference	18%	12%	24%	35%	12%

Table 7: Considering this Brand classify from Not Meaningful to Very Meaningful the characteristics that led you to feel empathy \emotional connection with it. – Portugal

Source: Author’s Elaboration

Looking at these findings it is possible to draw the following assumptions: Brand trust is the most important and most concise factor as it is the only one with 100% of the votes. There are three other factors with over 80% of votes, such as "Very Meaningful" such as "Quality / Durability", "Positive Experience" and "Brand Identification", noting that these are the factors that are nowadays. most current brands are focusing on. Brands like Coca-Cola, the iPhone, or Nike, which are obvious examples that Brand Love, are increasingly focusing on the experience that their consumers are exposed to, in their stores or on their social networks rather than promotions or promotions. in traditional advertising.

The factor "Social Responsibility" is once again evident as it appears tied as "Meaningful" and "Very Meaningful", this result meets the tendency we came to analyze during this study.

As might be expected, the "Price" factor still has some importance as it is directly linked to the financial capacity of consumers, which in rare cases is unlimited. On the other hand, factors that in the recent past were thought to be fundamental factors of consumer persuasion, such as "Promotions" and "Advertising", were voted "Neutral" in influencing their sentiment of Bran Love.

Finally, each respondent was asked to choose again from the list of factors, for themselves, the most important factor in Brand Love and explain why the results of these questions are represented in figures 6 a 7.



Figure 6: Which characteristic do you consider essential to feel empathy \emotional connection with a brand? – Portugal  
Source: Author’s Elaboration

Figure 6 shows the number of times each word was mentioned, the word "Identification" was used 5 times, making the factor "Brand Identification" the most voted, then are "Positive Experience", "Quality" with 4 mentions.

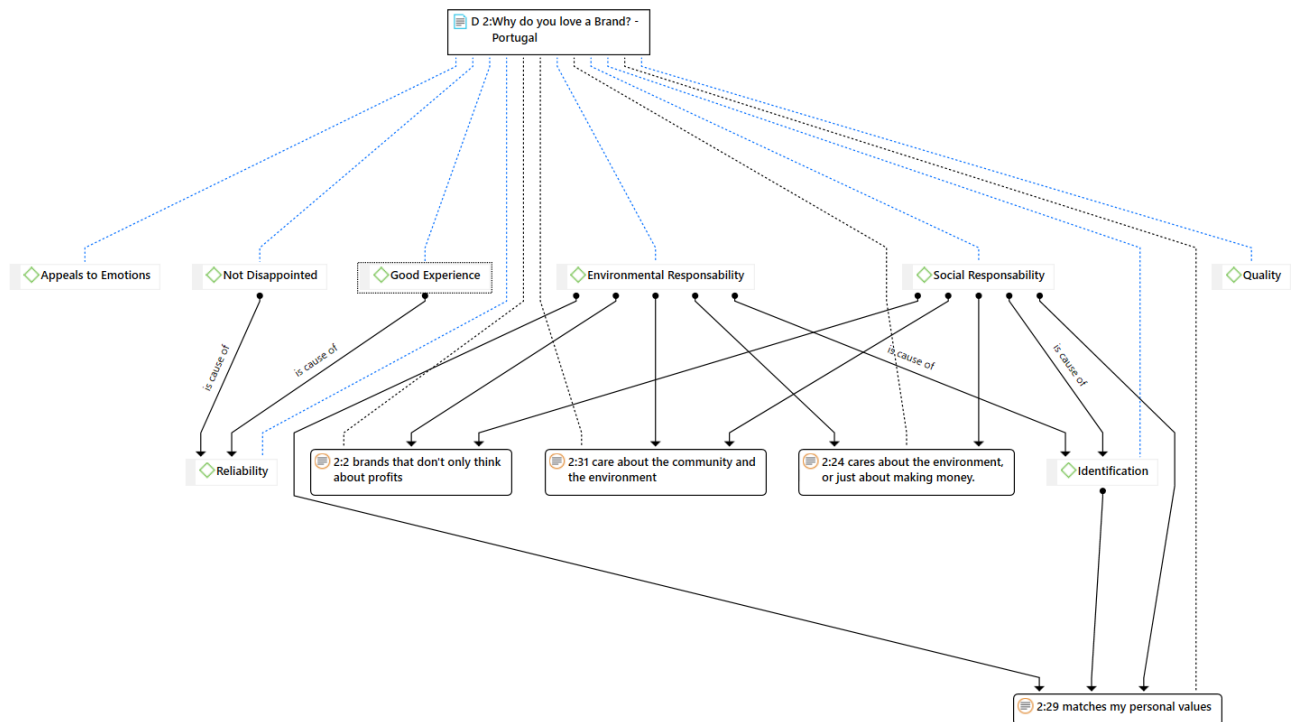


Figure 7: Why is this characteristic important for your Brand Love? – Portugal  
Source: Author’s Elaboration

Figure 7 shows the results obtained with the question "Why is this factor important to your Brand Love?" and confirms that there is agreement with what was found earlier. Consumers mostly combine their choice with identification with brand values, which in turn are intertwined with environmental and social responsibility.

**- Angola**

The results found for those questioned living in Angola for the question "Do you think you feel love for any brand?" 48% said yes, and 52% no. For those who say yes, 73% are male and only 27% are female, with the x chart you can see that most are between 23 and 38 years old. More than 90% of respondents who feel Brand Love, in this case belong to Millennials or an younger generation.

Age	
<23	36%
23 - 38	55%
39 - 54	0%
>54	9%

Table 8: Demographic data from people who feel Brand Love – Angola  
Source: Author’s Elaboration

Table 8 illustrates the relevance that each respondent gave to each of the factors, from "Not Meaningful" to "Very Meaningful", in their perception of Brand Love.

	Not Meaningful	Somewhat Meaningful	Neutral	Meaningful	Very Meaningful
Identification with the brand	0%	0%	9%	27%	64%
Realiability	0%	0%	0%	27%	73%
Positive Experience	0%	0%	0%	0%	100%
Ability to recommend to others	9%	0%	27%	18%	45%
Brand Fame	0%	0%	0%	9%	91%
Quality/ Durability	0%	0%	0%	9%	91%
Price	0%	0%	0%	82%	18%
Promotions	9%	18%	27%	18%	27%
Estatuto Social Status	9%	0%	36%	36%	18%
Friends Recommendation	9%	0%	27%	45%	18%
Advertising	9%	27%	36%	9%	18%
Social Responsibility	9%	55%	36%	0%	0%
Environmental Responsibility	0%	64%	36%	0%	0%
Influencers Reference	18%	27%	27%	18%	9%

Table 9: Considering this Brand classify from Not Meaningful to Very Meaningful the characteristics that led you to feel empathy \emotional connection with it. – Angola  
Source: Author’s Elaboration

With these results it is possible to understand in greater detail what the role of each of the factors. The first finding we have is that there are many factors that prove to be "Very Meaningful" and most of them with over 50% of votes. The most consensual is the only one with 100% of the votes and "Positive Experience", followed by factors such as "Brand Fame" and "Quality / Durability" with 91% of the votes.

Although there are some ties in the polls, it is interesting to note that "Promotions" are between being "Very Meaningful" and "Neutral", which shows that there is indecision within the very group we are trying to analyze. It is possible to enter this situation for "Social Status" and "Influencers Reference", although they are with minor mismatches.

On the opposite side we have "Social Responsibility", "Environmental Responsibility" and "Reference of Influencers" as factors that in no way or almost nothing influence the feelings of Brand Love in the interviewees.

Finally, it was asked "From the previous list choose the main characteristic for which you love the brand" and why. To analyze these responses two different outputs were created, the figures 8 and 9.

With the figure 8, similar to what happened earlier, it is possible to analyze the words used and the number of times each was mentioned. In this case it is possible to realize that the most used words were "Experience" and "Positive" with 4 mentions and then the word "Quality" and "Price" with 3 votes.



*Figure 8: Which characteristic do you consider essential to feel empathy /emotional connection with a brand? – Angola*  
Source: Author's Elaboration

Figure 9, explains the interconnections of the justifications given by the group to the question "Why is this factor important to your Brand Love?". It is clear that in Angola's case the answers to this question are more diverse, but once again there is a greater emphasis on the experience provided and the reliability of the brand.

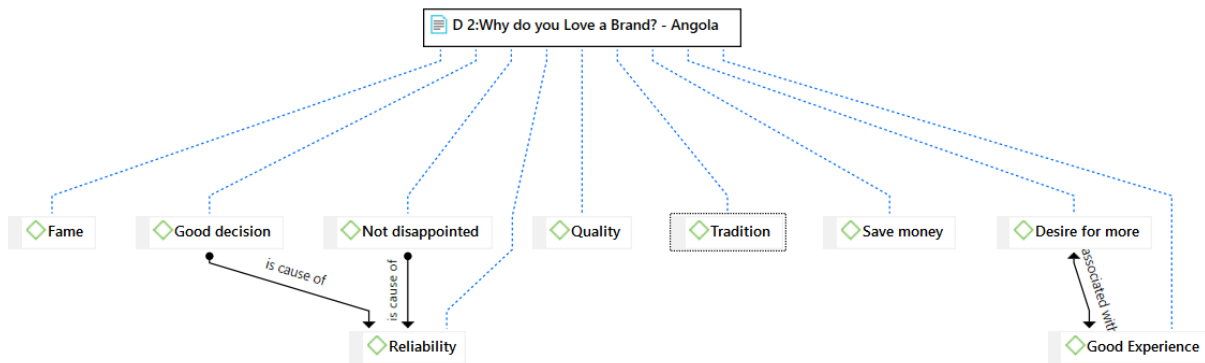


Figure 9: Why is this characteristic important for your Brand Love? – Angola  
 Source: Author's Elaboration

**- Comparison**

Looking at the results found in each of the countries to realize that there are some substantial differences. The first one found is that while in Portugal there is a majority of "yes", in Angola the same is not true. While in Portugal the yes was said by more women than men, in Angola most of the yes are male. When analyzed the age demographics of both countries for this context, there is a similarity, most respondents who say they feel Brand Love are under 38 years old. This information is important since it belongs to Millennials or younger generation, and is therefore more exposed to technologies, information and brand marketing.

Regarding the relevance of factors to the perception of Brand Love, it is possible to draw some conclusions. Although in Portugal there are fewer "Very Meaningful" values they are all represented in Angola. The only exception is for "Environmental Responsibility" that although it is tied between two assessments, it is possible to see that there is a large difference in perception as it is rated "Somewhat Meaningful" for Angola's values. This difference may once again be linked to greater information and awareness of this type of movement in countries with developed economies, specifically in Europe.

It possible to comprehend this difference also between the relevance given to "Social Responsibility", which in Portugal is classified as "Meaningful" with 59% and for Angola with "Somewhat Meaningful" with 55%.

It can also be considered that aspects such as "Ability to Recommend to others" and "Brand Fame" are considered "Very Meaningful" factors for respondents from Angola, considering that they are not exposed to direct brand marketing. This finding may most likely be linked to the power of word to mouth in these countries. As noted earlier, international brands may have some difficulty entering markets with emerging economies because of distrust of locations.

Although there is this difference in the importance given to each factor it is possible to see that as a major factor the factors "Positive Experience" and "Quality" remain common in both countries.

When comparing the justifications given by consumers from both countries, it indicates that the focus is quite different between Portugal and Angola. While in Portugal the justifications focus more on brand / identification values, which leads us to the Corporate Social Responsibility factors. In Angola it suggests that Brand Love is more interconnected with personal factors, such as the experience and comfort (in the choice) that the brand represents.

## 5. CONCLUSIONS AND IMPLICATIONS

This study urged from the need to understand whether there are differences between Brand Love perceptions between countries with developed economies and emerging economies. This comparison can be an important contribution for all companies aiming at their integration, and more specifically in their establishment in an emerging economy or vice versa. Implementation in another country can be dangerous and often unsuccessful for companies that do not focus on adaptation to the surrounding culture. As mentioned earlier, countries with emerging economies tend to be inaccessible and unwilling to do business with companies foreign to their culture. Given this, it is important to study a method, and create a few guidelines, to facilitate this process and make it more likely to succeed.

The results of this study are divided into three sections: Choice, Loyalty and Love. Thus, it is possible to have a more concrete notion of differences at each stage of the process.

In the first phase of the process, in the "Brand Choice" the divergence between countries is not much. The main factors of choice remain the most evident and most visible, price, quality and reliability of the brand. However, and despite having minimal relevance, differences appear already at this initial stage, the factor "Environmental Responsibility" shows as relevant in Portugal.

However, this continues to be valid throughout the study, whether in Brand Loyalty or in Brand Love, the main factors such as "Quality", "Price" and "Reliability" remain the main factors of appreciation. It is understandable that despite being two different realities developed versus emerging economies; the main factors of brand evaluation are common. But the discrepancy is in the details associated with the brand vision and not the products themselves. For that reason, a successful brand must have from the beginning its core values well established and defined as quality and reliability, in order to become competitive and be recognized in any of these markets.

However, in countries with developed economies, such as Portugal, consumers expect more from companies, so start developing a visible Corporate Social Responsibility

strategy is the new key to success. As mentioned in the Literature Review, by focusing on this kind of strategy brands are able to gain competitive advantages and establish good brand reputation in society (ISO 26000, 2010). It has become clear that in this context, consumers are willing to feel more affinity and connection with companies that share the same values, and do not want to feel used for profit. It is important that brands realize that in order to gain empathy from their consumers there must be reciprocity and there is where the importance of Corporate Social Responsibility comes in. It is crucial that companies considering establishing in Portugal, developed economy, draw up a detailed CSR plan, with cultural and environmental actions with the aim to be distinguished, such as: partnerships with institutions; solidarity actions or ecological events (ex. Reforestation or beach cleaning). In accordance with Loureiro et al. (2012), with will result in improved costumer and society's welfare.

On the other hand, the reality in Angola, emerging economy, is that the factors associated with Loyalty and Love are much more related to personal benefits. As far as Loyalty is concerned, the promotion factor seems to matter, which shows a monetary concern and may be associated with the reality of the country. As cited before, customers in the emerging economies are price sensitive (Sarkar, 2013) and for that prices must be adjusted to meet costumers' reality and expectation. Turning to Brand Love the most relevant factors are not so different but they highlight the need for positive experiences and once again the weight of the price factor. The solution to this challenge in emerging economies, and considering at the outset a new cultural record, should be actions of proximity to the consumer such as: reduced entry price; appealing promotions compared to competitors; cultural events such as races or concerts to make the brand known. These actions are relevant for the business since is known that in emerging economies, relationships should happen ahead of business otherwise there will be distrust on the business partner and barriers to enter.

Finally, it is possible to comprehend that there are similarities in valuing the core characteristics of a brand, but that adapting to local reality remains fundamental to the success of any brand.



## 5.1 THEORETICAL CONTRIBUTION

The current dissertation intends to contribute to the theory on relationship marketing by:

- (i) analyzing the whole conceptualization of brand love in different contexts, to make it more noticeable to what extent cultural and social differences may in fact influence a concept. In this sense it is essential to understand if one concept can undergo drastic changes due to the consumer's reality or if it will be the same despite its reality.
- (ii) compare two different countries located in different continents and in different levels of economic competitiveness. Through this comparison try to create a profile that can guide and help integration processes and acceptance of both brands and society and thereby managing expectations of both parties. Study the adaptation needs imposed on a brand so that its likelihood of failure decreases drastically.

## 5.2 MANAGERIAL IMPLICATIONS

The sudden emergence of the concept of globalization began by bringing information and concepts across borders, then people and ultimately companies that were based in one country but began to spread. This process, with brands / companies, began to happen only between countries with developed economies, but nowadays, it starts to make sense to look also at emerging countries. This is because it is in these countries that the greatest opportunities for growth are.

However, as has been seen before, although globalization has brought information and people from every corner of the world, each country has its own customs, its own culture, and its approach to novelty. Hence the importance of this study, to understand what the differences in perception between countries are.

By analyzing the results obtained, it is possible for brand managers, who are thinking of their business to have their business intersected to have a guide to what each type of consumer (developed versus emerging economy) values and seeks in a brand. Thus, the

goal is to cut steps, speed up processes and enhance the chances of success of the internationalization processes of brands.

More specifically, a Portuguese company wishing to establish itself in Angola knows that in order to retain consumers it must first focus on the price charged. Since the factors "quality" and "reliability" are important in both countries. However, if you want to become a Love Brand you have to worry about the "Identification" and the "Experience" it provides.

In contrast, an Angolan-based brand that wants to be implemented in a developed economy should have "Quality" as its first concern if it wants to start building customer loyalty. Thinking about creating a Love Brand, the changes would have to be bigger, as in addition to the factors that are also important for consumers in Angola such as "Brand Identification", "Quality" and "Positive Experience", and fundamental that the brand starts thinking about a process of Environmental and Social Responsibility. These last two factors are increasingly central to developed economies and are perhaps the most radical and complex change to a brand that one wants to adapt to developed economies.

## 6. LIMITATIONS AND FURTHER RESEARCH

Looking back at the writing of this dissertation and its research there were some points of difficulty that should be taken into account in future research.

The first of these points concerns the number of interviews raised. Although for some authors, 30 interviews are enough to get a meaningful sample, a larger number of answers allows a closer estimation of the studied reality. As such, the first suggestion for future research would be a larger number of interviews for each country.

Also considering the interview phase, one of the difficulties felt was the lack of detailed justification for the answers given. Although all the questions in the online questionnaire were required, the justification answers were short and the interviewee's entire train of thought was not noticeable, and it was felt that some relevant information was lost. Therefore, in the future it would be important for the interviews to be in person so that all this information is not lost.

Considering also the initial phase of this study, the choice of Portugal as a representation of a developed economy and of Angola as an emerging economy can be made the results less real. This is because despite the great economic difference between Portugal and Angola, in cultural terms the realities are similar. Given that Angola is a former colony of Portugal and there is a large exchange of citizens between the two countries, and many Portuguese with dual nationality or roots in Angola, cultures are inevitably intertwined. With this in mind, in future, it would be interesting to choose more "apart" countries in all areas (social, cultural and economic) to see if the differences found are even more evident.

Since in this study only the consumer side was analyzed, in future it would be interesting to get the brand side, choose some that have already been implemented in countries with emerging economies, such as Coca Cola or Compal, and understand what were the difficulties faced, and the necessary adaptations for this implementation to be successful.

Finally, and considering the final objective of this dissertation of creating a brand expansion / implementation guideline, and noting the results of this study, it would be interesting to look further into the relevance of "Experience Marketing" and "Corporate Social Responsibility" in both "developed economies" and "emerging economies" realities. As suggested by Sheth (2011), it is important to do comparative research to analyze consumer behavior using marketing analysis. As an example, Sheth (2011) uses the use of mobile phones, differs between countries with developed vs emerging economies, and if so, why.

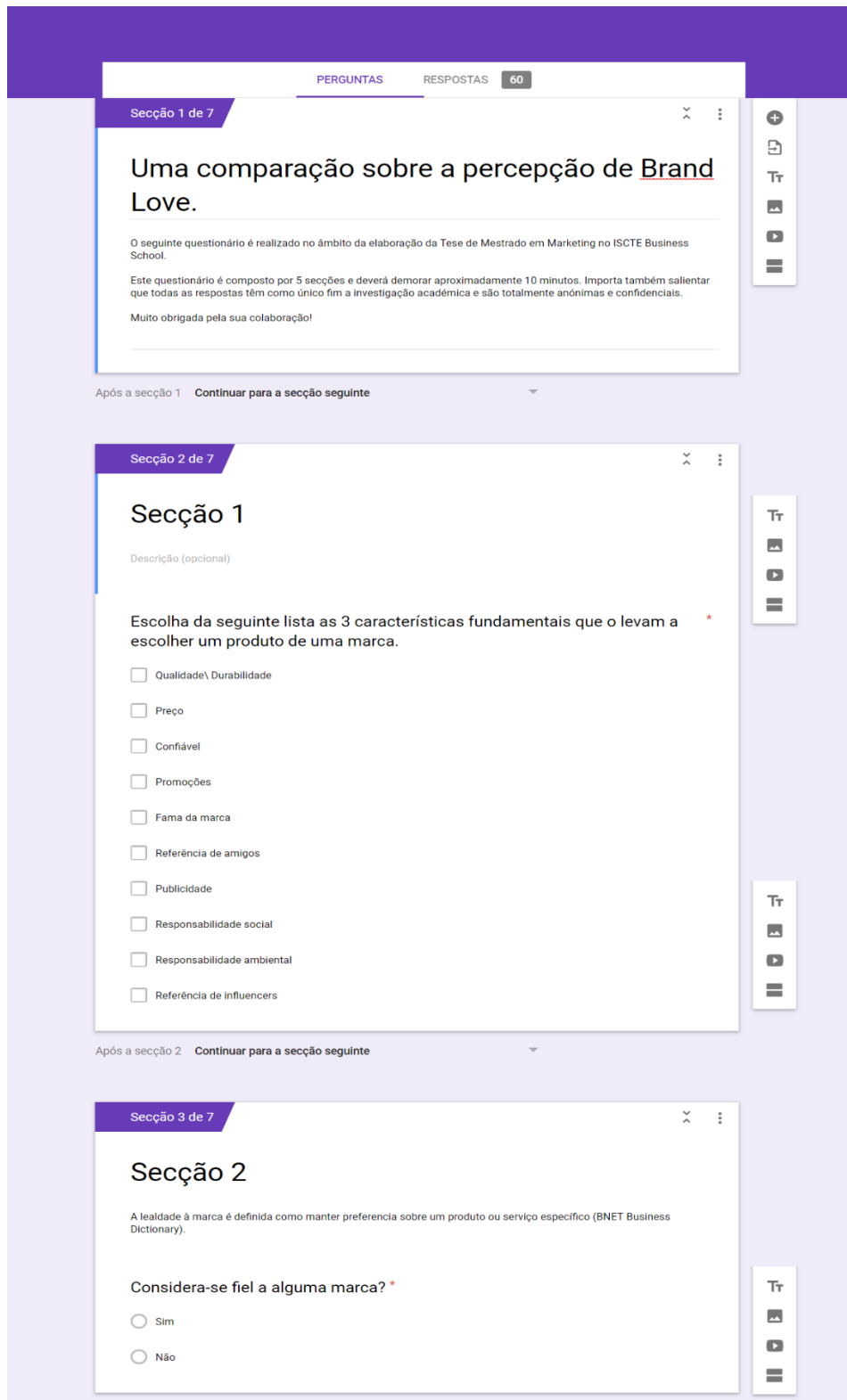
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## 8. APPENDIX

### Appendix 1: Questionnaire on Google Forms



The image shows a Google Form with a purple header. At the top, it says 'PERGUNTAS' and 'RESPOSTAS 60'. The form is divided into three sections:

**Secção 1 de 7**

### Uma comparação sobre a percepção de Brand Love.

O seguinte questionário é realizado no âmbito da elaboração da Tese de Mestrado em Marketing no ISCTE Business School.

Este questionário é composto por 5 secções e deverá demorar aproximadamente 10 minutos. Importa também salientar que todas as respostas têm como único fim a investigação académica e são totalmente anónimas e confidenciais.

Muito obrigada pela sua colaboração!

Após a secção 1 [Continuar para a secção seguinte](#)

**Secção 2 de 7**

### Secção 1

Descrição (opcional)

Escolha da seguinte lista as 3 características fundamentais que o levam a escolher um produto de uma marca. \*

- Qualidade\ Durabilidade
- Preço
- Confiável
- Promoções
- Fama da marca
- Referência de amigos
- Publicidade
- Responsabilidade social
- Responsabilidade ambiental
- Referência de influencers

Após a secção 2 [Continuar para a secção seguinte](#)

**Secção 3 de 7**

### Secção 2

A lealdade à marca é definida como manter preferencia sobre um produto ou serviço específico (BNET Business Dictionary).

Considera-se fiel a alguma marca? \*

- Sim
- Não

Secção 4 de 7
>> ⋮

## Secção 3

Descrição (opcional)

**Da seguinte lista quais as razões para se tornar fiel a uma marca? \***

- Qualidade \ Durabilidade
- Preço
- Confiável
- Promoções
- Fama da marca
- Referência de amigos
- Publicidade
- Responsabilidade social
- Responsabilidade ambiental
- Referência de influencers

**Existe mais alguma razão para se tornar fiel a uma marca para além das referidas na lista anterior? \***

Texto de resposta curta

---

**Da lista anterior qual é a característica que considera essencial para se tornar fiel a uma marca? \***

Texto de resposta curta

---

**Porquê? \***

Texto de resposta longa

---

**A que tipo de marca se considera fiel? \***

- Alimentar \ Bebidas
- Tecnologia
- Moda
- Cosmética \ perfumes
- Desportiva
- Outra

**A quantas marcas se sente fiel? \***

Texto de resposta curta

---

Após a secção 4 [Continuar para a secção seguinte](#)

Tr




Tr




Tr






Secção 5 de 7

### Secção 3

Considerando uma das marcas a qual se sente fiel responda ao próximo conjunto de perguntas.

Considera ter empatia\ conexão emocional com a mesma? \*

Sim

Não

Após a secção 5 [Continuar para a secção seguinte](#)

Secção 6 de 7

### Secção 4

Descrição (opcional)

Indique o nome da marca com a qual sente conexão emocional. \*

Texto de resposta curta

Considerando essa marca classifique de Nada relevante a Muito Relevante \* as características que o levaram a sentir ter empatia\ conexão emocional com a mesma.

	Nada Relevante	Pouco Relevante	Neutro	Relevante	Muito Relevante
Identificação com...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Confiança	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experiência positi...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Capacidade de re...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fama da marca	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Qualidade\ Durabi...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preço	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promoções	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Estatuto Social	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Referência de ami...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Publicidade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Responsabilidade...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Responsabilidade...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Referência de infi...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

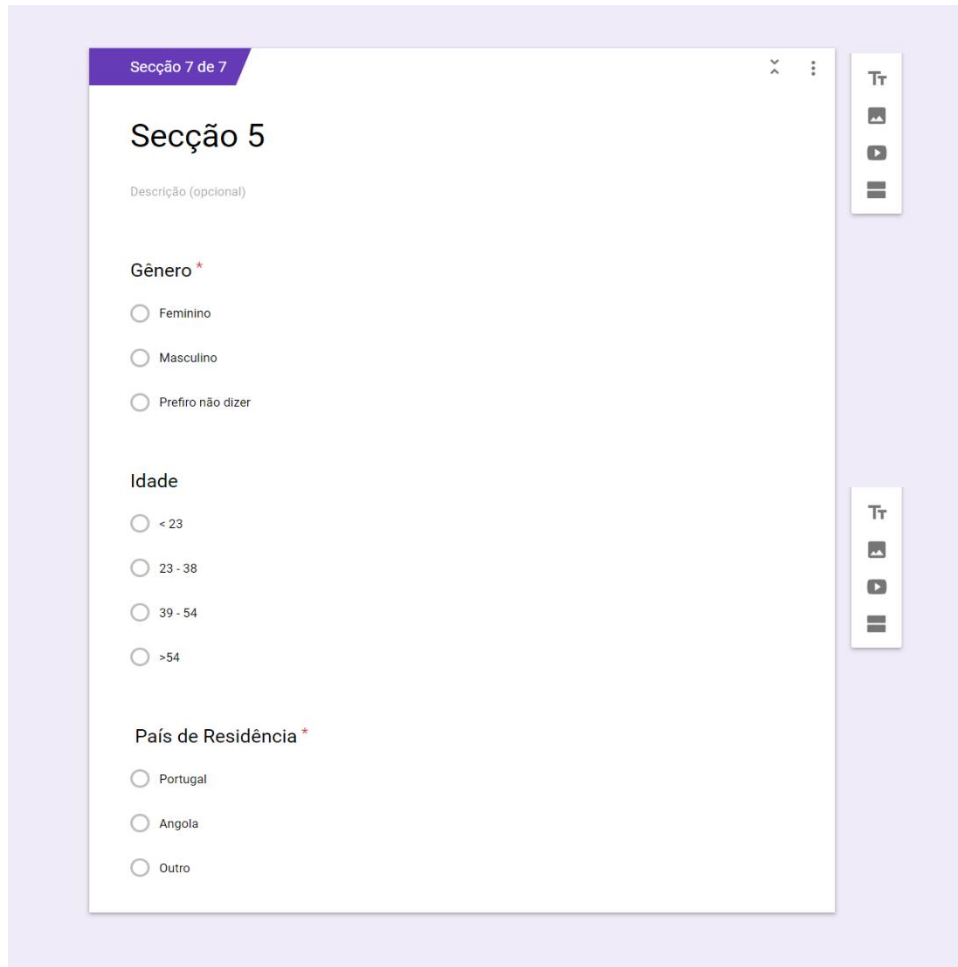
Da lista anterior escolha a característica principal pela qual sente empatia\ conexão emocional com essa marca. \*

Texto de resposta curta

Porquê?

Texto de resposta longa

Após a secção 6 [Continuar para a secção seguinte](#)



The image shows a digital questionnaire interface. At the top, it says 'Secção 7 de 7' and 'Secção 5'. Below the title, there is a field for 'Descrição (opcional)'. The main section is titled 'Gênero \*' and includes three radio button options: 'Feminino', 'Masculino', and 'Prefiro não dizer'. Below this is the 'Idade' section with four radio button options: '< 23', '23 - 38', '39 - 54', and '>54'. The final section is 'País de Residência \*' with three radio button options: 'Portugal', 'Angola', and 'Outro'. On the right side of the form, there are two vertical panels of icons for navigation and actions.

Figure 10: Questionnaire applied  
 Source: Author's Elaboration

**Appendix 2: Profile of respondents**

Interviewees	Gender	Age	Country of Residence
Costumer 1	Masculino	39 - 54	Angola
Costumer 2	Feminino	23 - 38	Angola
Costumer 3	Masculino	>54	Angola
Costumer 4	Feminino	39 - 54	Angola
Costumer 5	Masculino	39 - 54	Angola
Costumer 6	Feminino	>54	Angola
Costumer 7	Masculino	23 - 38	Angola
Costumer 8	Masculino	23 - 38	Angola
Costumer 9	Masculino	23 - 38	Angola
Costumer 10	Feminino	23 - 38	Angola
Costumer 11	Masculino	39 - 54	Angola
Costumer 12	Feminino	39 - 54	Angola
Costumer 13	Feminino	39 - 54	Angola
Costumer 14	Masculino	39 - 54	Angola
Costumer 15	Masculino	23 - 38	Angola
Costumer 16	Feminino	23 - 38	Angola
Costumer 17	Feminino	39 - 54	Angola
Costumer 18	Feminino	39 - 54	Angola

Costumer 19	Masculino	23 - 38	Angola
Costumer 20	Feminino	39 - 54	Angola
Costumer 21	Masculino	23 - 38	Angola
Costumer 22	Masculino	39 - 54	Angola
Costumer 23	Feminino	39 - 54	Angola
Costumer 24	Masculino	39 - 54	Angola
Costumer 25	Masculino	39 - 54	Angola
Costumer 26	Feminino	23 - 38	Angola
Costumer 27	Masculino	>54	Angola
Costumer 28	Masculino	23 - 38	Angola
Costumer 29	Feminino	39 - 54	Angola
Costumer 30	Feminino	23 - 38	Angola
Costumer 31	Feminino	23 - 38	Portugal
Costumer 32	Feminino	39 - 54	Portugal
Costumer 33	Feminino	< 23	Portugal
Costumer 34	Feminino	39 - 54	Portugal
Costumer 35	Prefiro Nao dizer	23 - 38	Portugal
Costumer 36	Masculino	39 - 54	Portugal
Costumer 37	Feminino	>54	Portugal
Costumer 38	Feminino	39 - 54	Portugal
Costumer 39	Masculino	< 23	Portugal
Costumer 40	Masculino	39 - 54	Portugal
Costumer 41	Masculino	23 - 38	Portugal
Costumer 42	Masculino	39 - 54	Portugal
Costumer 43	Masculino	23 - 38	Portugal
Costumer 44	Masculino	23 - 38	Portugal
Costumer 45	Feminino	23 - 38	Portugal
Costumer 46	Feminino	23 - 38	Portugal
Costumer 47	Masculino	23 - 38	Portugal
Costumer 48	Feminino	23 - 38	Portugal
Costumer 49	Feminino	>54	Portugal
Costumer 50	Feminino	23 - 38	Portugal
Costumer 51	Feminino	39 - 54	Portugal
Costumer 52	Feminino	23 - 38	Portugal
Costumer 53	Feminino	23 - 38	Portugal
Costumer 54	Feminino	39 - 54	Portugal
Costumer 55	Feminino	39 - 54	Portugal
Costumer 56	Masculino	23 - 38	Portugal
Costumer 57	Masculino	39 - 54	Portugal
Costumer 58	Masculino	23 - 38	Portugal
Costumer 59	Feminino	< 23	Portugal
Costumer 60	Masculino	< 23	Portugal

### Appendix 3: Questionnaires Answers – Complete and in Portuguese

#1	Escolha da seguinte lista as 3 características fundamentais que o levam a escolher um produto de uma marca.
1	Qualidade\ Durabilidade, Preço, Promoções
2	Qualidade\ Durabilidade, Preço, Fama da marca
3	Qualidade\ Durabilidade, Confiável, Fama da marca
4	Qualidade\ Durabilidade, Preço, Referência de amigos
5	Qualidade\ Durabilidade, Preço, Promoções
6	Qualidade\ Durabilidade, Preço, Confiável
7	Qualidade\ Durabilidade, Preço, Publicidade
8	Qualidade\ Durabilidade, Preço, Referência de amigos
9	Qualidade\ Durabilidade, Preço, Publicidade
10	Qualidade\ Durabilidade, Confiável, Referência de amigos
11	Qualidade\ Durabilidade, Preço, Promoções
12	Qualidade\ Durabilidade, Preço, Promoções
13	Qualidade\ Durabilidade, Preço, Responsabilidade ambiental
14	Qualidade\ Durabilidade, Preço, Confiável
15	Qualidade\ Durabilidade, Preço, Promoções
16	Qualidade\ Durabilidade, Preço, Promoções
17	Qualidade\ Durabilidade, Preço, Promoções
18	Qualidade\ Durabilidade, Preço, Confiável
19	Qualidade\ Durabilidade, Preço, Fama da marca
20	Qualidade\ Durabilidade, Preço, Confiável
21	Qualidade\ Durabilidade, Preço, Promoções
22	Fama da marca, Referência de amigos, Publicidade
23	Preço, Fama da marca, Referência de amigos
24	Preço, Confiável, Fama da marca
25	Qualidade\ Durabilidade, Preço, Publicidade
26	Qualidade\ Durabilidade, Preço, Referência de amigos
27	Preço, Confiável, Publicidade
28	Fama da marca, Publicidade, Referência de influencers
29	Preço, Confiável, Referência de amigos
30	Preço, Confiável, Promoções
31	Preço, Referência de amigos, Responsabilidade ambiental
32	Qualidade\ Durabilidade, Preço, Confiável
33	Confiável, Responsabilidade social, Responsabilidade ambiental
34	Qualidade\ Durabilidade, Preço, Responsabilidade ambiental
35	Qualidade\ Durabilidade, Preço, Responsabilidade ambiental
36	Qualidade\ Durabilidade, Responsabilidade social, Responsabilidade ambiental
37	Qualidade\ Durabilidade, Preço, Promoções
38	Qualidade\ Durabilidade, Preço, Responsabilidade ambiental

39	Qualidade\ Durabilidade, Referencia de amigos, Referencia de influencers
40	Qualidade\ Durabilidade, Preco, Confiavel
41	Qualidade\ Durabilidade, Preco, Confiavel
42	Qualidade\ Durabilidade, Confiavel, Fama da marca
43	Qualidade\ Durabilidade, Preco, Responsabilidade social
44	Qualidade\ Durabilidade, Preco, Confiavel
45	Qualidade\ Durabilidade, Preco, Referencia de amigos
46	Qualidade\ Durabilidade, Promocoos, Publicidade
47	Qualidade\ Durabilidade, Preco, Fama da marca
48	Qualidade\ Durabilidade, Confiavel, Referencia de amigos
49	Qualidade\ Durabilidade, Preco, Promocoos
50	Qualidade\ Durabilidade, Confiavel, Responsabilidade ambiental
51	Qualidade\ Durabilidade, Promocoos, Referencia de amigos
52	Qualidade\ Durabilidade, Preco, Fama da marca
53	Qualidade\ Durabilidade, Preco, Confiavel
54	Qualidade\ Durabilidade, Preco, Referencia de amigos
55	Qualidade\ Durabilidade, Preco, Fama da marca
56	Qualidade\ Durabilidade, Preco, Responsabilidade ambiental
57	Qualidade\ Durabilidade, Preco, Fama da marca
58	Qualidade\ Durabilidade, Preco, Responsabilidade social
59	Referencia de amigos, Responsabilidade ambiental, Referencia de influencers
60	Qualidade\ Durabilidade, Fama da marca, Referencia de amigos

#	Considera-se fiel a alguma marca?	Da seguinte lista quais as razoes para se tornar fiel a uma marca?	Existe mais alguma razao para se tornar fiel a uma marca para alem das referidas na lista anterior?
1	Sim	Qualidade\ Durabilidade, Preco, Promocoos	Nao
2	Sim	Qualidade\ Durabilidade, Preco, Fama da marca	Nao
3	Sim	Confiavel	Bosch
4	Nao		
5	Sim	Preco, Confiavel, Promocoos	Nao
6	Sim	Preco, Confiavel, Promocoos	Nao
7	Nao		
8	Sim	Preco, Confiavel, Fama da marca, Referencia de amigos	Nao
9	Sim	Qualidade\ Durabilidade, Preco, Confiavel, Promocoos, Publicidade	Nao

10	Sim	Qualidade\ Durabilidade, Confiavel, Fama da marca, Responsabilidade ambiental	.
11	Nao		
12	Nao		
13	Nao		
14	Sim	Qualidade\ Durabilidade, Preco, Confiavel, Fama da marca	Design
15	Sim	Qualidade\ Durabilidade, Fama da marca	Nao
16	Nao		
17	Sim	Qualidade\ Durabilidade, Preco, Fama da marca	Nao
18	Sim	Qualidade\ Durabilidade, Preco, Confiavel	Nao
19	Sim	Qualidade\ Durabilidade, Preco, Promocoos, Fama da marca	Nao
20	Sim	Qualidade\ Durabilidade, Preco, Confiavel, Fama da marca	Nao
21	Sim	Preco, Fama da marca	Nao
22	Sim	Qualidade\ Durabilidade, Preco, Fama da marca	performance
23	Nao		
24	Sim	Preco, Confiavel, Promocoos	Nao
25	Sim	Qualidade\ Durabilidade, Preco, Confiavel, Fama da marca, Referencia de amigos	performance
26	Sim	Qualidade\ Durabilidade, Confiavel, Responsabilidade ambiental	Nao
27	Sim	Qualidade\ Durabilidade, Preco, Confiavel, Fama da marca, Publicidade	Nao
28	Sim	Qualidade\ Durabilidade, Confiavel, Referencia de influencers	Nao
29	Sim	Qualidade\ Durabilidade, Preco, Confiavel, Promocoos	Nao
30	Sim	Qualidade\ Durabilidade, Preco, Confiavel, Promocoos	Nao
31	Sim	Qualidade\ Durabilidade, Confiavel, Responsabilidade ambiental	Nao
32	Sim	Qualidade\ Durabilidade, Confiavel	habituacao

33	Sim	Confiavel, Responsabilidade social, Responsabilidade ambiental	design
34	Sim	Qualidade\ Durabilidade, Preco, Referencia de amigos, Responsabilidade social, Responsabilidade ambiental	Adequar se ao que gosto
35	Sim	Qualidade\ Durabilidade, Preco, Fama da marca, Referencia de amigos, Responsabilidade social, Responsabilidade ambiental	Nao sei
36	Nao		
37	Sim	Qualidade\ Durabilidade, Preco, Promocoos, Fama da marca, Referencia de amigos	-
38	Nao		
39	Sim	Qualidade\ Durabilidade, Referencia de amigos, Responsabilidade social, Responsabilidade ambiental, Referencia de influencers	design
40	Sim	Qualidade\ Durabilidade, Preco, Confiavel	A relacao que a marca mantem com os clientes.
41	Sim	Qualidade\ Durabilidade, Preco, Confiavel, Fama da marca, Responsabilidade social	Nao
42	Sim	Qualidade\ Durabilidade	Nao
43	Nao		
44	Sim	Qualidade\ Durabilidade, Preco, Confiavel	Nao
45	Sim	Qualidade\ Durabilidade, Preco, Promocoos, Referencia de amigos, Responsabilidade ambiental	Habituacao, Experiencia de utilizacao
46	Sim	Qualidade\ Durabilidade, Preco, Confiavel, Responsabilidade ambiental	Nao
47	Sim	Qualidade\ Durabilidade, Preco, Confiavel	Packaging, estrategia de branding da marca
48	Sim	Qualidade\ Durabilidade, Confiavel, Promocoos	Sim, o design.
49	Nao		
50	Sim	Qualidade\ Durabilidade, Preco, Responsabilidade social, Responsabilidade ambiental	Efeito
51	Sim	Qualidade\ Durabilidade, Confiavel, Referencia de amigos	Nao

52	Sim	Qualidade\ Durabilidade, Confiavel, Fama da marca, Responsabilidade social	Dieta alimentar
53	Sim	Qualidade\ Durabilidade, Preco, Confiavel	Nao
54	Sim	Qualidade\ Durabilidade, Preco, Fama da marca, Referencia de influencers	Nao
55	Sim	Qualidade\ Durabilidade, Confiavel, Fama da marca, Referencia de amigos	Preco qualidade
56	Sim	Qualidade\ Durabilidade, Confiavel, Responsabilidade ambiental	Efeito no meu corpo (se for produto de higiene/estetica)
57	Sim	Qualidade\ Durabilidade, Confiavel, Referencia de amigos, Responsabilidade ambiental	-
58	Sim	Qualidade\ Durabilidade, Preco, Responsabilidade social	Acessibilidade
59	Sim	Qualidade\ Durabilidade, Confiavel, Responsabilidade ambiental	Design
60	Sim	Qualidade\ Durabilidade, Responsabilidade social, Responsabilidade ambiental	Nao

#	Da lista anterior qual e a caracteristica que considera essencial para se tornar fiel a uma marca?	Porque?	A que tipo de marca se considera fiel?
1		qualidade barata	Alimentar \ Bebidas, Tecnologia
2	fama da marca	sei que vai ser um bom produto	Tecnologia
3	qualidade	A qualidade e sempre o primeiro factor de decisao	Tecnologia, Desportiva
4			
5	promocoos	gastar menos dinheiro	Alimentar \ Bebidas, Tecnologia
6	confiavel	qualidade e bom preco	Alimentar \ Bebidas
7			
8	referencia de amigos	porque sei que vai boa	Tecnologia, Moda, Cosm�tica\ perfumes, Desportiva
9	promocoos	poupar	Alimentar \ Bebidas, Tecnologia, Desportiva



10	Qualidade	Para Nao ter de comprar varias vezes o mesmo ate ter o que gosto	CosmÃ©tica\ perfumes
11			
12			
13			
14	Qualidade e design	SÃ£o os elementos mais importantes de um produto	Tecnologia, Moda, CosmÃ©tica\ perfumes, Desportiva
15	fama	fama	Tecnologia, Outra
16			
17	Preco	ajuda a Nao gastar tanto dinheiro	Alimentar \ Bebidas, Tecnologia
18	Qualidade	Porque comprar produtos de ma qualidade que Nao duram em geral Nao compensa	Alimentar \ Bebidas, Tecnologia
19	Qualidade/durabilidade	Prefiro pagar mais por um produto melhor do que menos por um mais barato	Alimentar \ Bebidas, Tecnologia, CosmÃ©tica\ perfumes
20	Confiavel	Seguranca	Alimentar \ Bebidas
21	Confiavel	Assim sei que sao bons produtos	Tecnologia, Desportiva
22	qualidade	Assim sei com o que contar	Tecnologia, CosmÃ©tica\ perfumes, Desportiva
23			
24	Preco	Quanto menos pagar melhor	Alimentar \ Bebidas, Moda, CosmÃ©tica\ perfumes
25	performance	Assim corresponde as minhas expectativas	Tecnologia, Desportiva, Outra
26	Confiavel	Porque sei que os produtos sao bons	Alimentar \ Bebidas, Moda, CosmÃ©tica\ perfumes
27	Qualidade	Porque o produto e bom e Nao quero trocar	Tecnologia
28	Fama da marca	Porque sei que tem bons produtos	Alimentar \ Bebidas, Tecnologia, Moda
29	Confiavel	Gosto dos produtos e preciso de mudar	Alimentar \ Bebidas, Moda, CosmÃ©tica\ perfumes
30	Promocoes	Quando fazem muitas Promocoes fico a ganhar	Alimentar \ Bebidas, CosmÃ©tica\ perfumes
31		Porque sei que Nao vou ser desiludida	Alimentar \ Bebidas, Tecnologia, Moda, Cosmetica\ perfumes
32	confiavel	Nao ter decepcoes	Alimentar \ Bebidas, Moda, Cosmetica\ perfumes

33	responsabilidade ambiental	pegada ecologica	Alimentar \ Bebidas, Moda, Cosmetica\ perfumes
34	Qualidade	Deve o produto manter as características de que gosto	Outra
35	Responsabilidade ecológica	Por ser uma questão importante na minha vida	Cosmetica\ perfumes
36			
37	preço	porque sei que ha marcas boas com um bom preço	Alimentar \ Bebidas
38			
39	referencia de amigos	se eles tambem sao fieis eu confio neles	Tecnologia, Moda, Cosmetica\ perfumes
40	Qualidade.	Porque Nao gosto de ter que trocar de marcas ou produtos.	Cosmetica\ perfumes, Outra
41	Qualidade	Uma marca com qualidade distingue-se das demais	Tecnologia
42	Qualidade/Durabilidade	Aspetto economico	Tecnologia, Moda
43			
44	Qualidade	Sei com o que contar	Alimentar \ Bebidas, Tecnologia, Desportiva
45	Qualidade	Porque se um produto Nao tem de qualidade, qualquer um dos restantes factores Nao sao relevante	Alimentar \ Bebidas, Tecnologia, Moda, Cosmetica\ perfumes
46	Qualidade\ Durabilidade	Porque se o produto for mau, Nao ha razão nenhuma para me tornar fiel a essa marca.	Alimentar \ Bebidas, Tecnologia, Desportiva
47	Qualidade/Durabilidade	Considero essencial que a marca me conquiste através da sua qualidade, visto provavelmente estar a dar um extra a nível de Preço em comparação a marcas brancas.	Alimentar \ Bebidas, Tecnologia, Moda
48	Promocoes	Porque caso Nao existissem, Nao poderia comprar as peças que gosto a Preço normal.	Alimentar \ Bebidas, Moda, Cosmetica\ perfumes
49			
50	Confiavel	Para ter bons resultados	Cosmetica\ perfumes
51	Qualidade	Seguranca	Alimentar \ Bebidas, Cosmetica\ perfumes
52	Qualidade	Pois e fundamental saber bem.	Alimentar \ Bebidas
53	Qualidade	Porque uma marca boa tem qualidade e dura mais tempo	Alimentar \ Bebidas, Tecnologia, Moda
54	qualidade	se Nao tiver qualidade Nao me fidelizo, preferirei outras	Alimentar \ Bebidas, Tecnologia, Cosmetica\ perfumes

55	Qualidade e durabilidade	Porque sim	Alimentar \ Bebidas, Cosmética \ perfumes
56	qualidade	fiabilidade	Tecnologia, Moda, Cosmética \ perfumes
57	Fama da marca	Confiavel	Alimentar \ Bebidas, Tecnologia, Moda
58	Qualidade & Durabilidade	Pelo facto de serem os factores que considero mais importantes na compra de um produto	Alimentar \ Bebidas, Moda, Desportiva
59	Qualidade	Porque sei que Nao vou ser desiludida	Alimentar \ Bebidas, Tecnologia, Moda, Cosmética \ perfumes
60	Qualidade	Se Nao houvesse qualidade Nao voltaria a comprar nenhum produto da marca	Alimentar \ Bebidas, Tecnologia, Desportiva

#	A quantas marcas se sente fiel?	Considera ter empatia \ conexao emocional com a mesma?	Indique o nome da marca com a qual sente conexao emocional.	Identificacao com a Marca
1	-5	Nao		
2	1	Sim	samsung	Muito Relevante
3	3	Sim	Sporting	Muito Relevante
4				
5	3	Sim	coca cola	Neutro
6	10	Nao		
7				
8	mais de 10	Nao		
9	7	Nao		
10	quatro	Nao		
11				
12				
13				
14	Muitas	Sim	Apple	Muito Relevante
15	2	Sim	yamaha	Relevante
16				
17	mais de 5	Sim	compal	Relevante
18	5	Nao		
19	Entre 5-10	Sim	Apple	Muito Relevante
20	2	Nao		
21	3	Sim	Apple	Muito Relevante
22	4	Nao		

23				
24	mais ou menos 6	Nao		
25	4	Sim	Lexus	Muito Relevante
26	5 ou mais	Sim	coca cola	Relevante
27	1	Nao		
28	3	Sim	Adidas	Muito Relevante
29	entre 5 e 10	Nao		
30	3 ou 4	Nao		
31	mais de 10	Sim	H&M	Muito Relevante
32	5	Sim	Nestle	Relevante
33	10	Sim	Simple	Muito Relevante
34	4	Sim	Toblerone	Relevante
35	2	Nao		
36				
37	7	Nao		
38				
39	4	Sim	iphone	Muito Relevante
40	5	Sim	Uriage	Relevante
41	Technics, Apple e Pioneer	Sim	Technics	Muito Relevante
42	3	Nao		
43				
44	Mais de 5	Sim	Sporting	Muito Relevante
45	20	Nao		
46	4	Sim	Adidas	Relevante
47	entre 5 a 7	Sim	Apple	Relevante
48	cerca de 10	Nao		
49				
50	duas	Sim	Bioseiva	Muito Relevante
51	3-Feb	Sim	Lancome	Muito Relevante
52	Nao tenho essa nocao....	Sim	Corpos Danone	Muito Relevante
53	3	Sim	Miss sixty	Muito Relevante
54	10	Nao		

55	1	Sim	Caudalie	Muito Relevante
56	5	Nao		
57	Muitas	Nao		
58	5	Nao		
59	mais de 10	Sim	Zara	Muito Relevante
60	5	Sim	McDonalds	Muito Relevante

#	Confianca	Experiencia Positiva	Capacidade de recomendar a outros	Fama da marca	Qualidade\ Durabilidade
1					
2	Muito Relevante	Muito Relevante	Muito Relevante	Muito Relevante	Muito Relevante
3	Muito Relevante	Muito Relevante	Nada Relevante	Muito Relevante	Muito Relevante
4					
5	Muito Relevante	Muito Relevante	Muito Relevante	Muito Relevante	Relevante
6					
7					
8					
9					
10					
11					
12					
13					
14	Muito Relevante	Muito Relevante	Muito Relevante	Muito Relevante	Muito Relevante
15	Relevante	Muito Relevante	Muito Relevante	Muito Relevante	Muito Relevante
16					
17	Relevante	Muito Relevante	Neutro	Muito Relevante	Muito Relevante
18					

19	Relevante	Muito Relevante	Relevante	Muito Relevante	Muito Relevante
20					
21	Muito Relevante	Muito Relevante	Neutro	Muito Relevante	Muito Relevante
22					
23					
24					
25	Muito Relevante	Muito Relevante	Neutro	Muito Relevante	Muito Relevante
26	Muito Relevante	Muito Relevante	Relevante	Relevante	Muito Relevante
27					
28	Muito Relevante	Muito Relevante	Muito Relevante	Muito Relevante	Muito Relevante
29					
30					
31	Muito Relevante	Muito Relevante	Relevante	Relevante	Muito Relevante
32	Muito Relevante	Muito Relevante	Relevante	Neutro	Relevante
33	Muito Relevante	Muito Relevante	Relevante	Pouco Relevante	Muito Relevante
34	Muito Relevante	Relevante	Neutro	Pouco Relevante	Muito Relevante
35					
36					
37					
38					
39	Muito Relevante	Muito Relevante	Muito Relevante	Muito Relevante	Relevante
40	Muito Relevante	Relevante	Relevante	Relevante	Muito Relevante
41	Muito Relevante	Muito Relevante	Muito Relevante	Neutro	Muito Relevante
42					
43					

44	Muito Relevante	Muito Relevante	Muito Relevante	Relevante	Muito Relevante
45					
46	Muito Relevante	Muito Relevante	Relevante	Neutro	Muito Relevante
47	Muito Relevante	Muito Relevante	Muito Relevante	Muito Relevante	Muito Relevante
48					
49					
50	Muito Relevante	Muito Relevante	Muito Relevante	Muito Relevante	Muito Relevante
51	Muito Relevante	Muito Relevante	Pouco Relevante	Relevante	Muito Relevante
52	Muito Relevante	Muito Relevante	Neutro	Neutro	Muito Relevante
53	Muito Relevante	Muito Relevante	Relevante	Neutro	Muito Relevante
54					
55	Muito Relevante	Muito Relevante	Muito Relevante	Relevante	Muito Relevante
56					
57					
58					
59	Muito Relevante	Muito Relevante	Relevante	Relevante	Muito Relevante
60	Muito Relevante	Muito Relevante	Relevante	Relevante	Muito Relevante

#	Preco	Promocoes	Estatuto Social	Referencia de amigos
1				
2	Relevante	Muito Relevante	Muito Relevante	Muito Relevante

3	Relevante	Nada Relevante	Nada Relevante	Muito Relevante
4				
5	Muito Relevante	Muito Relevante	Relevante	Neutro
6				
7				
8				
9				
10				
11				
12				
13				
14	Muito Relevante	Pouco Relevante	Muito Relevante	Pouco Relevante
15	Relevante	Relevante	Neutro	Relevante
16				
17	Muito Relevante	Muito Relevante	Relevante	Relevante
18				
19	Relevante	Neutro	Neutro	Relevante
20				
21	Relevante	Neutro	Neutro	Relevante
22				
23				
24				
25	Relevante	Pouco Relevante	Relevante	Neutro
26	Relevante	Relevante	Neutro	Neutro
27				
28	Relevante	Neutro	Relevante	Relevante
29				
30				
31	Relevante	Relevante	Relevante	Relevante
32	Relevante	Neutro	Neutro	Neutro
33	Neutro	Neutro	Pouco Relevante	Relevante
34	Relevante	Relevante	Neutro	Neutro
35				
36				
37				
38				
39	Neutro	Pouco Relevante	Relevante	Muito Relevante
40	Relevante	Neutro	Neutro	Neutro
41	Relevante	Nada Relevante	Neutro	Nada Relevante



42				
43				
44	Neutro	Neutro	Neutro	Relevante
45				
46	Relevante	Relevante	Nada Relevante	Relevante
47	Relevante	Pouco Relevante	Relevante	Pouco Relevante
48				
49				
50	Relevante	Neutro	Neutro	Neutro
51	Relevante	Relevante	Neutro	Muito Relevante
52	Relevante	Relevante	Neutro	Neutro
53	Relevante	Pouco Relevante	Pouco Relevante	Neutro
54				
55	Relevante	Neutro	Relevante	Neutro
56				
57				
58				
59	Relevante	Neutro	Neutro	Relevante
60	Relevante	Neutro	Pouco Relevante	Relevante

#	Publicidade	Responsabilidade social	Responsabilidade ambiental	Referencia de influencers
1				
2	Neutro	Neutro	Neutro	Neutro
3	Nada Relevante	Nada Relevante	Pouco Relevante	Nada Relevante
4				
5	Neutro	Neutro	Neutro	Neutro
6				
7				
8				
9				
10				
11				
12				
13				
14	Pouco Relevante	Pouco Relevante	Pouco Relevante	Pouco Relevante

15	Pouco Relevante	Pouco Relevante	Pouco Relevante	Pouco Relevante
16				
17	Muito Relevante	Pouco Relevante	Pouco Relevante	Pouco Relevante
18				
19	Neutro	Neutro	Neutro	Relevante
20				
21	Muito Relevante	Pouco Relevante	Pouco Relevante	Relevante
22				
23				
24				
25	Pouco Relevante	Pouco Relevante	Pouco Relevante	Nada Relevante
26	Relevante	Neutro	Neutro	Neutro
27				
28	Neutro	Pouco Relevante	Pouco Relevante	Muito Relevante
29				
30				
31	Neutro	Muito Relevante	Muito Relevante	Relevante
32	Neutro	Muito Relevante	Relevante	Pouco Relevante
33	Pouco Relevante	Muito Relevante	Muito Relevante	Relevante
34	Relevante	Muito Relevante	Muito Relevante	Relevante
35				
36				
37				
38				
39	Pouco Relevante	Relevante	Relevante	Relevante
40	Relevante	Muito Relevante	Muito Relevante	Pouco Relevante
41	Nada Relevante	Relevante	Relevante	Nada Relevante
42				
43				
44	Neutro	Relevante	Relevante	Nada Relevante
45				
46	Neutro	Relevante	Relevante	Nada Relevante
47	Neutro	Relevante	Relevante	Relevante
48				
49				

50	Neutro	Muito Relevante	Muito Relevante	Muito Relevante
51	Neutro	Relevante	Relevante	Neutro
52	Relevante	Muito Relevante	Relevante	Neutro
53	Pouco Relevante	Relevante	Relevante	Muito Relevante
54				
55	Pouco Relevante	Neutro	Relevante	Neutro
56				
57				
58				
59	Pouco Relevante	Relevante	Muito Relevante	Relevante
60	Muito Relevante	Muito Relevante	Muito Relevante	Neutro

#	Da lista anterior escolha a característica principal pela qual sente empatia\ conexão emocional com essa marca.	Porque?
1		
2	qualidade	uma boa marca tem boa qualidade
3	Referencias	Um amor que passa de pais para filhos
4		
5	preço	e bom e Não gasto muito dinheiro
6		
7		
8		
9		
10		
11		
12		
13		
14	qualidade durabilidade	Estrategia da marca
15	Experiencia positiva	porque sao as experiencias que temos que moldam o nosso dia-a-dia
16		
17	Preço	poupar
18		
19	Identificacao com a marca	S

20		
21	Fama da Marca	Sei que tens bons produtos
22		
23		
24		
25	Experiencia positiva	Nunca fiquei desiludido
26	Confianca	Sei que os produtos Nao desiludem
27		
28	Experiencia positiva	Gosto de usar e quero mais artigos
29		
30		
31	responsabilidade ambiental	pensar Nao so nos lucros
32	confianca	sei que Nao sou decepcionada
33	responsabilidade social	pegada ambiental
34	Identificacao com a marca	Sao as caracteristica que me faz manter fiel
35		
36		
37		
38		
39	identificacao com a marca	porque gosto dos produtos
40	Qualidade/ durabilidade.	Conheco a concepcao do produto.
41	Experiencia positiva	Todas as Experiencias com a marca foram sempre positivas, mesmo em gamas mais baixas
42		
43		
44	identificacao	apelas as emocoes
45		
46	Responsabilidade ambiental	Porque mais que nada, nos dias de hoje, isso tem muita relevancia, e interessa-me saber, se a minha marca se preocupa com o ambiente, ou apenas em fazer dinheiro.

47	Qualidade/Durabilidade	Saber que tenho retorno no investimento que faco no produto. Saber que corresponde as expectativas.
48		
49		
50	Experiencia positiva	Bons resultados
51	Qualidade	Seguranca
52	Qualidade	Pois tem que saber bem, Nao enjoa mesmo passado anos a beber...
53	Durabilidade	A roupa dura anos e sempre impecavel
54		
55	Experiencia positiva	Gostei quando experimentei
56		
57		
58		
59	identificacao com a marca	porque corresponde aos meus valores pessoais
60	identificacao com a marca	Para alem de a qualidade ser boa tambem se preocupam com a comunidade e com o ambiente