

A Work Project, presented as part of the requirements for the Award of a Master Degree in
Management from the NOVA – School of Business and Economics.

The impact of CSR activities on Trust:

The role of perceived brand authenticity and brand personality

ANA RITA CARDOSO FERREIRA RODRIGUES, 3488

A Project carried out on the Master in Management Program, under the supervision of:

Irene Consiglio

MAY 2018

Abstract

This work studies how the impacts of CSR on trust depend on a brand's personality, while analysing if they are driven by changes in perception of brand authenticity. An experiment was undertaken in which respondents were subject to one of four scenarios which varied in terms of the personality and the existence (or not) of CSR, being then enquired about authenticity and trust. Results demonstrated a significant effect of personality on authenticity and trust, while CSR only affected significantly authenticity. Authenticity was shown to mediate the effect of CSR on trust, indicating the existence of a suppressor variable.

Keywords: Corporate Social Responsibility, Perceived Brand Authenticity, Perceived Brand Personality, Perceived Brand Trust

Table of Contents

Introduction	3
Literature Review	4
Methodology	8
Analysis of Results.....	11
General discussion.....	17
Limitations	18
Future research	18
References	19

Introduction

Firms are increasingly investing in Corporate Social Responsibility (CSR) and in their communication (Chouthoy & Kazi, 2016). CSR consists in a set of practices and activities which entail the voluntary integration of environmental and social concerns in the business operations and their interaction with the stakeholders (Öberseder, Schlegelmilch, Murphy, & Gruber, 2014). Examples of these practises can now be found in sustainability reports, provided by the majority of corporations, with activities that go from providing their employees with new tools and education, to helping communities in need or even the redesign of factories and supply chains in order to incorporate more eco-friendly practises.

In 2004 more than 80% of the Fortune 500 were addressing CSR issues in their websites (Bhattacharya & Sen, 2004) and 90% of them had CSR related activities set in place (Kotler, P., Lee, 2005). Companies started engaging in these type of activities for different reasons: some adopted a reactive approach, as a reaction to negative events associated with the company or industry; some adopted a more proactive approach, where early CSR efforts allowed the company to transmit a goodwill image before eventual crises; whereas the efforts of some other companies can be competition-driven, in an attempt to not lag behind compared to their counterparts, instead of wanting to create real value. (Arvidsson, 2010).

Independently of the approach companies are pursuing, their increased interest in this matter is supported by the already reported positive consequences that CSR brings to firms, due to its positive effect for different groups of stakeholders (consumers, employees, investors, etc.) as well as how they perceive a brand (Janssen, Sen, & Bhattacharya, 2015; Sen & Bhattacharya, 2001; Sen, Bhattacharya, & Korschun, 2006; Suttell, 2003).

There is also a growing concern regarding potential negative effects of CSR. Although these activities could be understood as a means to create a “reservoir of goodwill”, protecting a company from future negative events, in some cases performing CSR activities can actually

amplify the negative effects of a crisis (Janssen et al., 2015). An example is the association customers make between CSR and “window dressing”. Companies may hurt people’s trust by making the customers believe they are only pursuing these types of activities as a distraction from underlying problems (Connors, Anderson-MacDonald, & Thomson, 2017).

For a CSR activity to be efficient, consumers have to consider that it is fitting - the extent to which the corporate mission and the social initiative are similar to each other - with their perceptions of the brand (Becker-olsen, Cudmore, & Paul, 2006). A low fit would be considered inconsistent with prior actions and consequent expectations customer create around the brand.

Therefore, managers need to assess their CSR activities compatibility with how customers perceive their brand. This is of extreme relevance, as wrongly implemented CSR activities can hurt people’s trust on a brand, which then affects customer loyalty and purchase intentions (Eggers, O’Dwyer, Kraus, Vallaster, & Guldenberg, 2013). Prior research has demonstrated the impacts CSR activities generically have on a brand’s trust (Lii & Lee, 2012). However, this work aims at understanding if these impacts depend on a brand’s personality. Additionally, it was evaluated if these impacts were driven by changes in the perception of a brand’s authenticity, as it is strongly related with a brand’s trust (Sundar & Noseworthy, 2016).

Considering the above mentioned this study will address the following research questions: Do the impacts of CSR activities on trust depend on a brand’s personality? Are the changes in a brand’s trust driven by changes in the perception of its authenticity?

Literature Review

CSR activities are based on voluntary decisions to contribute to a better society and environment through the investment in human capital, the relations with the stakeholders and the environment (Commission of the European Communities, 2001). In these are included the economic, social and environmental facets of a business - triple bottom line, - as they are

incorporated within a firm's core business operation (World Business Council for Sustainable Development, 2002).

CSR moves away from Stockholders Theory in which the firm's only purpose is to make a profit (Friedman, 1970), to go hand in hand with Stakeholder Theory in which a business is seen as an aggregation of multiple groups that interact together and create the most value possible for all groups (Freeman, Harrison, Wicks, Parmar, & Colle, 2010).

There are three different types of CSR commonly identified: sponsorship, cause related marketing (CRM) and philanthropy (Lii & Lee, 2012; Polonsky & Speed, 2001).

Sponsorship is the strategic act of investing in an activity, being in cash or kind, in the prospect of a commercial return, from which the firm earns the exposure and image association provided by the activity being sponsored (Meenaghan, 1991).

Cause related marketing is when a company sets itself to make donations to either social causes or non-profit organizations when its clients purchase specific products or services (Smith & Alcorn, 1991), which help the company fulfil both its targets of profits and social responsibility.

Finally, philanthropy is the act of donating money or kind to a cause or entity without the expectation of getting anything in return (Collins, 1994), in this sense, although it can bring benefits for the firm in the long run, the primary benefit is expected to be towards the society.

Therefore, both sponsorship and CRM serve as a bridge between social and economic objectives of firms, being connected with its' marketing resources and goals and hence more strategic (Thorne McAlister & Ferrell, 2002). This study will be focused on sponsorship (although its strategic nature does not differ much from CRM), due to its relation with both social and economic objectives of firms and its capacity to enhance the attitude towards the brand among consumers that are deal-prone (Westberg & Pope, 2014).

Nevertheless, and independently of the type of CSR a firm applies, there is no guarantee that it will create a positive impact on people's perceptions of the brand, as previously mentioned. This is because trust can be perceived differently for companies with different personalities (Sundar & Noseworthy, 2016).

Trust is said to be a crucial component of the bond created between consumers and brands, which represents the ultimate marketing goal (Delgado-Ballester, 2004). Furthermore, it entails two dimensions: reliability and intention. Reliability is the notion that the brand is expected to attain its value promise, which confers predictability and increases the consumers' confidence in the future of the brand; while intention, entails the degree to which consumers consider that the brand will act on their behalf instead of its self-interest, in the event of a crisis. Providing an emotional security to customers as they feel they can rely on the company to not take advantage on them in times of distress.

On the other hand, perceived brand personality is a concept commonly referred to as the "set of human characteristics attributed to a brand". It was divided into 5 dimensions: sincerity, excitement, competence, sophistication and ruggedness (J. L. Aaker, 1997); from which, excitement and sincerity gained more relevance as they detain the majority of variance in the brands' personality ratings and are the two most outstanding in the marketing scene (J. Aaker, Fournier, & Brasel, 2004).

Exciting brands are those that are: daring, spirited, imaginative and up-to-date (J. L. Aaker, 1997); they tend to foster more short term relationships as customers are encouraged to "expect the unexpected", which leads to lower perceptions of quality and sincerity. While sincere brands are: down to earth, honest, wholesome and cheerful; they show consistent behaviour and trustworthiness throughout their history while enabling the creation of both long term relationships and dependability with its consumers (J. Aaker et al., 2004; Sundar &

Noseworthy, 2016). Therefore, sincere brands are expected to lead to higher perceptions of trust than exciting brands.

Perceived brand authenticity has also shown to have a positive effect on trust (Eggers et al., 2013; Napoli, Dickinson, Beverland, & Farrelly, 2014), as a brand being consistent throughout time increases its trustworthiness (Schallehn, Burmann, & Riley, 2014). This issue is ever more relevant as costumers' demand for brand honesty and trustworthiness is increasing (Burnett & Hutton, 2007), with authenticity being deemed as the second most important action a brand can perform when trying to engage and interest its consumers (Barton, Koslow, & Beauchamp, 2014).

Perceived brand authenticity is a construct based on four factors: continuity, credibility, integrity and symbolism (Morhart et al., 2013). Continuity is the ability to remain constant throughout time, while surviving trends and being likely to continue doing so in the future. Credibility is the capacity and willingness to deliver on made promises in a transparent and honest manner. Integrity reflects moral values, pure intentions are the aptitude and pre disposition to stay true to them. And lastly, symbolism portrays symbolic quality, as it provides individuals with references that align with the values, relationships and roles they themselves believe to be crucial. Considering the preceding, perceived brand authenticity is the ability to be perceived as true to itself and its consumers, while being driven by morality and aiding consumers to likewise remain true to themselves.

Considering all the above mentioned, the hypothesis tested in this work are:

H1: CSR will affect perceived brand trust more positively when the brand is perceived as sincere (as compared to exciting).

H2: CSR will affect brand authenticity more positively when the brand is perceived as sincere (as compared to exciting).

H3: Perceived Brand Authenticity mediates the relationship between CSR and trust

Methodology

In order to test the stated hypotheses a quantitative study was undertaken in the form of an online experiment, as the hypothesis presented very precise causal relationships, creating the need for a causal research design. It was presented both in English and Portuguese (Annex 1 and 2) and aimed to gather information about people's perceptions of brand authenticity and trust for brands with different personalities and which implement (or not) CSR activities.

It was distributed amongst a convenience sample due to its affordability and simplicity (despite its limitations, mentioned in more detail later on) and took place between the 30th of April and the 4th of May. Leading to a total of 138 complete answers, the sample's demographic characterization entailed a majority of participants in the age ranges of 23-30 (56%) and 19-22 (27%); predominantly female (64%); mainly from Portugal (88%) and that had completed either a bachelor (51%) or a master (41%).

The experiment was created with four different scenarios in which a fictitious brand was described to the participants, followed by qualitative and quantitative questions. The scenarios described a brand which was either sincere or exciting and that either performed CSR activities or not, with each participant only being able to see one scenario.

The created scenarios address toothpaste as the product both the sincere and exciting brands sell. This was inspired by the brand "Colgate" which in 2017 was deemed as the most trusted brand by The Economic Times and was in the Forbes top 10 companies with the best CSR reputation. Some characteristics from "Colgate" which are standard for sincere brands (J. L. Aaker, 1997) were transposed to the sincere scenarios: its longevity; being recognized as a widely present brand; and its ability to innovate while keeping some of its original products. On the other hand, the exciting brand was described as being imaginative, up-to-date and daring

(J. L. Aaker, 1997). Additionally, the described CSR activities were based on actual initiatives sponsored by the brand.

The study did not use the real brand, in an attempt to eliminate possible bias associated to the already existing relationship the respondents might have with the brand. Considering that the study was interested in understanding the causality relations between the variables, it was important that all participants started from the same reference point, so that, possible different levels of prior knowledge of the brand would not affect the results.

The scenarios presented were as follows:

***Sincere:** Imagine a company that has been producing toothpaste since the early 1900. It is a brand that you remember having used or seen when you were younger, and has been present throughout time. Throughout the years it has created some new flavours and packages, but it still keeps its original product. It is used by all family members and no matter where you go shopping, you know you will must certainly be able to find it.*

***Exciting:** Imagine a company that has been producing toothpaste since the early 1990s. It is a brand that you remember seeing around and is always coming up with new products, packages and flavours. They are different from anything you are used to see. They are constantly changing their formulas, using the most updated ingredients available at the moment. The last product launched is a toothpaste that changes colour according to what you ate in your last meal, making it a new experience every time it is used.*

Participants were randomly assigned to one personality scenario. Next, they were randomly assigned to one of two CSR conditions: present, not present. Participants that had “present” CSR would see the description that follows and participants that had “not present” CSR would go straight to the next section.

CSR: Additionally the brand invests in programs that: provide education and tools to its employees, bring education and smiles to children in need worldwide, and partner with animal shelters to help them find a home.

Following these manipulations, all participants completed a questionnaire aimed at measuring their perceptions of authenticity and trust. It was divided into 4 sections: personality, authenticity, trust and demographics. The first section – personality, - was a manipulation check created to test if the fictitious brand would be associated with the personality it was supposed to represent through the use of Aaker’s Brand Personality Scale (J. L. Aaker, 1997), in which participants were asked to select the most adequate option (eg: “Please indicate to what extent do you think these traits describe the brand that was just introduced to you?” within options like “Down-to-earth, Honest, Daring, Spirited”), from a five-point Likert scale anchored: not at all descriptive – extremely descriptive. The second section – authenticity, - used a 15-item Perceived Brand Authenticity Scale (Morhart et al., 2013), that measures its four dimensions (credibility, integrity, symbolism and continuity), (eg: “X is a timeless brand”, “X is a brand that will not betray you”, “X is a brand with moral principles”, “X is a brand that adds meaning to people’s lives”), using a five-points Likert scale anchored: strongly disagree-strongly agree. Two qualitative questions were added to better understand the reasoning behind respondents’ answers to the scale questions (eg: “Please explain why you think the brand is credible (or not credible)”, “Please explain why you think this brand has integrity (does not have integrity)”). The third section – trust, - used a brand trust scale divided in two dimensions – reliability and intentions, - (eg: “I feel confident in brand X, I could rely on brand X to solve the problem”), (Delgado-Ballester, 2003), and again a five-points Likert scale (anchored: strongly disagree-strongly agree), and a final qualitative open question (eg: “Please explain why you would trust (or not trust) this brand”). Lastly, the fourth section – demographics, - was used to contextualise the sample by asking respondents’ age, gender, nationality and educational level (please see the

complete questionnaire in annex 1 and 2).

Analysis of Results

In order to analyse the data collected through the aforementioned, several tests were undertaken, namely: a manipulation check, two-way ANOVAs and mediation analysis. The qualitative questions were explored through a content analysis in order to gain further insight into participants' thought processes.

Manipulation check. Sincerity was perceived as higher in the personality traits representing sincere brands ($M = 3,7$; $SD = 0,745$) versus personality traits representing exciting brands ($M = 2,99$; $SD = 0,85$; $t(136) = 5,295$; $p < 0,001$). The same validity was true when the test was performed considering the exciting brand, in which the personality traits meant to represent exciting brands were higher ($M = 4,2$; $SD = 0,72$) versus personality traits representing sincere brands ($M = 3,12$; $SD = 0,87$; $t(136) = 8,106$; $p < 0,001$).

With this, it was possible to test that the creation of the scenarios was efficacious since the respondents presented with the sincere brands, tended to give higher scores to the personality traits representing the sincere brand rather than the personality traits representing the exciting brand. Being the inverse also true for the exciting brand, in which respondents gave higher scores to the personality traits representing that type of brand, as desired.

Perception of Brand Authenticity. To examine the effects that CSR and personality have on this measure, multiple two-way ANOVAs were performed, having as dependent variables the different dimensions of authenticity (continuity, credibility, integrity, symbolism).

Perceived Brand Personality had a statistically significant effect on Continuity ($F(1,134) = 60,7$; $p < 0,001$), more specifically, participants presented with a sincere brand indicated a higher sense of the continuity dimension of Perceived Brand Authenticity ($M = 4,5$; $SD = 0,87$) than those presented with an exciting brand ($M = 3,6$; $SD = 0,78$). The same was not true for CSR,

as results demonstrate that the absence of CSR yields a higher perception of continuity ($M = 4,1; SD = 0,08$) versus a lower perception in the presence of CSR ($M = 3,9; SD = 0,085$), even though the effect is merely marginally significant ($F(1,134) = 2,69; p = 0,1$).

For credibility, the effects of personality were statistically significant ($F(1,134) = 33,57; p < 0,001$), with sincere brands resulting in a higher perception of this dimension ($M = 3,895; SD = 0,107$) than exciting brands ($M = 3,06; SD = 0,096$). CSR was merely marginally significant ($F(1,134) = 2,86; p = 0,09$), but resulted in higher perceptions when was present ($M = 3,6; SD = 0,1$) rather than when it was not ($M = 3,356; SD = 0,099$).

For integrity, there was an interaction effect, although not statistically significant, between personality and CSR ($F(1,134) = 1,699; p = 0,195$), which is interesting to analyse since it seems to indicate that for this variable, exciting brands score relatively low when CSR is absent, but when present they come close to sincere brands in the same condition, which can indicate that CSR plays an important role in this dimension. In terms of effects, personality had a statistically significant effect ($F(1,134) = 10,2; p = 0,002$), with sincere brands resulting in a higher perception ($M = 3,7; SD = 0,1$) versus exciting brands ($M = 3,3; SD = 0,09$). CSR was statistically significant ($F(1,134) = 19,5; p < 0,001$), with its presence resulting in a higher perception of integrity ($M = 3,8; SD = 0,098$) than its absence ($M = 3,22; SD = 0,092$).

Finally, in symbolism, personality was significant ($F(1,134) = 5,48; p = 0,021$), with the sincere brand resulting in a higher perception of this dimension ($M = 3,3; SD = 0,125$) than the exciting brand ($M = 2,9; SD = 0,113$); while CSR was statistically significant ($F(1,134) = 7,989; p = 0,005$), and its presence resulted in a higher perception of symbolism ($M = 3,4; SD = 0,122$) than its absence ($M = 2,88; SD = 0,116$).

In order to have a general view on perceived brand authenticity an ANOVA was performed that resulted in a main significant effect from personality ($F(1,134) = 31,2; p < 0,001$), with the

sincere brand resulting in a higher perception of authenticity ($M = 3,85; SD = 0,085$) than the exciting brand ($M = 3,2; SD = 0,077$), which is in line with what was hypothesised and coherent with previous results; and CSR also had a statistically significant effect ($F(1,134) = 5,96; p = 0,016$), with its presence leading to a higher perception of authenticity ($M=3,67; SD=0,08$), than its absence ($M = 3,39; SD = 0,079$).

With this, it was possible to get a better grasp on the effects on perceived brand authenticity as a whole and also divided in its four dimensions. Perceived brand authenticity was shown to be affected by both personality and CSR, although there was no interaction between these variables. What this means is that, isolated, both sincere brands and the presence of CSR lead to higher perceptions of perceived brand authenticity, but the effect of CSR on authenticity does not depend on brand personality and the effect of personality does not depend on CSR, which counters the initial hypothesis that stated “CSR will affect perceived brand authenticity more positively when the brand is perceived as sincere (as compared to exciting).” In terms of the four dimensions of perceived brand authenticity, both credibility and symbolism presented similar results to the previously stated, whereas continuity and integrity did not.

Continuity was the only variable in which the absence of CSR seemed to yield a higher authenticity than its presence (Annex 3). Which is consistent with its definition, since continuity is the ability to remain constant throughout time, while surviving trend and being likely to continue doing so in the future; and CSR activities are somewhat recent and seen as temporary, as mentioned in the qualitative answers (e.g. “I would not trust in the social actions as I think it might be only temporary”). In practical terms, this seems to indicate that managers should adopt CSR activities that are aligned with the company’s values, constant in time and that feel natural in regards to the core business of the company, in order to minimise the negative influence that CSR has on continuity.

Integrity on the other hand, seemed to be significantly affected by sincere brands and the presence of CSR when separated but also when clustered together, and although this interaction was not statistically significant - meaning that these results should be handle with caution, - they seem to indicate that the effect personality causes on integrity is different depending on the presence or absence of CSR (Annex 4). In the sense that, when CSR is present, both sincere and exciting brands have a stronger effect on authenticity, which seems to demonstrate that for this dimension, having CSR activities is better for the brands independently of their personality.

Perceived Brand Trust. To examine the effects that CSR and Brand Personality have on this measure, a two-way ANOVA was performed, having as dependent variable perceived brand trust. There was a significant main effect of personality ($F(1,134) = 24,2; p > 0,001$), with the sincere brand resulting in a higher perception of trust ($M = 3,8; SD = 0,09$) than the exciting brand ($M = 3,09; SD = 0,09$). CSR was observed to be not significant in this measure ($F(1,134) = 0,43; p = 0,5$).

For perceived brand trust, results demonstrated that personality plays a main role in peoples' perceptions, being sincere brands regarded as more trustworthy. In this variable, neither CSR nor CSR clustered with personality were deemed significant, which contrasts with the hypothesis that stated "CSR will affect trust more positively when the brand is perceived as sincere (as compared to exciting)." (Please find in the annex 5 and 6 a summary table and graphs)

Mediating effect. It was hypothesized that CSR affects authenticity positively, which in turn influences trust. In order to test this hypothesis a statistical procedures outlined by Hayes (2013) was followed. Results indicate that authenticity mediated the effect of CSR on trust, as indicated by a significant 95% bootstrap confidence interval for the mediating effect (0,08 ; 0,55). This mediation occurred even though a main effect of CSR on trust was not observed, which might

mean that there is a suppressor variable producing the opposite effect on trust at the same time - thereby nulling the positive impact of CSR through authenticity. In this sense, personality was studied as a potential moderator, although results indicated that the mediation effect outlined above was not mediated by personality.

The mediating effect test, had the purpose of understanding if authenticity mediated the relation between CSR and trust, as hypothesised. And although, as previously stated, there was no main effect of CSR on trust observed, the mediation still occurred. What this means is that, in the analysis of the ANOVA performed, CSR and trust did not seem to be related, indicating that the presence or absence of CSR does not influence perceptions of trust. Nonetheless, authenticity still mediated the effect of CSR on trust, which seems to indicate that there is something absent in the test – a suppressor variable. This suppressor variable was not identified but seems to be creating a negative effect in the model resulting in the non-appearance of a relation between CSR and trust even though this relation exists when mediated by authenticity. Possible reasons for this effect are the ones mentioned in the beginning of this work, in which investing and communicating CSR can lead to negative feelings towards the brand, through the perception that corporations can be taking these actions as a safeguard to underlying problems. Another reason may have to do with the company-cause fit. Participants were presented with real examples of CSR activities performed by a toothpaste company, nevertheless they might not recognise these specific examples as adequate to such type of company, resulting in a negative effect towards trust, as research has shown that customers tend to prefer CSR efforts that seem to naturally follow the company's core business (Zasuwa, 2017).

Content analysis. From the qualitative questions it was possible to get some insights into respondents' thoughts. In an attempt to cluster opinions and find patterns (Bengtsson, 2016), the responses were associated, where possible, with the concepts present in this paper, having as a base their definitions.

When asked about the brand's credibility, respondents tended to justify their beliefs with the longevity and continuity of the brand, being specifically relevant for respondents presented with the sincere scenarios (e.g.: "Time in the market, keeping the original product, value of the brand proofed by large consumer base"; "Proven quality over years").

In terms of the exciting brands, answers were very far apart with scenario 3 respondents (exciting brand with CSR) referencing the unpredictability of the brand as a positive aspect (e.g.: "Because it updates according to the market"), while scenario 4 respondents (exciting brand with no CSR) were more prone to regard it as a negative aspect (e.g.: "I don't think it is credible because this new feature doesn't improve the product in itself it's just an extra marketing thing to attract attention on the product").

This seems to indicate that for sincere brands, the history and consistency is regarded as very important while for exciting brands, the presence of CSR helps to perceive the personality of the brand more positively.

When asked about integrity, CSR seemed to play a significant role, as the participants that were presented with scenarios that had CSR often referred to it as a positive aspect (e.g. "It seems to care about more things besides its profits", "Shows social responsibility", "The help given to employees and social causes"). And then again, brand longevity and continuity scored high in scenarios 1 (sincere brand with CSR) and 2 (sincere brand without CSR) (e.g. "Yes, since it maintains the same product over the years", "Long history", "It has a past, a present and maybe a future"). Indicating the relevance CSR plays in this dimension, independently of the personality, which is in line with the quantitative results.

When asked about trust, reliability seemed to influence many respondents' answers, throughout the different scenarios, even though more significantly the respondents of sincere brands (e.g. "My family has used it for long", "Would trust as it is a well-established brand", "For the safety

it transmits”). Considering that reliability is the extent to which a brand is able to attain its value promise and provide predictability of its future actions, these results seem to indicate that customers give more importance to constancy than to CSR activities for instance. (Please find the complete transcription of the qualitative answers in Annex 7).

General discussion

Overall, and considering all the previously stated results, there are several conclusions that can be made on how CSR and perceived brand personality relate with perceived brand authenticity and perceived brand trust. These results should be handled with caution, since causality is being tested, the sample was rather small and the results were not always statistically significant.

In what regards to the hypotheses stated, the results were not conclusive regarding if CSR affects trust more positively for sincere brands than exciting ones. However, it still holds true that a brand being perceived as sincere yields higher levels of trust. Additionally, both CSR and a sincere personality lead to a brand being perceived as more authentic. Finally, authenticity was shown to mediate the relationship between CSR and perceived brand trust. This seems to indicate that there is a suppressor variable that is cancelling out the positive effect that CSR has in authenticity and, therefore, should have on trust. These results seem to reinforce the importance of perceived brand authenticity.

This work adds on the literature by reinforcing the fact that sincere brands lead to higher perceptions of trust and authenticity (when compared to exciting brands), which is something that managers should keep in mind.

The fact that the effect of CSR on trust for brands with different personalities was inconclusive suggest that further research should be pursued on this issue.

Limitations

The fact that the scenarios were chosen to be fictitious represented a limitation in the sense that the respondents could only base their answers in the available information, which revealed to be not sufficient for many of them. This represents another limitation, since some quantitative answers may have been done randomly in the absence of an “I don’t know” option.

Another limitation was the fact that the study was based on the perceptions people have on the different variables which does not necessarily correspond to reality. To mitigate this problem (as well as to ensure consistency in the results) the questionnaire included more than one question related to each variable and also qualitative questions to better clarify the respondents’ reasoning.

Despite of the efforts to have the most diversified sample possible, the data collection was mainly done through social media channels, which automatically excludes a huge percentage of the elderly population. Moreover, to some extent, the respondents were people within the researcher’s group of contacts which does not necessarily constitute a group representative of the entire population.

Finally, this study was conducted using a specified product, and cannot be extrapolated to other product categories, and it was mainly conducted in two cities of Portugal (Lisboa and Guarda), inhibiting its generalization to the entire country.

Future research

This work intended to close a literature gap, but instead gave room to more and further developed studies. For future research it would be interesting to identify and test variables, in order to find the suppressor variable that caused the negative effect of CSR on perceived brand trust. With that goal in mind it could be interesting to test the proposed variables.

Additionally a bigger and more diversified sample could potentially bring more conclusive results, while adding deeper knowledge on how different groups (for instance, age groups) behave.

Also, different experiments could be made, in which the variant part would be the amount and type of information presented, to study if the content and extension of the data provided influence the perceptions, considering that many respondents stated that they did not have enough information to answer in this work.

References

- Aaker, J., Fournier, S., & Brasel, S. A. (2004). When Good Brands Do Bad. *Journal of Consumer Research*, 31(1), 1–16. <https://doi.org/10.1086/383419>
- Aaker, J. L. (1997). Dimensions of Brand Personality. *Journal of Marketing Research*, 34(3), 347. <https://doi.org/10.2307/3151897>
- Arvidsson, S. (2010). Communication of Corporate Social Responsibility: A Study of the Views of Management Teams in Large Companies. *Journal of Business Ethics*, 96(3), 339–354. <https://doi.org/10.1007/s10551-010-0469-2>
- Barton, C., Koslow, L., & Beauchamp, C. (2014). *The Reciprocity Principle - How Millennials Are Changing the Face of Marketing Forever*. Retrieved from <https://www.bcg.com/publications/2014/marketing-center-consumer-customer-insight-how-millennials-changing-marketing-forever.aspx>
- Becker-olsen, K. L., Cudmore, B. A., & Paul, R. (2006). The impact of perceived corporate social responsibility on consumer behavior, 59, 46–53. <https://doi.org/10.1016/j.jbusres.2005.01.001>

- Bengtsson, M. (2016). How to plan and perform a qualitative study using content analysis. *NursingPlus Open*, 2, 8–14. <https://doi.org/10.1016/j.npls.2016.01.001>
- Bhattacharya, C. B., & Sen, S. (2004). Doing Better at Doing Good: When, Why, and How Consumers Respond to Corporate Social Initiatives. *California Management Review*, 47(1), 9–24. <https://doi.org/10.2307/41166284>
- Brown, S., Kozinets, R. V., & Sherry, J. F. (2003). Teaching Old Brands New Tricks: Retro Branding and the Revival of Brand Meaning. *Journal of Marketing*, 67, 19–33. <https://doi.org/10.1509/jmkg.67.3.19.18657>
- Burnett, J., & Hutton, R. B. (2007). New consumers need new brands. *Journal of Product & Brand Management*, 16(5), 342–347. <https://doi.org/10.1108/10610420710779636>
- Chouthoy, S., & Kazi, R. (2016). En route to a Theory – Building Consumer Brand Commitment through CSR Reputation. *An International Journal*, 8(3), 67–82.
- Collins, M. (1994). Global corporate philanthropy and relationship marketing. *European Management Journal*, 12(2), 226–233. [https://doi.org/10.1016/0263-2373\(94\)90014-0](https://doi.org/10.1016/0263-2373(94)90014-0)
- Commission of the European Communities. (2001). Promoting a European framework for corporate social responsibility. *Commission of the European Communities*, 5(July), 1–37. <https://doi.org/10.1017/CBO9781107415324.004>
- Connors, S., Anderson-MacDonald, S., & Thomson, M. (2017). Overcoming the ‘Window Dressing’ Effect: Mitigating the Negative Effects of Inherent Skepticism Towards Corporate Social Responsibility. *Journal of Business Ethics*, 145(3), 599–621. <https://doi.org/10.1007/s10551-015-2858-z>
- Delgado-Ballester, E. (2003). Development and validation of a brand trust scale. *International Journal of Market Research*, 45(1), 35–54. <https://doi.org/10.1088/1751->

8113/44/8/085201

Delgado-Ballester, E. (2004). Applicability of a brand trust scale across product categories.

European Journal of Marketing, 38(5/6), 573–592.

<https://doi.org/10.1108/03090560410529222>

Eggers, F., O'Dwyer, M., Kraus, S., Vallaster, C., & Guldenberg, S. (2013). The impact of brand authenticity on brand trust and SME growth: A CEO perspective. *Journal of World Business*, 48(3), 340–348.

<https://doi.org/10.1016/j.jwb.2012.07.018>

Freeman, R. E., Harrison, J. S., Wicks, A. C., Parmar, B., & Colle, S. de. (2010). *Stakeholder Theory: The State Of The Art*. *Journal of Chemical Information and Modeling* (Vol. 53).

<https://doi.org/10.1017/CBO9781107415324.004>

Friedman, M. (1970). The Social Responsibility of Business Is to Increase Its Profits.

Corporate Ethics and Corporate Governance, pp. 173–178. https://doi.org/10.1007/978-3-540-70818-6_14

Janssen, C., Sen, S., & Bhattacharya, C. B. (2015). Corporate crises in the age of corporate social responsibility. *Business Horizons*, 58(2), 183–192.

<https://doi.org/10.1016/j.bushor.2014.11.002>

Kotler, P., Lee, N. (2005). *Corporate social responsibility doing the Most Good for Your*

Company and your Cause. <https://doi.org/10.1017/CBO9781139013338.013>

Lii, Y. S., & Lee, M. (2012). Doing Right Leads to Doing Well: When the Type of CSR and

Reputation Interact to Affect Consumer Evaluations of the Firm. *Journal of Business Ethics*, 105(1), 69–81. <https://doi.org/10.1007/s10551-011-0948-0>

Meenaghan, T. (1991). The Role of Sponsorship in the Marketing Communications Mix.

International Journal of Advertising, 10(1), 35–47.

<https://doi.org/10.1080/02650487.1991.11104432>

Morhart, F., Malär, L., Guèvremont, A., Girardin, F., & Grohmann, B. (2013). Brand authenticity: An integrative framework and measurement scale. *Journal of Consumer Psychology, 25*(2), 200–218. <https://doi.org/10.1016/j.jcps.2014.11.006>

Napoli, J., Dickinson, S. J., Beverland, M. B., & Farrelly, F. (2014). Measuring consumer-based brand authenticity. *Journal of Business Research, 67*(6), 1090–1098. <https://doi.org/10.1016/j.jbusres.2013.06.001>

Öberseder, M., Schlegelmilch, B. B., Murphy, P. E., & Gruber, V. (2014). Consumers' Perceptions of Corporate Social Responsibility: Scale Development and Validation. *Journal of Business Ethics, 124*(1), 101–115. <https://doi.org/10.1007/s10551-013-1787-y>

Polonsky, M. J., & Speed, R. (2001). Linking sponsorship and cause related marketing. *European Journal of Marketing, 35*(11/12), 1361–1389. <https://doi.org/10.1108/EUM0000000006484>

Schallehn, M., Burmann, C., & Riley, N. (2014). Brand authenticity: model development and empirical testing. *Journal of Product & Brand Management, 23*(3), 192–199. <https://doi.org/10.1108/JPBM-06-2013-0339>

Sen, S., & Bhattacharya, C. B. (2001). Does Doing Good Always Lead to Doing Better? Consumer Reactions to Corporate Social Responsibility. *Journal of Marketing Research, 38*(2), 225–243. <https://doi.org/10.1509/jmkr.38.2.225.18838>

Sen, S., Bhattacharya, C. B., & Korschun, D. (2006). The role of corporate social responsibility in strengthening multiple stakeholder relationships: A field experiment. *Journal of the Academy of Marketing Science, 34*(2), 158–166. <https://doi.org/10.1177/0092070305284978>

- Smith, S. M., & Alcorn, D. S. (1991). Cause marketing: a new direction in the marketing of corporate responsibility. *Journal of Consumer Marketing*, 8(3), 19–35.
<https://doi.org/10.1108/08876049110035639>
- Sundar, A., & Noseworthy, T. J. (2016). Too exciting to fail, too sincere to succeed: The effects of brand personality on sensory disconfirmation. *Journal of Consumer Research*, 43(1), 44–67. <https://doi.org/10.1093/jcr/ucw003>
- Suttell, R. (2003). Attracting a Quality Workforce. *Buildings*, 97(3), 34. Retrieved from <http://content.ebscohost.com/ContentServer.asp?T=P&P=AN&K=8870216&S=R&D=bsh&EbscoContent=dGJyMNHX8kSeqLM4v+v1OLCmr0qeprdSs6+4TbGWxWXS&ContentCustomer=dGJyMPGusk2uqrZLuePfgex44Dt6fIA%5Cnhttp://search.ebscohost.com/login.aspx?direct=true&db=bsh&AN=887021>
- Thorne McAlister, D., & Ferrell, L. (2002). The role of strategic philanthropy in marketing strategy. *European Journal of Marketing*, 36(5/6), 689–705.
<https://doi.org/10.1108/03090560210422952>
- Westberg, K., & Pope, N. (2014). Building brand equity with cause-related marketing : A comparison with sponsorship and sales promotion, 20(6), 419–437.
- World Business Council for Sustainable Development. (2002). The Business Case for Sustainable Development: Making a Difference towards the Earth Summit 2002 and Beyond. *Corporate Environmental Strategy*, 9(3), 226–235.
[https://doi.org/10.1016/S1066-7938\(02\)00071-4](https://doi.org/10.1016/S1066-7938(02)00071-4)
- Zasuwa, G. (2017). The role of company-cause fit and company involvement in consumer responses to CSR initiatives: A meta-analytic review. *Sustainability (Switzerland)*, 9(6).
<https://doi.org/10.3390/su9061016>

Annexes

Annex 1. Questionnaire in English

Warm-up:

Dear participant,

My name is Ana Rita Rodrigues and I am a Masters' student of Nova School of Business and Economics. I am currently doing my thesis, where I am conducting a research related to Corporate Social Responsibility and branding. For this purpose you will be presented a fictitious brand and its activities and then will be asked to answer questions and give your opinion.

Your answer to this questionnaire will be confidential and anonymous, and it should not take longer than 10 minutes to complete. Your help is very much appreciated and it will be crucial for the completion of my project. Please answer all the questions.

In case you have any doubt or want to be informed about the results of this study feel free to contact me though the email: 22186@novasbe.pt

Thank you for your cooperation.

Scenarios:

Sincere: Imagine a company that has been producing toothpaste since the early 1900. It is a brand that you remember having used or seen when you were younger, and has been present throughout time. Throughout the years it has created some new flavours and packages, but it still keeps its original product. It is used by all family members and no matter where you go shopping, you know you will must certainly be able to find it.

Exciting: Imagine a company that has been producing toothpaste since the early 1990s. It is a brand that you remember seeing around and is always coming up with new products, packages and flavours. They are different from anything you are used to see. They are constantly changing their formulas, using the most updated ingredients available at the moment. The last product launched is a toothpaste that changes colour according to what you ate in your last meal, making it a new experience every time it is used.

CSR: Additionally the brand invests in programs that:

- Provide education and tools to its employees
- Bring education and smiles to children in need worldwide
- Partner with animal shelters to help them find a home

First section - Brand Personality

On a five point scale (1 = not at all descriptive, 5 = extremely descriptive), please indicate to what extent do you think these traits describe the brand that was just introduced to you

(Sincere)

- Down-to-earth

- Honest
- Wholesome
- Cheerful

(Exciting)

- Daring
- Spirited
- Imaginative
- Up-to-date

Second Section – Perceived Brand Authenticity

On a five point scale (1 = strongly disagree, 5 = strongly agree), please indicate to what extent do you agree or disagree with the following, considering the brand that was just introduced to you

(Continuity)

1. X is a brand with history
2. X is a timeless brand
3. X is a brand that survives time
4. X is a brand that survives trends

(Credibility)

1. X is a brand that will not betray you
2. X is a brand that accomplishes its value promise
3. X is an honest brand

Please explain why you think this brand is credible (or not credible)

(Integrity)

1. X is a brand that gives back to its consumers
2. X is a brand with moral principles
3. X is a brand true to a set of moral values
4. X is a brand that cares about its consumers

(Symbolism)

1. X is a brand that adds meaning to people's lives
2. X is a brand that reflects important values people care about
3. X is a brand that connects people with their real selves
4. X is a brand that connects people with what is really important

Please explain why you think this brand has integrity (does not have integrity)

Third Section – Perceived Brand Trust

On a five point scale (1 = strongly disagree, 5 = strongly agree), please indicate to what extent do you agree or disagree with the following, considering the brand that was just introduced to you

(Reliability)

1. X is a brand that meets my expectations
2. I feel confident in the brand X
3. X is a brand that never disappoints me
4. X brand guarantees satisfaction

(Intentions)

1. X brand would be honest and sincere in addressing my concerns
2. I could rely on X brand to solve the problem
3. X brand would make any effort to satisfy me
4. X brand would compensate me in some way for the problem with the product

Please explain why you would trust (or not trust) this brand

Forth Section - Demographics

- Age:
 - o <18
 - o 19-22
 - o 23-30
 - o 31-41
 - o 42-52
 - o 53-65
 - o >65
- Gender:
 - o Male
 - o Female
- Nationality
 - o "Drop down list"
- Level of Education
 - o Elementary school
 - o Middle school
 - o High School
 - o Undergraduate
 - o Master
 - o PhD

Wrap-up:

Thank you very much for your participation in this survey.

Ana Rita Rodrigues

Annex 2. Questionnaire in Portuguese

Warm-up

Caro participante,

O meu nome é Ana Rita Rodrigues e sou aluna de Mestrado na Nova School of Business and Economics. Estou neste momento a escrever a minha tese, na qual estou a estudar Responsabilidade Social e Marca

Com este propósito ser-lhe-á de seguida apresentada uma Marca Fictícia e suas atividades sobre a qual se deverá depois basear para responder a perguntas e dar a sua opinião.

As suas respostas serão confidenciais e anónimas e o questionário demorará cerca de 10 minutos. A sua participação será crucial para o projeto.

Em caso de dúvida ou interesse nos resultados do estudo poderá contactar-me através do email: 22186@novasbe.pt

Cenários:

Sincere: Imagine uma empresa que produz pasta de dentes desde o início de 1900.

É uma marca que se lembra de ter usado e visto quando era mais novo(a), e que tem estado presente ao longo do tempo.

Tem criado novos sabores e embalagens, mas ainda mantem o produto original.

É usada por toda a família e, independentemente de onde vá às compras, sabe que certamente irá encontrar esta marca.

Exciting: Imagine uma empresa que produz pasta de dentes desde o início de 1990.

É uma marca que se lembra de ter usado e visto e que está sempre a lançar novos produtos, embalagens e sabores.

Muda constantemente as suas fórmulas, usando os ingredientes mais recentes disponíveis no mercado.

O último produto lançado é uma pasta de dentes que muda de cor dependendo do tipo de alimentos ingeridos na última refeição, criando uma experiencia diferente sempre que é utilizada.

CSR: Adicionalmente a marca investe em programas que:

- Providenciam educação e recursos aos seus empregados
- Trazem educação e sorrisos a crianças necessitadas em todo o mundo

First Section - Brand Personality

Numa escala de 5 pontos (1 = nada descritivo, 5 = extremamente descritivo), por favor indique em que medida estas características descrevem a marca que lhe acabou de ser introduzida

(Sincere)

- Terra-a-terra
- Honesta
- Sã
- Alegre

(Exciting)

- Ousada
- Vivaz
- Imaginativa
- Atualizada

Second section – Perceived Brand Authenticity

Por favor indique em que medida concorda ou discorda com as seguintes frases (1 = Discordo fortemente, 5 = Concordo fortemente) considerando a marca que lhe foi introduzida

(Continuity)

1. X é uma marca com história
2. X é uma marca intemporal
3. X é uma marca que sobrevive ao tempo
4. X é uma marca que sobrevive às tendências

(Credibility)

1. X é uma marca que não o(a) trairá
2. X é uma marca que atinge a sua promessa de valor
3. X é uma marca honesta

Explique, por favor, porque pensa que esta marca é credível (ou não é credível)

(Integrity)

1. X é uma marca que compensa os seus consumidores
2. X é uma marca com princípios morais
3. X é uma marca verdadeira a um conjunto de valores morais
4. X é uma marca que se preocupa com os seus consumidores

(Symbolism)

1. X é uma marca que acrescenta significado à vida das pessoas
2. X é uma marca que reflete valores importantes e com os quais as pessoas se preocupam
3. X é uma marca que conecta as pessoas com o seu verdadeiro eu
4. X é uma marca que conecta as pessoas com o que realmente importa

Explique, por favor, porque pensa que esta marca tem integridade (ou não tem integridade)

Third Section – Brand Trust

Por favor indique em que medida concorda ou discorda com as seguintes frases (1 = Discordo fortemente, 5 = Concordo fortemente) considerando a marca que lhe foi introduzida

(Reliability)

1. X é uma marca que corresponde às minhas expectativas
2. Eu sinto confiança na marca X
3. X é uma marca que nunca me desaponta
4. X é uma marca que garante satisfação

(Intentions)

1. A marca X seria honesta e sincera a responder às minhas preocupações
2. Eu poderia confiar na marca X para resolver problemas

3. X é uma marca que faria qualquer esforço para me satisfazer
4. X é uma marca que me compensaria de alguma forma por problemas com o produto

Explique, por favor, porque confiaria (ou não confiaria) nesta marca

Forth Section – Demographics

Idade:

- <18
- 19-22
- 23-30
- 31-41
- 42-52
- 53-65
- >65

Sexo:

- Masculino
- Feminino

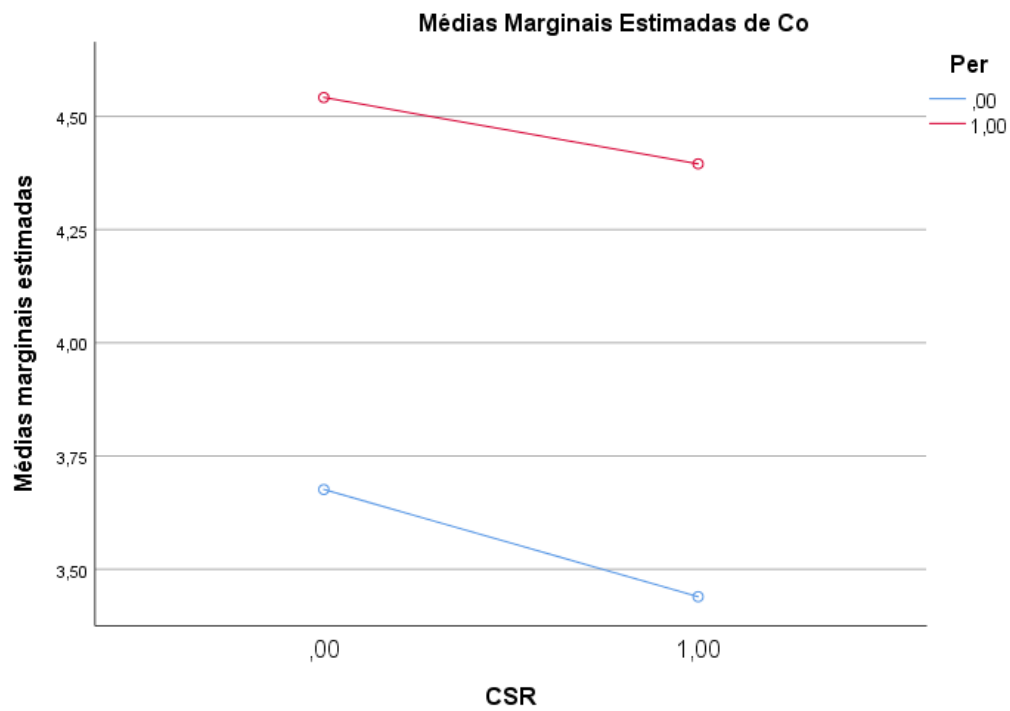
Nacionalidade:

- “Drop down list”

Nível de educação:

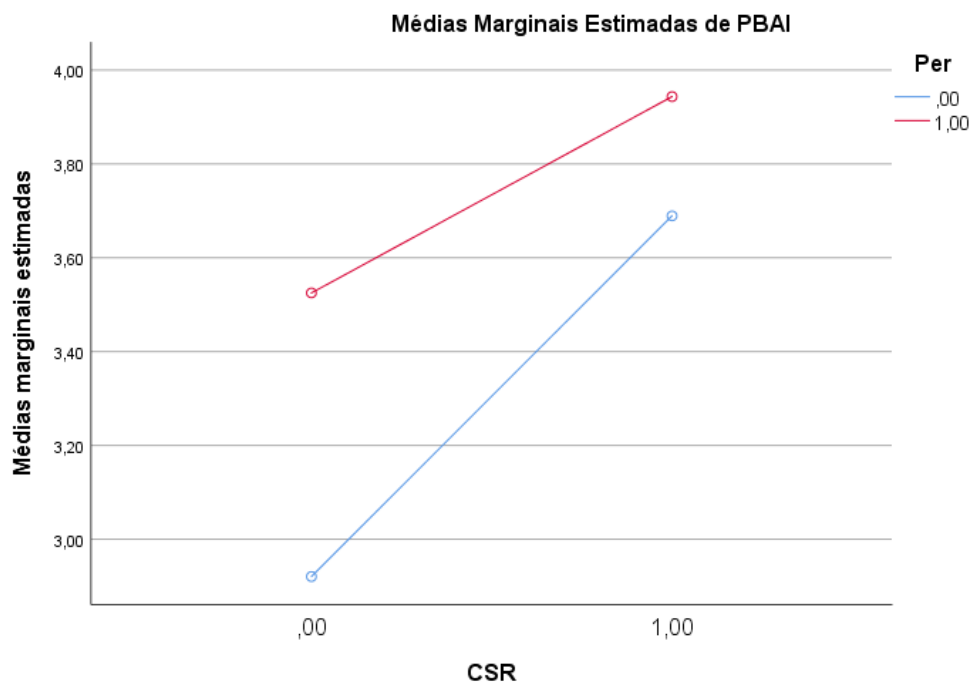
- Escola Primária
- Escola Básica
- Escola Secundária
- Licenciatura
- Mestrado
- Doutoramento

Annex 3. Perceived Brand Authenticity – Continuity



Personality 0: exciting brand; Personality 1: sincere brand; CSR 0: not present; CSR 1: present.

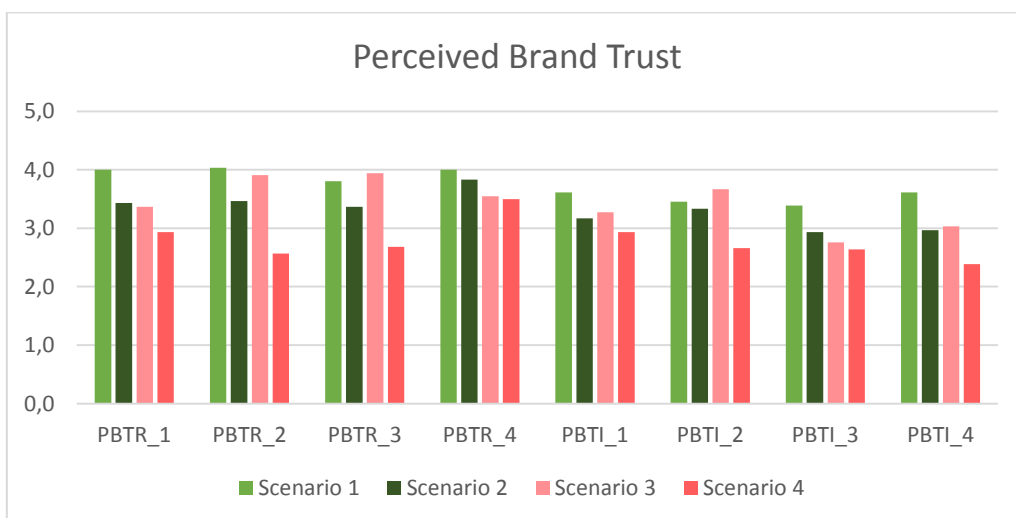
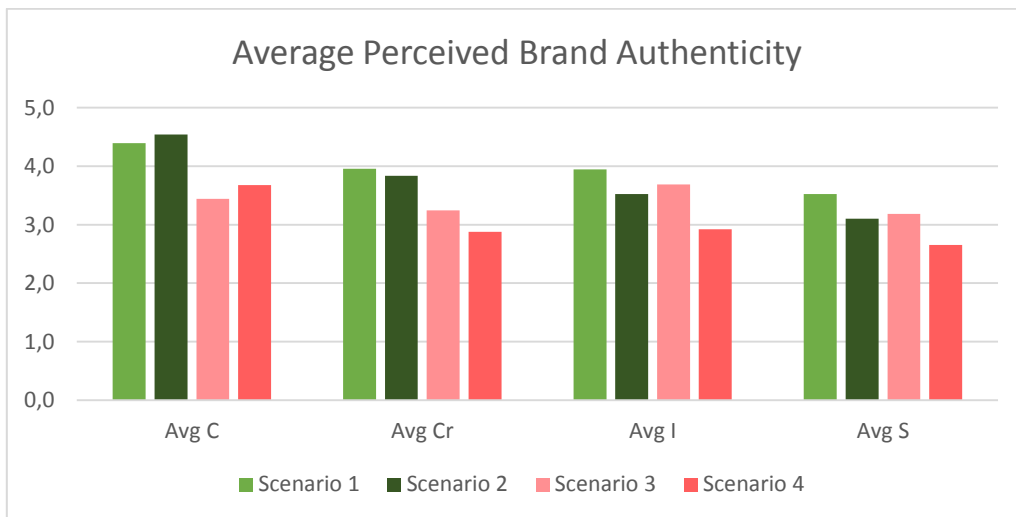
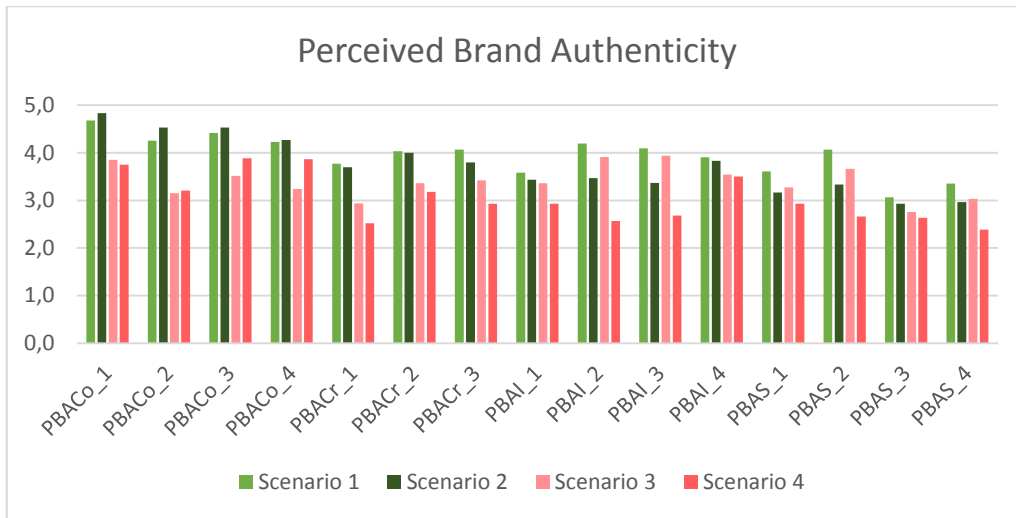
Annex 4. Perceived Brand Authenticity - Integrity

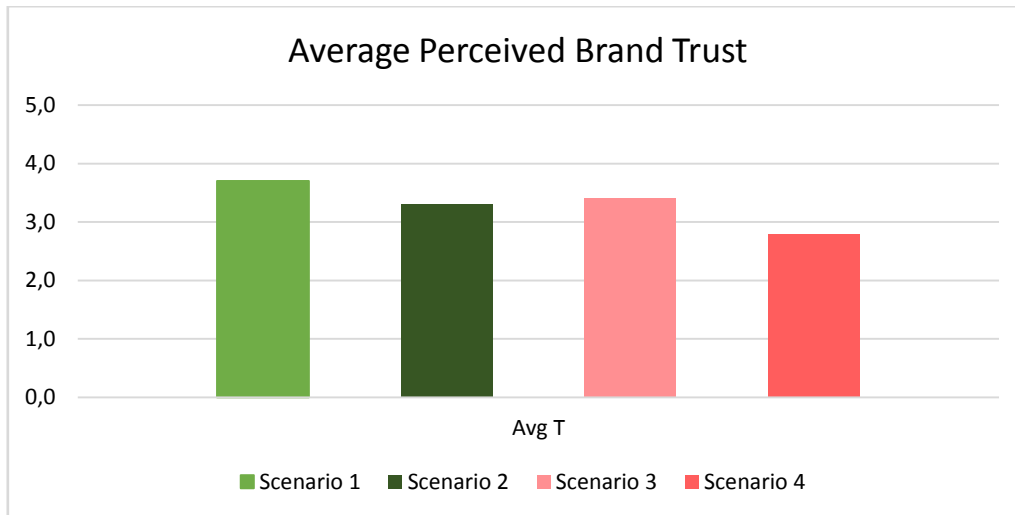


Personality 0: exciting brand; Personality 1: sincere brand; CSR 0: not present; CSR 1: present.

Annex 5. General graphical representations

Scenarios: 1: Sincere Brand with CSR; 2: Sincere Brand without CSR; 3: Exciting Brand with CSR; 4: Exciting Brand without CSR





Annex 6. Summary Table

		Perceived Brand Authenticity	Continuity	Credibility	Integrity	Symbolism	Perceived Brand Trust	
Per x CSR	F	0,432	0,149	0,694	1,699	0,096	0,75	
	p-value	0,512	0,7	0,4	0,195	0,758	0,39	
Per	F	31,2	60,7	33,57	10,2	5,48	24,2	
	p-value	0,0	0,0	0,0	0,002	0,021	0,0	
	Sincere	M	3,85	4,5	3,895	3,734	3,3	3,8
		SD	0,085	0,87	0,1	0,1	0,125	0,1
	Exciting	M	3,2	3,6	3,06	3,3	2,9	3,09
		SD	0,077	0,78	0,096	0,09	0,113	0,09
CSR	F	5,96	2,69	2,861	19,5	7,989	0,43	
	p-value	0,016	0,1	0,093	0,0	0,0	0,5	
	Yes	M	3,67	3,9	3,6	3,8	3,4	3,5
		SD	0,083	0,085	0,1	0,098	0,122	0,098
	No	M	3,39	4,1	3,356	3,22	2,88	3,38
		SD	0,079	0,08	0,099	0,092	0,116	0,09

Annex 7. Qualitative Answers

Please explain why you think this brand is credible (not credible)	
Scenario 1	
1.	they have been around for over a century and will probably be around for another century, even though they don't follow trends they try to be innovative and release

<p>new flavors from time to time. it's a must have for families and will continue to be so. helping others and providing education for children in need is something every company should strive to do.</p>
<p>2. É credível porque tem apostado na inovação mas ao mesmo tempo fiel ao seu produto original</p>
<p>3. It has been around for long, and gives back to society.</p>
<p>4. It's community values</p>
<p>5. Long usage in family</p>
<p>6. Tempo no mercado gera confiança na marca e segurança na qualidade dos seus produtos</p>
<p>7. Time in the market, keeping the original product, value of the brand proofed by large consumer base</p>
<p>8. Credibility is not just earned by simple marketing measures, lasting for a long time or claiming to do important social contributions that I, as a customer, cannot test for credibility that easily</p>
<p>9. Apesar de criar novos produtos continua a manter o original, assim sei que posso sempre confiar</p>
<p>10. Pelo trabalho realizado fora do espectro dos objetivos da empresa</p>
<p>11. it has lasted</p>
<p>12. Porque, é muito difícil sobreviver tantos anos sem que tenhas um pouco de credibilidade. Se o conseguiste fazer é porque tens consumidores fiéis à marca que passam o hábito de geração em geração</p>

13. É credível, por estar no mercado há tantos anos
14. Persistência no mercado mostra credibilidade
15. It's credible because it is a toothpaste company
16. Has been operating on the market for a long time (and survived) and, through its actions (help children,...) has shown some social responsibility
17. Por ser uma marca que perdura no tempo
18. Tem muitos anos, adapta-se à evolução e é criativa.
19. has been around for ages and everyone keeps using it
20. Proven quality over years
21. É credível porque a marca já existe a muito tem conseguido sobreviver e está envolvida em várias acções sociais que demonstra o trabalho/lucro da empresa e investimento.
22. Aparenta ser credível porque investe parte dos seus lucros em projectos sociais
23. 118 anos de negócio ultrapassa muitas mudanças na forma de pensar dos consumidores e dos negócios
24. É uma marca que tem muitos anos de existência
25. Está no mercado há mais de 100 anos, mantem os mesmos produtos que a minha avó usava. sei que posso usar e que vou gostar. sei com o que contar. e para alem disso

está presente onde eu vou ás compras
26. O facto de manter o produto original permite não alienar os consumidores “originais” que permitiram à marca ter sucesso
27. factor tempo
28. Historical background (a brand can only prevail so much if it is honest with its consumers)
29. Longevidade, manutenção produto base e apoios sociais
30. está presente desde 1900.
31. Penso que esta marca é credível por estar no mercado há tantos anos e ainda manter a sua marca original, revelando que tem um produto no qual as pessoas acreditam e confiam
Scenario 2
1. Idade
2. Sendo uma marca tão antiga, não conseguiria manter a sua presença no mercado se não oferecesse qualidade.
3. Old but still produced
4. É credível porque cumpre com a maioria das expectativas criadas
5. Uma marca só dura tanto se não tiver concorrência ou cometendo ilegalidades e imoralidades.

6. O facto de a marca ter permanecido durante mais de 100 anos no mercado leva a crer que, em termos organizacionais, os incentivos estão alinhados para que a marca seja gerida de uma forma que não fira a sua reputação e, conseqüentemente, seja credível nas suas acções.
7. Because I never faced any issue while I used it all these years
8. Está presente há bastante tempo no mercado logo será credível
9. Continua a ser vendida e utilizada.
10. É credível pois está no Mercado há mais de 100 anos e continuando a estar presente em qualquer superfície. Tem inovado em certos aspectos mas mantém o carácter original tornando-a intemporal
11. History
12. Por ser antiga e usada por todos
13. porque é usada habitualmente
14. Uma empresa vanguardista está sempre à frente do seu tempo. Arriscar é vantajoso.
15. Se usamos é porque tem qualidade no produto
16. tem resistido ao longo do tempo
17. Longevidade

18. É credível, porque dá confiança ao consumidor
19. Toda a família usa
20. Porque procura ir de encontro ao que os consumidores procuram
21. It managed to stay in the market for years
22. Pela qualidade demonstrada ao longo dos anos
23. É uma marca que persiste no tempo e esse factor confere-lhe determinada credibilidade
24. all of the family can use it
25. pelo tempo que dura
26. porque a conheço
27. Pelo resultado visível com o uso
28. It has lasted for generations. And people I trust have recommended it.
29. Porque mantém o produto original apesar de apresentar outros produtos mais recentes, mantendo a satisfação dos clientes habituais ao não retirar do mercado o produto a que estão habituados. Por outro lado, procura inovar e apresentar outros produtos que possam trazer mais vantagens e conquistar novos clientes.
30. Apesar de estar há muito tempo no mercado não há muita informação relativa ao

produto/empresa.
Scenario 3
1. É credível por revolucionar-se ao longo do tempo (o mercado adere)
2. Innovation
3. É criativa porém todo o CSR será verdade?
4. Credible: They have a healthy business model and a social awareness
5. Na minha opinião não vai ser muito credível pois não vai haver cores suficientes para todos os alimentos
6. Penso que a marca é credível pelo longo conhecimento que tenho dela
7. The constant quality and for helping social causes
8. Elogia-se demasiado
9. Color toothpaste is weird
10. Pelo facto de já estar no mercado à algum tempo, mostra que tem que ter credibilidade para que isto aconteça. Para além disso está constantemente a inovar o que mostra uma preocupação com o consumidor.
11. Mantém-se sempre actualizada, mas o último produto que muda de cor conforme os últimos alimentos ingeridos leva a uma associação de um produto com demasiados

químicos, e por isso não muito credível
12. Because of how old it is
13. A marca assenta a sua proposta de valor na inovação constante. A credibilidade vem da forma como sustentam esta inovação: têm laboratórios? Certificações? São os primeiros do mercado?
14. The fact that they had the idea to show colors for each type of food that we eat is every original but for me it's just another excuse to sell it more expensive and make money but at the same time they contribute to the well being of many causes so I would say that they are pretty credible!
15. The description seems too "rainbow and unicorns" , it would be more feasible if the impact was stated in numbers and facts as "we are helping 100 animals by providing hygiene tools to shelters"
16. I don't have enough information to answer this.
17. Pela inovação
18. IDK
19. Porque inova e esforça-se por estar a par das novidades do mercado, criativa ao criar diferentes experiências conforme a anterior refeição e porque apoia projetos de caridade
20. Porque inova e esforça-se por estar a par das novidades do mercado, criativa ao criar diferentes experiências conforme a anterior refeição e porque apoia projetos de caridade

21. é credível pelos anos de existência, porque se preocupa com o meio envolvente e com o seu staff e porque tenta satisfazer os seus consumidores da maneira mais eficiente possível
22. Porque atualiza-se consoante o mercado
23. É credível pelos anos que tem no mercado e capacidade de adaptação.
24. Não credível uma vez que outras marcas fazem o mesmo para salvaguardar os seus interesses
25. Tanta diversidade e empenhamento parece-me suspeito.
26. Apesar de estar no mercado há muitos anos, está constantemente a mudar o seu produto, o que para mim é mau, já que se houver um produto que eu goste muito sinto que posso um dia tentar comprar e ele tenha sido descontinuado
27. Given it has been around for so many years you would assume its credible
28. pela idade e pelas campanhas que apoia
29. Respects the company workers, contributes with worldwide children and animal protection
30. Os produtos aparentemente inovadores e as acções sociais não são suficiente para determinar a credibilidade. A credibilidade avalia-se com os resultados positivos ou não dos seus produtos. Se fazem aquilo que anunciam e se são seguros para o consumidor.
31. Contant update

32. I think it is credible since its on the market for almost 30 years
33. Apesar de no texto inicial não ter sido mencionado directamente algo sobre a credibilidade, o facto de esta estar presente no mercado desde 1990 e reconhecida pelos consumidores advém que há de ter uma certa credibilidade.
Scenario 4
1. By changing the product so frequently, I feel that the brand focuses more on cheap money making schemes than good quality.
2. É uma marca que se mantém no mercado durante muito tempo, e portanto do ponto de vista do consumidor é boa
3. Muita inovação, mas sem um longo período de vida ainda. Sem informação sobre resultados económicos.
4. Unless there is a revolution in toothpaste industry, it is something that'll be taking parts in our lives. Without much change to the industry and the product itself, the credibility of the brand shouldn't change that much over time. Since the company seems to be around for a while, I assumed that the brand is credible
5. Embora o descritivo aponte para uma marca que “diz ao que vem” isso não lhe confere credibilidade
6. A ideia de inovação é boa mas porém ao dizer que varia e proporciona uma nova sensação causa alguma duvida em certos tipos de consumidores
7. A
8. (not credible enough) I fail to see why the colours changes/ properties of the toothpaste change depending on what you eat in the last meal, if the toothpaste is

aimed for the teeth (and its characteristics).
9. History
10. Porque tem muitos anos de comércio e esforça-se por se manter atualizada
11. Mudança de cor consoante os alimentos
12. é consistente
13. Penso que não é credível. Para mim uma pasta de dentes só precisa de ser eficaz a lavar os dentes. Não me faz sentido esta marca incorporar na sua receita ingredientes supérfluos para este efeito.
14. Apenas foram descritas características dos produtos, não é possível criar uma opinião tendo por base apenas isso
15. I cannot say whether they are credible from the description.
16. Visto que utiliza os últimos produtos do mercado e está sempre em actualização, deve dedicar-se a estudar os produtos, por isso deve ser credível
17. Mainly for the time it has been inserted in the market
18. Não sei se o é pois não conheço a sua honestidade ao longo do tempo.
19. Ainda não a usei. Por isso não sei se é ou não credível.
20. There's no information that allows us to see the products credibility

21. credível por se manter no mercado desde 1990
22. isso deve de fazer cancro
23. Produtos pouco realistas
24. Pelos dados apresentados de forma objetiva
25. Falta de dados informativos.
26. -
27. Pouco credível caso os novos produtos vão substituindo, e não complementando, os produtos mais antigos. Assim torna-se fácil que consumidores se sintam traídos ao verem substituídas versões do produto que lhes agradava.
28. nada me dá a entender se ela é credível ou não
29. Não tenho dados para aferir se é credível
30. I don't think it is credible because this new feature doesn't improve the product in itself it's just an extra marketing thing to attract attention on the product
31. Sim
32. Pois os produtos são criados para as necessidades dos clientes
33. É credível porque tenta atingir as metas a que se propõe perante o seu consumidor

34. pq nao tem ingredientes naturais e organicos
35. Não sei.
36. Não é credível porque apesar de se manter a par das tendências, a constante mudança do produto nem sempre é boa se o produto em si já é excelente e tem um público fixo.
37. Considero credível, devido ao número de anos em que se encontra no mercado. Com a enorme oferta que encontramos hoje em todos os setores, continuar com a produção atribui à marca uma maior credibilidade e confiança dos consumidores. Tal demonstra a qualidade do produto e a capacidade de se reinventar.
38. Pode ser considerada credível uma vez que o normal neste tipo de marcas é promover uma melhor limpeza dos dentes e esta preocupa-se com o facto de promover uma nova experiencia ao cliente podendo assim a compra destes produtos uma busca para uma nova forma de fazer um acto do quotidiano.
39. It's been around for almost 30 years and keeps innovating
40. Por tentar estar sempre a actualizar pode as vezes dar resultados decepcionantes
41. “ diz ao que vem “ (honesta) ”,
42. Porque parece irreal
43. A brand that is that focused on perception seems like it value shock value more that usefulness and living up to standards
44. Prometo coisas que à partida parecem demasiado irrealis

<p align="center">Please explain why you think this brand has integrity (does not have integrity)</p>
<p align="center">Scenario 1</p>
<p>1. they have a strong moral compass about helping others and setting examples for people to follow</p>
<p>2. Penso que tem devido as medidas de responsabilidade social que adotou</p>
<p>3. I don't think I have enough information to assess that.</p>
<p>4. It gives back to its consumers</p>
<p>5. Long history</p>
<p>6. Tem sido constante ao longo do tempo e promove causas sociais importantes no entanto o facto de dizer ajudar colaboradores, crianças e animais parece-me um pouco de mais (demasiado bom) e sem foco o que me faz desconfiar da sua veracidade e da própria marca.</p>
<p>7. Enrolls on programs related (or non-related) with the brand, keeps promise of value for a large number of years</p>
<p>8. I have troubles to read that much into a company that produces tooth paste. I cannot imagine that it actually touches more of people's life than the cleanliness of their teeth</p>
<p>9. Para além de existir há muito tempo , mantem o produto original e ainda faz atividade para desenvolver a comunidade à sua volta em vez de estar meramente preocupada em fazer lucro</p>

10. Por gastar recursos em ações de ajuda
11. i don't know the brand...
12. apoia causas importantes e é confiada inter-geracionalmente
13. Sim, já que mantém o mesmo produto há anos
14. Descontextualizado
15. It seems to Care about more than it's profits
16. Shows social responsibility
17. Aposta em valores
18. tem alguns anos e sem integridade já teria desaparecido
19. focuses on families and being trustworthy for everyone, from the youngest to the oldest, never compromising its quality.
20. We use it since my grandmother
21. tem vários produtos que demonstra que se atualiza mas mantém a fidelidade dos consumidores ao manter também o produto original.
22. É íntegra porque reflecte valores importantes
23. Não posso responder sem saber como trata os colaboradores

24. Tem acções com uma componente moral positiva por isso tem integridade
25. existe "desde sempre". já os meus avos utilizavam, faz coisas que ajudam a comunidade em vez de se focar só nas vendas
26. Não acho que se possa concluir se a marca é ou não “íntegra” com os exemplos dados. Haverá muitas marcas que apostam em programas de CSR sem que no entanto sejam íntegras. Para medir a integridade estaria mais preocupado em perceber as políticas internas de gestão (por ex ha corrupção na empresa? Como tratam os empregados? Benefícios dos produtos correspondem ao anunciado aos clientes?etc)
27. não tenho dados para responder a isto
28. Same reason as before
29. Apoio a causas sociais
30. manteve as origens desde 1900 (logotipo)
31. Na minha opinião, não pareceu ser uma marca desonesta nem especialmente íntegra. As suas iniciativas de responsabilidade social pareceram-me um pouco vagas e desconexas, portanto não fiquei certa de que é uma marca íntegra porque é de facto algo que a define ou porque o faz tendo em vista a reputação do negócio
Scenario 2
1. tem um passado, presente e talvez futuro
2. Não tenho dados para comentar quanto à integridade da marca.

3. Continuous
4. É uma marca com integridade porque não tem um pensamento egocêntrico
5. É uma marca que conseguiu chegar a todo o lado. Mas de onde vêm os ingredientes? Como trata os empregados? Que táticas usa no mercado? Quem subornou para contornar leis?
6. Não existem elementos suficientes para considerar se a marca é ou não íntegra; porém, se se manteve no mercado durante tanto tempo, tal faz pressupor que acomoda as preocupações e necessidades dos seus consumidores no que ao comportamento moral da empresa diz respeito.
7. Never heard any controversy about it
8. Manteve a sua imagem intocada ao longo dos anos
9. Talvez pela base de utilizadores e ser duradora, na medida que continua a ser vendida
10. Tem integridade pois conseguiu manter as suas linhas originais e o seu nome durante mais de um século, não alterando as suas bases nem se vendendo a outras Marcas ou Empresas
11. History
12. Por manter a mesma imagem
13. Integridade têm ou não, as pessoas

14. A integridade desenvolve-se ao longo dos anos de vida da marca. Satisfazer o cliente é crucial. O foco é trabalhar para o cliente e saber quais as suas verdadeiras necessidades.
15. Porque esta atualizada
16. integra pq tem mantido os consumidores
17. Longevidade
18. Não sei
19. Antiga
20. Porque procura manter os seus ideiais/valores
21. Same as the previous question
22. Z
23. É difícil avaliar se uma marca apresenta integridade ou não baseando somente na informação cedida.
24. i dont know
25. pode se confiar
26. porque se perpetua no tempo

27. Pela sua intemporalidade
28. It has been around for a very long time & the majority of people trust it.
29. Tem integridade porque permite uma opção livre e consciente da escolha do produto sem impor o produto mais recente.
30. Antiguidade não representa totalmente valores morais.
Scenario 3
1. Pelos apoios que presta, poderá ser integra
2. Helps others
3. Porque parece preocupar-se com as tendências e com os consumidores
4. Don't have enough data to answer.
5. Penso que não influencia a personalidade das pessoas
6. Pelos valores que defende
7. The help given to employees and social causes
8. tenta passar uma imagem que mais nenhuma marca de pastas de dentes consegue alcançar os feitos desta empresa .
9. Why should it?

10. Pela informação que é dada, é sugestivo que seja uma marca com integridade.
11. Não houve nenhum dado que me levasse a pensar que a marca era ou não íntegra
12. it has integrity because it invests in people
13. Tem porque procura sempre as ultimas novidades para apresentar aos seus consumidores.
14. They could try harder to put more natural ingredients on their formulas instead of putting colours
15. It has as it is relate with social causes
16. The brand doesn't care just about the business but in helping the others
17. Considerando a apresentação inicial da marca
18. n/a
19. Porque defende valores como deixar un sorriso às crianças mais necesitadas
20. Parece ter, embora efetivamente não existam dados que nos digam isso.
21. Tem integridade devido à preocupação com o meio envolvente, com problemas sociais e com o seu staff
22. Mostra-se preocupada com a sociedade
23. A capacidade de inovação do produto não é propriamente uma demonstração da sua

preocupação com o que realmente importa às pessoas e aos consumidores
24. Não faz muito sentido uma pasta que muda de cor, que não terá grande efeito na proteção do consumidor
25. Não fala de preço... justo
26. tem integridade porque faz actividades boas para a sociedade e o mundo
27. The initiative for animal shelters seems like a good indication
28. pelos valores morais
29. The brand shows very important and strong moral values
30. Tem integridade pelas acções sociais que realiza.
31. social projects
32. The brand invests some of its profits in social programs
33. Esta marca acaba por ter integridade dado que desenvolve programas não só para os seus colaboradores mas também outros que possam usufruir dos serviços da indústria.
Scenario 4
1. The brand seems incredibly superficial and does not care about the product, only about profit
2. Não deve ser uma marca que desiluda porque senão o consumidor já usaria outra

3. -
4. I'm not so sure about integrity part as there is insufficient information given to me. But I think it's a positive characteristic of the company to attempt to adapt their product to consumers everyday lives.
5. Ver resposta anterior
6. Não existem detalhes que me permjtam concluir sobre a integridade
7. A
8. Fail to identify the connection between its value proposition with the customer and company values. (lose thoughts)
9. History
10. Julgo que tem integridade na medida em que existe e se mantém desde 1990, por isso suponho que tem clientes fiéis
11. Está sempre a inovar por isso considero ser integra para os seus clientes
12. honesta
13. Esta marca não tem integridade porque o seu foco não é proporcionar ao consumidor uma lavagem de dentes eficiente mas sim vender mais.
14. Mais uma vez não é fácil criar uma opinião apenas com o texto mostrado
15. Moral integrity was not mentioned in the description

16. Com os dados fornecidos não consigo concluir se a marca tem ou não integridade
17. From the brand's introduction I have no opinion towards this brand's integrity
18. Deduzo que tenha por já estar há varios anos no mercado, mas não a conheço para poder ter certezas em relação à sua integridade
19. Não conheço!
20. The brand has integrity because they keep producing the same type of products
21. integridade associado á credibilidade
22. ?
23. Atributos pouco representativos
24. pela objetividade. Quando se quer esconder alguma coisa a conversa costuma ser muita e subjetiva
25. Tinha integridade se pudesse ter um impacto positivo na saúde do consumidor.
26. -
27. Tem pouca, pois mostra-se mais susceptível às variações do mercado que às pessoas que, entretanto, fideliza.
28. mesma coisa, nada me dá a entender se ela tem integridade ou não
29. Não tenho dados para aferir a integridade da marca.

30. This brand is improving over time but isn't offering sustainable solutions or trying to find more environmentally friendly products
31. Nada na descrição da marca me fez ter uma opinião se a marca é íntegra ou não
32. o facto de estar sempre a mudar talvez não demonstre muita integridade
33. Tem integridade porque se preocupa com os seus valores e a princípios e tenta demonstrar isso mesmo ao seu consumidor
34. para mim as pastas de dentes desta marca não fazem bem a saúde
35. Não sei.
36. Porque continuam numa constante evolução e numa melhoria do que é o produto e do acham que deveria ser
37. Concordo, porque ao longo do tempo surgem novas pesquisas científicas, que fornecem à marca novos dados, e que lhe permitem melhorar o produto e transparecer preocupação
38. Tem integridade se o princípio base for sempre o de proporcionar novas experiências e alegrias aos seus clientes
39. I'm leaning to believe it has because it has been in the market for a while and there was no information
40. Não tenho informação suficiente
41. Uma pasta de dentes serve para a higiene oral e não “ para mudar de cor”
42. É irrealista

43. It has a strong image, but low reliability. It all seems gimmicky
44. Tem integridade na medida que tem fundo científico
Please explain why you would trust (or not trust) this brand
Scenario 1
1. they've been with me for a long time and haven't disappointed me in all this time. this is a strong indicator for good values and trust.
2. Eu e a minha familia temos consumido sempre esta marca pelo que podemos continuar a confiar
3. I don't connect CSR with trust or a brand doing its job effectively
4. It's been trusted for generations
5. My familiy has used it for long
6. O facto da marca estar há muito tempo no mercado e oferecer o meus produto deste o início faz cm que confie na marca. Mas ser defensora de tantas e tão diversas causas sociais faz-me desconfiar. Para além disso acho que a marca está demasiado virada para os outros, talvez desprezando os seus próprios consumidores.
7. Not enough evidence in the text to support the costumer care value
8. I would trust this brand not more or less than other brands

9. Confio pela sua longa historia e por saber que apesar de pressões de mercado manteve sempre o seu produto original, o que me faz confiar
10. Por perceber os seus esforços em sustentabilidade
11. it has lasted
12. porque ao longo dos anos vão se desenvolvendo melhores pastas com mais benefícios e prefiro as mais actuais que as mais antigas
13. Sim
14. ?
15. I would trust it because it's old
16. I've used it for a long time
17. Não conheço a marca, mas pelos princípios que acredita, certamente confiaria
18. a marca tem a preocupação de adaptação no tempo e na inivação
19. strongly relies on innovation to keep satisfying its consumers. Plus, being so well-known, anything less than excellence would generate a buzz that could end up with a scandal. It simply has to live up to its standards to survive.
20. Not sure there aren't better optinos at the moment. Nor trust or distrust
21. Confiaria no facto que se usasse o produto original que o mesmo produto não sairia do mercado. Não confiaria no facto das acções sociais pois acho poderia ser apenas

temporário.
22. Porque investe em campanhas sociais
23. Não posso responder sem saber como trata os colaboradores
24. Confio na marca porque já existe há muitos anos e isso implica satisfação dos clientes.
25. Confio porque existe há muito tempo, e posso comprar em todo o lado, para além disso toda a família usa e ainda faz coisas boas para a sociedade
26. Marcas mais “intemporais” com um produto com história transmitem alguma confiança acima da média vs outras marcas
27. no info
28. Same reason as before
29. Longevidade
30. porque está sempre presente
31. Não confio especialmente na marca, não me pareceu ser uma marca diferente das outras nesse sentido
Scenario 2
1. Idade
2. Confiaria na marca porque está no mercado há muitos anos

3. Must ve good if it is available anywhere
4. Porque é uma marca de renome que pretende satisfazer o cliente
5. Não por ser uma marca demasiado grande. Com um grande poder vêm grandes crimes.
6. Existindo um forte compromisso e tradição da marca com os seus consumidores, confiaria na marca para ser extremamente orientada para o consumidor por forma a manter a sua imagem e incrementar a fidelização do mesmo.
7. It's an exceptional product with no history of any complication
8. Pela sua posição já fixa no mercado
9. Pela pouca informação apresentada, visto que a família tem vindo a utilizar e procuro encontrá-la onde quer que eu vá, acho que leva a razões para confiar
10. Sendo uma marca usada há varias gerações, penso que seria de confiança
11. Previous purchase
12. Por ser usada por toda a familia
13. qualidade
14. A marca tem história. A marca fez parte da minha história. Se sempre esteve presente na minha vida, sempre satisfez as minhas necessidades, tem o meu voto de confiança.
15. Se so usava a marca iria usar e nao trocar por outra

16. nao sei se confio totalmente
17. Longevidade
18. O tempo em que está no mercado transmite essa confiança.
19. Antiga, familiar
20. Porque pensaria sempre primeiro na satisfação do cliente
21. Would trust as it's a well established brand
22. Confiaria por usar Durant muitos anos
23. Visto ser uma marca que acompanha gerações, seria de esperar que fosse uma marca de confiança. No entanto, qualquer modificação mais ousada poderia alterar completamente a opinião do consumidor
24. I don't know
25. por acreditar na qualidade do produto.
26. porque a conheço
27. Por causa dos componentes
28. I trust the brand will satisfy me. But I don't know think I'd trust it to solve issues quickly or compensate me.

29. Confiaria porque ela demonstrou que eu posso escolher livremente se quero o produto tradicional ou, pelo contrário vou optar por algo mais recente.
30. O mesmo das respostas anteriores
Scenario 3
1. Se não causar problemas e satisfazer as minhas necessidades, confiaria.
2. Not sure
3. Parece ser um marca que valoriza e pensa nos consumidores
4. Since it is a brand with history, not new to the market and with a social awareness I would slightly trust this brand.
5. Penso que seria um produto apenas temporário por essa razão não me desperta grande confiança
6. Confiaria pela longa tradição da marca
7. Exctly the same as mentioned before
8. Penso que não é com “testemunhos desconhecidos” que me fará ou não usar a pasta
9. Not enough information for decision given
10. Como existe a preocupação de agradar uma variedade de consumidores, mostra que a opinião e consequentemente, a confiança seria um ponto chave da empresa.

11. Pelo fato de ter história e ser conhecida, deve ter conseguido manter os clientes satisfeitos ao longo dos anos
12. i trust this brand because of its longevity
13. Confiaria porque a marca se esforça em inovar e ir ao encontro dos consumidores.
14. I'm not sure about their ingredients
15. The focus of the bran is not on the product, so I would not trust the product at first sight as I don't even know whether it is good for health, if it has a good flavour or not
16. I don't have enough info to trust this company
17. Pela capacidade de atualização e inovação dos seus produtos
18. n/a
19. Eu confio, está à muitos anos no mercado e se ainda não teve nenhum problema grande é porque estão a fazer bem o trabalho deles.
20. Sim, por ser atual, inovadora
21. Pela tentativa de se adaptar sempre ao mercado e às novas tendências e por tentars empre satisfazer o cliente da maneira mais eficiente possível
22. Confiaria porque mostra-se sempre preocupada em acompanhar o mercado
23. Confiaria pelo historial de trabalho, produto e customer care, não tanto na sua ligação às causas sociais e aos trabalhadores (apesar de ser bom, é algo que deve ser utilizado como comunicação e bem-estar interno, não utilizarem isso como mote para garantir

maior fidelização, notoriedade e clientes que não tenham ligação aos seus trabalhadores).
24. É-me difícil confirmar numa marca que não conheço.
25. As marcas, por princípio, visam o lucro satisfazendo necessidades. Mas buscam o lucro essencialmente
26. sinto que não posso confiar porque não sei o que esperar da marca, se tiver produtos que eu gosto podem não durar muito tempo
27. Trust in a brand is a difficult concept to define. You could trust the product but its harder to assume it will always look to do right by the consumer
28. pela honestidade da publicidade
29. Seems to have social concerns and cares about society
30. Uma vez mais, pelas acções sociais que realiza
31. update
32. .
33. Pelo texto descrito não "salta à vista" nenhuma razão que me leve a confiar inteiramente na marca. No entanto, a parte de já ter história no mercado me leve a ter a confiança em conta.
Scenario 4
1. With so many different products, the brand would be unlikely to constantly satisfy me

2. Eu não confio em marca nenhuma
3. -
4. Because it has been around for a while, I'll have some trust in the brand.
5. Ver resposta anterior. Por vezes parece um anúncio “banha da cobra”
6. Talvez
7. A
8. Fail to explain its competitive advantage and the augmented value of the product in relation to the competitors, whiling liking it to health related issues.
9. History
10. Vários anos de experiência de comércio
11. Pela questão de querer evoluir constantemente e de não se coibirem de agradar os clientes
12. consistente
13. Não confiaria nesta marca pois vende um produto com mais funções do que aquelas que eu necessito.
14. A descrição do produto não é suficiente para saber se é uma marca de confiança
15. Again, I don't have strong feelings in terms of trust for the brand because it was not

part of the description
16. Porque é uma marca com muitos anos e se continua a vender é porque os clientes estão satisfeitos e a marca é de confiança
17. I would mainly trust the brand considering, yet again, the time in the market.
18. não sei. não a conheço. A descrição inicial é muito pouca. percebo porque é pouca, mas acaba por me deixar na dúvida pois de fato nao a conheço
19. Pela descrição que é feita.
20. I trust the brand because off it's history
21. a
22. cancer
23. Marca já com muita história, portanto tem uma boa relação com Os seus consumidores
24. pelas razões atrás apontadas
25. Dado que não sei os ingredientes que usa e o porquê.
26. -
27. Não confiaria no sentido em que não sei que produtos estão "amanhã" à venda. Podendo ser honesta com as informações que dá em relação aos seus produtos, dificilmente cumpre as expectativas de quem quer um produto estável.

28. parece que tem uma solução muito inovadora, mas receio que não seja prática
29. Uma marca de grande dimensão que investe muito na imagem tem muito a perder se não cumprir com o que se compromete.
30. As it is an old brand it's more reliable
31. Confiaria porque está a mais de 20 anos no mercado
32. pela criatividade experimentaria, obviamente.
33. A confiança na marca não se baseia só na resolução de problemas com o produto que comercializa! E nessarui mais para se confiar ou não na marca
34. pelas mesmas razoes anteriores
35. Não sei
36. Porque a marca transmite valores de que fazem tudo para satisfazer o consumidor
37. Não sei se confiaria, porque nem sempre a imagem da marca e os seus produtos colocados à venda demostram a sua abertura ou falta dela para resolver problemas que venham a surgir. Penso isto de todas as marcas.
38. Confiaria uma vez que só assim esta marca teria o sucesso ha mais de 1 decada
39. Maturity of the brand and innovation efforts
40. Se estão sempre a tentar melhorar o produto será de esperar que ouçam as criticas e os conselhos dos clientes

41. Confiança relativa, pese embora a promessa de “ me ouvir”
42. Porque gosta de agradar ao consumidor
43. Perception-, not quality focus
44. Pela segurança que transmitem