

Unveiling the Customer-centric Power of Corporate Brand Purpose

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Abstract

This paper explores the external dimension of corporate brand purpose, highlighting its impact on consumers in an era where consumer choices align with values and the challenges of purpose-driven corporate brand relationships. It emphasizes the significance of a customer-centric approach, which is currently in its early stages, creating an academic gap and missed opportunity for practitioners. The research adopts a mixed-method approach, combining qualitative interviews with experts and managers with a quantitative analysis. The two studies reveal the critical role of authenticity in corporate brand purpose and a positive impact of corporate brand purpose on emotional brand attachment and brand trust. The results suggest exploring future exploration in a customer-centric view of corporate brand purpose, and thus contributing to changes in the business environment.

Subject Areas: *Branding, Consumer Behaviour, Customer Relationship Management and Customer Satisfaction, Marketing Strategy, Organization Relationships*

Track: Product and Brand Management