



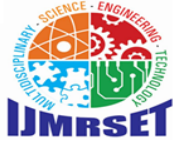
International Journal of Multidisciplinary Research in Science, Engineering and Technology

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)



Impact Factor: 8.206

Volume 9, Issue 3, March 2026



International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

Study on Purpose Driven Marketing on Brand Equity

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ABSTRACT: Purpose-driven marketing has emerged as an important strategy for organizations aiming to build stronger relationships with consumers while contributing to social and environmental causes. Modern consumers increasingly prefer brands that reflect their values and demonstrate authenticity in their actions. As a result, companies are integrating purpose-driven initiatives into their marketing strategies to improve brand perception and strengthen brand equity. Brand equity refers to the value a brand adds to a product or service through consumer awareness, loyalty, perceived quality, and associations.

The main objective of this study is to examine the impact of purpose-driven marketing on brand equity and to understand how such strategies influence consumer perceptions and purchase intentions. Primary data were collected using a structured questionnaire from 120 respondents through convenience sampling. Statistical tools such as percentage analysis, ANOVA, chi-square test, and ranking analysis were used for data analysis. The results indicate that purpose-driven marketing positively influences brand awareness, brand loyalty, and perceived quality. The findings suggest that brands that communicate authentic social or environmental initiatives can strengthen customer trust and long-term brand engagement. The study concludes that purpose-driven marketing plays a significant role in enhancing brand equity and creating sustainable competitive advantage

I. INTRODUCTION

In today's competitive and socially conscious business environment, brands are expected to offer more than just quality products and services. Consumers increasingly prefer brands that reflect social responsibility, ethical values, and environmental sustainability. This shift has led to the emergence of purpose-driven marketing, where companies integrate social or environmental causes into their marketing strategies to create meaningful value for society and consumers.

Purpose-driven marketing focuses on communicating a brand's mission and commitment to societal impact. Rather than concentrating only on product features or pricing strategies, brands emphasize their role in contributing to social welfare and sustainable development. Through such initiatives, organizations attempt to create stronger emotional connections with consumers and differentiate themselves from competitors.

At the same time, brand equity remains one of the most valuable intangible assets for organizations. Brand equity represents the value added to a product by its brand name through consumer awareness, perceived quality, brand associations, and loyalty. A strong brand equity enables companies to attract customers, maintain long-term relationships, and achieve competitive advantage.

The relationship between purpose-driven marketing and brand equity has attracted significant attention among researchers and marketers. When consumers perceive a brand's purpose as authentic and meaningful, they are more likely to develop trust and loyalty toward that brand. However, if such initiatives appear insincere or opportunistic, they may negatively impact brand reputation. Therefore, it is important to understand how purpose-driven marketing influences brand equity and consumer behaviour.



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II. OBJECTIVES OF THE STUDY

- To examine the relationship between purpose-driven marketing initiatives and consumer perceptions of brand trust.
- To evaluate how purpose-driven marketing influences key dimensions of brand equity, such as brand awareness, perceived quality, and brand loyalty.
- To assess consumers' emotional and attitudinal responses to brands that communicate a clear social or environmental purpose.
- To determine the extent to which purpose-driven marketing affects consumers' purchase intentions and long-term brand engagement.
- To identify the mediating role of corporate authenticity in strengthening the impact of purpose-driven marketing on brand equity.

III. REVIEW OF LITERATURE

Keller (1993) introduced the concept of customer-based brand equity and emphasized that brand knowledge plays a crucial role in shaping consumer response to marketing activities. According to the study, strong brand awareness and positive associations lead to stronger brand equity.

Erdem and Swait (1998) proposed that brand credibility acts as a signaling mechanism that reduces perceived risk and improves consumer confidence. Their research highlighted the importance of consistent brand communication in building consumer trust and loyalty.

Berry (2000) emphasized that service brand equity is developed through positive customer experiences and trust. The study suggested that organizations should focus on delivering consistent service quality to strengthen brand perception.

Leone et al. (2006) explained the link between brand equity and customer equity, stating that strong brands contribute to long-term customer value and profitability. The study recommended integrating brand management with customer relationship strategies.

IV. RESEARCH METHODOLOGY

Research Design

The study adopts a descriptive and explanatory research design. The descriptive design is used to understand consumer perceptions regarding purpose-driven marketing, while the explanatory design examines the relationship between purpose-driven marketing and brand equity.

Nature of Study

The research is quantitative and empirical in nature, relying on numerical data collected from respondents.

Sources of Data

- Primary Data: Structured questionnaire distributed to consumers.
- Secondary Data: Journals, research articles, books, and online databases.

Population

Consumers who are aware of brands involved in purpose-driven marketing initiatives.

Sampling Technique

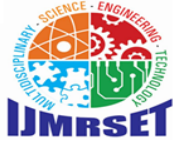
Convenience sampling method.

Sample Size

120 respondents.

Tools for Data Analysis

- Percentage Analysis
- ANOVA
- Chi-square test
- Ranking Analysis



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V. DATA ANALYSIS AND INTERPRETATION

Statements	F	df1	df2	p
I trust brands more when they actively support social or environment	1.018	3	63	0.391
Purpose-driven marketing makes a brand appear more honest and trust	0.345	3	62.7	0.793
I can easily recall brands that communicate a strong social	0.876	3	62.5	0.458
A brand's purpose-driven campaigns increase my awareness of	1.122	3	61.7	0.347
I believe that brands with a clear purpose offer better-quality	0.278	3	62.4	0.841

INTERPRETATION : A One-Way ANOVA (Welch's test) was conducted to examine whether age influences consumers' perceptions of purpose-driven marketing initiatives. The results revealed that there was no statistically significant difference among different age groups across all selected statements, as all p-values were greater than 0.05. Hence, age does not significantly affect consumer perceptions regarding brand trust, transparency, perceived quality, brand awareness, or recall in the context of purpose-driven marketing.

All p-values are greater than 0.05.

Therefore, there is no statistically significant difference among different age groups regarding their perceptions of purpose-driven marketing.

This means respondents across age categories (Below 18, 18–24, 25–34, Above 35) have similar views about brand honesty, trust, quality, awareness, and recall related to purpose-driven marketing.

VI. FINDINGS

1. Majority of respondents are below 18 years of age.
2. Female respondents represent a higher proportion of the sample.
3. Most respondents have undergraduate-level education.
4. Purpose-driven marketing positively influences consumer perceptions of brand awareness.
5. Consumers show higher trust and loyalty toward brands that promote social and environmental causes.
6. Authenticity plays an important role in determining the success of purpose-driven marketing initiatives.
7. Purpose-driven campaigns significantly influence consumer purchase intention.

VII. SUGGESTIONS

1. Companies should ensure that their purpose-driven initiatives are authentic and transparent.
2. Brands should align their social or environmental causes with their core values and business strategy.
3. Organizations should use digital platforms and social media to effectively communicate purpose-driven campaigns.
4. Companies should focus on consistent messaging to strengthen consumer trust and brand credibility.
5. Businesses should conduct regular consumer research to understand how purpose-driven initiatives affect brand perception.



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VIII. CONCLUSION

Purpose-driven marketing has become an essential strategy for modern organizations seeking to strengthen brand equity and build meaningful relationships with consumers. As consumer awareness about social and environmental issues increases, brands that actively contribute to societal well-being gain greater trust and loyalty from customers.

The findings of this study indicate that purpose-driven marketing positively influences key dimensions of brand equity, including brand awareness, perceived quality, and brand loyalty. Consumers tend to develop stronger emotional connections with brands that demonstrate authentic commitment to social causes. However, the effectiveness of purpose-driven marketing depends largely on the credibility and transparency of the brand's initiatives.

Overall, the study concludes that purpose-driven marketing can significantly enhance brand equity when implemented with sincerity and strategic alignment. Organizations that integrate purpose with their marketing strategies are more likely to achieve long-term customer engagement and sustainable competitive advantage

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