

## THE IDENTITY OF THE SELECTED AUTOMOTIVE BRAND BASED ON THE ANALYSIS OF ADVERTISEMENTS

Aleksander LOTKO

Kazimierz Pulaski University of Technology and Humanities in Radom, Faculty of Chemical Engineering and Commodity Science, Department of Management and Product Quality; aleksander.lotko@uthrad.pl,  
ORCID: 0000-0003-4420-7495

**Purpose:** Specification of the identity of a selected automotive brand – Jeep on the basis of the analysis of the advertisement content and verification of its correspondence to the brand image presented in the literature.

**Design/methodology/approach:** In order to determine the identity of the brand we analysed the content of 13 advertisements of the Jeep brand available on YouTube. Then we conducted the quantitative and qualitative analysis of the text. In the quantitative analysis we examined the frequency of the occurrence of the attributes. We carried out a comparative analysis of the content of the advertisements and the results of the research available in the literature.

**Findings:** The identity of the Jeep brand corresponds to the one described in the literature. Both in the marketing message and in the analyses of the results of the study it is perceived as being connected with freedom, adventure, open space as well as the off-road style and endurance. However certain discrepancies have been observed. In the scientific literature no associations of the brand and the creation of the history and the legend has been noticed, nor the exhibition of the blood ties and attachment to the brand “family” and nor the promotion of the independent and active lifestyle has been noticed. Whereas in the advertisement message the properties of the brand concerning its roughness and harshness suggested by numerous authors do not exist.

**Practical implications:** We obtained information about the selected automotive brand. This information shows which attributes build its identity, i.e. the image of the brand desired by its owner. On this ground we may decide on taking up the marketing activities (promotional and others) aiming to create the image of the brand corresponding to the owners’ intentions.

**Limitations:** We analysed only the advertisements from the years 2007-2019 directed to the Polish market. This study should be treated as a pilot kind of the study.

**Originality/value:** The comparison of the identity of the brand present in the advertisement message and scientific literature. We observed the correspondence of numerous attributes, as well as differences. The conclusions may contribute to the opening up of the discussion on the creation of the brand in the passenger cars market.

**Keywords:** brand, automotive market, identity, image, associations, Jeep.

**Category of the paper:** Research paper.

## 1. Introduction

A brand is the entire marketing communication in a nutshell (Kotler, 2006). It contains a message, associations, emotions, it brings numerous values (Liczmańska, 2008). The identity and image of the brand are the abstract terms. They cover a set of features and visions ascribed to a brand which function appropriately in the awareness of a person who is creating the marketing message (identity) and of a consumer (image). Positive and at the same time unique identity and image are the capital necessary for maintaining the high position in the competitive market (TNS, 2011).

Numerous brands present in the automotive market have a very long history reaching even over a century. Some of them build their own identity and image based on unique attributes which allow for an express distinction from the competitors. For 80 years the Jeep brand has been establishing its identity by demonstrating its relations with freedom, adventure and passion. For many Jeep is not only a slogan, but it is the way of life. This brand has an enormous emotional charge. It is so strongly associated with an off-road car that the name „jeep” is very often used to call other off-road cars produced by other brands. The word “jeep” has become the brand in itself being one of the most renowned trade marks and at the same time one of the automotive brands deemed as a cult brand such as Harley Davidson or Porsche. Therefore, it is a brand of a very strong identity and extremely explicit image. The identity and image of the brand may come into life spontaneously for example by the informal message passed among the consumers. They may also be intentionally created by the owner of the brand and communicated in the promotional message such as advertisement. Taking the above into consideration, in this paper we examined how the owner of the brand promotes its identity in the advertisement message. We compared the obtained results with the results of the research available in the literature in order to check if the specified identity is convergent with its commonly observed and accepted, as well as verified by other researchers image. The library query has proved that certain hypotheses may be posed and verified, however simultaneously the number of elaborations concerning this matter is rather small (for example Polonsky, 2012; Wei, 2014; Henderson et al., 2002; Essamri et al., 2019; Dzyabura and Peres, 2020; Yourkston et al., 2010; Danziger, 2018; Prykop and Heitmann, 2011; Kotler and Armstrong, 2008). This is base which encouraged the author to carry out another independent study.

## 2. Identity and image of the brand

When building the marketing strategy an organization must make the decision concerning the brand (the brands) given to its products. The brand allows for the identification of the products, promises the benefits to the buyers, but above all it creates the image of the organization perceived by the buyers (Michalski, 2003). Already in the eighties of the 20<sup>th</sup> century the brand was presented only as the name, term, sign, symbol, drawing or combination of these elements created in order to mark the product and distinguish it from competitive products (Kotler and Armstrong, 1989). However, the definition presented later on by P. Kotler ascribes greater meaning to the brand. A brand is not „a mark” or symbolic logotype, but above all it is a pledge, a promise.

The brand includes a message, associations, emotions and numerous values. It is the total of impressions made on the customers as a results of its use (Kall, 2006). The brand of the product creates the mind of the buyer of the product, a vision concerning its value (Skrzypek and Pinzaru, 2017). Therefore it is something more than just the name of the product – it is the equivalent of company’s DNA (Kall, 2002; 2006). It is the promise of a constant supply of the specific collection of features, benefits and services available to the buyer (Liczmańska, 2008). The brand, is above all, the synonym of the quality, endurance, product guarantee (Remer, 2004). Modern marketing is however of post-material character. Therefore the customers are buying the brands and the meanings that they read subjectively using cultural interpretations. Marketing communication exists in the symbolic world. The increase of the role of the brand is one of the symptoms of this fact. The marketing as well as the brand, becomes the system of the production of symbolic signs which are socially promoted. Therefore, the brand is a symbolic, emotional, ephemeral and subjectively interpreted construct (Sułkowski, 2012).

In the literature on the subject there are two important terms particularly strongly connected with the brand. They include its identity and image. This aspect has been considered in the definitions according to which the brand is a multi-dimensional construction that integrates both the physical and non-material attributes of the product and is composed of three basic elements (Dębski, 2009):

1. The identity of the brand i.e. the manner in which the creator of the brand wants it to be perceived by the consumers.
2. The image of the brand, i.e. the manner the consumers perceive the brand.
3. The positioning of the brand, i.e. the place of the brand in the market at a given moment.

At the time of hyper competition the achievement of the desired image is one of the goals posed to the marketing communication. With approximate and comparable level of quality and functionality of the offered products, the image becomes today one of the distinguishing features of an organization against competitive products and substitutes. The image is the carrier of the character of an organization and its products and it is the factor that significantly

influences the decisions of the buyers, it offers additional non material benefits to the customers (e.g. prestige, distinction), it allows to distinguish the products, brands and enterprises. It also contributes to the establishment of the trust to the organization and it is the factor that minimizes the risk connected with the purchase (Czubala et al., 2006). The image of a company or brand is the picture of its identity in the consumer's awareness (Altkorn, 1999). Whereas the identity of an enterprise or a brand is the way of being identified by the surrounding. Therefore the identity has a normative, demanded character and the image is real. The image of an organization or brand is the picture of an organization and its offer perceived by the buyers. In other words it is the reflection of the identity of an organization or brand in the awareness of the buyers.

The image performs the following functions (Altkorn, 1999):

- the identification function which draws attention to the features of an organization or brand, emphasizes the benefits both emotional as well as functional resulting from the offer and values desired by the customers,
- the simplifying function which results from the fact that the decision concerning the selection of a given product among the huge diversity of substitutes turns out to be difficult; the consolidated image being the effect of the settled position of an organization may contribute to the direction of the said decision,
- the function supporting the decisions which consists in the receipt of information and selective evaluation of an organization or brand by comparing the existing image with ideal image or the image of competitors,
- the function reducing the risk, i.e. the guarantee of the presented offer resulting from good reputation of an organization or brand,
- the function shaping the loyalty towards the customers allowing to gain permanent, satisfied and long-term customers.

In a symbolic and post material sense, the brand is a perceived image inherent to the customers' minds (Dębski, 2009). It covers the feelings and emotions which accompany the customer who is buying given products. The customer creates the image of the brand on the basis of the experiences with it. The said image is the foundation of numerous subsequent behaviours of the customer in the market. The desired image is the target image – the organization is striving to achieve it by taking up the activities of a long-term character. It should be noticed that the image is the consequence of identity and it does not have to be the same (Altkorn, 1999; Czubala et al., 2006; Lechowski, Lotko and Lotko, 2014).

It has been proved that the image of the brand influences the cognitive aspect of customers' attitudes towards new products (Grzegorzczak, 2005). Whereas in the emotional (affective) sphere the shaped brand's image intensifies the buyer's feeling of satisfaction from the purchase and use of the product. In the loyalty sphere the brand's image constitutes the guarantee of maintaining the quality (guarantee function) and functional features of the product. The collection of previous use experiences, feelings and emotions which help in the selection

are also significant for the preferences. The customers with strongly encoded view of the brand are resistant to the promotional activities performed by the competitive brands and should they by any chance be influenced by the competitors, they tend to come back to their loyal behaviours rapidly (Grzegorzcyk, 2005).

To sum up the brand as the key instrument used in the process of shaping the image is understood as the set of features thanks to which the product ensures the functional benefits and added values which are valued enough to make the purchase (Marciszewska, 2010). It establishes a positive reputation of the product and reinforces its attractiveness, gives the feeling of safety, high values and distinction (Skrzypek and Pinzaru, 2017).

### **3. History and the present day of the Jeep brand**

Since the 80's the Jeep brand has been inseparably connected with the freedom, adventure, authenticity and passion. Everlasting and uncompromised attachment of the brand to the considered construction solutions helped to establish a special bond between the cars and its owners. Jeep owners know that the saying „Go Anywhere. Do Anything” is not only a slogan but it means something more than just the brand logo. This is “an honourable badge” (Jeep, 2021).

The history of the make reaches the beginnings of the Second World War. In June 1940 the American army announced a tender for light exploratory vehicle. In the first place the companies such as Willy's-Overland and American Bantam Car Manufacturing Company announced their participation in the tender, and then Ford joined them. The first prototype of the car, Willys Quad, was constructed in 49 days. In March 1941 as a result of the field tests and verifications conducted by the specialists of the army, the Willy's construction had been chosen as the basic vehicle of the American armed forces. After a series of modifications, Willys Quad transformed into Willys MA, and subsequently into Willys MB. However the American army and the world named this vehicle “Jeep”. It is suggested that this name was established on the basis of the pronunciation of sound “GP”, i.e. the military abbreviation of the words *general purpose*.

When the war ended, Chrysler reserved the „Jeep” trade mark and at the same time planned to introduce the Willys cars for the agricultural purposes in the form of field-use Universal Jeep. The first civil Jeep CJ-2A was manufactured in 1945 and had been produced for four years. It was substituted by CJ-3A model. It was very similar to the forerunner. In 1953 the model CJ-3B was launched. The production of this model lasted till 1968. In the same year the company Willys-Overland was taken over by Kaiser Company for the price of 60 million dollars.

Two years later, in 1955, Kaiser presented the model CJ-5. Thanks to the introduced modifications the car was desired by the buyers interested in the off-road cars. This model was produced in the years 1954-1984 and it was the longest period of production from among all Jeep cars.

In 1970 the Kaiser Company was taken over by the American Motors Corporation. The vehicles with 4x4 drive gained more and more popularity. In 1978 600 Jeep cars were produced every day. Jeep took advantage of this fact and it introduced Wrangler model. In 1987 the American Motors Corporation was taken over by Chrysler Corporation. The Jeep brand was owned by Jeep/Eagle Division. In 1998 Chrysler Corp., together with the enterprise Daimler-Benz, the manufacturer of the Mercedes-Benz cars established a common concern named Daimler-Chrysler. In 2007 Daimler sold its shares in the company to the American investor. In 2014 after the merger between Chrysler and the Italian concern called FIAT, the brand was absorbed by the structures of the Italian enterprise. Since 2021 Jeep has been one of the 14 brands that came under the international Stellantis conglomerate (Moje Auto, 2021; Jeep, 2021).

The name „Jeep” has begun to be widely known during the Second World War when it was identified with the American military off-road car – Willys MB. There are various versions of the origin of the name “Jeep”:

- from Eugene the Jeep, a character from the cartoon „Popeye”, known for his special powers and skills,
- from the similar model of Ford GP (G – *government* (government order), P – marking of the chassis with the wheelbase of 80 inches, which was built at the same time as Willys,
- from *general purpose*, i.e. a car of general purpose, however this definition never appeared officially in relations to this model.

It is probable that the American military mechanics used this term to call every vehicle to be tested in the 30's of the 20th century and it was applied in relations to the vehicles made during the First World War (Wikipedia, 2021).

Today Jeep is the make with the biggest sale volume among the former FCA concern and it constituted 30 % of sale in 2017 and 34 % in 2018 (Marrone, 2019). In 2020 the offer of the make in the Polish market included 7 models (models marked 4xe are the models with hybrid drive of the PHEV type - *Plug in hybrid Electric Vehicle*, i.e. a hybrid with the power socket loading) (Jeep, 2021):

- Jeep Compass (from PLN 99 900),
- Jeep Compass 4xe (from PLN 185 700),
- Jeep Gladiator (from PLN 299 400),
- Jeep Renegade (from PLN 79 200),
- Jeep Renegade 4xe (from PLN 163 200),
- Jeep Wrangler (from PLN 208 500),
- Jeep Wrangler 4xe (from PLN 303 500).

The company FCA Poland closed the year 2020 with the sale of the total of 24 867 Fiat Chrysler Automobiles (FCA) cars in the Polish market, including 16 848 models of passenger cars, what constitutes 3,9% share in the market respectively. Despite difficult situation in the market, FCA recorded the increase of the share in the passenger car market by 0,3 pp (FCA, 2021). The Jeep brand has also achieved a good result and its customers registered 2 940 new cars in Poland. The following numbers of the cars of particular models were sold: (FCA, 2020):

- Jeep Compass – 1127 cars,
- Jeep Renegade – 1038 cars,
- Jeep Wrangler – 513 cars,
- Jeep Cherokee – 512 cars,
- Jeep Grand Cherokee – 49 cars,
- other – 1 car.

The share of the brand in the Polish market of the new passenger cars amounted to 0.7%.

#### **4. Research problem in the light of literature study**

The Jeep brand bears a huge emotional charge. Today Jeep is so strongly associated with the off-road cars that the name „jeep” is often used to call off-road cars of other brands. The word *jeep* has become the brand in itself being one of the most renowned trade marks and at the same time automotive brands commonly recognized as cult brand, such as Harley Davidson or Porsche. It is also found in dictionaries as the ordinal noun meaning „robust off-road car” (Edmark, 2021).

A library query carried out with the use of the Google Scholar portal has revealed, against the expectations, a very small number of studies on the perception of the Jeep brand in the global literature.

In particular among the identified studies there are the ones concerning the *brand concept mapping* – BCM) in the concept of the brand extension (here: automotive Jeep on man’s clothing). It has been proved that strong associations with the basic brands are transferred to the extended brand. What is more the personality of the brand plays an important role in the acceptance of the brand by the customers (Liu, Wei and Hang, 2018).

The attempts to identify strategic directions of the development of the brand are also made, on the example of the brands of the former FCA concern: Alfa Romeo and Jeep (Marrone, 2019).

Other author (Polonsky, 2012) indicates the connection of brand's personality with the personality of the buyers, in particular in the case of the Jeep brand by indicating the extroverted personality. It has also been proved that the customers may accurately perceive the personality of other customers and their preferences towards other brands.

Y. Wei (2014) in the interesting study on the perception of two American automotive brands: Ford and Jeep, with the use of the above mentioned BCM technique, has proved that low efficiency, ability to drive off-road, four wheels drive, steeliness, endurance, classic style, roughness and harshness are the associations that most frequently accompany the perception of the Jeep brand.

The authors of the next study (Henderson et al., 2002), point out the presence of such attributes as speed, American origin, classic style.

Taking into consideration the modern trends within the scope of the creation of the identity of the brand and its image in the *on line* societies, it has been proved that the role of such informal societies is also crucial in the creation of the image of the Jeep brand (Essamri et al., 2019).

Subsequently D. Dzyabura and R. Peres (2020) have proved that the Jeep brand is perceived as the brand distinctly connected with the outdoor scenery, open space and it is not associated with urban landscape.

Whereas E. Yourkston with the team (2010) conducted the study on the susceptibility of the brands to the extension strategy of the brand and they also proved the same susceptibility for the Jeep brand (from automotive brand into the clothing brand).

P. Danziger (2018) identifies the Jeep brand as the American, rough, reliable, resistant brand, in one word the trustworthy brand. This author has also conducted the research on the attitude of 8 different segments of customers towards the brand.

Other researchers (Prykop and Heitmann, 2011) notice that brands very often represent a specific set of values, in particular the Jeep brand is often associated with freedom and adventure as well as with endurance and reliability. P. Kotler and G. Armstrong (2008) find that on a global scale the Jeep brand is a rough, harsh and reliable.

In the course of carrying out the study on the establishment of the society of the users around the brands, J. McAlexander with his colleagues (2002) proved that among the owners of the Jeep brand vehicles there is a distinct influence exerted on the family members and friends within the scope of recommending the brand and the conversion, i.e. the change of a vehicle of other brand to a Jeep brand vehicle. In this way the conceptualization of the term of customer loyalty as their integration in the society gathered around the brand has been enriched.

These observations are shared by K. Keller (2003), who identifies the Jeep brand as one with the most loyal customers who additionally manifest their loyalty in everyday behaviours. This opinion is also shared by other researchers (Bennett and Rundel-Thiele, 2005) who claim that the products, whose image corresponds to the personality and lifestyle of the customers,



achieve particularly high level of the loyalty among the buyers. The Jeep brand is one of the examples.

The review is exhausted at this point. The number of publications on the considered subject must be assessed as small. Therefore the scope of this research deserves the discussion.

The above analyses gave the basis for the formulation of the research question-problem: *Does the identity of the Jeep brand correspond to the one described in literature?* And in consequence to formulate a working hypothesis:

*H<sub>1</sub>: The identity of the Jeep brand corresponds to the one described in literature.*

This hypothesis has been verified in the course of this study.

## 5. Methodology of the study

In order to identify the research problem, its scope and rank in the literature a library query has been carried out in the Google Scholar service. The service was searched for three phrases:

- “automotive brands perception Jeep”,
- “Jeep brand associations”,
- “Jeep brand perception”.

Literature study was carried out on the 8<sup>th</sup> November 2021. The results from two first websites returned by the search engine were selected in order to undergo the literature analysis.

In order to identify the attributes of the identity of the brand (i.e. the picture created by the owner) a compilation of all Polish advertisements of the Jeep brand displayed in the years 2007-2019 on YouTube and MistakTV channel was applied (Mistak, 2021). This paper is inspired by this particular material. In total we analyzed 13 advertisements. Subsequently we carried out the analysis of the text, both the quantitative (statistical) analysis and quality analysis. In the first case we applied the frequency analysis carried out in MS Excel 2016. The cloud of tags was generated in Word Art program.

The obtained identity of the brand was compiled with the results obtained by other researchers and this allowed for the verification of the working hypothesis.

## 6. Analysis of the results

The Jeep brand present in the Internet website shows its unbreakable connection with freedom, adventure, authenticity and passion (Jeep, 2021). We analyzed 13 advertisements of the Jeep brand broadcast in the Polish television in the years 2007-2019 (Mistak, 2021). We selected the terms concerning the brand and the cars. We analyzed the text read by the

reader. The record is not the precise transcript, for the purposes of the study some terms have been modified and then fitted in the text according to the grammar rules. Identified attributes of the brand identity are presented in Table 1 with short comments.

**Table 1.**

*Attributes of the Jeep brand based on the analysis of advertisement content*

No.	Attributes of brand identity	Comments
1	America, created form the bottom-up, fruit of the work of the masters, performed with passion and love for perfection, "Build to act, created to last".	Reference to the American roots of the brand, emphasis of the passion in the striving for improvement, endurance, reliability, simply longevity (duration) as the attributes of the product.
2	Pioneer, other than the others, creates the history, sets new routes, gives real freedom, since 1941, the legend.	Distinction from competition, distinction from the „crowd”, seventy years of directing the course in which the legend, which gives the users to make their dreams of freedom come true, is developing.
3	It is in our blood, destiny's paths, four wheels drive, power, independence, history of our family, „Freedom is in our blood”.	Native attributes of the brand, „blood ties” with the users, affiliation with the „family” – both the models and users society. Highlighting of the technical characteristics – drive and power.
4	Mysterious, exciting, unpredictable, life, “Life. Take it!”.	Passion and variability as attributes of the surroundings. Life requires a warlike, decisive approach in order to tame it. Products of the brand are meant to help in it.
5	Conqueror's nature, desire for freedom, DNA, acquisition, improvement, „Perfection led us here”.	Gaining the desired freedom is inscribed in the genetic code. Technological improvement as well, which leads to the “top”.
6	New horizons, life whirlpool, to discover anew, terrain, „Wild is beautiful”, „Jeep – this is your time”.	Changeability of life, discovering anew, taking users time in terrain, in the beauty of “wildness”.
7	History, adventure, “Your history is awaiting You”.	Creation of the history and at the same time inviting the users of the brand to it. History co-produced by the brand (giving the opportunities) and the users (taking the advantage).
8	History, I don't accept compromises, goes to the top, the space is its home, freedom is its kingdom, soul, „Nature's new dimension”.	The brand creates the history according to which products and users are the “heroes”. Reference to the ideals of infinity, freedom which are „home, soul and kingdom”.
9	Challenge, training, you don't give in, ride, „Get off the track”.	Speed, intensity of life. Encouragement to face the challenges and a ride on “own routes”, going beyond regular roads, going off-road at the same time; going beyond (boring) patterns.
10	Choice, technology, sense of security.	Possibility of choice as the desired and attainable condition, technology which guarantees safety to the users.
11	Brave, interesting, curious about the world, unstoppable, four wheels drive, stylish, self-confident, inside always 4x4, „Born to be wild”.	Promotion of personality features as the attitude towards life: curiosity, courage which are “supported” by technical and stylistic solutions. Legendary four wheels drive and legendary slogan.
12	Curious, unstoppable, 4x4 since childhood, stylish, technological, inside always 4x4.	As above.
13	„Legends are not born, they are created”.	Legend as a story created by the owner of the brand as well as by the users.

Source: author's own study.

On the basis of Table 1 we stated that the owner of the brand is trying to create it at first through the reference to the lifestyle of the users of the Jeep cars. In general the word “life” frequently appears in the advertisements. Even one of the slogans sounds aggressively and combatively: „Life. Take it!” (advertisement 4), the famous „Born to be wild” (advertisement 11) or the paraphrase “Wild is beautiful” (advertisement 6). The noun “routes” also appears both in literal sense and “routs of destiny” (advertisement 2 and 3). Jeep user may discover these routes as well as map them out. The DNA terms are similarly connected with life and the manner it is perceived and handled (advertisement 5), the slogan „we have it in our blood” (advertisement 3), the whirlpool of life (advertisement 6) or attachment to the “family” (advertisement 3). This group of associations determines the lifestyle character of the brand. Additionally it is directly emphasized through the message of the brand “stylishness” (advertisement 11 and 12). The brand encourages to the adventure – „New dimension of adventure” (advertisement 7 and 8). However this character is not shallow, superficial. It very often refers to the lofty term of freedom – the slogan “Freedom is in our blood”, “freedom is its kingdom” (advertisement 3, 5, 8). The identity message of the brand covers the reference to the history and its continuation also through the creation of users’ own histories „Your history awaits You” (advertisement 7 and 8) and it should be realized by way of discovering new horizons, discovering anew (advertisement 6), pioneer activities, gaining (advertisement 6). The brand promotes curiosity, taking up difficult challenges, courage, intransigence, self-confidence, nature of a conqueror (advertisement 5, 8, 9, 11, 12). This is the profile of the recipient of the brand. The message also presents the “outdoor” character of the brand, its connection with the nature by highlighting such associations as terrain (advertisement 6), beyond the known track (advertisement 9), space (advertisement 8), wildness (advertisement 6 and 11). Being aware of and entitled to this, the owner of the brand builds its identity as legendary and appropriate for the heroes – „Legends are not born, they are created” (advertisement 2, 8, 13).

The second group of advertisements is concentrated on useful values of the Jeep brand vehicles rather than on the abstract constructs. Improvement and striving for perfection is emphasized here (advertisement 1 and 5). Four wheels drive is highlighted from technical side (advertisement 11 and 12), as well as the power (advertisement 3) and safety or technology in general (advertisement 10 and 12).

Table 2 presents the attributes of the brand identified on the basis of the analysis of advertisement content and frequency of their broadcasting. It presents the attributes that occur more than once. The remaining attributes occurred only once.

**Table 2.**

*The most frequent attributes of the Jeep brand on the basis of advertisements*

No.	Attribute	Number of occurrences
1	Four wheels drive	5
2	History	4
3	Freedom	3
4	Technological	3
5	Life	3
6	Routes	2
7	Legend	2
8	Improvement	2
9	Stylish	2
10	Unstoppable	2

Source: author's own study.

The analysis of incidence of the brand attributes in advertisements carried out on the basis of data included in Table 2, leads to the conclusion that the most frequent terms are four wheels drive (5 occurrences), history (4 occurrences), freedom (3 occurrences), technological (3 occurrences) and life (also 3 occurrences). The remaining terms occurred twice. It is observed that the terms on position 2 (history), 3 (freedom), 5 (life), 6 (routes) and 7 (legend) are abstract, metaphoric, therefore they concern the creation of the identity of the construct and the „soul” of the brand, whereas the terms on position 1 (four wheels drive), 4 (technological), 9 (stylish) and 10 (unstoppable) concern the products – the cars.

The most frequent associations with the Jeep brand obtained from the analysis of advertisements and presented in the form of the cloud of tags are included in Figure 1.



**Figure 1.** The cloud of tags of associations with the Jeep brand generated on the basis of the analysis of the advertisements. Source: author's own study.

The cloud of tags presented in Figure 1 shows that the Jeep brand, in the message of its identity, promotes above all the references to freedom, history and four wheels drive. It also refers to the routes of life and at the same time it emphasizes the technological character of its products.

## 7. Discussion of the results

The discussion of the results was carried out with the results obtained from the study conducted by various authors, according to the procedure mentioned in the part of this paper concerning the methodology of the study.

When analysing the obtained results with publications of other authors we observed that for example in the papers written by Y. Wei (2014) the attributes of the Jeep brand include the off-road style, endurance and manhood. The perception of the Jeep cars as the off-road cars is confirmed in the advertisements especially by promoting the four wheels drive (3, 6, 11, 12). The endurance attribute does not appear directly in the advertisements. Taking up the challenges (advertisement 9) and being unstoppable (advertisement 11 and 12) may be regarded as analogies. Also the manhood does not appear directly in the advertisement message, but it is indirectly present by promoting the „manhood” handling of life (advertisement 4, 6, 8, 9).

Other authors pay attention mainly to the roughness and harshness of the Jeep brand (Henderson et al., 2002; Danziger, 2018; Kotler and Armstrong, 2008). This feature does not appear directly in advertisements but the terms connected with it are the active, simply warlike attitude towards life (advertisement 4 – „Life. Take it!”), attribute of „wildness” (advertisement 6) or „going off the road” (advertisement 9).

Endurance and reliability are also frequent associations (Danziger, 2018; Prykop and Heitmann, 2011; Kotler and Armstrong, 2008). These features have been identified in the advertisements as improvement (advertisement 5), “not giving in” (advertisement 9) and being “unstoppable” (advertisement 11 and 12).

In many quoted results a frequent association is the American origin of the brand (Wei, 2014; Henderson et al., 2002; Danziger, 2018). In the analysed advertisements it occurs in advertisement 1 (America) and the reference to the historic roots of the brand in advertisement 2 (since 1941).

The next authors observe the associations with adventure, open space, freedom (Dzyabura and Peres, 2020; Prykop and Heitmann, 2011). These attributes occur in the advertisement message very often. The associations with adventure and open space are included in advertisement 6 (new horizons), 7 (adventure), 8 (“New dimensions of adventure”, the space is its home). Reference to the term of freedom is observed in advertisement 2 (gives real freedom), 3 (“Freedom is in our blood”), 5 (desire for freedom), 8 (freedom is its kingdom).

When comparing the results obtained from the analysis of advertisements with the attributes of the Jeep brand present in the literature, we observed the compatibility concerning the identification of the brand as the one connected with freedom, adventure, open space as well as the off-road style and endurance. Whereas when analyzing the scientific literature the brand has not been associated with:

1. The creation of the history and the legend, highly promoted in the advertisement message (terms: pioneer, history, legend, hero in advertisement 1, 2, 7, 8, 13).
2. The exhibition of blood ties (between the brand and the users) as in advertisement 3 and the attachment to the “family” and brand DNA (in advertisement 3, 5, 11, 12).
3. The promotion of an independent and active lifestyle (in advertisement 5, 6, 7, 8, 9).

Whereas these features are expressly promoted in the advertisement message. On the other hand the occurrence of the features of the brand concerning the roughness, harshness of the brand suggested by many authors was not observed (Henderson et al., 2002; Danziger, 2018; Kotler and Armstrong, 2008).

The above observations should be deemed as the element of novelty obtained from the carried out comparative analysis.

## 8. Conclusions

In general, on the basis of the analysis of results obtained from the study on the advertisements it may be stated that the hypothesis has been verified, according to which the identity of the Jeep brand corresponds to the one described in literature. Both in the marketing message ad in the analyses of the results obtained from the studies, it is perceived as being associated with freedom, adventure, open space as well as the off-road style and endurance.

However the results of the carried out comparison showed the occurrence of certain discrepancies. In particular in the scientific literature no associations of the brand with the creation of the history and the legend, exhibition of the blood ties and attachment to the “family” of the brand as well as the promotion of the independent and active lifestyle have been observed. The features of the brand concerning the roughness and harshness of the brand suggested by numerous authors have not been reported in the advertisement message.

These conclusions constitute author’s contribution to the discussion on the identity of the brand in the passenger cars market.

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