Entrepreneurs' perception: the connection of the brand with the Amazon Forest business

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Abstract

The objective of this study was to understand the perception of entrepreneurs based on their business model related to the connection of the Amazon brand. There is a need to present an entrepreneurial perspective on the brand’s changes and their long-term relationships between the Forest and the environmental sustainability on the Brazilian Amazon. The study consisted of semi-structured interviews with 1 out of 7 companies operating in the Amazon region. Brands that develop sustainable businesses in the Brazilian Amazon, with their brand equity based on the region's environmental responsibility, brought an understanding that a full performance of sustainable activities depends on the performance of three agents: entrepreneurs, native peoples and management. Entrepreneurs perceive a greater valuation of their products associated with the sustainability of the Amazon introduced in the brand experience by the customer.

1 Introduction

Entrepreneurship related to business creation capability, such as administrative management, aims to achieve entrepreneurship competitiveness and business development, since it is an activity that administrative techniques and problems can face administrative challenges and problems when they can include an increase in more effective results (Lambright, 1994). Such successful entrepreneurial skills through the development of transversal skills such as paradigm shifts resulting from the imitation of acts (imitative entrepreneurship) and experiences and competences arising from business leadership (acquisitive entrepreneurship), as well as learning in focused education in entrepreneurship (AlSafadi, 2016).

The entrepreneurial company in the broad sense is always looking for solutions, seeing advantages and opportunities (Ferreira, Coelho, & Moutinho, 2020), in the constant changes of technological development, in the search for social business and in the competitiveness between companies (Thornberry, 2001). One of the ways of extrapolating the business environment is entrepreneurship focused on environmental sustainability (Belz & Binder, 2017).

Entrepreneurship, with a focus on environmental sustainability, positively impacts the sustainable use of natural resources, in addition to the ecological and ecological, discovering innovations and sustainability opportunities from traditional businesses in a different way from the process (Davidsson, 2016; Sepúlveda & Mendizabal, 2011).

The centrality of sustainable entrepreneurship occurs in the enterprise focused on activities that do not harm the ecological and social environment in which they operate (Muñoz & Cohen, 2018). It must nurture the form of promotion or thinking between social activities and resources and create an economy that is not sustainably promoted, minimizing sources and exploiting sustainable environments and activities. maintaining profits and (Kanda, Geissdoerfer, & Hjelm, 2021) business opportunities.
A significant transition to environmental consumption can also contribute to (Peattie & Crane, 2005) increasing the capacity for sustainable development (Hume, 2010). The initiatives of changes in the production patterns of the population, all of the marketing, are for the conservation of the environment for proposals of holistic proposals that approach the aspects, consumption and consumption of the means of production, the development and consumption of the means of production, and the development and consumption of discarded means of production[1] (Dalal-Clayton & Bass, 2002).

An impetus to change consumption patterns depends on substantial modifications to the entire dissemination of products (Shen, Sha, & Wu, 2020). Marketing strategy, entrepreneurship and sustainable social behavioral intention (Jin, 2018) is a worked mediator, since the performance of marketing strategy is a variable, social control as administrative policy and the decisions made about the purchase (Bagozzi & Baumgartner, 2016).

efficient (Rooney, 1995) brands having a brand of products [2]. Consumers tend to buy brands or products whose images coincide with their ethical and moral principles, which is an important factor in the formation of an emotional and sentimental relationship between a consumer and a brand. (Aaker, 1997; Kleine & Baker, 2004). The trademark is a distinctive sign of a product, company or service, (Morgan, Pritchard, & Pride, 2012; Sánchez, 2016), which, in terms of added value, has legal support lodged in the formalization of a request with the regulatory bodies of registration, designated by public entities of each nation (Gümüş S, 2019).

Post authors choose how brands serve as markers for offers, they simplify and promise a certain level of quality, chosen as risk and/or approved to consumers about the product (Kapferer, 2005; Kotler & Keller, 2019; Paswan, Guzmán, & Pei, 2020). Serving consumers through the application of branding techniques is one of the key factors for the success of a company’s strategic positioning, regardless of the strategic nature or scale of its activity (Paswan et al., 2020).

For this, company management seeks a strategic positioning of its brands for environmental sustainability; it needs a well-defined marketing concept that enables the company to compete in relation to others in its market, regardless of size and company (Winzar, Baumann, & Chu, 2018). Although these are many peculiarities and differences in application, such as scale and flexibility, company branding is a universal concept and, therefore, can be adapted and implemented in any business nature (Nystrom, Tornroos, Koporcic, & Ivanova-Gongne, 2018).

The objective of this study was to understand the perception of entrepreneurs based on their business model related to the connection of the Amazon brand.

[1] According Sachs, (2002) to sustainable development, only politics is political when it gives the dimension of all dimensions, namely, environmental, social, cultural, spatial, psychological and international national and international spatial, psychological, psychological.
Second Aaker, (1991) the *brand equity* is a set of assets and liabilities to a brand or its name linked and, which represents a symbol of a product or subtract to a company and/or customers. The assets and liabilities are: brand loyalty, brand positioning, perceived quality, brand associations in addition to quality and other brand assets (*trademarks*, relationships with other channels).

2 Methods

To achieve the objective of the article, a theoretical study was carried out based on data-based theory (A. Strauss & Corbin, 1990; A. L. Strauss, 1987).

A theory grounded in emerging data is particularly specific in qualitative exploratory studies and is often used to study sociotechnical behaviors in research domains (Foley & Timonen, 2015). This method describes the following phases for its conduction: (i) organization of the analysis; (ii) open source; (iii) axial encoding; (iv) definition of the selective theory and (v) delimitation.

search context

In this study, interviews were carried out on initiatives of entrepreneurs in the Amazon who work with the business region. Among the priority production chains of the program are Cocoa and results, Sustainable Fishing, Honey, Seeds, Açaí, Tourism, Gastronomy, Biotechnology, Agroforestry Systems, Nontimber Forest Products, Sociobiodiversity, Green Livestock, Sustainable Agriculture, Economy Creative, Sustainable Fashion, Renewable Energy and Circular Economy (Amazon Entrepreneurship Center, 2021).

For this research, 7 (seven) brands were chosen, chosen by a family member of the research, Murika (circular economy), Chocolate De Mendes (gastronomy), Osaqui (nontimber forest products), Santa Barbara mushrooms (nonwood forest products) timber) and Mahabio (nontimber forest products).

Figure 1 presents the Geographic Map of the Legal Amazon region in Brazil and the physical location of the entrepreneurs’ brands.

**FIGURE 1**

organization phase
In the first phase, a semistructured interview script was designed for the initially designed proposal. The interviews were conducted by video call from February 15, 2022 to June 0, 2022.

**Interview script development**

For this research, a semistructured interview script was adapted to Portuguese based on the development developed by Lavorata (2014). The cross-cultural adaptation to the search for sensitizing research of the fundamental theoretical study on the perception of sustainability.

The initial instrument is based on corporate social performance, (Orsdemir, Hu, & Deshpande, 2019), which assesses the business around the three pillars of sustainable development (*triple bottom line*): economic (source of raw materials, products, etc.), social (male parity, performance awareness, etc.) local reduction of packaging, reduction. of local communities (Shabbir & Wisdom, 2020) The script for the interviews with the participants was researched by two researchers with experience in qualitative research.

To meet ethical principles with human beings, the study was forwarded to the Research Ethics Committee of the Federal University of Serpe with CAAE46, according to the National Health Council 466/2012. Participants who agreed to participate in the study were informed about the objectives, data collection, and information contained in the Free and Informed Consent Term (FICT) or finally a video call. Keeping the research ethics, after confirming the participants’ consent, the interviews were deidentified, used and then transcribed.

The cross-cultural adaptation of the original consisted of three phases: the first was carried out immediately after the translation of the original instrument, performed by two independent translators, and the most appropriate translation for the proposed item was selected. At the moment, content validation was performed using the Content Validity Coefficient (CVC) method, a technique that involves a common sense of a community of judges (that is, according to protected professionals in the research area) (Gurgel et al., 2021).

The acceptance criteria (Alexandre & Coluci, 2011; Saiful & Yusoff, 2019). It was considered that, preferentially, those that were greater than 0.90 were accepted, and those lower than 0.6 were eliminated. The evaluation by the judges was blinded. Seeking to validate the understanding of the questions proposed in the script. Third, after CVC validation, proposals were made to a non-specialist knowledge group.

In the third phase, a *back-translation was carried out*, seeking to verify whether a new valid proposal of the original matches those proposed in the original project by Lavorata, (2014).

**Open Encoding Phase**
During the open definition phase (ii), there was a process of comparing the incidents at the beginning of each category. Data analyses were performed using the software Interface de R pour les Analysis Multidimensionnelles de Textes et de Questionnaire (IRaMuTeQ). The software's main objective is to analyze the structure and organization of the discourse, disclosed as relationships between the worlds that are more frequent and disclosed by the research participants (Camargo & Justo, 2013). When working with interviews, each set of text must compose a UCI. A set of UCI is known as an analysis corpus, whose software segments into three-line texts, called text segments (ST).

Three analyzed text analyses were analyzed: (analysis 1) classic lexicographic analysis for statistical verification of the number of text segments (TS), evocations and forms.

Axial coding phase

The axial classification phase (iii) was performed by Hierarchical Descending Classification (CH) analysis 2), where the classification segments were classified according to their relevant materials D text (Souza, Wall, Thuler, Lowen, & Peres, 2018). CHD generates a dendrogram with the classes that say, and the higher the $\chi^2$, the more associated the word is with the class and words with $\chi^2 < 3.80 (p < 0.05)$ were disregarded. Terms classified as nouns, adjectives and verbs were considered. Other sets and terms presented in the STs were excluded from the CHD. The designers’ lexicon classes were used as codes (Justo & Forte, 2018).

Finally, similitude analysis (analysis 4), which makes it possible to identify how occurrences occur between words, the results results in a connection between the words. At the end of this phase, it is possible to identify the main codes that guide the perception of entrepreneurs regarding the environmental sustainability of the Amazon.

Selective encoding

The specific development phase (iv) focused on the code guide. For the development of the code guide, they were initially used as classes emerging from CHD. Parts that make work firmly five of the issues relating to the classes emerged. We analyzed how early transcripts we found an increasing number of new adjustments that were compared and adjusted for understanding and similarity to reduce their numbers. Emergence analyses provide for subsequent data collection and guidance. However, we continued to code by STs throughout the study to avoid omitting new theoretical insights. Our objective was to develop the codes in progress and their preliminary relationships with the newly received data. This was supported by the creation of memos and analytical diagrams, which were discussed between the authors.

The refinery obtained the results in the evaluations of the classification phase, which were obtained through the classification of the main terms and ST observed. Ultimately, these teams iteratively consolidated categories into unified themes, reconciling discrepancies using core category identification (Eaves, 2001).
Theoretical delimitation phase

The theory delimitation phase (v) was developed, the codes guide and the association of responses against the observed codes. This phase was developed for two studies that were not published but that were coded by two studies using Atlas.ti 8 studies software (Paulus, Pope, Woolf, & Silver, 2019).

Seeking to meet the agreement between the authors, the Kappa coefficient was used for the data. The Kappa coefficient can be defined as a measure of association used to describe and test the degree of agreement (reliability and precision) (Paulus et al., 2019). To classify the highest representation of the evaluations, according to the author, cited and cited for excellent agreement, according to degrees of agreement, representation, according to values of 0.4. 0.75 average representation (Koch, Landis, & Freeman, 1977).

The results were obtained in the dominant themes that shape the conception of sustainability concepts that use brand equity as gaps or gaps perceived by these themes.

3 Results And Discussion

Open Coding Results

The corpus studied (812 sets of responses from the requested texts81), separated into (6012 models), with the use of texts (8.55%). A total of 20,994 occurrences (words, forms or words) emerged, 2,926 of which were different words and 1,536 with a single occurrence. The content contained was categorized into four classes: Class 1 “Agents and communities involved”, with 101 involved (20.73%); Class 2 - “Commercialization of products”, with 106 ST (22.20%); Class 3 - “Availability of resources and raw material used”, with 77 ST (16.34%); Class 4, “Forest-related brand equity”, with 115 ST (23.9%); and Class 5 “Vision of lost forest activities1” (with 816.83%).

Axial coding results

In class 1, “Agents and communities involved” comprises 19.02% (f = 209 ST) of the total corpus studied. Consisting of words and radicals in the interval between $\chi^2 = 2.11$ (aspect) and $\chi^2 = 38.33$ (thing). This class is composed of words such as “thing” ($\chi^2 = 38.33$); “person” ($\chi^2 = 28.77$); “environment” ($\chi^2 = 14.52$); “impact” ($\chi^2 = 14.52$); “social” ($\chi^2 = 12.35$); “Manaus” ($\chi^2 = 11.56$); “conservation” ($\chi^2 = 10.82$); “money” ($\chi^2 = 9.62$); “unit” ($\chi^2 = 7.82$) and “work” ($\chi^2 = 7.31$).

In this class, there is content for the perception of entrepreneurs about the participation of peoples and involvement in the environmental sustainability of the forest. There are also signs of the development of products related to brands related to corporate responsibility regarding the maintenance of the forest in a circular way, mainly directed to contents related to sustainability. Some text segments featuring this class are as follows:
“(...) Sometimes, as people from the communities are riverside, indigenous, they have no idea of the economic and cultural value of the products they have available” (Entrepreneur 01).

“(...) The native, he is an entrepreneur, he is a microentrepreneur, but he needs to have this empowerment, otherwise things do not work out. For example, society can see that entrepreneur as semi-illiterate, but he is an agent of high innovation” (Entrepreneur 04).

“(...) we are so concerned with improving the quality of life of the community, of the women involved who work for the community, the environmental impact that we have there, socioenvironmental but also with the products we use, which it also impacts the environment (Entrepreneur 03).

Class 2, "Marketing products and the consumer market", comprises 2.02% (f = 9 ST) of the total corpus1. Consisting of words and radicals in the range between $\chi^2 = 2.73$ (Brazil) and $\chi^2 = 37.48$ (price). This class is composed of words such as "price" ($\chi^2 = 37.48$); "international" ($\chi^2 = 28.60$); "market" ($\chi^2 = 26.68$); "pay" ($\chi^2 = 23.70$); "fair" ($\chi^2 = 20.15$); "product" ($\chi^2 = 18.17$); "level" ($\chi^2 = 17.74$); “outsourcing” ($\chi^2 = 10.59$); “production” ($\chi^2 = 7.31$) and “sales” ($\chi^2 = 6.52$).

It is composed of text segments related to the perception of its products as opposed to the brand's price, as well as the fair price of consumers at such prices.

“(...) The fair price must serve all four: customer, community, my company and the environment” (Entrepreneur 02).

“(...) The collection and work of this material, so, from the beginning, our idea was to have to pay the fair price for them (Entrepreneur 03).

“(...) Even I am amazed, understood, because it is a more expensive product than similar products without being sustainable, but the output is wonderful. The quality of the product and environmental responsibility, in my view, are fundamental to being able to sell at this price (Entrepreneur 05).

The perception of fair price by companies accredited by them seems to be directly dependent on consumers for the originality of products of national brands, both for the national market and for the international consumer. In addition, there is a demand for more of these brands in the search for proof of this credibility.

“(...) Even I was fair after the negotiation seal (Entrepreneur 03).

“(...) Yes, but it is necessary to work on the image because in countless international fairs we go and observe that Brazil no longer has the credibility of before. It is sad, it is very sad. It is an investment that you have to make more (Entrepreneur 02).
“(...) We have been questioned why people make or sell products saying that they are products from the Amazon, but only the raw material comes from the Amazon, extracted in any way and at a cheap price. It adds value abroad, saying it is from here in the Amazon (Entrepreneur 05).

Class 3, “Availability of resources and raw material used”, comprises 16.34% (f = 67 ST) of the total corpus studied. Consisting of words and radicals in the range between $\chi^2 = 2.07$ (supplier) and $\chi^2 = 43.00$ (raw material). This class is composed of words such as “raw material” ($\chi^2 = 43.00$); “oil” ($\chi^2 = 31.17$); “extraction” ($\chi^2 = 30.38$); “cosmetic” ($\chi^2 = 30.38$); “process” ($\chi^2 = 28.84$); “sector” ($\chi^2 = 26.29$); “auxiliary” ($\chi^2 = 25.91$); “harvest” ($\chi^2 = 20.68$); “demand” ($\chi^2 = 20.68$) and “artisanal” ($\chi^2 = 20.68$). Class 3 has segments related to the availability and acquisition of the raw material used in its products, as well as the brand’s responsibility in terms of maintaining it together with extractive communities, both by raising awareness through the exchange of knowledge and by increasing prices in the acquisition of manufactured products.

“(...) we not only help them to improve their development process, but they will help to develop bioproducts, from the coproducts that are obtained from a receipt (Entrepreneur 03).

“[...] We have done this work (education) together with other communities that use our raw and usable products, which have the potential to be degraded (Entrepreneur 06).

(…) so they say it is not worth it, there is no demand, and we keep trying to show that there is demand, so if they offer it, at the time of harvest, then we have conditions for a larger scale purchase (Entrepreneur 03).

(…) so they invited us to go there to give them a workshop and teach them how to make a paint that has greater durability for them to use (Entrepreneur 06).

One class, “Brand equity as related to the Amazon”, comprises 23.09% (f = 98 ST) of the total corpus of conclusion 4. Consisting of words and radicals in the range between $\chi^2 = 2.07$ (Design) $\chi^2 = 52.86$ (to use). This class is composed of words such as “use” ($\chi^2 = 52.86$); “species” ($\chi^2 = 22.67$); “traveler” ($\chi^2 = 22.67$); “look” ($\chi^2 = 22.67$); “color” ($\chi^2 = 14.96$); “animal” ($\chi^2 = 11.71$); “place” ($\chi^2 = 11.15$); “people” ($\chi^2 = 9.90$); “preserve” ($\chi^2 = 9.62$) and “care” ($\chi^2 = 8.84$). Class 4, a larger volume of ST trademarks, consists of text segments that were used as trademarks adopted by the registered trademarks.

“(…) And then such a small design and used as cores. In addition, inside the letters of our brand, there are waves and a gradient reflecting the colors of the sunset in our region (Entrepreneur 01).

“(…) Our logo is a monkey, (Entrepreneur 07).
“(All our labels are...) in the visual language of the people, with their consent. We give it a color and such, but in general, the art itself is of its origin (Entrepreneur 02).

The Class comprises 16.83% (f 64 ST) of the total corpus considered. Consisting of words and stems in the interval between $\chi^2 = 2.47$ (region) $\chi^2 = 42.47$ (shape). This class is composed of words such as “shape” ($\chi^2 = 42.47$); “knowledge” ($\chi^2 = 34.64$); “imagine” ($\chi^2 = 25.02$); “education” ($\chi^2 = 25.02$); “play” ($\chi^2 = 24.42$); “natural” ($\chi^2 = 19.73$); “empirical” ($\chi^2 = 14.94$); “period” ($\chi^2 = 14.94$); “forest” ($\chi^2 = 14.80$) and “past” ($\chi^2 = 14.43$). In this class emerge the segments that seek the vision of the companies of the brands developed in the face of forestry activities in the Amazon. These activities are as much as degrading. The following STs further describe and explain this class.

(...) For example, I get very sad here in Belém there are several canals that were called Venice and currently these canals, like the Dock that is in an upscale neighborhood, have become an open sewer (Entrepreneur 07).

(...) So today, who we are in the forest, I see that everything has already been deforested and in fact we have a superfruit in that region that reproduces naturally and people keep burning and killing them (Entrepreneur 05).

Class 5 commitment demonstrates the consideration of entrepreneurs regarding the preservation of liabilities related to their protective actions in environmental protection. Data that simulate the business as the environmental enterprises as resources and contamination of the enterprises and impacts of the solo enterprises accentuate the resources that are created in their enterprises and impact the enterprises in their resources. Based on the five classes listed, from the perspective of grounded theory, it was possible to determine an expressive number of codes converging to the groups and as five distinct classes. Figure 2 shows the Dendrogram classes.

FIGURE 2

Result of choice

CHD formed two subgroups, a group containing classes 2 and 3, which are topics related to commercialization, products and services developed, and classes 1, 4 and 5, which are classes more related to the perception of new entrepreneurs in the Amazon region, given the importance of your brand’s connection with the sustainable exploitation of the forest.

Based on the codes and the codes, understand the factors considered possible entrepreneurs to function sustainably in sustainability and even the factors that can be beneficiaries of the guarantee of the term defined as possible between the points such as long-term forest factors or possible marks between and
at what point such long-term forest factors or marks can be defined as long-term forest environmental factors. Brazil's Amazon. In Table 1, it is possible to verify the main codes observed.

**Delimitation of theory**

It is worth noting that when dealing with the classes that deal with sustainable maintenance, the codes relate to the strategic positioning of the brand and the valuation of the strategic price in a fair way for the consumer, a relationship presented more between the C1A and C4C codes. However, when analyzing the C4C code, the positioning of the brands in the national market, a relationship with the consumption and choice of products in question of the brand's concern with the sustainability of the forest.

“(…) Here we hold everything illegal in the waters that during Carnival, with a reduction in tourism because of this national tourism in Tapajós, and all because of mining more” (Empreende 03).

“(…) The consumer is not yet in this Brazilian market niche. Not at all, it did not reach that level. Or nothing came” (Entrepreneur 02).

The codes also represent the perception of the importance of the presence of native peoples and their traditional knowledge and customs. Codes C1B and C1C emerge from this conception of business.

“(…) It is, in fact, something that we need to go there to learn from them, and this is an aspect that we need to learn. They know how to manage forests in an incredible way. Therefore, sometimes it makes you want to cry (Entrepreneur 01).

When we understand factors that lead entrepreneurs to act sustainably in the search for the Amazon rainforest, the Codes that most appear is the C3B. The entrepreneur's local vision of Amazon's forest wealth develops insights and business opportunities.

(...) the daughter of a quilombola mother from a very early age I learned my education with traditional knowledge, adding to the knowledge I acquired with training, I saw that a preservation of value will exist in the products and will represent the culture and identity of the peoples who live there. in the Amazon (Entrepreneur 02).

When I moved here, they liked to take people to get to know the natural beauties here, in this region (...) so I thought of an unconventional tourism, that of sun and beach, so a different service worked added to my passion for cycling, it all added up positively (Entrepreneur 07).

When entrepreneurs understand about the factors that benefit or that there are two environmental factors of a brand belonging to the Brazilian Amazon, there is a connection between the codes belonging to subgroups.

For these, the main factors are related to the codes of understanding of the existence of the communities involved (C1B) and the main factors of maintenance to the production of C2C media.
The sustainability of the Amazon Forest depends not only on the application of traditional policies but also on environmental responsibility and the exchange of knowledge with traditional peoples. This information can be planned in the planning, execution and monitoring of restoration activities through educational strategies that effectively use the natural resources allocated through natural education programs in the countryside (Reyes-García et al., 2019). Originators are responsible for environmental monitoring, building relationships with plants and lands, and even ecological restoration (Thompson, Lantz, & Ban, 2020; Wehi & Lord, 2017). In this sense, there are many lessons and ways in which intersections between indigenous knowledge and ethnobiology can inform and contribute to the future of humanity and other lives on Earth (Turner, Cuerrier, & Joseph, 2022).

“(…) It is exactly that people do not understand that this is important, but it is a sensitivity to life. It is not a sensitivity of a financial exchange. He does not want money, he does not want any material goods. He expects an exchange of knowledge, a show of respect (Entrepreneur 02).

Regarding ecological restoration, it can be observed that, as much as the C2B and C3C codes are maintained, both the most important as ecological preservation, both for ecological maintenance and for ecological restoration, both for the maintenance of traditional knowledge existing in the region.

“(…) In fact, the great achievement you did was with my father. He observed all the forest diversity. He observed what the work of natural pollinators was like, and then he began to see that the standing forest would be worth more, so he began to reforest with cacau, cupuaçu, all he can imagine from fruit trees, that is, empirically, is sustainable management, isn't it? (Entrepreneur 05).

Such characteristics are defined in the conception of entrepreneurs regarding the importance of including exploited areas of sustainable landscapes, as well as their sustainable species of production landscapes (Garibaldi & Turner, 2004). They shape community support of the project, community support of traditional support, support of project success help, and community support (Wehi & Lord, 2017). Figure 3 presents a representative diagram of the perception of entrepreneurs.

**FIGURE 3**

For the strategic vision of brand positioning, the C4C vision code is similar to “international”. The main objective is focused on the expansion of sales to the international market, and its expansion represents an objective of acting in the sustainable. In an environment of fierce competition and barriers of geographic barriers, the introduction of new inputs with *brand equity*, especially those related to biodiversity and environmental protection taking into account the brand, promotes new markets and the achievement of equity in the small business brand (Gupta, 2016).
Regarding the performance of government agencies and NGOs (C1C), entrepreneurs see little expressive performance in the context of the sustainability of the regions where they operate.

“(…) In this sense of action, we are very far from that. Thus, it is very distant, and the perception of local people in relation to it is still not very good, always an image that is just assistance (Entrepreneur 04).

“(…) I was tired of welfare, you know? Welfare tired me, I wanted to see beyond (Entrepreneur 01).

When related to the C5A code to the use of renewable energies, part of the large maintenance sources have alternatives, but most have the implementation of renewables in their strategic energy plan.

“(…) No, not yet, but it is on our agenda. In fact, today I received a visit from a person who is making a budget for a factory to implement a photovoltaic system. There at the factory and even here at home too (Entrepreneur 02).

On the other hand, entrepreneurs who do not have the change of energy matrix, in addition, still do not have so much for nonproduction sites that demand high energy consumption, as the de facto plans for energy served in the Amazon region are hydroelectric plants, which still transfer a favorable cost, and the cost of implementing an alternative matrix is still high.

“(…) No, not yet, because we still do not have a physical space (Entrepreneur 01).

“(…) No, because we use very little electricity (Entrepreneur 04).

“(…) We are using solar energy, you know? However, it turns out that it still does not work for us financially. It is not yet possible (Entrepreneur 05).

peer-peer transport demand. These services will allow people to use mobility as needed (Santos, 2018; Shaheen et al., 2015). Shared mobility can reduce road congestion, reduce transport infrastructure demand, reduce CO$_2$ sight and reduce environmental impact, as well as lower financial costs compared to proprietary vehicles (Guyader et al., 2021).

4 Conclusion

The sustainable study in relation to its brand with the exploration region of the importance of the forest.

It was to understand that entrepreneurs realize that environmental sustainability depends on participatory arrangements between the company, the environment and the traditional communities of the region. This relational perception in the development of its brand especially focused on the construction of the participatory and cooperative image of the mentioned entities.

Activation from indigenous peoples, participation in knowledge assets of recognition of reserves and their proven performance of indigenous resources goes from people exploited by the population and business support on the spot.
The significant results are that for alternative entrepreneurs, it is possible to increase the density of emerging businesses – and therefore increase the density of businesses – without additional resources and linkages of new resources through an extensive valuation of all existing environmental resources.

All initiatives of environmental promotion projects focused on development and all companies involved in the market, including the creation of integrated socioecological, ecological and sustainable systems. More implementation of education programs, as the same cultural values of the configuration and sustainability projects of the fields of adjustment in goals and environmental sustainability.

These are identified codes that describe a perception regarding the difficulty of negotiating products with sustainable brand equity in the Brazilian market. This factor promotes the adaptation of enterprises to international markets in an environmentally friendly manner with forest maintenance.

Although sustainable with respect to its current examples a small part of those who work in the Amazon region and that the effectiveness of the conservation action in the forest and that the effectiveness depends on the conservation of the forest, the traditional and well-known peoples both linked to conservation of the forest.

References


**Tables**

**Table 1 - Code and query guide**
<table>
<thead>
<tr>
<th>CLASS</th>
<th>Initials</th>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>C1A</td>
<td>Viewing the Agents involved</td>
<td>The code “Agents involved” in this class applies to active agents involved in forestry activities, from extractivism to the acquisition of products.</td>
</tr>
<tr>
<td></td>
<td>C1B</td>
<td>Understanding how communities engage</td>
<td>The code understands how traditional communities are involved in the brand, such as: indigenous peoples, quilombolas and riverside dwellers.</td>
</tr>
<tr>
<td></td>
<td>C1C</td>
<td>Realizing the social impact</td>
<td>The code to understand the brand’s social impact on forests.</td>
</tr>
<tr>
<td></td>
<td>C1D</td>
<td>Government action</td>
<td>The code aims to understand the performance of the state and NGOs in the face of environmental sustainability.</td>
</tr>
<tr>
<td>2</td>
<td>C2A</td>
<td>Trading commercial product/service</td>
<td>The code in this class seeks to understand which the main/are being worked on sustainably in the Amazon rainforest in Brazil and services studied in this research.</td>
</tr>
<tr>
<td></td>
<td>C2B</td>
<td>Looking for a source of raw material supply</td>
<td>About which sources of acquisition of the raw material used and which agents are products or extras.</td>
</tr>
<tr>
<td></td>
<td>C2C</td>
<td>Producing means of forest maintenance</td>
<td>About which brands as brands develop or pursue.</td>
</tr>
<tr>
<td></td>
<td>C2D</td>
<td>Recognizing the importance of traditional knowledge</td>
<td>The code in this class seeks to understand the vision of traditional knowledge in traditional communities and the impact on entrepreneurship.</td>
</tr>
<tr>
<td>3</td>
<td>C3A</td>
<td>Making the resources available</td>
<td>It aims to understand the resources used by the brands of their services/products, being offered, both for them and for other developments, in the negotiated environment (competitors).</td>
</tr>
<tr>
<td></td>
<td>C3B</td>
<td>Understanding the Processes</td>
<td>About which production and extraction processes are used by producing agents, and which impacts are generated and how they are minimized.</td>
</tr>
<tr>
<td></td>
<td>C3C</td>
<td>Seeking strategic scaling</td>
<td>About what is the consumer market profile and what scale to achieve without impacting the Amazon rainforest.</td>
</tr>
<tr>
<td>4</td>
<td>C4A</td>
<td>Planning the Branding</td>
<td>The code in this class refers to the branding strategies applied by the brand’s sustainable planning company against the environment.</td>
</tr>
<tr>
<td></td>
<td>C4B</td>
<td>Outlining the distinctive signs</td>
<td>About the signs related to the forest, or to the community that use the association of forest products, by consumers.</td>
</tr>
<tr>
<td></td>
<td>C4C</td>
<td>Positioning yourself strategically</td>
<td>About which market the brand seeks to reach (regional, national or international).</td>
</tr>
<tr>
<td>5</td>
<td>C5A</td>
<td>Pursuing environmental sustainability</td>
<td>The in this class refers to the main objective the company achieves, regarding the environmental preservation of the forest, such as original: the preservation of its traditional knowledge, the preservation of species natural habitat or the maintenance of peoples to their place, tradition and culture.</td>
</tr>
<tr>
<td></td>
<td>C5B</td>
<td>Observing the deleterious occurrences</td>
<td>The main degradation activities observed by brands in their locality.</td>
</tr>
<tr>
<td></td>
<td>C5C</td>
<td>Perceiving</td>
<td>The code in this class aims at understanding the forest and...</td>
</tr>
</tbody>
</table>
sustainability as a positive factor attitudes toward what is used and which produces positive results.

Figures

Figure 1

*Geographic Map of the Legal Amazon region in Brazil and the locations of the participating entrepreneurs' brands*
Figure 2

**Dendrogram of CHD classes**

**Property indicators against effective environmental sustainability**
- understanding to the communities involved
- Recognizing the importance of traditional knowledge

**Resulting from perception**
- Sustainability effective
- Sustainability not consistent
- Degradation

**Existence of indices**
Positive existence (Presence of Native peoples and knowledge traditional);
Inexistence (Absence of people origins and knowledge traditional).

**Legenda:**
- Positive existence
- Positive existence
- Negative experience
- Negative experience

Figure 3
Diagram on the perception of environmental sustainability indicators.