

JGB 8991

**The Relationship of Authentic Brand Activism and Woke Washing to
Filipino Consumer's Attitude and Purchase Engagement in
Metro Manila as mediated by Consumer-Based Brand**

Alexandra Nicole Vega, Edna De Castro & Eduard Bucio

De La Salle University, Manila

alexandra_vega@dlsu.edu.ph, edna_decastro@dlsu.edu.ph

& eduard_bucio@dlsu.edu.ph

Abstract

This study aimed to investigate the link between Woke Washing and Filipino consumer behavior in the context of companies speaking about socio-political problems. The chosen model and the research Arronsson and Kato's conceptual framework on brand activism woke washing, consumers attitude, purchase engagement and consumer-based brand equity and Theory of Planned Behavior (TPB) by Ajzen. The researcher focused on the research target demographic of Metro Manila consumers aged 18 to 46 in this study. Most of the respondents are from Generation Y. A total of 200 people were requested to participate in the poll. This paper delves into how modern times demand modern marketing methods. The current study demonstrates that the constructs of brand activism and woke washing impact the deliberative process of Filipino consumers' attitudes and purchasing behavior. The study also sets the path for research into woke washing and brand activism. Bernstein Crisis Management, Inc. defined woke-Washing as "the latest trend of corporate sins." According to The Guardian, it is how brands are cashing in on the culture wars. Capitalism is here to stay and will evolve. Companies are increasingly

engaging in social change projects and utilizing their clout to be "woke" as individuals become more conscious and engaged in socio-cultural concerns. Should we start questioning whether this is a movement or a trend?

Keywords: *Authentic Brand Activism, Woke Washing, Purchase Engagement, Consumer's Attitude*

Introduction

Background of the Study

The conceptualization of “woke washing” has a significant way of communicating socio-political issues. It is an emerging marketing strategy that creates a unique message for consumers. Thus, researchers ascertain the behavior of consumers towards the brand and the impact, e.g., Ligo Sardines Philippines, one of the country’s leading manufacturers of canned goods, used social media to voice out their sentiment to the government during the Covid-19 crisis (Madarang, 2020) and become viral. According to research, consumers expect companies to participate in social and cultural dialogues, but getting it properly is not easy or uncontroversial.

According to Edelman’s Trust Barometer Annual Report (2019), brands are expected to take a larger role in society. 69% of the respondents answered that brand impact on society is one of the reasons why trusting the brands they buy is becoming more important. The same report stated that 81% of respondents must be able to trust the brand to do what is right, but only 1 of 3 can trust the brands they buy. Lastly, 56% of respondents think that too many brands use societal issues to sell more of their products as a marketing ploy. However, there is a new phenomenon wherein companies, researchers, and brand activists publicly express their opinion about the

issues, called “Brand Activism” (Kotler & Sarkar, 2017). Moreover, the effect of brand activism directly engaging to woke washing, consumer's attitude, purchase engagement, and consumer-based brand equity (Arronson, Henrik & Kato Paul 2021). The woke washing implies the awareness of socio-political conceptualization on how they encourage marketing and advertising practitioners to be brave (Sobande, 2019).

Statement of the Problem

According to Ajzen (2008), intentions and behavior in this field flow rationally from behavioral, normative, and control ideas that individuals hold about the activity. The theory of planned behavior may be considered a "reasoned action" approach to consumer behavior.

As a result, this study aims to look at the impact of "Woke Washing" on Filipino consumers' purchase habits. In particular, a brand's approach to communicating socio-political concerns, as an emerging marketing strategy, influences customer attitudes and predicts consumer purchase involvement.

The objective of the study

Companies can participate in activism in addition to specific movements and take a stand for various causes depending on what they believe is in line with their values. The authors find it fascinating that businesses engaging in social activity are starting to catch on and become a trend. There needs to be more data on the impact of this style of marketing impact on the company's image among customers (Grumbein, 2014). This is associated with consumer-based brand equity, or how consumers regard the brand. As a result, this research aims to close a gap in corporate theory participation in social activism. This study aims to see how customers react to new products.

1. To determine the relationship between Brand Activism and woke washing will have a significant favorable influence on customer attitude and purchase engagement
2. To determine if woke washing will have a significant favorable influence on Customer attitude.
3. To determine if woke washing will have a significant favorable influence on purchase engagement.
4. To determine if woke washing and Consumer- Based Brand Equity will moderate customer attitude and purchase engagement.

Research Questions

1. What was the relationship between Brand Activism and woke washing to customer attitude and purchase engagement?
2. What the effect is of woke washing and Customer attitude?
3. What the effect is of woke washing on purchase engagement?
4. What the moderating effect is of woke washing and Consumer- Based Brand Equity on Customer Attitude and Purchase Engagement?

Theoretical Framework

Theory of Planned Behavior

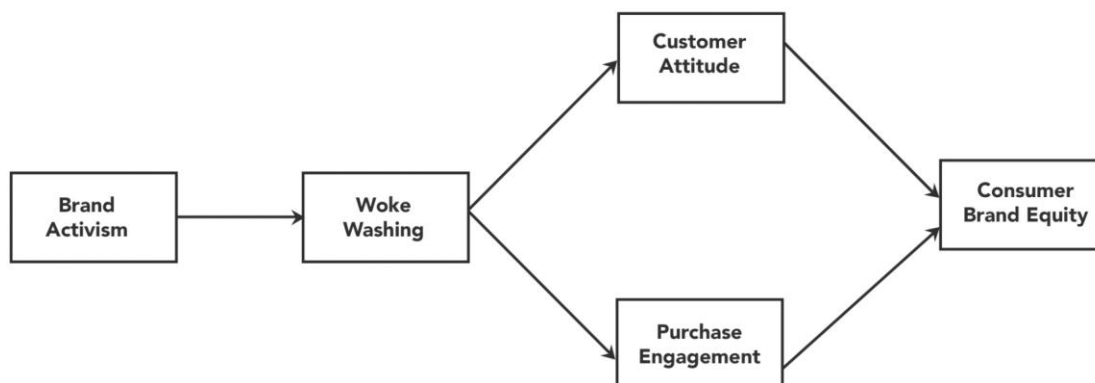
According to the theory of planned behavior by Ajzen (1991), behaviors are impacted by intentions, which are governed by three factors: attitudes, subjective norms, and perceived behavioral control. Intentions are thought to capture the motivating variables that impact an action; they are indicators of how hard someone is willing to try and how much work they intend to put in to complete the activity.

Ajzen (2008) stated that when it comes to consumer behavior, the intent of interest might be the desire to buy a specific product or service. Attitudes toward buying, the product, subjective norms, and perceptions of behavioral control are the three key drivers of this activity, and they are linked to comparable sets of behavior-relevant beliefs. Finally, control beliefs concern the perceived presence of circumstances that might help or hinder the performance of an activity. The perceived capacity of each control factor to obstruct or assist a purchase is considered to contribute to perceived control over this action in direct proportion to the person's subjective probability that the control factor is present. The theory of planned behavior may be viewed as a "reasoned action" approach to consumer behavior since it claims that intentions and conduct in this area follow rationally from the behavioral, normative, and control beliefs individuals hold about the activity.

Conceptual Framework

Figure 1

Conceptual Model was adopted from Brand Activism, Arronsson, Kato (June 2022)



This conceptual model depicts the study's approach and is intended to clarify how the study's chosen literature interacts with and affects one another. The model's theoretical concepts are brand activism, woke washing, consumer attitude, purchase engagement, and consumer-based brand equity. Depending on how the brand uses the activism, it can have a positive or negative impact. If the firm is perceived to have high value and its brand activism is perceived to be authentic, it will influence a positive attitude and purchase engagement toward the consumer, raising consumer-based brand equity. On the other hand, if the consumer perceives the firm's marketing communication as unauthentic, brand activism risks appearing as woke washing because it influences a negative attitude and purchase engagement toward the consumer, lowering consumer-based brand equity. On the other hand, if the consumer perceives the firm's marketing communication as unauthentic, brand activism risks appearing as woke washing because it influences a negative attitude and purchase engagement toward the consumer, lowering consumer-based brand equity.

According to Alexis' (2019) research, brands that are entering a period in which brand activism strategies are implemented significantly impact consumers' purchasing decisions. The model depicts how brand activism results in positive consumer-based brand equity and progresses from brand activism to purchase engagement and consumer-based brand equity, influencing purchase intention (Tolba & Hassa, 2009). Purchase engagement should represent consumer-based brand equity, which should trigger longer-term market results of brand equity (Silverman, Sprott, & Pascal, 1999).

Hypotheses

H1: Brand Activism will have a significant influence on woke washing.

H2: Woke washing will have a significant favorable influence on customer attitude.

H3: Woke washing will have a significant favorable influence on purchase engagement.

H4: Customer Attitude will have a significant negative influence on Consumer Brand Equity.

H5: Purchase Engagement will have a significant negative influence on Consumer Brand Equity.

Significance of the Study

This study aimed to investigate the link between Woke Washing and Filipino consumer behavior in the context of companies speaking about socio-political problems. Although the notion of planned behavior has been researched for many years, few studies employ the theory and woke-washing as constructs in predicting behavioral intention and conduct. As a result, the findings of this study could:

1. Assist brands in developing genuine strategies that tackle socio-cultural concerns to achieve desired outcomes
2. Support companies in increasing sales profit
3. Contribute to further studies of brand activism and woke-washing research by presenting conceptual, empirical, and statistical support for future studies of this construct.

Scope, Limitations, and Delimitations

The researcher focused on the research target demographic of Metro Manila consumers aged 18 to 46 in this study. Most of the respondents are from Generation Y. A total of 200 people were requested to participate in the poll. The following study limitations were discovered and acknowledged by the researcher:

1. The current research is only applicable to the population of the study.

2. The study was only conducted in Metro Manila; consequently, the findings may only represent people who live in urban regions and are more exposed to urban lifestyles, values, habits, and behavior than those who reside in rural areas.
3. The subjects' responses to the questions may represent transient reactions influenced by current events or recent incidents.

For the study, the following steps are followed:

Respondents

- The Study bases its findings on the accuracy of the 200 survey respondents, given the time limitations.

Questionnaire

- It is assumed that at least 200 have been completed.

Secondary Information

- As stated in the reference section, secondary data is available. Throughout the investigation, correct information and a solid foundation for the research will be assumed.

Data Source

- Information comes from research institutes, organizations, and survey data. Are all assumed correct or to the best of the researcher's knowledge? To maintain the integrity of the general survey takers' results, anomalies will not be accepted as part of the average or mean data computation.

The chosen model and the research

- Arronsson and Kato, as the study's researchers, assume that the existing model, as shown in Figure 1, will be implemented in June 2022.

Reliability, accuracy, and validity of statistical methods

- Statistical measures are examined using descriptive statistical approaches. For the study's results and conclusion, Microsoft Excel and other acceptable research data analytic tools will be assumed to be accurate.

Review of Related Literature**Consumer Attitude**

Consumers are everyday people who are involved in activities relating to the acquisition of goods or services. It should come as no surprise that consumer psychology deals with the same difficulties as general psychology: memory and cognition, affect and emotion, judgment and decision-making, group dynamics, and the plethora of other themes covered in the psychological literature. Much of this research is predicated on the general rule. It is considered that consumer decisions are influenced by attitudes toward available options, whether inferred from choices in the revealed preferences paradigm or measured explicitly. When given a choice between two brands or services, customers will likely choose the one with the most positive overall attitude. Because this assumption is almost an article of faith, it is seldom questioned or experimentally proven. Instead, advertising is emphasized, which may impact beliefs and attitudes and influence behavior. (Ajzen, 2008)

Purchase Engagement

Purchase engagement refers to a person's motivation to shop for goods and services. Both consciously and unconsciously, the propensity exists. Cultural, societal, and personal variables can all have a role in conscious considerations. Due to the intense competition in the market, businesses are pushed to differentiate themselves and, as a result, use innovative market

strategies. Offerings are personalized to the target demographic to persuade the consumers to buy. (Arronson & Kato, 2021)

Brand activism is a new marketing approach for firms looking to differentiate themselves in a crowded marketplace by taking public positions on social and political issues. Furthermore, in the research of Cagampan, Cristobal, and Dimaculangan (2022), customers may boycott or buycott the target firm (Moorman, 2020; Sarkar and Kotler, 2018 as referenced in Kapitan et al., 2021). Boycotting is an act in which people opt not to purchase particular items to express their dissatisfaction with the company's conduct. On the other hand, a buycott is the inverse of a boycott in which individuals deliberately purchase items from firms they believe act responsibly.

Brand Activism

Brand activism differs from other forms of activism because it is motivated by justice and a deep concern for society's most pressing issues. It brings to life the concept of a "values-driven" firm. You cannot be a values-driven business and ignore society – your workers, customers, communities where you work, and the rest of the globe. What you do, not what you say, is the proof. (Sarkar & Kotler, 2021)

Vredenburg et al. (2020) define authentic brand activism as a strategy in which companies communicate their activist stance on socio-political problems in a purpose- and values-driven manner while simultaneously participating in pro-social corporate behavior. As a result, authentic activism aligns a brand's mission and values with activist marketing rhetoric and corporate behavior. Additionally, when a firm or brand takes a stand on a social, cultural, gender, or environmental problem, it is referred to as brand activism. In their eagerness to promote a cause and attract value and ethics-driven consumers, they may exceed the boundaries of communication with society. They may need to take their activism further, failing to connect

with the audience and being seen as a commercial gimmick. On the other hand, if it is done well, it has the potential to attract a sizable segment of value and ethics-conscious consumers to their core customer base. As a result, before jumping on the bandwagon of brand activism, firms and brands must thoroughly understand customer behavior toward cause-related marketing and brand activism. (Shetty, Venkataramaiah & Anand, 2019)

Woke Washing

Woke washing is a word that describes when businesses utilize ethical standards in their marketing while concealing their economic goals of profit. The word "Woke" means "waking," and it refers to consumer awareness of social duty in society, a notion that has gained popularity in recent years thanks to social media (Arronson & Kato, 2021). Adams (2019) stated that in the call-out culture period, the consequence of a poorly aligned brand purpose might be pervasive ineffectiveness, which marketers may consider even worse.

Woke washing is described as profit-driven companies cynically cashing in on people's ideals and using progressive-oriented marketing campaigns to deflect questions about their ethical records, whether it is called "woke-washing" or companies raising and mainstreaming important issues. This trend is not only here to stay but will continue to grow. (Jones, 2019). As defined by the Harvard Business Review (HBR), woke washing is the "appropriating the language of social activism into marketing materials." Additionally, according to Vredenburg, J., Kapitan, S., Spry, A., & Kemper, J. (2018), Brand activism has emerged as the new go-to marketing strategy, and a company's stance on societal and political problems may serve as a differentiator in today's fast-paced business environment. Inauthentic brands are more likely to be viewed as "woke washing" because their behaviors may not correspond with their messaging or have neither messaging nor pro-social practices. "Woke washing" is when a company's social

cause activities are obscure or ill-defined, even though it uses social activism marketing to position itself in the marketplace.

Research Framework, Design, and Methodology

Research Design

For this study, the Authors used correlational research design to help establish the relationship between Authentic Brand Activism and Woke Washing to Filipino Consumer's Attitudes and Purchase Engagement. A correlational study is used to identify the relationship between the variables. Design with qualitative interviews to collect and analyze the appropriate data and develop results. This study included a qualitative interview consisting of an online survey form to random respondents to explain the phenomena and data results of the statistics.

Research Method

Bloomfield, J., & Fisher, M. J. (2019) has mentioned that quantitative research may also be used to quantify ideas, attitudes, and actions to determine how the entire public feels about a particular problem (2019). For audience segmentation, quantitative research is valuable. It is accomplished by segmenting the population into groups with individuals who are similar to one another yet unique from one another. The testing of hypotheses is an activity for which quantitative research is particularly well suited.

Research Participants

The study's primary data will come via a google form. Secondary data will primarily come from scholarly journals and similar studies to further explain the survey's findings. A random sample of (n=200) replies was intended to achieve a suitable level for appropriate statistical data analysis and eliminate bias. The results from each parameter that tests its

association based on the hypotheses provided were obtained from responses to surveys administered to a minimum of 200 respondents above.

Research Instruments

The questionnaire was based on the guide on developing questionnaires based on Brand Activism, Woke Washing, and Brand Equity by Jakob Ferenius, Victoria Kotras, Andreas Lökken, Malini Nayar, and Maria Runering. Questions about the relationship between Brand Activism, Woke Washing, Purchase Engagement, and Consumer Attitude about Brand Equity have been added. The questionnaire was pre-tested for reliability among sixteen (16) respondents to determine its internal consistency, and the internal reliabilities for the scales were determined to be adequate, as shown in Table 1.

Table 1

<i>Cronbach's alpha</i>	
<i>Brand Activism</i>	<i>0.914</i>
<i>Woke Washing</i>	<i>0.902</i>
<i>Customer Attitude</i>	<i>0.868</i>
<i>Purchase Engagement</i>	<i>0.835</i>
<i>Brand Equity</i>	<i>0.673</i>

Data Collection Procedures

The respondents were chosen randomly using a Google form, and the questionnaire was delivered by direct message. The list of class sections for the semester was compiled and entered into a Google Form. A total of 200 responders were chosen at random from the list. The researcher used social media to convey a private message. The questionnaire clearly defined the distinction between Woke Washing and Brand Activism among the respondents, and they were

asked to tick an item if they completely understood the ideas, indicating that they were aware of both concepts. This questionnaire is designed to introduce respondents to the notion of woke washing and to evaluate their instinctive response to seeing an example of these advertisements. Random sampling was utilized so that everyone in the population has an equal chance of being selected for the sample to eliminate biases,

This is preferred since anyone from the defined target population might be chosen for the sampling, providing a higher level of confidence that reflects what the population truly believes. Four 7-point evaluative semantic differential measures were used to assess brand attitudes: like - dislike, good - awful, positive-negative, and favorable - unfavorable. Numerous studies have demonstrated that attitudes toward items or services and other elements of consumer behavior, such as attitudes toward advertisements or shops, may be readily and accurately measured in this manner.

Analytical Methods

The SmartPLS system was used to estimate the path analysis model. The researchers applied partial least squares-structural equation modeling (PLS-SEM) to evaluate the model by evaluating the contribution of each variable in explaining the variance, which is not attainable with regression analysis.

Results

Profile of Participants

A total of 200 people (N=200) participated in the survey. 40.5 percent of those polled were women, 36.5 percent were men, and 21.5 percent identified as LGBTQIA+. 77.5 percent of those polled are between the ages of 25 and 35.

Data Results

Table 2 summarizes the model's reliability assessment. The Fornell-Larcker criterion compares the square root of each construct's average variance retrieved with its correlations with all other constructs in the model to assess the measurement model's reliability and validity. The findings demonstrate that the construct measures are reliable and acceptable even when no indicators are removed since they all have loadings over 0.70 and AVE values above 0.710. Cronbach alphas over 0.70 are deemed well in terms of internal consistency and dependability. Cronbach's coefficient alpha is the most generally used estimator of the reliability of tests and scales. Thus it is fantastic that both Cronbach's coefficient alpha and each loading are over 7.0. It has, however, been challenged for having a lower bound, underestimating genuine dependability. Composite dependability is a common alternative to coefficient alpha and is frequently assessed in combination with structural equation modeling. Peterson and Kim (2013)

Table 2

Indicator Loadings, Average Variance Extracted and Reliability Coefficients

Latent Variable	Indicators	Loadings	Composite Reliability	Cronbach's Alpha	AVE
Brand Activism	BRACT1	0.951	0.970	0.954	0.916
	BRACT2	0.956			
	BRACT3	0.954			
Brand Equity	BREQ1	0.964	0.923	0.844	0.857
	BREQ2	0.886			
Customer	CAT1	0.983	0.982	0.964	0.965

Attitude	CAT2	0.982			
Purchase Engagement	PENG1	0.953	0.971	0.956	0.919
	PENG2	0.958			
	PENG3	0.964			
Woke Washing	WW1	0.952	0.973	0.958	0.922
	WW2	0.966			
	WW3	0.963			

Table 3 shows the discriminant validity of the constructs. The Fornell-Larcker criterion was developed to check the discriminant validity of the constructs, which compares the square root of the AVE values with the latent variable correlations. As a result, the square root of each construct's AVE is bigger than its greatest correlation with any other construct. This demonstrates that the variables are conclusively unique from other variables.

Table 3

Square Roots of AVE and correlation coefficients

	1	2	3	4	5
1. Brand Equity	0.926				
2. Brand Activism	0.097	0.957			
3. Consumer Attitude	0.126	0.906	0.982		
4. Purchase Engagement	0.119	0.859	0.893	0.859	
5. Woke Washing	0.134	0.926	0.930	0.867	0.960

Furthermore, t-statistics were generated to evaluate the differences in path coefficients among models in order to precisely and reliably compare the outcomes. The route model

coefficients are shown in Table 4 and were used to evaluate the model's hypothesized direct impacts. Brand Activism significantly influences woke washing, with a path coefficient of 0.926. It was also revealed that woke washing significantly impacts customer attitude and purchase engagement. Customer attitude has the most significant influence, with a path coefficient of 0.930, while purchase engagement has the least significant influence, with a path coefficient of 0.867. There were, however, no significant effects on customer attitude towards brand equity or purchase involvement with a brand's equity, which yielded lower results than the former.

Table 4

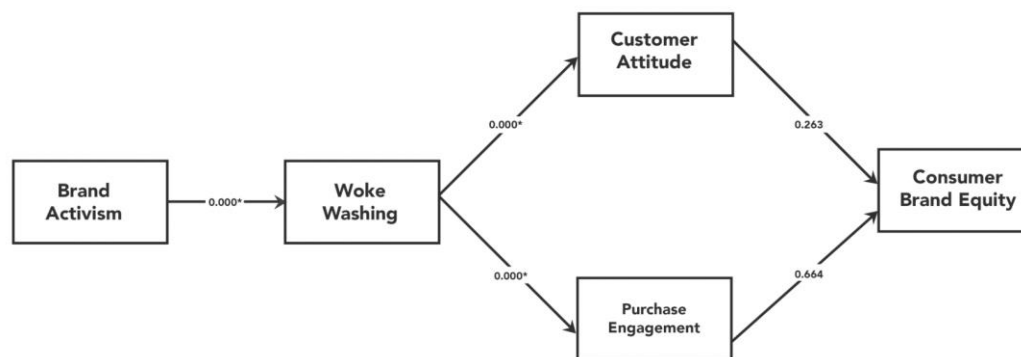
Path Coefficients for Path Models

Hypothesis	Path Coefficient*	Expected Coefficient	Results
H1: Brand Activism → Woke Washing	0.926 (<i>0.000</i>)	+	Supported
H2: Woke Washing → Purchase Engagement	0.867 (<i>0.000</i>)	+	Supported
H3: Woke Washing → Customer Attitude	0.930 (<i>0.000</i>)	+	Supported
H4: Customer Attitude → Brand Equity	0.093 (<i>0.263</i>)	-	Not Supported
H5: Purchase Engagement → Brand Equity	0.036 (<i>0.664</i>)	-	Not Supported

**p-value is italicized beside the Path Coefficient*

Figure 2

Summary of the Result of the Analysis



*p < 0.005

Discussion

This research contributes to the overall understanding of the Relationship between Authentic Brand Activism and Woke Washing to Filipino Consumer's Attitudes and Purchase Engagement as mediated by Consumer-Based Brand Equity. This study adds to the discussion of whether Filipino consumers' attitudes and purchase engagement are affected by woke washing using TPB. The analysis indicated a striking positive influence between brand activism and woke washing which means that if a brand's act of activism is considered inauthentic, it will have a positive influence on woke washing, which in turn influences the customer attitude and purchase engagement. According to the study results, a brand's genuineness in the movement it promotes influences the positive emotion it may elicit from customers, the brand's level of care in improving the well-being of its community, and if the brand itself is socially responsible.

Secondly, there is a presence of influence in woke washing to Filipino consumers' buying engagement and brand attitude. Customer Attitude is strongly influenced by woke washing. This implies that customer attitude, specifically their perception of the brand's pleasantness and credibility, is influenced by the brand's authenticity to the movement it promotes. On the other

hand, purchase engagement is also strongly influenced by woke washing, which may prevent consumers from purchasing the brand after seeing the advertisement or from purchasing the product in the future, as well as risking the potential of word of mouth as it may trigger a boycott or prevent consumers from referring to the brand. Subsequently, a customer's attitude and purchasing engagement with a brand and its act of activism does not affect a brand's equity. Comparing these two has resulted that consumer attitude has the least influence on brand equity.

Conclusions and Recommendations

In conclusion, this study has demonstrated the numerous ideological elements influencing woke washing among Filipino consumers. The study's findings revealed that Filipino consumers are limited to responding positively and unfavorably to brands taking a stand in various social and cultural issues that society is currently facing, and they develop a reactive brand perception towards brands that have used this type of advertising strategy. Brands that use this advertising strategy effectively with the correct application and aligned with their ideals and values may boost their brand credibility with customers and encourage purchase engagements. However, not all acts of brand activism receive the same level of acclaim or sound feedback. That is why marketers must examine other essential aspects of brand activism, such as the relevance of the relevant issues to be addressed and how they are helping this cause rather than merely for private profit or personal benefit. This shows how businesses, most notably in the Pepsi commercial, "woke-washed" their brand image in these marketing strategies and how respondents comprehended and responded to the advertising.

Furthermore, the study discovered that brand activism had boosted customers' perception of the brand's credibility and pleasantness and purchase interactions with the brands that utilize them. However, woke washing is sufficient for them to continue not purchasing from the brands.

Woke washing influences respondents' purchase intentions toward brands. This means that if brands contribute to the movement they support through authentic brand activism, consumers have the power to purchase and refer to your brand, elevating its credibility. On the other hand, if consumers find your brand's support of the movement to be an example of woke washing, consumers can refuse your brand or, worse, boycott your brand, fostering negative perceptions of your brand. The survey also revealed that whether your business has genuine brand activism or woke washing, it is not enough for them to discontinue being aware of it. This implies that even if they strongly agree or disagree with the major societal concerns being addressed or find the brand woke-washing, this will not influence their awareness of the brand and its identity. Based on the research results, Filipino consumers are open to this marketing strategy, whether it involves "woke-washing" or genuine brand activism.

Therefore, it is recommended to use woke advertising when the marketing campaign's main objective is to increase the company's value and credibility and the movement itself. The researchers advise companies to make the most of copywriting to express their support for the movement and why these movements must be elevated more than simply by attaching movement logos. Additionally, companies and their marketing strategy must be mindful that their support of a specific product must be performed to unify rather than alienate, contribute, and clout-chasing.

Brands should also be able to give back to the movement they are supporting rather than just using it to boost sales, as this will make them appear as authentic brand activism and a socially responsible and involved brand. This will promote advocating business and societal goals to make real change from within the capitalist system and communicate that the brand is about more than just making money.

Future Research

The current conceptual approach opens the door to understanding how woke washing affects Filipino consumers. The study is, therefore, an essential field for academic inquiry, and greater investigation will enable a more accurate and conclusive evaluation of the findings, especially if a quantitative survey will only be administered to participants who are already fully aware of the concept of woke washing and understand how it differs from authentic brand activism. Duplicating the research with a broader representative sample that includes rural areas would be beneficial to improve the current study results. Furthermore, a cross-gender investigation of the impact of Woke Washing may be necessary in order to compare the impacts of woke washing across genders, particularly in advertisements that promote the LGBTQIA+ community and women's empowerment.

References

- Abzari, M., Ghassemi, R. A., & Vosta, L. N. (2014). *Analyzing the effect of social media on brand attitude and purchase intention: The case of Iran Khodro Company*. *Procedia-Social and Behavioral Sciences*, 143, 822-826.
- Adams, P. (2019). The year of “woke-washing”: *How tone-deaf activism risks eroding brands*. *MakertingDive*, available at www.marketingdive.com/news/the-year-of-woke-washing-how-tone-deaf-activism-risks-eroding-brands/557606.
- Ajzen, I. (1991). *The theory of planned behavior*. *Organizational behavior and human decision processes*, 50(2), 179–211.
- Ajzen, I., Haugtvedt, C. P., Herr, P. M., & Cardes, F. R. (2008). *Handbook of consumer psychology*. *Consumer attitudes and behavior*, 525-548.

- Aronsson, H., & Kato, P. (2021). *Brand activism, does it work?* A quantitative study on how advertising that contains elements of social activism affects consumer-based brand equity and how it, in turn, affects consumer purchasing engagement.
- Cristobal, Carlos, Alyssa Rhose Del Prado, Ansberto Cagampan, and Ernesto Dimaculangan. "Brand Activism: Impact of Woke Advertising on the Consumers' Attitude and Brand Perceptions towards Purchase Intention." *Journal of Business and Management Studies* 4, no. 2 (2022): 01-12.
- Edelman, R. (2019). *Edelman Trust Barometer Special Report: In Brands We Trust*
- Shetty, A. S., Venkataramaiah, N. B., & Anand, K. (2019). *Brand activism and millennials: an empirical investigation into the perception of millennials towards brand activism.* *Problems and perspectives in management*, 17(4), 163.
- Escandon-Barbosa, D., Hurtado-Ayala, A., Rialp-Criado, J., & Salas-Paramo, J. A. (2020). *Identification of consumption patterns: an empirical study in millennials. Young Consumers.*
- Ferenius, J., & Kotras, V. (2021). *The Authentic Activist: Examining the antecedents of the perceived authenticity of brand activism.*
- Jones, O. (2020b, July 1). *Woke-washing: how brands are cashing in on the culture wars.* *The Guardian.* <https://www.theguardian.com/media/2019/may/23/woke-washing-brands-cashing-in-on-culture-wars-owen-jones>
- LaMorte, W. (2019, September 9). *The Theory of Planned Behavior.* <https://sphweb.bumc.bu.edu/otlt/MPH-Modules/Sb/Behavioralchange/theories/BehavioralChangeTheories3.html>.

- Lee, M., & Yoon, H. J. (2020). *When brand activism advertising campaign goes viral: An analysis of always# LikeAGirl video networks on YouTube*. *International Journal of Advanced Culture Technology*, 8(2), 146–158.
- Lökken, A., Nayar, M., & Runering, M. (2012). *Brand Equity—Measuring Corporate Brand Strength in the Swedish Smartphone Market; Dimensions of Corporate Brand Equity from a Consumer Perspective*.
- Madarang, C. (2020, April 3). *The rise of Ligo Sardines as a social media voice during the COVID-19 crisis*. <https://Interaksyon.Philstar.Com/Trends-Spotlights/2020/04/03/165705/the-Rise-of-Ligo-Sardines-as-a-Social-Media-Voice-during-Covid-19-Crisis/>. <https://interaksyon.philstar.com/trends-spotlights/2020/04/03/165705/the-rise-of-ligo-sardines-as-a-social-media-voice-during-covid-19-crisis/>
- Metrix, A. (2020, July 23). *Nike’s “For Once, Don’t Do It” Rallies Strong Support, But Not without Controversy*. Ace Metrix. <https://www.acemetrix.com/insights/blog/nike-for-once-dont-do-it/>
- Moreno, F. M., Lafuente, J. G., Carreón, F. Á., & Moreno, S. M. (2017). *The characterization of the millennials and their buying behavior*. *International Journal of Marketing Studies*, 9(5), 135-144.
- Peterson, R. A., & Kim, Y. (2013). *On the relationship between coefficient alpha and composite reliability*. *Journal of applied psychology*, 98(1), 194.
- P, K., & Sarkar, C. (2017, January 9). *“Finally, Brand Activism!”* <https://Www.Marketingsjournal.Org/Finally-Brand-Activism-Philip-Kotler->

and-Christian-Sarkar/. <https://www.marketingjournal.org/finally-brand-activism-philip-kotler-and-christian-sarkar/>

Sobande, F. (2019). *Woke-washing: “Intersectional” femvertising and branding “woke” bravery*—European journal of marketing.

Ursachi, G., Horodnic, I. A., & Zait, A. (2015). *How reliable are measurement scales? External factors with indirect influence on reliability estimators*. *Procedia Economics and Finance*, 20, 679-686.

Vredenburg, J., Kapitan, S., Spry, A., & Kemper, J. (2018). *Woke washing: What happens when marketing communications don't match the corporate practice of the conversation?*

Vredenburg, J., Kapitan, S., Spry, A., & Kemper, J. A. (2020). *Brands taking a stand: Authentic brand activism or woke washing?* *Journal of public policy & marketing*, 39(4), 444-460.

Appendix A

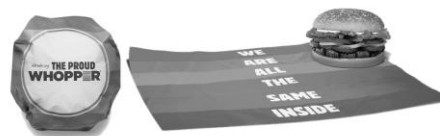
Questionnaire

Part I: Demographics Questionnaire

1. Gender
2. Age
3. Geographical Setting
4. Monthly Income
5. Marital Status

Part II: Questionnaire

Brand Activism (1 Advertisement = 1 Questionnaire)



1. To what extent do you feel this ad is a genuine contribution to the movement it is supporting (1- Extremely NOT genuine to the movement, 7- Extremely genuine to the movement)	1	2	3	4	5	6	7
2. Did this act of activism preserve what the brand signifies? (1- Brand was not strongly preserved, 7- Brand was strongly preserved)	1	2	3	4	5	6	7
3. Was the brand being true to itself with the activism act.(1- Brand was strongly NOT being true to itself, 7- Brand was strongly being true to itself.)	1	2	3	4	5	6	7
4. How does this ad make you feel? (1- Strongly negative, 7- Strongly positive)	1	2	3	4	5	6	7
5. Pepsi is a socially responsible brand (1- Strongly disagree, 7- Strongly agree)	1	2	3	4	5	6	7
6. Pepsi is concerned about improving the well-being of society (1- Strongly disagree, 7- Strongly agree)	1	2	3	4	5	6	7
7. How has this advertisement changed your perception of the brand's pleasantness? (1- Strongly disapproving, 7- Strongly approving)	1	2	3	4	5	6	7
8. How has this advertisement changed your perception of the brand's credibility? (1- Strongly disapproving, 7- Strongly approving)	1	2	3	4	5	6	7
9. In what way does this ad affect your purchase engagement towards the brand? (1- I will definitely NOT purchase this product, 7- I will definitely purchase this product)	1	2	3	4	5	6	7
10. Would you prefer to purchase Pepsi over any other after seeing this ad?? (1- I will definitely NOT prefer Pepsi over other brand/s, 7- I will definitely prefer Pepsi over other brand/s)	1	2	3	4	5	6	7
11. Would you recommend Pepsi in the future after seeing this ad? (1- I will definitely NOT recommend this brand, 7- I will definitely recommend this brand.)	1	2	3	4	5	6	7
12. I consider myself aware of this brand. (1- Strongly not aware, 7- Strongly aware)	1	2	3	4	5	6	7
13. I am familiar with the brand's logo and symbol?. (1- Strongly not familiar, 7- Strongly familiar)	1	2	3	4	5	6	7