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The influence of Brand Activism in Brand Love to promote Brand Advocacy in the Fashion Industry

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Trabalho efetuado sob a orientação do
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STATEMENT OF INTEGRITY

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A influência do ativismo de marca no amor à marca para promover a defesa da marca na indústria da moda.

Resumo

Este estudo investiga como o Ativismo de Marca que influencia o Amor à Marca e, por consequência, a Advocacia da Marca, a Intenção de Compra, e a Disponibilidade para pagar dos consumidores. No contexto atual, onde as marcas estão cada vez mais envolvidas em questões sociais, os consumidores tornam-se mais sensíveis à autenticidade do ativismo de marca. Assim, o modelo conceptual deste estudo verifica se diferentes abordagens de ativismo de marca, neste caso o Ativismo da Marca Autêntico e o Inautêntico, afetam as emoções dos consumidores e geram comportamentos específicos que refletem o apoio à marca, mais concretamente, o Amor à Marca.

O modelo proposto posiciona o Amor à Marca a ligar o Ativismo de Marca aos comportamentos desejados dos consumidores. Quando os consumidores percebem que o ativismo de uma marca é autêntico, o seu nível de Amor à Marca tende a intensificar-se, o que, por sua vez, aumenta a sua predisposição para recomendar a marca, adquirir produtos e pagar um valor superior. Este processo sugere que o envolvimento emocional é crucial para gerar apoio e lealdade em torno da marca.

Este estudo foi feito através de dois cenários, implementados num questionário online. Por meio de vinhetas, a autenticidade da marca foi manipulada criando um cenário destinado à autenticidade e outro à inautenticidade. Da amostra final de 103 participantes realizou-se uma análise descritiva de todas as variáveis, de seguida, foi utilizado o teste alfa de Cronbach para examinar a consistência interna das escalas e por fim, também se realizou um teste t de amostras emparelhadas e o coeficiente de correlação de Spearman.

Os resultados confirmam que o ativismo autêntico tem um impacto significativo no fortalecimento das relações entre consumidores e marcas, mas é importante destacar a importância de ser reconhecido como autêntico, porque se não for o caso, a marca pode sofrer as consequências, dando início ao processo de Boicote da mesma.

Palavras-chave: Ativismo de marca, Amor à marca, Defesa da marca, Intenção de compra, Vontade de pagar

The Influence of Brand Activism in Brand Love to promote Brand Advocacy in the Fashion Industry.

Abstract

This study investigates how Brand Activism influences Brand Love and, consequently, Brand Advocacy, Purchase Intention, and Willingness to Pay of consumers. In the current context, where brands are increasingly involved in social issues, consumers are becoming more sensitive to the authenticity of brand activism. Thus, the conceptual model of this study verifies whether different approaches to brand activism, in this case Authentic and Inauthentic Brand Activism, affect consumers' emotions and generate specific behaviours that reflect support for the brand, more specifically, Brand Love.

The proposed model positions Brand Love as the link between Brand Activism and consumers' desired behaviours. When consumers perceive a brand's activism to be authentic, their level of Brand Love tends to intensify, which in turn increases their predisposition to recommend the brand, purchase products and pay a higher price. This process suggests that emotional involvement is crucial to generate support and loyalty around the brand.

This study was carried out using two scenarios, implemented in an online questionnaire. Through vignettes, brand authenticity was manipulated by creating a scenario for authenticity and another for inauthenticity. A descriptive analysis of all the variables was carried out on the final sample of 103 participants, then Cronbach's alpha test was used to examine the internal consistency of the scales and finally a paired samples t-test and Spearman's correlation coefficient were also conducted.

The results confirm that authentic activism has a significant impact on strengthening relationships between consumers and brands, but it is important to highlight the importance of being recognised as authentic, because if this is not the case, the brand could suffer the consequences, starting the brand Boycott process.

Keywords: Brand Activism, Brand Love, Brand Advocacy, Purchase Intention, Willingness to Pay

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LIST OF ABBREVIATIONS

BA – Brand Advocacy

BAct – Brand Activism

BL – Brand Love

M – Mean

PI – Purchase Intention

SD – Standard Deviation

Sig - Significance Level

SPSS – Statistical Package for Social Sciences

T0 – Time 0

T1 – Time 1

T2 – Time 2

WTP – Willingness to Pay

Chapter 1. Introduction

This first chapter introduces the research in progress, setting the framework and showing the relevance of the research. It also discusses the research problem and objectives, as well as the structure of the dissertation.

1.1. Framework and relevance of the research

In recent years, the concept of Brand Activism has become central to brand behaviour and has grown to unprecedented levels. As a result, brands are becoming more involved in social, political, and even environmental problems, changing the way they engage with their customers.

Consumers are four times more likely to trust a company that addresses socio-political issues, according to studies (Ahmad et al., 2022). However, businesses still have a significant challenge: how to balance their participation in socio-political activities without coming across as inauthentic, as this could cause certain customers to respond negatively (Ahmad et al., 2022).

Deep emotional attachment to the brand is one way to stop an extreme negative reaction from consumers. This is because it is one of the most reliable indicators of a strong brand and should be a primary goal of customer relationship marketing or brand management (Ahmadi & Ataei, 2022). These days, consumers favour purchasing brands they are familiar with. The level of a consumer's emotional attachment to a particular brand is what determines Brand Loyalty. Brand Love therefore encourages Brand Loyalty (Bae & Kim, 2023).

Even though earlier research has examined the connection between Brand Advocacy and its antecedents, more investigation is required to completely comprehend the issue (Ahmadi & Ataei, 2022).

1.2. Research problem and objectives

Taking into account everything that was said in the previous topic, it was decided that the problem question of this dissertation would be:

“How can brand activism influence Brand Love to promote Brand Advocacy in the fashion industry?”

Considering this research problem, the following objectives were defined:

- i. Examine the Impact of Brand Activism on Brand Love,
- ii. Analyse the role of Brand Love in Fostering Brand Advocacy,
- iii. Evaluate the effects of Brand Love on Consumer Behaviour,
- iv. Identify Consumer Perception of Authenticity in Brand Activism,

- v. Analyse Consumer Sensitivity to Brands Engaged in Social Causes.

This research employs quantitative analysis techniques to address the research challenge. As a result, two distinct and nearly opposing situations were provided to consumers in a questionnaire that was created and administered. The first scenario would give consumers a concept of Authentic Brand Activism, while the second inquiry would give them an impression of Inauthentic Brand Activism.

1.3. Dissertation structure

To make the subject easier to understand, this dissertation is organized into chapters, which are further subdivided into sections. The total number of chapters is five. The topic, the framework, the relevance, the specification of the research problem and objectives, and the presentation of the dissertation's structure are all introduced at the introduction of the study. The literature review, which highlights the key theories and concepts and examines the major constructs underpinning the subject, is then introduced in the second chapter. The third chapter is built upon this review of the literature. All the hypotheses to test are presented in the third chapter, together with the conceptual model that guides the investigation, the research paradigm that directs the study, and, finally, the research design. After describing the research methodology, the fourth chapter focuses on data analysis. This chapter focuses on characterizing the sample, evaluating the quality of the data and scales, disclosing the research findings, testing the model, and hypotheses. The fifth chapter, on its own, concludes the research by discussing the findings and main conclusions and mentioning contributions, limitations, and directions for further research.

Chapter 2. Literature Review

The main objective of this research is to understand how Brand Activism can influence variables such as Brand Love and subsequently Brand Advocacy, Willingness to Pay and finally Purchase Intention. The main answer to this demand is this chapter, which also discusses the potential repercussions for organizations.

Since Brand Love is the variable that has an impact on all the other variables, it was decided to first contextualise this topic of study. From there, we decided to explain all the other variables, namely Brand Activism, Brand Advocacy, Willingness to Pay and Purchase Intention.

2.1. Brand Love

In simple terms, brand love is affection shown for a product, service, or brand (Rauschnabel et al., 2024). It became clear that brand love is a complex hierarchical construct with six primary dimensions as the literature on the subject moved past its early stages. According to Rauchnabel et al. (2024), consumers have the following characteristics:

- I. They feel good about the things they love;
- II. They act passionately toward them;
- III. They feel emotionally connected to them;
- IV. They usually have a long-term relationship with them;
- V. They incorporate the things they love with who they are; and
- VI. They believe that it would be terrible if the love object disappeared.

This definition of brand love is the result of studies that examined customers' love for brands from an integrated perspective, taking this into account both the brands, the goods and services have impacted the consumers life. Both brand passion and softer types of brand love are included in this six-dimensional definition of brand love (Rausnabel and others, 2024).

We can also define brand love as the emotional attachment a customer has to a brand as a result of being happy with a certain transaction. Additionally, we can state that it is a crucial factor in building relationships with the brand's supporters, customers, and manufacturers (Burnasheva et al., 2019). In the internet community, brand advocates serve as a vital intermediary between consumers and

manufacturers, offering guidance and oversight. Also, brand love emerged as a crucial factor in the development of a robust emotional bond between consumers and brands (Burnasheva et al., 2019). Because it contributes toward establishing a longer-lasting personal bond with their customers, creating trust, favourable behavioural intentions and also loyalty (Khalid et al., 2023).

The article by Burnasheva et al. (2019) states that it was initially claimed that the research model of the consumer-object relationship was the same as the interpersonal love theory of Sternberg (1986) framework, which suggests that brand love is made up of three elements: commitment, intimacy, and passion (Albert and Merunka, 2013).

Carroll and Ahuvia (2006) state that a different set of research has examined brand love without concentrating on the interpersonal theory of love, which includes the following dimensions: passion, attachment, positive emotions, and assessments and affirmations of love for the brand. But although love is often thought to be multidimensional, their measurement for it is unidimensional, which means it might not fully reflect the complex construct inherent in love (Albert et al., 2008).

While there are significant similarities and distinctions between brand love and interpersonal love, according to Rauschnabel et al. (2024). A meta-analysis of neuroscience research was carried out to examine the distinctions between brand, romantic, and parent-child love. They discovered that positive feelings are connected to all three kinds. This significant neurological relationship between love and one's self-concept complements study on both interpersonal love which finds that a major psychological mechanism behind love happens when a person integrates a love object into their self-concept. Nonetheless, Rauschnabel et al. (2024) claims that brand love and interpersonal love are not the same thing. When compared to parental love, brand love activates more strongly in the brain regions responsible for evaluating quality, indicating that brand love is more reliant on the recipient's positive evaluations of the object of love. Romantic love was also found to have considerably higher levels of desire, longing, and craving than brand love. This implies that although people can experience a great deal of enthusiasm for a brand, that passion is still significantly less potent than people feel for romantic partners (Rauschnabel et al., 2024).

Customers develop a strong affinity for a brand for a variety of reasons; Khalid et al. (2023) list the following as some of the most significant: the brand's history, essence, and prestige, but it doesn't necessarily show positive buying behaviour. However, according to Ahuvia et al. (2022), the causes are social in nature and anthropomorphic. Rauschnabel et al. (2024) conclude that the reasons are as follows:

superior and esteemed, deeply engaged, expressive of identity, innovative, unique, sensual, and enigmatic, credible, and compassionate.

Prior research has demonstrated the importance of brand loyalty in management. Rauschenabel et al. (2024) found a positive relationship between brand love and the following attributes: scepticism regarding bad brand information, forgiveness toward the brand, readiness to pay a premium for the brand, and positive word-of-mouth. According to Khalid et al. (2023) there is also positive correlation between brand love and the following: consumer engagement, positive brand advocacy and finally positive brand loyalty (Khalid et al., 2023).

Businesses are looking for new ways to strengthen their relationships with customers in order to promote enduring personal ties, such as: brand trust, positive behavioural intentions, and brand loyalty. All of this is possible with brand love. Some businesses attempt to accomplish this by using sensory experiential marketing strategies and social media influencers (Khalid et al., 2023). Additionally, research indicates that when brand activism is successful and customers see it as authentic, businesses can benefit from increased customer loyalty, which in turn leads to high levels of emotional attachment (Ahmad et al., 2022).

2.2. Brand Activism

Brand activism is the term used to describe when companies and brands take an activist position and openly share their opinions on a subject or problem. Legal, business, political, economic, social, and environmental are the six kinds of brand activism that have been identified. In addition to drawing in the target demographic, these kinds of events generate conversation about the brand in the general public, increasing customer loyalty, trust, and positive perceptions of the company (Nguyen et al., 2022).

It has been demonstrated that participating in brand activism by businesses and brands improves marketing results, gives them a competitive edge, and increases willingness to buy, purchasing intention, and perceptions of product performance (Nguyen et al., 2022). According to Cammarota et al. (2023), brands view this as a chance to set themselves apart from competitors by generating value for all parties involved, including shareholders and non-shareholders. Brand identity and activism are connected, and this frequently determines how successful an activism campaign is (Cammarota et al., 2023).

As a result of Brand Activism, there are risks involved, especially the possibility that the practice may be viewed as being inauthentic (Mirzaei et al., 2022; Schmidt et al., 2022; Vredenburg et al., 2020). Customers may, therefore, sometimes choose to boycott a business if they think its practices are

dishonest. Authenticity is a crucial element of a brand activism strategy that is effective. Therefore, in order to avoid boycotts by stakeholders and customers, businesses should be careful when deciding which social causes to promote (Cammarota et al., 2023). If they consider brand activism to be authentic, consumers can demonstrate their support for the brand through purchases, or rather through boycott (Mirzaei et al., 2022).

Considering the aforementioned, boycotting is a purposeful strategy to reward behaviour in which customers deliberately purchase goods from companies they believe to be performing ethically (Cagampan et al., 2022; Neilson, 2010). Conversely, a boycott is the opposite action, with the intention of penalizing brands by causing them harm (Neilson, 2010). In this situation, customers express their displeasure with the brand's activities by refusing to purchase particular items (Cagampan et al., 2022; John & Klein, 2003).

Reproductive rights, public health, sexual harassment, LGBTQIA+ rights, gun control, immigration, systemic racism, climate change, and gender equality are some of the most contentious issues that consumers disagree on the most (Coe, 2015; O'Brien et al., 2018; Vredenburg et al., 2020).

The four distinct brand activism types are: Silent Brand Activism, Absence of Brand Activism, Authentic Brand Activism, and Inauthentic Brand Activism (Vredenburg et al., 2020).

2.2.1. Absence of Brand Activism

According to Vredenburg et al. (2020), businesses in sectors that do not depend on aligning with social causes to establish brand legitimacy are usually those that do not engage in brand activism. Additionally, those firms lack a social brand mission and values, do not use activist marketing language, and have not yet incorporated prosocial corporate practices into their approach to the marketplace.

2.2.2. Silent Brand Activism

Currently, the brands linked to this type of Brand Activism are smaller brands with less market power. Companies that have a silent brand activism typically include socio-political causes in their strategic emphasis or fundamental mission. Yet, they are more likely to work discreetly behind the scenes, developing integrated, long-term beneficial corporate practices that are intrinsic to their mission and core values (Vredenburg et al., 2020).

Typically, companies at this stage are the most successful, if they were to run activist campaigns, with consumers finding their campaigns authentic, because they already had that pro-social brand purpose, values, and practices to go along with their activist messages, and those same actions would be proven by all the efforts made previously (Vredenburg et al., 2020).

2.2.3. Authentic Brand Activism

To begin, authentic brand activism is a goal and value-oriented strategy in which a brand takes a non-neutral stance on institutionally contested socio-political problems in order to achieve social change and marketing success (Vredenburg et al., 2020).

An authentic brand activism involves truthful alignment of the activist marketing messaging with purpose and value-driven prosocial corporate practice, serving as a necessary catalyst for social change and ends up delivering the greatest brand equity outcomes. Brand activism allows consumers to know signals about a company's position on a socio-political issue. and when those signals appear to be authentic, it can lower consumers' information costs and perceived risk associated with choosing a brand. This in turn increases consumer-expected utility, in which consumers view the brand as delivering added value (Vredenburg et al., 2020).

To avoid retaliation, which might include diminishing trust (Portal et al., 2019), damaging the brand image, harming reputation, and harming company outcomes, it is essential to possess qualities like commitment, transparency, and authenticity (Mirzaei et al., 2022; Uysal & Okumus, 2022). Furthermore, because socio-political concerns are often emotional, firms can anticipate higher levels of consumer love for their products if their authentic activism messaging strikes emotionally with consumers. This is because brand love comes from higher degrees of emotional attachment (Ahmad et al., 2022).

If employees consider a strategy to be inauthentic, the outlined strategy is damaged and proves to be less effective (Vredenburg et al., 2020), compromising the brand and its subsequent relationship with consumers (Cammarota et al., 2023). Especially at a time when environmental, political, and social issues are regularly discussed, both consumer criticism and scepticism, as well as dubiety about brand activism, are on the rise (Mirzaei et al., 2022). In the worst case, it also damages brand credibility. In contrast, the feeling of authenticity predicts positive consequences such as increased customer loyalty (Eyada, 2020), value creation (Schmidt et al., 2022) and a significant impact on brand trust (Vredenburg et al., 2020).

2.2.4. Inauthentic Brand Activism

Brands in the inauthentic brand activism category currently utilize activist marketing messaging to express their support for socio-political topics. However, such brands' support is perceived as deceptive, inauthentic, or even dishonest because they lack stated brand purpose, values and either do not demonstrate significant prosocial corporate behaviours (Vredenburg et al., 2020).

Inauthentic brand activism can have a detrimental impact on brand equity by creating undesirable brand associations and erroneous signals; it can also appear to be misleading customers. These consequences can be risky and complicated for a company to be a part of, and this all results from the fact that consumers increasingly have an increased transparency of brand behaviour (Vredenburg et al., 2020).

2.3. Brand Advocacy

Within the customer journey there are the following phases: pre-purchase, purchase, and post-purchase. The post-purchase phase includes the advocacy phase, which consists of recommending the brand to other people, turning customers into brand evangelists (Kim & Park, 2020) or advocates, when they get deeply involved and passionate with a certain brand (Bhati & Verma, 2020).

In recent years there have been also some changes in the decision phases, considered by authors, the most recent being the following: Aware, Appeal, Ask, Act and Advocate, these five phases are called the 5A's (Kim & Park, 2020). This change occurred due to new technologies, time is changing and with it so are the actions of consumers. They are increasingly more informed but at the same time more distracted, and more purchases now are made in the online world but never forgetting the offline.

Although all the phases are important, the last one, advocate, is the most powerful because it is the one that most affects other customers' decision to buy. A customer who is deeply involved with a brand becomes an "advocate" of that brand. A company that does not have this type of consumer is at a great disadvantage (Bhati & Verma, 2020). Several authors also claim that consumer advocacy, rather than repeated purchasing behaviour, is a superior indicator of customer loyalty (Mazzarol et al., 2007).

Active and emotional connection, as well as voluntary and constructive dialogue, are all included in advocacy. Brand evangelists often feel an emotional connection to their beloved company; they tend to overlook negative aspects of the brand and shield it from criticism, enjoying the benefits of being a part of the online community (Burnasheva et al., 2019).

There are also other concepts very similar to Brand Advocacy, such as Brand Loyalty and Brand love. Both these concepts are not considered better than Brand Advocacy, because if they were characterized by phases, they would be in the phases prior to Brand Advocacy. In fact, it has been studied that brand love promotes brand advocacy (Tueanrat et al., 2021).

2.4. Willingness to pay

Willingness to pay, WTP, is the highest amount a consumer is prepared to spend on a given quantity of a product or service. Because WTP reflects the product's inherent value in monetary terms, the consumer is apathetic about purchasing at that price (Schmidt & Bijmolt, 2019).

One of the greatest benefits of implementing brand advocacy tactics for their companies is that their supporters will repay them with their trust. Because many consumers are prepared to pay more, businesses may choose to publicize price increases for their goods or services. When consumers trust a business, they will always tell others about their positive experiences, which lowers the cost of acquisition for the business (Urban, 2004).

2.5. Purchase intention

Purchase intention is the consumer's true desire for commodities. Consumer concerns and the likelihood of buying the goods were combined to determine purchase intention. Prior studies discovered a high correlation between purchase intention and brand or product preference and attitude. Conditions that affect purchasing intention were indicated by individual perspectives regarding personal preferences and unforeseen circumstances. The higher the purchase intention, the more a customer wants to buy a product (DAM, 2020).

There are several steps a consumer can take before deciding to make a purchase, these steps can be the following: attempting to learn more about the product, and also assessing it and deciding whether or not to purchase it (Stankevich, 2017). In most cases, the act of investigating, contrasting, and evaluating brands leads to the choice to buy (Stankevich, 2017).

Purchase intention and authenticity are correlated (Nunes et al., 2021). A brand's favourable perception among consumers increases the probability that they will buy it (Napoli et al., 2014). This doesn't seem the case when consumers lose trust in brands that are political or when activist messaging is viewed as fake, affecting their ability to purchase decisions (Vredenburg et al., 2020).

Brand advocacy also seems to be connected to the promotion of the brand in terms of its quality and the characteristics of its products in general, which in the future also helps to develop the purchase intention of other consumers and potentially influence their attitude towards buying the products of that specific brand (Hassan et al., 2016).

Decisions to maintain a relationship with a brand and intentions to repurchase or switch to other brands are more closely related to emotions. If a company has the power to create a Brand Love connection with its customers, it can create a unique bond and a form of loyalty. This is because brands give their customers a sense of identification as well as the chance to display their personality, and for the brand it is important to recognise the quality of the product so that manufacturers can provide the guaranteed product to create repeated purchases and build a stronger bond (Hassan et al., 2016).

Brand Trust also greatly influences a consumer's attitude towards purchase, loyalty, and advocacy. Brand Trust has a great influence on customers' approaches and related to behaviours like making purchases, loyalty, brand value, Brand Commitment, and brand referrals (Hassan et al., 2016).

Chapter 3. Methodology

This chapter begins by explaining the conceptual model and its hypotheses, followed by the research problem and the research objectives, the research paradigm, and the research design. It also includes the questionnaire structure, data collection procedures, and the methodology for data analysis, concluding with a discussion on research quality and ethical considerations.

3.1. Conceptual Model and Hypothesis

The conceptual model (Figure 1) assumes that brand activism, being authentic activism, is an antecedent of Brand Love, which in turn can lead to greater Purchase Intention, Brand Advocacy and Willingness to Pay.

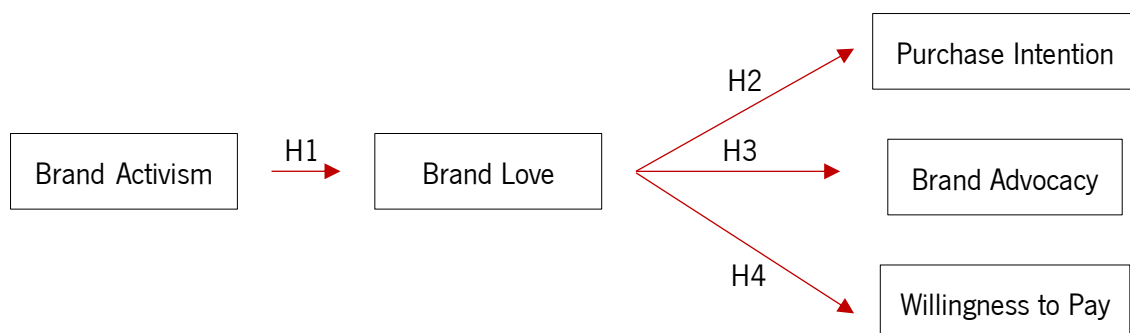


Figure 1: Conceptual Model

The five variables included in the conceptual model were explored theoretically in the Theoretical Framework chapter and gave rise to four hypotheses. Each of these hypotheses establishes the existence of a relationship between two variables, which can be tested using the appropriate statistical analysis. It is in the course of these tests that it will become possible to answer the main research question.

H1 (Hypothesis 1): Brand Activism is positively correlated to Brand love.

H2 (Hypothesis 2): Brand Love is positively correlated to Purchase Intention.

H3 (Hypothesis 3): Brand Love is positively correlated to Brand Advocacy.

H4 (Hypothesis 4): Brand Love is positively correlated to Willingness to Pay.

3.2. Research Problem and Objectives

The primary aim of this study is to investigate the complex relationships between Brand Activism, Authentic Brand Activism, Inauthentic Brand Activism, Brand Love, Brand Advocacy, Purchase Intention and finally Willingness to Pay within the fashion industry.

For this reason, the following research problem was chosen: “How can brand activism influence Brand Love to promote Brand Advocacy in the fashion industry?” In view of the above research problem, the following objectives were defined:

I. Examine the Impact of Brand Activism on Brand Love:

This objective focuses on understanding how different types of Brand Activism, Authentic and Inauthentic, affect consumers’ emotional connections to fashion brands. By analysing consumer perceptions and responses, the study seeks to determine the conditions under which Brand Activism fosters Brand Love.

II. Analyse the Role of Brand Love in Fostering Brand Advocacy:

This objective aims to explore the mediating role of Brand Love in the relationship between Brand Activism and Brand Advocacy. It will assess how strong emotional ties to a brand can lead consumers to advocate for it, influencing their willingness to recommend the brand to others.

III. Evaluate the Effects of Brand Love on Consumer Behaviour:

This objective investigates the influence of Brand Love on critical consumer behaviours, including Willingness to Pay a premium and Purchase Intentions. Understanding these dynamics will provide insights into the economic implications of emotional attachment to brands.

IV. Identify Consumer Perceptions of Authenticity in Brand Activism:

This objective seeks to uncover how consumers define and perceive Authentic versus Inauthentic Brand Activism. By examining these perceptions, the study aims to illuminate their impact on Brand Love and overall brand engagement.

V. Analyse Consumer Sensitivity to Brands Engaged in Social Causes

This objective aims to investigate the degree to which consumers value and prioritize brands that actively engage in social causes. The study will assess consumer attitudes toward brands that demonstrate attentiveness to social issues, examining how this engagement influences their purchasing decisions and overall brand perception.

By pursuing these objectives, this study aims to contribute some insights into the dynamics of Brand Activism and its impact on consumer behaviour in the fashion industry.

3.3. Research Paradigm

The design of this research is marked by quantitative methodology, using techniques that aim to quantify the data and work it into a statistical analysis. The quantitative methodology was chosen because it is aimed at objective studies and also because it is generally used for topics related to the customer journey, according to the following authors Becker & Jaakkola (2020).

The questionnaire is a widely used and useful tool for collecting information, providing structured data, often numerical, and can be used without the presence of the researcher (Cohen, Manion, & Morrison, 2007).

3.4. Research Design

Since Brand Activism is the initial factor influencing Brand Love, it is the independent variable in the conceptual model of this study. Customers' emotional reactions are triggered by this independent variable, laying the foundation for future encounters. The objective of brand activism is to comprehend how it may provoke an emotional response that results in shifts in consumer views.

The mediating variable that connects Brand Activism to the dependent variables is Brand Love. This variable assesses how Brand Activism affects behaviour and evaluates the emotional bond between the customer and the brand. According to the paradigm, Brand Activism influences Brand Love, which in turn influences dependent behaviours by rising or falling.

Because they represent customer behaviours that differ based on the degree of Brand Love, the variables Brand Advocacy, Purchase Intention, and Willingness to Pay are dependent variables. Since they reflect

the intentions and behaviours of consumers impacted by activism and their emotional connection to the brand, these variables are the last component of analysis attention.

3.4.1. Survey

The structure of the survey will be discussed here, followed by the operationalization of the variable, population and sampling, and data analysis procedures.

The design of the survey was based on five main steps: designing the survey, testing it beforehand, monitoring it, extracting, and treating the data, and finally analysing the results.

3.4.1.1. Survey's Structure

The experiment was based on vignettes, they were used so it would be easier to present two certain situations that were needed to present. Given that a vignette is a brief, well-written description of a person, item, or situation that methodically blends several characteristics (Atzmüller & Steiner, 2010). Since vignettes are used to create a more realistic scenario, their purpose is to identify and assess the significance of the factors that are present and have an impact on each participant's reactions (Atzmüller & Steiner, 2010).

However, there are additional benefits, such versatility, as they can be utilized for various purposes and in a variety of formats. A viable study strategy for examining respondents' opinions, attitudes, or beliefs is to combine the vignette methodology with a conventional survey (Atzmüller & Steiner, 2010).

At the beginning of the questionnaire, each respondent was asked to think of a clothing brand that they really liked, and they had to tell us which brand it was. After this, they would have to evaluate their Brand Love, Brand Advocacy, Willingness to Pay and finally the Purchase Intention.

The following step was the two vignettes that were constructed. The first vignette depicts a company with Authentic Brand Activism and the other with Inauthentic Brand Activism. In the vignette with Authentic Brand Activism was written: "The scenario described below is fictitious. However, analyse it and answer the questions as if it were a real situation. The brand (chosen by you in advance) decided to launch a campaign in which 15 of that year's collections would be made from recyclable clothing. It also set out to achieve ambitious sustainability goals by 2027, such as reducing the consumption of raw materials and being transparent in communicating its environmental footprint to the market. The brand also decided to

donate 15% of its annual sales to institutions that help clean up the ocean, to help create a future for a less polluted world.”

Vignette with Inauthentic Brand Activism said: “The scenario described below is fictitious. However, analyse it and answer the questions as if it were a real situation. Now, the brand (chosen by you earlier), after having launched a campaign to concern itself with the environment, has come to light with concrete news that the company was using materials in its clothes that could cause skin problems and thus harm its consumers. But they were also putting rivers at risk by dumping their waste into the water. As a result of the brand's actions, people began to revolt on social media, sparking a wave of hatred against the brand.”

In each of these scenarios the Brand Activism, Brand Love, Brand Advocacy, Willingness to Pay and Purchase intention were evaluated. Also, sociodemographic questions, including gender, age, district of residence, marital status, occupation, level of education, monthly net income, and, finally, which cause you believe should be supported by clothing brand advertising campaigns, are included in the survey's final block.

3.4.1.2. Variables' Operationalization

Selecting a scale among the numerous available is challenging because the variables utilized in the conceptual model have already been tested. In order to determine which scale best fit the conceptual model, a number of literatures on the topic were examined and assessed. The table below displays the chosen scales.

Table 1: Scales used in the survey

Construct	Author	Item
Brand Activism	Alhouti, Johnson and Holloway's (2016)	8
Brand Love	Bagozzi, Batra and Ahuvia (2017)	6
Purchase Intention	Choi et al. (2020)	4
Brand Advocacy	Badrinarayanan and Sierra's (2018)	4
Willingness to Pay	Netemeyer et al. (2004)	3

The scales chosen were all in English, but the questionnaire was made in Portuguese, so a translation was necessary, which can be found in the Appendix 3.

Brand Love was the first scale introduced in the survey, as can be seen in Table 1. It was necessary to assess respondents' levels of love towards their chosen brand at the start of the questionnaire, to gauge whether they do indeed have high levels of love for their chosen brand and therefore to validate the scenario and consequent responses. Bagozzi, Batra and Ahuvia (2017) developed a practical scale to measure Brand Love. In this work, the scale containing the 6 items was chosen due to size restrictions. All items were measured using a 7-point scale from 1 corresponding to "not at all" to 7 corresponding to "very much" as indicated in the original scale.

Table 2: Scale used for Brand Love

Author	Original Scale
Bagozzi, Batra and Ahuvia (2017)	To what extent do you feel that using that brand's products or services says something "true" and "deep" about whom you are as a person?
	To what extent do you feel you desire to have that brand's products or services?
	To what extent do you feel emotionally connected to the brand?
	To what extent do you believe that you will be using that brand's products or services for a long time?
	Suppose that the brand were to go out of existence. To what extent do you feel anxiety?
	Please, express your overall feelings and evaluations towards the referred brand.

Brand Love was the first variable to be introduced into the questionnaire because it was important to assess someone's Brand Love for a brand before they were subjected to Brand Activism.

The Alhouti, Johnson and Holloway (2016) scale is one of the most frequently used to measure the Brand Activism construct. The scale used is shown in Table 3 and did not need to be adapted, as its phrasing was neutral and fitted perfectly with the wording of the survey questions.

The literature reviews multiple concepts of brand authenticity because the truth is that consumers increasingly mirror their personal beliefs in their purchasing decisions, in other words, they prefer to support brands whose principles are aligned with their values and distance themselves from those that

don't (Mirzaei et al., 2022), making it important for companies to measure this variable. Because of this, I decided to choose Alhouti, Johnson and Holloway's (2016) study.

Table 3: Scale used for Brand Activism

Author	Original Scale
Alhouti, Johnson and Holloway's (2016)	Brand X activism message is genuine.
	The activism message preserves what Brand X means to me.
	The activism message captures what makes Brand X unique to me.
	Brand X' activism message is in accordance with the company's values and beliefs.
	The company is being true to itself with its CSR actions.
	The company is standing up for what it believes in.
	The company is a socially responsible company.
	The company is concerned about improving the well-being of society.

The purchase decision is often the result of researching, comparing, and evaluating brands (Stankevich, 2017), that is why is so important to be measured. The scales presented below, the purchase intention items were based on the scale from the study by Choi et al. (2020).

Table 4: Scale used for Purchase Intention

Author	Original Scale
Choi et al. (2020)	I would intent to buy the brand in the future.
	I would plan to purchase this brand.
	I would attempt to purchase this brand.
	I would certainly purchase this brand.

The next variable in the questionnaire is Willingness to Pay, as it is a follow-up to Purchase Intention. This variable was measured in the study by Netemeyer et al. (2004).

Table 5: Scale used for Willingness to Pay

Author	Original Scale
Netemeyer et al. (2004)	I would be willing to pay a higher price for Brand X over other brands.
	The price of Brand X would have to go up quite a bit before I would switch to another brand of clothes.
	I am willing to pay a lot more for Brand X than other brands of shoes and clothes.

3.4.1.3. Population and Sampling

The purpose of this study was to ascertain consumer sentiment in general. Non-probabilistic sampling techniques were employed to get the information. More specifically, a convenience sample was selected, which is a commonly employed method that entails picking cases for the sample that are more accessible. Participants are therefore chosen for convenience, which leaves the sample open to bias because the examples that are presented are chosen only based on convenience (Saunders et al., 2009). The snowball sampling effect, which entails identifying and contacting some members of the population and asking them to not only participate in the study but also to find and invite new people, could be present since they were also encouraged to share the questionnaire with people they knew to create a sequential effect and add more participants to the study (Saunders et al., 2009). Because the responder is likely to find other possible participants who are similar to themselves, this sampling method has some bias issues and produces a more homogenous sample (Saunders et al., 2009).

The questionnaire was distributed via the University of Minho's institutional email as well as the researcher's social media platforms, including Facebook and Instagram. The simplicity of distribution, quick response times, and low cost of this approach were some of its benefits.

Because Qualtrics is better than other software available on the market, it was used to design the survey. To improve the survey by detecting and removing any issues, a pre-test was conducted prior to its public release (Malhotra et al., 2012; McDaniel & Roger, 2015).

3.4.1.4. Data Analysis Procedures

Because of its sophisticated statistical methods and user-friendly interface, IBM SPSS was used to conduct the data analysis procedures for the quantitative portion of this study. There were 103 responses remaining after the sample was debugged because of a few erroneous and incomplete answers. To ensure that there were no errors, the frequencies for each variable had to be determined first.

The internal consistency of each construct was then examined using Cronbach's alpha as the selected metric. Then two main processes were carried out in the following stage of the data analysis: a test for correlations and differences. Initially, the Wilcoxon signed-rank test was used to gauge how respondents' responses changed after the scenarios were presented. Three matrices of correlations representing the three different survey stages were created using the two scenarios as a second analysis and to test the hypothesis.

3.4.2. Research's Ethics

Research has to comply to specific quality standards for validity, accuracy, and the credibility of the results. Therefore, care must be taken when communicating with participants and the general public to guarantee that participant rights are upheld and that high-quality research is carried out (Malhotra et al., 2012).

The survey included an introduction outlining its goal and identifying the organization that carried it out. Additionally, all respondents were given secrecy and anonymity during the whole inquiry, which was treated extremely seriously as the data was reviewed and examined as a whole rather than separately. There was also a method to get in contact with the researcher, and asking questions was encouraged. Additionally, the data was analysed using methods that best fit the features of the sample and will only be utilized for academic reasons.

You would be willingly consenting to your participation and enabling your responses to be gathered and utilized in the present study if you decide to proceed with the questionnaire.

The data was analysed and interpreted using the methods and approaches that the literature strongly suggests, with the goal of verifying the findings whenever feasible. Ultimately, the findings are contrasted with the existing literature.

Chapter 4. Data Analysis

4.1. Survey

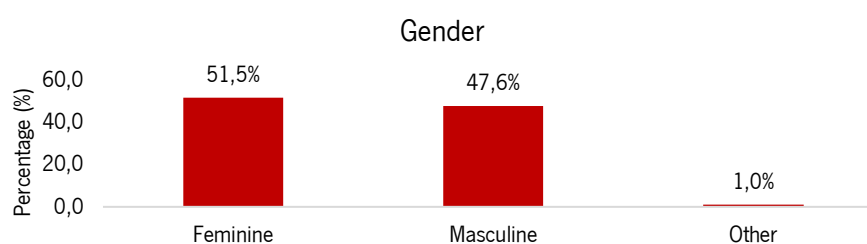
Several analyses were performed in order to measure all the data accurately and test the research hypothesis. In order to better characterize the sample, examine each question and response in greater detail, and determine the means and standard deviation, a descriptive analysis of all the variables was first conducted. The Cronbach's alpha test was then used to examine the scales' internal consistency. To thoroughly investigate the relationship between the variables in the conceptual model and test the hypothesis, a paired samples t-test and Spearman's correlation coefficient were used in a second phase.

4.1.1. Database Debugging

The survey application gathered a total of 214 responses. However, only 103 fitted the defined criteria. The deleted responses were mainly because the answer was incomplete, due to the fact that in the middle of the questionnaire they would abandon it.

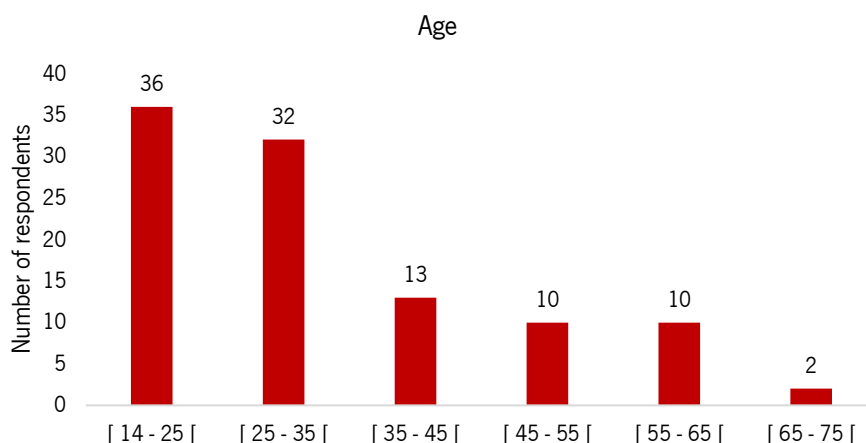
4.1.2. Sample Characterization

Moving on to the sample, more precisely to the gender of the respondents of the questionnaire, we can analyse in Graph 1 that the percentage of women corresponds to 51.5%, that of men to 47.6% and there is 1% of the population who identified themselves as 'Other'.



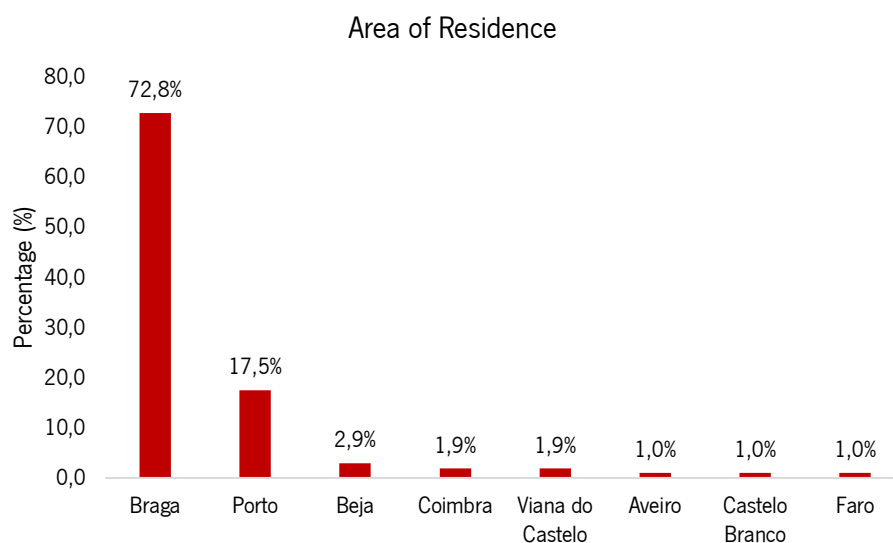
Graph 1: Respondent's Gender, by percentage

As Graph 2 shows, the most frequent age among the sample is 15 and 16 years old. This could be explained by the prevalence of a younger age group in the channels through which the survey was distributed, and the researcher's network. However, this variable has a mean of, approximately, 32 years, this indicates that there are also older respondents in the survey, pulling the average age upwards despite the high frequency of younger participants, and a standard deviation of 14,931.



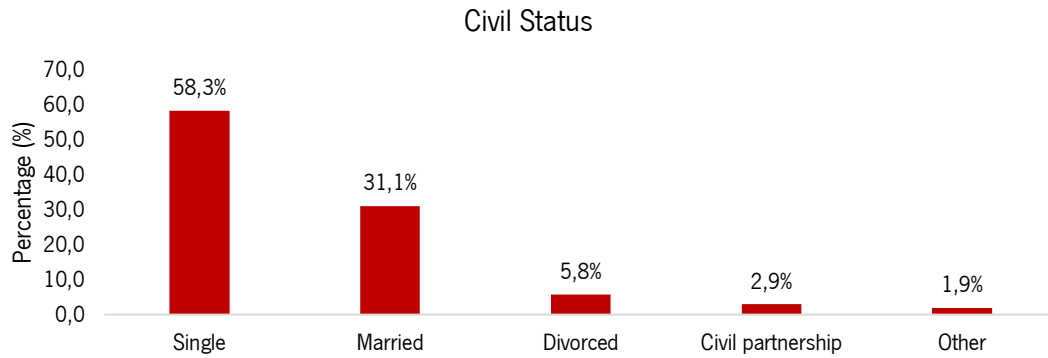
Graph 2: Respondent's Age, by percentage

With regard to the area of residence, it can be concluded that 72.8% of respondents are from Braga, the second area with the most responses is Porto, with around 17.5% of respondents. The remaining percentage of 9.7% is divided between the districts of: Beja, Coimbra, Viana do Castelo, Aveiro, Castelo Branco and finally Faro.



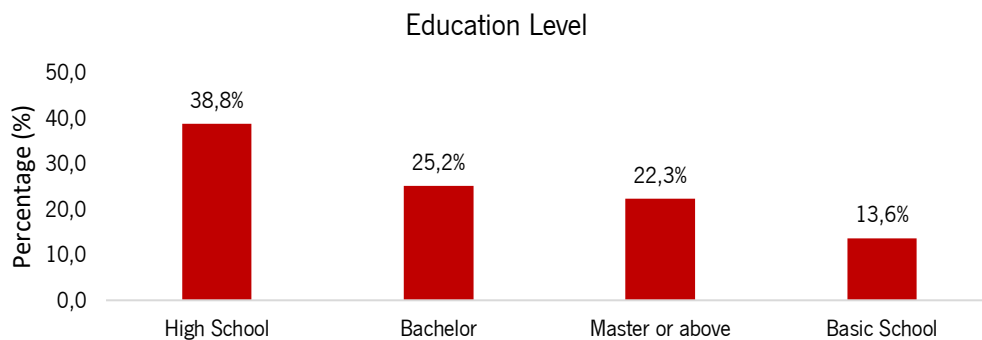
Graph 3: Respondent's Area of Residence, by percentage

As shown in Graph 4, 58.3% of the survey participants are unmarried, followed by 31.1% who are married, 5.8% who are divorced, 2.9% who are civilly married, and the remaining respondents who selected "Other".



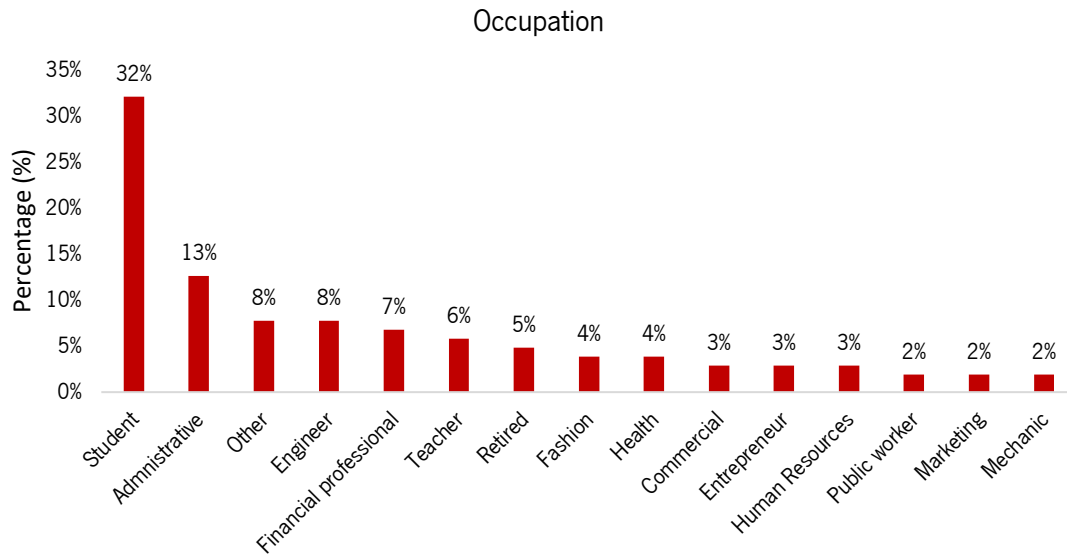
Graph 4: Respondent's Civil Status, by percentage

The Graph 5 shows that 38.8% of the respondents to the questionnaire have a High School diploma, 25.2% have a bachelor's degree, 22.3% have a master's degree or higher, and finally 13.6% only have the Basic School.



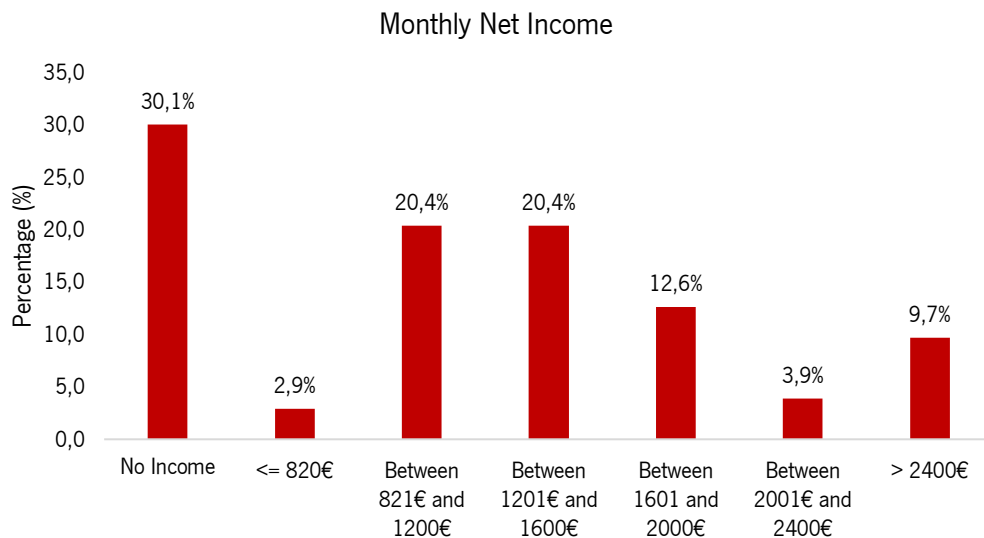
Graph 5: Respondent's Education Level, by percentage

Looking closely at the Graph 6 we can see that most of the respondents to the questionnaire are students (32%), while the rest of the professions are spread fairly evenly across several areas, such as: administratives, engineers, financial professionals, teachers, etc.



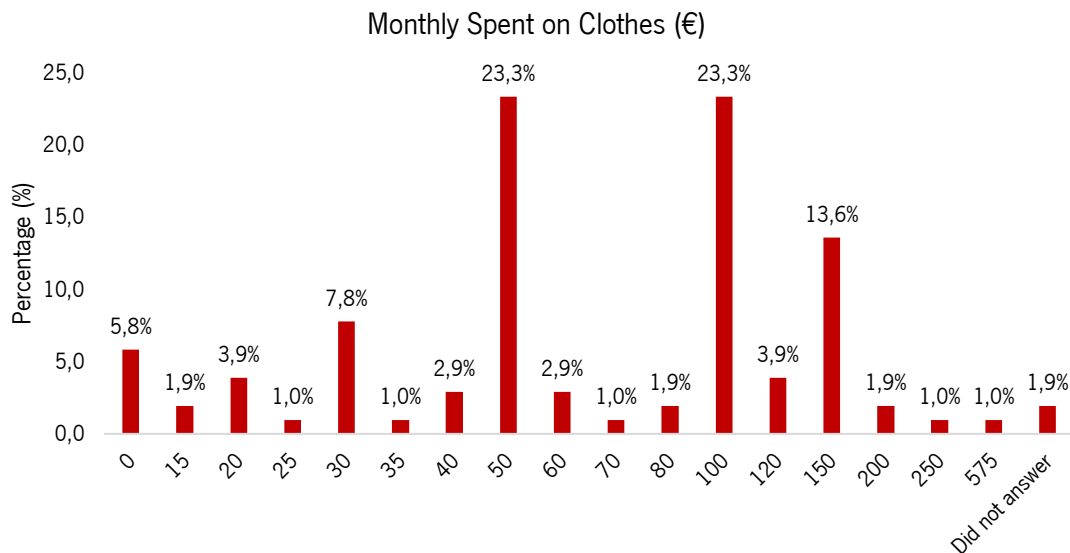
Graph 6: Respondent's Occupation, by percentage

The majority of respondents (30.1%) in Graphic 7 do not have any income, which is likely due primarily to the fact that the majority of respondents were students. 20,4% earn between 821 and 1200 euros per month, and 20,4% earn between 1201 and 1600 euros per month. Additionally, only 2.9% are paid less than 820€ per month net.



Graph 7: Respondent's Monthly Net Income, by percentage

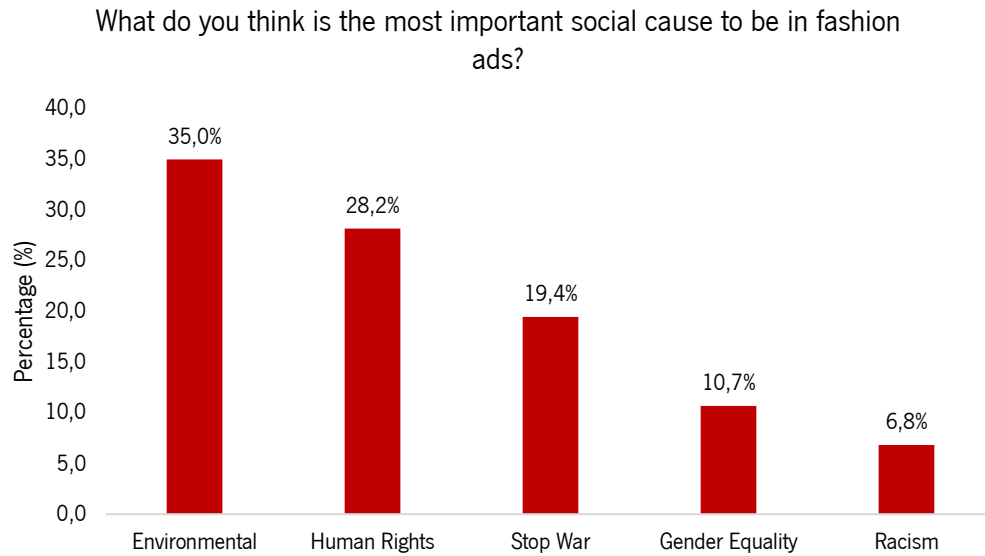
We have two percentages of 23.3% for the amount of money respondents wanted to spend on clothing each month: 50€ and 100€. The amount of 150€ for clothing per month is the third-highest response with 13.6%. The average amount that the respondent to this question spends on clothing each month is 82.62€.



Graph 8: Respondent's Monthly Spent on Clothes, by percentage

“Can you think of any advertising campaigns associated with important social causes? If so, which brand and which cause?” is one of the questions asked in this questionnaire. 13% of those surveyed provided an example of a social campaign that had an impact on them, whereas the remaining respondents did not. Nike's sustainability campaign, the Wells campaign, and the Intimissimi campaign for breast cancer were cited, among others.

Lastly, when asked which social cause they believed should be featured in fashion advertisements, the respondents gave the following responses: 35% for the environment, Human rights came in at 28.2%, followed by anti-war at 19.4%, gender equality at 10.7%, and racism at 6.8%.



Graph 9: Respondent's most important social cause, by percentage

4.1.3. Construct Analysis

4.1.3.1. Internal Consistency and Normality Analysis

It is important to confirm that the data obtained from the study are of high quality before beginning to analyse it. Cronbach's alpha will be used to achieve this. By using this method, the internal consistency of the scales may be verified, yielding a number between 0 and 1, the closer the scale's elements are to 1, the more correlated they are with one another. Although many publications suggest varying Cronbach alpha levels, a cut-off threshold of 0.7 appears to be generally agreed upon (Pestana & Gageiro, 1998). That's why it was employed in this study. It was feasible to examine the internal consistency of each construct as shown in Table 6.

Table 6: Cronbach's Alpha of the scales used in the survey

Construct	Items	Cronbach's Alpha	n
Brand Love T0	6	0.903	103
Brand Love T1	6	0.930	103
Brand Love T2	6	0.945	103
Brand Advocacy T0	3	0.955	103
Brand Advocacy T1	3	0.979	103
Brand Advocacy T2	3	0.987	103
Brand Activism T1	8	0.963	103
Brand Activism T2	8	0.984	103

Analysing the table above, Table 6, we can say that all our variables have an excellent Cronbach's Alpha, this can be concluded because all the variables have a number superior to 0,9. We can therefore conclude that these variables are well correlated and that there is consistency in the questionnaire carried out.

4.1.3.2. Respondent-Brand Relationship Description

Every customer has a different relationship with their preferred brand, with certain levels of Brand Love, Purchase Intention, Willingness to Pay and Brand Advocacy associated. This relationship and the emotions that come with it may vary with time and with the influence of external factors, which is one of the factors under study in this research.

First in the questionnaire, when asked to name a brand that they particularly liked, the answers were, as expected, very distinct (see Appendix 4 for the extensive list). However, Zara, Massimo Dutti, Nike, Adidas and Bershka were the five brands most cited (with 15, 9, 7, 6 and 6 responses, respectively).

The initial brand love levels of the sample (referring to their preferred brand, individually), were measured in the degree of agreement, where 1 means "Not at all" and 7 means "A lot". When analysing those brand love levels, as can be seen in Table 7, three statements stand out: "To what extent do you feel you desire to have that brand's products or services?" ($M=5.41$, $SD=1.38$), "To what extent do you believe that you will be using that brand's products or services for a long time?" ($M=5.68$, $SD=1.10$), and "Please, express your overall feelings and evaluations towards the referred brand." ($M=5.71$, $SD=1.04$).

The largest proportion of responses (31.10%) to the statement "To what extent do you feel you desire to have that brand's products or services?" was in point 6, with 73.80% of responses in the positive range (from 5 to 7). Accordingly, the statement "To what extent do you believe that you will be using that brand's products or services for a long time?" has 33,00% of answers positioned on point 6, with 82.50% of all answers in positive points. The question of " Please, express your overall feelings and evaluations towards the referred brand." had the largest portion in point 6 again, with 90.30% of answers in positive points. The other questions also had very favourable results. Apart from the question 'Suppose that the brand were to go out of existence. To what extent do you feel anxious?' where the positive points had a percentage of only 44.70%. These results were as expected, as consumers tend to have high levels of brand love for brands of their preference.

Table 7: Brand Love T0 Results

$\alpha = 0,903$	Relative Frequency							M	SD
	1	2	3	4	5	6	7		
To what extent do you feel that using that brand's products or services says something "true" and "deep" about whom you are as a person?	6,8%	6,8%	8,7%	23,3%	22,3%	18,4%	13,6%	4,57	1,69
To what extent do you feel you desire to have that brand's products or services?	1,9%	1%	4,9%	18,4%	18,4%	31,1%	24,3%	5,41	1,38
To what extent do you feel emotionally connected to the brand?	6,8%	5,8%	11,7%	16,5%	22,3%	24,3%	12,6%	4,65	1,70
To what extent do you believe that you will be using that brand's products or services for a long time?	—	1%	—	16,5%	22,3%	33%	27,2%	5,68	1,10
Suppose that the brand were to go out of existence. To what extent do you feel anxiety?	19,4%	12,6%	9,7%	13,6%	18,4%	14,6%	11,7%	3,90	2,04
Please, express your overall feelings and evaluations towards the referred brand.	—	1%	2,9%	5,8%	28,2%	38,8%	23,3%	5,71	1,04

We will now compare the Brand Love data after being exposed to a positive brand activism scenario. As we can see in the Table 8 the questions that stand out the most are 'To what extent do you believe that you will be using that brand's products or services for a long time?' (M=5.87, SD=1.319) and 'Please, express your overall feelings and evaluations towards the referred brand.' (M=5.90, SD=1.217) because both had a large proportion of responses on the positive side, 82.50% and 85.5% respectively.

One factor that changed in Brand Love T1, after being exposed to the scenario with authentic Brand Activism, was that all the questions obtained a greater portion on the positive side than on the negative

side, unlike Brand Love T0. In other words, we can conclude that Authentic Brand Activism increased Brand Love.

Table 8: Brand Love T1 Results

$\alpha = 0,930$	Relative Frequency							M	SD
	1	2	3	4	5	6	7		
To what extent do you feel that using that brand's products or services says something "true" and "deep" about whom you are as a person?	8,7%	1,0%	9,7%	17,5%	9,7%	25,2%	28,2%	5,07	1,859
To what extent do you feel you desire to have that brand's products or services?	—	3,9%	4,9%	17,5%	8,7%	20,4%	44,7%	5,71	1,493
To what extent do you feel emotionally connected to the brand?	5,8%	6,8%	5,8%	20,4%	13,6%	18,4%	29,1%	5,01	1,834
To what extent do you believe that you will be using that brand's products or services for a long time?	—	1,9%	3,9%	11,7%	15,5%	21,4%	45,6%	5,87	1,319
Suppose that the brand were to go out of existence. To what extent do you feel anxiety?	20,4%	4,9%	7,8%	14,6%	12,6%	15,5%	24,3%	4,38	2,223
Please, express your overall feelings and evaluations towards the referred brand.	1,0%	1,0%	—	12,6%	16,5%	28,2%	40,8%	5,90	1,217

Finally, Brand Love was analysed once again, this time after being exposed to Inauthentic Brand Activism. The questions that stood out the most were: 'To what extent do you feel that using that brand's products or services says something "true" and "deep" about whom you are as a person?' (M=3.51, SD=1.782)

and 'Suppose that the brand were to go out of existence. To what extent do you feel anxiety?' (M=3.29, SD=1.834). Regarding the question 'To what extent do you feel that using that brand's products or services says something "true" and "deep"' the largest portion is found in point 3 with 26.20% and in the question 'Suppose that the brand were to go out of existence. To what extent do you feel anxiety?' the largest share was found in point 1 with a total of 22.30%.

One factor that has changed from this scenario to the other Brand Love scenarios is that all the questions had a higher proportion on the negative side than on the positive side. In other words, we can conclude that Inauthentic Brand Activism drastically reduces Brand Love.

Table 9: Brand Love T2 Results part 1

$\alpha = 0,945$	Relative Frequency							M	SD
	1	2	3	4	5	6	7		
To what extent do you feel that using that brand's products or services says something "true" and "deep" about whom you are as a person?	17,5%	10,7%	26,2%	18,4%	11,7%	7,8%	7,8%	3,51	1,782
To what extent do you feel you desire to have that brand's products or services?	8,7%	14,6%	17,5%	16,5%	25,2%	8,7%	8,7%	3,96	1,720
To what extent do you feel emotionally connected to the brand?	15,5%	14,6%	20,4%	15,5%	21,4%	6,8%	5,8%	3,56	1,741
To what extent do you believe that you will be using that brand's products or services for a long time?	8,7%	11,7%	19,4%	18,4%	22,3%	6,8%	12,6%	4,05	1,762
Suppose that the brand were to go out of existence. To what extent do you feel anxiety?	22,3%	17,5%	15,5%	16,5%	16,5%	4,9%	6,8%	3,29	1,834

Table 10: Brand Love T2 Results part 2

$\alpha = 0,945$	Relative Frequency							M	SD
	1	2	3	4	5	6	7		
Please, express your overall feelings and evaluations towards the referred brand.	9,7%	13,6%	9,7%	19,4%	27,2%	7,8%	12,6%	4,15	1,801

After analysing Brand Love and seeing that it has so much influence of Brand Activism, it seems more appropriate to analyse what consumers think of Brand Activism in its two phases of the questionnaire: Authentic and Inauthentic Brand Activism.

The initial Brand Activism levels of the sample were measured in the degree of agreement, where 1 means 'Strongly Disagree' and 7 means 'Totally agree'. In Table 11 and 12, which represents Authentic Brand Activism, we can analyse that after being subjected to scenario 1, which can be found in Appendix 1 and 2, consumers found Brand Activism to be Genuine.

The answer that stands out the most is 'Brand X activism message is genuine' ($M=5.65$, $SD=1.258$), as it has the highest average and the highest proportion of positive responses, 84.40%. But in general, all the answers have significantly more positive responses than negative ones. The question with the fewest responses on the positive side is 'The activism message captures what makes Brand X unique to me' ($M=5,23$, $SD=1,509$), the percentage being 68.90%, which is very favourable.

Table 11: Brand Activism T1 Results part 1

$\alpha = 0,963$	Relative Frequency							M	SD
	1	2	3	4	5	6	7		
Brand X activism message is genuine.	1,9%	1,0%	1,9%	10,7%	19,4%	39,8%	25,2%	5,65	1,258
The activism message preserves what Brand X means to me.	3,9%	1%	2,9%	18,4%	14,6%	37,9%	21,4%	5,38	1,456
The activism message captures what makes Brand X unique to me.	3,9%	1,9%	3,9%	21,4%	15,5%	33,0%	20,4%	5,23	1,509

Table 12: Brand Activism T1 Results part 2

$\alpha = 0,963$	Relative Frequency							M	SD
	1	2	3	4	5	6	7		
Brand X' activism message is in accordance with the company's values and beliefs.	2,9%	1,0%	2,9%	15,5%	15,5%	38,8%	23,3%	5,50	1,385
The company is being true to itself with its CSR actions.	1,9%	1,0%	2,9%	13,6%	20,4%	36,9%	23,3%	5,53	1,297
The company is standing up for what it believes in.	2,9%	1,9%	1,9%	12,6%	18,4%	39,8%	22,3%	5,50	1,378
The company is a socially responsible company.	3,9%	1,0%	3,9%	9,7%	13,6%	40,8%	27,2%	5,59	1,458
The company is concerned about improving the well-being of society.	3,9%	3,9%	2,9%	7,8%	13,6%	37,9%	30,1%	5,57	1,563

Moving on to analysing Brand Activism after showing the second scenario, where it conveys the idea of Inauthentic Brand Activism. In this analysis we can conclude exactly the opposite of what we concluded when analysing Table 11 and 12.

While examining Table 13 we can conclude that all the questions have a higher proportion of negative than positive responses. This means that consumers are aware of and influenced by brand activism and that this can have negative or positive repercussions, depending on the case, for businesses. In this specific case, as the Brand Activism was perceived as not genuine, consumers were left with the impression that the company was not socially responsible and that it was not concerned with the welfare of society, among other things.

Table 13: Brand Activism T2 Results

$\alpha = 0,984$	Relative Frequency							M	SD
	1	2	3	4	5	6	7		
Brand X activism message is genuine.	13,6%	16,5%	28,2%	15,5%	13,6%	4,9%	7,8%	3,45	1,708
The activism message preserves what Brand X means to me.	14,6%	16,5%	23,3%	17,5%	13,6%	7,8%	6,8%	3,50	1,743
The activism message captures what makes Brand X unique to me.	10,7%	18,4%	26,2%	21,4%	12,6%	4,9%	5,8%	3,45	1,589
Brand X' activism message is in accordance with the company's values and beliefs.	10,7%	19,4%	27,2%	16,5%	12,6%	5,8%	7,8%	3,50	1,685
The company is being true to itself with its CSR actions.	13,6%	15,5%	24,3%	20,4%	12,6%	5,8%	7,8%	3,51	1,714
The company is standing up for what it believes in.	10,7%	16,5%	24,3%	22,3%	16,5%	3,9%	5,8%	3,52	1,583
The company is a socially responsible company.	15,5%	16,5%	25,2%	17,5%	10,7%	6,8%	7,8%	3,43	1,758
The company is concerned about improving the well-being of society.	14,6%	19,4%	24,3%	15,5%	13,6%	7,8%	4,9%	3,37	1,686

In the Willingness to Pay, the sample was recommended to be measured through a three-item question, with seven points, where 1 was 'Totally disagree' and 7 'Totally Agree'. The initial Willingness to Pay was measured without any influence from Brand Activism.

The first question 'I would be willing to pay a higher price for Brand X over other brand' (M=4.43, SD=1.660) shows, for example, that the person would be somewhat indifferent to paying more for their chosen brand than for others, and the same goes for the other questions, as can be seen in the Table 14

Table 14: Willingness to Pay T0 Results

	Relative Frequency							M	SD
	1	2	3	4	5	6	7		
I would be willing to pay a higher price for Brand X over other brands.	3,9%	9,7%	18,4%	15,5%	26,2%	12,6%	13,6%	4,43	1,660
The price of Brand X would have to go up quite a bit before I would switch to another brand of clothes.	8,7%	4,9%	12,6%	15,5%	28,2%	13,6%	16,5%	4,56	1,769
I am willing to pay a lot more for Brand X than other brands of shoes and clothes.	16,5%	12,6%	15,5%	10,7%	19,4%	11,7%	13,6%	3,93	2,016

Moving on to analysing Willingness to Pay T1, which is influenced by scenario 1, with Authentic Brand Activism. This appears to have a lot of influence on the data we're going to analyse below, which can be found in Table 15.

Consumers now seem more interested in paying more for their chosen brand than before. The average of all the questions has increased reasonably. Compared to the scenario above in the question 'I would be willing to pay a higher price for Brand X over other brand' (M=4.91, SD=1.788), we can see that the average has increased. All the questions in this variable now have a greater portion on the positive side than on the negative side, unlike Willingness to Pay T0, which only had two.

Table 15: Willingness to Pay T1 Results

	Relative Frequency							M	SD
	1	2	3	4	5	6	7		
I would be willing to pay a higher price for Brand X over other brands.	4,90	6,8%	13,6%	10,7%	17,5%	24,3%	22,3%	4,91	1,788
The price of Brand X would have to go up quite a bit before I would switch to another brand of clothes.	5,8%	6,8%	7,8%	12,6%	18,0%	27,2%	21,4%	4,98	1,771
I am willing to pay a lot more for Brand X than other brands of shoes and clothes.	12,6%	4,9%	13,6%	11,7%	13,6%	19,4%	24,3%	4,64	2,048

The last Willingness to Pay analysis already has the influence of the second scenario, which includes Inauthentic Brand Activism. Through the Table 16 we can conclude that Brand Activism has quite an influence on consumers' Willingness to Pay, because this time it decreases dramatically. From the Table below we can also conclude that all the questions have a higher proportion of negative side.

Comparing the question 'I would be willing to pay a higher price for Brand X over other brand' (M=3.31, SD=1.799), with the one from the previous situation, we can see that its average has decreased considerably. Employees are therefore less willing to spend as much money on the brand due to their Inauthentic Brand Activism.

Table 16: Willingness to Pay T2 Results

	Relative Frequency							M	SD
	1	2	3	4	5	6	7		
I would be willing to pay a higher price for Brand X over other brands.	20,4%	18,4%	15,5%	20,4%	11,7%	7,8%	5,8%	3,31	1,799
The price of Brand X would have to go up quite a bit before I would switch to another brand of clothes.	19,4%	18,4%	12,6%	23,3%	12,6%	8,7%	4,9%	3,37	1,777
I am willing to pay a lot more for Brand X than other brands of shoes and clothes.	23,3%	18,4%	12,6%	20,4%	13,6%	6,8%	4,9%	3,22	1,798

To complement the Willingness to Pay, another question was added to the questionnaire, this time with the aim of finding out how much consumers were willing to pay at each stage of the questionnaire, in other words, seeing if the authenticity and inauthenticity scenarios have an influence on the value given by consumers. More specifically this question asked how much consumers were willing to pay for jeans. Table 17 shows that the price available varied with the scenarios, with consumers initially willing to pay €68.99, but once an authenticity scenario was introduced this value increased to €71.47, whereas the most drastic change was with the inauthenticity scenario, where the value dropped to €55.99.

Table 17: Maximum price in euros consumers were willing to pay in T0, T1 and T2

	M	SD
Maximum price in euros in T0	68,99	105,589
Maximum price in euros in T1	71,47	104,667
Maximum price in euros in T2	55,99	107,032

The initial Purchase Intention, as was recommended the sample was measured through a single-item question, with 4 points, where the first point was "I would intent to buy the brand in the future", point 2 was "I would plan to purchase this brand" 3 was "I would attempt to purchase this brand" and finally 4 was "I would certainly purchase this brand".

The initial Purchase Intention ($M=2.88$, $SD=1.191$) has a clear predominance of answers shown in higher levels (52.40%). Table 18 also shows that 50.50% of those percentual points are placed at point 4. These findings are consistent with every other finding and to be expected, since consumers are more inclined to spend money on companies they like (Bagozzi et al., 2017).

Table 18: Purchase Intention T0 Results

	Relative Frequency				M	SD
	1	2	3	4		
Purchase Intention	14,6%	33,0%	1,9%	50,5%	2,88	1,191

When presented with the scenario with an Authentic Brand Activism ($M=2.93$, $SD=1.174$), most of the sample chose positively, with 60.19% on the two higher points. So, we can conclude that a genuine Brand Activism can have a positive correlation on the Purchase Intention variable.

Table 19: Purchase Intentions T1 Results

	Relative Frequency				M	SD
	1	2	3	4		
Purchase Intention	16,5%	22,3%	11,7%	48,5%	2,93	1,174

Finally, when submitting the Purchase Intention through a process of an Inauthentic Brand Activism we see that it has a negative correlation to it. We can assume that because most of the sample chose negatively, with 52.43% on the point 1 and 2.

Table 20: Purchase Intentions T2 Results

	Relative Frequency				M	SD
	1	2	3	4		
Purchase Intention	31,07%	21,36%	22,33%	22,33%	2,37	1,160

The Brand Advocacy, as was recommended by Badrinarayanan and Sierra's (2018), the sample was measured through a four-item question, with seven points, where 1 was 'Totally disagree' and 7 'Totally Agree'. The initial Brand Advocacy was measured without any influence from Brand Activism.

The last question ‘I always say positive things about this brand to others online.’ (M=5.46, SD=1.399), this question stands out the most as it has the highest average. But all four questions have a positive response, with more than 70% in points 5, 6 and 7. This shows that employees already tend to be Brand Advocates for the companies they have chosen, even before they are subjected to Brand Activism.

Table 21: Brand Advocacy T0 Results

$\alpha = 0,955$	Relative Frequency							M	SD
	1	2	3	4	5	6	7		
When asked for my advice, I suggest this brand to others online.	1,9%	1,9%	4,9%	19,4%	13,6%	34,0%	24,3%	5,40	1,430
This brand is the first brand I recommend to others online.	2,9%	5,8%	4,9%	14,6%	19,4%	35,0%	17,5%	5,17	1,541
I often recommend this brand to others online.	6,8%	2,9%	3,9%	14,6%	15,5%	35,0%	21,4%	5,19	1,686
I always say positive things about this brand to others online.	1,9%	2,9%	3,9%	13,6%	16,5%	38,8%	22,3%	5,46	1,399

Analysing the Brand Advocacy responses now with scenario 1 as Influence, we can see that the positive responses have increased slightly, as have the averages for each question. Taking the example of the question already analysed above ‘I always say positive things about this brand to others online.’ (M=5.75, SD=1.582), we can see that the average has increased slightly, as has happened with all the other questions. In conclusion, Authentic Brand Activism is positively correlated to Brand Advocacy.

Table 22: Brand Advocacy T1 Results

$\alpha = 0,979$	Relative Frequency							M	SD
	1	2	3	4	5	6	7		
When asked for my advice, I suggest this brand to others online.	1,0%	5,8%	7,8%	11,7%	9,7%	17,5%	46,6%	5,62	1,669
This brand is the first brand I recommend to others online.	2,9%	3,9%	7,8%	11,7%	6,8%	24,3%	42,7%	5,59	1,694
I often recommend this brand to others online.	5,8%	1,9%	6,8%	13,6%	7,8%	17,5%	46,6%	5,54	1,814
I always say positive things about this brand to others online.	1,9%	2,9%	5,8%	13,6%	5,8%	23,3%	46,6%	5,75	1,582

Finishing with the last variable to be analysed, Brand Advocacy that was subjected to a scenario with Inauthentic Brand Activism, as with all the other variables it is to be expected that all the questions have a higher proportion of negative than positive responses and this can be proved by looking at Table 23. Analysing the specific case of the question 'I always say positive things about this brand to others online.' (M=3.75, SD=1.813) in this scenario, 64.90% of unfavourable responses were obtained (points 1, 2, 3 and 4), while in the previous scenario the exact opposite happened. So, it can be concluded that Inauthentic Brand Activism is negatively correlated to Brand Advocacy.

Table 23: Brand Advocacy T2 Results Part 1

$\alpha = 0,987$	Relative Frequency							M	SD
	1	2	3	4	5	6	7		
When asked for my advice, I suggest this brand to others online.	15,5%	16,5%	13,6%	18,4%	21,4%	4,9%	9,7%	3,67	1,844
This brand is the first brand I recommend to others online.	15,5%	18,4%	12,6%	24,3%	15,5%	6,8%	6,8%	3,53	1,765

Table 24: Brand Advocacy T2 Results Part 2

$\alpha = 0,987$	Relative Frequency							M	SD
	1	2	3	4	5	6	7		
I often recommend this brand to others online.	15,5%	15,5%	15,5%	18,4%	20,4%	7,8%	6,8%	3,63	1,788
I always say positive things about this brand to others online.	12,6%	17,5%	14,6%	19,4%	19,4%	6,8%	9,7%	3,75	1,813

4.1.4. Conceptual Model Analysis

4.1.4.1. The t-test and Wilcoxon Signed Ratings Test

Prior to verifying whether the proposed hypothesis can be accepted or rejected based on the correlation between the constructs, a paired samples t-test was performed using measures collected at three distinct points in time: initially (T0), following the introduction of the first scenario (T1), and following the introduction of the second scenario (T2). This was done to see if the respondents' feelings as they completed the survey varied in a way that would be statistically significant.

Along with statistical values like the mean difference (M), standard deviation (SD), and significance (Sig), the table displays significant changes in Brand Love (BL), Willingness to Pay (WTP), Purchase Intention (PI), Brand Advocacy (BA), and Brand Activism (BAct) over several time points (T0, T1, and T2). The mean difference between Brand Love at T0 and T1 is negative ($M = -0.36699$, $t = -5.941$, $p < 0.001$), suggesting that Brand Love increased throughout this time. The mean difference from T1 to T2 is positive ($M = 1.53398$, $t = 9.415$, $p < 0.001$), indicating that Brand Love decreased between these two times. But as the positive mean difference ($M = 1.16699$, $t = 8.106$, $p < 0.001$) shows, it also declines throughout the longer time span from T0 to T2.

The negative mean difference ($M = -3.58586$, $t = -3.29334$, $p = 0.001$) indicates an increase in the highest price that customers are ready to pay between T0 and T1. The highest price willingness decreases significantly between T1 and T2 ($M = 16.37374$, $t = 5.78999$, $p < 0.001$). All things considered, the decrease from T0 to T2 ($M = 13.10309$, $t = 4.54734$, $p < 0.001$) indicates that consumers are gradually becoming less prepared to pay for the brand.

The mean difference between Purchase Intention at T0 and T1 is negative ($M = -4.05882$, $t = -57.32422$, $p < 0.001$), suggesting that Purchase Intention increased throughout this time. The mean difference from T1 to T2 is positive ($M = 4.57576$, $t = 42.55322$, $p < 0.001$), indicating that Purchase Intention decreased between these two times. But as the positive mean difference ($M = 0.54000$, $t = 4.49559$, $p < 0.001$) shows, it also declines throughout the longer time span from T0 to T2.

The mean difference between T0 and T1 for Brand Advocacy is negative ($M = -0.32282$, $t = -5.086$, $p < 0.001$), suggesting that customer advocacy increased throughout this time. Nonetheless, a notable fall in advocacy is indicated by the positive mean difference ($M = 1.98058$, $t = 10.065$, $p < 0.001$) between T1 and T2. Advocacy decreases for the entire time frame from T0 to T2 ($M = 1.65777$, $t = 10.212$, $p < 0.001$). Likewise, there is a significant decrease in Brand Activism from T1 to T2 ($M = 2.03034$, $t = 10.909$, $p < 0.001$), which indicates that consumers are becoming less involved with the brand's activism. According to this analysis, all of the variables rise when the scenario of real brand activism is displayed but fall when the scenario of inauthentic brand activism is displayed.

Table 25: Paired Samples Test Statistics Part 1

Pairs		M	SD	Means' SD	t	df	Sig (2 tails)
Pair 1	BL T0 - BL T1	-0,36699	0,62691	0,06177	-5,941	102	0,000
	Brand Love T0	4,841	1,373				
	Brand Love T1	5,208	1,567				
Pair 2	BL T1 - BL T2	1,53398	1,65361	0,16293	9,415	102	0,000
	Brand Love T1	5,208	1,567				
	Brand Love T2	3,674	1,600				
Pair 3	BL T0 - BL T2	1,16699	1,46116	0,14397	8,106	102	0,000
	Brand Love T0	4,841	1,373				
	Brand Love T2	3,674	1,600				
Pair 4	WTP T0 - WTP T1	-3,58586	10,83363	1,08882	-3,29334	98	0,001
	Maximum Price T0	68,99	105,589				
	Maximum price T1	71,47	104,667				
Pair 5	WTP T1 - WTP T2	16,37374	28,13763	2,82794	5,78999	98	0,000
	Maximum Price T1	71,47	104,667				
	Maximum price T2	55,99	107,032				

Table 26: Paired Samples Test Statistics Part 2

Pair 6	WTO T0 - WTP T2	13,10309	28,37931	2,88148	4,54734	96	0,000
	Maximum Price T0	68,99	105,589				
	Maximum price T2	55,99	107,032				
Pair 7	PI T0 - PI T1	-4,05882	0,71509	0,07080	-57,32422	101	0,000
	PI T0	2,87	1,191				
	PI T1	6,93	1,180				
Pair 8	PI T1 - PI T2	4,57576	1,06991	0,10753	42,55322	98	0,000
	PI T1	6,93	1,180				
	PI T2	2,37	1,160				
Pair 9	PI T0 - PI T2	0,54000	1,20118	0,12012	4,49559	99	0,000
	PI T0	2,87	1,191				
	PI T2	2,37	1,160				
Pair 10	BA T0 - BA T1	-0,32282	0,64420	0,06347	-5,08600	102	0,000
	Brand Advocacy T0	5,30	1,424				
	Brand Advocacy T1	5,63	1,641				
Pair 11	BA T1 - BA T2	1,98058	1,99715	0,19678	10,06500	102	0,000
	Brand Advocacy T1	5,63	1,641				
	Brand Advocacy T2	3,65	1,770				
Pair 12	BA T0 - BA T2	1,65777	1,64756	0,16234	10,21200	102	0,000
	Brand Advocacy T0	5,30	1,424				
	Brand Advocacy T2	3,65	1,770				
Pair 13	BAct T1 - BAct T2	2,03034	1,88879	0,18611	10,909	102	0,000
	Brand Activism T1	5,50	1,264				
	Brand Activism T2	3,46	1,597				

After analysing the ranks Table 27, it is mandatory to verify if the observed differences between all measurements are significant. As Table 37 demonstrates, all conclusions taken above are significant ($p = 0,000$). The majority of variables experience a rise between T0 and T1; these include Brand Love ($Z = -5.142$, $p = 0,000$), Willingness to Pay ($Z = -5.391$, $p = 0,000$), Purchase Intention ($Z = -9.296$, $p = 0,000$), Brand Advocacy ($Z = -4.812$, $p = 0,000$). The only variable that decreases is Brand Activism ($Z = -7.624$, $p = 0,000$). In the timeline of T1 to T2 every variable suffers a decrease, Brand Love ($Z = -7.100$, $p =$

0,000), Willingness to Pay ($Z = -6.123$, $p = 0,000$), Purchase Intention ($Z = -8.822$, $p = 0,000$) and finally Brand Advocacy ($Z = -7.395$, $p = 0,000$). The last timeline is T0 to T2, and can also be found decreases for all the variables, being them: Brand Love ($Z = -6,601$, $p = 0,000$), Willingness to Pay ($Z = -5,219$, $p = 0,000$), Purchase Intention ($Z = -4,121$, $p = 0,000$), Brand Advocacy ($Z = -7.556$, $p = 0,000$),

Table 27: Statistics from the Wilcoxon Signed Rating Test

Pairs		Z	Sig (2 tails)
Pair 1	Brand Love T0 – Brand Love T1	-5,142 ^b	,000
Pair 2	Brand Love T1 - Brand Love T2	-7,100 ^c	,000
Pair 3	Brand Love T0 - Brand Love T2	-6,601 ^c	,000
Pair 4	Willingness to Pay T0 - Willingness to Pay T1	-5,391 ^b	,000
Pair 5	Willingness to Pay T1 - Willingness to Pay T2	-6,123 ^c	,000
Pair 6	Willingness to Pay T0 - Willingness to Pay T2	-5,219 ^c	,000
Pair 7	Purchase Intention T0 - Purchase Intention T1	-9,296 ^b	,000
Pair 8	Purchase Intention T1 - Purchase Intention T2	-8,822 ^c	,000
Pair 9	Purchase Intention T0 - Purchase Intention T2	-4,121 ^c	,000
Pair 10	Brand Advocacy T0 - Brand Advocacy T1	-4,812 ^b	,000
Pair 11	Brand Advocacy T1 - Brand Advocacy T2	-7,395 ^c	,000
Pair 12	Brand Advocacy T0 - Brand Advocacy T2	-7,556 ^c	,000
Pair 13	Brand Activism T1 – Brand Activism T2	-7,624 ^b	,000

a. The Wilcoxon Signed Ratings Test.

b. Based on positive ranks.

c. Based on negative ranks.

4.1.4.2. Correlations

The hypothesis of the conceptual model was tested using Spearman's Correlation Coefficient, a non-parametric test, since the sample does not have a normal distribution. This test examines one or more variables to determine the direction and degree of their relationship. A value of one on the Spearman Coefficient scale denotes a positive perfect correlation. The range of values is -1 to 1. In the same way, a positive outcome indicates that both variables grow as one does. According to the same line of

reasoning, an inverse relationship exists between two variables when the result is negative when one variable varies in the rises and vice versa. The null hypothesis for this test is that there is no correlation between the variables. Therefore, the goal is to disprove the null hypothesis. The results must be significant, which occurs when $p < 0.05$, in order for this to be possible.

Brand Love, Brand Advocacy, Purchase Intention, Willingness to Pay, Age, Monthly Income, and Monthly Clothing Expenditure are among the variables measured at T0 that have correlation coefficients shown in this table. A single asterisk (*) indicates a significant correlation at the 0.05 level, whereas two asterisks (**) indicate a significant correlation at the 0.01 level. We can better comprehend the connections between these important brand-related variables by interpreting these correlations.

As seen in Table 28, there is a strong and significant correlation between Brand Love T0 and Brand Advocacy T0 ($r = 0.783$), suggesting that consumers who have higher Brand Love also have stronger advocacy behaviours. Furthermore, there is a moderate correlation between Brand Love and the following variables: Age ($r = 0.256$), Income ($r = 0.322$), Willingness to Pay ($r = 0.240$), Purchase Intention T0 ($r = 0.490$), and Monthly Clothing Expenditure ($r = 0.439$). According to these findings, customers who have a stronger bond with a brand (Brand Love) are more likely to support it, be prepared to pay more, and generally spend more money on apparel.

Purchase Intention T0 ($r = 0.449$), Willingness to Pay T0 ($r = 0.260$), Age ($r = 0.320$), Income ($r = 0.368$), and Monthly Clothing Expenditure ($r = 0.363$) all exhibit strong positive correlations with Brand Advocacy T0. This suggests that greater brand advocacy is associated with higher income levels, stronger purchase intentions, and greater willingness to pay. It is interesting to note that age and brand advocacy are positively correlated, indicating that older consumers might be more inclined to support a brand.

Finally, Willingness to Pay T0 has a positive correlation with Monthly Clothing Expenditure ($r = 0.462$), Age ($r = 0.241$), and Income ($r = 0.285$). This implies that consumers who are older and have greater incomes are more likely to be willing to pay more for a brand's goods, and that this willingness to pay is closely linked to the average amount of money that consumers spend on apparel.

Table 28: Spearman's Rho - Matrix of Correlation for T0

	Correlations						
	1	2	3	4	5	6	7
(1) Brand Love T0	1	,783**	,490**	,240*	,256**	,322**	,439**
(2) Brand Advocacy T0		1	,449**	,260**	,320**	,368**	,363**
(3) Purchase Intention T0			1	0,152	0,173	,258**	0,116
(4) Willingness to Pay T0				1	,241*	,285**	,462**
(5) Age					1	,707**	,221*
(6) Income						1	,272**
(7) Monthly Clothing Expenditure							1

** . The correlation is significant at level 0.01 (2 ends).

* . The correlation is significant at level 0,05 (2 ends).

In Table 29 we can see that Brand Advocacy T1 and Brand Love T1 have a substantial positive correlation ($r = 0.811$), suggesting that consumers who have a strong emotional attachment to the brand are also more likely to support and promote it, just like in Table 28. Furthermore, there is a moderate correlation between Brand Love T1 and Purchase Intention T1 ($r = 0.551$) as well as Willingness to Pay T1 ($r = 0.274$). This suggests that brand attachment affects both the desire to buy and the willingness to pay, although to a lesser extent than the relationship with advocacy. There is also a moderate correlation between Brand Activism and Brand Love ($r = 0.688$), this suggests that an Authentic Brand Activism can promote Brand Love.

Additionally, a favourable connection ($r = 0.619$) between Brand Activism T1 and Purchase Intention T1 ($r = 0.362$) is shown, suggesting that genuine brand activism influences customers' purchase intentions and support. There is also a slight correlation ($r = 0.304$) between Willingness to Pay T1 and Monthly Clothing Spending ($r = 0.443$). This implies that consumers who spend more on apparel are also more likely to pay for the brand, but the impact of higher income levels is smaller but still noteworthy. It's interesting to note that there is a considerable correlation between Net Monthly Income and Age ($r = 0.707$), suggesting that older consumers often earn more money. These relationships show how emotional ties and financial considerations impact brand loyalty and advocacy, with purchasing power influencing willingness to pay.

Table 29: Spearman's Rho - Matrix of Correlation for T1

	Correlations							
	1	2	3	4	5	6	7	8
(1) Brand Love T1	1	,688**	,811**	,551**	,274**	,303**	,436**	,388**
(2) Brand Activism T1		1	,619**	,362**		,277**	,443**	,408**
(3) Brand Advocacy T1			1	,579**	,208*	,415**	,305**	,448**
(4) Purchase Intention T1				1		,212*		,274**
(5) Willingness to Pay T1					1	,290**	,443**	,304**
(6) Age						1	,221*	,707**
(7) Monthly Clothing Expenditure							1	,272**
(8) Income								1

** . The correlation is significant at level 0.01 (2 ends).

* . The correlation is significant at level 0,05 (2 ends).

Moving on to Table 30, despite the Inauthentic activism scenario, Brand Love T2 still exhibits strong positive correlations with Brand Advocacy T2 ($r = 0.862$) and Brand Activism T2 ($r = 0.784$). This implies that Brand Love is still connected to brand advocacy, this happens because as Brand Love as decreased because of the Inauthentic Brand Activism, the Brand Advocacy as also decreased. Brand Love T2 also has a positive correlation with Willingness to Pay T2 ($r = 0.592$) and Purchase Intention T2 ($r = 0.427$), confirming that if the emotional attachment to a brand decreases so will the Willigness to Pay and Purchase Intention.

Brand Advocacy T2 ($r = 0.731$) and Brand Activism T2 have a strong positive correlation, while Willingness to Pay T2 ($r = 0.483$) and Purchase Intention T2 ($r = 0.279$) have moderate correlations. These connections imply that a weaker brand advocacy and willingness to pay can be linked to even perceived Inauthentic Activism. In contrast to authentic activism, the authenticity gap might affect how strong these correlations are. Interestingly, there is a weak and non-significant correlation between Brand Activism T2 and both Age ($r = -0.168$) and Income ($r = -0.094$), indicating that there is little demographic influence on the perception of inauthentic activism.

Finally, Willingness to Pay T2 continues to show a modest correlation with Age ($r = 0.221$) and a significant correlation with Monthly Clothing Expenditure ($r = 0.364$, $p < 0.01$). These correlations show that age has some bearing on willingness to pay and is linked to consumers' overall clothing spending.

Table 30: Spearman's Rho - Matrix of Correlation for T2

	Correlations							
	1	2	3	4	5	6	7	8
(1) Brand Love T2	1	,784**	,862**	,427**	,592**	-0,048	0,007	,311**
(2) Brand Activism T2		1	,731**	,279**	,483**	-0,168	-0,094	,307**
(3) Brand Advocacy T2			1	,429**	,572**	-0,042	0,02	,249*
(4) Purchase Intention T2				1	,322**	0,039	0,023	0,056
(5) Willigness to Pay T2					1	0,077	0,107	,364**
(6) Age						1	,707**	,221*
(7) Income							1	,272**
(8) Monthly Clothing Expenditure								1

** . The correlation is significant at level 0.01 (2 ends).

* . The correlation is significant at level 0,05 (2 ends).

4.1.4.3. Hypothesis Validation Summary

It is possible to conclude that all of the suggested hypotheses were supported by analysing all of the correlations above, as summarized in Table 31 the hypotheses of this study are all supported at T0, T1 and T2. The table below contains information proven at T1 in specific.

Table 31: Hypothesis Validation Results Part 1

Hypothesis		Result	Spearman's Rho
1	Brand Activism is positively correlated to Brand Love.	Supported	0,688
2	Brand Love is positively correlated to Purchase Intention.	Supported	0,551
3	Brand Love is positively correlated to Brand Advocacy.	Supported	0,811
4	Brand Love is positively correlated to Willigness to Pay.	Supported	0,274

The conceptual model is shown below, but it has been updated to include correlation data for each of the model's hypotheses but is in agreement with T1.

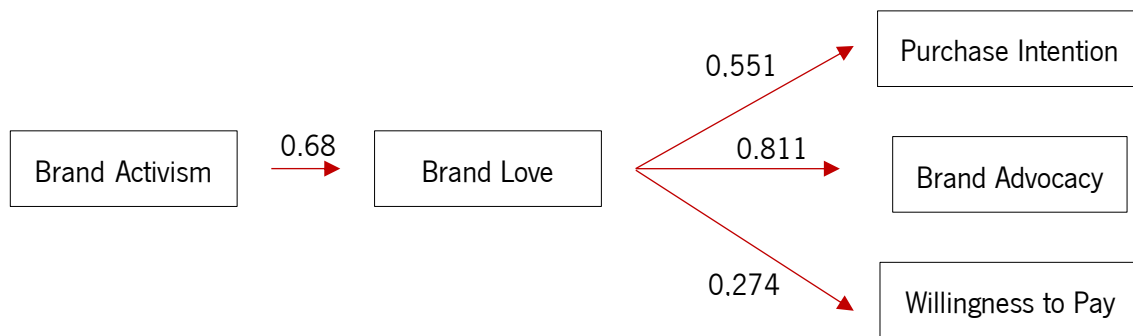


Figure 2: Adjusted Conceptual Model, with correlation statistics

Chapter 5. Conclusion

5.1. Results Discussion

Due to the fact that consumers are increasingly demanding that brands express their personal opinions on sensitive subjects, the topic of this dissertation was and remains an important one. The topic selected was the following:

“How can brand activism influence Brand Love to promote Brand Advocacy in the fashion industry?”

It is always difficult for businesses to stand out in the market, especially when we live in a time when the market is extremely saturated. When businesses recommend Brand Activism, for example, to get brand advocacy from their customers, it may not always happen. To analyse this, it was decided to do a quantitative questionnaire where the real consequences appropriate to this sample could be observed. Starting with the analysis of the research question, specifically how Brand Activism can influence Brand Advocacy, we look more closely at the question, "I always say positive things about this brand to others online." This question, without any influence from Brand Activism, received largely positive responses ($M=5.46$, $SD=1.399$), as the respondents actually chose a brand that they liked. Analysing the same question again with the influence of Authentic Brand Activism, we can conclude that Brand Advocacy increased significantly ($M=5.75$, $SD=1.582$). It is possible to see that brand advocacy drastically decreases when exposed to Inauthentic Brand Activism ($M=3.75$, $SD=1.813$). We could conclude that the literature was accurate because it described the scenario exactly as it was characterized.

The literature also suggests that Authentic Brand Activism would have a positive influence on Brand Love, while Inauthentic Brand Activism would have a negative influence. We can observe this theory above. The responses to this question "Please, express your overall feelings and evaluations towards the referred brand," were satisfactory even though the consumer had no influence of any kind ($M=5.71$, $SD=1.04$). After the first scenario appeared, the brand's popularity increased ($M=5.90$, $SD=1.217$), and the second scenario revealed that the brand's popularity had drastically decreased. This is due to the fact that the brand was impacted by Brand Activism, and when a consumer recognizes Inauthentic Brand Activism, it can be used to evaluate the brand and its relationship with its costumers (Cammarota et al., 2023).

Evaluating Willingness to Pay and Purchase Intention is also crucial. The literature suggests that these two factors are influenced in the same way, meaning that a consumer's likelihood of making a purchase is increased when they believe a brand is being truthful in its Brand Activism campaign (Napoli et al., 2014). Conversely, a consumer's intention to make a purchase may decrease if they believe the campaign is not being authentic (Vredenburg et al., 2020). Moving on to Willingness to Pay, where the same thing occurs, but the amount of money a customer is willing to spend on a product is altered (Urban, 2004). This literature can be verified in this study, as Purchase Intention from T0 to T1 increased but from T1 to T2 decreased, ($M=2.88$, $SD=1.191$), ($M=2.93$, $SD=1.174$) and ($M=2.37$, $SD=1.160$) respectively for T0, T1 and T2. The same goes for all the questions used to assess Willingness to Pay in the questionnaire. Choosing the question 'I would be willing to pay a higher price for Brand X over other brands', when presented with the first scenario it increased the Willingness to Pay a higher price ($M=4.91$, $SD=1.788$) because in the phase that had no scenario the amount of the mean was lower ($M=4.43$, $SD=1.660$). But when presented with the second scenario the willingness to pay got much lower ($M=3.31$, $SD=1.799$).

5.2. Theoretical and Practical Implications

With a focus on authenticity, this study marks a substantial advancement in the field of brand activism research. This dissertation adds to the growing body of research on brand activism motivations and consumers' assessments of the sincerity of these actions by examining how Brand Love is influenced by the perception of authenticity in Brand Activism actions. There is a fundamental difference between Authentic and Inauthentic Activism, and the findings of this study support the findings of the literature review, thereby reaffirming that perceived authenticity is an important factor in determining the emotional bond between a brand and its customers.

Practically speaking, this study offers marketers insightful advice on how to develop genuine activism tactics that meet consumer demands. By realizing how crucial authenticity is in activism, brands may shield their reputations from possible harm by avoiding the possibility of being perceived as manipulative or inauthentic. Therefore, if brands want to establish a sincere, lasting relationship with their customers, this helpful advice is crucial.

Still, in terms of real-world applications, the findings demonstrate that Authentic Brand Activism, when combined with Brand Love, helps to build lasting relationships with customers, which are manifested in Brand Advocacy and Loyalty. Companies that make investments in Authentic Brand Activism stand a

better chance of developing a strong, enduring emotional connection with their target audience, which translates into significant competitive benefits in the marketplace.

In addition, the impact of authenticity on consumers' behavioural intentions, such as Willingness to Pay and Purchase Intention, reinforces the financial value of authentic activism campaigns. Therefore, by taking an honest and open stance, brands improve their financial performance in addition to fortifying their emotional bond with their customers. Ultimately, this study shows that while consumers generally appreciate Brand Activism, authenticity is a key factor in how they behave. The findings highlight the importance of authenticity in consumer behaviour and demonstrate that participants' opinions and responses vary according on the activism scenario they have encountered.

5.3. Limitations and Directions for Future Research

The study's limitations are discussed in this section to encourage reflection and help identify areas for improvement. Because the market is generally getting increasingly competitive, it is becoming more important for businesses to stand out. Brand activism, for instance, is one way to achieve this, which is why effective communication is crucial.

This study had its limitations, just like any other. Because the questionnaire is dependent on respondents' self-perceptions and is not a reliable indicator of their behaviour, it may have flaws that cause an imbalance between intention and behaviour.

The sample's lack of population representation was another drawback. The total number of replies fell short of outstanding for representativity, despite efforts to keep the survey distribution techniques diverse to attract different people (and succeeding in doing so). That might be because the questionnaire was too lengthy, it took around ten minutes to complete and for a generation that has little time for anything it turned to me complicated. Therefore, making the survey simpler and smaller would be a recommendation for future study. For example, the willingness to pay scale was assessed twice in different ways, that might be accomplished by removing one of them. It would be also intriguing to give brand activism's effects on various generations a little more attention.

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Chapter 7. Appendices

Appendix 1. Original Survey (Portuguese)

[Introductory Note] Este questionário faz parte de uma dissertação do Mestrado em Gestão e Negócios da Universidade do Minho. Este questionário pretende saber de que forma o ativismo de marca pode influenciar a opinião das pessoas sobre as marcas.

A participação é voluntária e as respostas são anónimas. Este questionário tem a duração de cerca de 5 minutos. Os dados recolhidos são confidenciais. Ao enviar este questionário, está a concordar em participar no estudo.

Se necessitar de mais alguma informação, por favor contacte-me através do email: pg48599@alunos.uminho.pt. Obrigado pela colaboração.

Part I

Q1. Por favor, escreva o nome da marca de roupa que recorda quando se fala de Amor à Marca, por outras palavras, uma marca que adora e que voltaria a comprar. Por favor, escolha a marca em questão de forma adequada e correta, porque será a marca que usaremos no decorrer do questionário.

Q2. Responda às seguintes perguntas relativamente à marca que respondeu anteriormente, para ser mais fácil iremos chamar à marca "Marca X":

	De modo algum			Moderadamente			Muito
Até que ponto sente que o facto de utilizar os produtos ou serviços dessa marca diz algo "verdadeiro" e "profundo" sobre quem é enquanto pessoa?	☐	☐	☐	☐	☐	☐	☐
Até que ponto sente que deseja ter os produtos ou serviços dessa marca?	☐	☐	☐	☐	☐	☐	☐
Em que medida se sente emocionalmente ligado à marca?	☐	☐	☐	☐	☐	☐	☐
Até que ponto acredita que vai utilizar os produtos ou serviços dessa marca durante muito tempo?	☐	☐	☐	☐	☐	☐	☐
Suponha que a marca deixa de existir. Até que ponto sente ansiedade?	☐	☐	☐	☐	☐	☐	☐
Por favor, faça uma avaliação geral dos seus sentimentos em relação à marca X.	☐	☐	☐	☐	☐	☐	☐

Q3. Quais são as suas intenções de compra?

- ☐ Gostaria de comprar da marca no futuro.
- ☐ Tenciono comprar desta marca.
- ☐ Eu tentaria comprar desta marca.
- ☐ Eu certamente compraria desta marca.

Q4. Qual é a sua disponibilidade para pagar?

	Discordo totalmente			Indiferente			Concordo totalmente
Estaria disposto a pagar um preço mais elevado pela marca X do que por outras marcas.	☐	☐	☐	☐	☐	☐	☐
O preço da marca X teria de subir bastante antes de eu mudar para outra marca de roupa.	☐	☐	☐	☐	☐	☐	☐
Estou disposto a pagar muito mais pela marca X do que por outras marcas de calçado e roupa.	☐	☐	☐	☐	☐	☐	☐

Q5. Qual seria o preço máximo, em euros, que estaria disposto a pagar por umas calças de ganga da marca X? _____

Q6. Responda às seguintes perguntas que representam a Advocacia da Marca.

	Discordo totalmente			Indiferente			Concordo totalmente
Quando me pedem conselhos, sugiro esta marca a outras pessoas na Internet.	☐	☐	☐	☐	☐	☐	☐
Esta marca é a primeira marca que recomendo a outras pessoas online.	☐	☐	☐	☐	☐	☐	☐
Recomendo frequentemente esta marca a outras pessoas na Internet.	☐	☐	☐	☐	☐	☐	☐
Digo sempre coisas positivas sobre esta marca a outras pessoas na Internet.	☐	☐	☐	☐	☐	☐	☐

Part II

O cenário descrito abaixo é fictício. No entanto, analise-o e responda às perguntas como se se tratasse de uma situação real.

A marca (escolhida por si previamente) decidiu lançar uma campanha em que 15 coleções daquele ano seriam feitas de roupa recicláveis. Também se propôs a atingir objetivos ambiciosos de sustentabilidade até 2027, como a redução do consumo de matérias-primas e a transparência na comunicação da sua pegada ambiental ao mercado.

A marca decidiu ainda doar 15% das suas vendas anuais a instituições que ajudam a limpar o oceano, para ajudar a criar um futuro para um mundo menos poluído.

Q7. Em seguida, perguntamos-lhe o que pensa sobre o desempenho da empresa que escolheu e o cenário descrito acima.

	Discordo totalmente			Indiferente			Concordo totalmente
A mensagem de ativismo da marca X é genuína.	☐	☐	☐	☐	☐	☐	☐
A mensagem de ativismo preserva o que a Marca X significa para mim.	☐	☐	☐	☐	☐	☐	☐
A mensagem de ativismo capta o que torna a Marca X única para mim.	☐	☐	☐	☐	☐	☐	☐

A mensagem de ativismo da marca X está de acordo com os valores e crenças da empresa.	☐	☐	☐	☐	☐	☐	☐
A empresa está a ser fiel a si própria nas suas ações de Responsabilidade Social Corporativa.	☐	☐	☐	☐	☐	☐	☐
A empresa está a defender aquilo em que acredita.	☐	☐	☐	☐	☐	☐	☐
A empresa é uma empresa socialmente responsável.	☐	☐	☐	☐	☐	☐	☐
A empresa preocupa-se em melhorar o bem-estar da sociedade.	☐	☐	☐	☐	☐	☐	☐

Q8. Responda às seguintes questões para medir o seu amor à marca:

	De modo algum			Moderadamente			Muito
Até que ponto sente que o facto de utilizar os produtos ou serviços dessa marca diz algo "verdadeiro" e "profundo" sobre quem é enquanto pessoa?	☐	☐	☐	☐	☐	☐	☐
Até que ponto sente que deseja ter os produtos ou serviços dessa marca?	☐	☐	☐	☐	☐	☐	☐
Em que medida se sente emocionalmente ligado à marca?	☐	☐	☐	☐	☐	☐	☐
Até que ponto acredita que vai utilizar os produtos ou serviços dessa marca durante muito tempo?	☐	☐	☐	☐	☐	☐	☐
Suponha que a marca deixa de existir. Até que ponto sente ansiedade?	☐	☐	☐	☐	☐	☐	☐
Por favor, faça uma avaliação geral dos seus sentimentos em relação à marca X.	☐	☐	☐	☐	☐	☐	☐

Q9. Quais são as suas intenções de compra?

- ☐ Gostaria de comprar da marca no futuro.
- ☐ Tenciono comprar desta marca.
- ☐ Eu tentaria comprar desta marca.
- ☐ Eu certamente compraria desta marca.

Q10. Qual é a sua disponibilidade para pagar?

	Discordo totalmente			Indiferente			Concordo totalmente
Estaria disposto a pagar um preço mais elevado pela marca X do que por outras marcas.	☐	☐	☐	☐	☐	☐	☐
O preço da marca X teria de subir bastante antes de eu mudar para outra marca de roupa.	☐	☐	☐	☐	☐	☐	☐
Estou disposto a pagar muito mais pela marca X do que por outras marcas de calçado e roupa.	☐	☐	☐	☐	☐	☐	☐

Q11. Agora que está a par da campanha da Marca X, qual seria o preço máximo, em euros, que estaria disposto a pagar por umas calças de ganga da marca X?

Q12. Responda às seguintes perguntas que representam a Advocacia da Marca.

	Discordo totalmente			Indiferente			Concordo totalmente
Quando me pedem conselhos, sugiro esta marca a outras pessoas na Internet.	☐	☐	☐	☐	☐	☐	☐
Esta marca é a primeira marca que recomendo a outras pessoas online.	☐	☐	☐	☐	☐	☐	☐
Recomendo frequentemente esta marca a outras pessoas na Internet.	☐	☐	☐	☐	☐	☐	☐
Digo sempre coisas positivas sobre esta marca a outras pessoas na Internet.	☐	☐	☐	☐	☐	☐	☐

Part III

O cenário descrito abaixo é fictício. No entanto, analise-o e responda às perguntas como se se tratasse de uma situação real.

Agora, a marca (escolhida por si anteriormente), depois de ter lançado uma campanha de preocupação com o ambiente, surgiram notícias concretas de que a empresa estava a utilizar nas suas roupas materiais que poderiam causar problemas de pele e prejudicar assim os seus consumidores. Mas também estavam a pôr em risco os rios ao deitarem os seus resíduos na água.

Como resultado das ações da marca, as pessoas começaram a revoltar-se nas redes sociais, provocando uma vaga de ódio contra a marca.

Q13. Em seguida, perguntamos-lhe o que pensa sobre o desempenho da empresa que escolheu e o cenário descrito acima.

	Discordo totalmente			Indiferente			Concordo totalmente
A mensagem de ativismo da marca X é genuína.	☐	☐	☐	☐	☐	☐	☐
A mensagem de ativismo preserva o que a Marca X significa para mim.	☐	☐	☐	☐	☐	☐	☐
A mensagem de ativismo capta o que torna a Marca X única para mim.	☐	☐	☐	☐	☐	☐	☐
A mensagem de ativismo da marca X está de acordo com os valores e crenças da empresa.	☐	☐	☐	☐	☐	☐	☐
A empresa está a ser fiel a si própria nas suas ações de Responsabilidade Social Corporativa.	☐	☐	☐	☐	☐	☐	☐
A empresa está a defender aquilo em que acredita.	☐	☐	☐	☐	☐	☐	☐
A empresa é uma empresa socialmente responsável.	☐	☐	☐	☐	☐	☐	☐
A empresa preocupa-se em melhorar o bem-estar da sociedade.	☐	☐	☐	☐	☐	☐	☐

Q14. Responda às seguintes questões para medir o seu amor à marca:

	De modo algum			Moderada -mente			Muito
Até que ponto sente que o facto de utilizar os produtos ou serviços dessa marca diz algo "verdadeiro" e "profundo" sobre quem é enquanto pessoa?	☐	☐	☐	☐	☐	☐	☐
Até que ponto sente que deseja ter os produtos ou serviços dessa marca?	☐	☐	☐	☐	☐	☐	☐
Em que medida se sente emocionalmente ligado à marca?	☐	☐	☐	☐	☐	☐	☐
Até que ponto acredita que vai utilizar os produtos ou serviços dessa marca durante muito tempo?	☐	☐	☐	☐	☐	☐	☐
Suponha que a marca deixa de existir. Até que ponto sente ansiedade?	☐	☐	☐	☐	☐	☐	☐
Por favor, faça uma avaliação geral dos seus sentimentos em relação à marca X.	☐	☐	☐	☐	☐	☐	☐

Q15. Quais são as suas intenções de compra?

- ☐ Gostaria de comprar da marca no futuro.
- ☐ Tenciono comprar desta marca.
- ☐ Eu tentaria comprar desta marca.
- ☐ Eu certamente compraria desta marca.

Q16. Qual é a sua disponibilidade para pagar?

	Discordo totalmente			Indiferente			Concordo totalmente
Estaria disposto a pagar um preço mais elevado pela marca X do que por outras marcas.	☐	☐	☐	☐	☐	☐	☐
O preço da marca X teria de subir bastante antes de eu	☐	☐	☐	☐	☐	☐	☐

mudar para outra marca de roupa.							
Estou disposto a pagar muito mais pela marca X do que por outras marcas de calçado e roupa.	☐	☐	☐	☐	☐	☐	☐

Q17. Agora que está a par da campanha da Marca X, qual seria o preço máximo, em euros, que estaria disposto a pagar por umas calças de ganga da marca X?

Q18. Responda às seguintes perguntas que representam a Advocacia da Marca.

	Discordo totalmente			Indiferente			Concordo totalmente
Quando me pedem conselhos, sugiro esta marca a outras pessoas na Internet.	☐	☐	☐	☐	☐	☐	☐
Esta marca é a primeira marca que recomendo a outras pessoas online.	☐	☐	☐	☐	☐	☐	☐
Recomendo frequentemente esta marca a outras pessoas na Internet.	☐	☐	☐	☐	☐	☐	☐
Digo sempre coisas positivas sobre esta marca a outras pessoas na Internet.	☐	☐	☐	☐	☐	☐	☐

Q19. Género

- ☐ Feminino
- ☐ Masculino
- ☐ Outro

Q20. Idade: _____

Q21: Distrito de Residência

- ☐ Aveiro
- ☐ Beja
- ☐ Braga
- ☐ Bragança
- ☐ Castelo Branco
- ☐ Coimbra
- ☐ Évora
- ☐ Faro

- ☐ Guarda
- ☐ Leiria
- ☐ Lisboa
- ☐ Portalegre
- ☐ Porto
- ☐ Santarém
- ☐ Setúbal
- ☐ Viana do Castelo
- ☐ Vila Real
- ☐ Viseu
- ☐ Região Autónoma dos Açores
- ☐ Região Autónoma da Madeira

Q22. Estado Civil

- ☐ Solteiro
- ☐ União de Facto
- ☐ Casado
- ☐ Divorciado
- ☐ Viúvo
- ☐ Outro

Q23. Nível de Escolaridade (concluído)

- ☐ Educação Básica (até ao 9º ano)
- ☐ Ensino Secundário (até ao 12º ano)
- ☐ Licenciatura
- ☐ Mestrado / Doutoramento

Q24: Ocupação / Profissão: _____

Q25: Nível de Rendimento Líquido, por mês:

- ☐ Sem rendimento próprio
- ☐ Até 820€
- ☐ Entre 821€ e 1200€
- ☐ Entre 1201€ e 1600€
- ☐ Entre 1601 e 2000€
- ☐ Entre 2001€ e 2400€
- ☐ Mais de 2400€

Q26: Estimativa do gasto mensal em roupa (em euros) _____

Q27: Recorda-se de alguma campanha publicitária que esteja associada a causas sociais importantes?
Se sim, que marca e que causa? _____

Q28: Qual destas causas considera como sendo a mais importante e que deveria ser defendida pelas campanhas publicitárias das marcas de roupa?

- o Ambiental
- o Racismo
- o Igualdade de Género
- o Direitos Humanos
- o Contra a Guerra

Appendix 2. Original Survey (English)

[Introductory Note] This questionnaire is part of a dissertation for the master's degree in Management and Business at the University of Minho. This questionnaire aims to find out how brand activism can influence people's opinions of brands.

Participation is voluntary and responses are anonymous. The questionnaire lasts about 5 minutes. The data collected is confidential. By submitting this questionnaire, you agree to take part in the study.

If you need any further information, please contact me at pg48599@alunos.uminho.pt. Thank you for your cooperation.

Part I

Q1. Please write down the name of the clothing brand you remember when talking about Brand Love, in other words, a brand you love and would buy again. Please choose the brand in question appropriately and correctly because it will be the brand we use throughout the questionnaire.

Q2. Answer the following questions in relation to the brand you answered earlier, to make it easier we will call the brand "Brand X":

	Not at all			Moderately			Very Much
To what extent do you feel that using that brand's products or services says something "true" and "deep" about whom you are as a person?	☐	☐	☐	☐	☐	☐	☐
To what extent do you feel you desire to have that brand's products or services?	☐	☐	☐	☐	☐	☐	☐
To what extent do you feel emotionally connected to the brand?	☐	☐	☐	☐	☐	☐	☐
To what extent do you believe that you will be using that brand's products or services for a long time?	☐	☐	☐	☐	☐	☐	☐
Suppose that the brand were to go out of existence. To what extent do you feel anxiety?	☐	☐	☐	☐	☐	☐	☐
Please, express your overall feelings and evaluations towards the referred brand.	☐	☐	☐	☐	☐	☐	☐

Q3. What are their purchasing intentions?

- ☐ I would intent to buy the brand in the future
- ☐ I would plan to purchase this brand
- ☐ I would attempt to purchase this brand
- ☐ I would certainly purchase this brand

Q4. What is your willingness to pay?

	Totally disagree			Indifferent			Totally agree
I would be willing to pay a higher price for Brand X over other brands.	☐	☐	☐	☐	☐	☐	☐
The price of Brand X would have to go up quite a bit before I would switch to another brand of clothes.	☐	☐	☐	☐	☐	☐	☐
I am willing to pay a lot more for Brand X than other brands of shoes and clothes.	☐	☐	☐	☐	☐	☐	☐

Q5. What would be the maximum price, in euros, that you would be willing to pay for X brand jeans?

Q6. Answer the following questions that represent Brand Advocacy.

	Totally disagree			Indifferent			Totally agree
When asked for my advice, I suggest this brand to others online.	☐	☐	☐	☐	☐	☐	☐
This brand is the first brand I recommend to others online.	☐	☐	☐	☐	☐	☐	☐
I often recommend this brand to others online.	☐	☐	☐	☐	☐	☐	☐
I always say positive things about this brand to others online.	☐	☐	☐	☐	☐	☐	☐

Part II

The scenario described below is fictitious. However, analyse it and answer the questions as if it were a real situation.

The brand (chosen by you in advance) decided to launch a campaign in which 15 of that year's collections would be made from recyclable clothing. It also set out to achieve ambitious sustainability goals by 2027, such as reducing the consumption of raw materials and being transparent in communicating its environmental footprint to the market.

The brand also decided to donate 15% of its annual sales to institutions that help clean up the ocean, to help create a future for a less polluted world.

Q7. Next, we ask you what you think about the performance of the company you have chosen, and the scenario described above.

	Totally disagree			Indifferent			Totally agree
Brand X activism message is genuine.	☐	☐	☐	☐	☐	☐	☐
The activism message preserves what Brand X means to me.	☐	☐	☐	☐	☐	☐	☐
The activism message captures what makes Brand X unique to me.	☐	☐	☐	☐	☐	☐	☐
Brand X' activism message is in accordance with the company's values and beliefs.	☐	☐	☐	☐	☐	☐	☐
The company is being true to itself with its CSR actions.	☐	☐	☐	☐	☐	☐	☐
The company is standing up for what it believes in.	☐	☐	☐	☐	☐	☐	☐
The company is a socially responsible company.	☐	☐	☐	☐	☐	☐	☐
The company is concerned about improving the well-being of society.	☐	☐	☐	☐	☐	☐	☐

Q8. Answer the following questions to measure your brand love:

	Not at all			Moderately			Very Much
To what extent do you feel that using that brand's products or services says something "true" and "deep" about whom you are as a person?	☐	☐	☐	☐	☐	☐	☐
To what extent do you feel you desire to have that brand's products or services?	☐	☐	☐	☐	☐	☐	☐
To what extent do you feel emotionally connected to the brand?	☐	☐	☐	☐	☐	☐	☐
To what extent do you believe that you will be using that brand's products or services for a long time?	☐	☐	☐	☐	☐	☐	☐
Suppose that the brand were to go out of existence. To what extent do you feel anxiety?	☐	☐	☐	☐	☐	☐	☐
Please, express your overall feelings and evaluations towards the referred brand.	☐	☐	☐	☐	☐	☐	☐

Q9. What are their purchasing intentions?

- ☐ I would intent to buy the brand in the future
- ☐ I would plan to purchase this brand
- ☐ I would attempt to purchase this brand
- ☐ I would certainly purchase this brand

Q10. What is your willingness to pay?

	Totally disagree			Indifferent			Totally agree
I would be willing to pay a higher price for Brand X over other brands.	☐	☐	☐	☐	☐	☐	☐
The price of Brand X would have to go up quite a bit before I would switch to another brand of clothes.	☐	☐	☐	☐	☐	☐	☐
I am willing to pay a lot more for Brand X than other brands of shoes and clothes.	☐	☐	☐	☐	☐	☐	☐

Q11. Now that you are aware of the Brand X campaign, what would be the maximum price, in euros, that you would be willing to pay for a pair of Brand X jeans? _____

Q12. Answer the following questions that represent Brand Advocacy.

	Totally disagree			Indifferent			Totally agree
When asked for my advise, I suggest this brand to others online.	☐	☐	☐	☐	☐	☐	☐
This brand is the first brand I recommend to others online.	☐	☐	☐	☐	☐	☐	☐
I often recommend this brand to others online.	☐	☐	☐	☐	☐	☐	☐
I always say positive things about this brand to others online.	☐	☐	☐	☐	☐	☐	☐

Part III

The scenario described below is fictitious. However, analyse it and answer the questions as if it were a real situation.

Now, the brand (chosen by you earlier), after having launched a campaign to concern itself with the environment, has come to light with concrete news that the company was using materials in its clothes that could cause skin problems and thus harm its consumers. But they were also putting rivers at risk by dumping their waste into the water.

As a result of the brand's actions, people began to revolt on social media, sparking a wave of hatred against the brand.

Q13. Next, we ask you what you think about the performance of the company you have chosen, and the scenario described above.

	Totally disagree			Indifferent			Totally agree
Brand X activism message is genuine.	☐	☐	☐	☐	☐	☐	☐
The activism message preserves what Brand X means to me.	☐	☐	☐	☐	☐	☐	☐
The activism message captures what makes Brand X unique to me.	☐	☐	☐	☐	☐	☐	☐
Brand X' activism message is in accordance with the	☐	☐	☐	☐	☐	☐	☐

company's values and beliefs.							
The company is being true to itself with its CSR actions.	o	o	o	o	o	o	o
The company is standing up for what it believes in.	o	o	o	o	o	o	o
The company is a socially responsible company.	o	o	o	o	o	o	o
The company is concerned about improving the well-being of society.	o	o	o	o	o	o	o

Q14. Answer the following questions to measure your brand love:

	Not at all			Moderately			Very Much
To what extent do you feel that using that brand's products or services says something "true" and "deep" about whom you are as a person?	o	o	o	o	o	o	o
To what extent do you feel you desire to have that brand's products or services?	o	o	o	o	o	o	o
To what extent do you feel emotionally connected to the brand?	o	o	o	o	o	o	o
To what extent do you believe that you will be using that brand's products or services for a long time?	o	o	o	o	o	o	o
Suppose that the brand were to go out of existence. To what extent do you feel anxiety?	o	o	o	o	o	o	o
Please, express your overall feelings and evaluations towards the referred brand.	o	o	o	o	o	o	o

Q15. What are their purchasing intentions?

- o I would intent to buy the brand in the future
- o I would plan to purchase this brand
- o I would attempt to purchase this brand
- o I would certainly purchase this brand

Q16. What is your willingness to pay?

	Totally disagree			Indifferent			Totally agree
I would be willing to pay a higher price for Brand X over other brands.	☐	☐	☐	☐	☐	☐	☐
The price of Brand X would have to go up quite a bit before I would switch to another brand of clothes.	☐	☐	☐	☐	☐	☐	☐
I am willing to pay a lot more for Brand X than other brands of shoes and clothes.	☐	☐	☐	☐	☐	☐	☐

Q17. Now that you are aware of the Brand X campaign, what would be the maximum price, in euros, that you would be willing to pay for a pair of Brand X jeans? _____

Q18. Answer the following questions that represent Brand Advocacy.

	Totally disagree			Indifferent			Totally agree
When asked for my advise, I suggest this brand to others online.	☐	☐	☐	☐	☐	☐	☐
This brand is the first brand I recommend to others online.	☐	☐	☐	☐	☐	☐	☐
I often recommend this brand to others online.	☐	☐	☐	☐	☐	☐	☐
I always say positive things about this brand to others online.	☐	☐	☐	☐	☐	☐	☐

Q19. Gender

- ☐ Feminine
- ☐ Masculine
- ☐ Other

Q20. Age: _____

Q21: District of residence

- ☐ Aveiro
- ☐ Beja
- ☐ Braga
- ☐ Bragança
- ☐ Castelo Branco

- ☐ Coimbra
- ☐ Évora
- ☐ Faro
- ☐ Guarda
- ☐ Leiria
- ☐ Lisboa
- ☐ Portalegre
- ☐ Porto
- ☐ Santarém
- ☐ Setúbal
- ☐ Viana do Castelo
- ☐ Vila Real
- ☐ Viseu
- ☐ Região Autónoma dos Açores
- ☐ Região Autónoma da Madeira

Q22. Civil status

- ☐ Single
- ☐ Non-marital partnership
- ☐ Married
- ☐ Divorced
- ☐ Widowed
- ☐ Other

Q23. Level of Education (completed)

- ☐ Basic Education (up to 9th grade)
- ☐ Secondary education (up to 12th grade)
- ☐ Bachelor's Degree
- ☐ Master's / Doctorate

Q24: Occupation / Profession: _____

Q25: Net Income Level, per month:

- ☐ No own income
- ☐ Up to 820€
- ☐ Between 821€ and 1200€
- ☐ Between 1201€ and 1600€
- ☐ Between 1601€ and 2000€
- ☐ Between 2001€ and 2400€
- ☐ Over 2400€

Q26: Estimated monthly spending on clothes (in euros) _____

Q27: Can you think of any advertising campaigns associated with important social causes? If so, which brand and which cause? _____

Q28: Which of these causes do you think is the most important and should be defended by clothing brands' advertising campaigns?

- ☐ Environmental
- ☐ Racism
- ☐ Gender Equality
- ☐ Human Rights
- ☐ Against War

Appendix 3. Translation of Scales to Portuguese

Table 32: Scale used to measure Brand Love translated to Portuguese

Brand Love		
Author	Original Scale	Scale in Portuguese
Bagozzi, Batra and Ahuvia (2017)	To what extent do you feel that using that brand's products or services says something "true" and "deep" about whom you are as a person?	Até que ponto sente que o facto de utilizar os produtos ou serviços dessa marca diz algo "verdadeiro" e "profundo" sobre quem é enquanto pessoa?
	To what extent do you feel you desire to have that brand's products or services?	Até que ponto sente que deseja ter os produtos ou serviços dessa marca?
	To what extent do you feel emotionally connected to the brand?	Em que medida se sente emocionalmente ligado à marca?
	To what extent do you believe that you will be using that brand's products or services for a long time?	Até que ponto acredita que vai utilizar os produtos ou serviços dessa marca durante muito tempo?
	Suppose that the brand were to go out of existence. To what extent do you feel anxiety?	Suponha que a marca deixa de existir. Até que ponto sente ansiedade?
	Please, express your overall feelings and evaluations towards the referred brand.	Por favor faça uma avaliação geral dos seus sentimentos em relação à marca X.

Table 33: Scale used to measure Brand Activism translated to Portuguese

Brand Activism		
Author	Original Scale	Scale in Portuguese
Alhouti, Johnson and Holloway's (2016)	Brand X activism message is genuine.	A mensagem de ativismo da marca X é genuína.
	The activism message preserves what Brand X means to me.	A mensagem de ativismo preserva o que a Marca X significa para mim.
	The activism message captures what makes Brand X unique to me.	A mensagem de ativismo capta o que torna a Marca X única para mim.
	Brand X' activism message is in accordance with the company's values and beliefs.	A mensagem de ativismo da marca X está de acordo com os valores e crenças da empresa.
	The company is being true to itself with its CSR actions.	A empresa está a ser fiel a si própria nas suas ações de Responsabilidade Social Corporativa.
	The company is standing up for what it believes in.	A empresa está a defender aquilo em que acredita.
	The company is a socially responsible company.	A empresa é uma empresa socialmente responsável.
	The company is concerned about improving the well-being of society.	A empresa preocupa-se em melhorar o bem-estar da sociedade.

Table 34: Scale used to measure Purchase Intention translated to Portuguese

Purchase Intention		
Author	Original Scale	Scale in Portuguese
Choi et al. (2020)	I would intent to buy the brand in the future.	Gostaria de comprar da marca no futuro.
	I would plan to purchase this brand.	Tenciono comprar desta marca.
	I would attempt to purchase this brand.	Eu tentaria comprar desta marca.
	I would certainly purchase this brand.	Eu certamente compraria desta marca.

Table 35: Scale used to measure Willingness to Pay translated to Portuguese

Willingness to Pay		
Author	Original Scale	Scale in Portuguese
Netemeyer et al. (2004)	I would be willing to pay a higher price for Brand X over other brands.	Estaria disposto a pagar um preço mais elevado pela marca X do que por outras marcas.
	The price of Brand X would have to go up quite a bit before I would switch to another brand of clothes.	O preço da marca X teria de subir bastante antes de eu mudar para outra marca de roupa.
	I am willing to pay a lot more for Brand X than other brands of shoes and clothes.	Estou disposto a pagar muito mais pela marca X do que por outras marcas de calçado e roupa.

Appendix 4. List of Brands that Survey Respondents Chose for the Questionnaire

Table 36: Brands respondents chose for the questionnaire Part 1

Brand	Percentage	Frequency
Zara	14,56%	15
Massimo Dutti	8,74%	9
Nike	6,80%	7
Adidas	5,83%	6
Bershka	5,83%	6
Lion of Porches	3,88%	4
Sacoor	3,88%	4
Mango	2,91%	3
Primark	2,91%	3
Shein	2,91%	3
Springfield	2,91%	3
Stradivarius	2,91%	3
Tommy Hilfiger	2,91%	3
Ferrache	1,94%	2
Four Brothers	1,94%	2
Gant	1,94%	2
H&M	1,94%	2
Lacoste	1,94%	2
Lefties	1,94%	2
Pull&Bear	1,94%	2
Salsa	1,94%	2
Tiffosi	1,94%	2
Balenciaga	0,97%	1
Bimba y Lola	0,97%	1
Brownie	0,97%	1
Carhartt	0,97%	1
Coach	0,97%	1
Decenio	0,97%	1
Everlast	0,97%	1
Guess	0,97%	1

Brand	Percentage	Frequency
Hugo Boss	0,97%	1
Humana	0,97%	1
Levis	0,97%	1
Lupo	0,97%	1
Morgan	0,97%	1
Timberland	0,97%	1
Trottleman	0,97%	1
Xana	0,97%	1
Total	100%	103