

Brand Activism- A Way to Engage Customer and Society with the Brand

Shaphali Gupta
MICA, Ahmedabad
Suresh Malodia
MICA, Ahmedabad

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Brand Activism- A Way to Engage Customer and Society with the Brand

Abstract

When a brand takes stance (termed as brand activism), the consequences can be significant. Brands not only run a risk of inviting controversies but also can affect overall brand image. Variety of questions around this concept remain unanswered such as- What happens when a brand becomes activist? How does brand activism happen? What consequences it brings to the business? In order to answer these questions, this study, identify factors that drive brand activism and propose an overarching conceptual framework with a set of antecedents and consequences of brand activism. The study also discusses the boundary conditions for the proposed relationships to be workable. Further paper provides future research directions, theoretical contributions and managerial implications to the brand managers.

Keywords: *brand activism; strategic marketing; customer engagement*

Track: Relationship Marketing