

Exploring Drivers and Consequences of Perceived Authenticity in Brand Activism: A Cognitive Age-Based Analysis

Bilge Baykal

Istanbul Health and Technology University

PEREN OZTURAN

Copenhagen Business School/Sabanci University

Acknowledgements:

The conference presentation of this paper was carried out with the financial support of TÜBİTAK

Cite as:

Baykal Bilge, OZTURAN PEREN (2025), Exploring Drivers and Consequences of Perceived Authenticity in Brand Activism: A Cognitive Age-Based Analysis. *Proceedings of the European Marketing Academy*, (130449)

Paper from the 16th Annual Fall EMAC Conference, Istanbul, Turkey, September 17-19, 2025



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Abstract

In the current context of social, ethical, political and environmental movements around the world, there is growing consensus among various stakeholders that brands should address socio-political and ethical issues which is defined as an emerging marketing tactic, brand activism (BA). However, consumers may not always believe in BA campaigns and sometimes respond negatively by boycotting which leads to the failure of them. One of the key factors that determine the success of BA campaigns is perceived authenticity which generates the highest potential for social change and positive gains in consumers' responses. Hence, the main objective of this study is to understand the antecedents that enable BA strategies to be perceived as authentic by consumers and to uncover the brand-related responses that consumers will exhibit when they perceive them as authentic by proposing an integrated conceptual model. This study also introduces a novel cognitive age perspective to generational segmentation by examining how Gen Z-minded consumers perceive brand activism authenticity compared to psychologically older individuals. Key Words: Perceived Authenticity, Brand Activism, Cognitive Age Track: Sustainability, CSR and Marketing

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