

How Does Corporate Sociopolitical Activism (CSA) Affect Consumers' Purchase Intention? A Self-congruity Perspective

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Abstract

A growing number of brands are publicly speaking up about controversial sociopolitical issues, recognizing that silence may be perceived as negligence or condoning unjust sociopolitical dynamics. This study investigates the effect of mis/aligned Corporate Sociopolitical Activism (CSA) on purchase intention, investigating the mediating effect of consumer-brand identification (CBI) and self-enhancement (SE) in CSA practices and customer purchase intentions. Additionally, the study examines the moderating role of brands' motivations to engage in CSA. Two online surveys involving real and fictitious brands in the abortion rights context were conducted to test hypotheses. Results indicate that consumer alignment with the brand's CSA increased CBI when perceived as a commitment to public betterment rather than self-serving motives. Brands should cautiously speak up about contentious sociopolitical issues to prevent any potential decrement in consumer purchasing behavior.

Subject Areas: *Branding, Consumer Behaviour, Marketing Strategy*

Track: Social Responsibility & Ethics