

# Consumer Response on Brands Taking a Stand - A Systematic Literature Review of Brand Activism in Social Media

**Oona Fiebig**

WHU - Otto Beisheim School of Management

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## **Abstract**

Brand activism in social media carries both opportunities and risks for corporate and product brands. The increasing engagement in social media provides prospects for meaningful online interaction between brands and consumers. To contribute to the existing knowledge, this study conducts a systematic literature review encompassing 1,168 academic articles, aiming to articulate a conceptual framework that elucidates the influence of brand activism on consumer response. The research underscores the critical role of authenticity and moral commitment for brands taking a stand on social, environmental, political, and economic issues. A special form of communicating moral intentions is needed to skillfully manage the different reactions of consumers, shape brand perception, and ensure a successful long-term relationship between brand and consumer. In the interest of furthering academic discourse, this review highlights theoretical considerations and suggests avenues for future research.

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

**Track:** Product and Brand Management