

Dimensions of Brand Activism: Impact on consumer behavior and brand performance

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Abstract

Brand activism strategy is attracting interest from researchers and practitioners aiming to understand its nuances. Despite research efforts, ambiguity and misconceptions about it persist, necessitating refinement and assessment. This systematic review of 124 academic papers reveals brand activism dimensions and impact on consumer behavior and brand performance. It identifies four critical factors influencing this impact: authenticity, consumer political ideologies and cause-alignment, consumer-brand alignment, and campaigns communication. A conceptual framework is provided summarizing these insights. The findings highlight the rapid expansion of research in this area while underscoring the need for further investigation concerning consumer moral behavior and brand's perspective. They suggest that managers should ensure authenticity before engaging in activism and consider consumer polarization. Directions for future research are proposed to advance understanding in this field.

Keywords: Brand activism; consumer behavior; brand performance

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