

Authenticity in brand activism: consumer perceptions in a sports brand context

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Authenticity in brand activism: consumer perceptions in a sports brand context

Abstract

This study examines the relationship between brand activism and consumer trust in the sportswear context. Through a 2x2 experimental design, 494 respondents were exposed to four activism scenarios: authentic, inauthentic, silent, and absence. Results revealed that authentic activism significantly enhances brand trust, while inauthentic activism negatively impacts it. Silent activism showed moderate trust levels but did not differ significantly from the absence scenario. These findings suggest that addressing social issues and aligning message and practice are essential for building trust and creating meaningful consumer connections in the context of sportswear consumers.

Track: Product and Brand Management