

Consumer Attitudes towards Brand Activism

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Abstract

In light of the rise in public controversy about divisive sociopolitical, economic and environmental issues, companies have been increasingly deciding to practice brand activism. Given the scarcity of empirical research on this emerging topic, the present study aims at investigating consumer attitudes towards brand activism, as well as the importance consumers place on brand activism in relation to other fundamental buying criteria, such as price, quality, purchase effort and customization. A survey of 235 consumers indicated that they have a moderately positive attitude towards brand activism. However, given consumers' reluctance to overlook important buying criteria to support activist brands, there is no evidence to suggest that brand activism can ultimately shape fundamental aspects of consumer behaviour.

Keywords: *brand activism, consumer attitudes, buying criteria*