

## “Brand Activism: Quo Vadis”

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### **Abstract**

This paper presents the first systematic literature review on brand activism, identifying, examining, and integrating all existing evidence on the impact of brand activism on consumer attitudes and behaviors. The results clearly indicate that consumers expect brands to take a stand, but this can also harm the brand. To ensure maximum impact, brands should use brand activism ethically and authentically, in alignment with the brand core values and the target group priorities. The results of the study emphasize the need for more research, using diverse methodologies and looking into the effects of gender, age, and culture, to provide further insights on how brand activism can influence consumer perceptions, attitudes, and behaviors.

**Keywords:** *Brand activism, Consumer behavior, Brand attitude*