



Analyzing The Impact Of Vicks Touch Of Care (Brand Activism) On Consumer Purchase Intention

¹Dvija Mehta

¹Student

¹Masters of Business Administration (Marketing)

¹Institute of Management, Nirma University, Ahmedabad, India

Abstract: This study investigates the influence of brand activism on consumer purchase intention, focusing on Vicks' Touch of Care campaign. By examining consumer perceptions, demographics, and the alignment between brand values and social issues, the study aims to understand how brand activism can shape consumer behavior.

Index Terms - Brand activism, Consumer perception, Purchase intention, Vicks Touch of Care, Social responsibility, Cause-related marketing, Authenticity, Empathy, Alignment, Engagement, Trust, Reputation.

I. INTRODUCTION

Brand activism has become increasingly prevalent in today's world, as companies strive to align themselves with social and environmental causes. However, the impact of brand activism on consumer behavior remains a complex and multifaceted issue. This study explores the case of Touch of Care, a brand activism campaign by Vicks, to understand how such initiatives can influence consumer purchase intention.

By examining consumer perceptions, demographics, and the alignment between brand values and social issues, this study aims to shed light on the factors that drive consumer support for brand activism and its potential impact on purchasing behavior.

II. LITERATURE REVIEW

Brand

A brand is a name, term, symbol, design, or a mix of these elements that identifies and distinguishes the producer or seller of a product or service (Kotler & Armstrong, 2013).

Activism

Activism involves working toward change and can be driven by both conservative and progressive motivations (Cammaerts, 2007).

Brand Activism

Table 1. Definitions

Definition	Source
“The act of publicity taking a stand on divisive social or political issues by a brand or an individual associated with a brand”	Mukherjee and Althuizen 2020, p.773
“Business efforts to promote, impede, or direct social, political, economic, and/or environmental reform or stasis with the desire to promote or impede improvements in society”	Sarkar and Kotler 2021, p.24

Need

Increased stakeholder demands for responsible business practices have driven companies to adopt socially responsible behaviors and engage in socio-political issues (Shetty et al., 2019).

Fueled by social inequalities, environmental crises, and the ease of voicing their concerns online, consumers—especially Millennials and Generation Z—are becoming more ethically motivated and increasingly focused on the social and environmental policies of companies (Dauvergne, 2017; Wright, 2020). As a result, companies deemed socially irresponsible often face frequent consumer backlash or boycotts (Cammarota & Marino, 2021).

Similarly, whereas many workers previously lacked concern for social issues or viewed them as the state's responsibility, today employees increasingly want to align themselves morally with their employers (Bashir et al., 2012).

Furthermore, investors are increasingly drawn to socially responsible funds, viewing these companies as more economically appealing (Rahim et al., 2011). Suppliers are more inclined to collaborate with socially responsible firms (Mason & Simmons, 2014), and communities are more likely to support companies that practice social responsibility (Bertoncello & Junior, 2007).

Moreover, the rise of participatory culture, driven by advancements in Information and Communication Technologies (ICT), has shifted consumer behavior toward active engagement, co-creation, and feedback. This shift significantly influences purchasing decisions, consumer movements, and activism (Kozinets & Jenkins, 2021). According to (Goodyear, 1999), increased consumer participation and dialogue with companies—known as "consumerization"—has fostered closer, more interactive, and equitable relationships, heightening consumer interest in companies' actions.

New communication models, facilitated by ICT, have also enabled brands to be personalized, embodying meanings, values, identity, and ethical standards (Aaker & Fournier, 1995). Consequently, brands now serve as reference points in consumers' self-identities, offering symbolic meanings that help express or reinforce their psychosocial identity (Morhart et al., 2015). This has led consumers to form brand relationships akin to social relationships, with similar expectations and higher demands regarding companies' socio-political conduct (Bruhn et al., 2012; Korschun, 2021). As a result, brands increasingly recognize the need to take public stances on social issues to enhance their performance and garner public support (Vredenburg et al., 2020).

(Sarkar and Kotler, 2020) argue that consumers expect companies to take a stand because trust in governments has significantly declined. As a result, consumers now view companies as agents of change to achieve the progress their governments have failed to deliver.

From a corporate viewpoint, (Eyada, 2020; Korschun, 2021) argue that brand activism allows companies to stand out and position themselves favorably in the market. This contrasts with (Moosmayer and Fuljahn, 2013) assertion that price remains the most critical factor for consumers. While differentiating through product features has been a traditional marketing strategy, this approach is no longer sufficient. Today, consumers are more concerned with the identity of the seller and prioritize a brand's purpose and values over the product itself.

Objective

The main goal of brand activism (BA) is to influence public attitudes and behaviors regarding various societal issues (Eilert and Nappier Cherup, 2020; Sethi, 1979). To do this effectively, brands must ensure a strong alignment between their core values and the controversial issue they wish to address, making sure it aligns with their identity before publicly taking a stance (Chatterji and Toffel, 2018). To diminish doubts among consumers regarding their intentions brands ought to disclose and be forthcoming, about the causes they opt to endorse or contend against (Curry, 2020).

Evolution

Modern customers now tend to assess a brands principles to see how well they match their beliefs before deciding to make a purchase choice. On social media platforms lately hashtags linked to activism like "income inequality" "black lives matter" and "fascism 2" have been widely circulated and used by users.

Brand Authenticity

Discussing political matters publicly can present difficulties and create divisions among people. The lack of a one size fits all answer to these issues and the contentious nature of activism contribute to the challenges faced by companies that engage in such discussions, without proper preparation. Henceforth the importance of authenticity (Vredenburg et al., 2020) is vital, in enabling communication and accomplishing successful activism endeavors (Hydock et al., 2020).

According to (Vredenburg et al., 2020), authenticity relies on two main factors: the alignment of a firm's values, purpose, and promises with stakeholder satisfaction, and the consistency between messages shared across online and offline channels and the company's actual prosocial practices. When brands address social

issues in a way that aligns with their established practices and communicate this clearly and honestly to consumers, their activism is perceived as authentic and is viewed positively by consumers.

The issue arises when brands use social commitment merely as a tactic to boost sales (Edelman, 2019). This leads to inauthentic activism, or "woke washing" (Vredenburg et al., 2020; Sobande, 2019), where brands with vague or questionable records on social causes attempt to appear concerned about socio-political issues. Their professed goals often fail to align with their behaviors leading to a discrepancy.

The variances between brand activism and CSR (Corporate Social Responsibility) and CRM (Cause Related Marketing).

(Chernev and Blair, 2015) point out that brand activism's contentious nature distinguishes it from CSR (Corporate Social Responsibility) and CRM (Cause related Marketing) which are usually well regarded and perceived as contributing positively to society. CSR and CRM initiatives generally do not elicit negative reactions from consumers. This is mainly because they deal with issues that do not have controversy surrounding them and enjoy widespread public support.

Moreover, CSR and CRM campaigns are typically integrated into a company's strategic plan (Varadajan & Menon, 1988), unlike brand activism, which often involves sporadic or unplanned actions (Mukherjee & Althuizen, 2020).

(Vredenburg et al., 2020) explain that, unlike CSR and CRM, activism addresses social issues that do not have universally agreed-upon solutions. While CSR and CRM typically focus on social and environmental problems such as inequality, illiteracy, climate change, corruption, or poverty, activism deals with a broader range of issues, including social, political, environmental, legal, business, or economic matters. Examples include advocating for human rights, supporting LGBTQIA+ communities, immigration, and diversity.

Consumer Response to Brand Activism

The consumer reaction to a brand activism campaign largely hinges on how well the brand aligns with or deviates from the social norms accepted by its target audience (Warren & McGraw, 2016). If the brand's stance does not conflict with the social, cultural, political, or environmental values of its audience, the response is likely to be positive, as consumers see their own beliefs reflected in the brand's position and message (Shivakanth et al., 2019). Conversely, (Mukherjee and Althuizen, 2020) emphasize that if consumers do not agree with the firm's stance or do not relate to its values and beliefs, they may react negatively. This can lead to consumer boycotts and unfavorable word-of-mouth (D'Arco & Marino, 2018).

To elicit a positive response, two key conditions must be met: first, the brand's values need to align with consumers' ethics, allowing them to connect with the cause the firm supports (Hydock et al., 2020). Additionally, (Mukherjee and Althuizen, 2020) note that individuals regard their own beliefs as inviolable and dominant, making it challenging for them to alter their views to match the brand's stance if they disagree.

Consumer response also depends on brand reputation, which is influenced by the consistency between a brand's activism, its objectives, business purpose, and actual practices (Vredenburg et al., 2020). Brands with a history of minimal engagement in social issues or values that differ significantly from those issues are less likely to be viewed positively. Consumers may perceive such activism as inauthentic or accuse the firm of "woke-washing" (Sobande, 2019).

(Vredenburg et al., 2020) are pioneers in researching the authenticity of contemporary brand activism. They argue that genuineness is crucial for both marketing success and achieving social change. The authors identify three essential characteristics that need to align for a brand to be perceived as genuine: (1) its core values, (2) the message and content and their delivery, and (3) its corporate practices and their perception in the marketplace. Building on (Vredenburg et al., 2020), (Mirzaei, Wilkie, and Siuki, 2022) identified six additional factors that contribute to the perceived authenticity of brand activism: (1) Social Context Independency—whether the issue is merely "trendy" or genuinely significant; (2) Inclusion—how neutral and inclusive the message is towards all target groups; (3) Sacrifice—the extent to which brands are willing to forgo profits to support the cause; (4) Practice—how well brands adhere to the values they promote; (5) Fit—the alignment between the issue addressed and the brand's values, image, and positioning; and (6) Motivation—whether consumers view the brand's intentions as profit-driven, corrupt, or exploitative.

Indicators identified in previous studies

Table 2. Indicators

Author	Year	Factor
Bhagwat et al.	2020	Brand image
Klostermann, Hydock, and Decker	2022	Brand perception
Mukherjee and Althuzien	2020	Perceived brand authenticity, Person-organization fit
Morhart et al.	2015	Credibility, Continuity in perceived brand authenticity
Lafferty	2007	Brand-issue fit
Rifon et al.	2004	Brand-issue fit

III. OBJECTIVES

- To understand the factors influencing consumer perceptions of brand activism.
- To analyze the impact of brand activism on consumer purchase intention.
- To identify the demographic characteristics associated with different responses to brand activism.
- To explore the relationship between brand authenticity and consumer support for brand activism.

IV. METHODOLOGY

- Sample Size: 50 (25-40 years)
- 90% respondents from Ahmedabad
- Survey Instrument: Google Form (Formalised Unconcealed Questionnaire), Likert Scale
- Dependent Variable: Brand_Activism
- Independent Variables: Gender, Income, Age, Entertainment, Confusion, Relevant_news, Brand_reinforcement, Empathy, Familiarity, Alienation, Overall Likeability, Authenticity
- Research Design: Descriptive- Cross Sectional

V. DATA ANALYSIS**5.1 Cronbach's Alpha**

Overall: 0.921 (Item 9 to 31)

Table 3. Cronbach Alpha

Dimension	Item Numbers	Cronbach's Alpha
Entertainment	9,10	0.844
Confusion	11,12	0.804
Relevant news	13,14	0.705
Brand reinforcement	15,16	0.951
Empathy	17,18	0.735
Familiarity	19,20	0.708
Alienation	21,22	0.711
Overall Likeability	23	-
Authenticity of Brand Activism	24 to 31	0.963

The Cronbach's Alpha values indicate a high overall reliability of 0.921 for the dataset, suggesting that the items from 9 to 31 are consistently measuring the consumer perception of brand activism of Vicks-Touch of Care campaign. Individual dimensions like Brand Reinforcement and Authenticity of Brand Activism show very high reliability, implying these measures are highly dependable. Dimensions such as Relevant News, Familiarity, Empathy, and Alienation have acceptable reliability levels, though they might benefit from further refinement to strengthen consistency. The absence of a Cronbach's Alpha for Overall Likeability suggests it is a single-item measure and requires additional items for more robust evaluation.

5.2 Descriptive Statistics

Table 4. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Entertainment	50	1	5	3.45	.91054
Confusion	50	1	5	2.05	.92720
Relevant News	50	1	5	3.33	.99801
Brand Reinforcement	50	1	5	3.80	1.09731
Empathy	50	1	5	3.11	1.01665
Familiarity	50	1	5	2.23	.72990
Alienation	50	1	5	2.34	.91718
Overall likeability	50	1	5	3.24	1.11685
Authenticity	50	1	5	3.3275	.98906
Brand Activism	50	1.2778	4.4167	2.986386	.5921470
Valid N (listwise)	50				

The data reveals that respondents generally perceive brand reinforcement positively, as indicated by its highest mean score, though responses vary widely, suggesting diverse opinions. Entertainment, relevant news, and overall likeability also show relatively favorable perceptions, albeit with moderate variability, reflecting a range of experiences and engagement levels. On the other hand, confusion, familiarity, and alienation have lower mean scores, highlighting potential areas where respondents feel less clear or connected to the brand. Empathy and authenticity show moderate mean scores with noticeable variability, indicating mixed perceptions of the brand's emotional connection and the sincerity of its activism efforts.

5.3 Correlation

Table 5. Correlation

	Entertainment	Confusion	Relevant news	Brand reinforcement	Empathy	Familiarity	Alienation	Overall likeability	Authenticity	Brand Activism
Entertainment	1									
Confusion	0.0151	1								
Relevant news	0.5744	-0.0733	1							
Brand reinforcement	0.6536	-0.0652	0.7277	1						
Empathy	0.5407	0.0915	0.582	0.6192	1					
Familiarity	0.1021	0.3144	0.0758	-0.0497	-0.131	1				
Alienation	0.0024	0.6096	0.0254	0.0842	-0.0847	0.4524	1			
Overall likeability	0.6041	-0.2976	0.5409	0.7144	0.6143	-0.1567	-0.2307	1		
Authenticity	0.5738	-0.078	0.6106	0.7562	0.7068	-0.2054	-0.0929	0.6387	1	
Brand Activism	0.7662	0.238	0.7749	0.8584	0.7629	0.195	0.2809	0.6839	0.7646	1

Brand Activism shows strong positive correlations with Brand Reinforcement, Relevant News, and Empathy, indicating that these factors are closely associated with how respondents perceive the brand's activism efforts. Entertainment also has a notable positive relationship, suggesting that engaging content may enhance perceptions of brand activism. Moderate positive correlations with Authenticity and Overall Likeability imply that perceived sincerity and general favorability toward the brand contribute to a stronger sense of its activism. Conversely, weaker correlations with Confusion, Familiarity, and Alienation suggest that these factors are less impactful in shaping perceptions of brand activism.

5.4 Multi Linear Correlation Analysis Multi-Collinearity

Table 6. Multicollinearity

	VIF
Entertainment	2.145
Confusion	2.102
Relevant_news	2.486
Brand_reinforcement	4.539
Empathy	2.771
Familiarity	1.483
Alienation	2.165
Overall_likeability	3.076
Authenticity	3.208

As VIF is <5 for all independent variables, the data doesn't have any multicollinearity.

Regression

Table 7. Regression Analysis

		B	t-value	p-value
(Constant)	b0	-2.252E-005		
Entertainment	x1	.111	20135.403	.000
Confusion	x2	.111	20717.761	.000
Relevant_news	x3	.111	20504.538	.000
Brand_reinforcement	x4	.111	16683.834	.000
Empathy	x5	.111	19785.451	.000
Familiarity	x6	.111	19417.140	.000
Alienation	x7	.111	20195.059	.000
Overall_likeability	x8	.111	20628.372	.000
Authenticity	x9	.111	17886.557	.000
Dependent Variable (y)= Brand_Activism				

Model

$$y = -2.252E-005 + .111x_1 + .111x_2 + .111x_3 + .111x_4 + .111x_5 + .111x_6 + .111x_7 + .111x_8 + .111x_9$$

Goodness of fit of the model: Adjusted r square= 1.000

Predictive power= 100%

The model shows a fit with the data and accurately predicts outcomes based on the input variables but may be too tailored to the specific dataset which could limit its ability to work well with new data sets, in the future.

T-test

Table 8. T-test Analytics

Alpha= 0.05			p-value	p-value<=alpha
Entertainment	x1	H0: beta 1=0 H1: beta 1 not = 0	0.0000	Reject H0
Confusion	x2	H0: beta 2=0 H1: beta 2 not = 0	0.0000	Reject H0
Relevant_news	x3	H0: beta 3=0 H1: beta 3 not = 0	0.0000	Reject H0
Brand_reinforcement	x4	H0: beta 4=0 H1: beta 4 not = 0	0.0000	Reject H0
Empathy	x5	H0: beta 5=0 H1: beta 5 not = 0	0.0000	Reject H0
Familiarity	x6	H0: beta 6=0 H1: beta 6 not = 0	0.0000	Reject H0
Alienation	x7	H0: beta 7=0 H1: beta 7 not = 0	0.0000	Reject H0
Overall_likeability	x8	H0: beta 8=0 H1: beta 8 not = 0	0.0000	Reject H0
Authenticity	x9	H0: beta 9=0 H1: beta 9 not = 0	0.0000	Reject H0

In our findings we determined that there is a connection between consumer response to brand activism of Vicks Touch of Care Campaign and entertainment value, confusion levels, news coverage, empathy, familiarity among the audience, feelings of alienation, inclusivity, overall likability of the content and perceived authenticity of the brands activism efforts.

F-Test

H0= beta 1= beta 2= beta 3= beta 4= beta 5= beta 6= beta 7= beta 8= beta 9

H1= Not all betas are equal

Table 9. F-test Analytics

Model	Sum of Squares	df	Mean Square	F	p-value
1	Regression	17.181	1.909	3311332687.429	.000 ^b
	Residual	.000	.000		
	Total	17.181	49		

a. Dependent Variable: Brand_Activism

b. Predictors: (Constant), Authenticity, Confusion, Familiarity, Entertainment, Alienation, Relevant_news, Overall_likeability, Empathy, Brand_reinforcement

As p-value is <alpha of 0.05 we conclude that overall regression is significant.

5.5 Segment Analysis

Table 10. Consumer Profile

Average of Brand_Activism					
	Less than 6 lacs	Between 6 and 12 lacs	Between 12 and 18 lacs	Above 18 lacs	Grand Total
25-26 years	2.7083	4.4167		3.2315	3.1766
Male	3.2014	4.4167		3.2083	3.4472
Female	1.7222			3.2778	2.5000
27-28 years		3.3333	2.8958	3.1296	3.0856
Male			2.8958	3.0694	2.9537
Female		3.3333		3.1597	3.2176
29-30 years	3.0556	3.1250	2.8958		3.0590
Male	3.0556	3.0000	2.8958		2.9618
Female		3.1563			3.1563
31-32 years	3.0972	3.3819	2.9653		3.1481
Male	3.0972	3.3889	2.9653		3.1028
Female		3.3750			3.3750

33-34 years	2.9097	3.3194		3.2361	3.1389
Male		3.2500			3.2500
Female	2.9097	3.3889		3.2361	3.1111
35-36 years	3.0694	3.3472	2.3472	2.9653	2.8715
Male	3.0694			2.9444	2.9861
Female		3.3472	2.3472	2.9861	2.8028
37-38 years	2.4931	3.0139	3.1111		2.7778
Male	3.7083	3.0139	3.1111		3.2778
Female	1.2778				1.2778
39-40 years	2.5787	2.0417	3.6111		2.5718
Female	2.5787	2.0417	3.6111		2.5718
Grand Total	2.7847	3.1481	2.8931	3.1073	2.9864

Brand Activism averages vary significantly by income level and age group, with higher averages generally observed in higher income brackets and certain age ranges. Males tend to report slightly higher averages than females, particularly in higher income brackets. Younger respondents and those in lower income categories report lower averages, indicating potential differences in perceptions of brand activism based on demographic factors.

5.6 Anova (Two- way)

Table 11. Two way Anova Results

Tests of Between-Subjects Effects						
Dependent Variable: Brand_Activism						
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Squared
Corrected Model	13.967 ^a	41	.341	.848	.665	.813
Intercept	379.267	1	379.267	943.984	.000	.992
Gender	.990	1	.990	2.463	.155	.235
Income	.448	3	.149	.372	.776	.122
Age	2.620	15	.175	.435	.922	.449
Gender * Income	.000	0000
Gender * Age	.332	1	.332	.827	.390	.094
Income * Age	4.129	10	.413	1.028	.494	.562
Gender * Income * Age	.000	0000
Error	3.214	8	.402			
Total	463.106	50				
Corrected Total	17.181	49				

The main effects of Gender, Income, and Age are not statistically significant, implying that these factors individually do not have a strong impact on Brand Activism in this dataset. Specifically:

- Gender has a moderate effect size but is not significant, indicating no substantial gender differences in Brand Activism.
- Income shows no significant effect, suggesting that variations in income levels do not significantly influence perceptions of Brand Activism.
- Age also does not have a significant effect, implying that different age groups do not differ markedly in their views on Brand Activism.

The combined impact of Gender and Income as well as Gender and Age does not show significant interaction effects in relation to Brand Activism outcomes. The interplay between Income and Age also does not have an impact on Brand Activism. There is no three way interaction among Gender, Income and Age which indicates that their combined effects do not substantially affect the variation, in Brand Activism.

VI. RECOMMENDATIONS AND SUGGESTIONS

Based on the analysis of the Brand Activism data, it is clear that the current model explains a significant portion of the variability in Brand Activism, but the specific factors of gender, income, and age do not individually or interactively impact the outcomes as expected. This insight suggests the need for a strategic shift in how Vicks' Touch of Care Campaign targets and engages its audience.

Brand Activism Effort Analysis

The Vicks Touch of Care Campaigns brand activism endeavor teamed up with Help Age India to demonstrate caring for the elderly during the Covid era from afar as a way to emphasize the brands dedication to responsibility and community well being, underscored Vicks' commitment to assisting, at risk groups and adhering to the overarching principles of care and empathy that the brand advocates for.

The ad was well received as it showcased the brands commitment to making a difference, in the community and strengthening its reputation as a compassionate and socially conscious organization. The campaign's effectiveness was measured through various aspects:

- *Brand Authenticity and Likeability*: The ad significantly enhanced Vicks' brand authenticity and likeability. The emotional connection created by showcasing genuine acts of kindness improved consumer perceptions and trust in the brand.
- *Brand Activism Impact*: The campaign led to an increase in positive sentiment towards Vicks' brand activism efforts, as indicated by higher correlations with brand activism metrics. Consumers perceived the brand as more empathetic and involved in meaningful social issues.
- *Audience Engagement*: The initiative generated considerable engagement, especially among demographics that value corporate social responsibility. Different income and age groups showed varying levels of engagement.

Recommendations to Improve the Touch of Care Campaign's Performance

Expanding the scope of the Vicks Touch of Care Campaign to encompass marginalized communities could magnify its effectiveness and widen its outreach.

Table 12. Recommendations

Disadvantaged Section	Product	Price	Place	Promotion	Tactics
Low-Income Families	Provide essential health and hygiene products, including Vicks' range for everyday care	Offer significant discounts or free samples to low-income families	Distribute products through community health centers, NGOs, and local charity shops	Highlight the impact of supporting low-income families through emotional storytelling and testimonials in media ads	Partner with local NGOs and community organizations to distribute products directly. Host events in underserved areas to raise awareness and engage families.
Disabled Individuals	Focus on products that assist with mobility and overall well-being, like Vicks' pain relief range	Provide special pricing or assistance programs for disabled individuals	Make products available at specialized medical and accessibility stores	Use targeted advertising to reach disability-focused groups, and include personal stories of how the products help	Collaborate with organizations that support disabled individuals. Create content featuring real stories and challenges faced by this community.
Single Parents	Emphasize products that aid in managing family health with ease, like Vicks' multi-use products	Offer bundles or family packs at a discounted rate	Sell products in supermarkets, online stores, and family-centric retail outlets	Promote through platforms frequented by single parents, such as parenting blogs and support groups	Engage with single-parent bloggers and influencers to share campaign messages. Organize community support events and webinars focused on single-parent challenges.
Refugees and Migrants	Provide essential health care products that cater to basic needs, including	Offer free or heavily discounted products through refugee support	Distribute through refugee camps, migrant support centers, and community	Create awareness campaigns in partnership with international organizations focused on	Partner with international and local refugee organizations to facilitate distribution. Share stories and insights

	Vicks' basic care range	organizations	outreach programs	refugees and migrants	about the conditions faced by refugees.
Victims of Natural Disasters	Focus on products that aid in post-disaster recovery, like Vicks' soothing and healing range	Provide emergency relief packages with essential health products	Work with disaster relief organizations and local governments for distribution	Highlight the brand's support during crises through media coverage and direct outreach to affected areas	Coordinate with disaster relief agencies to provide timely support. Develop promotional content showing the positive impact of aid on disaster-stricken communities.

VII. CONCLUSION

- Enhanced Impact Measurement: Implement more robust metrics to measure the direct impact of the brand activism efforts, such as tracking community feedback and engagement more systematically. This could involve surveys, focus groups, and social media monitoring.
- Increased Transparency: Regularly update the public on the campaign's outcomes and the specific benefits provided to the elderly. Transparency will enhance credibility and build stronger consumer trust.
- Expanded Partnerships: Consider partnering with additional non-profit organizations or community groups to broaden the campaign's reach and impact. This can include collaborations with other care facilities or charitable organizations.
- Interactive Campaign Elements: Introduce interactive elements such as virtual events or live-streamed community activities related to the campaign. This will boost involvement, offer additional chances for customers to engage and interact with the brands initiatives.
- Create custom social media campaigns showcasing anecdotes and testimonials from individuals impacted by the campaigns message. Use these stories to drive engagement and foster a deeper emotional connection with the audience.

REFERENCES

- [1] Appels, M. 2023. CEO sociopolitical activism as a signal of authentic leadership to prospective employees. *Journal of Management*: 014920632211102.
- [2] Bashir, R., Hassan, A., & Cheema, F. (2012). Impact of Corporate Social Responsibility activities over the employees of the organization: An exploratory study. *Journal of Management and Social Sciences*, 8(2)11-21. <https://doi.org/10.46745/ilm.aibjbs.2012.82.0>
- [3] Bhagwat, Y., Warren, N.L., Beck, J.T., & Watson IV, G.F., 2020. Corporate Sociopolitical Activism and Firm Value. *Journal of Marketing*, vol. 84, (5), 1-21.
- [4] Bruhn, M., Schoenmsuller, V., Schafer, D., & Heinrich, D. (2012). Brand Authenticity: Towards a Deeper Understanding of Its Conceptualization and Measurement. *Advances in Consumer Research*, 40, 567-575. <https://www.acrwebsite.org/volumes/1013106/volumes/v40/NA-40>
- [5] Cammaerts, B. (2007). Activism and media. *LSE Research Online*.
- [6] Cammarota, A., & Marino, V. (2021). Consumer Response to Brand Activism: A Multiple Case Study Analysis. *Trasformazione digitale dei mercati: il Marketing nella creazione di valore per le imprese e la società. Società Italiana Marketing. Scoci*https://www.sostenibilitaevalore.org/wp-content/uploads/2022/07/BrandActivism_SIMConference2021.pdf
- [7] Chatterji, A. K., & Toffel, M. W. (2018). The new CEO activists. *Harvard Business Review*, 96(1), 78-89. <https://www.hbs.edu/faculty/Pages/item.aspx?num=53647>
- [8] Chernev, A., & Blair, S., 2015. Doing well by doing good: The benevolent halo of corporate social responsibility. *Journal of Consumer Research*, vol. 41, (6), 1412-1425.
- [9] D'Arco, M., & Marino, V., 2018. Managing Online Anti-branding Consumer Behaviours: A Multiple Case Study Analysis in the Italian Landscape. In book: *Advances in National Brand and Private Label Marketing*, 85-94.

[10] Edelman. 2022. The trust barometer. <https://www.edelman.com/trust/2022-trust-barometer>

[11] Eilert, M., & Nappier Cherup, A., 2020. The Activist Company: Examining a Company's Pursuit of Societal Change Through Corporate Activism Using an Institutional Theoretical Lens. *Journal of Public Policy and Marketing*, 39, (4), 461-476.

[12] Eyada, B., 2020. Brand Activism, the Relation and Impact on Consumer Perception: A Case Study on Nike Advertising. *International Journal of Marketing Studies*, 12, (4).

[13] Garg, N., & Saluja, G. (2022). A Tale of Two "Ideologies": Differences in Consumer Response to

[14] Goodyear, M. (1999). The Evolution of Marketing. *Proceedings of the ESOMAR, Marketing Research Congress*, Paris, France. <https://ana.esomar.org/documents/the-evolution-of-marketing>

[15] Hydock, C., Paharia, N., Blair, S., 2020. Should Your Brand Pick a Side? How Market Share Determines the Impact of Corporate Political Advocacy. *Journal of Marketing Research*, vol. 57, (6), 1135-1151.

[16] Korschun, D., Rafieian, H., Aggarwal, A. & Swain, S.D., 2019. Taking a Stand: Consumer Responses When Companies Get (or Don't Get) Political (July 3, 2019). Available at SSRN: <https://ssrn.com/abstract=2806476> or <http://dx.doi.org/10.2139/ssrn.2806476>

[17] Kotler, P., & Armstrong, G. (2013) *Principle of Marketing*. 15th ed. New York, NY: Prentice Hall.

[18] Kozinets, R. V., & Jenkins, H. (2021). Consumer movements, brand activism, and the participatory politics of media: A conversation. *Journal of Consumer Culture*, 22(1), 1-19. <https://doi.org/10.1177/14695405211013993>

[19] Kozinets, R. V., & Jenkins, H. (2022). Consumer movements, brand activism, and the participatory politics of media: A conversation. *Journal of Consumer Culture*, 22(1), 264-282.

[20] Mason, C., & Simmons, J. (2014). Embedding corporate social responsibility in corporate governance: A stakeholder systems approach. *Journal of Business Ethics*, 119(1), 77-86. <https://doi.org/10.1007/s10551-012-1615>

[21] Mirzaei, A., Wilkie, D. C., & Siuki, H. (2022). Woke brand activism authenticity or the lack of it. *Journal of Business Research*, 139, 1-12.

[22] Moorman, C., 2020. Commentary: Brand Activism in a Political World. *Journal of Public Policy and Marketing*, 39, (4), 388-392.

[23] Morhart, F., Malar, L., Guevremont, A., Girardin, F., & Grohmann, B. (2015). Brand authenticity: An integrative framework and measurement scale. *Journal of Consumer Psychology*, 25(2), 200-218. <https://doi.org/10.1016/j.jcps.2014.11.006>

[24] Mukherjee, S., & Althuizen, N., 2020. Brand activism: Does courting controversy help or hurt a brand? *International Journal of Research in Marketing*, vol. 37, 772-788.

[25] Sarkar, C., & Kotler, P., 2018. *Brand Activism: From Purpose to Action*. IDEA BITE PRESS.

[26] Sarkar, C., Kotler, P. (2020). Brand activism. From purpose to action.

[27] Schaefer, S.D., R. Terlutter, and S. Diehl. 2020. Talking about CSR matters: Employees' perception of and reaction to their company's CSR communication in four different CSR domains. *International Journal of Advertising* 39, no. 2: 191-212.

[28] Shetty, A. S., Venkataramaiah, N. B., & Anand, K. (2019). Brand activism and millennials: an empirical investigation into the perception of millennials towards brand activism. *Problems and Perspectives in Management*, 17(4), 163.

[29] Shivakanth, S., Nagendra, B.V., & Kerena., A., 2019. Brand activism and millennials: an empirical investigation into the perception of millennials towards brand activism. *Problems and Perspectives in Management*, 17, (4), 163-175.

[30] Sobande, F., 2019. Woke-washing: "intersectional" femvertising and branding "woke" bravery. *European Journal of Marketing*, vol. 54, (11), 2723-2745.

[31] Varadarajan, P.R., & Menon, A., 1988. Cause-related marketing: A coalignment of marketing strategy and corporate philanthropy. *The Journal of Marketing*, 58-74.

[32] Villagra, N., Clemente-Mediavilla, J., López-Aza, C. & Sánchez-Herrera, J. (2021). When Polarization Hits Corporations: The Moderating Effect of Political Ideology on Corporate Activism, *El Profesional de la Información*, 30(6), 1-20.

[33] Vredenburg, J., Kapitan, S., Spry, A., & Kemper, J.A., 2020. Brands taking a stand: Authentic brand activism or woke washing? *Journal of Public Policy and Marketing*, 39, (4), 444-460.

[34] Vredenburg, J., Spry, A., Kemper, J., & Kapitan, S., 2018. Woke Washing: What Happens When Marketing Communications Don't Match Corporate Practice. *The Conversation*.

[35] Warren, C., & McGraw, P.A., 2016. Differentiating What Is Humorous from What Is Not. *Journal of Personality and Social Psychology*, vol. 110, (3), 407-30.