A Comparative Study of the Impact of Brand Activism on Customers' Brand Loyalty:

Generation Z, Millennials, Generation X and Baby Boomers

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Contents

Publication

The findings of this research work have been utilized as a contribution to academia in the form of publication of research paper for upcoming International Conference in Latest Advancements in Science, Management, Commerce and Educational Research (LASMCER-2023) which is scheduled on 25th & 26th October 2023 in Toronto, Canada. The publication will be presented under the title, "The Impact of Brand Activism on Consumer Attitudes and Loyalty: The Moderating Effect of Authenticity Perception and Generational Cohorts".

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Abstract

Brand Activism, a contemporary trend characterized by brands actively participating in socio-political and environmental causes, has gained significant attention due to its potential to impact brand reputation, sales, and overall image. This study aims to investigate how Brand Activism influences Brand Loyalty among diverse generational cohorts, including Generation Z, Millennials, Generation X, and Baby Boomers, within the Canadian context. This research addresses a notable gap in the existing literature by conducting a comparative analysis. Utilizing a quantitative approach, this research administered a comprehensive survey questionnaire that garnered 286 responses. The study employed the Partial Least Squares (PLS) method to extract valuable insights into customer perceptions and loyalty towards brands engaged in activism. Notably, the research findings robustly confirm the research model, establishing a clear and positive association between brand activism, brand attitude, and brand loyalty.

To gain deeper insights into customer perspectives and attitudes regarding brand activism, the LGBTQ+ movement serves as an illustrative case study in the survey. The research findings robustly affirm the initial hypotheses, demonstrating that brand activism impacts brand attitude and brand loyalty, with variations observed across different generational cohorts. These insights hold significant potential to benefit various stakeholders, including academicians, strategists, marketers, and brand managers, by providing essential information for informed decision-making thereby facilitating formulation of targeted marketing strategies that foster business growth.

Keywords: Brand Activism, Generational Cohorts, Generation Z, Millennials, Generation X, Baby Boomers, Brand Loyalty, Customer Attitudes, LGBTQ+

Acknowledgement

The successful completion of this work is attributed to all the people who have inspired me to undertake this research work and I am truly grateful to them all for imposing faith in my abilities and instilling grit to pursue this research work with passion.
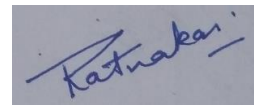
I feel truly blessed to have been chosen by Almighty Lord to undertake this research work. I am privileged to have such an amazing supervisor, Dr. Vahideh Baradaran, who stood as my pillar of strength throughout the research work. This project wouldn't be the way it is without her valuable guidance and unending support. A big thank you Ma'am for inspiring, encouraging and motivating me each step on the way. I am also grateful to Dr. Mehdi Akhgari for his valuable feedback and suggestions on improving the work.

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I am truly grateful to all my friends, especially Jeans and Pramod who gave their valuable suggestions on improving the quality of work and for instilling the courage and confidence in me to delve deeper into the research work to draw meaningful conclusions.

Certification

This is to certify that the Master's Thesis titled, "A Comparative Study of the Impact of Brand Activism on Customers' Brand Loyalty: Generation Z, Millennial, Generation X and Baby Boomers" submitted by Ratnakar Mann in partial fulfillment of the requirements for the degree of Master of Business Administration at University Canada West is a bona fide and original research work carried out by Ratnakar Mann under Dr. Vahideh Baradaran's supervision.

Ratnakar Mann

University Canada West

September 5, 2023

Dedication

This research work is dedicated to all the international students, who leave their comfort zones and venture into a new country to refabricate their lives. May this work inspire them all to embark on their own journeys of discovery and enlightenment.

List of Abbreviations

- AVE - Average Variance Extracted

- BA - Brand Activism

- CR - Composite Reliability

- CRM – Cause Related Marketing

- CSR – Corporate Social Responsibility

- GCT - Generational Cohort Theory

- HTMT - Heterotrait-monotrait ratio of correlations

- LGBTQ+ - Lesbian, gay, bisexual, and transgender

- PLS – Partial Least Squares

- PLS-MGA - Partial Least Squares - Multi-Group Analysis

- RO – Research Objective

- RQ – Research Question

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Chapter 1: Introduction

Brand Activism encompasses a contemporary phenomenon observed in various corporate entities, where they actively engage in and endorse social, political, and environmental issues that are in alignment with their core values, mission, and vision (Sarkar & Kotler, 2020). The roots of Brand Activism can be traced back to the latter part of the 20th century, and it has steadily evolved and gained prominence since then (Craddock et al., 2018). Notably, there has been a discernible increase in Brand Activism, with companies increasingly aligning themselves with social and political causes (Korschun, 2021). To illustrate, Ben & Jerry's Ice Cream has been forthright and proactive in their support for LGBTQ+ rights, advocating for marriage equality and non-discrimination laws ("LGBTQ+ rights," 2022). They have introduced limited-edition ice cream flavors and collaborated with LGBTQ+ organizations to both raise awareness and generate funds (Tressoldi et al., 2023).

During Pride Month in 2023, many businesses showcased their strong support for the LGBTQ community in impressive ways. Nike, for example, not only emphasized its dedication to inclusivity but also introduced a visually striking makeover for its iconic Nike Air Max, featuring the vibrant colors of the Pride flag. Nike demonstrated their commitment by allocating more than $3 million to support various organizations focused on advancing LGBTQ rights and well-being. Additionally, several other prominent brands, such as Apple with its Pride Edition Apple Watch, as well as London Drugs, Shoppers Drug Mart, TD Bank, RBC, Amazon, and Starbucks, stood in solidarity with the LGBTQ community during Pride 2023. These companies not only embraced the ethos of inclusion but also actively contributed to nurturing a more inclusive and accepting global community by taking stand on LGBTQ+ issue ("Parades but no public posts: Which brands are supporting pride in the wake of backlash?", 2023).

In a similar vein, Patagonia, a well-known company specializing in outdoor apparel and gear, has emerged as a trailblazer in championing environmental conservation through brand activism ("Environmental activism - Patagonia," 2023). Patagonia has taken proactive steps to endorse environmental causes, allocating a substantial portion of their profits to grassroots organizations and launching initiatives to combat climate change, all while advocating for the safeguarding of public lands.

On the other hand, Nike, a distinguished sportswear brand, has positioned itself as a staunch supporter of racial equality and social justice matters (Waymer & Logan, 2021). Through their "Equality" campaign, which features influential athletes like LeBron James and Serena Williams, Nike has actively promoted diversity and inclusion. Furthermore, the company has openly lent its support to the Black Lives Matter (BLM) movement and made contributions to organizations dedicated to addressing issues of racial injustice (Eyada, 2020). The prominent examples of activist campaigns include Nike's "For Once, Don't Do It" campaign, which lent its support to the Black Lives Matter movement (Schmidt et al., 2021). Another noteworthy Brand Activism movement is Airbnb's "We Accept" campaign, which advocated for immigrants, refugees, and survivors of war or natural disasters (Dolnicar, 2021).

These examples mentioned above depict that Brand Activism has surfaced as a response to societal shifts and evolving consumer expectations (Verlegh, 2023). Inspired by the achievements of companies that have authentically engaged with social, political, and environmental issues, numerous businesses have embraced this approach as a means to attract a broader customer base. It's crucial to understand that Brand Activism has a twofold impact. While taking a stance on social issues can foster support and loyalty from specific customer segments, it can also potentially alienate those with differing viewpoints (Pöyry & Laaksonen,

2022). To maintain authenticity, companies must carefully consider the possible consequences of their positions (Clemensen, 2017). Therefore, Brand Activism requires a shift in how businesses handle their communication and social responsibility efforts, drawing inspiration from the strategies employed by social movements (Manfredi, 2019). Additionally, achieving success in this endeavor involves implementing concrete actions that align with the brand's activism and conducting thorough research to responsibly understand and connect with the target audience (Benner, 2018).

Nevertheless, it is imperative to recognize that consumers of various products belong to different generational cohorts, underscoring the crucial need to examine and explore how brand activism influences customer behavior, attitudes, and loyalty across these diverse generational groups. Extensive research findings have indicated that individuals from distinct generations exhibit varying perceptions, attitudes, and behaviors in response to brands taking positions on various issues (King et al., 2017). Furthermore, these generational disparities stem from a broad spectrum of values and beliefs that have been molded by the historical, cultural, and economic contexts during their formative years. Factors such as upbringing, life experiences, and societal influences, which are unique to each generation, play pivotal roles in shaping their perspectives and reactions towards brand activism initiatives (Kamenidou et al., 2020). Each generational cohort also demonstrates distinct communication preferences and tends to gravitate toward specific communication channels. Delving into the repercussions of brand activism on these diverse generations enables the identification of the most effective communication strategies for advancing social causes and fostering engagement (Kamenidou et al., 2020).

Additionally, research has demonstrated that aligning brand activism with the values of a particular generational cohort can enhance the potential for establishing a meaningful connection with that group (Rahulan et al., 2015). Furthermore, an examination of how brand activism affects each generation helps identify which social causes resonate most strongly with specific age groups, aiding in the selection of causes and crafting relevant messaging (Whittier, 1997). It is also noteworthy that studies have consistently indicated that brand activism can exert a significant influence on both brand loyalty and advocacy (Rivaroli et al., 2022). By delving into each generation's response to brand activism initiatives, valuable insights can be gained into how these campaigns impact brand loyalty and the likelihood of customers becoming advocates for the brand (Vredenburg et al., 2020).

Consequently, it is of utmost importance for businesses to gain an understanding of how brand activism strikes a chord with these diverse demographic segments. Such insights are pivotal for crafting targeted strategies that effectively engage and resonate with each generation (Kubetzek, 2023). Research has also underscored the value of tailoring brand activism campaigns to align with the preferences and values of different generational cohorts, as this can lead to heightened brand loyalty, increased advocacy, and the cultivation of enduring customer relationships. Therefore, the examination of the impact of brand activism on various generations, including Generation Z, Millennials, Generation X, and Baby Boomers, assumes significant importance given their distinctive characteristics, behaviors, and attitudes (Kubetzek, 2023).

 In alignment with the aforementioned concepts, the primary objective of this comparative study is to address existing knowledge voids by examining the influence of brand activism on brand loyalty among Generation Z, Millennials, Generation X, and Baby Boomers. While conducting a review of the existing literature on Brand Activism, it was noted that

although certain studies have delved into measuring the impact of Brand Activism on Brand Loyalty within individual generational groups (Nguyen et al., 2023; Shetty et al., 2019; Kumar, 2022; Kubetzek, 2023; Mekuriaw & Khurana, 2021), no comprehensive comparative study spanning all four generations—Generation Z, Millennials, Generation X, and Baby Boomers—has been undertaken thus far. Consequently, the primary aim of this research is to bridge this research gap and investigate the distinctions in customer attitudes among these different generational cohorts. Through a thorough analysis of these generational segments, this research endeavor seeks to uncover valuable insights into how brand activism initiatives impact brand loyalty within each group and whether certain generational cohorts exhibit a greater receptiveness to brand activism efforts than others.

In the next section of this chapter, the research problem addressing the gaps in the existing literature is explored. Following this, the research objectives are highlighted and finally, the last section of this chapter provides an overview of the structure of the thesis.

1.1 Research Problem and Research Gaps

While there is a growing body of literature exploring the impact of brand activism on consumer behavior, a significant research gap exists in the absence of a comparative study that encompasses multiple generational cohorts. Previous studies have predominantly focused on the influence of brand activism within specific generational segments (Shetty et al., 2019; Kumar, 2022; Kubetzek, 2023; Mekuriaw & Khurana, 2021). However, as generational cohorts vary in their values, beliefs, and responses to social and environmental issues, there is a critical need for a comparative examination to provide a comprehensive understanding of how brand activism resonates across these distinct age groups.

This research aims to fill this gap by conducting a comparative study that examines the impact of brand activism on customers' brand attitudes and subsequent brand loyalty within the context of Generation Z, Millennials, Generation X, and Baby Boomers. By addressing this gap, the study will contribute valuable insights to both academic literature and marketing practitioners, offering a nuanced understanding of the dynamics of brand activism and its effects on consumer behavior across diverse generational cohorts.

1.2 Research Questions

This research work primarily focuses on three research questions which are closely associated with the research hypotheses and research objectives.

RQ1. What is the impact of Brand Activism Perception on Customer's Brand Attitude?

This research question delves into the core of the study, aiming to understand how a company's engagement in brand activism, which involves taking a stance on social or environmental issues, affects the way customers perceive and relate to the brand. Brand attitude encompasses a range of emotional, cognitive, and behavioral responses towards a brand, including feelings, beliefs, and intentions. By exploring this question, the research seeks to uncover whether brand activism initiatives positively or negatively influence customers' overall attitudes toward the brand. This understanding is crucial for businesses as it can help them gauge the effectiveness of their socially responsible efforts in shaping consumer perceptions.

RQ2. What is the relationship between brand attitude and brand loyalty?

This research question investigates the linkage between two vital constructs in marketing—brand attitude and brand loyalty. Brand attitude refers to the favorable or unfavorable sentiments consumers hold toward a brand, while brand loyalty reflects the extent to which customers are committed to purchasing and supporting that brand over others. By

exploring this relationship, the research aims to uncover whether a positive brand attitude is indeed a precursor to brand loyalty. Understanding this relationship is pivotal for businesses, as it informs strategies to enhance brand loyalty by fostering positive brand attitudes among consumers.

RQ3. What is the moderating impact of Brand Activism on brand attitude across different generational cohorts?

This research question introduces the critical dimension of generational cohorts, recognizing that different age groups, such as Generation Z, Millennials, Generation X, and Baby Boomers, have distinct worldviews, values, and attitudes. It explores whether the impact of brand activism on brand attitude varies across these generational segments. In essence, it seeks to understand whether the effectiveness of brand activism differs among these diverse age groups and whether certain generations are more responsive to socially responsible initiatives than others. This investigation is essential for businesses as it allows them to tailor their brand activism strategies to resonate with specific generational cohorts, optimizing their marketing efforts and impact.

Collectively, these research questions provide a comprehensive examination of the complex interplay between brand activism, brand attitude, brand loyalty, and generational cohorts. They aim to shed light on the intricate dynamics at play in the contemporary marketing landscape, helping businesses better understand and connect with their target audiences while addressing a notable research gap in the field.

1.3 Research Objectives

This research aims to fill a critical research gap by conducting a comparative study that explores the impact of brand activism on customer attitudes and brand loyalty across multiple

generations. While some studies have investigated this relationship within specific generational cohorts, there is a lack of comparative research that considers the unique perspectives and responses of different generations. This study seeks to address this gap and provide valuable insights into the dynamics of brand activism and its influence on brand attitudes and loyalty among different age groups. The research objectives are stated as under:

RO1. To examine the impact of Brand Activism Perception on Customer's Brand Attitude across multiple generational cohorts, including Generation Z, Millennials, Generation X, and Baby Boomers.

RO2. To investigate the relationship between Customer's Brand Attitude and Brand Loyalty, exploring how a positive brand attitude influences brand loyalty.

RO3. To assess the moderating impact of Brand Activism on Customer's Brand Attitude across different generational cohorts, shedding light on how generational differences might affect the relationship between brand activism and brand attitude.

1.4 Outline of the Thesis

The thesis has been divided into different chapters with each chapter focusing on various aspects. Chapter 1 introduces the research topic thereby enlisting the research gap and the research problem. Furthermore, research questions and research objectives are mentioned in this chapter.

Chapter 2 discusses the literature review wherein the prior studies conducted on brand activism, brand attitude, brand loyalty and generational cohorts are thoroughly reviewed to examine the research gap that exists in the prevalent brand activism literature. Furthermore, the differentiation between Corporate Social Responsibility, Cause Related Marketing and Brand Activism is explored in this chapter.

Chapter 3 highlights the research model, hypotheses and lays a structural foundation and provides a theoretical framework highlighting the key concepts underlying the research work.

Chapter 4 emphasizes the research methodology used to achieve the research objectives.

Chapter 5 focuses on the results obtained through quantitative analysis and the inferences drawn and the insights revealed are discussed in detail in relation to research objectives.

Chapter 6 sums up the key findings of the research work and the conclusion drawn is explained in context of managerial and academic contributions. Furthermore, limitations of the study are highlighted, and recommendations are made for future research in the related domain.

Chapter 2: Literature Review

This chapter reviews the notable research work done in the field of brand activism in context of the constructs used in this research work. The first section discusses the existing prominent research in the field of Brand Activism. The second section explores the studies conducted pertaining to brand activism perception. The next section highlights the concept of brand attitude. The fourth section highlights the importance of the variable, Brand loyalty. The fifth section is primarily focused on unraveling the differences that exist in generational cohorts in terms of their values, perceptions, and beliefs. The sixth section explores the nuanced relationship between CSR and Brand Activism. The last section of the chapter highlights the differences between CRM and Brand Activism.

2.1 Brand Activism

Although it's a relatively recent area of focus within academic discussions, there are several definitions of the term Brand Activism (BA) in the literature. In line with Sarkar and Kotler, Brand Activism can be understood as "business endeavors aimed at promoting, obstructing, or guiding social, political, economic, and/or environmental reform or stability, driven by the intention to advance or hinder societal enhancements" (p. 24). Moorman provides an alternate definition, describing it as "public statements or actions related to partisan issues, made by a company or on its behalf, utilizing its corporate or individual brand identity" (p. 388). Vredenburg et al. characterize Brand Activism as "a purpose-driven and values-oriented strategy in which a brand takes a non-neutral stance on socially and politically contested matters to instigate social change and achieve marketing success" (p. 446).

In general, when considering the definition of Brand Activism (BA), the literature underscores the following key points: 1.BA is directed toward addressing contemporary societal

issues. 2.BA encompasses not only communication but also concrete actions. 3. BA is grounded in and driven by the fundamental values of the corporation. 4. BA is primarily intended to foster socio-political progress. 5.(Authentic) BA should not primarily aim at boosting brand and marketing outcomes, although these can serve as partial motivators and valuable by-products.

Brand activism, a strategy characterized by companies taking proactive stances on social, political, or environmental issues with the aim of creating positive societal change, has gained significant prominence in the contemporary business landscape (Savitz, 2013). The increasing importance of brand activism in the business world can be attributed to a variety of factors. Firstly, there has been a shift in consumer expectations, particularly among millennials and Gen Z (Chagas, 2022). These younger generations now expect brands to align with their values and actively support causes that resonate with them (Bandara et al., 2023). Demonstrating a commitment to making a positive impact on society has become essential for companies looking to attract these socially conscious consumers (Shetty et al., 2019).

Secondly, in an era characterized by widespread social media use and easy access to information, consumers have become more discerning and skeptical regarding brands' motives. Consequently, authenticity and transparency in business practices have become critical. Brand activism provides companies with a genuine platform to showcase their dedication to addressing social and environmental concerns (Cammarota et al., 2021).

Thirdly, embracing brand activism can confer a competitive advantage upon companies. By taking a stand on significant issues, they can resonate with a loyal customer base that shares similar values and beliefs, setting themselves apart from competitors (Pimentel & Didonet, 2021). Furthermore, brand activism plays a pivotal role in attracting and retaining top talent,

particularly among younger generations of employees who seek to work for companies that have a positive societal impact (Verlegh, 2023).

Additionally, participating in brand activism can yield favorable public relations outcomes, generating positive media coverage and enhancing a company's overall reputation and public image. Moreover, the integration of social and environmental initiatives into a company's business strategy promotes long-term sustainability by fostering stronger relationships with customers and stakeholders (Parris & Guzman, 2023).

Following the discussion on the advantages of Brand Activism, it is crucial to underscore that brand activism is not without its risks. Numerous research studies have been conducted, shedding light on the fact that publicly taking a stance on contentious issues can lead to the alienation of specific customer segments, potentially resulting in backlash and negative publicity (Vredenburg et al., 2020; Mukherjee & Althuizen, 2020). These studies have emphasized that for brand activism to be effective and well-received, it must align with the company's fundamental values, exhibit authenticity, and be substantiated by consistent actions, rather than relying solely on superficial marketing tactics (Vredenburg et al., 2020).

2.2 Brand Activism Perception

Brand Activism Sentiment refers to the collective feelings, beliefs, and attitudes of consumers toward a brand's engagement in social and political issues. It represents the degree to which customers perceive and respond to a brand's efforts in advocating for or taking a stance on various societal and environmental matters. This sentiment can range from positive, indicating support and alignment with the brand's activism, to negative, suggesting disagreement or skepticism about the brand's motivations and actions in these domains (Livas et al.,2023). It

serves as a crucial metric for evaluating how a brand's activism initiatives resonate with its target audience and can influence consumer attitude, behavior, loyalty, and purchase decisions.

Brand Activism Perception encompasses consumers' beliefs about whether a brand takes a public stance on these issues, the sincerity of their efforts, and whether they support causes aligned with the consumers' values. This perception can significantly influence consumer behavior, including purchase decisions, brand loyalty, and advocacy. Studies reveal that brands that are perceived as genuine and aligned with customers' values on issues like LGBTQ+ rights, environmental sustainability, or social justice often enjoy increased customer loyalty and positive word-of-mouth (Nguyen et al., 2023). Conversely, brands that are perceived as insincere or opportunistic in their activism efforts may face backlash and lose consumer trust (Shetty et al., 2019). As such, brand activism perception is a critical aspect of modern brand management, where consumers increasingly seek meaningful connections with brands that align with their social and ethical beliefs.

2.3 Brand Attitude

"Brand attitude" refers to a consumer's holistic assessment of a brand. This evaluation can encompass both product-related features and their associated benefits, as well as non-product-related attributes and the symbolic advantages linked to the brand. (Faircloth et al., 2001; Ferrell et al., 2019). Brand attitude and brand activism are closely linked, as they both wield substantial influence over how consumers perceive and act in relation to a brand. Brand attitude signifies a consumer's comprehensive assessment of a brand, encompassing their emotional connection, trust, and loyalty to it. Studies have revealed that when a brand's activism aligns harmoniously with the values and concerns of its target audience, it has the potential to positively impact brand attitude (Mukherjee & Althuizen, 2020). According to Nguyen et al. (2023) consumers who

perceive a brand as socially responsible and in sync with their own beliefs are more inclined to develop favorable brand attitudes Several studies have further revealed that if a brand's activism comes across as insincere or runs counter to its fundamental principles, it can lead to unfavorable brand attitudes and erode consumer trust (Schleier,2021; Eyada, 2020). Hence, the strategic integration of brand activism, grounded in authentic values and consistent communication, is vital for nurturing positive brand attitudes and cultivating enduring brand loyalty. In this research study, a hypothesis has been framed that Brand Activism positively influences Customer's Brand Attitude and the research model explained in the next chapter highlights this relationship.

2.4 Brand Loyalty

Brand Loyalty is a multi-faceted concept that has been a focal point of examination in marketing literature for the past half-century, holding paramount importance for brand managers (Mellens et al., 1996). However, due to variations in its conceptualization among scholars, achieving a universally accepted and objective measure of this concept has proven to be a challenging endeavor (Ishak & Abd, 2013). To commence, this concept can be characterized as the preferential selection of a brand's products or services by consumers (Tucker, 1964). Additionally, Jacoby and Kyner (1973) contend that brand loyalty encompasses both attitudinal and behavioral dimensions. They emphasize that marketers should not solely focus on repeat purchases but should also comprehend the attitudinal facet of brand loyalty (Jacoby & Kyner, 1973).

In essence, while behavioral loyalty pertains to the frequency of purchase, attitudinal loyalty signifies a psychological commitment to a brand, not necessarily tied to repeat purchases but rather to the intention to make future purchases and recommend the brand to others (Ishak &

Abd, 2013). Furthermore, Fournier and Yao proposed that customer loyalty is a composite of two fundamental components: relative attitude and repeat patronage (Fournier & Yao, 1997). In their research, they delineated four specific loyalty-related conditions: no loyalty, spurious loyalty, latent loyalty, and genuine loyalty.

Customer loyalty is associated with various advantages, including reduced price sensitivity, positive word-of-mouth recommendations, decreased expenses in acquiring new customers, and enhancements in the organization's overall profitability (Dick & Basu, 1994; Rowley, 2005). Certain researchers (Akbari et al., 2021) have explored the influence of CSR initiatives on loyalty and determined that there exists a clear correlation between these two factors. Considering the above, this research aims to explore the impact of Brand Activism on Brand Loyalty and by connecting Brand Activism, Brand Attitude and Brand loyalty, a hypothesis has been framed which mentions that customer's Brand Attitude positively affects Brand Loyalty.

In recent times, the concept of brand activism has attracted considerable attention among researchers and marketing practitioners. Numerous studies have underscored the beneficial effects of brand activism on brand loyalty (Nguyen et al., 2023), emphasizing how consumers tend to establish emotional bonds and demonstrate heightened loyalty to brands actively involved in significant social and environmental endeavors (Rivaroli et al., 2022). Additionally, research has revealed a growing consumer preference for brands that align with their values and actively contribute to causes of importance to them (Gonring, 2008). Consequently, brand activism has evolved into a potent tool for companies to establish stronger connections with their target audience and cultivate brand loyalty (Nguyen et al., 2023).

As a result, brand activism has emerged as a crucial strategy for businesses aiming to foster increased brand loyalty, foster a favorable brand image, and engage with socially conscious consumers. By proactively addressing societal issues and advocating for positive change, brands can develop enduring connections with their target audience and make a meaningful impact while distinguishing themselves in a competitive market (Bhargava & Bedi, 2022). Consequently, comprehending the role and significance of brand activism is imperative for marketers and brand managers as they navigate the ever-evolving landscape of consumer preferences and values (Eyada, 2020).

2.5 Generational Cohorts

Given that different generations possess unique values, life experiences, expectations, and lifestyles that significantly influence their consumer behaviors, it is essential for brands to recognize these distinctive characteristics and adapt their strategies and branding approaches accordingly. This adaptation extends to aspects such as communication strategies, which are closely linked to the concept of Brand Activism (Williams & Page, 2011).

In this comparative research study, four generations i.e., Generation Z, Millennial, Generation X and Baby Boomers are primarily considered. The younger generational cohort, often referred to as Generation Z, Gen Z, encompasses individuals born between 1997 and 2012. Millennials, also known as Generation Y or Digital Natives, are people who were born between 1981 and 1996. Individuals belonging to Generation X were born between 1965 and 1980, and they are currently in their early 40s to late 50s. Individuals belonging to the Baby Boomer generation, born between 1946 and 1964, are typically in their late 50s to late 70s.

Research studies suggest that there are noteworthy distinctions even between adjacent generations, suggesting that these differences may result in varying responses to the same messaging, including those related to Brand Activism (Casalegno et al., 2022). Research indicates that recent generations tend to share more common values across countries (Egri & Ralston, 2004). For instance, Millennials are influenced by traditional values passed down by their parents, emphasizing the importance of work, family, and a sense of duty while exhibiting individualistic tendencies (Casalegno et al., 2022). On the other hand, Generation Z is often described as realistic, persistent, self-aware, self-reliant, and innovative. They are considered the first digital natives, having grown up in a technology-driven world (Milotay, 2020).

Furthermore, studies suggest that Millennials, in comparison to preceding generations, exhibit greater openness and a higher level of acceptance when it comes to societal issues, such as matters related to homosexuality, transsexuality, and the advocacy of intersectional feminism (Chironi, 2019; Roxas & Marte, 2022). This generational cohort actively supports direct action and social confrontation as means to achieve their objectives and contribute to societal progress (Chironi, 2019; Prakash & Tiwari, 2021).

Due to their complex relationship with governmental entities, Millennials place a substantial emphasis on businesses being socially responsible and ethical. Consequently, they tend to have a favorable view of companies that communicate their Corporate Social Responsibility (CSR) initiatives (Kotler et al., 2012). However, research suggests that this generation approaches corporate ethics with a certain level of skepticism, carefully scrutinizing the underlying motives for these practices and looking for any signs of self-serving agendas (Chatzopoulou & de Kiewiet, 2020).

Regarding the concept of brand activism, certain authors, such as Shetty et al. (2019),

have delved into how this particular generational group might respond to this phenomenon.

However, this research aims to provide valuable insights into how brand activism affects

constructs related to brands not just for Millennials but also for Generation Z, Generation X and

Baby Boomers. In adherence to this, the distinctive attributes, beliefs, values, and perceptions of

different generational cohorts—Generation Z, Millennials, Baby Boomers, and Generation X—

has been discussed next.

2.5.1 Characteristics of Generation Z (Born mid-1990s to early 2010s)

Generation Z, born from the mid-1990s to the early 2010s, embodies several distinct

characteristics. They are digital natives, having grown up in a technology-immersed

environment, displaying exceptional proficiency in using digital devices and eagerly adopting

new technologies. Research studies reveal that Gen Z is socially conscious, demonstrating a

strong commitment to sustainability, diversity, and social justice, making them more inclined to

support brands and causes aligned with these values (Dolot, 2018). Due to their exposure to

copious online information, this generation is known for having a shorter attention span,

necessitating brands to engage them quickly and concisely. Additionally, studies indicate that

Gen Z exhibits a heightened entrepreneurial spirit, displaying a greater interest in launching their

businesses and pursuing side hustles compared to previous generations (Singh & Dangmei,

2016).

2.5.2 Characteristics of Millennials (Born early 1980s to mid-1990s)

Millennials, as a generation, exhibit several defining characteristics. They are inherently

tech-savvy, being the pioneers of the internet and digital technology, and rely extensively on

digital platforms for various aspects of their lives, including communication and entertainment. Studies reveal that Millennials place a significant emphasis on the value of experiences over material possessions, often allocating their resources towards travel, dining out, and other enriching life experiences (Kurz et al., 2019). Further studies provide insights that they are also characterized by their strong commitment to diversity and inclusivity, both in the workplace and society, actively advocating for equal rights and supporting social justice causes (Purani et al., 2019). Additionally, work-life balance is a priority for Millennials, and they actively seek job opportunities that offer flexibility and the chance to pursue personal passions alongside their careers.

2.5.3 Characteristics of Baby Boomers (Born mid-1940s to early 1960s)

Baby boomers exhibit a range of defining characteristics. They are often seen as work-centric individuals who prioritize job security and long-term career stability, displaying loyalty to their employers. Studies reveal that many boomers hold traditional values, placing importance on family, marriage, and community, and they often possess a strong sense of duty and responsibility (Yu & Miller, 2005). Achieving financial security and homeownership are noteworthy goals for this generation, and they tend to adopt a more conservative approach to finances and investments. Research also reveals that while some baby boomers have embraced technology, they are generally less tech-dependent than younger generations, often preferring in-person communication and traditional media channels for information and social interaction (Hun & Yazdanifard, 2014).

2.5.4 Characteristics of Generation X (Born mid-1960s to early 1980s)

Generation X, often referred to as Gen Xers, embodies a set of distinctive characteristics. They are renowned for their independence and self-reliance, having come of age amidst

economic and social turbulence, which has shaped their resilience. Research studies reveal that

Gen Xers tend to approach life with skepticism, especially toward institutions and advertising,

preferring to base their decisions on facts and pragmatism (Oblinger, 2003). Many find

themselves in a balancing act between caring for aging parents and raising their own children, a

dual responsibility that significantly influences their values and priorities. Studies reveal that

adaptability is another hallmark of this generation, as they have seamlessly transitioned through

various technological advancements and societal shifts with an open-minded outlook (Glass,

2007).

Therefore, as mentioned above, the literature on generational cohorts highlights that each

generation possesses unique attributes, beliefs, values, and perceptions shaped by their

experiences and the historical context in which they grew up (Glass, 2007). These distinctions

have important implications for marketing, workplace dynamics, and social trends, as they

influence how each generation interacts with products, services, and societal issues (Berraies et

al., 2017). Researchers continue to delve into these generational differences to provide insights

for businesses and policymakers.

2.6 Differences between Corporate Social Responsibility and Brand Activism

Research studies reveal that Corporate Social Responsibility (CSR) and Brand Activism

represent two distinct strategies for addressing social and environmental concerns, each with its

unique emphasis and purpose (Marchiondo, 2022). CSR constitutes a comprehensive, enduring

approach adopted by companies to integrate social and environmental considerations into their

core business operations and values. It signifies a dedication to ethical conduct and sustainable

practices that extend beyond mere profit-driven motives. CSR initiatives encompass a wide array

of sustainable endeavors, ranging from carbon footprint reduction and the promotion of

workplace diversity to support for local communities (King & McDonnell, 2012). The primary objective of CSR is to align a company's actions with the betterment of society and the environment, often with an eye toward enhancing corporate reputation and building trust among stakeholders (Doh & Guay, 2006).

In contrast, research reveals that Brand Activism takes on a more vocal and proactive role, where a brand adopts a clear and sometimes controversial stance on specific socio-political issues (Doh & Guay, 2006). While it may have social or environmental objectives, its principal aim is to instigate change and champion causes closely connected to the brand's identity or values. Brand activism typically focuses on external engagement, involving public positions, advocacy participation, or support for social movements (Korschun, 2021). It is driven by a desire to effect change on issues and may be viewed as a more immediate response to prevailing events or societal matters.

Therefore, as mentioned above, the research studies reveal that CSR represents a broader, more enduring commitment to responsible business practices stemming from a sense of corporate responsibility, whereas Brand Activism constitutes a more assertive, externally oriented approach aimed at influencing change on specific issues while potentially garnering attention and consumer support for the brand (Doh & Guay, 2006; King & McDonnell, 2012 ; Marchiondo, 2022).

2.7 Differences between Cause Related Marketing and Brand Activism

Cause-Related Marketing (CRM) and Brand Activism are distinct corporate strategies employed to address social and environmental concerns, each characterized by its unique approach and objectives. Research reveals that CRM entails short-term collaborations between companies and social causes, primarily motivated by marketing and profit objectives while also

contributing to a cause (Shetty et al., 2019). CRM initiatives often manifest as isolated

campaigns or promotions in which a portion of the proceeds from a product or service is directed

toward a charitable organization. Furthermore, studies reveal that he principal aim of CRM is to

enhance a brand's image, boost sales, and appeal to socially conscious consumers (Verlegh,

2023). Nonetheless, it may face skepticism from consumers who question the authenticity of a

company's commitment to the cause, suspecting that profit is the primary driver.

In contrast, studies reveal that Brand Activism involves a more vocal and proactive role

adopted by a brand concerning specific socio-political issues (Mukherjee & Althuizen, 2020). It

is fueled by a desire to effect change and champion social or environmental causes, even if it

necessitates adopting a contentious or polarizing stance. Brand activism typically includes taking

a definitive position on a particular issue and actively advocating for change, potentially

disrupting the status quo. It inherently focuses on external engagement and aims to shape societal

perceptions and policy reforms. While it may align with a brand's values, brand activism is

primarily motivated by a commitment to a specific cause rather than marketing or profit motives.

Therefore, as highlighted above, the research studies reveal that CRM is a marketing-

driven, short-term strategy that employs a cause for promotional and profit-related purposes,

whereas Brand Activism represents a more vocal and enduring dedication to advancing social or

environmental causes, even if it requires taking controversial positions and advocating for

change (Mukherjee & Althuizen, 2020; Shetty et al., 2019; Verlegh, 2023).

Comparing and contrasting the three inter-related concepts of CSR, CRM and Brand

Activism, research studies reveal that while CSR, CRM, and Brand Activism all involve

corporate engagement with social and environmental issues, they differ significantly in terms of

their scope, duration, motivation, and integration into a company's operations, ultimately serving

distinct purposes in the corporate landscape. (Mukherjee & Althuizen, 2020; Cammarota et al.,

2023). Some research studies suggest that brand activism complements traditional CSR efforts

by aligning them with purpose-driven initiatives (Welser, 2023). Additionally, other research

studies suggest that Brand Activism allows companies to demonstrate their commitment to

making a meaningful impact beyond mere philanthropy (Herzberg & Rudeloff, 2022).

Chapter 3: Research Model/Hypotheses and Theoretical Background

The chapter delves deep into the essential concepts that form the basis of our research. This chapter is divided into two closely connected sections, both of which provide vital insights into the framework and groundwork of our study. In the first section, a thorough exploration of research hypotheses is done. These hypotheses not only steer the course of our research but also serve as the crucible for testing our theories and concepts. The second section of the chapter introduces our research model, intricately constructed upon the foundation of our hypotheses. This detailed model offers a visual representation of how variables interact and relate to each other, bringing clarity to the theoretical framework that informs our study. These two sections together shed light on the theoretical foundations and methodological structure that are at the core of our research, providing a comprehensive and cohesive basis upon which our analysis and findings will be built.

3.1 Research Hypotheses

In adherence to the research objectives mentioned in the previous chapter, the following research hypotheses were framed which serves as a basis for developing our research model.

H1: Brand activism has a positive impact on customers' brand attitude.

H2: Positive brand attitude leads to higher brand loyalty.

H3: Generational Cohorts moderate the effects of brand activism on customers' brand loyalty.

3.1.1Brand Activism and Brand Attitude

The link between brand activism and the brand attitudes of customers has garnered the interest of researchers (Atanga et al., 2022; Rivaroli et al., 2022). Previous investigations have

demonstrated a robust connection between brand activism and brand attitudes, as exemplified by the study conducted by Rivaroli, Spadoni, and Bregoli (2022). When customers perceive a brand as actively engaging in meaningful activism, it can exert a favorable influence on their attitudes toward that brand. Brand activism has the capacity to elicit emotions, beliefs, and perceptions that align with the customers' own values, subsequently fostering a more positive attitude toward the brand (Wannow et al., 2023). Customers may come to regard the brand as socially responsible, authentic, and trustworthy, thereby bolstering their overall brand attitude. Moreover, extant research suggests that consumers tend to make purchases from brands whose values align with their own values and self-identifications (Backman & Lundgren, 2021). Building upon the existing literature, the following hypothesis is formulated.

H1: Brand activism has a positive impact on customers' brand attitude.

This hypothesis is grounded in the Social Identity Theory, which posits that individuals associate themselves with groups, such as generational cohorts, and align with brands that reflect their shared values and beliefs. Brand Activism, by championing social causes, is expected to resonate with customers and enhance their brand attitudes as it aligns with their social identity.

Social Identity Theory, initially formulated by Tajfel and Turner in 1979, delves into the manner in which an individual's self-concept and identity are shaped by their affiliation with social groups. In the context of this research, this theory holds pivotal significance in elucidating how generational cohorts establish distinctive group identities and manifest unique attitudes and behaviors concerning brand activism (Dono et al., 2010). The shared experiences and values of each generation contribute to the formation of their collective social identity, which subsequently impacts their perceptions of brand activism and their responses in terms of brand loyalty (Nassar et al., 2023).

As per this theory, individuals strive to uphold a positive social identity by endorsing and supporting brands that align with the values and beliefs of their respective groups (Nassar et al., 2023). The application of Social Identity Theory in this study will provide insight into why specific generational cohorts may exhibit stronger brand loyalty when brands engage in activism that resonates with their particular social identity (Roques, 2023). Prior research has already employed this theory to gain insights into its applicability in the context of brand activism (Dono et al., 2010).

3.1.2 Brand Attitude and Brand Loyalty

Brand attitude encompasses the holistic assessment made by consumers, encompassing their overall evaluations, beliefs, and emotional responses toward a specific brand. This construct plays a pivotal role in shaping consumer behaviors and choices. A favorable brand attitude leads to a more positive perception of the brand, resulting in heightened customer loyalty (Rajumesh, 2014). Brand loyalty is defined as a profound psychological commitment to consistently repurchase or patronize a preferred product or service in the future, even when situational factors or marketing efforts could potentially prompt switching behavior (Oliver, 1999, p. 34). It represents a durable and affirmative attitude that customers hold towards a particular product or brand (Yoo et al., 2000). Brand loyalty is often considered a fundamental driver of a brand's success (Albert & Merunka, 2013). When consumers develop a strong affinity and a positive attitude towards a brand, they are more inclined to engage in repeat purchases, actively interact with the brand, and even advocate for it. For instance, a study demonstrated that brands like Nike, which engage in brand activism, tend to attract and retain loyal customers who also hold favorable attitudes toward the company (Eyada, 2020). Comprehending the connection between brand attitude and brand loyalty is imperative for marketers as it informs the development of

effective strategies aimed at nurturing positive brand perceptions and fostering enduring customer loyalty. Brands that actively participate in meaningful social causes and adeptly communicate their efforts to their customers can indeed create a favorable impact on customers' attitudes toward the brand.

H2: Positive brand attitude leads to higher brand loyalty.

3.1.3 Brand Activism and Generational Cohort

Generational cohort theory is a social science framework that posits that individuals within a specific population are influenced by distinct events, experiences, and cultural factors during their formative years, which in turn shape their values, perspectives, and beliefs (Kitchen & Proctor, 2015). This theory suggests that members of the same generation tend to share common values and outlooks due to their shared life experiences (Munsch, 2021). Generational cohort theory proves invaluable when comparing various generations, as it aids in comprehending how different generations perceive specific issues, including political ideologies, religious beliefs, and attitudes towards technology (Macky et al., 2008). Furthermore, it has been applied to investigate how different generations respond to diverse marketing and advertising approaches, as well as how they interact with each other (Macky et al., 2008).

Age can introduce a moderating influence on the connection between brand activism and brand attitude. Younger generations generally exhibit greater receptivity to brand activism initiatives, such as campaigns promoting social causes or sustainable practices. They are more inclined to hold a positive attitude towards brands that engage in such endeavors (Shetty et al., 2019). Conversely, older generations may display a reduced propensity to respond favorably to brand activism initiatives and may hold a more negative stance toward them (Garg & Saluja, 2022). Additionally, older generations might approach brands involved in such initiatives with

skepticism, perceiving these efforts as marketing tactics rather than genuine commitments to social causes and sustainability (Slootweg & Rowson, 2018). Consequently, we propose the following hypothesis.

H3: Generational Cohorts moderate the effects of brand activism on customers' brand loyalty.

The link between brand activism and brand loyalty is intricate and subject to variation based on factors such as the specific brand, cause championed, and the target audience (Mukherjee & Althuizen, 2020). When a brand aligns itself with an issue that resonates with the values and beliefs of its target audience, it has the potential to cultivate a deeper emotional connection, leading to heightened consumer trust and loyalty (Rivaroli et al., 2022). This alignment can foster a sense of pride and affinity among consumers, making them more inclined to sustain their patronage of the brand (Schmidt, 2021). Nevertheless, the effects of brand activism on brand loyalty can be adverse if the brand's stance conflicts with the values or beliefs of its target audience, or if the brand's actions are perceived as disingenuous or lacking authenticity (Mukherjee & Althuizen, 2020). In such instances, consumers may feel estranged or disillusioned, leading to a decline in their loyalty to the brand (Schmidt, 2021).

This study endeavors to apply the Generational Cohort Theory (Lissitsa & Kol, 2021) to gain insight into the significance of brand activism within different generational cohorts, including millennials, Generation X, and baby boomers. The Generational Cohort Theory posits that individuals belonging to a specific generation share common traits and values that are shaped by the events and circumstances prevalent during the period in which they came of age (Lissitsa & Kol, 2021)." Furthermore, Generational Cohort Theory, highlights differences in values, attitudes, and behaviors among generational groups. It posits that the moderating effect of

Brand Activism on the relationship between Brand Attitude and Brand Loyalty will vary across different generational cohorts due to their distinct social and cultural backgrounds.

Overall, these hypotheses combine insights from Social Identity Theory and Generational Cohort Theory to provide a comprehensive framework for understanding the impact of Brand Activism on Customer's Brand Attitude and Brand Loyalty across multiple generational cohorts.

3.2 Research Model

As mentioned above, the constructs of brand activism, brand attitude, brand loyalty and generational cohorts are taken into consideration while framing the research model. The research framework postulates that brand activism, which involves utilizing a company's public platform to endorse social and environmental causes, has the potential to result in heightened customer loyalty (Roques, 2023). Moreover, it posits that the impact of brand activism on brand loyalty might be influenced by the generational cohort, implying that various generations could react distinctively to brand activism endeavors (Leckie et al., 2016).

Figure 1

Research Model
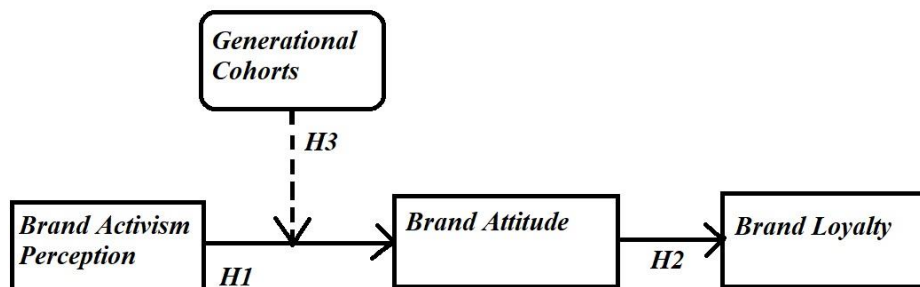
The research model has been developed to systematically investigate and comprehend the intricate dynamics among various key variables. The central focus of this model is to examine the impact of brand activism on customers' brand attitudes and loyalty, with an additional consideration of the moderating role played by generational cohorts. The constituent components of the model are explained next.

Firstly, the relationship between Brand Activism and Brand Attitude is examined and the first hypothesis is constructed based on these two constructs. This hypothesis asserts a positive correlation between a brand's active involvement in brand activism, which entails taking a stand on socio-political issues, and the brand attitudes held by customers. In essence, it posits that when a brand actively engages in societal and political causes, it is anticipated to exert a favorable influence on how customers perceive and evaluate the brand.

Secondly, the relationship between Brand Attitude and Brand Loyalty is examined and the second hypothesis is constructed based on these two constructs. This hypothesis postulates that positive brand attitudes serve as precursors to elevated levels of brand loyalty. In simpler terms, when customers harbor positive opinions and attitudes toward a brand (potentially influenced by the brand's activism efforts as suggested in H1), they are more inclined to demonstrate loyalty. This loyalty may manifest in the form of repeat purchases, word-of-mouth recommendations, and an enduring commitment to the brand.

Thirdly, Generational Cohort Moderation is examined by using the third hypothesis which introduces the concept of generational cohorts as a moderating factor within the nexus of brand activism and brand loyalty. It suggests that the impact of brand activism on brand loyalty may exhibit variations contingent upon the generational group to which customers belong. This implies that distinct generations, such as Millennials, Generation X, Generation Z and Baby

Boomers may exhibit diverse responses to brand activism initiatives, with some cohorts displaying a more pronounced influence than others.

   In summation, the research model is dedicated to scrutinizing the repercussions of a brand's involvement in brand activism on customers' brand attitudes and, subsequently, their brand loyalty. Furthermore, it acknowledges the nuanced role played by generational cohorts, recognizing that different generational segments may react differently to a brand's social and political engagements. This model provides a meticulously structured framework aimed at empirically evaluating these relationships, thereby facilitating an enhanced comprehension of the dynamic interplay among brand activism, brand attitudes, and brand loyalty across various generational cohorts.

Chapter 4: Research Methodology

This study employs a quantitative research design to investigate and analyze the

relationship between brand activism and brand loyalty across various generational cohorts/ in

Canada. A structured survey instrument is used to collect data from participants. Quantitative

research tends to be more objective because it relies on structured data collection methods and

statistical analyses. This reduces the potential for researcher bias in interpreting results.

Quantitative methods offer a wide range of statistical tools and techniques to analyze data

rigorously. These include regression analysis, hypothesis testing, and various multivariate

methods. Quantitative research is highly replicable because it typically involves standardized

data collection procedures and statistical tests. Therefore, the PLS method was used for

quantitative analysis.

4.1 Data Collection

4.1.1 Population and Sampling

The scope of this study encompasses individuals residing in Canada. To ensure

inclusivity and convenience for our participants, we employed a mixed methodology for data

collection. Some participants received a traditional paper questionnaire, while others were

provided with an electronic questionnaire link via the Qualtrics platform. This approach aimed to

optimize data collection efficiency while accommodating the preferences and accessibility of our

study's participants. We received a total of 300 surveys, of which 286 were usable.

4.1.2 Survey Instrument

The primary data collection instrument utilized for this study was a structured

questionnaire. This questionnaire commenced with a brief case study highlighting an anonymous

company's engagement in brand activism to support the LGBTQ+ community. Subsequently, a

series of closed-ended questions were employed to gather quantitative data. The questions are developed based on a thorough literature review and were adopted from previous literature and are pilot tested to ensure clarity and validity.

4.1.3 Data Collection Procedure

This study employed a hybrid approach, combining web-based surveys and printed questionnaires for data collection. The utilization of web surveys through Qualtrics in this thesis presented several advantageous features. The use of Qualtrics facilitated seamless accessibility to a wide-ranging and representative participant pool, enhancing the study's external validity (Boas et al., 2020). Real-time data reporting and automated data management tools expedited the research process, allowing for quicker analysis and a shortened research timeline (Barnhoorn, et.al., 2015). Moreover, Qualtrics' robust data security measures ensured the confidentiality and privacy of participants' responses, thereby upholding ethical standards throughout the study (Molnar, 2019). Importantly, considering that our research aimed to comprehend the moderating influence of generation cohorts on the relationship between brand activism and brand attitudes, we recognized the necessity to include participants from the baby boomer generation. Recognizing that this demographic may not be as comfortable with technology, we thoughtfully provided printed questionnaires which were subsequently manually entered into Qualtrics, ensuring their inclusion in our analysis and preserving the integrity of our research results. This approach enabled us to maintain the diversity and comprehensiveness of our sample, reinforcing the study's overall robustness and validity. The data collection process spanned a duration of one month.

4.1.4 Measurements

In this research, the measurement instruments utilized were adapted from earlier studies. We made slight adjustments to the wording of existing scales to better suit the specific context of our current investigation. To gauge the study variables, we employed five-point Likert scales, spanning from 1, indicating "strongly disagree," to 5, representing "strongly agree." To quantify brand loyalty, we utilized a five-item scale adapted from Zeithaml et al. (1996). Similarly, brand attitude was assessed using a set of four modified items originally proposed by Mitchell and Olson (1981), while perceived authenticity was evaluated with a collection of seven items developed by Alhouti et al. (2016).

4.1.5 Statistical Analysis Method

This research has employed a variety of statistical techniques to gain comprehensive insights. Descriptive statistics, including means, standard deviations, and frequencies, were calculated to provide a succinct summary of the dataset. Furthermore, inferential statistical techniques were utilized, particularly structural modeling, to rigorously evaluate our research hypotheses and reveal complex connections between variables.

Within this analytical framework, we deliberately opted for the utilization of the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. PLS-SEM is known for its flexibility and robustness, especially when dealing with smaller sample sizes (Hair and Alamer, 2022). It is well-suited for situations where traditional regression or covariance-based structural equation modeling (CB-SEM) may not be appropriate due to sample size limitations (Hair, et al., 2012).

Therefore, the decision to use PLS-SEM in our research with a sample size of 286 responses is well-founded.

4.1.6 Ethical Considerations

Participants were informed of the research's purpose and their voluntary participation. Moreover, they were assured of the confidentiality of the collected data. Moreover, this research project has undergone a rigorous ethical review process and has been granted approval by the Ethics Committee at UCW (University Canada West). The committee's ethical considerations encompass various aspects of the research process, including the treatment of human subjects, data collection and handling, confidentiality, and informed consent procedures. By obtaining ethical approval, we are not only complying with the ethical guidelines set forth by our institution but also demonstrating our dedication to upholding the principles of integrity and responsibility in academic research. Furthermore, this approval reinforces the trustworthiness and credibility of our research findings, as it assures stakeholders, participants, and the academic community that the study has been conducted in an ethically sound manner.

Chapter 5: Results and Findings

In this chapter, we delve into the results of our analysis, which align with the three core objectives of our study. The first objective centers on uncovering the direct link between brand activism and customers' brand attitudes. Following this, we explore the connection between brand attitudes and brand loyalty, which constitutes our second objective. Lastly, we investigate the moderating influence of age on the relationship between brand activism perception and brand attitude, addressing our third objective.

The statistical analysis presented herein encompasses both descriptive and inferential techniques. Descriptive analysis plays a crucial role in establishing a solid foundation for comprehending our dataset. From there, we transition into the data analysis phase, where we delve into variable relationships and hypothesis testing. These intertwined phases collectively contribute to a nuanced presentation of our research findings and provide valuable insights into the dynamics of brand activism, brand attitudes, brand loyalty, and the role of age as a moderating factor.

5.1 Descriptive Statistical Analyses

5.1.1 Gender

Table 1 displays the gender distribution among respondents who participated in the questionnaire. As indicated in Table 1, it is evident that 100 respondents, equivalent to 35% of the total, are male, while 109 respondents, comprising 38% of the total, are female.

Table 1

Frequency distribution related to gender of respondents.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	100	35.0	45.5	45.5
	Female	109	38.1	49.5	95.0
	Other	1	.3	.5	95.5
	Prefer not to say	10	3.5	4.5	100.0
	Total	220	76.9	100.0	
Missing	System	66	23.1		
Total		286	100.0		

5.1.2 Age

Table 2 illustrates the frequency distribution of respondents' ages. According to Table 2, the age group with the highest frequency falls within the range of 27 to 42 years, encompassing 75 individuals, equivalent to 26% of the total respondents. Conversely, the lowest frequency is observed in the age group of 68 to 59 years, comprising 18 individuals, representing 6.3% of the respondents.

Table 2

Frequency distribution of respondents' age in this research

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11-26	63	22.0	28.6	28.6
	27-42	75	26.2	34.1	62.7
	43-58	41	14.3	18.6	81.4
	59-68	18	6.3	8.2	89.5
	69 and above	19	6.6	8.6	98.2
	Prefer not to say	4	1.4	1.8	100.0
	Total	220	76.9	100.0	
Missing	System	66	23.1		
Total		286	100.0		

5.1.3 Nationality

Table 3 presents an overview of the respondents' nationality distribution in this study. Notably, the majority, accounting for 26% of the total, identified as Indian, indicating the highest frequency.

Table 3

Frequency Distribution of Respondents' Nationality in the Research

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing value	82	28.7	28.7	28.7
	Indian	75	26.2	26.2	54.9
	Canadian	42	14.7	14.7	69.6
	Nigerian	9	3.1	3.1	72.7
	Filipino	8	2.8	2.8	75.5
	India	6	2.1	2.1	77.6
	Iranian	6	2.1	2.1	79.7
	Prefer not to say	5	1.7	1.7	81.5
	Mexican	4	1.4	1.4	82.9
	Caucasian	3	1.0	1.0	83.9
	Nepalese	3	1.0	1.0	85.0
	Persian	3	1.0	1.0	86.0
	Canada	2	.7	.7	86.7
	Myanmar	2	.7	.7	87.4
	Afghan Canadian	1	.3	.3	87.8
	African	1	.3	.3	88.1
	American	1	.3	.3	88.5
	Asian	1	.3	.3	88.8
	Bangladeshi	1	.3	.3	89.2
	Bhutanese	1	.3	.3	89.5
	canadian	1	.3	.3	89.9
	Canadian Aboriginal	1	.3	.3	90.2
	Canadian Eastern European	1	.3	.3	90.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Canadians	1	.3	.3	90.9
Caucasian Canadian	1	.3	.3	91.3
Chinese Canadian	1	.3	.3	91.6
Colombian	1	.3	.3	92.0
Ecuadonian	1	.3	.3	92.3
Fillipino	1	.3	.3	92.7
Fizian	1	.3	.3	93.0
French	1	.3	.3	93.4
indian	1	.3	.3	93.7
Indocanadian	1	.3	.3	94.1
Italian	1	.3	.3	94.4
Jordanian	1	.3	.3	94.8
Kenyan	1	.3	.3	95.1
Korea	1	.3	.3	95.5
Korean	1	.3	.3	95.8
Korean Canadian	1	.3	.3	96.2
Mixed race	1	.3	.3	96.5
n/a	1	.3	.3	96.9
Nepali	1	.3	.3	97.2
New Zealander	1	.3	.3	97.6
Nicaragua	1	.3	.3	97.9
Peruian	1	.3	.3	98.3
Russian	1	.3	.3	98.6
South Asian India	1	.3	.3	99.0
Spanish	1	.3	.3	99.3
US	1	.3	.3	99.7
Vietnamese	1	.3	.3	100.0
Total	286	100.0	100.0	

5.1.4 Checking the Skewness of the Data

To rigorously assess the normality of the data, we conducted an examination of skewness and kurtosis, followed by the application of the Kolmogorov-Smirnov test. Skewness is a statistical measure used to assess the symmetry or asymmetry of the distribution of data (Jondeau et al., 2019). A completely symmetric distribution has a skewness of zero. When a distribution is asymmetric with a longer tail on the right (toward higher values), it is positively skewed, resulting in a positive skewness value. Conversely, when a distribution is asymmetric with a longer tail on the left (toward smaller values), it exhibits negative skewness (Pallant, 2016).

Kurtosis, on the other hand, is another statistical measure that characterizes the shape of a probability distribution. It specifically quantifies how the distribution's tails differ from those of a normal distribution. Positive skewness indicates that the distribution has a more pronounced peak than a normal distribution, resulting in positive kurtosis. Conversely, negative skewness suggests that the distribution has a flatter peak than a normal distribution, leading to negative kurtosis (Pallant, 2016).

Table 4

Results of Data Skewness.

	N	Mean	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Q1_1	235	4.35	-.373	.159	-.612	.316
Q1_2	235	3.76	.277	.159	-.734	.316
Q1_3	234	3.62	.451	.159	-.232	.317
Q1_4	236	3.76	.267	.158	-.744	.316
Q2_1	232	2.86	.502	.160	-.203	.318
Q2_2	231	2.67	.812	.160	.185	.319
Q2_3	231	2.59	.635	.160	-.181	.319
Q2_4	229	2.66	.707	.161	-.182	.320

Descriptive Statistics

	N	Mean	Skewness		Kurtosis	
				Std.		Std.
	Statistic	Statistic	Statistic	Error	Statistic	Error
Q2_5	219	2.59	.768	.164	.125	.327
Q3_1	226	3.64	-.842	.162	.219	.322
Q3_2	228	3.51	-.571	.161	-.207	.321
Q3_3	228	3.49	-.699	.161	.034	.321
Q3_4	227	3.40	-.433	.162	-.304	.322
Q3_5	229	3.56	-.640	.161	-.077	.320
Q4_1	222	3.42	.037	.163	-.071	.325
Q4_2	223	3.37	.147	.163	-.362	.324
Q4_3	223	3.19	.173	.163	-.021	.324
Q4_4	222	3.01	.419	.163	.099	.325
Q4_5	222	3.18	.293	.163	-.152	.325
Q5_1	219	3.33	.119	.164	-.672	.327
Q5_2	218	3.39	-.014	.165	-.305	.328
Q5_3	217	3.29	.184	.165	.063	.329
Q5_4	217	3.36	.243	.165	-.038	.329
Q5_5	217	3.32	-.082	.165	-.208	.329
Q5_6	216	3.50	-.258	.166	.080	.330
Q5_7	216	3.36	.012	.166	-.328	.330
Q6_1	217	3.57	-.442	.165	-.023	.329
Q6_2	215	3.42	-.139	.166	-.218	.330
Q6_3	215	3.47	-.341	.166	-.045	.330
Q6_4	215	3.69	-.361	.166	-.254	.330
Q6_5	216	3.56	-.286	.166	-.374	.330
Q7_1	217	3.21	.325	.165	.184	.329
Q7_2	215	3.07	.625	.166	.033	.330
Q7_3	215	3.07	.436	.166	.094	.330
Q7_4	215	2.94	.610	.166	.089	.330
Q8_1	218	2.99	.601	.165	.228	.328
Q8_2	216	2.79	.819	.166	.228	.330
Q8_3	217	2.78	.953	.165	.819	.329
Q9_1	217	3.71	-.061	.165	.004	.329
Q9_2	217	3.84	-.044	.165	-.072	.329
Q9_3	217	3.55	.347	.165	-.102	.329
Q9_4	217	3.37	.385	.165	.125	.329

Descriptive Statistics

	N	Mean	Skewness		Kurtosis	
				Std.		Std.
	Statistic	Statistic	Statistic	Error	Statistic	Error
Valid N	193					

As presented in the above table, the skewness values observed for all variables fall within the range of (-0.84, 0.95). This range signifies that, in terms of skewness, all variables exhibit non-normality, displaying an asymmetrical distribution. Similarly, the kurtosis values of the variables lie within the range of (0.74, -0.82). These kurtosis values further affirm that the distribution of the variables lacks adherence to a normal curve.

5.1.5 Checking the Normality of the Data

After checking the skewness and kurtosis, we check the normality through the Kolmogorov-Smirnov test. When assessing data normality, we evaluate the null hypothesis that the data follows a normal distribution with a significance level of 5%. Consequently, if the test statistic exceeds 0.05, there is insufficient evidence to reject the null hypothesis, indicating that the data distribution conforms to a normal pattern. In simpler terms, the data can be considered as normally distributed. The results of the table 5.5 show the non-normality of the variables, so due to the non-normality of the variables and the small number of samples, we used Smart pls4 software for analysis.

Table 5

Normality Test

1	Kolmogorov-Smirnov[a]		
	Statistic	df	Sig.
Q1_1	.239	193	.000
Q1_2	.199	193	.000
Q1_3	.217	193	.000
Q1_4	.189	193	.000

Q2_1	.211	193	.000
Q2_2	.247	193	.000
Q2_3	.227	193	.000
Q2_4	.232	193	.000
Q2_5	.228	193	.000
Q3_1	.261	193	.000
Q3_2	.229	193	.000
Q3_3	.239	193	.000
Q3_4	.201	193	.000
Q3_5	.206	193	.000
Q4_3	.220	193	.000
Q4_4	.235	193	.000
Q4_5	.207	193	.000
Q5_1	.153	193	.000
Q5_2	.169	193	.000
Q5_3	.203	193	.000
Q5_4	.174	193	.000
Q5_5	.198	193	.000
Q6_1	.256	193	.000
Q6_2	.205	193	.000
Q6_3	.250	193	.000
Q6_4	.207	193	.000
Q7_2	.264	193	.000
Q7_3	.238	193	.000
Q7_4	.241	193	.000
Q8_1	.244	193	.000
Q8_2	.239	193	.000
Q8_3	.269	193	.000
Q9_1	.180	193	.000
Q9_2	.173	193	.000
Q9_3	.244	193	.000
Q4_1	.198	193	.000
Q4_2	.176	193	.000
Q5_6	.200	193	.000
Q5_7	.162	193	.000
Q6_5	.199	193	.000
Q7_1	.256	193	.000
Q9_4	.236	193	.000

5.1.6 Exploring Generational Variations: Analyzing Questionnaire Responses by Age Group

In this section, we delve into the frequency distribution of responses across a range of questions, each tailored to capture distinct facets of our research. By examining how these responses are distributed among various age groups, we aim to uncover potential generational variations and trends that shed light on the broader dynamics at play within our study. This exploration not only offers a nuanced understanding of the research topic but also allows us to draw meaningful conclusions about the influence of age on respondent perspectives.

Measures of Customers' Brand Activism Perception (LGBTQ)

Q1.1 I am aware of LGBTQ+ Movement

Table 6

Q1-1 Cross Tabulation Results

			11-26	27-42	43-58	59-68	69 and above	Prefer not to say	Total
Q1_1	Strongly Disagree	Count	5	7	1	1	3	0	17
		% within Q1_1	29.4%	41.2%	5.9%	5.9%	17.6%	0.0%	100.0%
	Disagree	Count	2	2	2	1	2	0	9
		% within Q1_1	22.2%	22.2%	22.2%	11.1%	22.2%	0.0%	100.0%
	Neutral	Count	4	5	9	4	2	0	24
		% within Q1_1	16.7%	20.8%	37.5%	16.7%	8.3%	0.0%	100.0%
	Agree	Count	25	27	15	10	5	1	83
		% within Q1_1	30.1%	32.5%	18.1%	12.0%	6.0%	1.2%	100.0%
	Strongly Agree	Count	24	32	11	0	5	3	75
		% within Q1_1	32.0%	42.7%	14.7%	0.0%	6.7%	4.0%	100.0%
	Prefer not to say	Count	3	1	2	2	1	0	9
		% within Q1_1	33.3%	11.1%	22.2%	22.2%	11.1%	0.0%	100.0%
	Total	Count	63	74	40	18	18	4	217
		% within Q1_1	9.0%	34.1%	8.4%	8.3%	8.3%	1.8%	100.0%

The table provides insights into respondents' perceptions of Brand Activism regarding their awareness of the LGBTQ+ Movement. In the "11-26" age group, 29.4% of respondents strongly disagree with their perception of Brand Activism related to the LGBTQ+ Movement, while 30.1% in the same group strongly agree. In the "27-42" age group, 41.2% strongly disagree, and 32.5% strongly agree. Notably, in the "59-68" age group, no respondents selected "Strongly Agree," indicating a generation gap in Brand Activism perception. Overall, these measures reflect varying levels of perception across age groups, with a significant proportion of respondents falling into the "Agree" and "Strongly Agree" categories, indicating a positive

perception of Brand Activism related to the LGBTQ+ Movement, particularly among younger respondents.

Q1.2 I am in favor of LGBTQ+ Movement.

Table 7

Q1.2 Cross Tabulation Results

			11-26	27-42	43-58	59-68	69 and above	Prefer not to say	
Q1_2	Strongly Disagree	Count	4	6	1	2	4	1	18
		% within Q1_2	22.2%	33.3%	5.6%	11.1%	22.2%	5.6%	100.0%
	Disagree	Count	3	10	5	3	0	1	22
		% within Q1_2	13.6%	45.5%	22.7%	13.6%	0.0%	4.5%	100.0%
	Neutral	Count	21	22	17	4	3	1	68
		% within Q1_2	30.9%	32.4%	25.0%	5.9%	4.4%	1.5%	100.0%
	Agree	Count	11	20	11	6	6	0	54
		% within Q1_2	20.4%	37.0%	20.4%	11.1%	11.1%	0.0%	100.0%
	Strongly Agree	Count	20	15	4	1	5	1	46
		% within Q1_2	43.5%	32.6%	8.7%	2.2%	10.9%	2.2%	100.0%
		Count	4	2	2	2	0	0	10

Prefer not to say	% within Q1_2	40.0%	20.0%	20.0%	20.0%	0.0%	0.0%	100.0%
Total	Count	63	75	40	18	18	4	218
	% within Q1_2	28.9%	34.4%	18.3%	8.3%	8.3%	1.8%	100.0%

The table provides an overview of respondents' perceptions of brand activism related to the LGBTQ+ Movement. Notably, 43.5% of respondents in the "11-26" age group strongly agree with the LGBTQ+ Movement, indicating strong support among younger individuals, while 45.5% in the "27-42" group strongly disagree. Overall, these measures reflect respondents' perceptions of brand activism in relation to the LGBTQ+ Movement, showing a range of attitudes across age groups, with a significant proportion of respondents in the "Agree" and "Strongly Agree" categories, indicating favorable perceptions, particularly among younger respondents, but also some resistance, notably in the "27-42" age group where a substantial portion disagrees.

Q1.3 I think companies should take a public stance on LGBTQ+ issues

Table 8

Q1.3 Cross Tabulation Results

Q1.3 I think companies should take a public stance on LGBTQ+ issues

			11-26	27-42	43-58	59-68	69 and above	Q11 Prefer not to say	Total
Q1_3	Strongly Disagree	Count	3	8	2	2	2	0	17
		% within Q1_3	17.6%	47.1%	11.8%	11.8%	11.8%	0.0%	100.0%
	Disagree	Count	6	4	5	3	3	2	23
		% within Q1_3	26.1%	17.4%	21.7%	13.0%	13.0%	8.7%	100.0%
	Neutral	Count	19	27	18	7	1	0	72
		% within Q1_3	26.4%	37.5%	25.0%	9.7%	1.4%	0.0%	100.0%

	Agree	Count	18	25	10	4	5	1	63
		% within Q1_3	28.6%	39.7%	15.9%	6.3%	7.9%	1.6%	100.0%
	Strongly Agree	Count	13	10	3	0	6	1	33
		% within Q1_3	39.4%	30.3%	9.1%	0.0%	18.2%	3.0%	100.0%
	Prefer not to say	Count	4	1	2	2	1	0	10
		% within Q1_3	40.0%	10.0%	20.0%	20.0%	10.0%	0.0%	100.0%
Total		Count	63	75	40	18	18	4	218
		% within Q1_3	28.9%	34.4%	18.3%	8.3%	8.3%	1.8%	100.0%

The table presents respondents' opinions on whether companies should publicly take a stance on LGBTQ+ issues. Notably, 39.4% of respondents in the "11-26" age group strongly agree that companies should publicly address LGBTQ+ issues, indicating strong support for corporate activism among younger individuals. However, the "27-42" age group shows a higher percentage (47.1%) of strong disagreement, suggesting resistance to this idea within that age range. Overall, the data reflects diverse opinions across age groups regarding whether companies should take a public stance on LGBTQ+ issues, with significant support among younger respondents but varying degrees of opposition and neutrality in other age groups.

Q1.4 I support LGBTQ+ Movement

Table 9

Q1.4 Cross Tabulation Results

				2	4	5	69	P refer not	T
			1-26	7-42	3-58	9-68	and above	to say	otal
Q1_4	Strongly Disagre e	Count	6	5	4	3	3	0	21
		% within Q1_4	28.6%	23.8%	19.0%	14.3%	14.3%	0.0%	100.0%
	Disagre e	Count	5	5	4	3	3	2	22
		% within Q1_4	22.7%	22.7%	18.2%	13.6%	13.6%	9.1%	100.0%
	Neutral	Count	15	26	16	4	1	1	63
	%	within Q1_4	23.8%	41.3%	25.4%	6.3%	1.6%	1.6%	100.0%
	Agree	Count	14	22	8	5	8	0	57
	%	within Q1_4	24.6%	38.6%	14.0%	8.8%	14.0%	0.0%	100.0%
	Strongly Agree	Count	18	17	5	0	4	1	45
	%	within Q1_4	40.0%	37.8%	11.1%	0.0%	8.9%	2.2%	100.0%
	Prefer not to say	Count	5	0	3	3	0	0	11
	%	within Q1_4	45.5%	0.0%	27.3%	27.3%	0.0%	0.0%	100.0%
Total		Count	63	75	40	18	19	4	219
	%	within Q1_4	28.8%	34.2%	18.3%	8.2%	8.7%	1.8%	100.0%

The table illustrates respondents' levels of support for the LGBTQ+ Movement. It's noteworthy that the highest percentage of strong agreement (40.0%) comes from the "11-26" age group, indicating strong support for the LGBTQ+ Movement among younger respondents. On the other hand, 28.6% of the same age group strongly disagree. The "27-42" age group has a relatively balanced distribution of responses, with 22.7% in both the disagree and neutral categories. Overall, the data reveals varying levels of support for the LGBTQ+ Movement across different age groups, with younger individuals showing more significant support and differing opinions among older age groups.

Measures of Brand attitude:

Q2-1 I find the brand unappealing

Table 10

Q2-1 Cross Tabulation Results

			11-26	27-42	43-58	Q11 59-68	69 and above	Prefer not to say	Total
Q2_1	Strongly Disagree	Count	12	10	6	1	5	0	34
		% within Q2_1	35.3%	29.4%	17.6%	2.9%	14.7%	0.0%	100.0%
	Disagree	Count	22	18	10	3	3	1	57
		% within Q2_1	38.6%	31.6%	17.5%	5.3%	5.3%	1.8%	100.0%
	Neutral	Count	16	29	20	6	4	1	76
		% within Q2_1	21.1%	38.2%	26.3%	7.9%	5.3%	1.3%	100.0%
	Agree	Count	6	13	3	3	4	0	29
		% within Q2_1	20.7%	44.8%	10.3%	10.3%	13.8%	0.0%	100.0%
	Strongly Agree	Count	3	4	1	3	3	2	16
		% within Q2_1	18.8%	25.0%	6.3%	18.8%	18.8%	12.5%	100.0%
	Prefer not to say	Count	4	0	1	2	0	0	7
		% within Q2_1	57.1%	0.0%	14.3%	28.6%	0.0%	0.0%	100.0%
Total		Count	63	74	41	18	19	4	219
		% within Q2_1	28.8%	33.8%	18.7%	8.2%	8.7%	1.8%	100.0%

The table displays survey results regarding brand appeal perception across distinct age groups. Respondents were grouped by age and their agreement levels with the statement "I find the brand unappealing." were analyzed. The table presents percentages within each age group, indicating how respondents distributed across agreement levels. For example, in the "11-26" age

group, 35.3% strongly disagreed, 38.6% disagreed, 21.1% were neutral, 20.7% agreed, and

18.8% strongly agreed that they found the brand unappealing. Additionally, the "Total" row

shows the overall percentage distribution across agreement levels within each age group,

offering insights into how different demographics perceive the brand's appeal.

Q2-2 I have a negative perception of the brand.

Table 11

Q2-2 Cross Tabulation Results

			11-26	27-42	43-58	59-68	69 and above	Prefer not to say	Total
Q2_2	Strongly Disagree	Count	15	10	5	2	6	0	38
		% within Q2_2	39.5%	26.3%	13.2%	5.3%	15.8%	0.0%	100.0%
	Disagree	Count	29	31	13	3	3	1	80
		% within Q2_2	36.3%	38.8%	16.3%	3.8%	3.8%	1.3%	100.0%
	Neutral	Count	9	20	17	5	3	1	55
		% within Q2_2	16.4%	36.4%	30.9%	9.1%	5.5%	1.8%	100.0%
	Agree	Count	5	9	3	2	5	0	24
		% within Q2_2	20.8%	37.5%	12.5%	8.3%	20.8%	0.0%	100.0%
	Strongly Agree	Count	1	3	1	3	2	2	12
		% within Q2_2	8.3%	25.0%	8.3%	25.0%	16.7%	16.7%	100.0%
	Prefer not to say	Count	4	1	2	3	0	0	10
		% within Q2_2	40.0%	10.0%	20.0%	30.0%	0.0%	0.0%	100.0%
Total		Count	63	74	41	18	19	4	219
		% within Q2_2	28.8%	33.8%	18.7%	8.2%	8.7%	1.8%	100.0%

The table presents a concise summary of survey responses regarding individuals' perceptions of a brand, particularly focusing on whether they have a negative perception. The table offers both counts and percentages for each combination of age group and perception level. For instance, within the "11-26" age group, 39.5% strongly disagree with a negative brand perception. Overall, 28.8% of all respondents strongly disagree with a negative perception of the brand, providing valuable insights into the prevalence of differing perceptions across age groups and the broader sentiment towards the brand.

Q2-3 The brand evokes unpleasant feelings in me.

Table 12

Q2-3 Cross Tabulation Results

			11-26	27-42	43-58	59-68	69 and above	Prefer not to say	Total
Q2_3	Strongly Disagree	Count	21	14	7	1	5	0	48
		% within Q2_3	43.8%	29.2%	14.6%	2.1%	10.4%	0.0%	100.0%
	Disagree	Count	22	29	9	4	4	0	68
		% within Q2_3	32.4%	42.6%	13.2%	5.9%	5.9%	0.0%	100.0%
	Neutral	Count	10	16	16	4	4	3	53

	% within Q2_3	18.9%	30.2%	30.2%	7.5%	7.5%	5.7%	100.0%
Agree	Count	8	8	6	5	4	0	31
	% within Q2_3	25.8%	25.8%	19.4%	16.1%	12.9%	0.0%	100.0%
Strongly Agree	Count	1	6	0	2	2	1	12
	% within Q2_3	8.3%	50.0%	0.0%	16.7%	16.7%	8.3%	100.0%
Prefer not to say	Count	1	1	2	2	0	0	6
	% within Q2_3	16.7%	16.7%	33.3%	33.3%	0.0%	0.0%	100.0%
Total	Count	63	74	40	18	19	4	218
	% within Q2_3	28.9%	33.9%	18.3%	8.3%	8.7%	1.8%	100.0%

The table provides an overview of survey responses regarding individuals' feelings towards a brand, specifically whether it evokes unpleasant emotions. Within the "Strongly Disagree" category, 43.8% are in the "11-26" age group, 29.2% in the "27-42" group, and so on. Overall, 28.9% of all respondents strongly disagree that the brand evokes unpleasant feelings in them. This detailed analysis offers insights into how different age groups perceive the brand in terms of generating negative emotions, with percentages indicating the prevalence of each feeling category within both age groups and the overall dataset.

Q2-4 I hold an unfavorable view of the brand.

Table 13

Q2-4 Cross Tabulation Results

Q2_4			11-26	27-42	43-58	59-68	69 and above	Prefer not to say	
Q2_4	Strongly Disagree	Count	20	16	6	1	4	0	47
		% within Q2_4	42.6%	34.0%	12.8%	2.1%	8.5%	0.0%	100.0%
	Disagree	Count	22	29	10	6	3	0	70
		% within Q2_4	31.4%	41.4%	14.3%	8.6%	4.3%	0.0%	100.0%
	Neutral	Count	9	14	17	3	3	1	47
		% within Q2_4	19.1%	29.8%	36.2%	6.4%	6.4%	2.1%	100.0%
	Agree	Count	7	11	4	3	3	1	29
		% within Q2_4	24.1%	37.9%	13.8%	10.3%	10.3%	3.4%	100.0%
	Strongly Agree	Count	1	3	0	3	4	2	13
		% within Q2_4	7.7%	23.1%	0.0%	23.1%	30.8%	15.4%	100.0%
	Prefer not to say	Count	4	1	2	2	1	0	10
		% within Q2_4	40.0%	10.0%	20.0%	20.0%	10.0%	0.0%	100.0%
	Total	Count	63	74	39	18	18	4	216
		% within Q2_4	29.2%	34.3%	18.1%	8.3%	8.3%	1.9%	100.0%

The table provides a comprehensive analysis of survey responses regarding individuals' views of a brand, specifically in terms of holding unfavorable views. Within the "Strongly Disagree" category, 42.6% are in the "11-26" age group, 34.0% in the "27-42" group, and so forth. Overall, 29.2% of all respondents strongly disagree with holding an unfavorable view of the brand, providing valuable insights into the prevalence of each view category within different age groups and across the entire dataset.

Q2-5 I find the brand unlikable.

Table 14

Q2-5 Cross Tabulation Results

			11-26	27-42	43-58	59-68	69 and above	Prefer not to say	Total
Q2_5	Strongly Disagree	Count	14	18	5	1	5	0	43
		% within Q2_5	32.6%	41.9%	11.6%	2.3%	11.6%	0.0%	100.0%
	Disagree	Count	23	25	15	6	3	0	72
		% within Q2_5	31.9%	34.7%	20.8%	8.3%	4.2%	0.0%	100.0%
	Neutral	Count	15	14	14	3	2	1	49
		% within Q2_5	30.6%	28.6%	28.6%	6.1%	4.1%	2.0%	100.0%
	Agree	Count	5	9	3	2	5	2	26
		% within Q2_5	19.2%	34.6%	11.5%	7.7%	19.2%	7.7%	100.0%
	Strongly Agree	Count	1	4	0	3	0	1	9
		% within Q2_5	11.1%	44.4%	0.0%	33.3%	0.0%	11.1%	100.0%
	Prefer not to say	Count	5	1	1	1	0	0	8
		% within Q2_5	62.5%	12.5%	12.5%	12.5%	0.0%	0.0%	100.0%
Total		Count	63	71	38	16	15	4	207
		% within Q2_5	30.4%	34.3%	18.4%	7.7%	7.2%	1.9%	100.0%

The table presents a comprehensive analysis of survey responses regarding individuals' perceptions of a brand's likability, specifically focusing on whether they find the brand unlikable. Within the "Strongly Disagree" category, 32.6% are in the "11-26" age group, 41.9% in the "27-42" group, and so forth. Overall, 30.4% of all respondents strongly disagree with finding the brand unlikable, providing valuable insights into the prevalence of each perception category within different age groups and across the entire dataset.

Measures of Brand Loyalty

Q4-1 I would say positive things about a brand that support LGBTQ+

Table 15

Q4-1 Cross Tabulation Results

			11-26	27-42	43-58	59-68	69 and above	Prefer not to say	Total
Q4_1	Strongly Disagree	Count	3	7	2	4	1	1	18
		% within Q4_1	16.7%	38.9%	11.1%	22.2%	5.6%	5.6%	100.0%
	Disagree	Count	6	2	2	3	4	1	18
		% within Q4_1	33.3%	11.1%	11.1%	16.7%	22.2%	5.6%	100.0%
	Neutral	Count	19	35	19	4	6	1	84
		% within Q4_1	22.6%	41.7%	22.6%	4.8%	7.1%	1.2%	100.0%
	Agree	Count	16	23	12	3	6	0	60
		% within Q4_1	26.7%	38.3%	20.0%	5.0%	10.0%	0.0%	100.0%
	Strongly Agree	Count	13	5	3	1	2	0	24
		% within Q4_1	54.2%	20.8%	12.5%	4.2%	8.3%	0.0%	100.0%
	Prefer not to Say	Count	6	1	2	3	0	1	13
		% within Q4_1	46.2%	7.7%	15.4%	23.1%	0.0%	7.7%	100.0%
Total		Count	63	73	40	18	19	4	217
		% within Q4_1	29.0%	33.6%	18.4%	8.3%	8.8%	1.8%	100.0%

The table provides a comprehensive analysis of survey responses regarding individuals' willingness to support brands that endorse LGBTQ+ rights. Notably, 54.2% of respondents in the "11-26" age group strongly agree that they would say positive things about such brands, while 38.9% in the "27-42" group and 20.8% in the "59-68" group also strongly agree. Overall, 29.0% of all respondents strongly disagree with their willingness to support LGBTQ+-friendly brands, offering valuable insights into the prevalence of each willingness category within different age groups and the entire dataset.

Q4-2 I would recommend a brand that supports LGBTQ+ to someone who seeks my

advice

Table 16

Q4.2 Cross Tabulation Results

			11-26	27-42	43-58	59-68	69 and above	Prefer not to say	Total
Q4_2	Strongly Disagree	Count	4	6	3	3	2	1	19
		% within Q4_2	21.1%	31.6%	15.8%	15.8%	10.5%	5.3%	100.0%
	Disagree	Count	9	8	6	3	3	1	30
		% within Q4_2	30.0%	26.7%	20.0%	10.0%	10.0%	3.3%	100.0%
	Neutral	Count	18	28	16	4	7	0	73
		% within Q4_2	24.7%	38.4%	21.9%	5.5%	9.6%	0.0%	100.0%
	Agree	Count	16	22	11	4	4	0	57
		% within Q4_2	28.1%	38.6%	19.3%	7.0%	7.0%	0.0%	100.0%
	Strongly Agree	Count	12	7	2	0	1	0	22
		% within Q4_2	54.5%	31.8%	9.1%	0.0%	4.5%	0.0%	100.0%
	Prefer not to Say	Count	4	3	3	4	1	1	16
		% within Q4_2	25.0%	18.8%	18.8%	25.0%	6.3%	6.3%	100.0%
Total		Count	63	74	41	18	18	3	217
		% within Q4_2	29.0%	34.1%	18.9%	8.3%	8.3%	1.4%	100.0%

The table provides a comprehensive analysis of survey responses concerning individuals'

willingness to recommend brands that support LGBTQ+ rights to those seeking their advice.

Notably, 54.5% of respondents in the "11-26" age group strongly agree that they would

recommend such brands, while 38.6% in the "27-42" group and 9.1% in the "43-58" group also

strongly agree. Overall, 29.0% of all respondents strongly disagree with their willingness to

recommend LGBTQ+-supportive brands, offering valuable insights into the prevalence of each

willingness category within different age groups and the entire dataset.

Q4-3 I would encourage friends and relatives to do business with brands that support

LGBT

Table 17

Q4-3 Cross Tabulation Results

Q4_3									
	Strongly Disagree	Count	6	7	3	4	3	1	24
		% within Q4_3	25.0%	29.2%	12.5%	16.7%	12.5%	4.2%	100.0%
	Disagree	Count	6	9	5	2	2	0	24
		% within Q4_3	25.0%	37.5%	20.8%	8.3%	8.3%	0.0%	100.0%
	Neutral	Count	24	35	19	6	8	2	94
		% within Q4_3	25.5%	37.2%	20.2%	6.4%	8.5%	2.1%	100.0%
	Agree	Count	15	15	9	4	4	0	47
		% within Q4_3	31.9%	31.9%	19.1%	8.5%	8.5%	0.0%	100.0%
	Strongly Agree	Count	9	6	2	0	1	0	18
		% within Q4_3	50.0%	33.3%	11.1%	0.0%	5.6%	0.0%	100.0%
	Prefer not to Say	Count	3	2	2	2	0	1	10
		% within Q4_3	30.0%	20.0%	20.0%	20.0%	0.0%	10.0%	100.0%
	Total	Count	63	74	40	18	18	4	217
		% within Q4_3	29.0%	34.1%	18.4%	8.3%	8.3%	1.8%	100.0%

The table presents a comprehensive analysis of survey responses regarding individuals' willingness to encourage friends and relatives to do business with brands that support LGBTQ+ rights. Notably, 50.0% of respondents in the "Strongly Agree" category express a strong willingness to encourage such business relationships, while 25.0% in the "Strongly Disagree" category strongly disagree with this notion. Overall, the data shows that 29.0% of all respondents strongly disagree with the idea of encouraging business with LGBTQ+-supportive brands, offering insights into the prevalence of these sentiments within the entire dataset.

Q4-4 I would consider a brand that is supportive of the LGBTQ+ as my first choice to buy from.

Table 18

Q4.4 Cross Tabulation Results

Q4_4			11-26	27-42	43-58	59-68	69 and above	Prefer not to say	Total
	Strongly Disagree	Count	6	9	3	5	3	2	28
		% within Q4_4	21.4%	32.1%	10.7%	17.9%	10.7%	7.1%	100.0%
	Disagree	Count	10	16	4	4	3	0	37
		% within Q4_4	27.0%	43.2%	10.8%	10.8%	8.1%	0.0%	100.0%
	Neutral	Count	27	30	20	5	9	0	91
		% within Q4_4	29.7%	33.0%	22.0%	5.5%	9.9%	0.0%	100.0%
	Agree	Count	9	14	10	2	1	1	37
		% within Q4_4	24.3%	37.8%	27.0%	5.4%	2.7%	2.7%	100.0%
	Strongly Agree	Count	6	4	1	0	1	0	12
		% within Q4_4	50.0%	33.3%	8.3%	0.0%	8.3%	0.0%	100.0%
	Prefer not to Say	Count	5	1	2	2	0	1	11
		% within Q4_4	45.5%	9.1%	18.2%	18.2%	0.0%	9.1%	100.0%
	Total	Count	63	74	40	18	17	4	216
		% within Q4_4	29.2%	34.3%	18.5%	8.3%	7.9%	1.9%	100.0%

The table presents a detailed analysis of survey responses regarding individuals' willingness to prioritize brands that support LGBTQ+ rights as their first choice for purchases. Remarkably, 50.0% of respondents in the "Strongly Agree" category express a strong willingness to consider such brands as their first choice, while 29.2% in the "Strongly Disagree" category strongly disagree with this idea. Overall, the data shows that 29.2% of all respondents strongly disagree with the notion of considering LGBTQ+-supportive brands as their first choice for purchases, providing insights into the prevalence of these sentiments within the entire dataset.

Q4-5 I would do more business with a brand that supports LGBTQ+ in the few years.

Table 19

Q4-5 Cross Tabulation Results

			11-26	27-42	43-58	59-68	69 and above	Prefer not to say	Total
Q4_5	Strongly Disagree	Count	6	8	4	4	3	1	26
		% within Q4_5	23.1%	30.8%	15.4%	15.4%	11.5%	3.8%	100.0%
	Disagree	Count	8	10	4	3	4	1	30
		% within Q4_5	26.7%	33.3%	13.3%	10.0%	13.3%	3.3%	100.0%
	Neutral	Count	22	31	17	7	5	0	82
		% within Q4_5	26.8%	37.8%	20.7%	8.5%	6.1%	0.0%	100.0%
	Agree	Count	10	22	11	2	4	1	50
		% within Q4_5	20.0%	44.0%	22.0%	4.0%	8.0%	2.0%	100.0%
	Strongly Agree	Count	8	1	2	0	1	0	12
		% within Q4_5	66.7%	8.3%	16.7%	0.0%	8.3%	0.0%	100.0%
	Prefer not to Say	Count	9	2	1	2	1	1	16
		% within Q4_5	56.3%	12.5%	6.3%	12.5%	6.3%	6.3%	100.0%
	Total	Count	63	74	39	18	18	4	216
		% within Q4_5	29.2%	34.3%	18.1%	8.3%	8.3%	1.9%	100.0%

The table provides a detailed analysis of survey responses concerning individuals' willingness to do more business with brands that support LGBTQ+ rights in the next few years. Remarkably, 66.7% of respondents in the "Strongly Agree" category express a strong willingness to do more business with such brands, while 29.2% in the "Strongly Disagree" category strongly

disagree with this idea. Overall, the data indicates that 29.2% of all respondents strongly disagree with the notion of doing more business with LGBTQ+-supportive brands in the near future, providing insights into the prevalence of these sentiments within the entire dataset.

5.2 Testing Hypotheses with Inferential Statistics

Inferential analysis is the logical next step in the data analysis process following descriptive analysis. While descriptive analysis helps us understand and summarize the characteristics of a dataset, inferential analysis delves deeper into drawing conclusions and testing hypotheses based on that data.

In this part, using inferential statistics, we examine the research hypotheses. Nevertheless, there are certain preliminary steps that must be completed beforehand.

5.2.1 Missing Data

In our data pre analysis phase, we initially addressed records exhibiting a significant proportion of missing values within columns, resulting in a dataset comprising 212 records suitable for analysis. To bolster data completeness, we employed mean imputation through the SPSS software, effectively replacing missing values and bringing our sample size to 286. This method of imputing missing value was selected as data was missing completely at random (MCAR). Additionally, as part of a refinement process, we harmonized questions q2 and q9 with the other questions because they originally presented inquiries in a divergent direction.

5.2.4 Confirmation of Measurement Models through Confirmatory Factor Analysis

Before proceeding to hypothesis testing, it is imperative to establish the validity of the measurement models for Brand Loyalty and Brand Attitude. Therefore, the subsequent section outlines the measurement models for these two variables in a sequential manner. In this study, we conducted confirmatory factor analysis utilizing path analysis. **This analysis was carried out**

employing structural equation modeling through SmartPLS 4 statistical software.

SmartPLS 4 is a specific software tool used for conducting SEM and other advanced statistical analyses. It provides researchers with a user-friendly interface to define and analyze complex models, making it a popular choice for those who are not experts in coding or programming. The researchers employed Confirmatory Factor Analysis (CFA) and Path Analysis within the framework of Structural Equation Modeling (SEM) to analyze their data. They performed these analyses using SmartPLS 4, a statistical software package designed for SEM and related analyses.

5.2.5 Validity and Reliability

The "Validity and Reliability Indicators" serves as a critical examination of the measures used in this study. In this section, we scrutinize the extent to which our research instruments accurately measure what they are intended to measure (validity) and their consistency and stability over time (reliability).

5.2.5.1 Reliability

Reliability is a pivotal aspect of research that assesses the consistency and stability of research measures or instruments over time. In this study, we scrutinize the reliability of our research measures to ensure that they yield consistent and dependable results. A reliable measurement instrument is fundamental for achieving robust and trustworthy research outcomes, as it ensures that the data collected accurately reflects the underlying constructs of interest.

5.2.5.1.1 Cronbach Alpha

The second criterion for evaluation is generally internal consistency reliability. A traditional measure of internal consistency is Cronbach's alpha, which provides an estimate of reliability based on the internal correlation of observed indicator variables. Cronbach's alpha

assumes that all respondents are equally stable (all respondents have equal loadings on the
construct). The value of this index should be above 0.7 (Sarstedt et al., 2019) and (Taber, 2018).
The figure below shows the value of this index for research structures. Cronbach's alpha values
are presented in the table below.

Table 20

Cronbach's Alpha Statistic Values for the Research Constructs

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Attitude	0.915	0.925	0.915	0.686
Brand Loyalty	0.919	0.923	0.918	0.693

5.2.5.1.2 Composite Reliability

Given the limitations associated with Cronbach's alpha within the research community, it
is advisable to consider an alternative measure for assessing internal consistency reliability,
known as composite reliability (CR). Composite reliability takes into consideration the diverse
external loadings of representative variables. An optimal threshold for this index is typically set
at 0.7, as recommended by Chin (1998). The subsequent graph illustrates the values of this index
for our research structures, while the table below presents the combined reliability values for
these structures.

Table 21

Composite Reliability

	Composite reliability
Brand Attitude	0.925
Brand Loyalty	0.923

5.2.5.2 Validity

The "Validity and Discriminant Validity" section of this thesis is dedicated to evaluating the accuracy and precision of our research measurements. Validity ensures that our instruments effectively measure the intended constructs, while discriminant validity assesses their ability to distinguish between distinct concepts. In essence, this section seeks to answer two crucial questions: Are we measuring what we aim to measure accurately? And are our measurements capable of distinguishing one concept from another? By addressing these inquiries through a combination of theoretical frameworks and empirical analyses, we fortify the credibility of our research and enhance its overall reliability.

5.2.5.2.1 Factor Loading

Factor loading measures the strength and direction of the relationship between an observed variable and an underlying factor. The analysis of models using structural modeling with the partial least squares approach consists of two main stages, including checking the model fit and then testing the research hypotheses, and the stage of checking the model fit includes three parts: measurement models, structural model fit, and general model fit. be (Davari and Rezazadeh, 2015). Convergent validity is examined at two levels, the agent and the representative level. At the representative level, the coefficients of the factor loadings have been considered, and the value of the criterion for the appropriateness of these coefficients is 0.4. By examining the research model in the case of standard coefficients, it can be seen that all factor

loadings are greater than 0.4, and thus the convergent validity is confirmed at the representative level. The table below shows the external loads for the conceptual model of the research.

Table 22

Factor Loading

	Brand Attitude	Brand Loyalty
Q2_1_1	0.772	
Q2_2_1	0.923	
Q2_3_1	0.870	
Q2_4_1	0.891	
Q2_5_1	0.859	
Q4_1_1		0.856
Q4_2_1		0.893
Q4_3_1		0.889
Q4_4_1		0.836
Q4_5_1		0.869

The above table shows the external loadings of the items corresponding to each structure. The criterion for accepting an item is external loadings above 0.50, and then examining items that are between 0.4 and 0.7 (Kline, 2014). Considering the above output, the external loads of all items corresponding to each construct are above 0.7 and this indicates the excellent fit of the measurement models in terms of external loads.

5.2.5.2.2 Discriminant Validity

Average Variance Extracted Index (AVE) is used to check the convergent validity at the factor level. The minimum appropriate value for this coefficient is 0.5 from Klein's point of view (2015) and 0.4 from Magner et al.'s (1996) point of view. Considering that all the values presented in the table below are higher than 0.5, therefore, this issue indicates the appropriate convergent validity of the model.

Table 23

Values of Average Variance Extracted (AVE) of Research Variables

	Average variance extracted (AVE)
Brand Attitude	0.686
Brand Loyalty	0.693

Figure 2

Conceptual Model of the Research with Path Coefficients and External Loads
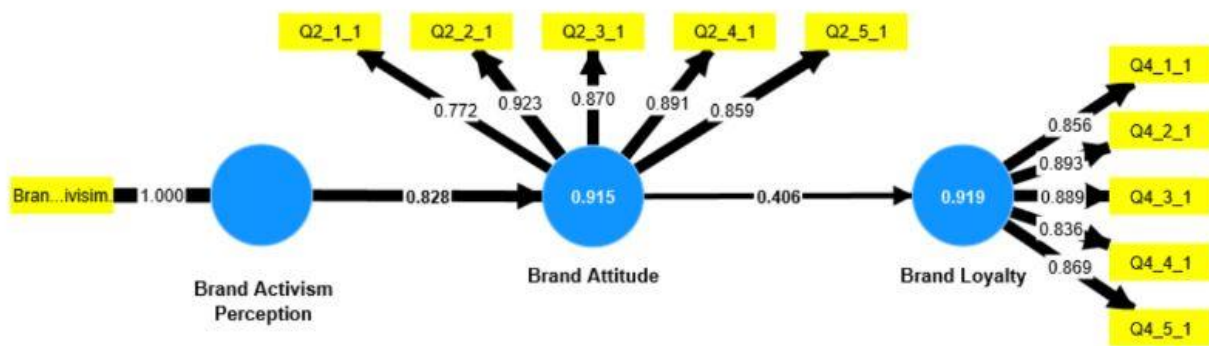
Table 24

Statistics Summary

	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
Brand Attitude	0.915	0.925	0.686
Brand Loyalty	0.919	0.923	0.693

The above measurement indicates a favorable fit in terms of factor loadings and in terms of Cronbach's alpha, RC and AVE indices.

5.2.4.2.2 Divergent Validity (Fornell Larcker, HTMT, Cross Loadings)

In this section, to measure the fit of the measurement models, two methods of mutual factor loadings and the Fornell and Larcker method can be used. Divergent or discriminant validity is the extent to which a construct is correctly distinguished from other constructs by empirical criteria. Therefore, the realization of discriminant validity indicates that the construct is unique and the phenomenon is not represented by other constructs in the model. Two criteria for discriminant validity have been proposed. A method to evaluate the discriminant validity is to examine the cross-sectional loadings of the indicators. Specifically, the external load of a representative corresponding to the structure must be more than all the loads of that representative on other structures (transverse loads) (Hair et al., 2011).

5.2.4.2.2 Fornell and Lurker criterion (Fornell-lurker)

Fornell-Larker criterion is the more conservative approach to measure discriminant validity. This square root measure compares the value of the average variance extracted (AVE) with the correlation between the underlying variables. Specifically, the square root of each construct's average variance extracted (AVE) must be greater than the highest correlation of that construct with other constructs in the model (this criterion can also be expressed as follows: the average variance extracted (AVE) must be greater than the correlation of that structure with other structures of the model). The logic of this method is based on the assumption that a construct should share more variance with the corresponding variables than other constructs.

The Fornell-Larker matrix is the measure of the structure's relationship with its indicators in comparison to the relationship of that structure with other structures; In such a way that the

acceptable divergent validity of a model indicates that a construct has more factor load with its indicators than with other constructs.

Table 25 evaluates the Fornell-Larcker criterion for the differential validity of the research model.

Table 25

Fornell-Larcker Criterion

	Brand Activism	Brand Attitude	Brand Loyalty
Brand Activism_	1.000		
Brand Attitude	0.394	0.828	
Brand Loyalty	0.620	0.437	0.833

The average root of the extracted variance (AVE) on the diagonal elements and the correlation between the constructs are below them. For example, the reflective construct Brand Attitude has a value of 0.828 for its square root AVE, which should be compared with all the correlation values in the Brand Attitude column. For Brand Attitude, correlations should be examined for both rows and columns. In broad terms, when looking at the reflective constructs such as Brand Attitude (with a value of 0.828) and Brand Loyalty (with a value of 0.833), the square root of Average Variance Extracted (AVE) for these constructs is consistently higher than the correlations they have with other underlying variables within the path model. Overall, the Fornell-Larcker criterion offers evidence supporting the distinctiveness of these constructs. In this section, we've already assessed the fit of the measurement models in terms of index

reliability, convergent validity, and divergent validity based on statistical findings. Therefore, our next step involves scrutinizing the adequacy of the structural model.

5.2.4.2.3 HTMT index

Another significant metric within the SmartPLS4 software is the HTMT (Heterotrait-Monotrait) matrix, where it is considered acceptable if each variable has a value lower than 0.90. The table provided below contains the specifics of this index for each structure.

Table 26

HTMT Index

	Brand Activism	Brand Attitude	Brand Loyalty
Brand Activism			
Brand Attitude	0.391		
Brand Loyalty	0.618	0.433	

According to the results presented in the table above, the HTMT values for all the research variables are below the acceptable threshold of 0.90. Therefore, it can be inferred that the proposed model demonstrates discriminant validity.

5.2.4.2.4 Cross Loading Method

In this technique, the relationship between the indicators within a particular construct is assessed concerning that construct, as well as the extent to which these indicators correlate with other constructs. As indicated by the outcomes in the preceding table, all the questions or indicators associated with each construct exhibit stronger correlations with their respective construct. In simpler terms, the model demonstrates a satisfactory level of divergent validity.

Table 27

Divergent Validity Matrix Using the Reciprocal Factor Loadings Method

items	Brand Activism Perception	Brand Attitude	Brand Loyalty
BrandActivisim.	1.000	0.394	0.620
Q2_1_1	0.244	0.643	0.290
Q2_2_1	0.318	0.833	0.374
Q2_3_1	0.326	0.805	0.343
Q2_4_1	0.373	0.925	0.395
Q2_5_1	0.354	0.905	0.398
Q4_1_1	0.541	0.426	0.905
Q4_2_1	0.504	0.373	0.827
Q4_3_1	0.565	0.386	0.902
Q4_4_1	0.468	0.300	0.734
Q4_5_1	0.497	0.322	0.782

5.2.2.2.4 Fitting the Structural Model using Z statistics

In this section, we comprehensively evaluate the adequacy of the structural model. This assessment involves a multifaceted examination, encompassing the significance of the z coefficients pertaining to factor loadings, the determination of the coefficient's value, an analysis of the effect size, and an exploration of the predictive criterion Q2.

z coefficients

To delve deeper into our evaluation of the structural model's fit, we now direct our focus toward the significance of the z coefficients. These coefficients play a pivotal role in our

assessment and can be derived using the bootstrapping command, as depicted in the figure below, which illustrates the Z statistic of factor loadings.

Figure 3

Conceptual model of the research with path coefficients
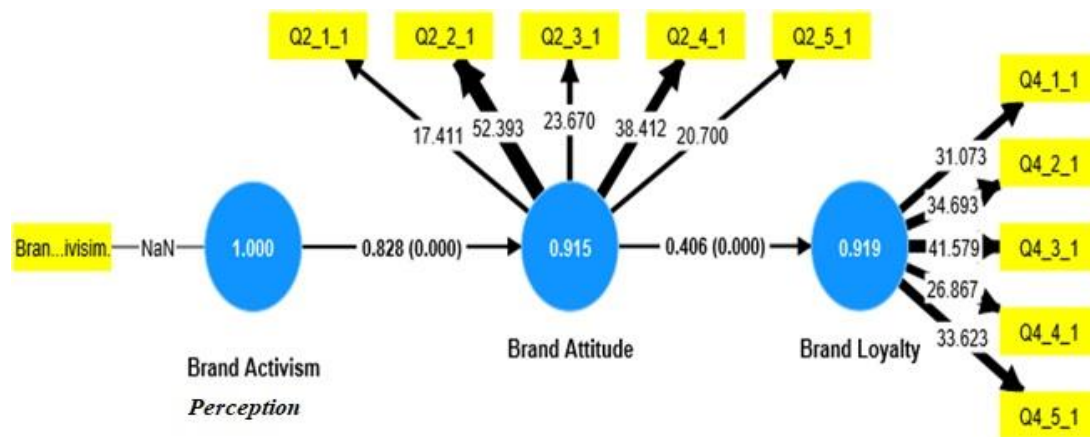
In the above model, we exclusively examined the influence of Brand Activism on Brand Attitude and the impact of Brand Attitude on Brand Loyalty, both of which yielded significant results. In the subsequent model, we expanded our analysis to include the relationship between Brand Activism and Brand Loyalty, and notably, this too was found to be statistically significant.

Figure 4

Research Conceptual Model along with Path Coefficient and T-Value
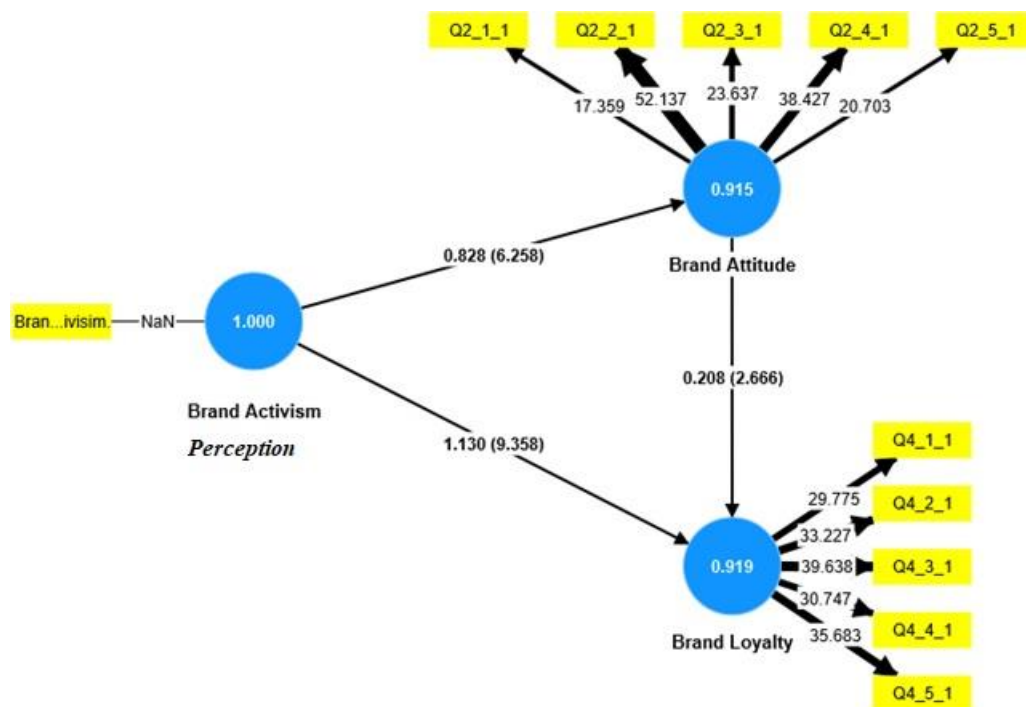
According to the figure above, all significant z coefficients are greater than 1.96, which shows the significance of all questions or items and relationships between variables at the 95% confidence level.

Coefficient of Determination (R2 Value)

The primary measure used to assess the structural model's quality is the coefficient of determination (R2 value). According to conventional standards, an R2 value of 0.75, 0.50, or 0.25 for endogenous variables can be characterized as indicating a strong, moderate, or weak relationship, respectively (Hair et al., 2013; Hensler et al., 2016). The table below presents the R2 values for the endogenous components within our research model. It's important to note that the coefficient of determination is computed exclusively for the endogenous (dependent) components of the model; for the exogenous (independent) components, this criterion holds a value of zero. A higher R2 value among the endogenous components signifies a better fit for the model (Hair et al., 2013).

Table 28

The Coefficient of Determination of the Endogenous Structure of the Research Model

	R-square	R-square adjusted
Brand Attitude	0.155	0.151
Brand Loyalty	0.428	0.423

Based on the data presented in the table above, the coefficient of determination values associated with the research's dependent variable, Brand Attitude, suggest a suboptimal fit within the structural model. Conversely, for the Brand Loyalty component, the coefficient of determination is approaching 0.50, signifying a favorable fit of the research's structural model in terms of this statistical criterion.

Effect Size f2

In addition to assessing the R2 values for all endogenous constructs, we can determine the change in the R2 value when a particular exogenous construct is excluded from the model. This allows us to gauge whether the removed construct exerts a significant impact on the endogenous constructs, a measure known as the f2 effect size. When it comes to f2, values of 0.02, 0.15, and 0.35 are indicative of small, medium, and large effects of the exogenous dummy variable, respectively (Cohen, 2013). The table below displays the effect size values for the dependent construct of Brand Attitude and Brand Loyalty, both treated as endogenous constructs in the model.

Table 29

The Size of the Effect of Exogenous Structures on the Endogenous Structure of Research

	Brand Attitude	Brand Loyalty
Brand Activism Perception	0.183	0.415
Brand Attitude		0.077
Brand Loyalty	0.077	

Table 29 presents the findings of our analysis regarding the impact of exogenous structures on the endogenous structure of our research, particularly focusing on three key variables: Brand Attitude, Brand Loyalty, and Brand Activism Perception. Table 29 summarizes the size of these effects:

Brand Activism Perception Effect on Brand Attitude: The coefficient of 0.183 demonstrates that there is a positive and statistically significant effect of Brand Activism Perception on Brand Attitude. This suggests that as perceptions of a brand's activism increase, the overall attitude towards the brand also tends to become more favorable, with a magnitude of 0.183.

Brand Activism Perception Effect on Brand Loyalty: Similarly, we find a positive effect of Brand Activism Perception on Brand Loyalty, with a coefficient of 0.415. This indicates that as consumers' perceptions of a brand's activism increase, their loyalty to that brand is likely to strengthen, and this effect is substantial (0.415).

Brand Activism Perception's Self-Effect: The diagonal entries in the table represent the self-effects of each variable. In this case, Brand Activism Perception has a self-effect of 0.077, implying that an increase in Brand Activism Perception is associated with a corresponding increase in its own perception.

These findings provide valuable insights into the relationships between these crucial variables within the context of our research. The positive effects of Brand Activism Perception on both Brand Attitude and Brand Loyalty highlight the significance of incorporating activism into brand strategies as a means to enhance consumer perceptions and loyalty.

Goodness of Fit of the General Model

Following the evaluation of both the measurement and structural models, the next step involves assessing the overall fit of the research model. We utilize PLS 4 to gauge the model fit. When employing the fourth version of SmartPLS, two model fit indices are considered. The first is SRMR, and its value should be less than 0.08. The second is the NFI index, which should have a value above 0.90. If these indices meet the criteria of being below 0.08 for SRMR and above 0.90 for NFI, we can conclude that the fit is acceptable.

Table 30

Research Model Goodness of Fit Value

0.049	0.08SRMR is less than
0.872	0.9NFI is greater than

The Standardized Root Mean Square Residual (SRMR) for our model was calculated to be 0.08, which is below the specified threshold of 0.049. This finding suggests a favorable model fit, indicating that our model aligns well with the observed data.

Our Normed Fit Index (NFI) achieved a value of 0.9, surpassing the established benchmark of 0.872. This outcome implies a strong correspondence between our model and the empirical data, signifying a robust model fit.

Meaningful Relationships Between Constructs

Table 31

Significant Relationships Among Instruments

		Original sample	Sample mean (M)	Standard deviation	T statistics	P values
H1	Brand Activism Perception-> Brand Attitude	1.211	1.222	0.096	12.645	0.000
	Brand Activism Perception-> Brand Loyalty	1.081	1.073	0.138	7.851	0.000
H2	Brand Attitude -> Brand Loyalty	0.182	0.189	0.082	2.225	0.026

According to the results obtained from the previous stages, hypotheses H1 and H2 are Accepted without considering the moderating effect of the age variable.

Table 32

Hypothesis Results

Hypothesis		T statistics (|O/STDEV|)	P values	Result
H1	Brand activism Perception has a positive impact on customers' brand attitude	12.645	0.000	Accepted
H2	Positive brand attitude leads to higher brand loyalty.	2.225	0.026	Accepted

Analyzing the Moderating Effect of Age

In the following, we will examine the effect of age variable as a moderator on the effect of Brand Activism on Brand Attitude and Brand Loyalty variables using multi-group variable analysis in PLS.

Path coefficients based on different samples are almost always distinct (mathematically). However, the critical question pertains to the statistical significance of these differences. To determine whether the coefficients' disparities hold significance, researchers employ multigroup analysis (PLS-MGA). This method encompasses a range of techniques developed to contrast PLS model estimations across diverse data subsets. Typically, PLS-MGA serves to identify disparities among path coefficients within a structural model. Nevertheless, the potential exists to extend this comparison to other parameters, such as loads or weights.

5.3 Research Hypothesis Examining the Moderating Impact of Age

H3: Generational cohorts moderate the effects of brand activism on customers' brand loyalty

The research study encompasses data collected from clients belonging to five distinct age groups: 11-26 years (Group 1; n=63), 27-42 years (Group 2; n=75), 43-58 years (Group 3;

n=41), 59-68 years (Group 4; n=18), and 69 years and above (Group 5; n=19). Our objective is to conduct a comprehensive comparison among these five groups employing the Multigroup Analysis test. Additional insights and details on the outcomes of this analysis can be found in the table below, which presents the results specifically related to the age groups under examination.

Table 33

Multi-Group Analysis (PLS-MGA) Results for Age

	Original (11-	Original (27-	Original (43-	Original (59-	t value (11-	t value (27-	t value (43-	t value (59-	p value (11-	p value (27-	p value (43-	p value (59-
Brand Activism Perception -> Brand Attitude	1.186	1.390	1.142	1.059	4.992	9.263	7.728	6.457	0.000	0.000	0.000	0.000
Brand Activism Perception -> Brand Loyalty	1.167	1.160	1.179	0.363	3.779	4.217	4.049	0.676	0.000	0.000	0.000	0.499
Brand Attitude -> Brand Loyalty	0.14	0.07	0.16	0.55	0.85	0.50	0.78	2.20	0.39	0.61	0.43	0.02

The above table represents a set of regression coefficients that describe the relationships between "Brand Activism Perception," "Brand Attitude," and "Brand Loyalty" across different age groups. Here is an interpretation of the table:

Brand Activism Perception -> Brand Attitude:

In each of the four subgroups (Original (11-26), Original (27-42), Original (43-58), and Original (59-68)), there is a statistically significant positive relationship between Brand Activism Perception and Brand Attitude. This is evident from the t-values being significantly different from zero and the p-values being very close to zero (p < 0.001).

The t-values represent the magnitude of the relationship, and they are all relatively large, indicating that the relationship is statistically significant and practically meaningful.

The p-values, which are all very close to zero, indicate that the observed relationships are highly unlikely to be due to chance.

Brand Activism Perception -> Brand Loyalty:

There is a statistically significant positive relationship between Brand Activism Perception and Brand Loyalty in the first three subgroups (Original (11-26), Original (27-42), and Original (43-58)). This is evident from the t-values being significantly different from zero, and the p-values being very close to zero (p < 0.001).

However, in the "Original (59-68)" subgroup, the relationship is not statistically significant. The t-value is relatively small, and the p-value is higher (p = 0.499), suggesting that the relationship might not hold in this particular subgroup.

Brand Attitude -> Brand Loyalty:

There is a statistically significant positive relationship between Brand Attitude and Brand Loyalty in the "Original (59-68)" subgroup. This is evident from the t-value being significantly different from zero and the p-value being less than 0.05 (p = 0.028).

However, in the other three subgroups (Original (11-26), Original (27-42), and Original (43-58), the relationships are not statistically significant. The t-values are relatively small, and

the p-values are greater than 0.05, indicating that the relationship might not hold in these subgroups.

In summary, the t-test results reveal notable differences in the relationships between brand perception variables across different age groups. Specifically, the analysis indicates that for the younger age groups (11-26, 27-42, and 43-58), there are strong and significant relationships between Brand Activism Perception and both Brand Attitude and Brand Loyalty. However, for the oldest age group (59-68), the relationship between Brand Activism Perception and Brand Loyalty appears to be considerably weaker, as evidenced by a substantially smaller t-value. On the other hand, Brand Attitude appears to have a stronger and more significant impact on Brand Loyalty among the older demographic. These findings suggest that brand perception and its influence on consumer attitudes and loyalty vary across generations, emphasizing the importance of tailoring brand strategies to the preferences and values of different age cohorts.

5.2 Discussion

The discussion section of this research thesis revolves around the outcomes obtained from a survey questionnaire, which garnered responses from 286 participants. This section evaluates how these findings align with the hypotheses outlined in the study. It's crucial to emphasize that our research model received empirical validation through the collected data, providing valuable insights into the intricate relationships involving brand activism, brand attitudes, brand loyalty, and the moderating effect of generational cohorts.

The first hypothesis, i.e., Association Between Brand Activism Perception and Brand Attitude H1, which proposed a positive link between a brand's involvement in brand activism and customers' brand attitudes, received unequivocal confirmation from our data. The hypothesis

suggests that there is a positive impact of brand activism perception on customers' brand attitude. This means that when customers perceive a brand as actively engaged in social or political causes, it leads to favorable attitudes toward that brand.

This outcome closely aligns with the extensive literature discussed in the review section, reinforcing the notion that brand activism is a potent driver of brand attitudes. The previous research studies have mentioned about the positive impact of Brand Activism on Brand Attitude, however, the domain of the studies was restricted to one generational cohort alone (Mukherjee & Althuizen, 2020; Garg & Saluja, 2022; Nguyen et al., 2023).

The second hypothesis i.e., measuring the Influence of Brand Attitude on Brand Loyalty was tested and our empirical findings corroborate H2, which suggested that favorable brand attitudes lead to increased brand loyalty. The data reveal a robust and positive correlation, indicating that customers who hold favorable opinions and attitudes toward a brand, possibly influenced by the brand's activism endeavors, are more likely to exhibit brand loyalty. These findings are consistent with previous research articles referenced in the literature review, underscoring the enduring importance of brand attitudes in fostering brand loyalty. Prior research has discussed the favorable influence of Brand Attitude on Brand Loyalty, but these studies were limited to a single generational group (Liu et al., 2012; Rajumesh, 2014; Chaudhuri, 1999).

The third hypothesis to examine the Moderating Role of Generational Cohorts was also approved. The results shed light on the intriguing role of generational cohorts, as proposed in H3, acting as moderators in the relationship between brand activism and brand loyalty. Our analysis unveils that different generational groups exhibit distinct responses to brand activism initiatives. This underscores the significance of generational cohorts in shaping the impact of brand activism on brand loyalty, in alignment with the conceptual framework discussed in the literature review.

Importantly, our research goes beyond the confines of previous studies (Saju et al., 2018; Chuah et al., 2017) that primarily focused on Generation Z, as we extended our investigation to encompass four distinct generational cohorts, providing a more comprehensive perspective.

To sum up, the findings stemming from our survey questionnaire validate our research model and lend support to the hypotheses outlined in this study. These results are in harmony with the extensive body of literature discussed in the literature review section, further fortifying our comprehension of the intricate interplay among brand activism, brand attitudes, brand loyalty, and the moderating role played by generational cohorts. This empirical substantiation contributes significantly to the existing knowledge base in the field and underscores the relevance of brand activism in contemporary marketing strategies across a diverse range of generational cohorts.

Chapter 6: Conclusion

This chapter represents the culmination of our research efforts, consolidating the various dimensions of our investigation into brand activism, brand attitudes, brand loyalty, and generational cohorts. After mentioning the conclusion drawn, the significant contributions of the study are mentioned, emphasizing how the research enhances the comprehension of brand activism's impact on consumer perceptions within diverse generational groups. Thereafter, the next section discusses the study's limitations, shedding light on the research's constraints and providing guidance for prospective researchers. In the concluding section of this chapter, suggestions for future research in Brand Activism are highlighted, delineating potential directions for further exploration in this dynamic domain.

The research study delved into the impact of brand activism on brand loyalty within various generational cohorts, specifically targeting Generation Z, Millennials, Generation X, and Baby Boomers. The study's findings unveiled that Generation Z and Millennials express a more favorable and enthusiastic disposition toward brand activism when contrasted with Generation X and Baby Boomers. These younger generations exhibit a stronger inclination for brands actively involved in social and environmental causes, underscoring the pivotal role of brand activism in shaping their brand preferences and fostering brand loyalty (Karikari, 2023).

Additionally, the research revealed that Generation Z and Millennials demonstrate a higher degree of emotional attachment to brands engaged in activism (Haryono, 2022). They experience a more profound sense of connection and trust in socially conscious brands, leading to an elevated level of brand loyalty. Conversely, Generation X and Baby Boomers exhibited a relatively diminished emotional response, implying that factors beyond activism may exert

influence on their loyalty (Dann, 2007). This underscores the importance for marketers to employ diverse communication strategies tailored to effectively engage and resonate with different age groups.

It was also unveiled that Generation Z and Millennials exhibit a greater propensity for establishing enduring connections with brands when these brands consistently and genuinely demonstrate their dedication to social and environmental causes (Haryono, 2022). Persevering efforts in addressing societal issues and actively participating in meaningful activism endeavors serve to nurture long-lasting brand loyalty within the younger generations (De, 2022).

Moreover, brand activism initiatives that align with the self-concept and social identity of Generation Z and Millennials wield a more pronounced influence on their brand loyalty (Backman & Lundgren, 2021). Brands that resonate with their fundamental values as socially conscious and environmentally responsible individuals are more likely to cultivate robust and enduring loyalty within these generational cohorts (Drewes, 2022). Specific causes, such as environmental sustainability and climate change, strike a particularly strong chord with Generation Z and Millennials, who perceive these issues as significant global challenges (Haryono, 2022). In contrast, intergenerational causes like healthcare and poverty alleviation enjoy broader appeal across all generational cohorts.

6.1 Theoretical and Practical Contributions of the Study

This research delves into the influence of brand activism on brand attitude and loyalty across generational cohorts, offering valuable insights for businesses and marketers seeking to navigate the evolving consumer landscape. By recognizing generational nuances, companies can tailor their marketing and activism strategies to align with the unique values of each demographic, thereby fostering meaningful connections and bolstering brand loyalty (De, 2022).

This approach is especially critical in a consumer landscape where younger individuals are increasingly seeking authentic and socially responsible brands. Aligning activism with core values become paramount, as it forges genuine connections that lead to enduring loyalty (Karikari, 2023). The study underscores the importance of sustained activism efforts, particularly for Generation Z and Millennials, emphasizing the necessity of a long-term commitment to social responsibility (Manfredi, 2019). It advocates that brands should perceive activism as an enduring pledge, capable of cultivating lasting emotional bonds, encouraging repeat purchases, and nurturing brand advocates (Drewes, 2022). Moreover, the research raises awareness of the potential for generational shifts in how consumers perceive and prioritize brand activism. This theoretical insight underscores the dynamic nature of consumer attitudes and preferences and encourages marketers to remain adaptable. It suggests that brands must continuously monitor generational changes in activism priorities and adjust their strategies to remain relevant and resonant.

Furthermore, this research holds practical implications regarding the impact of brand activism on Baby Boomers. It urges businesses and marketers to adopt a more strategic and nuanced approach, acknowledging that brand activism may have limited influence on this demographic's attitudes. The findings suggest the need to reallocate resources toward initiatives that better align with Baby Boomers' preferences, such as emphasizing product quality or employing nostalgic marketing strategies. Additionally, recognizing generational distinctions underscores the importance of a diversified marketing approach, one that tailors messaging and activism efforts to specific age groups, thus optimizing their effectiveness. While brand activism may not yield immediate results with Baby Boomers, it remains a valuable long-term brand-building tool, contributing to an enhanced brand reputation over time.

In conclusion, this research underscores the enduring significance of brand activism in cultivating loyalty across generations. Its implications offer actionable insights for businesses and marketers, encouraging the development of purpose-driven strategies tailored to resonate with their target audience (Karikari, 2023). By implementing these findings, organizations can establish stronger connections, foster loyalty, and make meaningful contributions to social and environmental causes (Drewes, 2022).

6.2 Limitations of the Study

This study is not without its limitations, which must be acknowledged to provide a comprehensive understanding of its scope and potential areas for improvement. Firstly, One of the primary limitations of this research pertains to the relatively small sample size used for data collection. While we made every effort to ensure the sample's representativeness, the restricted size may limit the generalizability of our findings to a broader population. The limited sample size might also impact the statistical power of our analyses, potentially reducing our ability to detect significant relationships or effects.

Secondly, our research utilized a cross-sectional design, capturing data at a specific point in time. However, consumer preferences, attitudes and behaviors change over time (Karikari, 2023). Adopting a longitudinal approach would provide insights into how attitudes and behaviors towards brand activism evolve over time, offering a more comprehensive understanding of generational dynamics.

Thirdly, self-response data collection methods by its nature, relies on participants' subjective interpretations and reporting of their experiences and attitudes. This introduces the possibility of response bias, where participants may provide socially desirable responses or

inaccurately represent their true thoughts and behaviors. As a result, the data obtained may not fully capture the complexity of the studied phenomena and may be subject to response biases that could influence the study's internal validity. Future studies could consider incorporating additional data collection methods, such as observation or interviews, to provide a more holistic view of participants' attitudes and behaviors.

Lastly, the study specifically examined Generation Z, Millennials, Generation X, and Baby Boomers, potentially leaving out other age cohorts. Future research could include a wider range of age groups, such as the Silent Generation or upcoming Generation Alpha, to gain a more comprehensive understanding of generational impacts.

6.3 Suggestions for Future Research in Brand Activism

Firstly, considering the dynamic nature of consumer preferences, longitudinal studies can be conducted to monitor shifts in consumer attitudes and behaviors towards brand activism over extended periods. This approach can provide insight into evolving trends, generational shifts, and the enduring impacts of brand activism initiatives on brand loyalty.

Subsequently, expanding research efforts to encompass cross-cultural analysis would investigate how cultural factors influence perceptions and responses to brand activism initiatives across various countries and regions. This expanded scope offers valuable insights for global brands.

Additionally, comparative studies across different industries and sectors can offer insights into how the impact of brand activism on brand loyalty varies. By comparing findings, organizations can tailor brand activism strategies accordingly.

Furthermore, qualitative research can complement quantitative findings by providing a deeper understanding of the underlying reasons behind generational differences in brand activism responses. Qualitative approaches offer nuanced insights into the emotional and psychological aspects influencing brand loyalty among different cohorts.

Moreover, delving into the direct impact of brand activism on consumers' purchase behavior is a critical area of investigation. This research can analyze how brand activism initiatives influence actual purchase decisions, repeat purchases, and customer retention across diverse generational groups.

Subsequently, exploring the role of influencers and celebrities in endorsing brand activism initiatives is another avenue to consider. Investigating how influencer marketing and celebrity endorsements enhance brand activism reach and credibility among various age demographics offers valuable insights.

Additionally, examining generational disparities in perceptions of corporate social responsibility (CSR) practices is a promising area of research. Understanding how each generation views CSR and its relationship with brand activism, as well as the impact of CSR initiatives on brand loyalty, is of interest.

Furthermore, a focus on the role of online activism and user-generated content in shaping brand loyalty among different generations is a significant area of study. Research can delve into how consumers engage with brand activism on social media and how user-generated content influences brand perceptions.

Moreover, in this technologically driven era, further research can explore the possibilities of using virtual reality and augmented reality technologies to enhance brand activism

experiences. Investigating how immersive technologies foster stronger emotional connections and engagement with brand activism initiatives holds potential benefits for businesses.

Finally, exploring the interplay between brand activism and corporate reputation is another promising research avenue. Understanding how brand activism efforts contribute to overall corporate reputation and their perception by consumers can offer valuable insights for reputation management.

Lastly, investigating the perspectives of employees regarding brand activism initiatives within their organizations is another area to explore. Researching the role of employee engagement and involvement in driving brand loyalty can provide a holistic view of brand activism's impact.

In conclusion, these recommendations encompass a wide range of research areas, providing scholars, businesses, and marketers with opportunities to gain deeper insights into the dynamics of brand activism and its impact on brand loyalty across various generational cohorts. Future research findings can guide brands in developing more targeted and effective brand activism strategies, ultimately fostering stronger connections with consumers. As the phenomenon of Brand Activism continues to gain traction, these research avenues offer potential for marketers and businesses to strategically plan their brand activism strategies to achieve growth and impact.

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Appendices

UNIVERSITY
CANADA WEST

Q2. Indicate your level of agreement with the following statements about the **brands that support the LGBTQ+ movement.**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Prefer not to say
I find the brand unappealing.	O	O	O	O	O	O
I have a negative perception of the brand.	O	O	O	O	O	O
The brand evokes unpleasant feelings in me.	O	O	O	O	O	O
I hold an unfavorable view of the brand.	O	O	O	O	O	O
I find the brand unlikable.	O	O	O	O	O	O

← →

Survey Completion
0% 100%

UNIVERSITY
CANADA WEST

Q3. Indicate your level of agreement with the following statements.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
It is important for brands to take proactive stands on social, political and environmental issues.	O	O	O	O	O
Brand Activism can bring real change.	O	O	O	O	O
Brands should share their stance on social, political, and environmental issues more often.	O	O	O	O	O
Brand activism affects my purchasing behavior and overall brand impression.	O	O	O	O	O
I prefer to purchase from brands whose beliefs and values align with my own.	O	O	O	O	O

← →

Survey Completion

UNIVERSITY CANADA WEST

Q4. Indicate your level of agreement with the following statements.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Prefer not to Say
I would say positive things about a brand that support LGBTQ+	○	○	○	○	○	○
I would recommend a brand that supports LGBTQ+ to someone who seeks my advice	○	○	○	○	○	○
I would encourage friends and relatives to do business with brands that support LGBTQ+	○	○	○	○	○	○
I would consider a brand that is supportive of the LGBTQ+ as my first choice to buy from	○	○	○	○	○	○
I would do more business with a brand that supports LGBTQ+ in the few years	○	○	○	○	○	○

UNIVERSITY CANADA WEST

Q5. Indicate your level of agreement with the following statements.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Prefer not to Say
Brands intention in taking any social, environmental and political stand is genuine.	○	○	○	○	○	○
Brands that take a stand on social, environmental and political issues make the company unique to me.	○	○	○	○	○	○
Brands are being true to itself with their brand activism campaigns.	○	○	○	○	○	○
Brands are demonstrating authenticity through their brand activism initiatives.	○	○	○	○	○	○
Brands engaged in activism stand up for what they believe in.	○	○	○	○	○	○
Brands engaged in activism are socially responsible.	○	○	○	○	○	○
Brands engaged in activism are concerned about the well-being of society.	○	○	○	○	○	○

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Q6. Indicate your level of agreement with the following statements.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Prefer not to Say
Brands can address LGBTQ+ issues by sharing supporting content about LGBTQ+.	O	O	O	O	O	O
Brands can address LGBTQ+ issues by creating product using LGBTQ+ slogan/color/design	O	O	O	O	O	O
Brands can address LGBTQ+ issues by creating a marketing campaign supporting LGBTQ+	O	O	O	O	O	O
Brands can address LGBTQ+ issues by hiring LGBTQ+ employees	O	O	O	O	O	O
Brands can address LGBTQ+ issues by financial support to the movement.	O	O	O	O	O	O

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CANADA WEST

Q7. Indicate your level of agreement with the following statements, from 1 (Strongly Disagree), 2(Disagree), 3(Neutral), 4(Agree), 5 (Strongly Agree)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Prefer not to say
I trust brands that support LGBTQ+	O	O	O	O	O	O
I rely on brands that support LGBTQ+	O	O	O	O	O	O
I think the brands that support LGBTQ+are honest	O	O	O	O	O	O
Brands that take a stand on LGBTQ+ movement care more about the quality of their products and are safe.	O	O	O	O	O	O

← →

Survey Completion

0% ▬▬▬▬▬▬▬▬▬▬ 100%

Qualtrics Survey | Qualtrics Experience ×   +

← → C   🔒 ucanwest.qualtrics.com/jfe/form/SV_85LdZOdlW1O4btQ

UCW UNIVERSITY
CANADA WEST

Q8. Indicate your level of agreement with the following statements.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Prefer not to Say
The motive of brands engaged in activism is pure.	○	○	○	○	○	○
Brands engaged in supporting LGBTQ+ do not expect anything in return for it.	○	○	○	○	○	○
Brands engaged in supporting LGBTQ+ do not have any hidden agenda.	○	○	○	○	○	○

←   →

Survey Completion
0% ▬▬▬▬▬▬▬▬▬▬▬ 100%

Qualtrics Survey | Qualtrics Experience ×   +

← → C   🔒 ucanwest.qualtrics.com/jfe/form/SV_85LdZOdlW1O4btQ

UCW UNIVERSITY
CANADA WEST

Q9. Indicate your level of agreement with the following statements.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Prefer not to Say
The objective of brands engaged in LGBTQ+ is to benefit itself.	○	○	○	○	○	○
Brands engage in LGBTQ+ movement to increase their sales and profits.	○	○	○	○	○	○
The motive of the brands engaged in LGBTQ+ is questionable.	○	○	○	○	○	○
Being an activist brand is not part of the company's mission.	○	○	○	○	○	○

←   →

Survey Completion
0% ▬▬▬▬▬▬▬▬▬▬▬ 100%

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CANADA WEST

Q10. 1. How do you identify yourself?

Male

Female

Other

Prefer not to say

←   →

Survey Completion

0%   100%

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CANADA WEST

Q11. Please select the age range that best applies to you

11-26

27-42

43-58

59-68

69 and above

Prefer not to say

←   →

Survey Completion

0%   100%