

**ERASMUS UNIVERSITY ROTTERDAM**

**Erasmus School of Economics**

**Master Thesis**

MSc Economics and Business - Marketing

## **Do We Actually Care About Activist Brands?**

*Assessing the Moderating Role of Switching Costs on Authentic Brand Activism*



**Author:** Guilherme dos Santos de Albuquerque Gaspar da Cunha  
**Student number:** 689224  
**Supervisor:** Dr. Anna Scekcic  
**Second assessor:** Dr. Sean Brüggemann  
**Date of submission:** August 20<sup>th</sup>, 2024

The views stated in this thesis are those of the author and not necessarily those of the supervisor, second assessor, Erasmus School of Economics or Erasmus University Rotterdam.

## Abstract

As consumers seem to increasingly favor brands that make strong, unapologetic stances on divisive and controversial socio-political issues, a practice commonly known as brand activism, researchers have increasingly sought to understand the underlying factors behind this branding strategy. Hence, this paper further contributes to this effort and specifically investigates the impact of brand activism on consumer purchase intentions. Moreover, it introduces switching costs as possible moderators of this relationship and reexamines the previously studied mediating role of consumer-brand identification. Using a quantitative research design, this paper surveyed 137 participants through an online experiment involving a fictional activist stance taken by a real, well-known consumer brand on a divisive socio-political issue.

Findings revealed that while consumer-brand agreement with the activist stance did not significantly increase purchase intentions, consumer-brand disagreement did significantly reduce them. Moreover, consumer-brand identification and switching costs significantly influenced the relationship between consumer-brand (dis)agreement and purchase intentions, as initially hypothesized.

These results further contribute to existing theory on brand activism and provide additional guidance for brands navigating the complexities of socio-political engagement. Moreover, this paper makes several key recommendations for future research, encouraging a broader exploration of different brands and socio-political issues, as well as a more in-depth analysis of the different types of switching costs.

**Keywords:** Brand Activism, Corporate Advocacy, Switching Costs, Purchase Intentions, Consumer-Brand Identification

## Acknowledgments

I want to start by expressing my deepest gratitude to my thesis supervisor, Dr. Ana Scekic, for all the support, motivation and input provided throughout the entire process of creating this thesis. I am particularly thankful for the trust you placed on me, allowing me the freedom to pursue my own research topic. Your mentorship has truly been instrumental in shaping this final work.

I also want to thank Dr. Luis Pilli, who first supported my interest in studying this subject, long before I knew it would become the focus of my thesis. Your early encouragement to delve deeper into this topic laid the groundwork for what this thesis has evolved into.

To my loving family and dearest of friends, I want to express my heartfelt gratitude for your constant and unwavering love and support, not only during the past few months, but throughout the entirety of my academic journey since childhood. Your loyal belief in me always gave me the extra strength to outdo myself, even during my most challenging times. Without all of you, I truly would not be where I am today.

## Table of Contents

1. Introduction.....	5
2. Literature review.....	8
2.1. Brand activism.....	8
2.1.1. Defining brand activism.....	8
2.1.2. The rising prevalence of brand activism.....	8
2.1.3. Brand activism and related concepts.....	9
2.1.4. Establishing authenticity in brand activism.....	10
2.1.5. Consumer-brand agreement with brand activism.....	12
2.1.6. The impact of authentic brand activism on purchase intentions.....	14
2.2. Consumer-brand identification.....	14
2.3. Switching costs.....	15
2.3.1. Defining the distinct types of switching costs.....	15
2.3.2. Moderating effect of switching costs.....	16
2.4. Conceptual model.....	18
3. Methodology.....	19
3.1. Research design.....	19
3.2. Selection of brand and socio-political issue.....	19
3.2.1. Brand pre-selection criteria.....	19
3.2.2. Socio-political issue pre-selection criteria.....	21
3.2.3. Pre-study procedure.....	21
3.2.4. Pre-study results.....	22
3.2.5. Choice of abortion rights as the selected socio-political issue.....	23
3.2.6. Choice of IKEA as the selected brand.....	24
3.3. Procedure of the final study.....	25
3.4. Measurements.....	27
3.4.1. Construct of consumer-brand congruence ( <i>CBC</i> ).....	27
3.4.2. Construct of consumer-brand identification ( <i>CBI</i> ).....	28
3.4.3. Construct of switching costs ( <i>SC</i> ).....	29
3.4.4. Construct of purchase intentions ( <i>PI</i> ).....	30
3.4.5. Control variables: age, gender, education level, employment status, political identity, and political consumerism.....	31
3.4.6. Construct validity.....	33
4. Results.....	34

4.1.	Sample refinement.....	34
4.2.	Sample characterization.....	35
4.3.	Data processing .....	35
4.3.1.	Data optimization .....	35
4.3.2.	Normalization of data.....	36
4.4.	Descriptive statistics.....	37
4.5.	Hypothesis testing .....	37
4.5.1.	H <sub>1</sub> : Consumer-brand congruence .....	37
4.5.2.	H <sub>2</sub> : Consumer-brand identification.....	38
4.5.3.	H <sub>3a</sub> & H <sub>3b</sub> : Switching costs.....	40
5.	Conclusion .....	44
5.1.	Discussion and main findings.....	44
5.2.	Limitations and future research .....	46
5.2.1.	Pre-study .....	46
5.2.2.	Final study.....	46
5.3.	Academic and managerial relevance .....	48
5.4.	Final remarks .....	48
6.	References.....	50
7.	Appendix.....	58

## 1. Introduction

Over 60 countries, collectively representing more than half of the world's population, are heading to the polls this year, making 2024 a pivotal year in global geopolitics (Bazail-Eimil, 2024). With a record-breaking number of elections, and against a backdrop of escalating armed conflicts, widening socio-economic inequalities, and growing populist threats, it is certain that sensitive socio-political issues will remain highly relevant and concerning to a sizable portion of the global population (Heading et al., 2024).

Given this highly politicized context, many brands might decide to keep engaging with the prevalent, yet controversial concept of *brand activism*, i.e., “a purpose- and values-driven strategy in which a brand adopts a nonneutral stance on institutionally contested socio-political issues, to create social change and marketing success” (Vredenburg et al., 2020, p. 446).

The emergence of brand activism seems to have coincided with a global decrease in trust of governments, NGOs, and media outlets, precisely the type of institutions who have been traditionally expected to engage and be able to solve societal issues (Edelman, 2022). According to the same 2022 Edelman global Trust barometer, 55% of respondents even expected businesses to have the leadership role in addressing our diverse array of social, political, and economic challenges. Hence, this shift in consumer expectations puts a tremendous pressure on all types of businesses to potentially adopt brand activism as a core component of their identity (Alldredge et al., 2021).

However, due to what this strategy inherently entails, brand activism can easily become highly contentious and detrimental. Indeed, openly embracing divisive socio-political issues will inevitably alienate those that oppose the stance defended by a brand, potentially leading to significant reputational and financial losses (Jungblut & Johnen, 2021). Additionally, there have been growing concerns regarding the legitimacy and authenticity of certain brand activist stances, with numerous brands being accused of “woke-washing”, i.e., when brands attempt to market themselves as concerned with socio-political issues, despite their actions not revealing any sort of sustained commitment to them (Sobande, 2019). More recent research also indicates that consumers might be increasingly succumbing to “outrage fatigue”, thus becoming increasingly indifferent to activist messaging all together (Morrow, 2024).

These varying reactions to brand activism are occurring simultaneously and are constantly shifting, making brand activism a delicate subject to tackle, particularly among brands that have only recently begun incorporating these values into their brand identity.

The lack of consensus on the topic, plus the multitude of potential consumer reactions have led to a growing body of literature exploring the different facets of brand activism. Namely, researchers have analyzed what leads to the adoption of brand activism (Moorman, 2020; Verlegh, 2023; Vredenburg et al., 2020), the factors behind the success of brand activism as a corporate strategy (Mirzaei et al., 2022; Sarkar & Kotler, 2018; Vredenburg et al., 2020) and, moreover, the downstream consequences of activist stances on consumer responses, such as the effects of activism on customer loyalty, satisfaction and purchase intentions (Cristobal et al., 2022; Verlegh, 2023; Wannow et al., 2023).

Building on this body of work, and with a specific interest in the latter point of downstream consequences of activist stances, this paper will address switching costs, a key concept in consumer responses, which were first contextualized alongside brand activism as potential future research in Mukherjee & Althuisen (2020). This paper, however, will tackle this more broadly than originally proposed since, to the best of the author's knowledge, no prior research has linked the concepts of brand activism and switching costs, particularly in relation to consumer responses such as purchase intentions.

Switching costs, defined as the costs customers face when switching products and/or services from one provider to another (Heide & Weiss, 1995), have been more extensively discussed in literature. Indeed, previous research has shown that switching costs moderate, among others, the relationships between customer loyalty, satisfaction, and purchase intentions (Blut et al., 2015; Nagengast et al., 2014; Ngo & Pavelková, 2017). Namely, switching costs have been shown to diminish the role of satisfaction on repurchase intentions. Indeed, due to the barriers imposed by switching costs, some customers keep purchasing from certain brands despite no longer being sufficiently satisfied with them (Nagengast et al., 2014).

Based on this insight, this paper will investigate whether the previously studied moderating effects of switching costs on consumer responses extend to the context of brand activism. Since switching costs seem to diminish the role of consumer satisfaction on purchase intentions, it stands to reason that they might also lessen the negative impact of consumer dissatisfaction that originates from disagreement with certain activist stances. By bridging

these two well-studied concepts, this research aims to provide new valuable insights into the possible relationship between them.

Hence, this paper will address the following research questions:

**RQ1:** What are the effects of consumer (dis)agreement with a brand activist stance on purchase intentions?

**RQ2:** Do switching costs moderate the relationship between consumer-brand (dis)agreement with the activist stance and purchase intentions?

**RQ3:** Is the relationship between consumer-brand (dis)agreement with the activist stance and purchase intentions further mediated by consumer-brand identification?

In terms of its academic contributions, this paper introduces switching costs into the expanding literature on brand activism. This line of research seems particularly relevant since, as previously mentioned, both concepts influence various consumer end-reactions, such as brand loyalty, customer satisfaction, and purchase intentions (Blut et al., 2015; Nagengast et al., 2014; Ngo & Pavelková, 2017). By specifically exploring how switching costs moderate this latter consumer reaction, this paper not only enhances existing theoretical frameworks but also paves new directions for future research. Additionally, this paper investigates the mediating role of consumer-brand identification, further validating the psychological dynamics that shape consumer behavior in the context of brand activism.

From a managerial standpoint, this paper aims to bring additional valuable insights about brand activism that can help prevent unsuccessful activist strategies from both a financial and relational perspective. Given the occurrence of varying levels of switching costs across industries, this study also aims to help managers understand the interplay between brand activism and switching costs, enabling them to become more effective in developing activist strategies that are adequate and tailored to the specific needs of their industries.



## 2. Literature review

### 2.1. Brand activism

#### 2.1.1. Defining brand activism

Originally, brand activism was first defined in Sarkar & Kotler (2018) as “the business efforts to promote, impede, or direct social, political, economic and/or environmental reform with the desire to improve society” (p.468). Vredenburg et al. (2020) further specified that an activist brand needs to “address controversial, contested, or polarizing sociopolitical issue(s)” (p.466), such as racism, abortion, and transgender rights, and show commitment to those issues through its “messaging and brand practice” (p.467).

According to Eilert and Nappier Cherup (2020), brands have the power and resources necessary to significantly help advocate for these contested socio-political issues. Indeed, brands can raise awareness on these subjects, help shift polarized attitudes towards consensus, and encourage desired behaviors among consumers. Moreover, activist brands often openly partake in concrete actions, and regularly respond to the direct appeals of grassroots activist groups (Podnar & Golob, 2024), while massively deploying their resources to publicly advocate for these highly contested and divisive social issues (Salinas, 2023).

#### 2.1.2. The rising prevalence of brand activism

Brand activism is a relatively new concept in academia, with the most significant research being published in the past five years (Camarota et al., 2023). Despite its more recent academic formalization, the principles underlying activist brands can be traced back to business practices from as early as the 1970s (Moore, 1973). Not coincidentally, some of the most renowned activist brands even today, such as Ben & Jerry’s, Patagonia, and The Body Shop, were founded precisely during this period. Indeed, these brands have embodied an activist identity from their very inception, aggressively advocating for several socio-political issues (He, 2022), ranging from campaigning to ban animal testing (Ganatra et al., 2021), combating over-consumerism (Neren, 2014), or fiercely defending minority rights (Beard, 2021).

More recently, Nike's campaign featuring Colin Kaepernick spearheaded a renewed interest in brand activism (Sarkar & Kotler, 2018). Kaepernick, an American football player known for protesting against racial injustice by kneeling during the US national anthem in NFL games, became the face of Nike's 30th anniversary "Just Do It" campaign (Draper & Belson, 2018). Despite the intense polarization surrounding the Black Lives Matter (BLM) movement at the time (Horowitz, 2023), and the explicit boycott threats from conservative customers (Coaston, 2018), the campaign became an instant success. Indeed, Nike even witnessed its stock reach an all-time high shortly after the campaign's release (Berr, 2018).

The success of this unapologetic campaign highlighted the growing importance of brand activism in consumers' decision-making processes, particularly among Millennials and Gen Z (Bateman, 2022). These younger generations, known for their heightened social awareness and stronger desire for more authentic engagements with brands (Deloitte, 2022), reacted positively to Nike's clear-cut support of the BLM movement (Aziz, 2018). These positive reactions prompted many other brands to also start viewing activist principles as a crucial differentiating strategy for engaging with these demographics. (Pimentel et al., 2023).

As a result, numerous brands today attempt to market themselves as activists, striving to build deeper consumer-brand connections through shared values and meaningful social impact. (Rizvi, 2022).

### 2.1.3. Brand activism and related concepts

Alongside brand activism, we can find other similar concepts in literature, which all share an identical definition. According to Cammarota et al. (2023), concepts such as "corporate social advocacy", "corporate political advocacy" and "CEO activism" can all be used nearly interchangeably with brand activism since "all definitions present elements in common and express the same phenomenon in different ways" (p.1679).

However, it is important to distinguish brand activism from corporate social responsibility (CSR) and environmental, social, and governance (ESG) policies. While frequently grouped with brand activism, CSR and ESG are fundamentally different concepts.

Indeed, CSR and ESG focus on typically non-controversial, broadly accepted socio-political issues such as safeguarding health, promoting education, or combatting pollution.

Both are also closely aligned with a brand's core operations and primarily involve only direct stakeholders such as customers, employees and investors (Salinas, 2023).

In contrast, brand activism tackles more contentious and divisive social issues that often extend beyond the immediate scope of a brand's activities. Issues such as LGBTQ+ rights, racial justice, and environmental activism are addressed to provoke a genuine discussion and lead to societal change (Ahmad et al., 2022). Brand activism is also inherently more communicative and less operational compared to CSR and ESG, often involving bold public statements and actions intended to influence public opinion and policy (Farmaki, 2022).

Sarkar & Kotler (2018) argue that CSR and ESG are natural precursors to brand activism. As CSR and ESG practices became more commonplace and less distinctive, brands increasingly opted for activism in an effort to differentiate themselves. Indeed, for Millennial and Gen Z consumers, CSR and ESG policies are now viewed as a standard expectation for any contemporary brand.

#### 2.1.4. Establishing authenticity in brand activism

Despite its prevalence, brand activism has not been an equally successful strategy for all the brands that partake in it, with numerous instances exemplifying inauthentic brand activism (Jones, 2019), i.e., when a brand's public political stances do not match their actual business practices, values and/or purpose, also commonly referred to as "woke-washing" (Vredenburg et al., 2018). Woke-washing can be particularly detrimental since it originates negative and alienating sentiments among the target consumer audiences that, despite ideologically agreeing with a brand's stance, easily recognize their lack of authenticity and commitment to that socio-political issue (Ahmad et al., 2024).

In recent years, there have been numerous, heavily criticized instances of woke-washing. Two of the most infamous examples are Pepsi's "Live for Now" campaign (Pitcher, 2021) and Bud Light's partnership with transgender influencer Dylan Mulvaney (Myers, 2023).

In 2017, the "Live for Now" ad campaign quickly became a prime example of what not to do when addressing current socio-political issues (Pitcher, 2021). The ad featured the famous celebrity model Kendall Jenner joining a peaceful protest, where she would later gift a Pepsi can to a police officer, in a seemingly symbolic gesture to ensure peace and non-violence at

said protest (Hyde, 2020). Also released during a period of heightened racial tensions in the US, the ad was immediately condemned for trivializing and co-opting the importance of the BLM protests against police brutality (Victor, 2017). Consequently, the backlash to this campaign was so severe that Pepsi pulled the ad within 24 hours and immediately issued a public apology on social media (Hyde, 2020).

The recent collaboration between Bud Light and Dylan Mulvaney also encountered similar backlash. In April 2023, Bud Light sent Mulvaney a personalized PR package of Bud Light beer cans, which Mulvaney later proudly showcased on her social media (Holpuch, 2023). Mulvaney's social media post instantly triggered a strong negative reaction from right-wing consumers, who heavily criticized the collaboration and called for a "go woke, go broke" conservative boycott (Myers, 2023). This boycott effort was further compounded when Bud Light failed to sufficiently support Mulvaney amid the wave of right-wing criticism and openly transphobic remarks, leading to LGBTQ+ and liberal consumers, the target audience for the collaboration, to also be angered by the brand's lack of support (Stewart, 2023). As a result, Bud Light faced a significant 26.1% year-over-year decline in sales in July 2023 (Bump Williams Consulting, 2023, cited in Deighton, 2023), even losing its status as the top-selling beer in the US. Bud Light's response, which neither fully backed Mulvaney nor clearly distanced the brand from the collaboration, was heavily criticized for its lack of clarity and commitment (Myers, 2023).

In both instances, the primary issue lies in the brand's lack of authenticity in addressing the socio-political issues they attempted to engage with. Pepsi's "Live for Now" campaign failed to understand that activism cannot be superficially co-opted just for the sake of aesthetics and marketing purposes (Victor, 2017), while Bud Light lacked the courage to uphold its progressive stance, eventually back-pedaling in response to criticism (Holpuch, 2023).

Ultimately, these brands failed to authentically align themselves with their respective causes. This shortcoming was easily and quickly recognized by consumers, significantly undermining the credibility and effectiveness of the brands' efforts.

Given these possible negative repercussions, authenticity has become one of the most studied constructs in brand activism research, particularly how to successfully achieve and nurture it (Key et al., 2021; Mirzaei et al., 2022; Sibai et al., 2021; Vredenburg et al., 2020).

According to Vredenburg et al. (2020), a brand's purpose, values, messaging, and practice must all be synchronized and in accordance with each other to create a true sense of authenticity among consumers. Mirzaei et al. (2022), through their woke activism authenticity framework (WAAF), further identified six vital dimensions for authenticity in woke advertising campaigns: social context independency (i.e., the extent of independence from "topical and trendy social issues" (p.5)), inclusion (i.e., does the target audience find the campaign message "gender-, race-, and age-neutral, as well as politically neutral" (p.6)), sacrifice (i.e., are brands willing to abdicate part of their profits to support their stances), practice (i.e., do "brands exercise and act on what they preach" (p.6)), fit (i.e., are the brand's stances in line with their current/previous messaging, actions, and positioning), and motivation (i.e., does the target audience perceive the intentions of the brand as profit-seeking and self-centered, or as genuine and other-centered).

Overall, research has shown that establishing authentic brand activism (ABA) is dependent on guaranteeing an alignment between the publicly disclosed intentions of a brand and the actual real brand practices. Thus, before centering their image and positioning around certain social issues, brands need to fully grasp how they can positively contribute to them in a meaningful and comprehensive way (Champlin et al., 2019).

Moreover, previous research on CSR has demonstrated that brands being systematically authentic also significantly improves consumer responses, particularly purchase intentions (Alhouthi et al., 2016). Despite the aforementioned conceptual differences between CSR and brand activism, this paper finds it likely that the effectiveness of brand activism in influencing purchase intentions will also likely be influenced by this consumer perception of authenticity.

### 2.1.5. Consumer-brand agreement with brand activism

As seen in the previous section, it is vital for brands to not only be authentic in their commitment to their chosen stances, but also to consider the pre-existing thoughts and opinions of their target customer base regarding those stances.

Previous studies have shown that a consumer's level of agreement with a brand's activist stance is a determining factor in how they will perceive the brand and relate to it thereafter (Haupt et al., 2023; Hydock et al., 2020; Mukherjee & Althuizen, 2020). These

studies have even revealed that this effect on consumer reactions is asymmetrical. That is, consumers who disagreed with a brand's activist stance exhibited significantly more negative subsequent sentiments towards the brand, including lower purchase intentions. In contrast, there were no significant differences in purchasing intentions among consumers who were already aligned with a brand's stance. This asymmetry, which is attributed in Hydock et al., (2020) and Mukherjee & Althuizen (2020) to negativity bias, i.e., negative events are perceived more strongly and saliently by individuals than equally positive events (Rozin & Royzman, 2001), indicates that while disagreement with a brand's stance can severely damage future consumer-brand relationships, agreement does not necessarily enhance these relationships to the same opposite extent. Haupt et al. (2023) further explained that this lack of positive reaction in cases of agreement occurs because consumers are "unlikely to reward a brand for expressing a stance that meets their default moral expectations" (p.1253).

Consequently, Mukherjee & Althuizen (2020) emphasize the high-risk nature of brand activism. If consumers already agree with the stance, they may perceive the brand's actions as unremarkable and unworthy of praise. On the contrary, if they disagree, consumers may view the stance as a moral transgression, warranting negative responses.

Haupt et al. (2023) further concluded that these differences in consumer responses are also divided along political ideology lines, with liberal consumers exhibiting significantly higher levels of discontent when brands publicly endorsed political stances they disagreed with. This, once again, asymmetrical reaction can be attributed to the current prevalence of liberal brand activism (Klostermann et al., 2021), which only further exacerbates conservatives' existing sense of marginalization in public discourse (Haupt et al., 2023). In other words, conservatives seem to already anticipate that major brands will not align with their views, while liberals not only expect brands to participate in brand activism but also have higher standards for how brands should engage with socio-political issues.

These previous findings highlight the importance of fully understanding the complexities of congruence between brands and consumers regarding their alignment with activist stances. This understanding is vital for carefully navigating these dynamics in order to prevent alienating target audiences and damaging consumer relationships in the future.

### 2.1.6. The impact of authentic brand activism on purchase intentions

When brands engage in activism and publicly disclose their political beliefs, consumer responses, as seen in the previous section, will vary significantly depending on the level of agreement between the stances of a brand and consumers' own beliefs (Mukherjee & Althuizen, 2020). Indeed, dependent on the level of (dis)agreement, consumers might engage in boycotts or "buycotts", respectively. While boycotts refer to when consumers choose to purposely not purchase from a brand to express their discontent with brand policies and actions, buycotts entail the opposite (Neilson, 2010). However, it is important to note that both conducts are dependent on the consumer conviction that their political beliefs should be reflected and supported by their own personal consumption, i.e., political consumerism (Sobande, 2019).

Thus, the act of purchasing (or refraining from it) seems to be a relevant measure to assess overall consumer responses, namely towards brand activist stances (Chatterji & Toffel, 2019; Cristobal et al., 2022). Purchase intentions, defined as a consumer's willingness to purchase a product/service in the future (Wu et al., 2011) will be used to assess the impact of politically (mis)aligned ABA. Given this, the following hypothesis is presented:

**H<sub>1</sub>:** Consumer-brand congruence with authentic brand activism influences purchase intentions such that, compared to no activism, disagreement lowers intentions, while agreement leads to no significant changes.

## 2.2. Consumer-brand identification

Consumer-brand identification (CBI) is defined in Tuškej et al. (2013) as "the perception of sameness between the brand and the consumer" (p.54). This close relationship emerges because brands, through their products and services, play an enhancing role in shaping consumers' own personal identities and their connections to specific social groups (Belk, 1988). In the context of ABA, this relationship implies that once brands align themselves to certain socio-political issues, consumers will start to also engage with these brands to showcase to others that they also support those same issues (Verlegh, 2023).

Stokburger-Sauer et al. (2012) identified six constructs that explain the antecedents of CBI. Two of these constructs - brand-self similarity (i.e., the overlap between the perceived sense of personality of a brand and that of a consumer) and brand social benefits (i.e., brands

help consumers identify themselves with communities and groups that are relevant to them) - seem particularly relevant given the previously mentioned interplay between CBI and ABA. Mukherjee & Althuizen (2020) also further specify that brand activism facilitates consumers' perceptions of "self-brand similarity in the context of moral judgments" (p.2), making it easier for consumers to compare a brand's values with their own. According to Stokburger-Sauer et al. (2012), this higher perceived self-brand similarity regarding moral values should lead to stronger consumer-brand identification, resulting in more favourable brand attitudes, including increased purchase intentions.

Mukherjee and Althuizen (2020) explored the reverse of this mediation scenario, demonstrating that CBI mediated the negative impact of ABA on consumer attitudes when there was disagreement with the brand's political stance, and hence lower self-brand similarity.

Thus, the following hypothesis is presented:

**H<sub>2</sub>:** Consumer-brand identification mediates the relationship between consumer-brand congruence with authentic brand activism and purchase intentions, such that greater disagreement decreases identification and subsequently decreases purchase intentions.

## 2.3. Switching costs

### 2.3.1. Defining the distinct types of switching costs

According to Burnham et al. (2003), switching costs are the "the onetime costs that customers associate with the process of switching from one provider to another" (p.110), significantly reducing "customers' desire to leave an incumbent provider" (p.110). Thus, this type of cost has been widely implemented across different industries, helping businesses retain their customers and curb their competition (Klemperer, 1987).

Klemperer (1987) was one of the first to distinguish the distinct types of switching costs as transaction costs, learning costs, and contractual or artificial costs. Burnham et al. (2003) expanded upon these general differences and specified eight "distinct switching cost facets" (p.111) that were organized in a more succinct typology. Hence, according to Burnham et al. (2003), switching costs can be divided into procedural, financial, and relational switching costs.

Procedural switching costs include economic risk costs, evaluation costs, learning costs, and setup costs, i.e., costs related to spending additional time, effort and resources when



changing brand providers. Financial switching costs include benefit loss costs and monetary loss costs, i.e., the “loss of financially quantifiable resources” (p.112) that are forfeited during the switching process. Lastly, relational switching costs include personal relationship loss costs and brand relationship loss costs, i.e., the emotional and psychological costs related with terminating personal brand relationships, which may even include partial losses of the consumer’s own identity.

Moreover, more recent literature has introduced further distinctions within this categorization. Indeed, switching costs can also be classified as rewarding (e.g., loyalty programs) or punitive (e.g., exit fees) (Jones et al., 2007; Ngo & Pavelková, 2017). While the first ones enhance customer loyalty by providing benefits that deepen the customer’s emotional and financial commitment to the brand, the latter ones may lead to dissatisfaction if perceived as coercive or unfair.

Additionally, research also distinguishes between customer-related switching costs (e.g., habits, time, and psychological risks) and firm-related ones (e.g., learning and searching costs imposed by brands themselves). This distinction highlights that these barriers can be built either by consumer behaviors or by deliberate brand strategies (Barroso & Picon, 2012).

### 2.3.2. Moderating effect of switching costs

According to Jones et al. (2007), switching costs can also be seen as positive (i.e., relational, and financial switching costs) or negative (i.e., procedural switching costs), depending if the “source of constraint” (p.337) emerges or not in relation to foregone consumer benefits and overall value. In Jones et al. (2007), this terminology of switching costs was studied in relation to calculative (“stay because I have to” (p.337)) and affective (“stay because I want to” (p.337)) consumer commitment. Specifically, the authors found that increases in negative switching costs, leading to increased calculative commitment, generated higher negative emotions among consumers. In contrast, increases in positive switching costs led to increases in affective commitment, generating higher positive emotions.

Blut et al. (2015) also found that despite higher switching costs leading to increased purchase intentions, this effect also led to a diminished connection between satisfaction and purchase intentions.

Hence, switching costs appear to act as a buffer in the satisfaction-purchase loop (Blut et al., 2015). In the context of brand activism, this relationship might suggest that switching costs may act as a moderator between consumer-brand (dis)agreement and purchase intentions. Considering the previously described responses to consumer-brand (dis)agreement, switching costs are thus likely to have a negligible impact on altering the satisfaction-purchase loop when there is consumer-brand agreement. However, in cases of disagreement, these costs might be able to substantially retain purchasing intentions, despite the heightened consumer dissatisfaction with the brand, which would typically lead to stronger negative reactions.

Moreover, studies have shown that the effectiveness of switching costs on satisfaction is moderated by customer involvement and perceived relationship benefits. Specifically, higher consumer-brand involvement tends to amplify the impact of relational switching costs, helping maintain loyalty even in cases of heavy customer dissatisfaction (Ngo & Pavelková, 2017). This effect is particularly relevant since CBI is also an important factor in sustaining customer satisfaction, especially when brands adopt controversial stances (Mukherjee & Althuizen, 2020). Given the previously studied effects of switching costs on the satisfaction-purchase loop (Blut et al., 2015), it seems likely that switching costs will also moderate the aforementioned mediation of CBI between consumer-brand (dis)agreement and purchase intentions.

Thus, the following two hypotheses are presented:

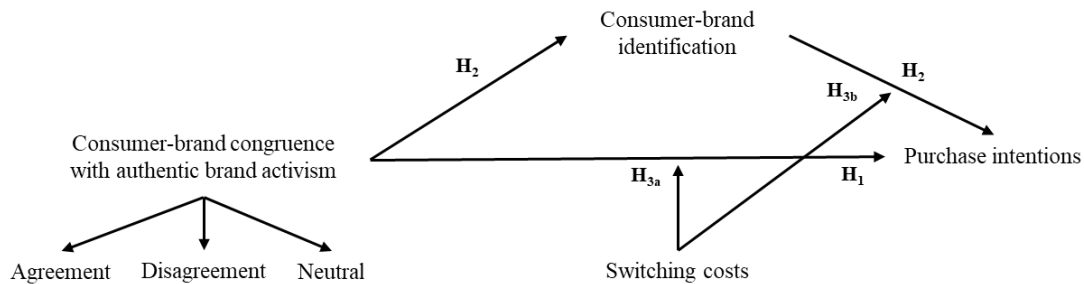
**H<sub>3a</sub>:** Switching costs moderate the relationship between consumer-brand disagreement and purchase intentions, such that the negative effect of disagreement is weaker when switching costs are high.

**H<sub>3b</sub>:** Switching costs moderate the relationship between consumer-brand disidentification and purchase intentions, such that the negative effect of disidentification is weaker when switching costs are high.

## 2.4. Conceptual model

In accordance with the literature review, the following conceptual model was developed based on the four hypotheses formulated for the purpose of this study.

*Figure 2.1: Conceptual model*



*Table 2.1: Summary of the formulated hypotheses*

Main construct	Hypothesis
<b>Consumer-brand congruence with ABA</b>	<b>H<sub>1</sub></b> : Consumer-brand congruence with authentic brand activism influences purchase intentions such that, compared to no activism, disagreement lowers intentions, while agreement leads to no significant changes.
<b>Consumer-brand identification</b>	<b>H<sub>2</sub></b> : Consumer-brand identification mediates the relationship between consumer-brand disagreement and purchase intentions, such that greater disagreement decreases identification, subsequently decreasing purchase intentions.
<b>Switching costs</b>	<b>H<sub>3a</sub></b> : Switching costs moderate the relationship between consumer-brand disagreement and purchase intentions, such that the negative effect of disagreement is weaker when switching costs are high.
	<b>H<sub>3b</sub></b> : Switching costs moderate the relationship between consumer-brand disidentification and purchase intentions, such that the negative effect of disidentification is weaker when switching costs are high.

### 3. Methodology

#### 3.1. Research design

In order to address the original research questions and, in accordance with the previously outlined conceptual model, a quantitative research design was employed to assess the influence of consumer-brand congruence with ABA on purchase intentions, along with the moderating effect of switching costs and the mediating role of consumer-brand identification within this relationship.

Given the nature of the required data, an online experimental survey was conducted via the Qualtrics platform. The collected data was then analyzed with the IBM SPSS software.

The self-completed survey with close-ended questions followed a similar design to the one conducted in Haupt et al. (2023), in which participants were exposed to one of two fictional social media posts purposely created for that experiment. These posts featured a real well-known brand taking either a “pro-” or “anti-” stance on a divisive socio-political issue. Participants were then asked to report their perceptions on variables such as brand attitude, CBI, and word-of-mouth (WoM), both before and after being shown the fictional posts.

In Haupt et al. (2023), three separate studies were conducted, involving two different brands and two socio-political issues. However, given the time and resource restraints inherent in a master’s thesis, this paper will involve a single brand and socio-political issue.

#### 3.2. Selection of brand and socio-political issue

Given the vast array of potential brands and current socio-political issues, a pre-study was conducted to determine the most suitable candidates for the context of this paper. This initial investigation into potential brands and socio-political issues was guided based on the criteria outlined in the next sections.

##### 3.2.1. Brand pre-selection criteria

The selected brand needed to be easily recognizable and widely available in global consumer markets, ensuring that respondents were likely to have a pre-existing awareness or,

ideally, an established relationship with the selected brand. Consistent with the approach of Haupt et al. (2023), numerous other researchers have opted to use well-known consumer brands in their studies, rather than fictitious or unfamiliar ones. Indeed, this methodology leverages the existing recognition and popularity of these brands to elicit more vivid, realistic, and accurate reactions from participants to brand activism initiatives, thereby enhancing the validity of the study results. (Mukherjee & Althuizen, 2020; Wannow et al., 2023).

The brand should also currently have a minimal to non-existent activist identity and positioning. Nevertheless, the brand’s identity and values should also be somewhat ambiguous, ensuring that for the scope of this survey, this brand could hypothetically adopt either a “pro-” or “anti-” stance towards a given socio-political issue in a way that is perceived as believable and coherent with its existing identity by most respondents (Wannow et al., 2023).

**Table 3.1: Criteria for brand exclusion**

Type of brands	Reasoning	Examples
1. Non-Global Brands	Excluded since they are not recognizable or relevant to an international audience of respondents.	<ul style="list-style-type: none"> <li>• AT&amp;T</li> <li>• Verizon</li> <li>• Walmart</li> </ul>
2. B2B-Focused Brands	Excluded since they mostly sell directly to other businesses, not individual end-consumers.	<ul style="list-style-type: none"> <li>• SAP</li> <li>• Cisco</li> <li>• Oracle</li> </ul>
3. Conglomerate “House of Brands” Brands	Excluded since they lack a single, clear brand identity. However, some individual brands within these conglomerates were contemplated.	<ul style="list-style-type: none"> <li>• PepsiCo</li> <li>• Procter &amp; Gamble</li> <li>• Unilever</li> </ul>
4. Recently Controversial Brands	Excluded to avoid possible biases from respondents’ pre-existing opinions of ongoing controversies.	<ul style="list-style-type: none"> <li>• Starbucks (Stewart, 2023)</li> <li>• McDonald’s (Newlands, 2024)</li> <li>• Zara (Fadulu, 2023)</li> </ul>
5. Popular Activist Brands	Excluded since they already have well-established activist stances, making it unlikely they would credibly endorse opposing ones.	<ul style="list-style-type: none"> <li>• Nike</li> <li>• Ben &amp; Jerry’s</li> <li>• Patagonia</li> </ul>
6. Brands with Inherent Switching Barriers	Excluded to ensure diversity in respondents’ perception of the selected brand’s switching costs.	<ul style="list-style-type: none"> <li>• Santander</li> <li>• AIG</li> <li>• MetLife</li> </ul>

Additionally, considering the primary role of switching costs in this research, the selected brand needed to have a diverse range of existing customer relationships, influenced by factors such as financial benefits, procedural hurdles, and/or customer preferences. This diversity in customer relationships would ensure that respondents would have varied opinions and experiences with the selected brand, thus leading to significantly different perceptions of switching costs among them.

The selection of brands began by identifying the biggest and most popular consumer brands in recent years (Burdet, 2021; Lakritz et al., 2021; Swant, 2020). From this wide selection, brands started being excluded based on the criteria presented in Table 3.1.

After additional deliberations, and considering the criteria from Table 3.1, the brands selected to be a part of the pre-test were (1) IKEA, (2) Levi's, (3) Adidas, (4) Nespresso, (5) Amazon, (6) Red Bull and (7) Spotify.

### 3.2.2. Socio-political issue pre-selection criteria

The chosen socio-political issue also had to be carefully selected to ensure its divisiveness and controversiality. The issue needed to be globally relevant and personally important to the average respondent, thereby minimizing any potential risk of national or regional unawareness or indifference, respectively. Moreover, the chosen issue had to be one that a global brand would realistically choose to publicly support or oppose.

Thus, considering these criteria, and after researching current divisive and controversial socio-political issues (Miller, 2022; Rojas, 2024; Simons & Green, 2016) and identifying those frequently endorsed by brands (King & Rhodes, 2022; Verlegh, 2023; Vredenburg, 2020), the issues selected for the pre-test were (1) transgender rights, (2) abortion rights, (3) racial equality, (4) climate change, and (5) the Israel-Gaza conflict.

### 3.2.3. Pre-study procedure

Participants of the pre-study received a direct link to the Qualtrics survey via social media. Upon opening the survey, participants were greeted with an introduction that explained the purpose and duration of the pre-study. The introduction also informed them of the voluntary

nature of their participation and assured them of the anonymity of their responses. Participants were required to provide informed consent before proceeding with the survey.

In the first part of the survey, participants encountered the previously mentioned socio-political issues. For each, participants were asked to rate their level of controversy on a Likert scale ranging from "Not at all controversial" (=1) to "Extremely controversial" (=5). Participants also rated the personal significance of each issue on a Likert scale ranging from "Not at all significant" (=1) to "Extremely significant" (=5).

In the second part, participants were introduced to the previously mentioned well-known consumer brands. Here, participants were asked to rate how frequently they purchased from each brand, relative to their total purchases within each brand's overall product/service category, using a Likert scale from "Not at all frequently" (=1) to "Extremely frequently" (=5). Additionally, participants rated their agreement with the statements (1) "In the future, I expect this brand to openly address divisive socio-political issues in their brand messaging", (2) "I like this brand's public image" (Burnham et al 2003), (3) "I worry that the products/services offered by similar brands won't work as well as this brand's offering" (Burnham et al 2003), and (4) "Generally speaking, the costs in time, money and/or effort, to switch from this brand to a similar one would be too high" (Dagger & David, 2012) on a Likert scale ranging from "Strongly disagree" (=1) to "Strongly agree" (=5). These statements were designed to assess how participants perceived the likelihood of these brands engaging in ABA (1), the likeness of their overall public image (2), and the inherent switching costs associated with each one (3)(4).

Lastly, participants were asked to disclose their demographic information, including their age, gender, place of residence, education level and employment status.

#### 3.2.4. Pre-study results

The pre-study involved a small sample of participants (N=56), primarily recruited from the author's personal network and the survey exchange platform SurveySwap. After validating the collected responses, 10 were excluded due either missing or incoherent information, resulting in a final sample size of 46 responses. The complete survey is available for consultation in Appendix 11.1.

Regarding the first section of the survey, the Israel-Gaza conflict ( $M = 3.85$ ,  $SD = 1.07$ ) and transgender rights ( $M = 3.72$ ,  $SD = 0.935$ ) were both rated the most controversial issues, while abortion rights ( $M = 4.22$ ,  $SD = 1.09$ ), racial equality ( $M = 4.17$ ,  $SD = 1.16$ ) and climate change ( $M = 4.17$ ,  $SD = 1.20$ ) were considered the most personally significant to participants (Appendix 11.2).

Regarding the second section, in terms of frequency of use, Spotify ( $M = 3.65$ ,  $SD = 1.57$ ) and IKEA ( $M = 2.70$ ,  $SD = 1.15$ ) were the most frequently used brands (Appendix 11.3). Concerning participants' expectations for ABA engagement (1), Adidas ( $M = 3.50$ ,  $SD = 1.19$ ) and Spotify ( $M = 3.30$ ,  $SD = 1.28$ ) were identified as the most expected brands to engage with the concept (Appendix 11.3). While regarding public image (2), IKEA ( $M = 3.89$ ,  $SD = 0.74$ ) and Spotify ( $M = 3.80$ ,  $SD = 0.81$ ) received once again the highest ratings (Appendix 11.3).

In order to validate the two-item scale assessing perceived switching costs (3)(4), a reliability analysis was conducted using the Spearman-Brown coefficient (Eisinga et al., 2012). Since the scale could not be validated due to the low reliability of these items (Appendix 11.4), statements (3) and (4) were thus analyzed separately. Nevertheless, Spotify and IKEA scored, respectively, the highest mean values in statement (3) ( $M = 3.70$ ,  $SD = 1.01$ ;  $M = 3.24$ ,  $SD = 1.14$ ) and in statement (4) ( $M = 3.52$ ,  $SD = 1.35$ ;  $M = 3.15$ ,  $SD = 1.28$ ) (Appendix 11.5).

Based on these results, the focus for the selected socio-political issue was narrowed to either the Israel-Gaza conflict or abortion rights, as the scores of these issues indicated significant controversiality and high personal relevance to participants. Similarly, for potential brands, Spotify and IKEA emerged as top candidates, reflected by their strong potential for ABA, overall public likability, and high perceived switching costs.

### 3.2.5. Choice of abortion rights as the selected socio-political issue

Based on the pre-study results, abortion rights were selected as the chosen socio-political issue for the final study of this paper. Ultimately, the decision to choose abortion rights was based on the analysis of the pre-study data, as well as supported by previous research.



In the pre-study, the issue received a moderately high controversy score ( $M = 3.37$ ,  $SD = 1.10$ ), placing it as a divisive issue among participants. This level of controversy makes abortion rights an ideal subject for investigating the effects of ABA.

Moreover, when considering personal significance, abortion rights achieved the highest score ( $M = 4.22$ ,  $SD = 1.09$ ). This level of significance indicates that participants are deeply engaged with the topic, which makes their reactions to a brand's possible stance on the issue more relevant for the purpose of this study. In contrast, the Israel-Gaza conflict ( $M = 3.67$ ,  $SD = 1.19$ ) and transgender rights ( $M = 3.48$ ,  $SD = 1.35$ ) received a considerably lower personal significance score.

In addition to the insights from the pre-study, there is also substantial support from previous research. Indeed, abortion rights have been repeatedly used in prior studies to examine the effects of ABA (Ahmad et al., 2024; Haupt et al., 2023; Mukherjee & Althuisen, 2020; Wannow et al., 2023). This academic precedent provided greater confidence in selecting abortion rights as the chosen socio-political issue for the final study.

### 3.2.6. Choice of IKEA as the selected brand

Based on the pre-study results, IKEA was selected as the chosen brand for the final study of this paper. The decision to choose the Swedish furniture retailer was based on the insights from the pre-study data, as well as the brand's inherent characteristics.

Indeed, the pre-study data revealed a well-balanced and favorable perception of IKEA, particularly when compared to the other brands surveyed. Spotify however was the exception, with the music streaming platform scoring higher on most questions, indicating even stronger positive perceptions among participants. Yet, Spotify also had particularly high scores in the two statements that analyzed perceived switching costs ( $M = 3.70$ ,  $SD = 1.01$ ;  $M = 3.52$ ,  $SD = 1.35$ , respectively). Given the design of the final study, selecting a brand with such a collectively high perception of switching costs could have compromised the necessary diversity in participants' perceptions of these costs. In contrast, IKEA's lower scores on these statements ( $M = 3.24$ ,  $SD = 1.14$ ;  $M = 3.15$ ,  $SD = 1.28$ ) made it a more suitable choice for the final study.

However, ultimately, the deciding factor in choosing IKEA was tied to the brand's own political identity. Indeed, the Swedish brand positions itself as both apolitical and neutral, while

occasionally embracing more liberal and progressive issues (Morsing & Roepstorff, 2014). Simultaneously, IKEA also maintains a strong family-oriented public image, which helps it appeal to more conservative circles (Urde, 2009). Given the chosen issue of abortion rights and IKEA's pre-existing political identity, IKEA was evaluated as the most suited brand to credibly adopt either a pro- or anti-abortion stance for the purposes of this study.

### 3.3. Procedure of the final study

The final study survey was conducted between June 4<sup>th</sup> and July 5<sup>th</sup>, 2024, using convenience sampling, with responses being collected from anyone willing to participate in the experiment. The survey was shared across the author's own personal network, multiple survey exchange platforms (SurveySwap, SurveyCircle and Pollpool), as well as dedicated survey exchange forums. The complete survey is available for consultation in Appendix 11.6.

The final survey was structured as follows. First, participants were informed about the overall subject of the survey, the time required to complete it, as well as the voluntary nature of participation. Moreover, participants were informed of the potential 20€ cash prize they could participate in upon completing the survey. Next, participants were once again reminded that the survey was voluntary, their answers anonymous and strictly confidential, they were free to leave at any moment, and that they had to be at least 18 years old to participate.

After accepting these terms, all participants were asked about their relationship with IKEA, specifically if they had previously purchased from IKEA or owned any of their products.

Participants were then assigned to one of three groups, either the *pro-life* treatment group (i.e., against abortion rights), the *pro-choice* treatment group (i.e., in favor of abortion rights), or the control group. Next, participants were asked to rate a series of statements on a 5-point Likert scale, ranging from Strongly Disagree (=1) to Strongly Agree (=5). The first set of statements evaluated consumer-brand identification, the second assessed perceived switching costs, and the last measured purchase intentions.

Participants in both treatment groups were then asked to rate their political views on a 7-point Likert scale, ranging from Extreme Left (=1) to Extreme Right (=7), adapted from Aybar et al. (2024). These participants then assessed their level of political consumerism by indicating their level of agreement with three statements adapted from (Kyroglou & Henn,

2022). Lastly, these participants disclosed their personal opinions on the topic of abortion rights, based on five statements adapted from Mitchell (2022) and Nadeem (2024). Due to the explicitly political nature of this section, it was omitted for control group participants to maintain clarity and avoid misunderstandings.

While the first two sets of questions aimed to establish political identity and political consumerism as non-demographic control variables, the section regarding abortion rights was aimed to allow the comparison of personal opinions on abortion rights with the ad scenario participants witnessed, and from there derive two participant groups, those who agreed and those who disagreed with IKEA’s activist stance on the topic.

**Figure 3.1:** *The three fictional IKEA ads and their accompanying statements.*



All participants would then move to the next section of the survey, where they would be made aware of the IKEA ad they were about to be presented with. For the treatment groups, each ad would be accompanied by a news article, adapted from Mukherjee and Althuizen (2020), in which it was specified that IKEA was actively donating to either pro-choice or pro-life advocacy groups.

The IKEA ads themselves were created based on an existing social media post from the Swedish brand (Gaboleiro, 2024), faithfully replicating its design elements, layout, and typeface. This effort to mimic an existing ad was purposely done to try to convey to participants each ABA stance more realistically and authentically.

After viewing the ad, participants then answered the same set of questions as before regarding consumer-brand identification, perceived switching costs and purchase intentions.

Following this last set of questions, all groups would be guided towards an attention check, followed by a final set of questions regarding demographic questions, such as age, gender, place of residence, education level and employment status.

### 3.4. Measurements

#### 3.4.1. Construct of consumer-brand congruence (*CBC*)

Consumer-brand congruence (*CBC*) is the independent variable of this study. This construct refers to the extent to which consumers disagree or agree with the ABA stance that a brand publicly supports (Mukherjee & Althuizen, 2020). In line with previous research (Haupt et al., 2023; Mukherjee & Althuizen, 2020; Wannow et al., 2023), this variable was created by comparing participants' self-disclosed opinions on the given socio-political issue with the experimental ABA scenario they were presented with. Specifically, this variable was derived from participants' agreement to five statements on abortion rights adapted from the Pew Research Center (Mitchell, 2022; Nadeem, 2024), summarized in Table 3.2, and the experimental scenario they were assigned to (i.e., pro-choice, pro-life or control group).

After reversing ABRT\_AGR1, ABRT\_AGR3 and ABRT\_AGR5, all individual scores for each of the statements were aggregated into the new variable ABRT\_AGR, which denoted the average level of agreement of participants with abortion rights.

As mentioned previously, the CBC variable was derived from participants' ABRT\_AGR scores in relation to the experimental scenario they were assigned to, thus creating the SCN\_AGR score. For instance, if participants agreed with abortion rights and were assigned to the pro-choice IKEA ad, their SCN\_AGR score would be equal to their ABRT\_AGR score. On the other hand, if participants agreed with abortion rights but were instead assigned to the pro-life IKEA ad, their SCN\_AGR scores would be the reverse of their ABRT\_AGR scores to accurately reflect their level of disagreement with the stance. The SCN\_AGR variable was then dichotomized at the scale's midpoint, with scores higher than 3.0 indicating consumer-brand agreement and scores lower than 3.0 indicating consumer-brand disagreement.

Additionally, given the design of the study, only participants exposed to either the pro-choice or pro-life scenarios were asked to disclose their level of agreement with abortion rights, thereby receiving ABRT\_AGR and SCN\_AGR scores. In contrast, these variables were not measured among control group participants. Hence, in order to reliably compare all of these groups, SCN\_AGR was then transformed into the new categorical variable CAT\_CBC, with three different levels: 0 = Neutral (for those exposed to the control scenario), 1 = Agreement (for those with  $SCN\_AGR \geq 3.0$ ), and 2 = Disagreement (for those with  $SCN\_AGR < 3.0$ ).

**Table 3.2:** *Statements for measuring abortion rights (dis)agreement*

Variable	Statement	Items
<b>Abortion rights (dis)agreement</b> Mitchell (2022) Nadeem (2024)	Human life begins at conception, so a fetus is a person with rights.	ABRT_AGR1
	The decision about whether to have an abortion should belong solely to the pregnant person.	ABRT_AGR2
	Obtaining an abortion should be harder than it is now.	ABRT_AGR3
	The use of adequate prescription pills to end a pregnancy should be legal.	ABRT_AGR4
	Abortion should be illegal in most cases.	ABRT_AGR5

### 3.4.2. Construct of consumer-brand identification (CBI)

Consumer-brand identification (CBI) was selected as the mediator variable for this study. This construct refers to the psychological overlap between a consumer's own identity and that of a given brand (Popp & Woratschek, 2017). This phenomenon of personal identification with brands is deeply rooted in social identity theory (Tajfel & Turner, 2004) and self-congruity theory (Sirgy et al., 2008). Both these theories suggest that since individuals are

always motivated to maintain a positive self-concept of themselves, they tend to identify with brands that positively reflect their self-described identities, which in turn further sustains and enhances their perceived self-identity.

This variable was measured through a 5-item scale adapted from previous literature assessed on a 5-point Likert scale. The scores of items PRE\_CBI3 / POST\_CBI3, PRE\_CBI4 / POST\_CBI4 and PRE\_CBI5 / POST\_CBI5 were reversed. The statements used to measure this variable are summarized in Table 3.3.

Given that CBI was a repeated measure, two separate variables were created, PRE\_CBI and POST\_CBI, to indicate the level of consumer-brand identification, respectively before and after the participants' exposure to the experimental scenario. The difference between these two was then computed, originating the variable DIF\_CBI.

**Table 3.3:** *Statements for measuring consumer-brand identification*

Variable	Statement	Items
<b>Consumer-brand identification</b> Anaza et al. (2021) Popp & Woratschek (2017) Tuškej et al. (2013) Wolter et al. (2016)	I feel that my values and those of the IKEA brand are very similar.	PRE_CBI1 / POST_CBI1
	I am very attached to IKEA.	PRE_CBI2 / POST_CBI2
	The identity of IKEA is not compatible with my own.	PRE_CBI3 / POST_CBI3
	I feel separate from IKEA.	PRE_CBI4 / POST_CBI4
	IKEA does not help me express my identity.	PRE_CBI5 / POST_CBI5

### 3.4.3. Construct of switching costs (SC)

Switching costs (SC) were selected as this study's moderator variable. Consumers face these type of costs when switching from one brand to another. These perceived costs can be procedural, financial or relational in nature, and act as barriers that discourage consumers from changing to other brands (Jones et al., 2002). As such, switching costs have been shown to increase consumer loyalty, primarily through calculative commitment (Jones et al., 2007).

This variable was also measured through 5-item scale adapted from previous literature, assessed on a 5-point Likert scale. This scale was specifically designed to measure participants' perceptions of switching costs in relation to IKEA. Due to concerns about survey fatigue, the statements were intentionally elusive and broad, not being necessarily specific to the particular

type of switching cost. Consequently, the construct captured a wider sense of these costs, thus sacrificing a more targeted and extensive approach for measuring each type of cost. The statements used to measure this variable are summarized in Table 3.4.

Given that SC was also a repeated measure, the variables PRE\_SC and POST\_SC were also created. The difference between these two was then computed, originating the variable DIF\_SC. Additionally, in order to appropriately test H<sub>3a</sub> and H<sub>3b</sub>, this variable was later centered (Hayes, 2012), resulting in the cDIF\_SC variable.

**Table 3.4:** Statements for measuring switching costs

<i>Variable</i>	<i>Statement</i>	<i>Items</i>
<b>Switching costs</b> Jones et al. (2007) Nagengast et al. (2014) Ping (1993)	Buying from IKEA allows me to get discounts and special deals.	PRE_SC1 / POST_SC1
	If I stopped purchasing from IKEA, I might have to spend a lot of time finding an equivalent furniture retailer of my liking.	PRE_SC2 / POST_SC2
	Buying from IKEA allows me to save money.	PRE_SC3 / POST_SC3
	In general, it would be a hassle to stop purchasing from IKEA.	PRE_SC4 / POST_SC4
	It is tough to compare IKEA to other affordable furniture retailers.	PRE_SC5 / POST_SC5

#### 3.4.4. Construct of purchase intentions (*PI*)

Purchase intentions (*PI*) were selected as the dependent variable, since it is a reliable predictive indicator of the likelihood of an actual future purchase (Kalwani & Silk, 1982).

Purchase intentions was measured based on 5-item scale adapted from previous literature, assessed on a 5-point Likert scale. The statements used to measure this variable are summarized in Table 3.5.

As before, *PI* was also a repeated measure, thus creating PRE\_PI and POST\_PI. The difference between these two was then computed, originating the variable DIF\_PI.

**Table 3.5:** Statements for measuring purchase intentions

Variable	Statement	Variable Name
<b>Purchase intentions</b> Cristobal et al, 2022	I will buy from IKEA in the future because I am satisfied with their products.	PRE_PI1 / POST_PI2
	I will prefer to buy from IKEA in the future rather than their competitors.	PRE_PI1 / POST_PI2
	I will buy from IKEA in the future because I am satisfied with the brand.	PRE_PI1 / POST_PI2
	I will buy from IKEA in the future because I identify with the brand.	PRE_PI1 / POST_PI2
	I will definitely purchase from IKEA in the near future.	PRE_PI1 / POST_PI2

### 3.4.5. Control variables: age, gender, education level, employment status, political identity, and political consumerism

To accurately isolate the effects of consumer-brand congruence on purchase intentions both demographic and non-demographic control variables were included in the study. Indeed, research often incorporates these variables to account for their possible influence on consumer perceptions and decisions, including purchase intentions (Islam et al., 2022). Thus, age, gender, educational level, and employment status were added as demographic control variables, while political identity and political consumerism were included as non-demographic ones.

Age (*AGE*) was measured as a continuous variable, with participants ranging from 18 to 60 years old ( $M = 27.5$ ,  $SD = 9.70$ ). Age is a crucial demographic variable that commonly influences consumer perceptions and behaviors towards brands (Hervé & Mullet, 2009).

Gender (*MALE*) was coded as a binary variable (0 = female, 1 = male). No participants with valid responses chose “Non-binary / third gender” or “Prefer not to say” to indicate their gender. Since gender also significantly affects consumer reactions (Ng et al., 2020), it is essential to control for these possible gender differences.

Educational level (*EDUC*) was measured with the options “High School diploma or equivalent,” “Bachelor’s degree,” “Master’s degree,” and “Ph.D. or higher.” The options “Other” ( $N = 2$ ), “Prefer not to say” ( $N = 2$ ) were treated as missing values due to their low occurrence, while “Ph.D. or higher” ( $N = 2$ ) was considered alongside “Master’s degree”. Hence, the dummy variables *BSc\_edu* and *MSc\_edu*, were created. Indeed, participants’



education level can significantly influence their understanding and personal interest in current socio-political issues (Le & Nguyen, 2021), thus making it essential to account for this construct when assessing consumer responses to brand activism.

Employment status (*EMP\_STAT*) was measured through the options “Full-time employment,” “Part-time employment,” “Self-employed,” “Unemployed,” “Student,” “Retired,” and “Prefer not to say.” The latter option (N = 1) was treated as missing value, as well as “Self-employed” (N = 3), “Retired” (N = 2) and “Unemployed” (N = 4) due to their low occurrence. Hence, the dummy variables *FT\_emp*, *PT\_emp* were created. Indeed, participants’ employment status can have a significant impact on their purchasing power and purchasing priorities, thus affecting their responses to certain branded messages (Demirer et al., 2020), including brand activism stances.

In addition to these demographic variables, the study also considered non-demographic factors that might influence consumer behavior in the context of brand activism.

Political identity (*POL\_ID*) was measured on a 7-point Likert item, with valid values ranging from “Extreme left” to “Right.” Indeed, understanding consumers’ political beliefs is crucial for interpreting their responses to inherently divisive brand activist stances (Haupt et al., 2023). This variable was then simplified into three distinct categories (*CAT\_POLID*), those who identified as left-wing (N = 40) (*POL\_ID* = “Extreme left”, “Left” and “Centre-left”), right-wing (N = 26) (*POL\_ID* = “Extreme right”, “Right” and “Centre-right”) and centre (N = 18). Consequently, the corresponding dummy variables *LF\_pol* and *RG\_pol* were created.

Lastly, political consumerism (*POL\_CONS*) (M = 3.27, SD = 0.87) was measured using a 3-item scale adapted from Kyroglou & Henn (2022). Political consumerism indicates the degree to which consumers base their purchasing decisions on their personal ethical values (Copeland & Boulianne, 2020), thereby influencing how they will perceive the relevancy of brand activist stances to begin with. The statements used to measure this variable are presented in Table 3.6.

**Table 3.6:** Statements for measuring political consumerism

Variable	Statement	Variable Name
<b>Political consumerism</b> Kyroglou & Henn (2022)	I have refused to purchase from certain brands that support beliefs conflicting with my own.	POL_CONS1
	I have purchased from certain brands specifically because I support their political goals.	POL_CONS2
	I feel responsible to choose the "right" brand when I go shopping.	POL_CONS3

### 3.4.6. Construct validity

The scales used to capture each construct in this study were tested for internal consistency using Cronbach's alpha. This measure ranges from 0 to 1, with higher values indicating greater internal scale consistency (Sekaran and Bougie, 2009). Table 3.7 displays the Cronbach's alpha for each construct included in this study. According to the criteria described by George and Mallery (2019), two of the constructs did not meet the minimum acceptable threshold of 0.7. These constructs were thus further investigated.

Using the "Cronbach's alpha if item deleted" measure, the construct of switching costs was improved by removing items PRE\_SC1 and POST\_SC1. On the other hand, all items in the construct of political consumerism were below the aforementioned threshold, hence the construct was excluded from further analysis (see Appendix 11.7). The revised Cronbach's alpha values for the updated scales are presented in Table 3.8.

**Table 3.7:** Cronbach's alpha

Construct	# of Items	Cronbach's $\alpha$			
		Before experiment	Quality	After experiment	Quality
<b>Consumer-brand identification (CBI)</b>	5	0.80	Good	0.89	Good
<b>Switching costs (SC)</b>	5	0.67*	Questionable	0.74	Acceptable
<b>Purchase intentions (PI)</b>	5	0.80	Good	0.90	Excellent
<b>Political consumerism (POL_CONS)</b>	3	0.67*	Questionable	-	-
<b>Abortion rights (dis)agreement (ABRT_AGR)</b>	5	0.82	Good	-	-

\*  $\alpha \leq 0.7$

**Table 3.8:** Cronbach's alpha - revised

Construct	# of Items	Cronbach's $\alpha$			
		Before experiment	Quality	After experiment	Quality
<b>Consumer-brand identification (CBI)</b>	5	0.80	Good	0.89	Good
<b>Switching costs (SC)</b>	4	0.74	Acceptable	0.80	Good
<b>Purchase intentions (PI)</b>	5	0.80	Good	0.90	Excellent
<b>Abortion rights (dis)agreement (ABRT_AGR)</b>	5	0.82	Good	-	-

## 4. Results

### 4.1. Sample refinement

Before proceeding with the data analysis, it was essential to optimize the collected data. As mentioned, participants were first required to provide their consent to participate in the study. Those who did not consent were removed from the sample accordingly. Next, participants were asked about their relationship with IKEA. Participants who had never purchased or owned any IKEA products were excluded as well. The data was also checked for failed attention checks. Participants were asked to recall the main message of the IKEA ad they were presented with. If they failed to correctly identify the message, they were removed from the sample. Participants who also did not complete the survey or missed at least one mandatory question were also excluded. Lastly, the data was examined for repeated responses by analyzing the recorded IP addresses. However, no instances of repeated participation were detected.

While the initial collected sample consisted of 241 unique responses, data optimization led to the removal of 104 participants, including 30 who failed the attention check. This process led to a final sample size of 137 participants.

## 4.2. Sample characterization

The sample characterization of this final study is presented fully in Appendix 11.8.

Unfortunately, the final sample was not balanced in regard to gender, with 68.6% of participants identifying as female and 31.4% as male. Furthermore, the sample predominantly young, mostly consisted of young adults. Indeed, 62.4% of participants were 24 years old or younger, and 80.1% were 28 or younger. Participants mainly resided in Portugal (38%) and in the Netherlands (32%). Regarding education, 50.4% of respondents had completed a bachelor's degree, 35.8% had a master's degree, and 9.5% had a high school diploma or equivalent. In terms of employment status, 44% of participants were students, 39.7% were employed full-time, and 9.2% part-time.

Lastly, regarding the different experimental groups, there were 37 valid responses in the pro-choice treatment group, 46 in the pro-life treatment group, and 54 in the control one. According to Stutely (2003), the recommended sample size for each category should be  $n=30$ , so all groups met this requirement.

## 4.3. Data processing

### 4.3.1. Data optimization

Regarding the optimization of the collected data, the first issue to be addressed was the significant gender imbalance in the gathered sample. To correct for this, all variable scores were weighted to achieve a balanced 50/50 ratio between males (0.50/0.31) and females (0.50/0.69), using the *adj\_weigh* variable.

Next, the sample was examined for potential outliers, as they can significantly lead to biased results. Hence, boxplots were created for variables SCN\_AGR, PRE\_PI, POST\_PI, PRE\_CBI, POST\_CBI, PRE\_SC and POST\_SC. As shown in Appendix 11.9, only variable POST\_PI showcased outlier cases. While removing these seven outliers could result in a less biased analysis, it might also lead to a less valuable analysis. These data points indeed reflect respondents' personal purchasing intentions post-experiment and dismissing them simply because they deviate from the norm could result in the loss of valuable information about participants' genuine reactions to intentionally divisive ABA (Grace-Martin, 2012), which evidently contradicts the main purpose of this study.

Regarding the control variables, due to multicollinearity issues (Appendix 11.10), EDUC was later transformed into the binary variable *EDUC\_bin* (0 = High School diploma or equivalent, 1 = Bachelor's degree or higher). Nevertheless, this new binary variable still did not exhibit an adequate distribution among the agreement, disagreement and control groups (Appendix 11.11), thus compromising the study of this variable. Since alternative groupings of EDUC were deemed redundant and ineffective, this variable was ultimately dropped from further analysis.

Similarly, the first transformation of *EMP\_STAT* into dummy variables also faced similar multicollinearity issues as EDUC (Appendix 11.12). Given this, the previously mentioned dummy variables were dropped and *EMP\_STAT* was recoded into the binary variable *EMP\_bin* (0 = Not employed (i.e., unemployed, student, retired), 1 = Employed (i.e., full-time, part-time and self-employment)).

#### 4.3.2. Normalization of data

To ensure that the appropriate statistical analysis was applied, the final survey data underwent an initial assessment to check for normality. Given the  $n > 50$  sample size, the Kolmogorov-Smirnov test was deployed instead of the Shapiro-Wilk test (Seier, 2011). Although having less statistical power (Seier, 2011), the Kolmogorov-Smirnov test is a widely recognized method for assessing normality (Yap & Sim, 2011). However, the results of this test indicated that none of the variables of the study followed a normal distribution ( $p < 0.05$ ).

Considering the non-normal distribution of the data, various transformations were conducted according to literature (Osborne, 2010) to achieve a normal distribution. Specifically, logarithmic, square root, inverse and Box-Cox transformations were applied to all variables. Despite these attempts, the applied transformations did not result in a normal distribution of the variables.

Given the persistence of non-normality despite doing the necessary transformations, non-parametric tests were used to test the developed hypotheses. These tests do not assume normality and are thus well-suited for deviations from it (Vrbin, 2022). This approach ensured that the performed statistical analysis provided reliable end results, despite the inherent characteristics of the dataset.

#### 4.4. Descriptive statistics

Table 4.1. illustrates the descriptive statistics for the main variables included in this study.

**Table 4.1:** Descriptive statistics of the main variables

Variable	N	Min.	Max.	Mean	Std.
<i>ABRT_AGR</i>	83	1.00	5.00	4.21	0.91
<i>SCN_AGR</i>	83	1.00	5.00	2.75	1.49
<i>CAT_CBC</i>	137				
(0) Control	54				
(1) Agreement	36				
(2) Disagreement	46				
<i>PRE_CBI</i>	137	1.40	4.80	3.27	0.81
<i>POST_CBI</i>	137	1.00	5.00	3.10	1.08
<i>DIF_CBI</i>	137	-3.20	2.20	-0.17	0.94
<i>PRE_SC</i>	137	1.75	5.00	3.64	0.74
<i>POST_SC</i>	137	-1.50	5.00	3,55	0.82
<i>DIF_SC</i>	137	-2.00	1.00	-0.10	0.55
<i>cDIF_SC</i>	137	-1.90	1.10	0.00	0.55
<i>PRE_PI</i>	137	2.20	5.00	3.78	0.64
<i>POST_PI</i>	137	1.00	5.00	3.61	0.92
<i>DIF_PI</i>	137	-3.60	2.40	-0.18	0.79

#### 4.5. Hypothesis testing

##### 4.5.1. H<sub>1</sub>: Consumer-brand congruence

To test hypotheses H<sub>1</sub>, a Kruskal-Wallis test was first conducted to investigate the impact of ABA on consumer responses. Namely, this test specifically assessed whether there were significant differences in participants' purchase intentions following the survey's experiment (*DIF\_PI*) across the different levels of consumer-brand agreement, represented by variable *CAT\_CBC*. The Kruskal-Wallis test indeed indicated statistically significant differences in purchase intentions among the control (N=71), agreement (N=48), and disagreement (N=61) groups (Appendix 11.13).

In order to explore these differences more comprehensively, three *post-hoc* Mann-Whitney U tests were conducted to identify the specific pairs of groups exhibiting the significant differences. First, the Mann-Whitney U test comparing the control group and the agreement group did show marginally significant differences at the 10% significance level in purchase intentions ( $Z = -1.864$ ,  $p = 0.062$ ). Indeed, the mean ranks were 55.23 for the control group and 67.05 for the agreement group, suggesting that participants who agreed with the ABA stance did exhibit marginally significantly higher purchase intentions than the control group (Appendix 11.14).

However, the test comparing the control group and the disagreement group revealed significant differences in purchase intentions ( $Z = -5.753$ ,  $p < 0.001$ ). The control group had a mean rank of 84.08, while the disagreement group had a mean rank of 46.04, thus suggesting significantly lower purchase intentions in the disagreement group (Appendix 11.15). Similarly and expectedly, the test comparing the disagreement group and the agreement group revealed a significant negative difference in purchase intentions as well ( $Z = -6.262$ ,  $p < 0.001$ ). Indeed, while the mean rank for the disagreement group was 38.30, it was 76.22 for the agreement group. This result once again highlighted the significantly lower purchase intentions in the disagreement group (Appendix 11.16).

Given that only the last two results remain significant after applying Bonferroni's correction ( $p < 0.0167$ ), there is therefore sufficient evidence to conclude that while consumer-brand agreement does not seem to significantly increase purchase intentions compared to when there is absence of ABA, consumer-brand disagreement does in fact significantly decrease purchase intentions. Thus,  $H_1$  is supported by the results of this analysis.

#### 4.5.2. $H_2$ : Consumer-brand identification

To investigate  $H_2$  and assess whether consumer-brand identification ( $DIF\_CBI$ ) mediates the relationship between consumer-brand congruence ( $CAT\_CBC$ ) and purchase intentions ( $DIF\_PI$ ), a mediation analysis was performed using the PROCESS SPSS macro (Model 4) (Hayes, 2012). The results of this analysis can fully be found in Appendix 11.17.

**Table 4.4:** Regression analysis of CAT\_CBC on DIF\_CBI

Variable	Coefficient (b)	Std. Error (SE)	p-value	LLCI	ULCI
Constant	0.230	0.104	0.030*	0.023	0.436
X1 (Agreement vs. Neutral)	0.019	0.164	0.908	-0.305	0.343
X2 (Disagreement vs. Neutral)	-1.234	0.154	< 0.001***	-1.538	-0.930

Note: \*p < 0.05, \*\*p < 0.01, \*\*\*p < 0.001

The overall model explained 37.41% of the variance in DIF\_CBI ( $R^2 = 0.371$ ,  $F(2, 134) = 40.051$ ,  $p < 0.001$ ). The regression analysis showed that being in the agreement group did not significantly predict DIF\_CBI ( $b = 0.019$ ,  $p = 0.908$ ). However, being in the disagreement group was associated with significantly lower DIF\_CBI values ( $b = -1.234$ ,  $p < 0.001$ ).

The second model explained 59.40% of the variance in DIF\_PI ( $R^2 = 0.594$ ,  $F(3, 133) = 64.854$ ,  $p < 0.001$ ). As per Table 4.5, neither direct effects of CAT\_CBC on DIF\_PI were significant. However, DIF\_CBI did significantly predict DIF\_PI ( $b = 0.595$ ,  $p < 0.001$ ), suggesting that indeed changes in consumer-brand identification are associated with changes in purchase intentions.

**Table 4.5:** Regression analysis of CAT\_CBC and DIF\_CBI on POST\_PI

Variable	Coefficient (b)	Std. Error (SE)	p-value	LLCI	ULCI
Constant	-0.081	0.075	0.284	-0.230	0.068
X1 (Agreement vs. Neutral)	0.176	0.116	0.131	-0.053	0.406
X2 (Disagreement vs. Neutral)	-0.160	0.133	0.229	-0.423	0.102
DIF_CBI	0.595	0.061	< 0.001***	0.474	0.716

Note: \*p < 0.05, \*\*p < 0.01, \*\*\*p < 0.001

Lastly, the direct effects of CAT\_CBC on DIF\_PI were not significant for either the agreement ( $b = 0.176$ ,  $p = 0.131$ ) or disagreement groups ( $b = -0.160$ ,  $p = 0.229$ ). However, the indirect effect of CAT\_CBC on DIF\_PI through DIF\_CBI was significant for the disagreement group ( $b = -0.7343$ ,  $BootLLCI = -1.0619$ ,  $BootULCI = -0.4311$ ). This indicates that the negative effect of disagreement on purchase intentions is fully mediated by lower consumer-brand identification.

**Table 4.6:** Regression analysis of CAT\_CBC and DIF\_CBI on POST\_PI

Path	Effect (b)	Std. Error (SE)	BootLLCI	BootULCI
Direct Effect (X1 → DIF_PI)	0.176	0.116	-0.053	0.406
Direct Effect (X2 → DIF_PI)	-0.160	0.133	-0.423	0.102
Indirect Effect (X1 → DIF_CBI → DIF_PI)	0.011	0.078	-0.138	0.170
Indirect Effect (X2 → DIF_CBI → DIF_PI)	-0.734	0.160	-1.062	-0.431



Thus, this finding supports H<sub>2</sub> in that consumer-brand identification mediates the relationship between consumer-brand disagreement and purchase intentions. Therefore, higher consumer-brand disagreement is associated with lower consumer-brand identification, which in turn leads to lower purchase intentions.

A subsequent identical analysis was then conducted including the control variables, namely AGE, MALE and EMP\_bin. Please note that POL\_ID was excluded from this analysis, as control group participants were not inquired on this variable, unfortunately not making it possible to include this variable. However, the inclusion of the remaining control variables did not significantly change the effects of the previous model, with none of the covariates showing significance. The detailed results of this mediation analysis can be found in Appendix 11.18.

#### 4.5.3. H<sub>3a</sub> & H<sub>3b</sub>: Switching costs

The moderation analysis for testing H<sub>3a</sub> and H<sub>3b</sub> was also conducted using the PROCESS macro in SPSS (Model 1 and Model 14, respectively) (Hayes, 2012).

The analysis of H<sub>3a</sub> aimed to determine whether switching costs (*cDIF\_SC*) moderate the relationship between consumer-brand congruence (*CAT\_CBC*), specifically consumer-brand disagreement, and purchase intentions (*DIF\_PI*). The results of this analysis can fully be found in Appendix 11.19.

**Table 4.10:** Regression analysis of *CAT\_CBC*, *cDIF\_SC*, and their interaction on *DIF\_PI*

Variable	Coefficient (b)	Std. Error (SE)	p-value	LLCI	ULCI
Constant	0.048	0.090	0.594	-0.130	0.227
<i>X1</i> (Agreement vs. Neutral)	0.198	0.140	0.161	-0.080	0.475
<i>X2</i> (Disagreement vs. Neutral)	-0.832	0.132	< 0.001***	-1.094	-0.570
<i>cDIF_SC</i>	0.094	0.199	0.639	-0.301	0.488
<i>X1*cDIF_SC</i>	0.050	0.299	0.867	-0.541	0.642
<i>X2*cDIF_SC</i>	0.684	0.251	0.0073**	0.188	1.180

Note: \*p < 0.05, \*\*p < 0.01, \*\*\*p < 0.001

The model predicting *DIF\_PI* explained 42.33% of the variance ( $R^2 = 0.423$ ,  $F(5, 131) = 19.23$ ,  $p < 0.001$ ). As per Table 4.10, the results showed that while the direct effect of being in the agreement group was not significant ( $b = 0.198$ ,  $p = 0.161$ ), being part of the disagreement group significantly predicted lower purchase intentions ( $b = -0.832$ ,  $p < 0.001$ ), as seen in the previous analyses. More importantly, the interaction between switching costs and

the disagreement group proved to be statistically significant ( $b = 0.684$ ,  $p = 0.007$ ), thus signaling that switching costs do moderate the relationship between consumer-brand disagreement and purchase intentions, as originally hypothesized.

**Table 4.11:** Conditional effects of CAT\_CBC on cDIF\_SC

Moderator value (cDIF_SC)	Comparison (CAT_CBC)	Effect (b)	Std. Error (SE)	p-value	95% CI
-0.528 (Mean - 1 SD)	X1	0.171	0.217	0.431	[-0.258, 0.600]
	X2	-1.193	0.191	< 0.001***	[-1.572, -0.815]
0.003 (Mean)	X1	0.198	0.140	0.161	[-0.080, 0.475]
	X2	-0.830	0.132	< 0.001***	[-1.092, -0.569]
0.533 (Mean + 1 SD)	X1	0.224	0.207	0.279	[-0.184, 0.633]
	X2	-0.467	0.184	0.012	[-0.831, -0.104]

Note: \* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$

Specifically, as per Table 4.11, the conditional effects suggest that the aforementioned negative relationship between disagreement and purchase intentions is strongest when perceived switching costs are low ( $b = -1.193$ ,  $p < 0.001$ ) and weakest when perceived switching costs are high ( $b = -0.4674$ ,  $p = 0.0122$ ). This result further reinforces the hypothesized effects, strengthening the idea that higher switching costs do indeed attenuate the negative impact of consumer-brand disagreement on purchase intentions.

Lastly, the test of highest-order interactions indicated that the interaction between CAT\_CBC and cDIF\_SC explained additional variance in DIF\_PI ( $R^2$  change = 0.043,  $F(2, 131) = 4.8528$ ,  $p = 0.009$ ). This result also indicates that the relationship between CAT\_CBC and DIF\_PI varies depending on the level of switching costs.

Given the previous results, the moderation analysis supports  $H_{3a}$ , by confirming that switching costs moderate the relationship between consumer-brand disagreement and purchase intentions. Specifically, when switching costs are high, the negative impact of disagreement on purchase intentions is reduced, consistent with the effect described in the proposed hypothesis.

A subsequent identical analysis for  $H_{3a}$  was then conducted including the control variables AGE, MALE and EMP\_bin. However, the inclusion of these variables did not significantly change the effects of the previous model, and none of the covariates showed significance. The detailed results of this moderation analysis can be found in Appendix 11.20.

In order to investigate  $H_{3b}$  and assess whether switching costs (cDIF\_SC) moderate the mediating effect of consumer-brand identification (DIF\_CBI) on the relationship between

consumer-brand disagreement (*CAT\_CBC*) and purchase intentions (*DIF\_PI*), a moderated mediation analysis was performed using the PROCESS SPSS macro (Model 14) (Hayes, 2012).

**Table 4.12:** Regression analysis of *CAT\_CBC* on *DIF\_CBI*

Variable	Coefficient (b)	Std. Error (SE)	p-value	LLCI	ULCI
Constant	0.230	0.104	0.030	0.023	0.436
<i>X1</i> (Agreement vs. Neutral)	0.019	0.164	0.908	-0.305	0.343
<i>X2</i> (Disagreement vs. Neutral)	-1.234	0.154	< 0.001***	-1.538	-0.930

Note: \*p < 0.05, \*\*p < 0.01, \*\*\*p < 0.001

The regression analysis showed that *CAT\_CBC* significantly predicted *DIF\_CBI* for the disagreement group ( $b = -1.234$ ,  $p < 0.001$ ). This indicates that individuals who disagreed with the stance have significantly lower consumer-brand identification scores compared to those in control group. However, as expected, the relationship for those who showed agreement was not significant ( $b = 0.019$ ,  $p = 0.908$ ).

The second model explained 59.94% of the variance in *DIF\_PI* ( $R^2 = 0.599$ ,  $F(5, 131) = 39.200$ ,  $p < 0.001$ ). The results in Table 4.13 indicate that *DIF\_CBI* significantly predicted *DIF\_PI* ( $b = 0.547$ ,  $p < 0.001$ ), meaning that higher consumer-brand identification is associated with higher purchase intentions. Moreover, the interaction term between *DIF\_CBI* and *cDIF\_SC* was significant ( $b = -0.223$ ,  $p = 0.006$ ), indicating that switching costs indeed negatively moderate the relationship between consumer-brand identification and purchase intentions. Moreover, the direct effects of *CAT\_CBC* on *DIF\_PI* were not significant for either the agreement ( $b = 0.181$ ,  $p = 0.123$ ) or disagreement groups ( $b = -0.169$ ,  $p = 0.206$ ). This once again suggests a full mediation effect, given the minimal direct influence of consumer-brand disagreement on purchase intentions when including for consumer-brand identification.

**Table 4.13:** Regression analysis of *CAT\_CBC*, *DIF\_CBI*, and *cDIF\_SC* on *DIF\_PI*

Variable	Coefficient (b)	Std. Error (SE)	p-value	LLCI	ULCI
Constant	-0.064	0.072	0.378	-0.206	0.079
<i>X1</i> (Agreement vs. Neutral)	0.168	0.110	0.130	-0.050	0.387
<i>X2</i> (Disagreement vs. Neutral)	-0.161	0.125	0.201	-0.408	0.087
<i>DIF_CBI</i>	0.547	0.059	< 0.001***	0.430	0.664
<i>cDIF_SC</i>	0.169	0.094	0.074	-0.017	0.354
<i>DIF_CBI</i> * <i>cDIF_SC</i>	-0.223	0.079	0.006**	-0.380	-0.066

Note: \*p < 0.05, \*\*p < 0.01, \*\*\*p < 0.001

The conditional indirect effects of *CAT\_CBC* on *DIF\_PI* via *DIF\_CBI* at different levels of *cDIF\_SC* are presented in Table 4.15. The results show that the indirect effect for the disagreement group is significant at all levels of *cDIF\_SC*, indicating that consumer-brand

identification mediates the relationship between consumer-brand disagreement and purchase intentions across all levels of switching costs. The mediation effect is strongest when switching costs are low ( $b = -0.820$ ,  $p < 0.001$ ) and weakest when switching costs are high ( $b = -0.528$ ,  $p < 0.001$ ).

**Table 4.15:** Conditional indirect effects of CAT\_CBC on DIF\_PI via DIF\_CBI at different levels of cDIF\_SC

Path	cDIF_SC value	Effect (b)	Std. Error (SE)	p-value	LLCI	ULCI
X1 → DIF_CBI → DIF_PI	-0.528 (Mean - 1 SD)	0.013	0.086	0.884	-0.164	0.181
	0.003 (Mean)	0.010	0.071	0.883	-0.127	0.154
	0.533 (Mean + 1 SD)	0.008	0.056	0.884	-0.096	0.128
X2 → DIF_CBI → DIF_PI	-0.528 (Mean - 1 SD)	-0.820	0.187	< 0.001***	-1.215	-0.480
	0.003 (Mean)	-0.674	0.156	< 0.001***	-0.990	-0.373
	0.533 (Mean + 1 SD)	-0.528	0.151	< 0.001***	-0.815	-0.220

Note: \* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$

Moreover, as per Table 4.16, the index of moderated mediation was once again significant for the disagreement group, thus reinforcing that switching costs significantly moderate the mediation effect of consumer-brand identification on the relationship between consumer-brand disagreement and purchase intentions.

**Table 4.16:** Index of moderated mediation

Path	Index (b)	BootSE	BootLLCI	BootULCI
X1 → DIF_CBI → DIF_PI	-0.004	0.032	-0.062	0.070
X2 → DIF_CBI → DIF_PI	0.275	0.129	0.085	0.588

The results of this analysis indicate that for individuals that disagree with an ABA stance, consumer-brand identification fully mediates the relationship between disagreement and purchase intentions as seen in H<sub>2</sub>, and this mediation is moderated by switching costs. Specifically, as switching costs increase, the negative impact of consumer-brand disagreement on purchase intentions through consumer-brand identification is weakened. In contrast, the mediation and moderation effects are not significant for those who agree with the ABA stance, suggesting that this relationship is only relevant in cases of disagreement.

Thus, these findings support H<sub>3b</sub> by demonstrating that switching costs play a critical role in shaping the extent to which consumer-brand identification mediates the relationship between consumer-brand disagreement and purchase intentions.

Lastly, a subsequent identical analysis for H<sub>3a</sub> was once again conducted including the control variables AGE, MALE and EMP\_bin. However, the inclusion of these variables did not significantly change the effects of the previous model, and none of the covariates showed significance. The detailed results of this moderation analysis can be found in Appendix 11.22.

## 5. Conclusion

### 5.1. Discussion and main findings

As shown in Table 5.1, this study offers interesting evidence regarding the dynamics of brand activism and switching costs, and its effects on consumer responses, specifically consumer purchasing intentions.

First, hypothesis H<sub>1</sub> was supported by the conducted analysis, aligning this paper with previous research. Indeed, the fact that those who disagreed with the ABA stance showed statistically significant lower purchase intentions, while agreement did not significantly alter them was the expected result. This finding further solidifies the previously obtained results in Mukherjee and Althuizen (2020). Indeed, it was expected that brands taking a public stance on controversial socio-political issues would alienate certain segments of their customer base. However, this asymmetry reinforces the notion that this supposed high-risk, high-reward nature of brand activism may not actually be as worthwhile as originally thought. Specifically, it does not seem that the high risk of alienating certain customers, and hence potentially witnessing a substantial drop in purchase intentions, is counterweighted by any significant deepening of customer-brand relationships with those already aligned with the ABA stance, at least in terms of future purchase intentions.

Second, consumer-brand identification did display a statistically significant role as a mediator in H<sub>2</sub>. Indeed, in the case of disagreement, consumer-brand identification was showed to fully mediate the relationship between consumer-brand disagreement and purchase intentions. This result supports the idea that when consumers sense a misalignment between

their values and identity and those of a brand, it can deeply undermine their consumer-brand relationship, and subsequently impact their future purchasing behavior.

Third, the analysis of switching costs revealed that they indeed moderate the relationship between consumer-brand disagreement, consumer-brand identification and purchase intentions. The results confirmed that when switching costs are high, the negative impact of disagreement/disidentification on purchase intentions is significantly reduced. The moderation effect was also consistent across the different levels of switching costs, indicating that indeed they can act as a buffer, preventing drastic drops in purchase intentions when consumers strongly disagree with an activist stance. Expectedly, this negative effect on purchase intentions is most notable when switching costs are low, with the effect diminishing as switching costs increase. Hence, this newly found moderation effect seems then to replicate the results found in previous research, namely the studied moderation effects of switching costs on customer dissatisfaction (Nagengast et al., 2014). Hence, this finding brings an important emphasis to the potential strategic role of deploying or leveraging existing switching costs for retaining misaligned consumers when engaging in controversial and divisive brand activism.

*Table 5.1: Overview of the hypotheses results*

Main construct	Hypothesis	Result
<b>Consumer-brand congruence with ABA</b>	<b>H<sub>1</sub></b> : Consumer-brand congruence with authentic brand activism influences purchase intentions such that, compared to no activism, disagreement lowers intentions, while agreement leads to no significant changes.	Supported
<b>Consumer-brand identification</b>	<b>H<sub>2</sub></b> : Consumer-brand identification mediates the relationship between consumer-brand disagreement and purchase intentions, such that greater disagreement decreases identification, subsequently decreasing purchase intentions.	Supported
<b>Switching costs</b>	<b>H<sub>3a</sub></b> : Switching costs moderate the relationship between consumer-brand disagreement and purchase intentions, such that the negative effect of disagreement is weaker when switching costs are high.	Supported
	<b>H<sub>3b</sub></b> : Switching costs moderate the relationship between consumer-brand disidentification and purchase intentions, such that the negative effect of disidentification is weaker when switching costs are high.	Supported

## 5.2. Limitations and future research

This study, while providing valuable insights into consumer responses to brand activism, has nevertheless several limitations that need to be properly addressed.

### 5.2.1. Pre-study

Regarding the pre-study, the conducted analysis was limited to a single socio-political issue and brand due to time and resource constraints. However, this approach severely hampered the generalizability of the results since different issues and brands can evoke varying consumer reactions, each one worth investigating. Future research could therefore aim to consider a broader range of socio-political issues and brands for potential analysis.

Additionally, the selection of abortion rights and IKEA itself may have also introduced limitations. Indeed, while abortion rights were perceived as highly controversial and personally significant, the issue also ended up being almost universally agreed upon by participants. Even though their random assignment to pro-choice and pro-life scenarios ensured the creation of clear agreement and disagreement groups, the high level of consensus essentially constrained the analysis to only supporters of abortion rights, lacking a significant representation of participants who oppose it. Similarly, the pre-study indicated that IKEA was a well-liked and frequently used brand, which likely contributed to the general perception of the brand's moderately high switching costs. Evidently, this also limited the ability to fully explore consumer reactions according to more varied perceptions of inherent switching costs. Future studies should therefore consider more controversial socio-political issues, and brands with more mixed perceptions of switching costs, thus eliciting more varied consumer opinions on both as a result.

### 5.2.2. Final study

Regarding the final study, the first evident limitation was the sample's lack of adequate representativeness, particularly concerning demographic variables. Indeed, the sample was predominantly young, with a notably high concentration of 24- and 25-year-olds. Moreover, although later corrected, the sample was initially heavily imbalanced in terms of gender distribution. Additionally, the educational and employment statuses were also skewed. This non-representative sampling evidently limits the generalizability of this study's findings.

Another limitation was the exclusion of the construct of political consumerism due to issues with the scale's internal consistency. This exclusion represents a missed opportunity that should be further investigated to understand how consumers' pre-existing beliefs on political consumerism might influence their responses to brand activism. Additionally, due to poor survey designs choices, political identity also ended-up not being analyzed alongside the remaining control variables. This was another missed opportunity to further study the potential bipartisan effects of political identity on consumer responses to brand activism.

Moreover, it is uncertain whether participants truly perceived the fictitious IKEA ads as authentic examples of brand activism. Despite the ads faithfully recreating IKEA's brand image and clearly stating IKEA's active advocacy on the issue, participants did not explicitly disclose how they actually perceived the ads. Future studies might consider including additional questions for this intent, or even reconsider altogether using fictitious ads to ensure more reliable and accurate results.

A more thorough analysis of switching costs is also warranted. The study's approach to measuring switching costs was perhaps too broad, capturing a more general sense of perceived switching costs rather than narrowing down to each type of them. Evidently, this limited the study's understanding of how each uniquely influences consumer reactions. Thus, more granular scales are required to explore these distinctions more holistically.

Another potential limitation was the assessment of consumer-brand (dis)agreement being designed in an overly complicated fashion, potentially leading to unnecessary inaccurate results and a more difficult analysis. Thus, simplifying this process in the future, e.g., by directly asking participants whether they agree or disagree with a given socio-political issue, would likely yield more straightforward data on consumer-brand (dis)agreement.

Lastly, a significant number of participants failed the attention check by not selecting the correct scenario they were exposed to. This may indicate that participants did not pay enough attention to the fictional ads and/or the respective statements. Subsequent surveys might want to better capture participants' attention span and perhaps ensure that the activist message is more visible and accessible while participants are taking the survey.



### 5.3. Academic and managerial relevance

This study contributes meaningfully to the ongoing academic and managerial discourse on brand activism. First, this study confirms prior research that consumer reactions to brand activism are not as linear as originally expected (Haupt et al, 2023; Mukherjee & Althuizen, 2020). Indeed, while consumer-brand disagreement expectedly lowered purchase intentions, consumer-brand agreement did not correspondingly increase them. This finding thus reinforces the notion that brand activism may not be, from a financial perspective, as successful a strategy as many managers initially expected it to be, thus severely undermining the potential of brand activism as a successful differentiating branding strategy.

Second, the reexamination of consumer-brand identification replicated past mediation results (Mukherjee & Althuizen, 2020), displaying the expected effects on purchase intentions. As such, managers need to carefully understand how customers relate to their brands and ensure, through adequate market research, that a potential activist stance aligns with the beliefs of their main target customers, thereby amplifying consumer-brand identification.

Lastly, to the best of the author's knowledge, this study introduces the concept of switching costs into brand activism literature. However, given the broad way in which switching costs were defined, this study wishes to inspire a more thorough reevaluation of the impact of these costs on brand activism. From a managerial perspective, if this paper's results are later replicated, then indeed switching costs may be strategically considered when planning controversial activist stances. This implies not only strategically and deliberately deploying these costs as a brand, but also understanding the pre-established customer perceptions of existing switching costs. Nonetheless, brand managers will still need to be mindful of the long-term effects of calculative commitment, derived from imposing these high switching costs, on future consumer-brand relationships.

### 5.4. Final remarks

This study aimed to primarily investigate the effects of switching costs as potential moderators in the relationship between brand activism and purchase intentions.

The analysis first validated the pre-established notion that (dis)agreement between a consumer's personal beliefs and a brand's activist stance is key in explaining consumer

purchasing behavior in response to brand activism. Consistent with past literature, this paper also found that consumer-brand disagreement significantly lowers purchasing intentions, whereas agreement does not result in a comparable increase. This result seems to suggest that consumers either agree with a stance, but no significant rise in purchases seems to result from this, or they disagree and aggressively avoid purchasing in response.

Additionally, this paper incorporated the previously studied role of consumer-brand identification as a mediator between consumer-brand (dis)agreement and purchase intentions. The reported effect was significant in this study, with the direction of the effect being consistent with previous research.

Lastly, this study integrated the concept of switching costs within the existing literature on brand activism. Indeed, high switching costs were believed to buffer negative reactions, causing customers to keep purchasing from brands despite disagreeing with their brand activist stances. Indeed, the results corroborated this hypothesis. However, this study recommends a more encompassing analysis of this construct, using different and more effective approaches.

In conclusion, this paper ambitiously aimed to bring switching costs into the context of brand activism, later confirming their moderating effect between consumer-brand disagreement and purchase intentions. This finding thus validates not only the use, but also the acknowledgment and understanding of these types of costs when developing brand activist stances. This study also contributes to a better understanding of brand activism and advises a cautious evaluation of this branding strategy given its potentially adverse effects. Moreover, it validated previous research on consumer-brand identification and successfully included the effect of switching costs within this construct.

Ultimately, this paper brings greater clarity into the consequences of brand activism and offers improved guidance for brand managers regarding the expected consequences of engaging with this branding strategy.

## 6. References

- Ahmad, F., Guzmán, F., & Al-Emran, M. (2024). Brand activism and the consequence of woke washing. *Journal of Business Research*, 170, 114362. <https://doi.org/10.1016/j.jbusres.2023.114362>
- Ahmad, F., Guzmán, F., & Kidwell, B. (2022). Effective messaging strategies to increase brand love for sociopolitical activist brands. *Journal of Business Research*, 151, 609–622. <https://doi.org/10.1016/j.jbusres.2022.07.031>
- Alhouthi, S., Johnson, C. M., & Holloway, B. B. (2016). Corporate social responsibility authenticity: Investigating its antecedents and outcomes. *Journal of Business Research*, 69(3), 1242–1249. <https://doi.org/10.1016/j.jbusres.2015.09.007>
- Allredge, K., Jacobs, J., & Teichner, W. (2021, December 9). Great Expectations: Navigating challenging stakeholder expectations of brands. *McKinsey & Company*. <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/great-expectations-navigating-challenging-stakeholder-expectations-of-brands>
- Anaza, N. A., Saavedra, J. L., Hair, J. F., Bagherzadeh, R., Rawal, M., & Osakwe, C. N. (2021). Customer-brand disidentification: Conceptualization, scale development and validation. *Journal Of Business Research*, 133, 116–131. <https://doi.org/10.1016/j.jbusres.2021.03.064>
- Aybar, C., Pérez, V., & Pavía, J. M. (2024). Scale matters: unravelling the impact of Likert scales on political self-placement. *Quality and Quantity*. <https://doi.org/10.1007/s11135-023-01825-2>
- Aziz, A. (2018, September 5). The power of purpose: Nike and Colin Kaepernick. *Forbes*. <https://www.forbes.com/sites/afdhelaziz/2018/09/04/the-power-of-purpose-nike-and-colin-kaepernick/>
- Barroso, C., & Picón, A. (2012). Multi-dimensional analysis of perceived switching costs. *Industrial Marketing Management*, 41(3), 531–543. <https://doi.org/10.1016/j.indmarman.2011.06.020>
- Bateman, A. (2022, January 17). Community is in: How to create brand advocacy among Gen Z and Millennials. *Forbes*. <https://www.forbes.com/sites/forbesbusinesscouncil/2022/01/14/community-is-in-how-to-create-brand-advocacy-among-gen-z-and-millennials/>
- Bazail-Eimil, E. (2024, January 1). The global elections Washington should be watching in 2024. *Politico*. <https://www.politico.com/news/2024/01/01/what-to-watch-global-elections-2024-00133027>
- Beard, A. (2021, January 13). Why Ben & Jerry's speaks out. *Harvard Business Review*. <https://hbr.org/2021/01/why-ben-jerrys-speaks-out>
- Belk, R. W. (1988). Possessions and the Extended Self. *Journal of Consumer Research*, 15(2), 139–168. <https://www.jstor.org/stable/2489522>
- Berr, J. (2018, September 14). Nike stock price reaches all-time high after Colin Kaepernick ad. *CBS News*. <https://www.cbsnews.com/news/nike-stock-price-reaches-all-time-high-despite-colin-kaepernick-ad-boycott/>

- Blut, M., Frennea, C., Mittal, V., & Mothersbaugh, D. L. (2015). How procedural, financial and relational switching costs affect customer satisfaction, repurchase intentions, and repurchase behavior: A meta-analysis. *International Journal of Research in Marketing*, 32(2), 226–229. <https://doi.org/10.1016/j.ijresmar.2015.01.001>
- Burdet, N. (2021, June 21). What are the most valuable global brands in 2021? *Kantar*. <https://www.kantar.com/inspiration/brands/what-are-the-most-valuable-global-brands-in-2021>
- Burnham, T. A., Frels, J. K., & Mahajan, V. (2003). Consumer switching Costs: A typology, antecedents, and consequences. *Journal of the Academy of Marketing Science*, 31(2), 109–126. <https://doi.org/10.1177/0092070302250897>
- Cammarota, A., D’Arco, M., Marino, V., & Resciniti, R. (2023). Brand Activism: A Literature Review and Future Research Agenda. *International Journal of Consumer Studies*, 47(5), 1669–1691. <https://doi.org/10.1111/ijcs.12967>
- Chatterji, A. K., & Toffel, M. W. (2019). Assessing the Impact of CEO Activism. *Organization & Environment*, 32(2), 159–185. <https://doi.org/10.1177/1086026619848144>
- Coaston, J. (2018, September 6). Nike has made billions selling rebellion to young people. *Vox*. <https://www.vox.com/2018/9/6/17824234/nike-young-people-targeting-trump-black-marketing>
- Copeland, L., & Boulianne, S. (2020). Political consumerism: A meta-analysis. *International Political Science Review*, 43(1), 3–18. <https://doi.org/10.1177/0192512120905048>
- Cristobal, C., Del Prado, A. R., Cagampan, A., & Dimaculangan, E. (2022). Brand Activism: Impact of Woke Advertising on the Consumers’ Attitude and Brand Perceptions Towards Purchase Intention. *Journal of Business and Management Studies*, 4(2), 01–12. <https://doi.org/10.32996/jbms.2022.4.2.1>
- Dagger, T. S., & David, M. E. (2012). Uncovering the real effect of switching costs on the satisfaction-loyalty association. *European Journal of Marketing*, 46(3/4), 447–468. <https://doi.org/10.1108/03090561211202558>
- Deighton, K. (2023, August 3). Bud Light’s struggles cast a shadow over its sunny summer ad campaign. *WSJ*. <https://www.wsj.com/articles/bud-lights-struggles-cast-a-shadow-over-its-sunny-summer-ad-campaign-b7c1f187>
- Deloitte. (2022). A call for accountability and action - The Deloitte Global 2021 Millennial and Gen Z Survey. *Deloitte Insights*. [https://www.deloitte.com/content/dam/assets-shared/legacy/docs/insights/2022/2021-deloitte-global-millennial-survey-report.pdf?icid=learn\\_more\\_content\\_click](https://www.deloitte.com/content/dam/assets-shared/legacy/docs/insights/2022/2021-deloitte-global-millennial-survey-report.pdf?icid=learn_more_content_click)
- Demirer, O., Alshareef, A., LaPerla, J., Schwartz, E., Seaman, C., Kalla, J., Baez, S., Broedje, U., & Bienstock, J. (2020). The impact of consumer purchasing power fluctuations on decision making as it relates to low involvement products, increase in income and consumer satisfaction. *International Journal of Business Strategy*, 20(1), 31–46. <https://doi.org/10.18374/ijbs-20-1.3>

- Draper. K., & Belson. K. (2018, September 4). Colin Kaepernick's Nike campaign keeps N.F.L. anthem kneeling in spotlight. *The New York Times*.  
<https://www.nytimes.com/2018/09/03/sports/kaepernick-nike.html>
- Edelman. (2022). 2022 Edelman Trust Barometer. *Edelman*. <https://www.edelman.com/trust/2022-trust-barometer>
- Eilert. M., & Nappier Cherup. A. (2020). The Activist Company: Examining a Company's Pursuit of Societal Change Through Corporate Activism Using an Institutional Theoretical Lens. *Journal of Public Policy & Marketing*. 39(4). 461–476.  
<https://doi.org/10.1177/0743915620947408>
- Eisinga. R., Grotenhuis. M. T., & Pelzer. B. (2012). The reliability of a two-item scale: Pearson, Cronbach, or Spearman-Brown? *International Journal of Public Health*. 58(4). 637–642.  
<https://doi.org/10.1007/s00038-012-0416-3>
- Fadulu. L. (2023, December 12). Zara Removes Campaign After Critics Call It Insensitive to Israel-Hamas War. *The New York Times*. <https://www.nytimes.com/2023/12/12/business/zara-campaign-israel-gaza-war.html>
- Farmaki. A. (2022). Corporate wokeness: An expanding scope of CSR? *Tourism Management*. 93. 104623. <https://doi.org/10.1016/j.tourman.2022.104623>
- Gaboleiro. A. (2024). Ikea e o novo símbolo do Governo: “O nosso design é para todos.” *Imagens de Marca*. <https://www.imagensdemarca.pt/artigo/ikea-e-o-novo-simbolo-do-governo-o-nosso-design-e-para-todos/>
- Ganatra. V., Sinha. R., Srishti. S., Pandey. R., Kadam. P., Ristiansyah. S. A., Sin. L. G., Yin. C. L., Kee. D. M. H., Jin. L. Y., Wei. O. Y., & Wei. L. P. (2021). The body shop "Forever against animal testing". *International Journal of Applied Business and International Management*. 6(1). 90–100. <https://doi.org/10.32535/ijabim.v6i1.1082>
- George. D., & Mallery. P. (2019). IBM SPSS Statistics 26 Step by Step: A Simple Guide and Reference (16th ed.). *Routledge*. <https://doi.org/10.4324/9780429056765>
- Grace-Martin, K. (2012). Outliers: To Drop or Not to Drop. *The Analysis Factor*.  
<https://www.theanalysisfactor.com/outliers-to-drop-or-not-to-drop/>
- Hayes. A. F. (2012). PROCESS: A versatile computational tool for observed variable mediation, moderation, and conditional process modelling.  
<http://www.afhayes.com/public/process2012.pdf>
- Haupt. M., Wannow. S., Marquardt. L., Graubner. J. S., & Haas. A. (2023). Who is more responsive to brand activism? The role of consumer-brand identification and political ideology in consumer responses to activist brand messages. *Journal of Product & Brand Management*. 32(8). 1248–1273. <https://doi.org/10.1108/jpbm-10-2022-4193>
- He. H. (2022, February 10). Brand activism: Why it's no longer sufficient for businesses to remain reactive to societal issues. *Forbes*.  
<https://www.forbes.com/sites/alliancembs/2022/02/09/brand-activism-why-its-no-longer-sufficient-for-businesses-to-remain-reactive-to-societal-issues/>

- Heading, S., Cavaciuti-Wishart, E., & World Economic Forum. (2024, January 10). These are the biggest global risks we face in 2024 and beyond. *World Economic Forum*.  
<https://www.weforum.org/agenda/2024/01/global-risks-report-2024/>
- Heide, J. B., & Weiss, A. M. (1995). Vendor Consideration and Switching Behavior for Buyers in High-Technology Markets. *Journal of Marketing*, 59(3), 30–43.  
<https://doi.org/10.2307/1252117>
- Hervé, C., & Mullet, E. (2009). Age and factors influencing consumer behavior. *International Journal of Consumer Studies*, 33(3), 302–308. <https://doi.org/10.1111/j.1470-6431.2009.00743.x>
- Holpuch, A. (2023, November 21). Behind the backlash against Bud Light. *The New York Times*.  
<https://www.nytimes.com/article/bud-light-boycott.html>
- Horowitz, J., Hurst, K., Braga, D. (2023, June 14). Views on the Black Lives Matter movement. *Pew Research Center*. <https://www.pewresearch.org/social-trends/2023/06/14/views-on-the-black-lives-matter-movement/>
- Hyde, M. (2020, June 12). Diet Woke: how Pepsi’s ad backfired for Kendall Jenner. *The Guardian*.  
<https://www.theguardian.com/lifeandstyle/lostinshowbiz/2017/apr/06/pepsi-race-luther-king-kendall-jenner-lindsay-lohan>
- Hydock, C., Paharia, N., & Blair, S. (2020). Should your brand pick a side? How market share determines the impact of corporate political advocacy. *Journal of Marketing Research*, 57(6), 1135–1151. <https://doi.org/10.1177/0022243720947682>
- Islam, T., Meade, N., Carson, R. T., Louviere, J. J., & Wang, J. (2022). The usefulness of socio-demographic variables in predicting purchase decisions: Evidence from machine learning procedures. *Journal Of Business Research*, 151, 324–338.  
<https://doi.org/10.1016/j.jbusres.2022.07.004>
- Jones, O. (2019, May 23). Woke-washing: how brands are cashing in on the culture wars. *The Guardian*. <https://www.theguardian.com/media/2019/may/23/woke-washing-brands-cashing-in-on-culture-wars-owen-jones>
- Jones, M. A., Mothersbaugh, D. L., & Beatty, S. E. (2002). Why customers stay: measuring the underlying dimensions of services switching costs and managing their differential strategic outcomes. *Journal Of Business Research*, 55(6), 441–450. [https://doi.org/10.1016/s0148-2963\(00\)00168-5](https://doi.org/10.1016/s0148-2963(00)00168-5)
- Jones, M. A., Reynolds, K. E., Mothersbaugh, D. L., & Beatty, S. E. (2007). The positive and negative effects of switching costs on relational outcomes. *Journal of Service Research*, 9(4), 335–355. <https://doi.org/10.1177/1094670507299382>
- Jungblut, M., & Johnen, M. (2021). When brands (Don’t) take my stance: the ambiguous effectiveness of political brand communication. *Communication Research*, 49(8), 1092–1117.  
<https://doi.org/10.1177/00936502211001622>
- Kalwani, M. U., & Silk, A. J. (1982). On the Reliability and Predictive Validity of Purchase Intention Measures. *Marketing Science*, 1(3), 243–286. <https://doi.org/10.1287/mksc.1.3.243>

- Key, T. M., Keel, A. L., Czaplewski, A. J., & Olson, E. M. (2021). Brand activism change agents: strategic storytelling for impact and authenticity. *Journal of Strategic Marketing*, 1–17. <https://doi.org/10.1080/0965254x.2021.1904435>
- King, D., Rhodes, J. (2022, April 8). How companies can 'walk the talk' on pressing social issues. *World Economic Forum*. <https://www.weforum.org/agenda/2022/04/corporate-social-justice-stakeholders/>
- Klemperer, P. (1987). Markets with Consumer Switching Costs. *The Quarterly Journal of Economics*, 102(2), 375. <https://doi.org/10.2307/1885068>
- Klostermann, J., Hydock, C., & Decker, R. (2021). The effect of corporate political advocacy on brand perception: an event study analysis. *Journal of Product & Brand Management/Journal of Product & Brand Management*, 31(5), 780–797. <https://doi.org/10.1108/jpbm-03-2021-3404>
- Kyroglou, G., & Henn, M. (2022). On Measuring political consumerism: an exploratory study among young people in the UK and in Greece. *Social Indicators Research*, 163(3), 1191–1220. <https://doi.org/10.1007/s11205-022-02931-8>
- Lakritz, T., Warren, L., & Olito, F. (2021, August 18). The 100 best brands, according to customers. *Business Insider*. <https://www.businessinsider.com/best-brands-according-to-customers-comparably-2021-8?international=true&r=US&IR=T>
- Le, K., & Nguyen, M. (2021). Education and political engagement. *International Journal of Educational Development*, 85, 102441. <https://doi.org/10.1016/j.ijedudev.2021.102441>
- Miller, K. (2022, December 20). Was the World Collapsing? Or Were You Just Freaking Out? *The New York Times*. <https://www.nytimes.com/2022/12/20/opinion/2022-america-debates.html>
- Mirzaei, A., Wilkie, D. C., & Siuki, H. (2022). Woke brand activism authenticity or the lack of it. *Journal of Business Research*, 139(1), 1–12. <https://doi.org/10.1016/j.jbusres.2021.09.044>
- Mitchell, T. (2022, May 6). 2. Social and moral considerations on abortion. *Pew Research Center*. <https://www.pewresearch.org/religion/2022/05/06/social-and-moral-considerations-on-abortion/>
- Moore, P. W. (1973). Corporate Social Reform: An Activist's Viewpoint. *California Management Review*, 15(4), 90–96. <https://doi.org/10.2307/41164465>
- Moorman, C. (2020). Commentary: Brand Activism in a Political World. *Journal of Public Policy & Marketing*, 39(4), 388–392. <https://doi.org/10.1177/0743915620945260>
- Morrow, A. (2024, April 16). Why Corporate America is keeping quiet on abortion. *CNN Business*. <https://edition.cnn.com/2024/04/16/business/corporate-america-abortion-activism-nightcap/index.html>
- Morsing, M., & Roepstorff, A. (2014). CSR as Corporate Political Activity: Observations on IKEA's CSR Identity–Image Dynamics. *Journal of Business Ethics*, 128(2), 395–409. <https://doi.org/10.1007/s10551-014-2091-1>

- Mukherjee, S., & Althuizen, N. (2020). Brand activism: Does courting controversy help or hurt a brand? *International Journal of Research in Marketing*, 37(4), 772–788. <https://doi.org/10.1016/j.ijresmar.2020.02.008>
- Myers, O. (2023, September 19). ‘Panic and rash decision-making’: ex-Bud Light staff on one of the biggest boycotts in US history. *The Guardian*. <https://www.theguardian.com/world/2023/sep/19/dylan-mulvaney-bud-light-boycott>
- Nadeem, R. (2024, May 13). Broad public support for legal abortion persists 2 years after Dobbs. *Pew Research Center*. <https://www.pewresearch.org/politics/2024/05/13/broad-public-support-for-legal-abortion-persists-2-years-after-dobbs/>
- Nagengast, L., Evanschitzky, H., Blut, M., & Rudolph, T. (2014). New insights in the moderating effect of switching costs on the Satisfaction–Repurchase Behavior link. *Journal of Retailing*, 90(3), 408–427. <https://doi.org/10.1016/j.jretai.2014.04.001>
- Neilson, L. A. (2010). Boycott or buycott? Understanding political consumerism. *Journal of Consumer Behaviour*, 9(3), 214–227. <https://doi.org/10.1002/cb.313>
- Neren, U. (2014, August 7). Patagonia’s provocative Black Friday campaign. *Harvard Business Review*. <https://hbr.org/2012/11/patagonias-provocative-black-f>
- Newlands, B. C. (2024, April 5). McDonald’s: Behind the fast-food firm’s boycott controversy. *BBC News*. <https://www.bbc.com/news/business-68740617>
- Ng, S., Bharti, M., & Faust, N. T. (2020). The Impact of Gender and Culture in Consumer Behavior. *The Cambridge Handbook of the International Psychology of Women*, 244–257.
- Ngo, V. M., & Pavelková, D. (2017). Moderating and mediating effects of switching costs on the relationship between service value, customer satisfaction and customer loyalty: investigation of retail banking in Vietnam. *Journal of International Studies*, 10(1), 9–33. <https://doi.org/10.14254/2071-8330.2017/10-1/1>
- Osborne, J. W. (2010). Improving your data transformations: Applying the Box-Cox transformation. *Practical Assessment, Research & Evaluation*, 15(12). <https://doi.org/10.7275/qbpc-gk17>
- Pimentel, P. C., Bassi-Suter, M., & Didonet, S. R. (2023). Brand activism as a marketing strategy: an integrative framework and research agenda. *Journal Of Brand Management*, 31(2), 212–234. <https://doi.org/10.1057/s41262-023-00335-8>
- Podnar, K., & Golob, U. (2024). Brands and activism: ecosystem and paradoxes. *Journal of Brand Management*, 31. <https://doi.org/10.1057/s41262-024-00355-y>
- Popp, B., & Woratschek, H. (2017). Consumer–brand identification revisited: An integrative framework of brand identification, customer satisfaction, and price image and their role for brand loyalty and word of mouth. *Journal Of Brand Management*, 24(3), 250–270. <https://doi.org/10.1057/s41262-017-0033-9>
- Rojas, R. (2024, January 2). In 2024, Expect New Debates on A.I., Gender and Guns. *The New York Times*. <https://www.nytimes.com/2024/01/02/us/state-legislatures-2024.html>



- Rizvi, J. (2022, April 21). How social values drive consumers to brands. *Forbes*.  
<https://www.forbes.com/sites/jiawertz/2021/12/27/how-social-values-drive-consumers-to-brands/>
- Rozin, P., & Royzman, E. B. (2001). Negativity bias, negativity dominance, and contagion. *Personality and Social Psychology Review*, 5(4), 296–320.  
[https://doi.org/10.1207/s15327957pspr0504\\_2](https://doi.org/10.1207/s15327957pspr0504_2)
- Salinas, G. (2023, May 23). Big Brand Activism: Social Impact or Agitprop? *IE Insights*.  
<https://www.ie.edu/insights/articles/big-brand-activism-social-impact-of-agitprop/>
- Sarkar, C., & Kotler, P. (2018). Brand activism: From purpose to action. *Idea Bite Press*
- Seier, E. (2011). Normality tests: power comparison. *Springer eBooks*. [https://doi.org/10.1007/978-3-642-04898-2\\_421](https://doi.org/10.1007/978-3-642-04898-2_421)
- Sekaran, U., & Bougie, J. R. G. (2009). Research Methods for Business: A Skill Building Approach (5th Edition). *Wiley Publishers*.
- Sibai, O., Mimoun, L., & Boukis, A. (2021). Authenticating brand activism: Negotiating the boundaries of free speech to make a change. *Psychology & Marketing*, 38(10), 1651–1669.  
<https://doi.org/10.1002/mar.21477>
- Simons, J. J. P., & Green, M. C. (2016). Divisive Topics as Social Threats. *Communication Research*, 45(2), 165–187. <https://doi.org/10.1177/0093650216644025>
- Sirgy, M. J., Lee, D., Johar, J., & Tidwell, J. (2008). Effect of self-congruity with sponsorship on brand loyalty. *Journal Of Business Research*, 61(10), 1091–1097.  
<https://doi.org/10.1016/j.jbusres.2007.09.022>
- Sobande, F. (2019). Woke-washing: “intersectional” femvertising and branding “woke” bravery. *European Journal of Marketing*, 54(11), 2723–2745. <https://doi.org/10.1108/ejm-02-2019-0134>
- Stewart, E. (2023, June 30). The Bud Light boycott, explained as much as is possible. *Vox*.  
<https://www.vox.com/money/2023/4/12/23680135/bud-light-boycott-dylan-mulvaney-travis-tritt-trans>
- Stewart, E. (2023, December 13). Starbucks has lost \$11 billion market value, and not because of boycotts. *Vox*. <https://www.vox.com/money/2023/12/13/23999981/starbucks-boycott-israel-palestine-market-value-loss-holidays-labor>
- Stokburger-Sauer, N., Ratneshwar, S., & Sen, S. (2012). Drivers of Consumer–brand Identification. *International Journal of Research in Marketing*, 29(4), 406–418.  
<https://doi.org/10.1016/j.ijresmar.2012.06.001>
- Stutely, R. (2003). Numbers Guide: The Essentials of Business Numeracy. *Economist Publications Staff*. <https://books.google.pt/books?id=eOnCQgAACAAJ>
- Swant, M. (2020). The 2020 World’s Most Valuable Brands. *Forbes*. <https://www.forbes.com/the-worlds-most-valuable-brands/#3ef2f0d5119c>

- Tajfel, H., & Turner, J. C. (2004). The Social Identity Theory of Intergroup Behavior. Political psychology: Key readings. *Psychology Press*. <https://doi.org/10.4324/9780203505984-16>
- Tuškej, U., Golob, U., & Podnar, K. (2013). The role of consumer–brand identification in building brand relationships. *Journal of Business Research*. 66(1). 53–59. <https://doi.org/10.1016/j.jbusres.2011.07.022>
- Urde, M. (2009). Uncovering the corporate brand’s core values. *Management Decision*. 47(4). 616–638. <https://doi.org/10.1108/00251740910959459>
- Verlegh, P. W. J. (2023). Perspectives: a research-based guide for brand activism. *International Journal of Advertising*. 43(2). 388–402. <https://doi.org/10.1080/02650487.2023.2228117>
- Victor, D. (2017, April 5). Pepsi pulls ad accused of trivializing Black Lives Matter. *The New York Times*. <https://www.nytimes.com/2017/04/05/business/kendall-jenner-pepsi-ad.html>
- Vrbin, C. M. (2022). Parametric or nonparametric statistical tests: Considerations when choosing the most appropriate option for your data. *Cytopathology*. 33(6). 663–667. <https://doi.org/10.1111/cyt.13174>
- Vredenburg, J., Kapitan, S., Spry, A., & Kemper, J. A. (2020). Brands Taking a Stand: Authentic Brand Activism or Woke Washing? *Journal of Public Policy & Marketing*. 39(4). 444–460. <https://doi.org/10.1177/0743915620947359>
- Vredenburg, J., Kapitan, S., Spry, A., & Kemper, J. A. (2018, December 5). Woke washing: What happens when marketing communications don’t match corporate practice. *The Conversation*. <https://theconversation.com/woke-washing-what-happens-when-marketing-communications-dont-match-corporate-practice-108035>
- Wannow, S., Haupt, M., & Ohlwein, M. (2023). Is brand activism an emotional affair? The role of moral emotions in consumer responses to brand activism. *Journal of Brand Management*. 31(2). 168–192. <https://doi.org/10.1057/s41262-023-00326-9>
- Wolter, J. S., Brach, S., Cronin, J. J., & Bonn, M. (2016). Symbolic drivers of consumer–brand identification and disidentification. *Journal Of Business Research*. 69(2). 785–793. <https://doi.org/10.1016/j.jbusres.2015.07.011>
- Wu, J. H., Lin, Y. C., & Hsu, F. S. (2011). An empirical analysis of synthesizing the effects of service quality, perceived value, corporate image and customer satisfaction on behavioral intentions in the transport industry: A case of Taiwan high-speed rail. *Innovative Marketing*. 7(3). 83–100.
- Yap, B. W., & Sim, C. H. (2011). Comparisons of various types of normality tests. *Journal of Statistical Computation and Simulation*. 81(12). 2141–2155. <https://doi.org/10.1080/00949655.2010.520163>

## 7. Appendix

### *Appendix 11.1: Complete pre-study survey*

#### Start of Block: Introduction

Hi Hello.

The following survey was designed to gather initial insights that will later enhance a final study on the topic of *brand activism*. In this survey, you will encounter two sections, one regarding ongoing socio-political issues, the other regarding popular consumer brands.

If you have any doubts, please feel free to contact Guilherme Cunha at [689224gs@student.eur.nl](mailto:689224gs@student.eur.nl)

This survey will take approximately **5 minutes** to complete.

Additionally, this survey contains credits to get free survey responses at [SurveySwap.io](https://www.surveymonkey.com)

Thank you in advance for your time and contribution!

#### End of Block: Introduction

---

#### Start of Block: Commitment

Q1 To ensure accuracy, it is essential that your upcoming responses are both thoughtful and honest.

Given the nature of the topic, please be aware that some of the following questions will delve into sensitive issues. Thus, please remember that your participation is entirely voluntary and anonymous, and your responses will be handled with the utmost confidentiality.

Do you consent to providing thoughtful and honest responses throughout this survey?

Yes (1)

No (2)

*Skip To: End of Survey If Q1 = No*

#### End of Block: Commitment

---

#### Start of Block: Issues

I2 Section I: Socio-political issues

In this section, you will encounter a **selection of 5 controversial socio-political issues** that are relevant and widely discussed in the current social climate.

Page Break

Q2 Please evaluate the following issues based on your perception of their **controversy** level within society.

	Not at all controversial (1)	Not very controversial (2)	Somewhat controversial (3)	Very controversial (4)	Extremely controversial (5)
Transgender rights (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Abortion rights (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Racial equality (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Climate change (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Israel-Gaza conflict (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Q3 Please evaluate the **significance** of the following issues to you.

	Not at all significant (1)	Not very significant (2)	Somewhat significant (3)	Very significant (4)	Extremely significant (5)
Transgender rights (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Abortion rights (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Racial equality (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Climate change (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Israel-Gaza conflict (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Issues

---

Start of Block: Brands

I3 Section II: Brands

In this section, you will encounter a **selection of 7 well-known consumer brands** that actively interact with their customer base.

Page Break

Q4 Please evaluate how **frequently** you purchase from the following brands, in comparison to the total amount of purchases you made within the product/service category that they offer.

	Not at all frequently (1)	Not very frequently (2)	Somewhat frequently (3)	Very frequently (4)	Extremely frequently (5)
IKEA (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Levi's (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adidas (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nespresso (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amazon (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Red Bull (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spotify (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Q5 Please provide your opinion on the following statement. applying it to **each** of the listed brands below:

*"In the future. I expect this brand to openly address divisive socio-political issues in their brand messaging."*

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
IKEA (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Levi's (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adidas (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nespresso (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amazon (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Red Bull (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spotify (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

-----  
 Page Break

Q6 Please provide your opinion on the following statement. applying it to **each** of the listed brands below:

*"I like this brand's public image."*

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
IKEA (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Levi's (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adidas (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nespresso (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amazon (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Red Bull (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spotify (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break



Q7 Please provide your opinion on the following statement. applying it to **each** of the listed brands below:

*"I worry that the products/services offered by similar brands won't work as well as this brand's offering."*

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
IKEA (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Levi's (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adidas (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nespresso (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amazon (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Red Bull (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spotify (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

-----  
 Page Break

Q8 Please provide your opinion on the following statement. applying it to **each** of the listed brands below:

*"Generally speaking, the costs in time, money and/or effort, to switch from this brand to a similar one would be too high."*

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
IKEA (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Levi's (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adidas (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nespresso (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amazon (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Red Bull (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spotify (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

-----  
 Page Break \_\_\_\_\_

**End of Block: Brands**

**Start of Block: Demographic**

Q9 What is your age?

\_\_\_\_\_

-----  
 Page Break \_\_\_\_\_

Q10 What is your gender?

- Male (1)
- Female (2)
- Non-binary / third gender (3)
- Prefer not to say / Other (4)

---

Page Break

Q11 In which country / territory do you currently reside?

Please make a selection (1)

▼ Afghanistan (1) ... Zimbabwe (234)

---

Page Break

Q12 What is the highest degree or level of education you have completed?

- High school diploma or equivalent (1)
- Bachelor's degree (2)
- Master's degree (3)
- Ph.D. or higher (4)
- Prefer not to say / Other (5)

---

Page Break

Q13 What is your current employment status?

- Full-time employment (1)
- Part-time employment (2)
- Self-employed (3)
- Unemployed (4)
- Student (5)
- Retired (6)
- Prefer not to say / Other (7)

End of Block: Demographic

---

*Appendix 11.2: Descriptive statistics for the selected socio-political issues.*

Issue	N	Controversiality				Personal significance			
		Mean	Std.	Min	Max	Mean	Std.	Min	Max
Transgender rights	46	3.72	0.94	1.00	5.00	3.48	1.35	1.00	5.00
Abortion rights	46	3.37	1.10	1.00	5.00	4.22	1.10	1.00	5.00
Racial equality	46	2.96	1.13	1.00	5.00	4.17	1.16	1.00	5.00
Climate change	46	2.98	1.11	1.00	5.00	4.17	1.20	1.00	5.00
Israel-Gaza conflict	46	3.85	0.94	1.00	5.00	3.67	1.19	1.00	5.00

*Appendix 11.3: Descriptive statistics for the selected brands: frequency of use, likelihood of ABA and public image.*

Issue	N	Frequency of use				Expected ABA				Public image			
		Mean	Std.	Min	Max	Mean	Std.	Min	Max	Mean	Std.	Min	Max
IKEA	46	2.70	1.15	1.00	5.00	3.28	1.24	1.00	5.00	3.89	0.74	3.00	5.00
Levi's	46	1.67	0.85	1.00	5.00	3.20	1.22	1.00	5.00	3.52	0.72	2.00	5.00
Adidas	46	2.48	0.98	1.00	5.00	3.50	1.19	1.00	5.00	3.67	0.87	1.00	5.00
Nespresso	46	2.61	1.60	1.00	5.00	3.15	1.17	1.00	5.00	3.67	0.85	1.00	5.00
Amazon	46	2.43	1.17	1.00	5.00	3.20	1.28	1.00	5.00	3.09	0.76	1.00	5.00
Red Bull	46	1.37	0.97	1.00	5.00	3.00	1.16	1.00	5.00	3.30	0.73	1.00	5.00
Spotify	46	3.65	1.57	1.00	5.00	3.30	1.28	1.00	5.00	3.80	0.81	2.00	5.00

*Appendix 11.4: Reliability analysis using the Spearman-Brown coefficient.*

Statements	Brands	Spearman-Brown coefficient
<b>(3):</b> I worry that the products/services offered by similar brands won't work as well as this brand's offering.	IKEA	0.47*
	Levi's	0.63*
	Adidas	0.72
	Nespresso	0.73
<b>(4):</b> Generally speaking, the costs in time, money and/or effort to switch from this brand to a similar one would be too high.	Amazon	0.75
	Red Bull	0.65*
	Spotify	0.83

\* values  $\leq 0.70$  indicate questionable reliability.

*Appendix 11.5: Descriptive statistics for the selected brands: perceived switching costs.*

Issue	N	Statement (3)				Statement (4)			
		Mean	Std.	Min	Max	Mean	Std.	Min	Max
IKEA	46	3.24	1.14	1.00	5.00	3.15	1.28	1.00	5.00
Levi's	46	2.89	1.10	1.00	5.00	2.26	1.14	1.00	5.00
Adidas	46	2.89	1.02	1.00	5.00	2.37	1.04	1.00	5.00
Nespresso	46	2.67	1.14	1.00	5.00	2.67	1.23	1.00	5.00
Amazon	46	3.02	1.00	1.00	5.00	2.98	1.13	1.00	5.00
Red Bull	46	2.67	0.99	1.00	5.00	2.30	0.96	1.00	5.00
Spotify	46	3.70	1.01	2.00	5.00	3.52	1.35	1.00	5.00

## Appendix 11.6: Complete final study survey

### Start of Block: Introduction

Q1 Dear participant.

Thank you for your interest in this survey. which is a vital component of my ongoing Master's degree from Erasmus University Rotterdam.

The following experiment was designed to further study the concept of brand activism. i.e.. *"the business efforts to promote, impede, or direct social, political, economic and/or environmental reform with the desire to improve society"* (Sarkar & Kotler, 2018, p. 468).

Completing this **voluntary** survey will take approximately **3 to 5 minutes** of your time.

Do not forget to enter your email at the end for a **chance to win €20**. To ensure anonymity, your email will be requested on a **separate page** and will **not be recorded alongside your previous responses**.

This survey also contains credits to get **free responses** both at SurveySwap.io and at SurveyCircle.

If you have any doubts, please feel free to contact Guilherme Cunha at 689224gs@student.eur.nl  
Your time and contribution are immensely appreciated!

---

Page Break

Q2 To ensure accuracy, it is essential that your upcoming responses are both thoughtful and honest.

Given the nature of the research topic, please be aware that some of the following questions will approach sensitive issues. Thus, please be reminded that participation is entirely **voluntary** and **anonymous**. Your responses will be **strictly confidential**, and you are **free to withdraw** from the survey at any time.

Additionally, please note that participants must be **at least 18 years old** to take part in this survey.

Do you consent to participate in this survey under the conditions stated above?

- Yes. I consent. (1)
- No. I do not consent. (0)

---

End of Block: Introduction

Start of Block: Before experiment: IKEA I

Q3 Have you previously purchased from the Swedish furniture retailer IKEA?

- Yes. I have. (2)
- No. but I have (or have had) IKEA products. (1)
- No. I have not. (0)

End of Block: Before experiment: IKEA I

---

Start of Block: Before experiment: IKEA II

Q4 You will now be presented with a series of questions regarding your **current perception** of the IKEA brand and your **purchasing habits** of IKEA products.

End of Block: Before experiment: IKEA II

---

Start of Block: Before experiment: CBI

Q5 Please rate your level of agreement with the following statements.

	Strongly disagree (1)	Somewhat disagree (2)	Neutral (3)	Somewhat agree (4)	Strongly agree (5)
I feel that my values and those of the IKEA brand are very similar. (Q4_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am very attached to IKEA. (Q4_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The identity of IKEA is not compatible with my own. (Q4_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel separate from IKEA. (Q4_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
IKEA does not help me express my identity. (Q4_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Before experiment: CBI

---

**Start of Block: Before experiment: Switching**

Q6 Please rate your level of agreement with the following statements.

	Strongly disagree (1)	Somewhat disagree (2)	Neutral (3)	Somewhat agree (4)	Strongly agree (5)
Buying from IKEA allows me to get discounts and special deals. (Q16_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I stopped purchasing from IKEA. I might have to spend a lot of time finding an equivalent furniture retailer of my liking. (Q16_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying from IKEA allows me to save money. (Q16_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In general. it would be a hassle to stop purchasing from IKEA. (Q16_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is tough to compare IKEA to other affordable furniture retailers. (Q16_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

---

**End of Block: Before experiment: Switching**

---

**Start of Block: Before experiment: Purchase**



Q7 Please rate your level of agreement with the following statements.

	Strongly disagree (1)	Somewhat disagree (2)	Neutral (3)	Somewhat agree (4)	Strongly agree (5)
I will buy from IKEA in the future because I am satisfied with their products. (Q5_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will prefer to buy from IKEA in the future rather than their competitors. (Q5_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will buy from IKEA in the future because I am satisfied with the brand. (Q5_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will buy from IKEA in the future because I identify with the brand. (Q5_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will definitely purchase from IKEA in the near future. (Q5_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Before experiment: Purchase

Start of Block: Before experiment: Politics

Q8 You will now be presented with a series of questions regarding a sensitive socio-political issue.

Once again, please consider that your **responses will be kept strictly confidential** and that you are **free to withdraw** from the survey at any time.

Additionally, **none of the following questions are mandatory**, and you are **free to skip** any question that you may prefer not to answer.

---

Page Break

Q9 In terms of your **political views**, how do you perceive yourself as?

Please select one (1)	<input type="radio"/> Extreme left (1)	<input type="radio"/> Left (2)	<input type="radio"/> Center left (3)	<input type="radio"/> Center (4)	<input type="radio"/> Center right (5)	<input type="radio"/> Right (6)	<input type="radio"/> Extreme right (7)
-----------------------	--	--------------------------------	---------------------------------------	----------------------------------	--	---------------------------------	---

---

Page Break

Q10 Please rate your level of agreement with the following statements.

	Strongly disagree (1)	Somewhat disagree (2)	Neutral (3)	Somewhat agree (4)	Strongly agree (5)
I have refused to purchase from certain brands that support beliefs conflicting with my own. (Q9_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have purchased from certain brands specifically because I support their political goals. (Q9_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel responsible to choose the "right" brand when I go shopping. (Q9_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

---

Page Break

Q11 Regarding the issue of **abortion rights**, please rate your level of agreement with the following statements.

	Strongly disagree (1)	Somewhat disagree (2)	Neutral (3)	Somewhat agree (4)	Strongly agree (5)
Human life begins at conception, so a fetus is a person with rights. (Q10_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The decision about whether to have an abortion should belong solely to the pregnant person. (Q10_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Obtaining an abortion should be harder than it is now. (Q10_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The use of adequate prescription pills to end a pregnancy should be legal. (Q10_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Abortion should be illegal in most cases. (Q10_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Before experiment: Politics

Start of Block: Analyze IKEA ad

Display This Question:

If *CONDITION* = *CHOICE*

Or *CONDITION* = *LIFE*

Q12 a) Imagine you come across a **new IKEA ad** while scrolling through your social media feed. Later in the day, you read a **news article** about this ad campaign.

You can view both the ad and an excerpt from the news article in the next page.

Display This Question:

If *CONDITION* = *CONTROL*

Q12 b) Imagine you come across a **new IKEA ad** while scrolling through your social media feed.

You can view this ad in the next page.

End of Block: Analyze IKEA ad

---

Start of Block: Control ad

Display This Question:

If *CONDITION* = *CONTROL*

Q13 a)

**Proudly supporting  
all of you.**



#proyou



End of Block: Control ad

---

Start of Block: Life ad

Display This Question:

If *CONDITION = LIFE*

Q14 a)

**Proudly supporting  
all lives.**



#prolife



Display This Question:

If *CONDITION = LIFE*

Q14 b) *"According to multiple reports, **IKEA** has been regularly voicing its opinion on divisive socio-political issues. For example, the brand has been known for taking a **strong pro-life stand** in the reproductive rights debate. Indeed, the brand's profits have even been used to make **financial contributions to multiple anti-abortion groups.**"*

End of Block: Life ad

Start of Block: Choice ad

Display This Question:

If *CONDITION = CHOICE*

Q15 a)

**Proudly supporting  
all choices.**



#prochoice



---

*Display This Question:*

*If CONDITION = CHOICE*

Q15 b) *"According to multiple reports, **IKEA** has been regularly voicing its opinion on divisive socio-political issues. For example, the brand has been known for taking a **strong pro-choice** stand in the reproductive rights debate. Indeed, the brand's profits have even been used to make **financial contributions to multiple pro-abortion groups.**"*

**End of Block: Choice ad**

---

**Start of Block: After experiment: IKEA**

*Display This Question:*

*If CONDITION = CHOICE*

*Or CONDITION = LIFE*

Q16 a) As you answer the following questions, envision your reaction as a consumer if IKEA were to actually **defend publicly** the message depicted in the ad you just witnessed.

Focus on the **viewpoint** conveyed by both the IKEA ad and the news article excerpt. Consider how this new ad campaign might influence your **future relationship** with IKEA.

---

Display This Question:  
If *CONDITION = CONTROL*

Q16 b) As you answer the following questions, envision your reaction as a consumer if IKEA were to actually **defend publicly** the message depicted in the ad you just witnessed.

Focus on the **viewpoint** conveyed by the IKEA ad. Consider how this new ad campaign might influence your **future relationship** with IKEA.

End of Block: After experiment: IKEA

---

Start of Block: After experiment: CBI

Q17 Please rate your level of agreement with the following statements.

	Strongly disagree (1)	Somewhat disagree (2)	Neutral (3)	Somewhat agree (4)	Strongly agree (5)
I feel that my values and those of the IKEA brand are very similar. (Q4_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am very attached to IKEA. (Q4_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The identity of IKEA is not compatible with my own. (Q4_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel separate from IKEA. (Q4_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
IKEA does not help me express my identity. (Q4_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: After experiment: CBI

---

Start of Block: After experiment: Switching



Q18 Please rate your level of agreement with the following statements.

	Strongly disagree (1)	Somewhat disagree (2)	Neutral (3)	Somewhat agree (4)	Strongly agree (5)
Buying from IKEA allows me to get discounts and special deals. (Q16_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I stopped purchasing from IKEA. I might have to spend a lot of time finding an equivalent furniture retailer of my liking. (Q16_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying from IKEA allows me to save money. (Q16_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In general. it would be a hassle to stop purchasing from IKEA. (Q16_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is tough to compare IKEA to other affordable furniture retailers. (Q16_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: After experiment: Switching

Start of Block: After experiment: Purchase

Q19 Please rate your level of agreement with the following statements.

	Strongly disagree (1)	Somewhat disagree (2)	Neutral (3)	Somewhat agree (4)	Strongly agree (5)
I will buy from IKEA in the future because I am satisfied with their products. (Q17_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will prefer to buy from IKEA in the future rather than their competitors. (Q17_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will buy from IKEA in the future because I am satisfied with the brand. (Q17_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will buy from IKEA in the future because I identify with the brand. (Q17_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will definitely purchase from IKEA in the near future. (Q17_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: After experiment: Purchase

Start of Block: Attention check

Q20 As an attention check, please recall what was the message included in the ad you viewed earlier.

- Proudly supporting all lives. (1)
- Proudly supporting all choices. (2)
- Proudly supporting all of you. (4)
- Other (5)

End of Block: Attention check

---

**Start of Block: Demographics**

Q21 What is your age?

---

Q22 What gender do you identify as?

- Male (0)
- Female (1)
- Non-binary / third gender (2)
- Prefer not to say (3)

Q23 In which country / territory do you currently reside?  
Please make a selection (1)

▼ Afghanistan (1) ... Zimbabwe (234)

Q24 What is the highest degree or level of education you have completed?

- High school diploma or equivalent (1)
- Bachelor's degree (2)
- Master's degree (3)
- Ph.D. or higher (4)
- Other (5)
- Prefer not to say (6)

Q25 What is your current employment status?

- Full-time employment (1)
- Part-time employment (2)
- Self-employed (3)
- Unemployed (4)
- Student (5)
- Retired (6)
- Prefer not to say (7)

---

Page Break

Q26 Thank you for your responses!

For a **chance to win €20**, please proceed to the next page. You will be redirected to a separate survey where you can enter your email address. If you do not wish to participate, simply leave this next field blank.

**End of Block: Demographics**

---

**Start of Block: End of survey**

Please enter email **For a chance to win €20**, please enter your email address below.  
Note that this field will **not** be linked to your previous survey responses.

If you prefer not to participate, simply leave this field blank.

---

**End of Block: End of survey**

---

*Appendix 11.7: Cronbach's alpha of construct items*

Construct	Items	Cronbach's $\alpha$ if item deleted
<b>Switching costs</b>	Buying from IKEA allows me to get discounts and special deals.	0.80
	If I stopped purchasing from IKEA. I might have to spend a lot of time finding an equivalent furniture retailer of my liking.	0.61
	Buying from IKEA allows me to save money.	0.70
	In general, it would be a hassle to stop purchasing from IKEA.	0.66
	It is tough to compare IKEA to other affordable furniture retailers.	0.66
<b>Political consumerism</b>	I have refused to purchase from certain brands that support beliefs conflicting with my own.	0.54
	I have refused to purchase from certain brands that support beliefs conflicting with my own.	0.65
	I feel responsible to choose the "right" brand when I go shopping.	0.53

*Appendix 11.8: Demographic characterization of the sample*

		Frequency				Percentage (%)			
		Pro-choice	Pro-life	Control	$\Sigma$	Pro-choice	Pro-life	Control	$\Sigma$
		37	46	54	137	28%	34%	38%	100%
<b>Age</b>	18 - 24	25	27	32	84	18%	20%	23%	61%
	25 - 34	7	11	17	35	5%	8%	12%	26%
	35 - 44	1	2	2	5	1%	1%	1%	4%
	45 - 54	2	1	0	3	1%	1%	0%	2%
	55+	2	6	2	10	1%	4%	1%	7%
<b>Gender</b>	Male	14	12	17	43	10%	9%	12%	31%
	Female	23	34	37	94	17%	25%	27%	69%
	Non-binary	-	-	-	-	-	-	-	-
	Prefer not to say	-	-	-	-	-	-	-	-
<b>Country of residence</b>	Portugal	13	14	25	52	9%	10%	18%	38%
	The Netherlands	15	14	15	44	11%	10%	11%	32%
	Germany	1	5	1	7	1%	4%	1%	5%
	United Kingdom	1	4	2	7	1%	3%	1%	5%
	United States	2	0	3	5	1%	0%	2%	4%
	Other	5	9	8	22	4%	7%	6%	16%
<b>Education level</b>	High school diploma	1	7	5	13	1%	5%	4%	9%
	Bachelor's degree	22	19	28	69	16%	14%	20%	50%
	Master's degree	9	19	21	49	7%	14%	15%	36%
	Ph. D. or higher	1	1	0	2	1%	1%	0%	1%

	Other	2	0	0	2	1%	0%	0%	1%
	Prefer not to say	2	0	0	2	1%	0%	0%	1%
<b>Occupation</b>	Full-time emp.	10	20	25	55	7%	15%	18%	40%
	Part-time emp.	4	5	3	12	3%	4%	2%	9%
	Self-employed	0	2	1	3	0%	1%	1%	2%
	Unemployed	1	2	1	4	1%	1%	1%	3%
	Student	20	16	24	60	15%	12%	18%	44%
	Retired	1	1	0	2	1%	1%	0%	1%
	Prefer not to say	1	0	0	1	1%	0%	0%	1%

### Appendix 11.9: Boxplots

Figure 11.1: Boxplot for variable SCN\_AGR

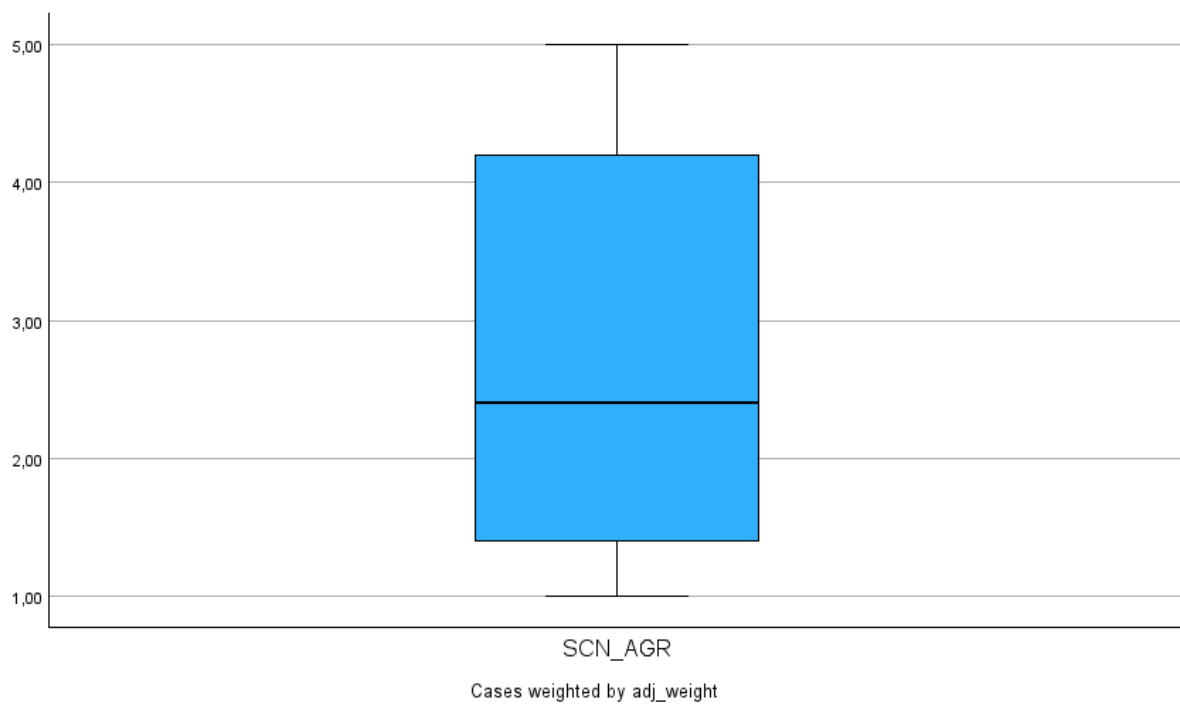


Figure 11.2: Boxplot for variable PRE\_PI

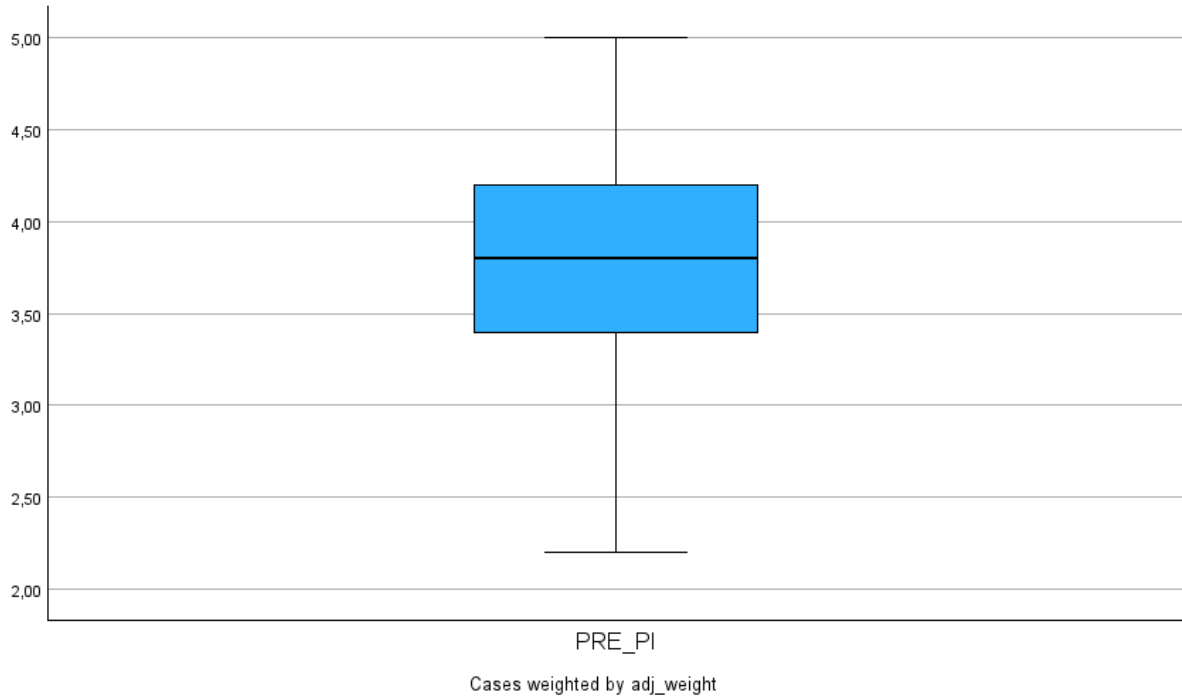
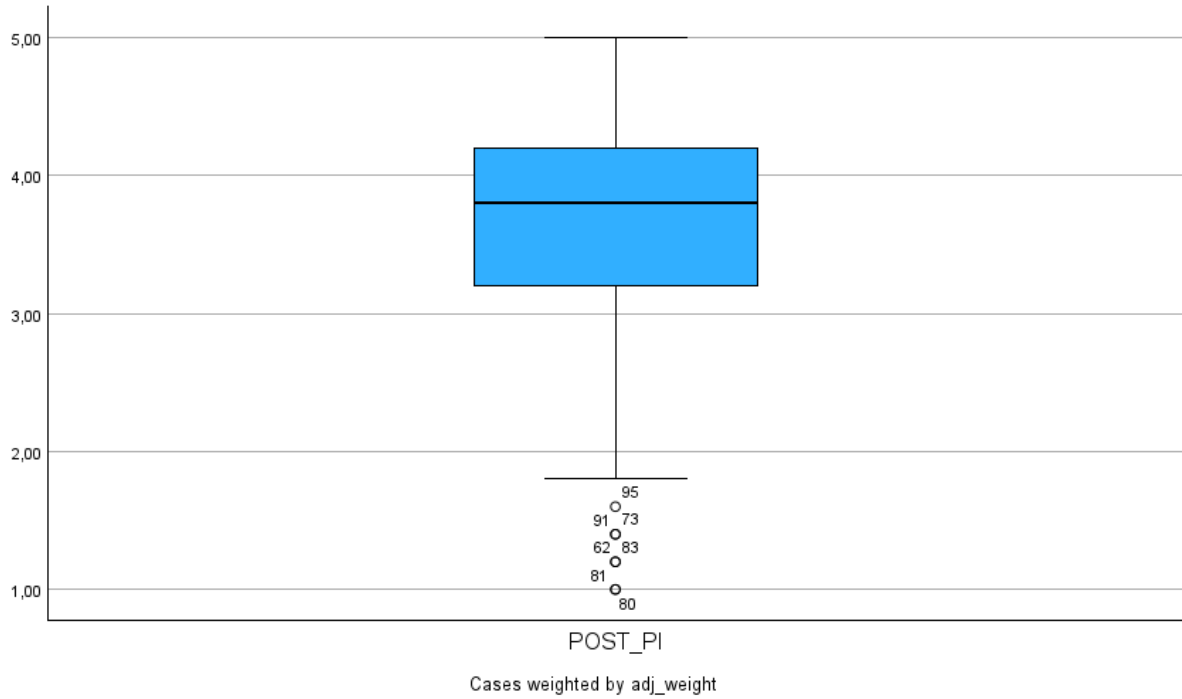
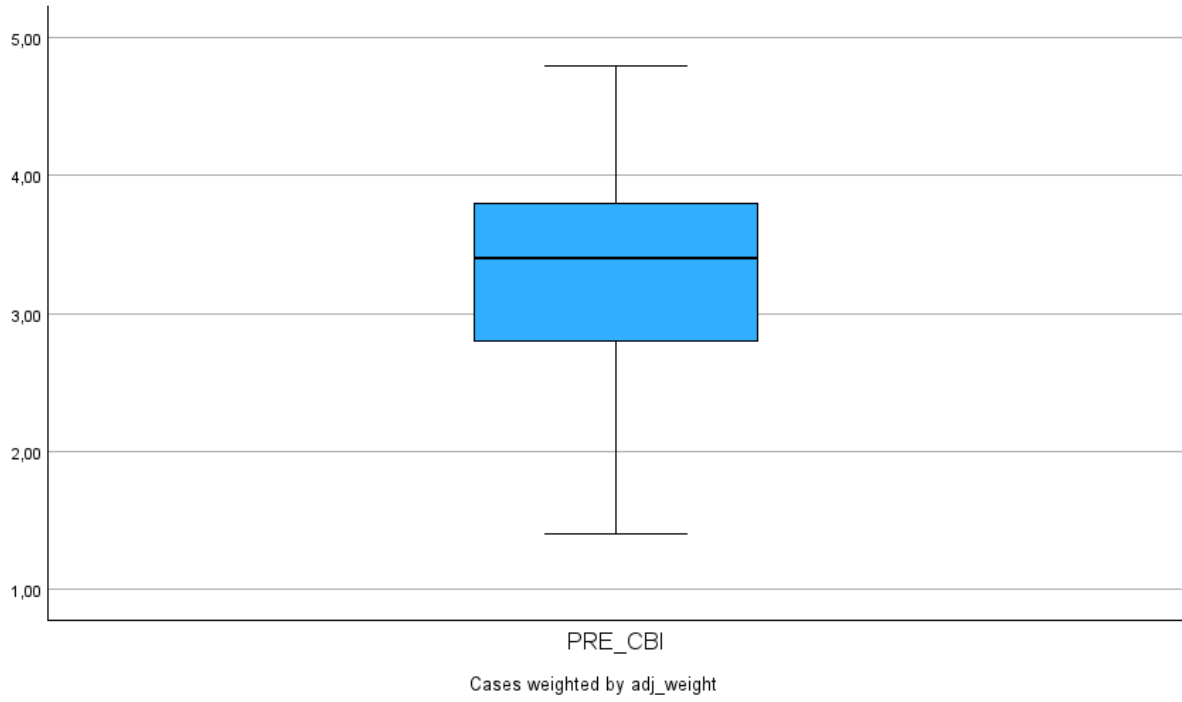


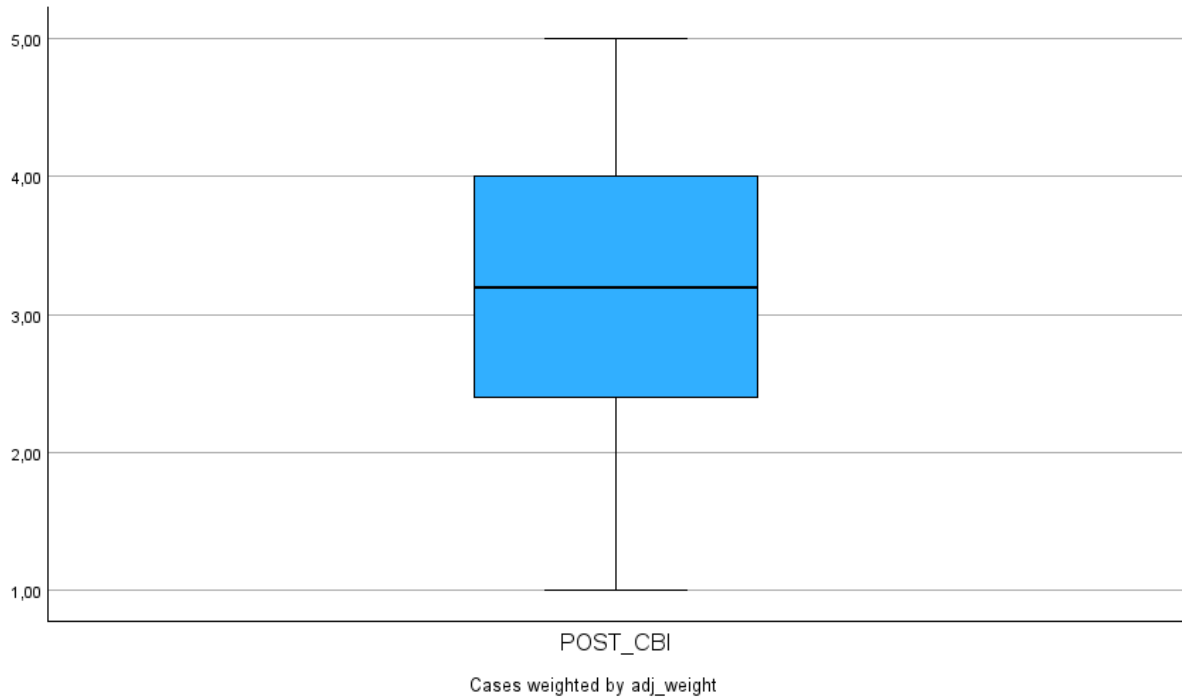
Figure 11.3: Boxplot for variable PRE\_PI



**Figure 11.4:** Boxplot for variable *PRE\_CBI*

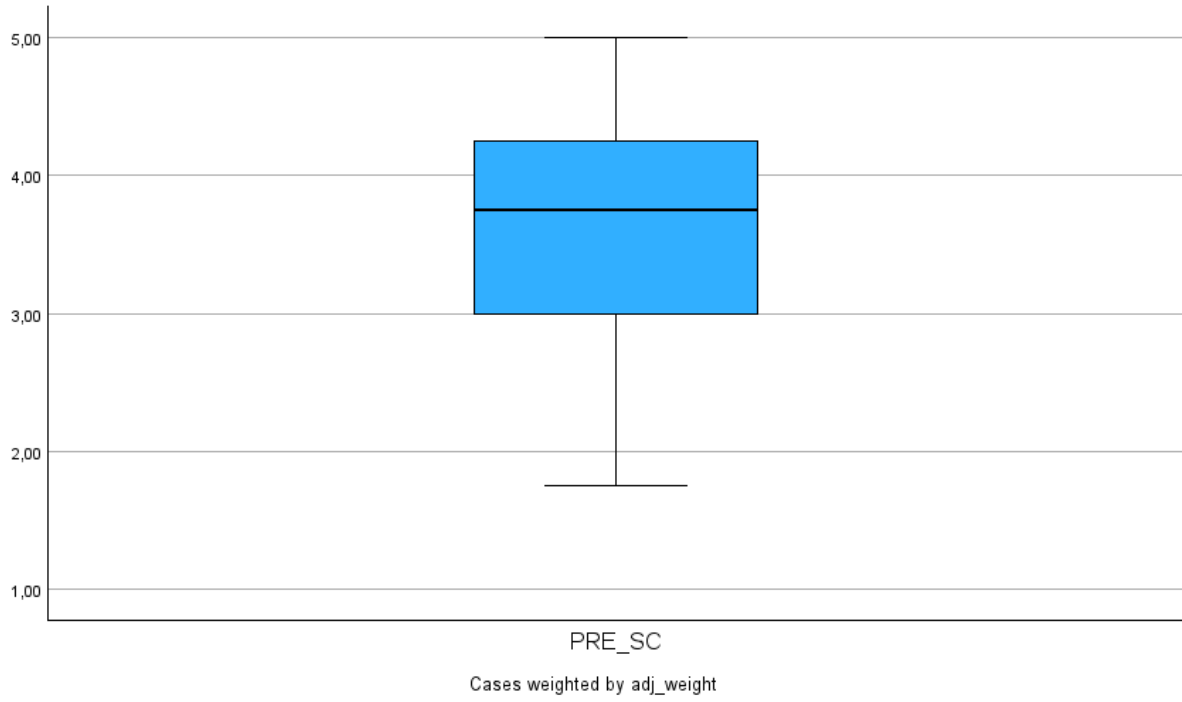


**Figure 11.5:** Boxplot for variable *POST\_CBI*

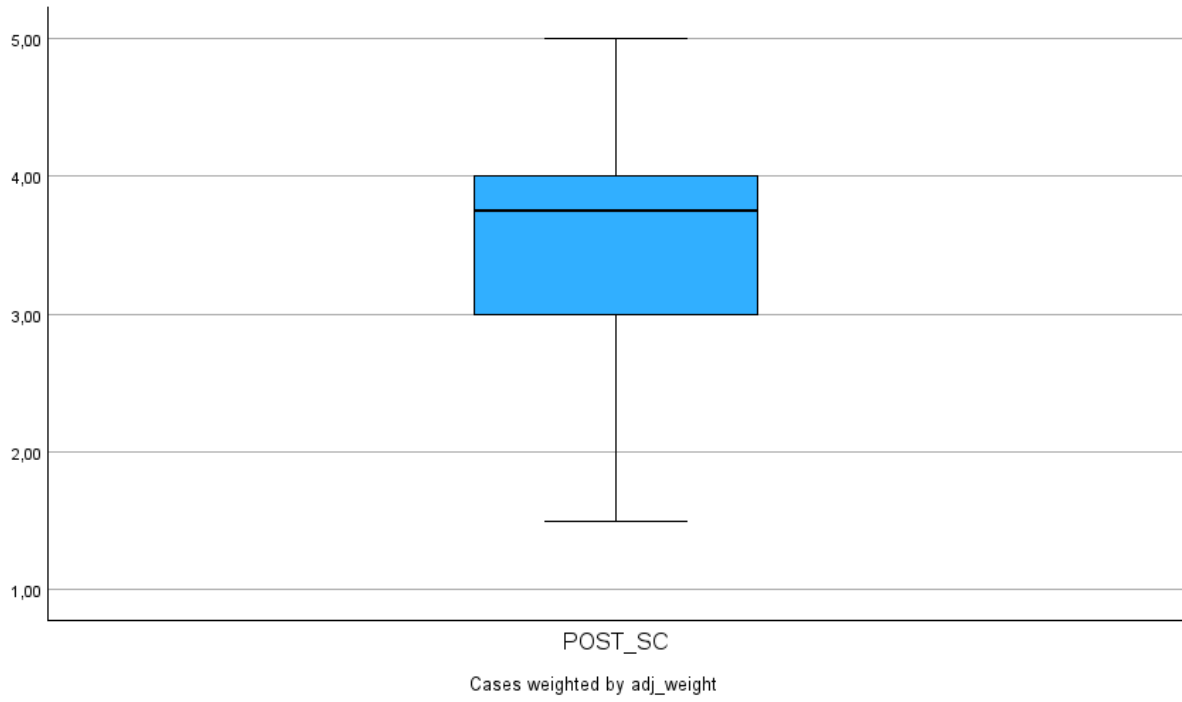




**Figure 11.6:** Boxplot for variable *PRE\_SC*



**Figure 11.7:** Boxplot for variable *POST\_SC*



**Appendix 11.10: Multicollinearity issues with BSc\_edu and MSc\_edu**

**Correlations**

		MSc_edu	BSc_edu
<i>MSc_edu</i>	<i>Pearson Correlation</i>	1	-,789**
	<i>Sig. (2-tailed)</i>		<,001
	<i>N</i>	132	132
<i>BSc_edu</i>	<i>Pearson Correlation</i>	-,789**	1
	<i>Sig. (2-tailed)</i>	<,001	
	<i>N</i>	132	132

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Appendix 11.11: Distribution issues of UNI\_edu among the different groups**

**UNI\_edu \* CAT\_SCNAGR Crosstabulation**

Count

		CAT_SCNAGR			
		Control	Agreement	Disagreement	Total
<i>UNI_edu</i>	0	5	0	8	13
	1	49	33	37	119
<b>Total</b>		54	33	45	132

**Appendix 11.12: Multicollinearity issues with FT\_emp and PT\_emp**

**Correlations**

		PT_emp	FT_emp
<b>PT_emp</b>	<i>Pearson Correlation</i>	1	-,256**
	<i>Sig. (2-tailed)</i>		,003
	<i>N</i>	135	135
<b>FT_emp</b>	<i>Pearson Correlation</i>	-,256**	1
	<i>Sig. (2-tailed)</i>	,003	
	<i>N</i>	135	135

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Appendix 11.13: Kruskal-Wallis test**

**Ranks**

		CAT_CBC	N	Mean Rank
DIF_PI	Neutral		71	103.31
	Agreement		48	118.77
	Disagreement		61	53.34
	Total		180	

**Test Statistics<sup>a,b</sup>**

		DIF_PI
Kruskal-Wallis H		50.455
df		2
Asymp. Sig.		<.001

a. Kruskal Wallis Test

b. Grouping Variable: CAT\_CBC

**Appendix 11.14: Mann-Whitney test: Control vs. Agreement**

**Ranks**

	CAT_CBC	N	Mean Rank	Sum of Ranks
POST_PI	Neutral	71	55.23	3921.50
	Agreement	48	67.05	3218.50
	Total	119		

**Test Statistics<sup>a</sup>**

	DIF_PI
Mann-Whitney U	1265.50
Wilcoxon W	3921.50
Z	-1.864
Asymp. Sig. (2-tailed)	.062

a. Grouping Variable: CAT\_CBC

**Appendix 11.15: Mann-Whitney test: Control vs. Disagreement**

**Ranks**

	CAT_CBC	N	Mean Rank	Sum of Ranks
POST_PI	Control	71	84.08	5969.50
	Disagreement	61	46.04	2808.50
	Total	132		

**Test Statistics<sup>a</sup>**

	DIF_PI
Mann-Whitney U	917.500
Wilcoxon W	2808.500
Z	-5.753
Asymp. Sig. (2-tailed)	<.001

a. Grouping Variable: CAT\_CBC

**Appendix 11.16: Mann-Whitney test: Agreement vs. Disagreement**
**Ranks**

	CAT_CBC	N	Mean Rank	Sum of Ranks
POST_PI	Agreement	48	76.22	3658.50
	Disagreement	61	38.30	2336.50
	Total	109		

**Test Statistics<sup>a</sup>**

	DIF_PI
Mann-Whitney U	445.500
Wilcoxon W	2336.500
Z	-6.262
Asymp. Sig. (2-tailed)	<.001

a. Grouping Variable: CAT\_CBC

## Appendix 11.17: Output of the mediation analysis H<sub>2</sub>

Run MATRIX procedure:

```
***** PROCESS Procedure for SPSS Version 4.2 *****
                Written by Andrew F. Hayes, Ph.D.      www.afhayes.com
                Documentation available in Hayes (2022). www.guilford.com/p/hayes3
*****
Model   : 4
  Y     : DIF_PI
  X     : CAT_AGR
  M     : DIF_CBI

Sample
Size:   137

Coding of categorical X variable for analysis:
CAT_AGR   X1      X2
,000      ,000    ,000
1,000     1,000    ,000
2,000     ,000    1,000

*****
OUTCOME VARIABLE:
DIF_CBI

Model Summary
      R      R-sq      MSE      F      df1      df2      p
,6117    ,3741    ,5882    40,0505    2,0000    134,0000    ,0000

Model
      coeff      se      t      p      LLCI      ULCI
constant    ,2296    ,1044    2,2001    ,0295    ,0232    ,4361
X1          ,0190    ,1637    ,1162    ,9077    -,3047    ,3428
X2         -1,2340    ,1539   -8,0187    ,0000   -1,5383   -,9296

*****
OUTCOME VARIABLE:
DIF_PI

Model Summary
      R      R-sq      MSE      F      df1      df2      p
,7707    ,5940    ,2955    64,8536    3,0000    133,0000    ,0000

Model
      coeff      se      t      p      LLCI      ULCI
constant   -,0811    ,0753   -1,0769    ,2835   -,2300    ,0679
X1         ,1764    ,1160    1,5202    ,1308   -,0531    ,4058
X2        -,1604    ,1327   -1,2088    ,2289   -,4228    ,1021
DIF_CBI    ,5951    ,0612    9,7188    ,0000    ,4740    ,7162

***** DIRECT AND INDIRECT EFFECTS OF X ON Y *****

Relative direct effects of X on Y
      Effect      se      t      p      LLCI      ULCI
X1     ,1764    ,1160    1,5202    ,1308   -,0531    ,4058
X2    -,1604    ,1327   -1,2088    ,2289   -,4228    ,1021

Omnibus test of direct effect of X on Y:
      R2-chng      F      df1      df2      p
,0176      2,8814    2,0000    133,0000    ,0596
-----

Relative indirect effects of X on Y

CAT_AGR  ->  DIF_CBI  ->  DIF_PI

      Effect      BootSE      BootLLCI      BootULCI
X1     ,0113      ,0779      -,1379      ,1698
X2    -,7343      ,1602     -1,0619     -,4311
```

\*\*\*\*\* ANALYSIS NOTES AND ERRORS \*\*\*\*\*

Level of confidence for all confidence intervals in output:  
95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:  
5000

----- END MATRIX -----

### Appendix 11.18: Output of the mediation analysis $H_2$ (with covariates)

Run MATRIX procedure:

\*\*\*\*\* PROCESS Procedure for SPSS Version 4.2 \*\*\*\*\*

Written by Andrew F. Hayes, Ph.D. [www.afhayes.com](http://www.afhayes.com)  
Documentation available in Hayes (2022). [www.guilford.com/p/hayes3](http://www.guilford.com/p/hayes3)

\*\*\*\*\*

Model : 4  
Y : DIF\_PI  
X : CAT\_CBC  
M : DIF\_CBI

Covariates:

AGE MALE EMP\_bin

Sample

Size: 136

Coding of categorical X variable for analysis:

CAT_CBC	X1	X2
,000	,000	,000
1,000	1,000	,000
2,000	,000	1,000

\*\*\*\*\*

OUTCOME VARIABLE:

DIF\_CBI

Model Summary

R	R-sq	MSE	F	df1	df2	p
,6167	,3804	,6001	15,9606	5,0000	130,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	,1499	,2521	,5947	,5531	-,3488	,6486
X1	,0281	,1666	,1688	,8662	-,3016	,3578
X2	-1,2539	,1567	-8,0030	,0000	-1,5639	-,9439
AGE	,0027	,0077	,3507	,7264	-,0125	,0178
MALE	-,0496	,1445	-,3432	,7320	-,3354	,2362
EMP_bin	,0787	,1392	,5651	,5730	-,1968	,3542

\*\*\*\*\*

OUTCOME VARIABLE:

DIF\_PI

Model Summary

R	R-sq	MSE	F	df1	df2	p
,7785	,6060	,2955	33,0671	6,0000	129,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	-,2530	,1771	-1,4284	,1556	-,6035	,0975
X1	,1894	,1170	1,6198	,1077	-,0420	,4209
X2	-,1862	,1343	-1,3861	,1681	-,4520	,0796
DIF_CBI	,5853	,0615	9,5100	,0000	,4636	,7071
AGE	,0055	,0054	1,0163	,3114	-,0052	,0161
MALE	-,0546	,1014	-,5385	,5911	-,2553	,1461
EMP_bin	,1233	,0978	1,2605	,2098	-,0702	,3169

\*\*\*\*\* DIRECT AND INDIRECT EFFECTS OF X ON Y \*\*\*\*\*

Relative direct effects of X on Y

	Effect	se	t	p	LLCI	ULCI
X1	,1894	,1170	1,6198	,1077	-,0420	,4209
X2	-,1862	,1343	-1,3861	,1681	-,4520	,0796

Omnibus test of direct effect of X on Y:

R2-chng	F	df1	df2	p
,0210	3,4315	2,0000	129,0000	,0353

Relative indirect effects of X on Y

CAT_CBC	->	DIF_CBI	->	DIF_PI
	Effect	BootSE	BootLLCI	BootULCI
X1	,0165	,0794	-,1336	,1874
X2	-,7340	,1616	-1,0626	-,4314

\*\*\*\*\* ANALYSIS NOTES AND ERRORS \*\*\*\*\*

Level of confidence for all confidence intervals in output:  
95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:  
5000

----- END MATRIX -----

### Appendix 11.19: Output of the mediation analysis for H3a

Run MATRIX procedure:

\*\*\*\*\* PROCESS Procedure for SPSS Version 4.2 \*\*\*\*\*

Written by Andrew F. Hayes, Ph.D. [www.afhayes.com](http://www.afhayes.com)  
Documentation available in Hayes (2022). [www.guilford.com/p/hayes3](http://www.guilford.com/p/hayes3)

\*\*\*\*\*

Model : 1  
Y : DIF\_PI  
X : CAT\_CBC  
W : cDIF\_SC

Sample  
Size: 137

Coding of categorical X variable for analysis:

CAT_CBC	X1	X2
,000	,000	,000
1,000	1,000	,000
2,000	,000	1,000

\*\*\*\*\*

OUTCOME VARIABLE:

DIF\_PI

Model Summary

R	R-sq	MSE	F	df1	df2	p
,6506	,4233	,4261	19,2304	5,0000	131,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	,0482	,0902	,5338	,5944	-,1303	,2266
X1	,1976	,1403	1,4088	,1613	-,0799	,4750
X2	-,8321	,1324	-6,2865	,0000	-1,0939	-,5702
cDIF_SC	,0937	,1993	,4702	,6390	-,3005	,4879



```
Int_1      ,0502      ,2990      ,1679      ,8670      -,5413      ,6417
Int_2      ,6841      ,2508      2,7278      ,0073      ,1880      1,1802
```

Product terms key:

```
Int_1      :      X1      x      cDIF_SC
Int_2      :      X2      x      cDIF_SC
```

Test(s) of highest order unconditional interaction(s):

```
      R2-chng      F      df1      df2      p
X*W      ,0427      4,8528      2,0000      131,0000      ,0093
```

-----

```
Focal predict: CAT_CBC (X)
Mod var: cDIF_SC (W)
```

Conditional effects of the focal predictor at values of the moderator(s):

Moderator value(s):

```
cDIF_SC      -,5278
```

	Effect	se	t	p	LLCI	ULCI
X1	,1711	,2167	,7894	,4313	-,2577	,5999
X2	-1,1932	,1913	-6,2355	,0000	-1,5717	-,8146

Test of equality of conditional means

```
      F      df1      df2      p
31,7904      2,0000      131,0000      ,0000
```

Estimated conditional means being compared:

```
CAT_CBC      DIF_PI
,0000      -,0013
1,0000      ,1698
2,0000      -1,1945
```

-----

Moderator value(s):

```
cDIF_SC      ,0026
```

	Effect	se	t	p	LLCI	ULCI
X1	,1977	,1402	1,4101	,1609	-,0797	,4751
X2	-,8303	,1323	-6,2743	,0000	-1,0921	-,5685

Test of equality of conditional means

```
      F      df1      df2      p
30,3716      2,0000      131,0000      ,0000
```

Estimated conditional means being compared:

```
CAT_CBC      DIF_PI
,0000      ,0484
1,0000      ,2461
2,0000      -,7819
```

-----

Moderator value(s):

```
cDIF_SC      ,5331
```

	Effect	se	t	p	LLCI	ULCI
X1	,2243	,2065	1,0863	,2793	-,1842	,6329
X2	-,4674	,1838	-2,5425	,0122	-,8311	-,1037

Test of equality of conditional means

```
      F      df1      df2      p
6,0825      2,0000      131,0000      ,0030
```

Estimated conditional means being compared:

```
CAT_CBC      DIF_PI
,0000      ,0981
1,0000      ,3224
2,0000      -,3693
```

\*\*\*\*\* ANALYSIS NOTES AND ERRORS \*\*\*\*\*

Level of confidence for all confidence intervals in output:

```
95,0000
```

W values in conditional tables are the mean and +/- SD from the mean.

----- END MATRIX -----

**Appendix 11.20: Output of the moderation analysis for H<sub>3a</sub> (with covariates)**

Run MATRIX procedure:

\*\*\*\*\* PROCESS Procedure for SPSS Version 4.2 \*\*\*\*\*

Written by Andrew F. Hayes, Ph.D. [www.afhayes.com](http://www.afhayes.com)  
 Documentation available in Hayes (2022). [www.guilford.com/p/hayes3](http://www.guilford.com/p/hayes3)

\*\*\*\*\*

Model : 1  
 Y : DIF\_PI  
 X : CAT\_CBC  
 W : cDIF\_SC

Covariates:  
 AGE MALE EMP\_bin

Sample  
 Size: 136

Coding of categorical X variable for analysis:

CAT_CBC	X1	X2
,000	,000	,000
1,000	1,000	,000
2,000	,000	1,000

\*\*\*\*\*

OUTCOME VARIABLE:  
 DIF\_PI

Model Summary

R	R-sq	MSE	F	df1	df2	p
,6566	,4311	,4334	12,0287	8,0000	127,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	-,0165	,2189	-,0753	,9401	-,4497	,4167
X1	,2230	,1433	1,5564	,1221	-,0605	,5065
X2	-,8394	,1349	-6,2209	,0000	-1,1064	-,5724
cDIF_SC	,1451	,2080	,6977	,4866	-,2664	,5567
Int_1	,0256	,3045	,0842	,9330	-,5769	,6282
Int_2	,5983	,2667	2,2431	,0266	,0705	1,1261
AGE	-,0001	,0068	-,0114	,9909	-,0135	,0134
MALE	-,0295	,1268	-,2327	,8164	-,2803	,2213
EMP_bin	,1543	,1217	1,2681	,2071	-,0865	,3950

Product terms key:

Int_1	:	X1	x	cDIF_SC
Int_2	:	X2	x	cDIF_SC

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0301	3,3630	2,0000	127,0000	,0377

-----

Focal predict: CAT\_CBC (X)  
 Mod var: cDIF\_SC (W)

Conditional effects of the focal predictor at values of the moderator(s):

Moderator value(s):

cDIF\_SC -,5315

	Effect	se	t	p	LLCI	ULCI
X1	,2094	,2218	,9438	,3471	-,2296	,6483
X2	-1,1574	,1985	-5,8304	,0000	-1,5502	-,7646

Test of equality of conditional means

	F	df1	df2	p
	29,4972	2,0000	127,0000	,0000

Estimated conditional means being compared:

CAT_CBC	DIF_PI
,0000	-,0367

```

      1,0000      ,1727
      2,0000     -1,1941
-----
Moderator value(s):
cDIF_SC      ,0001

      Effect      se      t      p      LLCI      ULCI
X1      ,2230      ,1433      1,5564      ,1221      -,0605      ,5065
X2     -,8393      ,1349     -6,2206      ,0000     -1,1063     -,5723

Test of equality of conditional means
      F      df1      df2      p
30,4248      2,0000     127,0000      ,0000

Estimated conditional means being compared:
CAT_CBC      DIF_PI
,0000      ,0404
1,0000      ,2634
2,0000     -,7989
-----
Moderator value(s):
cDIF_SC      ,5316

      Effect      se      t      p      LLCI      ULCI
X1      ,2366      ,2104      1,1250      ,2627     -,1796      ,6529
X2     -,5213      ,1929     -2,7024      ,0078     -,9030     -,1396

Test of equality of conditional means
      F      df1      df2      p
6,6598      2,0000     127,0000      ,0018

Estimated conditional means being compared:
CAT_CBC      DIF_PI
,0000      ,1176
1,0000      ,3542
2,0000     -,4037

```

\*\*\*\*\* ANALYSIS NOTES AND ERRORS \*\*\*\*\*

Level of confidence for all confidence intervals in output:  
95,0000

W values in conditional tables are the mean and +/- SD from the mean.

----- END MATRIX -----

### Appendix 11.21: Output of the moderation analysis for $H_{3b}$

```

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.2 *****

      Written by Andrew F. Hayes, Ph.D.      www.afhayes.com
      Documentation available in Hayes (2022). www.guilford.com/p/hayes3

*****

Model   : 14
Y       : DIF_PI
X       : CAT_CBC
M       : DIF_CBI
W       : cDIF_SC

Sample
Size:   137

Coding of categorical X variable for analysis:
CAT_CBC      X1      X2
,000      ,000      ,000
1,000     1,000      ,000
2,000      ,000     1,000

```

\*\*\*\*\*

OUTCOME VARIABLE:

DIF\_CBI

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	,6117	,3741	,5882	40,0505	2,0000	134,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	,2296	,1044	2,2001	,0295	,0232	,4361
X1	,0190	,1637	,1162	,9077	-,3047	,3428
X2	-1,2340	,1539	-8,0187	,0000	-1,5383	-,9296

\*\*\*\*\*

OUTCOME VARIABLE:

DIF\_PI

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	,8029	,6446	,2626	47,5240	5,0000	131,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	-,0637	,0719	-,8853	,3776	-,2060	,0786
X1	,1684	,1104	1,5255	,1296	-,0500	,3869
X2	-,1607	,1251	-1,2844	,2013	-,4081	,0868
DIF_CBI	,5468	,0590	9,2695	,0000	,4301	,6635
cDIF_SC	,1688	,0937	1,8006	,0741	-,0166	,3543
Int_1	-,2232	,0793	-2,8152	,0056	-,3800	-,0664

Product terms key:

Int\_1 : DIF\_CBI x cDIF\_SC

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
M*W	,0215	7,9254	1,0000	131,0000	,0056

-----

Focal predict: DIF\_CBI (M)  
Mod var: cDIF\_SC (W)

Conditional effects of the focal predictor at values of the moderator(s):

cDIF_SC	Effect	se	t	p	LLCI	ULCI
-,5278	,6646	,0702	9,4614	,0000	,5257	,8036
,0026	,5462	,0590	9,2576	,0000	,4295	,6630
,5331	,4279	,0746	5,7353	,0000	,2803	,5754

\*\*\*\*\* DIRECT AND INDIRECT EFFECTS OF X ON Y \*\*\*\*\*

Relative direct effects of X on Y

	Effect	se	t	p	LLCI	ULCI
X1	,1684	,1104	1,5255	,1296	-,0500	,3869
X2	-,1607	,1251	-1,2844	,2013	-,4081	,0868

Omnibus test of direct effect of X on Y:

	R2-chng	F	df1	df2	p
	,0164	3,0185	2,0000	131,0000	,0523

-----

Relative conditional indirect effects of X on Y:

INDIRECT EFFECT:

CAT\_CBC -> DIF\_CBI -> DIF\_PI

	cDIF_SC	Effect	BootSE	BootLLCI	BootULCI
X1	-,5278	,0126	,0864	-,1639	,1805
X1	,0026	,0104	,0706	-,1272	,1538
X1	,5331	,0081	,0555	-,0964	,1276

Index of moderated mediation:

	Index	BootSE	BootLLCI	BootULCI
cDIF_SC	-,0042	,0322	-,0616	,0698

	cDIF_SC	Effect	BootSE	BootLLCI	BootULCI
X2	-,5278	-,8201	,1873	-1,2145	-,4800
X2	,0026	-,6741	,1558	-,9899	-,3733
X2	,5331	-,5280	,1508	-,8149	-,2196

Index of moderated mediation:

	Index	BootSE	BootLLCI	BootULCI
cDIF_SC	,2754	,1285	,0847	,5875

\*\*\*\*\* ANALYSIS NOTES AND ERRORS \*\*\*\*\*

Level of confidence for all confidence intervals in output:  
95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:  
5000

W values in conditional tables are the mean and +/- SD from the mean.

----- END MATRIX -----

### *Appendix 11.22: Output of the moderation analysis for $H_{3b}$ (with covariates)*

Run MATRIX procedure:

\*\*\*\*\* PROCESS Procedure for SPSS Version 4.2 \*\*\*\*\*

Written by Andrew F. Hayes, Ph.D. [www.afhayes.com](http://www.afhayes.com)  
Documentation available in Hayes (2022). [www.guilford.com/p/hayes3](http://www.guilford.com/p/hayes3)

\*\*\*\*\*

Model : 14  
Y : DIF\_PI  
X : CAT\_CBC  
M : DIF\_CBI  
W : cDIF\_SC

Covariates:

AGE MALE EMP\_bin

Sample

Size: 136

Coding of categorical X variable for analysis:

CAT_CBC	X1	X2
,000	,000	,000
1,000	1,000	,000
2,000	,000	1,000

\*\*\*\*\*

OUTCOME VARIABLE:

DIF\_CBI

Model Summary

R	R-sq	MSE	F	df1	df2	p
,6167	,3804	,6001	15,9606	5,0000	130,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	,1499	,2521	,5947	,5531	-,3488	,6486
X1	,0281	,1666	,1688	,8662	-,3016	,3578
X2	-1,2539	,1567	-8,0030	,0000	-1,5639	-,9439
AGE	,0027	,0077	,3507	,7264	-,0125	,0178
MALE	-,0496	,1445	-,3432	,7320	-,3354	,2362
EMP_bin	,0787	,1392	,5651	,5730	-,1968	,3542

\*\*\*\*\*

OUTCOME VARIABLE:

DIF\_PI

Model Summary

R	R-sq	MSE	F	df1	df2	p
,8085	,6536	,2639	29,9595	8,0000	127,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	-,1161	,1708	-,6794	,4981	-,4541	,2220
X1	,1886	,1120	1,6848	,0945	-,0329	,4102
X2	-,1759	,1270	-1,3853	,1684	-,4271	,0754
DIF_CBI	,5395	,0594	9,0809	,0000	,4219	,6570
cDIF_SC	,1757	,0976	1,8003	,0742	-,0174	,3688
Int_1	-,2154	,0798	-2,6991	,0079	-,3732	-,0575
AGE	,0012	,0053	,2290	,8192	-,0092	,0117
MALE	-,0777	,0960	-,8091	,4200	-,2677	,1123
EMP_bin	,1376	,0934	1,4734	,1431	-,0472	,3225

Product terms key:

Int\_1 : DIF\_CBI x cDIF\_SC

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
M*W	,0199	7,2852	1,0000	127,0000	,0079

Focal predict: DIF\_CBI (M)  
Mod var: cDIF\_SC (W)

Conditional effects of the focal predictor at values of the moderator(s):

cDIF_SC	Effect	se	t	p	LLCI	ULCI
-,5315	,6539	,0711	9,1965	,0000	,5132	,7946
,0001	,5394	,0594	9,0806	,0000	,4219	,6570
,5316	,4250	,0748	5,6789	,0000	,2769	,5730

\*\*\*\*\* DIRECT AND INDIRECT EFFECTS OF X ON Y \*\*\*\*\*

Relative direct effects of X on Y

	Effect	se	t	p	LLCI	ULCI
X1	,1886	,1120	1,6848	,0945	-,0329	,4102
X2	-,1759	,1270	-1,3853	,1684	-,4271	,0754

Omnibus test of direct effect of X on Y:

	R2-chng	F	df1	df2	p
	,0194	3,5528	2,0000	127,0000	,0315

Relative conditional indirect effects of X on Y:

INDIRECT EFFECT:

CAT_CBC	->	DIF_CBI	->	DIF_PI	
	cDIF_SC	Effect	BootSE	BootLLCI	BootULCI
X1	-,5315	,0184	,0876	-,1526	,2011
X1	,0001	,0152	,0723	-,1174	,1717
X1	,5316	,0120	,0579	-,0884	,1474

Index of moderated mediation:

	Index	BootSE	BootLLCI	BootULCI
cDIF_SC	-,0061	,0316	-,0639	,0656

	cDIF_SC	Effect	BootSE	BootLLCI	BootULCI
X2	-,5315	-,8199	,1854	-1,2094	-,4758
X2	,0001	-,6764	,1556	-,9877	-,3805
X2	,5316	-,5329	,1550	-,8327	-,2199

Index of moderated mediation:

	Index	BootSE	BootLLCI	BootULCI
cDIF_SC	,2700	,1329	,0681	,6023

\*\*\*\*\* ANALYSIS NOTES AND ERRORS \*\*\*\*\*

Level of confidence for all confidence intervals in output:  
95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

5000

W values in conditional tables are the mean and +/- SD from the mean.

----- END MATRIX -----