
| RESEARCH ARTICLE

Brand Activism: Impact of Woke Advertising on the Consumers' Attitude and Brand Perceptions Towards Purchase Intention

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| ABSTRACT

As more and more consumers are becoming aware and interested in socio-political issues, brands are changing the way they advertise by communicating their stance on key issues on their advertising campaign; a strategy called woke advertising. Through this strategy, brands are taking up the responsibility of creating a lasting positive impact and meaningful contribution to society. However, instead of serving the desired purpose, some of these woke advertisements can backfire and generate negative responses. Thus, this study aims to analyze the impact of woke advertising on the consumers' attitudes and brand perceptions towards their purchase intentions. The researchers conceptualized two (2) consumer concepts, namely 'passive woke consumers' and 'active woke consumers,' to further define what type of consumers they turn into. Moreover, the researchers conducted an experimental study to determine the changes in the behavior of the consumers before and after they see the woke advertisements. Three hundred eighty-five (385) participants from the National Capital Region were randomly selected based on the criteria developed by the researchers. Furthermore, paired t-test and descriptive analyses were utilized in analyzing the data. This study found out that woke advertisements enhance the overall consumer attitude and brand perception of Filipino consumers. However, they are not a major contributor in increasing their purchase intentions. It is then recommended for future researchers to consider studying other brands that did not have proper execution in addressing sensitive issues that caused negative feedback and controversy around the brand.

| KEYWORDS

Brand activism, woke advertising, consumer attitude, brand perception, purchase intention, consumer boycott, consumer boycott, woke consumers

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1. Introduction

The relationship brands share with their customers can no longer be transactional. As people become more actively attentive to important issues, most consumers want brands to take a stand on socio-political matters in today's marketplace (Vredenburg et al., 2020). They make an effort to educate themselves on socio-political issues and expect the same from the companies (Milfeld and Flint, 2020). Companies transcend their status as capitalist institutions and resemble full-pledged humans when they take positions on critical issues (Manfredi-Sanchez, 2019).

The existence of woke advertising is not entirely new. This is a type of advertising strategy that presents an opportunity for brands to connect with consumers on a more personal level by raising awareness on the issues that are important to them (Champlin et al., 2019). It started on a global scale (Mora & Vila, 2018). Hence, the presence of multinational companies in the Philippines that employ this kind of advertising strategy gave birth to the existence of woke advertising in the country (Goh, 2016). Brands such as Safeguard and Ligo Sardines have already resorted to this. In 2018, Safeguard Philippines took a strong cultural stand in their campaign called "Pabaon sa Buhay" by featuring the story of Norman King, the first Aeta to graduate from the University of the

Philippines (Marketing Communication News, 2018). It shows how Norman King was discriminated against by other people, causing him to have a bit of an identity crisis. However, his mother always reminds him of the importance of staying true to oneself. The ad cuts deepest with the line: "*Kailangan mo ba talagang magbago para lang matanggap ng ibang tao?*" (Marketing Communication News, 2018). This particular campaign stood out and was applauded by Filipinos because, for once, a soap commercial takes pride in who we are instead of offering us a chance to be someone else. For too long, brands that sell soaps in the country have always marketed their products by promising whiteness to Filipinos (Esquire Philippines, 2018).

Moreover, Ligo Sardines Philippines, one of the country's leading manufacturers of canned goods, rose to become a social media voice during the COVID-19 crisis (Madarang, 2020). Last 2020, they became popular online due to their media advertisements which seem to throw a 'shade' against the government's questionable response to the pandemic and policies regarding the quarantine (Get Real Philippines, 2020). For one, they posted a graphic advertisement highlighting their canned goods' easy-to-open feature by writing the text "No special powers needed." This advertisement was released following the issue of Congress tackling the special powers to be granted to the president (Madarang, 2020). All of Ligo Sardines' graphic advertisements related to socio-political issues went viral, but they garnered different reactions from the people. Some people pointed out the progressive nature of their posts and commended the brand for taking a stand on socio-political matters (Get Real Philippines, 2020). Meanwhile, the others, especially those who are supporters of the current administration, seem to be disappointed with their advertisement and are quick enough to call for a boycott of the brand (Antonio, 2020).

Furthermore, brands such as Smart Communications and Pantene tackled the issues of LGBTQ+ (Lesbian, Gay, Bisexual, Transgender, Queer, and others) and gender bias, respectively. Smart Communications showed a video advertisement that focuses on the relationship of a father and his gay son who is yet to come out. It ended with the father stating how he accepts his gay son for who he is. (Goh, 2016). Pantene, on the other hand, showed a video of men and women exhibiting the same behaviors but were labeled differently, exposing a double standard. For the first time, Pantene did not show their products but instead highlighted an important issue that helped women to shine (Tulshyan, 2013).

2. Literature Review

2.1 Woke Advertising

According to Mirzaei (2019), as cited by Selmani (2020), the term "woke" is derived from its use in the African American community, which refers to "being awake and aware of the truth and social injustices". The definition of this term was further developed in 2017 by the Oxford Dictionary, which defines it as "alert to injustice in society, especially racism". Before "woke" was used as a term to refer to companies and their role in being aware of injustices happening in the world, it was used first during the Black Lives Matter movement to encourage people to stay woke to racial issues (Jain et al., 2020). Brands that are raising awareness regarding key issues and are paying attention to different oppressed groups in society are perceived as "woke brands".

Brands that are taking public stances on divisive socio-political issues engage in the act of brand activism (Vredenburg et al., 2020). But when these brands incorporate their stances into their advertising campaigns, this act is now referred to as woke advertising (Livas, 2020). Since most of the consumers, especially the Millennials and Gen Z, are interested in social movements, there has been a change in the way the brands conduct their advertising, leading to the birth of a symbolic brand approach called woke advertising (Selmani, 2020). Therefore, brand activism can be communicated through the use of woke advertising. Examples of woke advertising include public statements on political developments, promotions combined with socio-political topics, or commercials featuring key issues. Woke advertisements may vary in form but what they all have in common is that they convey specific values with the intention of creating an impact on consumers (Jungblut & Johnen, 2021). This type of advertising strategy offers an opportunity for brands to connect with their consumers on a more personal level, especially with liberally minded and belief-driven buyers (Milfeld & Flint, 2020).

2.2 Brand Perception and Woke Advertising

Brand perception is not how a company perceives itself but how consumers feel about a brand. Customer use, experience, accessibility, credibility, and word-of-mouth recommendation all contribute to brand perception (Qualtrics, 2020). Consumers are more likely to prefer a brand over a rival if they have a positive brand perception. It also means they're more likely to refer friends and family to your brand, as 60% of customers would recommend their favorite brands to their friends and family (Barrett, 2020). Otherwise, they're more likely to choose the latter brand and tell others why they didn't choose that brand if they have a negative perception towards that brand. Moreover, consumers now actively express their thoughts and perceptions towards a brand, and their peers rely on them to make purchase decisions. Therefore, advertising and word of mouth, as mentioned by (Barrett, 2020), are some impactful factors that determine how a customer will perceive a brand.

In today's generation, customers expect a brand to take a stance on certain socio-political issues (Vredenburg et al., 2020). They are becoming more interested in interacting with brands that promote humanitarian and social causes (Bernard, 2019). A way to

capture these said customers is to create a positive brand perception through the use of woke advertisements instead of the more traditional way of advertising. A study done by Harben and Kim (2008) suggests that by creating a positive brand perception, the majority of consumers must agree to an ad's message or stance. Individuals who strongly agreed with the message showed a more positive attitude towards the ad, and the brand as individuals who did not agree with the message of the ad showed more negative attitudes towards the ad and brand (Vredenburg et al., 2020). The result of this study suggests that message agreement in woke ads plays a role in determining the brand perception of consumers (Harben and Kim, 2008).

2.3 Consumer Boycott and Buycott

Responsible consumption is becoming a predominant theme in developed markets. Although consumers put the most weight on the value of the product, most of them consider the company's values. Thus, in recent years, more and more companies and brands are engaging in public discussion of socio-political issues such as racism, gender equality, healthcare reform, and the likes (Hong & Li, 2020). When a company joins public discussion regarding these issues, the difference between the company's stance and the consumer's opinions will impact consumer responses toward the company (Chandan, 2019). Specifically, consumers may boycott or buycott the target company. Boycott refers to an act wherein consumers choose not to buy specific products to show their displeasure about the actions of the companies. On the other hand, a buycott is the reverse modality of boycott in which the consumers are actively buying the products from the brands that they perceive to act responsibly (Lee & Yoon, 2020). These two behaviors of the consumers acknowledge the fact that their consumption of a product is imbued with their political beliefs, ethics, or principles (Sobande, 2019).

2.4 Factors Affecting Consumer Behavior

Consumers are the foundation of every business. What the consumers see, think, prefer, and buy is of great importance to marketers to fine-tune their marketing offers and achieve a high level of consumer acceptance and satisfaction (Chandan, 2019). Many factors, specificities, and characteristics influence the individual in his/her decision-making process and buying habits. A consumer's behavior is the result of each and every one of these factors. These factors include functional, cultural, social, personal, and psychological factors (Eze & Bello, 2016). By identifying and understanding the factors that influence the consumer, brands have the opportunity to develop a strategy, a marketing message, and advertising campaigns more efficiently and more in line with the needs and ways of thinking of their target consumers (Chukwu, Kanu, & Ezeabogu, 2019).

2.5 The Connection Between Beliefs and Purchasing Behavior

Consumers from across the globe, especially Gen Z to Millennials, use moral authority as youngsters and social media savvy to protest regarding climate change. According to a 2016 study of 1,860 adults in the United Kingdom, 61% would pay up to £20 (US\$25) per month to avoid climate-related fatalities in 2050, 2080, and 2115 (Graham, 2019). Respondents to a 2017 study performed in Lisbon and Adelaide, Australia, indicated that they would be ready to pay just as much money to avoid bad climate impacts on future generations as they would to protect themselves Everuss (2017).

Moreover, according to a study done by Simon-Kucher & Partners (2021), about 61% of consumers globally rated sustainability as important in terms of purchase intention. This indicates that a rising number of individuals are more inclined to buy from brands that support environmental causes. As a result, the expectations around sustainability are expected to increase. Companies will face great pressure to prove their commitment to sustainability and continue to make that a part of their value proposition.

On the contrary, the apparel industry has been growing by 8% annually, with fast fashion leading the growth in this industry. Fast fashion, also known as disposable fashion, refers to the mass production of cheap and trendy clothes. Although it accounts for 10% of the world's carbon emissions, the global fast fashion market is still expected to reach \$39.84 billion in 2025 at a CAGR of 7% (Research and Markets, 2021). Consumers are willing to accept the lesser quality of the garments and the negative effects of fast fashion in the environment in substitution for lower prices. Thus, there is a discrepancy between the rising number of young activists preaching to support the social causes and the sales of the industry that contributes a major role in climate change.

Conceptual Framework

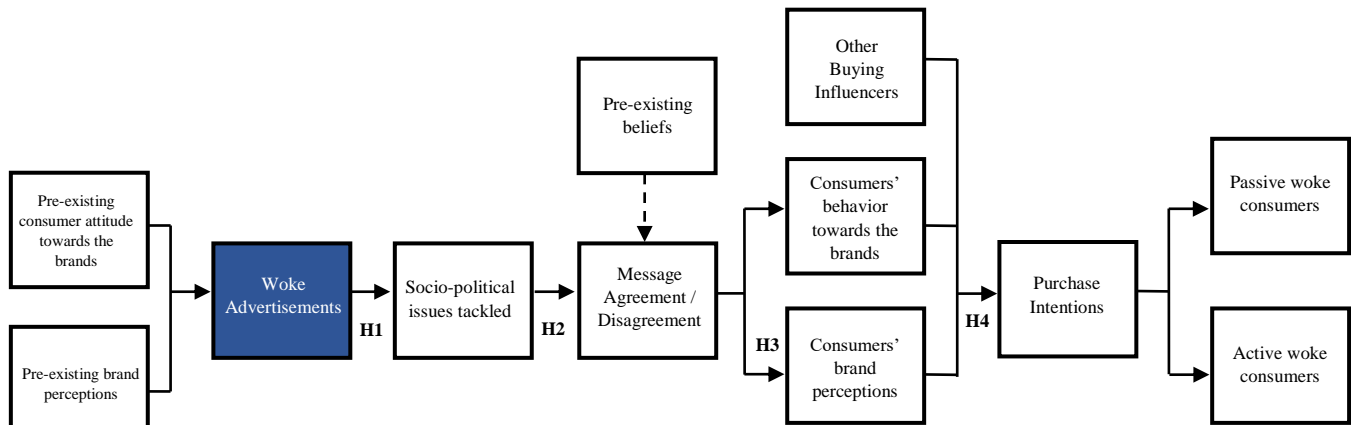


Figure 1. Conceptual Framework

Based on the concepts and theories of the previous studies, the researchers have developed a framework to visualize the relationship between different variables.

Even before seeing a new advertisement from a brand, consumers already have their own pre-existing attitudes and perceptions towards it, especially if they had a previous experience or are current consumers of the brand. However, advertisements have the potential to change consumers' attitudes and shape their brand perceptions (Smith, 2015). In this study, woke advertisements serve as interventions that can affect consumers' decisions. So, when they see woke advertisements, their evaluation process will start on how the brands tackle socio-political issues.

Then, whether they will agree or disagree with the message of the advertisement and the stance of the brands on the issues will depend on their pre-existing beliefs (Chandan, 2019). If the consumers agree with the message of the woke advertisements, their attitude and brand perception might be influenced positively (Noland, 2020). This means that they might be able to develop a feeling of favorableness and might have a positive perception of the brand. Otherwise, the opposite will happen.

Consumers' attitudes and brand perception influence their purchase intentions. However, there are other factors outside these two, such as perceived quality, the value of a product and other buying influencers, that affect their purchase decisions. Woke advertisements influence consumers on their purchase intention by making them either active or passive woke consumers, two consumer concepts that the researchers developed based on the previous related studies. Active woke consumers pertain to those who are firm believers and advocates of the socio-political issues being addressed by the brands. They are actively supporting the brand and its stance on key issues by deliberately purchasing its products. They put brand values as their priority for selecting a product to be purchased. Passive woke consumers, on the other hand, refer to those who have a firm stand and are advocates of socio-political issues that the brands are addressing but do not translate it on their purchasing decision as they put more weight on other factors.

With the practice of woke advertising becoming an integral approach for brands to create an impact, this study aims to analyze the impact of woke advertising on Filipino consumers' attitudes and brand perceptions towards purchase intentions. Particularly, it sought to prove or nullify the following hypotheses:

- H1: Brands in the Philippines should address socio-political issues in their woke advertisements.
- H2: Filipino consumers respond positively to the issues being tackled in woke advertisements.
- H3: Filipino consumers develop a positive brand perception for brands that employ woke advertisements.
- H4: Woke advertisements influence Filipino consumers to have higher purchase intentions.

3. Methodology

The researchers used an experimental method to compare the changes in the consumers' brand perceptions and attitudes towards their purchase intentions before and after they saw the woke advertisements. Specifically, a pretest-post-designed survey questionnaire was utilized. It was divided into five (5) parts: the profile of the respondents, screener questions, the pretest part, the videos and pictures of the woke advertisements, and the post-test part.

Before deploying a full-scale administration, the survey questionnaire was tested using Cronbach’s Alpha to test its scale reliability. It yielded a score of 0.904213 which means that the internal consistency of the questionnaire is high, making it reliable. The questionnaire was also then face-validated by a few professors and a few marketing practitioners.

In gathering the data, a simple random sampling method was used. Three hundred eighty-five (385) participants from the National Capital Region were selected upon meeting the developed criteria. The researchers adhere to ethical considerations in doing this study. They made sure that the participation of the respondents in the study was voluntary and on the basis of informed consent. Furthermore, the survey questionnaire was distributed through Google Forms.

The quantitative data collected from this study is statistically treated using paired t-test to compare the pre-test and post-test results of the gathered data. Paired t-tests are used to see if the means of two paired measurements are significantly different, such as the pre-test and post-test scores; A p-value that yields a score of less than 0.05 means that the observed difference is statistically significant. Moreover, the researchers utilized a descriptive analysis to determine the mean of the gathered data in order to find out which kind of socio-political issues the respondents valued the most for brands to address.

4. Results and Discussions

Table 1. Agreement to the responsibility of brands to speak about key issues

Yes	373 (97%)
No	12 (3%)

The respondents were asked if they believed that brands have the responsibility to speak about key issues. Out of 385 respondents, 373 of them, or the majority, answered “Yes” with a percentage of 97%, while 12 respondents answered “No,” which garnered a percentage of 3%

This indicates that Filipino consumers believe that brands and companies have the responsibility to speak out about important socio-political issues, which affirms the first hypothesis, which states that brands in the Philippines should address socio-political issues in their advertisements. They support the brands that execute woke advertising, but only if the issues that are being addressed appeal to them. They feel good about the brand after being exposed to those advertisements knowing that the brand is pursuing the same social issues as them.

Table 2. Message Agreement to the Brands’ Woke Advertisement

Brand	Yes	No
Pantene	100%	0%
Safeguard	100%	0%
Smart	100%	0%
Ligo Sardines	96%	4%

One hundred percent (100%) of the respondents agree with the message of the woke advertisement of each brand except for Ligo Sardines which tackles a political topic. This means that Filipino consumers respond positively to woke advertisements, especially if they agree with the socio-political stance that the brands are trying to communicate. This affirms the second hypothesis that Filipino consumers respond positively to the issues being tackled in woke advertisements. This result is in congruence with the earlier research done by Bravo & Lee (2019) that found that millennials who agree to the message of an advocacy advertisement create a positive attitude towards that advertisement and brand. In their study, Mukherjee & Althuizen (2020) revealed that when consumers and brands share the same set of beliefs, there is a high consumer-brand similarity which drives the consumers to show an approving attitude with regard to the woke advertisement. However, some of them are repelled by the woke advertisements that address issues that are controversial, such as politics. Thus, message agreement plays an important role in determining the success of a woke advertisement.

Table 3. Agreement to Socio-political Issues to be Addressed by Brands

Variable	Descriptive Statistics				
	Valid N	Mean	Minimum	Maximum	Std.Dev.
Healthcare	385	3.776623	1.000000	4.000000	0.527350
Racial Equality	385	3.750649	1.000000	4.000000	0.520572
Poverty	385	3.745455	1.000000	4.000000	0.542598
Gender Equality	385	3.688312	1.000000	4.000000	0.569625
LGBTQIA+	385	3.677922	1.000000	4.000000	0.599614
Feminism	385	3.589610	1.000000	4.000000	0.643797
Politics	385	3.384416	1.000000	4.000000	0.840242

The respondents were asked to rate the issues on which they think the brands should express an opinion. The Filipino consumers respond to each issue with the following mean. The highest is Healthcare, and the lowest is politics. Moreover, the results were above average, considering none of the means got lower than 3.0 (Agree).

The following social issues occupy the top five ranks:

1. Healthcare
2. Racial Equality
3. Poverty
4. Gender Equality
5. LGBTQIA + right

Filipino consumers want brands to employ woke advertising, especially if they speak up on issues regarding healthcare, racial equality, and poverty, as these issues greatly matter to them. However, they do not want brands and companies to address issues that are sensitive to them, such as politics—the issue that ranks low on which they think brands should express an opinion. This is because, as Frimer & Skitka (2018) found out, divisive topics such as politics can evoke feelings of anxiety. When people believe that their stand on a certain issue is a matter of right versus wrong or good versus evil, they are less likely to interact with someone who disagrees with them.

This specific result is in line with the study of Austin, Gaither, & Gaither (2019), which revealed that U.S consumers want corporations to engage in addressing the important social issues only, not political issues. However, the present study contradicts some of the previous research that has revealed that no matter what issues brands choose to address, either social or political, as long as they appear to be authentic, consumers develop a good connection with the brands (Marsden, 2015; Vredenburg et al., 2020).

Table 4. Brand Perception Variables

Questions before seeing the advertisements		Questions after seeing the advertisements	
Var 1	I have a great experience with these brands	Var 11	I still have a great experience with these brands
Var 2	I have a favorable image with these brands	Var 12	I still have a favorable image with these brands
Var 3	I have warm feelings toward these brands	Var 13	I still have warm feelings towards these brands
Var 4	I will recommend these brands to my family and friends	Var 14	I will still recommend these brands to my family and friends

Table 5. Results of Pre-test and Post-test Variables About Brand Perception

Variables	Mean	Std. Dv.	t	p
Var 1	3.231169	0.587247	-3.99459	0.000078
Var 11	3.355844	0.600020		
Var 2	3.171429	0.613829	-5.53889	0.000000
Var 12	3.358442	0.630259		
Var 3	3.002597	0.697834	-7.83552	0.000000
Var 13	3.288312	0.659461		
Var 4	3.137662	0.648925	-4.01612	0.000071
Var 14	3.275325	0.678570		

Before and after showing the woke advertisements to the respondents, they were asked to rate their level of agreement with the statements regarding their brand perception towards the brands, as shown in Table 4. Based on Table 5, the t value from variables 1 and 11, 2 and 12, 3 and 13, 4 and 14 is negative. This means there is an increase in agreement after the intervention of the woke advertising to the respondents. Variables 1 and 11, 2 and 12, 3 and 13, 4 and 14 produced a p-value that is less than 0.05, indicating that the difference between the pre-test and post-test variables is significant.

This means that the woke advertisements have created a more favorable brand image in the minds of the consumers, causing them to have more warm feelings towards the brands. This affirms the third hypothesis that Filipino consumers develop a positive brand perception for brands that employ woke advertisements. As studied by Guèvremont (2017), consumers perceive brands as brave when they implement woke advertisements as they are willing to take risks associated with this kind of advertising strategy. This act is called brand bravery. It pertains to brands that take courageous actions and take a stance on controversial issues. This act can affect self-brand congruity and consumer-brand recognition, both of which are important drivers of a positive consumer-

brand relationship. Thus, when consumers see brands being somewhere on the spectrum of ally or advocate of socio-political issues, they tend to see them as brand heroes.

Table 6. Consumer Behavior Variables

Questions before seeing the advertisements		Questions after seeing the advertisements	
Var 5	I buy from these brands because their products satisfy my needs	Var 15	I will still buy from these brands because their products satisfy my needs
Var 6	I purchase from these brands because they are recommended by someone I trust	Var 16	I will still purchase from these brands because they are recommended by someone I trust
Var 7	I prefer to buy from these brands because I identify with them	Var 17	I will still prefer to buy from these brands because I identify with them
Var 8	I buy from these brands because they reflect my beliefs	Var 18	I will still buy from these brands because they reflect my beliefs

Table 7. Results of Pre-test and Post-test Variables About Consumer Behavior

Variables	Mean	Std. Dv	t	p
Var 5	3.309091	0.617071	-2.39175	0.017249
Var 15	3.379221	0.600854		
Var 6	2.841558	0.792765	-7.13078	0.000000
Var 16	3.093506	0.733559		
Var 7	2.862338	0.841167	-7.39696	0.000000
Var 17	3.148052	0.757877		
Var 8	2.584416	0.834645	-12.5458	0.000000
Var 18	3.129870	0.783134		

Before and after showing the woke advertisements to the respondents, they were asked to rate their level of agreement with the statements regarding their consumer behavior towards the brands, as shown in Table 6. Based on Table 7, the t value from variables 5 and 15, 6 and 16, 7 and 17, 8 and 18 is negative. This means there is an increase in agreement after the intervention of the woke advertising to the respondents. Variables 5 and 15, 6 and 16, 7 and 17, 8 and 18 produced a p-value that is less than 0.05, indicating that the difference between the pre-test and post-test variables is significant.

Woke advertisements have enhanced consumers' behavior towards the brands that employ them simply because they are able to identify with the brands and the stance that they promote. Although this is the case, their functional needs are still their top priority. According to Chandan (2019), consumers do not just buy products based on their needs or the intrinsic features of the products, but they are also looking for products that reinforce or are consistent with the image they have of themselves, or they would like

to have. However, this study shows that their buying considerations and decisions are still heavily affected by other buying influencers.

Table 8. Purchase Intention Variables

Questions before seeing the advertisements		Questions after seeing the advertisements	
Var 9	I prefer to buy from these brands rather than their competitors	Var 19	I still prefer to buy from these brands rather than their competitors
Var 10	I have bought and used/consumed these brands	Var 20	I will still buy use/consume these brands

Table 9. Results of Pre-test and Post-test Variables About Purchase Intentions

Variables	Mean	Std. Dv	t	p
Var 9	2.701299	0.754586	-9.49416	0.000000
Var 19	3.051948	0.748194		
Var 10	3.587013	0.562118	4.856823	0.000002
Var 20	3.428571	0.591356		

Before and after showing the woke advertisements to the respondents, they were asked to rate their level of agreement with the statements regarding their purchase towards the brands, as shown in Table 8. Based on Table 9, the t value from variables 9 and 19 is negative; this means there is an increase in agreement after the intervention of the woke advertising to the respondents.

On the other hand, the t value from variables 10 and 20 is positive. This means that there is no increase in agreement after the intervention of the woke advertising to the respondents.

Variables 9 and 19, 10 and 20 produced a p-value that is less than 0.05, indicating that the difference between the pre-test and post-test variables is significant.

The consumers show a positive reaction to most woke advertisements. However, the purchase intention slightly decreases after seeing the woke advertisements, thereby nullifying the fourth hypothesis, which states that woke advertisements influence Filipino consumers to have higher purchase intentions. They are considered passive woke consumers because they support the brands for addressing key issues, but it does not reflect on their purchase intention. This contradicts the studies of Milfeld & Flint (2019) that found that brands that implement woke advertisements that are in line with the views of their consumers gain higher customer loyalty, and Noland (2019), which revealed that consumers are willing to switch products to openly support brands they consider as allies on socio-political matters.

Therefore, even if woke advertisements enhance the overall consumer attitude and brand perception of consumers, it is not a deal-breaker to convince Filipino consumers to buy from a brand. As Anisha & Kalaivani (2016) studied, there are four main factors that influence a consumer to create a purchase—personal factors, psychological, situational, and social factors. In this case, positive beliefs and perceptions towards the brands that fall under psychological factors do not suffice to make a consumer purchase.

5. Conclusion

The results of the study revealed that Filipino consumers respond positively to the issues addressed in woke advertisements, and they develop a positive brand perception towards the brands that use this kind of advertising strategy. This means that brands implementing this type of advertising strategy, done with proper execution and timeliness, can strengthen their brand image in the eyes of consumers. However, not all woke advertisements get the same praise or positive feedback. That is why marketers

must put into consideration other factors such as the relevance of the key issues to be addressed and the understandability of the message in the woke advertisements.

Moreover, Filipino consumers want the brands to speak up and take a stand on key socio-political issues because they believe that brands have the responsibility to do so. In line with this, healthcare, racial equality, and poverty are the top three (3) issues that the respondents want brands to address in their advertisements. Thus, brands should give importance to these issues as they greatly matter to the consumers.

The study also found out that woke advertisements have enhanced consumers' behavior towards the brands that use them. However, they are not enough for them to continue making a purchase from the brands. This means that although they fully support the advocacy and show a high level of agreement towards the key social issues being addressed, they do not gain higher purchase intentions from brands that use woke advertising even when they share the same opinion with them, making them passive woke consumers.

The respondents still have stronger purchase intentions towards brands that satisfy their own needs. So, even if brands share the same belief or opinion with their consumers through woke advertising, a brand that fulfills the wants and desires still plays a significant influence in whether consumers will buy from them or not. This explains why firms that violate ethical and moral business practices continue to thrive in terms of revenue, despite the fact that consumers are becoming more socially conscious.

Therefore, based on the analysis of the findings of this study, the researchers recommend implementing woke advertising when the main goal of the marketing campaign is to boost loyalty and establish a connection with the consumers. However, brands, companies, and advertising agencies need to make sure that the execution of woke advertising is focused on creating a positive impact rather than one that divides people. Taking a stand for a cause may improve or ruin a brand's connection with consumers. Hence, brands and companies must walk the talk and appropriately tackle the socio-political issues that are sensitive to their consumers. Consumers, on the other hand, should they wish to support brands that take part in woke advertising, must do more research about the brands and look up their past and current practices to know whether they are sincere in doing so or they are just doing it because of a trend.

Moreover, due to the limitations in the sample size and the geographical scope, future researchers are suggested to increase the sample size of their respondents and go beyond the National Capital Region of the Philippines to allow the study to expand further. Conducting a more in-depth study by exploring the topic of when and why brand activism could result in different outcomes potentially based on characteristics of the product, the issue, or the type of brand should also be considered. They may also study the brands that caused controversy or became viral because of improper execution in addressing sensitive issues.

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