

Reaffirming the Critical Role of Transformative Research and Knowledge Production in the Age of Post-Truth



A Study on the Positive Influence of Brand Activism in the Fashion Industry in DLSU-IS Manila ABM ID 121 Student's Consumer Behavior

Erliana Taningco Bulanadi¹, Tricia Kate Abela Daza¹, Yuri Taytayon Hong¹, Kailynne Claudette Payapaya Lee¹, Audrey Renee Azarias Lim¹, and Ma. Sofia Neriz Hugo Luces¹

¹*De La Salle University Integrated School (Manila)*

Patrick, R. Hariramani²

²*De La Salle University, Manila*

Abstract: Campaigns involving brand activism are commonly used to pique the interest of consumers. However, there are companies who exploit this movement for their personal interests through woke-washing. This research study explores the positive influence of brand activism in the fashion industry on DLSU SHS - Manila ABM ID 121 students' consumer behavior. Utilizing non-probability quota sampling, the research group gathered data from a Google Forms survey of 140 respondents. Data gathered involved the research's objective of determining the respondents' feelings, beliefs, and inclination to engage with fashion brands involved in brand activism. Awareness and initial thoughts on brand activism and woke-washing were also included. Importance and appeal of certain advocacies are supplement findings. For estimates and hypothesis testing of the data analysis, Case 3 (Proportion) was utilized. It was decided that a "One-tail (Lower tail) test" would be best for the analysis. Counting and percentage were used for supplementary findings. Based on the data obtained, most of the responses satisfied the research group's primary null hypothesis: brand activism has had a significant positive influence on the consumer behavior of DLSU SHS-M ID 121 ABM students. Only 8 of 23 hypotheses were rejected in the data analysis. These include the respondents' awareness, perceived effectiveness, contentment, and curiosity about brand activism. Pricing, quality, appeal and functionality, and contradiction to belief were also rejected cases. Overall, the researchers concluded that the positive influence of brand activism in the fashion industry on respondents varies depending on a variety of determinants and factors.

Keywords: brand activism; woke-washing; fashion industry; tri-component model; consumer behavior