



**15TH NATIONAL
CONVENTION
ON STATISTICS**

03-05 OCTOBER 2022

*Organized by the Philippine Statistical System
Spearheaded by the Philippine Statistics Authority*



**IMPACT OF BRAND ACTIVISM ON FACEBOOK TO
BRAND IMAGE AND PURCHASE INTENT:
THE CASES OF UNIVERSAL ROBINA CORPORATION'S
C2 GREEN TEA AND MONDE NISSIN CORPORATION'S
LUCKY ME! INSTANT PANCIT CANTON**

John Alexander L. Fellizar

Market Research Consultant | MBA Student

Tangere (Acquisition Apps, Inc.) | University of Santo Tomas

Market Research and Decision Analysis
and Risk Management

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CONTEXT

- Brand activism is a strategy that seeks to persuade consumers using campaigns created and sustained by political and social values (Manfredi-Sanchez, 2019).
- Consumers try to educate themselves on socio-political issues and expect the same from the companies (Milfeld and Flint, 2020).
- In the Philippines, many companies, mainly multinationals, have used brand activism in their advertising strategies. This presents an opportunity for brands to connect with consumers on a more personal level by raising awareness of the issues that are important to them (Champlin et al., 2019).
- Some of the more recent brand activism efforts on Facebook are from Ligo Sardines, Bench Philippines, and Pantene. Some brands have also voiced their political stands during the recent Presidential Elections.



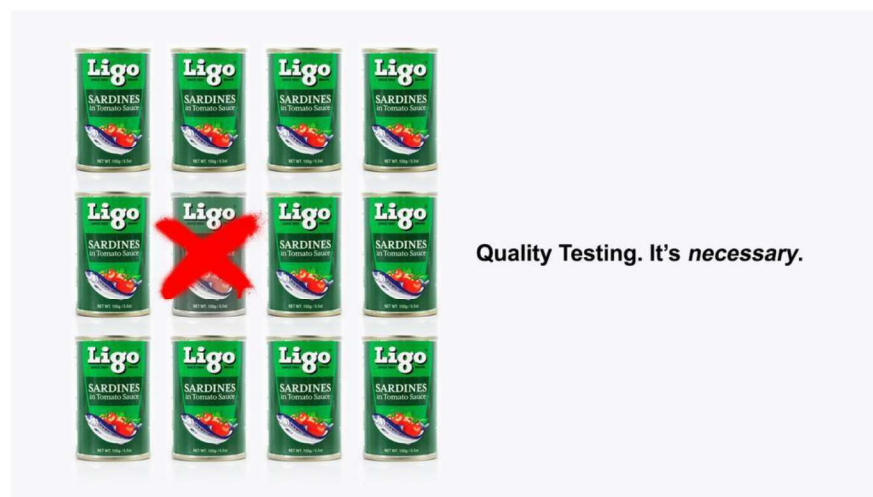
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CONTEXT

- Understanding this relationship on a deeper level will provide crucial insights into the type and depth of relationships consumers have with the brands they love, hate, and look up to. Likewise, this study aims to serve as a foundation for devising online marketing strategies, especially those that are thought-provoking and are subject to social media scrutiny.

OBJECTIVE

- To gauge the impact of brand activism on Facebook on consumers' image and purchase intent toward C2 Green Tea and Lucky Me! Instant Pancit Canton

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METHODOLOGY

- Instrument: Structured online survey via Google Forms
- Survey Period: May 7-14, 2022
- Sampling: Purposive sampling
- Sample size: n=135
- Respondent criteria: 18-45 years old

Respondent profile:

Males and Females
ABCD households
Nationwide

AGE GROUP	18 to 25 years old	13%
	26 to 35 years old	62%
	36 to 45 years old	24%
AREA	Metro Manila	27%
	Nortjh Luzon	21%
	South Luzon	36%
	Visayas	8%
	Mindanao	7%
HOUSEHOLD INCOME	Php 10,001 to Php 25,000	17%
	Php 151,001 to Php 250,000	1%
	Php 25,001 to Php 45,000	24%
	Php 45,001 to Php 75,000	45%
	Php 75,001 to Php 150,000	12%



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VARIABLES

- **X variable**

- Degree of Importance of Brand Activism on Facebook

- **Y variables**

- Degree of Effect on Purchase Intent
- Likelihood to Shift to Other Brands
- Degree of Recommendation
- Degree of Purchase Intent in the Next 6 Months (*intent to buy the brand in the next six months considering other brands in the market basket, more long term and can be affected by other factors*)
- Degree of Interest (*interest to the brand without the price consideration, mainly focused on intrinsic product features*)



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METHODOLOGY

- Statistical treatment:
 - Pearson Product-Moment Correlation – a measure of the linear dependence between two variables X and Y, given the formula:

$$r = \frac{\sum_{i=0}^n (X_i - \bar{X}) (Y_i - \bar{Y})}{(n - 1)S_X S_Y}$$

Where:

r = sample covariance of two variables

x_i = single value of x

\bar{x} = mean of all X's

\bar{Y} = mean of Y's

n = number of all variables

s_x = standard deviation of all X's

Decision Rule (Gujarati, 2003)

0.00 - ± 0.29 : very weak correlation

± 0.50 - ± 0.69 : moderate correlation

± 0.70 - ± 0.89 : high correlation

± 0.90 - ± 1.00 : very high correlation

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RESULTS AND DISCUSSION

- 4 out of 10 (39%) of the respondents agree that being involved in social causes and advocacies is essential. 5 out of 10 (52%) are indifferent about considering brand activism as important or not. Meanwhile, only 1 out of 10 (9%) consider being involved in social causes and advocacies unimportant.
- 8 out of 10 respondents (77% C2, 84% LM) adjudged that being involved in social causes and advocacies positively impacts the brand image of C2 Green Tea and Lucky Me!
- 7 out of 10 respondents (72% C2, 71% LM) stated that being involved in social causes and advocacies has no impact on their purchase intent of C2 Green Tea and Lucky Me! Only 2 out of 10 respondents (23% C2, 25% LM) claimed they would buy more of these brands.
- 5 to 6 out of 10 respondents (57% C2, 54% LM) claimed their purchase propensity towards the brands would not change in the next six months, even if the brands are involved in social causes and advocacies. Only 3 out of 10 respondents (29% C2, 34% LM) claimed they would buy more of these brands in the next six months.



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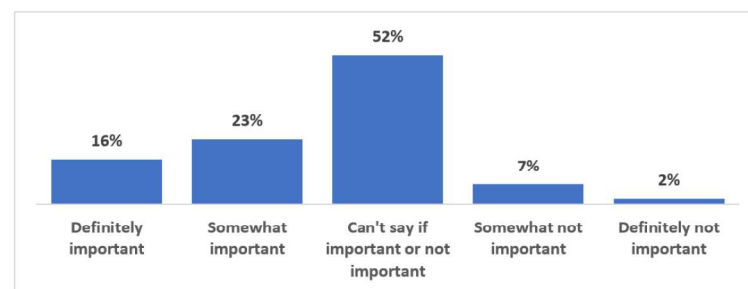


Figure 1. Degree of Importance of Brand Activism on Facebook

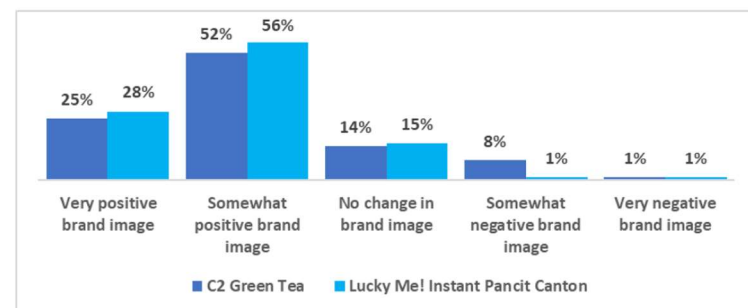


Figure 2. Effect of Brand Activism on Facebook on the Brand Image of C2 Green Tea and Lucky Me! Instant Pancit Canton



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RESULTS AND DISCUSSION

- 7 out of 10 respondents (72% C2, 71% LM) stated that being involved in social causes and advocacies has no impact on their purchase intent of C2 Green Tea and Lucky Me! Only 2 out of 10 respondents (23% C2, 25% LM) claimed they would buy more of these brands.
- Based on the Pearson r values, only Brand Image and Degree of Interest have a strong positive correlation with the importance of brand activism for C2 Green Tea. This means that the degree of importance of brand activism on Facebook follows a positive relationship with the brand image of C2 Green Tea.

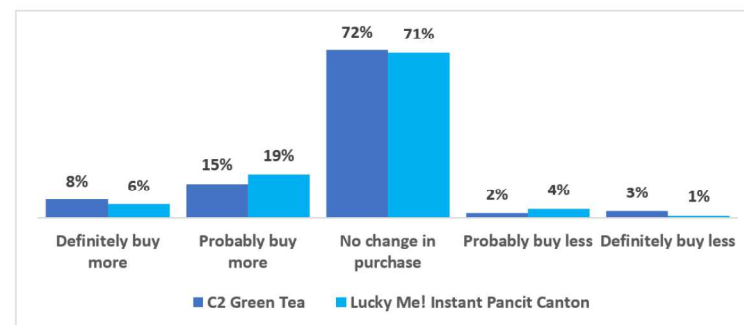


Figure 3. Effect of Brand Activism on Facebook to Purchase Intent of C2 Green Tea and Lucky Me! Instant Pancit Canton

Variables	Pearson correlation coefficient (r)	Degree of Correlation to Importance of Brand Activism
Brand Image	0.79	Strong positive
Purchase Intent	0.13	Weak positive
Likelihood to Shift	- 0.19	Weak negative
Degree of Recommendation	0.46	Moderate positive
Purchase Propensity in the Next 6 Months	0.08	Weak positive
Degree of Interest	0.66	Strong positive

Table 2. Pearson Product Moment Correlation Between Variables and Importance of Brand Activism on Facebook to C2 Green Tea



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RESULTS AND DISCUSSION

- Based on the Pearson r values, only Brand Image and Degree of Interest have a strong positive correlation with the importance of brand activism for Lucky Me! Instant Pancit Canton. This means that the degree of importance of brand activism on Facebook follows a positive relationship with the brand image of Lucky Me! Instant Pancit Canton.

Variables	Pearson correlation coefficient (r)	Degree of Correlation to Importance of Brand Activism
Brand Image	0.82	Strong positive
Purchase Intent	0.17	Weak positive
Likelihood to Shift	-0.14	Weak negative
Degree of Recommendation	0.42	Moderate positive
Purchase Propensity in the Next 6 Months	0.14	Weak positive
Degree of Interest	0.72	Strong positive

Table 3. Pearson Product Moment Correlation Between Variables and Importance of Brand Activism for Lucky Me! Instant Pancit Canton

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RESULTS AND DISCUSSION

- The lukewarm view of brand activism can be attributed to the market positions of the brands included in the study. Consumers usually favor market leaders due to their long-standing reputation and brand equities which activates the default positive image of market leaders.
- Pearson product-moment correlation analysis concluded that only brand image and degree of interest strongly correlate with brand activism. The positive correlation between brand image and degree of interest in brand activism on Facebook can be attributed to Filipinos' emotional attachment to brands. However, this emotional attachment does not automatically translate to purchase or consumption. Unlike the insignificant variables, brand image and degree of interest do not entail an actual change in purchase and consumption patterns (i.e., buying more or less, replacing brands).

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CONCLUSION AND RECOMMENDATIONS

- Based on Pearson Product-Moment Correlation Analysis, brand image and degree of interest are the Y variables that strongly correlate with the degree of importance of brand activism on Facebook (X variable).
- Further research and review of the literature comparing the impact of brand activism between market leaders and non-market leaders and between essential and non-essential products are recommended to add another layer of depth to the discussion of brand activism in the local context. Identifying and considering other factors that might affect brand activism are also encouraged.
- The researcher also recommends that future researchers consider applying other statistical techniques to develop more holistic and actionable conclusions.

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