

**EFFECTS OF BRAND ACTIVISM ON CONSUMER LOYALTY-THE  
MEDIATING ROLE OF CONSUMER PERCEPTION**

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(20PAD02225)**

**JULY, 2022**

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**BY**

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MANAGEMENT AND SOCIAL SCIENCES, COVENANT UNIVERSITY,  
OTA, OGUN STATE, NIGERIA**

**JULY, 2022**

## **ACCEPTANCE**

This is to attest that this dissertation is accepted in partial fulfillment of the requirements for the award of the degree of Master of Business Administration (Marketing) in the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Nigeria.

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## **DECLARATION**

I, **ADENOLA, ADEBISI TEMITOPE (20PAD02225)** declare that this research was carried out by me under the supervision of Prof. Omotayo Osibanjo of the Department of Business Management, Covenant University, Ota, Ogun State. I attest that this dissertation has not been presented either wholly or partially for the award of any degree elsewhere. All sources of data and scholarly information used in this dissertation are duly acknowledged.

**ADENOLA, ADEBISI TEMITOPE**

**Signature and Date**

## **CERTIFICATION**

We certify that the dissertation titled, "**EFFECTS OF BRAND ACTIVISM ON CONSUMER LOYALTY -THE MEDIATING ROLE OF CONSUMER PERCEPTION**" is an original research work carried out by **ADENOLA TEMITOPE ADEBISI (20PADO2225)** in the Department of Business Management, College of Business and Social Sciences, Covenant University, Ota, Ogun State, Nigeria, under the supervision of Prof. Omotayo A. Osibanjo. We have examined the work and found it acceptable for the award of Masters of Business Administration (Marketing).

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## **DEDICATION**

This project is dedicated foremost to God for his continuous love, promise and grace upon my life especially throughout the duration of my 2-year Master program in this institution.

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## LIST OF ABBREVIATIONS

ABBREVIATION	MEANING
CA	Consumer Advocacy
CC	Customer Commitment
CRM	Cause-Related Marketing
CSA	Corporate Socio-Political Advocacy
CSR	Corporate Social Responsibility
RP	Repurchase Intention
CP	Corporate Philanthropy

## ABSTRACT

*In recent years, there has been a noticeable shift in branding, with firms beginning to take clearer ideological and social stands in order to become more authentic and champion various topics that matter to their customers, particularly on the global market. This has been due to a shift in consumer culture across the West with a growing impact on business as consumers expect companies to address social concerns. Conversely, there have not been many manifestations of activist brands in Africa, particularly in Nigeria, with little literature relating the phenomenon in context, especially with assumptions of the average Nigerian consumer being lackadaisical towards the activities of the brand that it purchases. The main purpose of this research work is to explore the effects of brand activism on customer loyalty and establish the mediating role perception between the constructs. The Framing and Theory of pollution and purity were referenced to give context on how brand activism could be used by brands to bolster a positive image as well as how consumers perception of said image could enhance loyalty. This research work made use of a descriptive design as well as a quantitative survey method in investigating. Due to the infinite population of the study, Bill Godden's formula to ascertain a sample size was adopted which determined the sample size to be 600. A well-structured questionnaire was administered for the collection of data which was distributed using the convenience technique. A total of 586 copies of questionnaires were retrieved and filled out appropriately. The research instrument reliability was determined and the Cronbach's alpha coefficient was 0.902. Multiple regression analysis was used to analyze the data with PLS-SEM. The results suggested from tested hypotheses that cause-related marketing has a high predictive power on repurchase intention while the hypothesis of corporate philanthropy having no significant effect on customer advocacy was accepted. Findings also show that there is a significant indirect effect between brand activism on consumer loyalty with the mediation of customer loyalty. The research concluded in establishing that brand activism does have a positive effect on customer loyalty which is indicated by the sort of perception customers hold as seen in the selected case of Eat 'n' Go's Domino's Pizza, Lagos. In addition, the study recommended that Domino's Pizza in Lagos, Nigeria, should implement brand activism as this research proves that it is bound to increase customer repurchase intention. Lastly, this research recommended that future research should focus on other sectors as well as use multiple case studies.*

**KEYWORDS:** *Brand Activism, Customer Loyalty, Customer Perception*