

Appendix

Survey

How old are you?

What gender do you identify with?

- Female
- Male
- Other

Please assess whether or not you agree with the following statements:

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
I am more critical of the brands that I choose now, after the pandemic, as opposed to prior.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I value brands that invoke a nostalgic feeling in me (brands that remind you of the 'good old times')	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please assess whether or not you agree with the following statements:

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
I form a stronger emotional bond to a brand when I see minorities (i.e. race, sexual orientation, religion, age, gender, disability and more) represented in branding initiatives such as in marketing campaigns and ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I value brands that actively fight for diversity and inclusion in the workplace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more likely to purchase from brands that actively include diversity, representation and inclusion in their branding initiatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please assess whether or not you agree with the following statements:

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
I value brands that are socially and politically engaged	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I value brands that take care of their employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do research on a brand before I purchase their products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more likely to be purchase from brands that are socially and politically engaged	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I have boycotted brands because their values are incongruent to mine

- Yes
- No

"Performative activism is supporting a cause or issue to garner attention, support or monetization from others rather than actually caring about making a difference in the cause."

Have you noticed any performative brand initiatives in mainstream media in the last 2 years? Examples of this could be greenwashing, sportswashing etc.

- Yes
- No

Please assess whether or not you agree with the following question:

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
Would performative brand initiatives negatively impact your perception of a brand image?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please assess whether or not you agree with the following question:

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
I value brands that make an effort to stand out in the competitive landscape	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I value brands that offer products that are perceived as rare or hard to get	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy actively participating in product drops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unique and scarce brands are more attractive than mainstream brands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please assess whether or not you agree with the following statements:

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
I am more likely to purchase from brands that I deem as authentic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5.2 Normal Distribution Analysis

Variable:	N	Mean	SD	Skewness	Kurtosis
<i>Uniqueness</i>					
Q13	111	3.84	0.76	-0.47	0.83
Q14	111	3.34	1.03	-0.37	-0.23
Q15	111	2.67	0.97	-0.38	-0.53
Q16	111	3.4	0.95	-0.24	-0.52
<i>Representation</i>					
Q3	111	3.52	1.05	-0.51	-0.01
Q4	111	4.21	0.9	-0.9	0.37
Q5	111	3.8	1	-0.67	0.33
<i>Brand Activism</i>					
Q1	111	3.05	0.97	-0.35	-0.08
Q6	111	3.43	1.03	-0.24	-0.40
Q7	111	4.57	0.7	-1.68	2.37
Q9	111	3.25	1.05	-0.24	-0.31
<i>Brand Authenticity</i>					
Q12	111	3.78	0.77	-0.06	-0.53
Q17	111	4.1	0.7	-0.7	0.47

Table 3 – Overview of the normal distribution in the collected data, as well as the mean and standard deviation.

5.3 Factor analysis

Factor analysis					
Variable	Question	Factor			
		1	2	3	4
<i>Representation</i>	Q3	.661	.228	-.027	.064
	Q4	.627	.124	-.094	.315
	Q5	.833	.175	.259	.141
<i>Brand Activism</i>	Q1	.225	.039	.024	.099
	Q6	-	.612	.073	-
	Q7	.268	-.003	-.037	.563
	Q9	.258	.947	.138	.129
<i>Uniqueness</i>	Q13	.222	.141	.438	-
	Q14	-.050	.080	.756	.043
	Q15	.119	.019	.555	-.179
	Q16	-.044	.015	.392	.215
<i>Brand Authenticity</i>	Q12	.150	.189	.002	.467
	Q17	.146	.209	.291	.572

Table 4 – Tabular representation of the variables' original factor charges. In bold, the charges are >.30.

5.5 Correlation Analysis

<i>Correlation</i>				
<i>Variables</i>	Representation	Brand Authenticity	Uniqueness	Brand Activism
Representation	1	.347	.184	.514
Brand Authenticity	.347	1	.209	.435
Uniqueness	.184	.209	1	.221
Brand Activism	.514	.435	.221	1

Table 6 – Correlation Analysis.