Woke strategies

and their influence on consumer attitude towards the brand

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1. Introduction

The LGBT-sandwich, rainbow-colored fuel stations and statements about gender and race inequality are all examples of businesses using a "woke" marketing strategy. "Woke" means "aware of and actively attentive to important facts and issues (especially issues of racial and social justice)" (Merriam-Webster's online dictionary, 2020). Recently, Colin Kaepernick, an American football player, was seen in an advertisement of Nike. This advertisement led to an internet buzz, as Kaepernick is against anti-Black police violence, and shows this with silent protests during the national anthem (Lutz, 2020). A lot of Americans and president Donald Trump saw this as a betrayal of their nation. With using Kaepernick and his point of view on Black police violence in advertisement, Nike is positioning itself in a specific way. This advertisement of Nike could be called a woke marketing strategy. Another example is Gillette using a woke strategy. In the beginning of January 2019 Gillette released a commercial that also created quite a buzz online. "Best a Man Can Be" instead of "Best a Man Can Get" formed Gillette's slogan. Gillette explained the recent woke strategy on their website as follows: "As a company that encourages men to be their best, we have a responsibility to make sure we are promoting positive, attainable, inclusive, and healthy versions of what it means to be a man" (Gillette, n.d.). With this slogan Gillette requests men to take their responsibility and tries to encourage men to support women, and each other (Hearn, 2019).

For companies, social awareness of companies seems to be more and more important nowadays. PIM (Platform Innovatie in Marketing) states that 73 percent of consumers expect more social engagement from companies than they do now (Hartgens, 2019). Corporate social engagement can be defined as "actions carried out with the objective of creating awareness in the community about a problem or negative situation, obtaining in its solution" (Baz, 2018). Thus, it is of interest for companies to critically look at their social engagement. Other numbers show that "64 percent of global consumers will buy or boycott a brand solely because of its position on a social or political issue" and that "54 percent believes that brands can do more to solve social ills than the government" (Edelman, 2018 in Bernard, 2019). To follow the wants of consumers, woke marketing strategies could be of essential value. It is difficult to find the right positioning and formulation of the woke strategy. For example, the woke strategy needs to be in line with the brand, it needs to be plausible and one word or action could make a big difference. Also, it is important to know who to reach with the woke strategy, which could be a specific target group or society in general.

This research analyzes different woke strategies and tries to gain understanding of which features of a woke strategy work best in reaching consumers and influencing attitudes towards the brand. General features of advertising will be taken into account, as well as features specific for woke strategies. Examples of general features are the extent of hedonism or pleasure in the advertisement and the extent of social integration of the advertisement. Specific features of woke strategies are about injustice, inequality, prejudice and relativeness. When there is more insight into which of these features give positive attitudes among consumers, companies could use this knowledge to position their brands in a specific way. Besides, woke strategies respond to the social engagement of companies, as expected by their customers. This draws attention to going along with the expected social engagement of companies nowadays. Practical relevance of this research thus lies in advising companies on which features of a woke strategy are of essential value when brands want to be woke. Companies could use this advice to create positive attitudes of consumers towards their brands and possibly get more sales. Theoretical relevance of this research lies in giving insight into a new development in marketing, woke strategies. Not much is known about these kinds of strategies in literature. As guideline for this research that looks at which features in a woke strategy create more positive attitudes, the following research question is formulated:

> *"Which features of woke strategies influence the consumer's attitude towards the brand?"*

This research report will comprise different parts. The second chapter will give the theoretical background, and hypotheses will be developed. In Chapter 3 the methodology of the research will be explained. Chapter 4 shows the results of the survey. Chapter 5 includes the discussion and recommendations.

2. Theoretic background and conceptual model

Developments in woke

The term "woke" was first used in the 1940s by Black Americans fighting racism (Mirzaei, 2019). Literally woke refers to being awake and not asleep. Woke symbolizes "awareness of social issues and movement against injustice, inequality, and prejudice" (Mirzaei, 2019). Between 2012 and 2015 there were several incidents that gave attention to the treatment of Black Americans by police and this led to attention to social justice and equality activism (Mirzaei, 2019). With the movement #BlackLivesMatter people were urged to stay woke and be conscious of race struggles (Mirzaei, 2019). From 2016 on, "stay woke" became a symbol of movement and activism. "Staying woke became the umbrella purpose for movements like #BlackLivesMatter (fighting racism), the #MeToo movement (fighting sexism and sexual misconduct), and the #NoBanNoWall movement (fighting for immigrants and refugees)" (Mirzaei, 2019). Companies saw this movement as an opportunity to appeal to their target audience and to go along with consumer's activism (Mirzaei, 2019). They began to use woke as a marketing strategy. Using woke as a marketing strategy could be very successful, because consumers can act political by purchasing particular brands (Banet-Weiser, 2013). These brands can be attached to political aims and goals (Banet-Weiser, 2013). Nike designed the "Nike Air Force 1'07 x Colin Kaepernick" which was sold out in one day (Feis, 2019). Besides, Nike got a lot of media attention responding to the advertisement with Colin Kaepernick (Everett, 2018). But this attention was not only positive, it resulted also in a complete boycott by critics (Everett, 2018). Another example of a downside of using a woke strategy is the meme "get woke, go broke," which refers to "lecturing in morality by companies, but not practicing what they preached" (Mirzaei, 2019). It is thus important to look at what makes a woke marketing strategy a success or a failure.

Woke strategies to be analyzed

There are different woke strategies, and thus also different woke strategies to analyze. First of all, the features of the analyzed woke strategies need to be distinguished easily. At the moment, there are three different movements that ask for attention in media, the Black Lives Matter movement, the MeToo movement and the LGBT(Q) movement. These movements focus on fighting racism, fighting sexism and sexual misconduct, and fighting for equality of lesbians, gays, bisexuals, transgenders and queers or questionings (do-not-knows). It is of importance to differentiate between a company using a woke statement (a certain phrase that

forms the marketing strategy) or a woke action (a certain action that forms the marketing strategy) to position. This could mean differences in how the consumer evaluates the brand, because a woke statement or a woke action could evoke different feelings with the consumer. Also, there are examples of woke strategies whereby a woke statement is combined with a woke action. It seems important that a company stands behind their words and emphasizes actions in line with the woke strategy (Schaefer, n.d.). Considering these conditions, two clear distinguishable woke strategies per theme will be selected, one with a woke statement and one with a woke action. The following part describes the woke strategies by way of illustration. However, the same strategies will be selected and analyzed in this research.

Black Lives Matter movement

The Black Lives Matter movement is a movement from the United States in response to state-sanctioned violence and anti-Black racism (BlackLivesMatter, n.d.). The mission of this movement is to "build local power and intervene in violence inflicted on Black communities by the state and vigilantes" and it focuses on freedom and justice, especially, for Black people (BlackLivesMatter, n.d.).

The first woke strategy that will be analyzed is the strategy from Nike, as described earlier. This woke strategy is categorized under woke statement, because Nike built their marketing campaign around the following statement: "Believe in something, even if it means sacrificing everything" with Colin Kaepernick as the star in Nike's advertisement (Ramdharie, 2018). Because Kaepernick is known for being against anti-Black police violence, this statement belongs to the Black Lives Matter movement. It could also be argued that the advertisement of Nike is not only a woke statement, but also a woke action. Especially because Nike made an entire campaign with advertisements against anti-Black police violence, and not only launched a statement.

The second analyzed woke strategy will be from Starbucks and could be seen as woke action. In 2015 Starbucks launched a campaign called Race Together (Whitehead, 2019). The purpose of Starbucks was to "stimulate conversation, empathy and compassion towards one another" (Whitehead, 2019). The staff of Starbucks was expected to write the slogan "Race Together" on customer coffee cups (Whitehead, 2019). With this woke action, Starbucks goes along with the Black Lives Matter movement, in that they encourage race equality.

MeToo movement

The MeToo movement started in New York to "help survivors of sexual violence, particularly Black women and girls, and other young women in color from low-wealth communities" (metoo., n.d.). Because of the viral #metoo hashtag in social media, it became a national and worldwide dialogue. The purpose of this movement is to make sexual violence open for conversation, to hold perpetrators accountable and to achieve long term change (metoo., n.d.). Girls for Gender Equity (GGE) is the sponsor of the MeToo movement, and this can be recognized in today's meaning of this movement (metoo., n.d.). Nowadays, the MeToo movement stands not only for sexual violence, but also for differences between men and women and the desire for gender equality.

First, the woke statement of Gillette will be analyzed. As described earlier, Gillette uses the statement "The Best Men Can Be," to ask men to take responsibility and encourage men to support women, and each other (Hearn, 2019). Besides a woke statement, it could be argued this campaign features a woke action. This is because, like Nike, Gillette redefined their slogan and their message based on woke marketing.

The second woke strategy under this theme that will be analyzed, is the woke strategy by the craft beer producer BrewDog. In 2018 BrewDog released a "pink IPA" beer to fight against gender inequality (Whitehead, 2019). The bottle has pink labels and the strapline "beer for girls" (Whitehead, 2019). A new product was launched, which indicates a woke action by BrewDog.

LGBT(Q) movement

The LGBT(Q) movement fights for the equality of lesbians, gays, bisexuals, transgenders, and queers or questionings (do-not-knows). LGBT(Q) people are united in different activist organizations, and forge alliances and promote worldwide pride in who they are (Amnesty International, n.d.). The symbol of the LGBT(Q) movement is a rainbow flag, which stands for equal rights.

The first analyzed woke strategy with the LGBT(Q) theme will be from Listerine. "Care with pride" formed the statement and was launched together with a rainbow-colored mouthwash bottle. On the bottle the woke statement was branded with words like life, healing, sunlight, nature, peace, harmony, and spirit (Whitehead, 2019).

The last woke strategy that will be analyzed is the action by Marks and Spencer. The company launched an LGBT sandwich, with lettuce, guacamole, bacon and tomato (to fulfil the LGBT acronym) with a rainbow-colored packaging (Whitehead, 2019). "The supermarket

released the sandwich to raise money for the Albert Kennedy trust (AKT), a charity dedicated to helping homeless LGBT youth, and BeLong to Youth Services, an organization supporting LGBT young people in Ireland" (Whitehead, 2019). This action by Marks and Spencer could be seen as a woke action, because a new product was launched.

Attitude towards the brand

When a company uses woke strategies, it focuses on important facts and issues to take a specific point of view. These woke strategies could influence the way consumers evaluate the company, and also the attitude towards the brand. The goal of advertising is to change these attitudes and it is of importance to discover the change that the advertisement makes in the consumer's brand attitude (Greene & Stock, 1966). The attitude towards the brand is defined as "an individual's internal evaluation of the brand" (Mitchell & Olson, 1981, p. 318). This attitude is thus centered or directed at the brand, it is evaluative (there is a degree of goodness or badness), and it is assumed that attitudes reflect a stable internal state (Spears & Singh, 2004). The attitude towards the brand could be seen as existing out of positive or negative evaluations of the brand. These evaluations could directly lead to changing the attitude towards the brand, and these attitudes could have an indirect effect on attitude towards the brand via attitude towards the advertisement (Spears & Singh, 2004). Attitude towards the advertisement could be described as the evaluation of the advertisement. Thus, the attitude towards the advertisement has an influence on the attitude towards the brand.

The following hypothesis is formulated based on the above-described literature:
H1: The more positive the attitude of the consumer towards the advertisement, the more positive the attitude of the consumer towards the brand will be.

Features of woke strategies

In evaluating a woke strategy, there are several features to take into consideration. These could be features specific for a woke strategy, and features for advertisement or marketing strategies in general. The next section elaborates further regarding the relevant features.

General features of woke strategies for advertising

For advertisement there are some important general features of woke strategies to take into consideration. Features of regular advertising from Eze & Lee (2012) will be used,

because they base their conceptual model on a review of relevant literature, for example the 7-Factor Model by Pollay & Mittal (1993). Attitude towards advertising formed the dependent variable of their conceptual model and six independent variables were hypothesized to have an effect on attitude towards advertising (Eze & Lee, 2012). The independent variables include consumer manipulation, product information, hedonism/pleasure, economic condition, social integration and materialism (Eze & Lee, 2012). It can be assumed that similar variables are relevant in the consumer's evaluation of woke strategies.

Consumer manipulation and social integration

Consumers could feel manipulated into buying things that they do not need or did not plan to buy (Eze & Lee, 2012). For example, advertisements could be construed as intentionally misleading, insignificant or confusing. "College students believe strongly that advertising can cause people to buy things that they should otherwise not buy" (Beard, 2003, in Eze & Lee, 2012). This effect is linked to credibility, "the degree to which a person believes that advertising is trustworthy and provides truthful information about products" (Bruner II, 2015, p. 30).

Social integration presents lifestyle imagery and communication which often conveys a particular brand image or personality (Eze & Lee, 2012). Advertisements can keep consumers up to date with trends and developments in the market (Eze & Lee, 2012). It is about the "person's beliefs about advertising's ability to make one aware of social trends and what products will help one stay current" (Bruner II, 2015, p. 41). Consumers could see this as advice about what persons like themselves are buying and using.

The following hypotheses fits with the above:

H2: The more consumer manipulation the woke strategy contains, the less positive the attitude of the consumer towards the advertisement will be.

H3: The more social integration the woke strategy contains, the more positive the attitude of the consumer towards the advertisement will be.

Product information and hedonism or pleasure

The information value of an advertisement is another important aspect (Bruner II, 2015). Advertising provides product information, which can lead to a better match between the needs and wants of the consumer and the offerings from the brand (Calfee & Ringold, 1994 in Eze & Lee, 2012). Product information gives, for example, information about product

improvement and newly launched products and this could influence the attitude towards the advertisement.

Advertisement can also be a form of entertainment or pleasure (Eze & Lee, 2012). It can encourage positive attitudes by consumers. The more pleasurable or entertaining the advertisement is, the more it is favored by consumers (Eze & Lee, 2012). Also, advertisements could be seen as entertainment and it can bring pleasure, as they can be "beautiful to look at, funny or uplifting in music" (Eze & Lee, 2012, p. 97).

Hence, the following hypotheses are developed:

H4: The more product information the woke strategy contains, the more positive the attitude of the consumer towards the advertisement will be.

H5: The more hedonism or pleasure the woke strategy contains, the more positive the attitude of the consumer towards the advertisement will be.

Economic situation and materialism

The economic situation of the consumer has an effect on the average standard of living (Eze & Lee, 2012). Also, an effect of advertising on consumer demand by transmitting information about the product is possible. Therefore, the advertised product has an elastic demand, which will result in advertisement causing lower prices (Eze & Lee, 2012). Also, prices could be influenced when scale economies in production are present. Consumers who believe that advertising can generate a positive impact on the economy also tend to portray a more positive attitude towards advertising (Pollay & Mittal, 1993 in Eze & Lee, 2012). Furthermore, it is important to look at the economic benefits of advertising (Bruner II, 2015).

Materialism could be described as a belief that consumption is the route to the most satisfaction (Munusamy & Wong, 2007 in Eze & Lee, 2012). It is "the degree to which a person believes that advertising makes people buy and consume products too much" (Bruner II, 2015, p. 39). 57 Percent of consumers think that advertising results in a materialistic society, with buying and owning things just to show off (Pollay & Mittal, 1993). So, advertising "tends to increase the materialistic hunger in our society by promoting products that they yearn to own as a label of power and status" (Eze & Lee, 2012, p. 98).

This leads to the following hypotheses:

H6: The better the economic situation of the consumer, the more positive the attitude of the consumer towards the advertisement will be.

H7: The more materialistic the consumer is, the more positive the attitude of the consumer towards the advertisement will be.

Specific features for woke strategies

The description of woke states includes different aspects than for regular advertising, namely injustice, inequality, and prejudice. Injustice could be defined as "the absence of justice: violation of right or of the rights of another" (Merriam-Webster's online dictionary, 2020). The definition of inequality is "an instance of being unequal" (Merriam-Webster's online dictionary, 2020). Finally, "injury or damage resulting from some judgment or action of another in disregard of one's rights" could be seen as the definition of prejudice (Merriam-Webster's online dictionary, 2020). These features are important for woke strategies, because they make a difference in being a general marketing strategy or being a woke strategy. These features give the company the possibility to position itself in a specific way, for example regarding racism or sexism.

Another important feature of a woke strategy is the relatedness between the woke strategy and the values of the company using the woke strategy (Schaefer, n.d.). The woke strategy is only plausible if it is aligned with the core mission and values of the company. A value-based marketing strategy can only succeed if the values of the statement are aligned with those of the consumers (Schaefer, n.d.). There needs to be relatedness between the message and the target group.

To summarize, the following hypotheses are developed:

H8: The more the woke strategy takes a stand regarding injustice, the more positive the attitude of the consumer towards the advertisement will be.

H9: The more the woke strategy takes a stand regarding inequality, the more positive the attitude of the consumer towards advertisement will be.

H10: The more the woke strategy takes a stand regarding prejudice, the more positive the attitude of the consumer towards the advertisement will be.

H11: The more relatedness between values of the company and the woke strategy, the more positive the attitude of the consumer towards the advertisement will be.

H12: The more relatedness between values of the consumer and the woke strategy, the more positive the attitude of the consumer towards the advertisement will be.

Conceptual model

The following conceptual model (Figure 1) is predicated on the above hypotheses. Attitude towards the advertisement is a mediator in this model and the possibility is left open for full or partial mediation. The direct effects of the features of woke strategies are therefore left out of this model but could be present. All effects are hypothesized to be positive, except for the effect of consumer manipulation on attitude towards the advertisement.

Figure 1: Conceptual model

Control variables taken into account

The effects of different control variables should be considered. These are age, gender, and educational level of the consumer.

Age

Age seems to be an important factor when looking at the evaluation of woke strategies by consumers. This is because woke strategies tend to be more important for the millennial age group or Generation Y (Mashele, 2018). 69 Percent of millennials across the world are belief-driven buyers, which suggests that this will influence buying from a brand (Bernard, 2019). Generation Y is less fixated on material things than older generations and wants to invest in products or services that give them a new experience and resonate with their values (Mashele, 2018). Beyond this, Generation Y is more tech savvy and thus has more access to information. This results in wanting to know everything about the product or service they consume (Mashele, 2018). Also, older consumers become more conservative and less interested in outside triggers (Verma, 2009). Conversely, young customers want to experience more new things and enjoy watching advertisements (Verma, 2009). With age taken in mind, it could lead to differences in attitude towards the brand when a company uses a woke strategy.

Gender

Gender needs to be taken into account as well regarding the analysis of woke strategies. It seems that male and female consumers differ in their level of attention paid and amount of interest regarding the advertisement (Verma, 2009). Besides, males respond better to ads about self, while females are externally focused (Brunel & Nelson, 2003). Woke strategies are aimed at social and political issues, which could lead to different responses to woke strategies regarding gender. Also, gender questions about equality are one of the analyzed themes and could be of influence on the attitude towards the behavior with using a woke strategy.

Educational level

The educational level of consumers could also influence the attitude towards the brand after seeing a woke strategy. It is of interest to consider different responses to the woke strategy dependent on the educational level of the consumer.

3. Method

Survey

To test the hypotheses a survey has been conducted. The survey measured which features were more important than others considering the attitude towards the brand. A survey is the best way to answer the research question, because it is a possibility to reach many respondents, possibly leading to a varied sample. Besides, the questions in the survey were standardized, which elicited unambiguous answers that could be used to make connections between the advertising features and the attitude towards the brand.

Sample and data collection

The growing prevalence of advertisement means consumers are acutely aware of companies using advertising as a marketing strategy. There is no specific target group for this research, because responses of all consumers, and not a specific group of consumers, are valuable for this research.

To obtain the sample, the personal network of the author was the main way to get respondents. To get a sample as diverse as possible, respondents that differ in age, gender and educational level were asked to suggest other respondents according to the principle of snowball sampling. The intended sample size was about 150 respondents, to increase the chance of reliable and accurate findings. The realized sample size was 160 respondents (after deleting questionnaires that were not fully filled in). Respondents were personally and digitally asked to fill in the survey. Besides, the survey was set up digitally, so that respondents could fill in the survey when it suited them best.

Next, the general sample distribution of age, gender, and educational level is shown. Appendix 2 includes the sample distribution of age, gender, and educational level by the type of woke strategy questioned in the survey.

Figure 2: Sample distribution of age
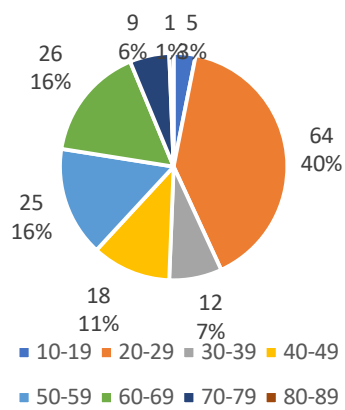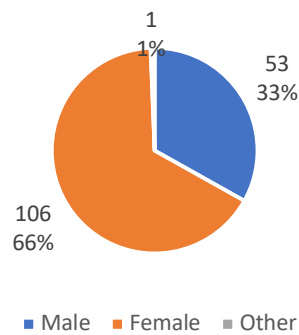

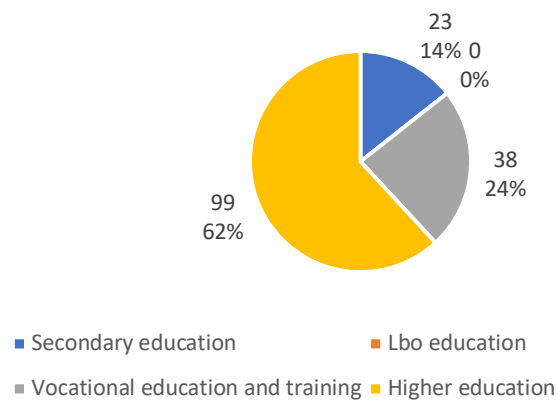*Figure 3: Sample distribution of gender*

Figure 4: Sample distribution of educational level

Ethics

The introduction of the survey emphasized that respondents should fill in the survey anonymously. A disclaimer was added that answers would only be used for the purposes of this research. There was no obligation to answer the questions; respondents had the option to

stop the survey at any time. Also, it was made clear that, by continuing the survey the respondents gave permission to use their data for research purposes.

Procedure

First of all, the survey started with an introduction about the purpose of this research and ethics. After this, demographic questions followed about age, education, and gender. Next, the different advertisements were shown and explained. The respondents did only get one advertisement in their survey, in an effort to keep participants active and engaged. There was no specific explanation about woke strategies, only the explanation about the advertisements were shown, in order to make sure the respondents were not affected by the fact that the woke strategies were a specific kind of advertisement. The respondents were asked to rate and evaluate particular woke advertisements, as well as answer specific questions regarding their evaluation. This part consisted of questions about the features which could make the evaluation positive or negative. Lastly, the respondents were asked about their attitude towards the brand. An example of an advertisement in the survey is as follows. Appendix 1 consists out of the conducted survey.

The next questions are about an advertisement of Starbucks. In 2015 Starbucks launched a campaign called Race Together. During this campaign the staff of Starbucks was expected to write the slogan, "Race Together," on coffee cups before handing it to customers, to start a discussion about race differences. The next picture is an example of this campaign.

"Picture omitted to avoid breaching copyrights"

Materials

Table 1 gives an overview of the measuring instruments of the constructs of this research. A 7-point Likert scale running from 1 (*totally disagree*) to 7 (*totally agree*) was used to measure the constructs. Most items or questions were based on scales reviewed in Bruner II (2015). These were general scales, so they were adjusted to the specific construct to make them usable for this research. Other items or questions were based on definitions of the constructs and items used in Eze & Lee (2012).

Pilot test

After the first version of the survey, a pilot test was done with six respondents, one for each survey. This test resulted in different adjustments. In the survey about the advertisement of Starbucks, there was a comment that the description was not clear enough. The statement "Race Together" did not give enough explanation what the goal of Starbucks was. To make this goal more clear, the solution for this was adding in the explanation that Starbucks wanted to start the discussion about different races. Another adjustment was to change "the product" to "the advertised product," because it was not clear to which product the questions referred. Also, some questions seemed not fitting to a specific kind of product, like the questions in Listerine, Gillette, Marks and Spencer, and BrewDog. This is because these products were more like daily use products. Some questions in these surveys were changed to make them fit better. This resulted in, for example, changing "owning things" into "consuming things." At last, there were some textual comments, for example with the translation of the question about whether the product fits the kind of person someone is. Table 1 shows the constructs and the corresponding items or questions.

Table 1: Overview of measuring instruments of the constructs

Construct	Definition or description	Source	Items/questions	Source
Attitude towards the brand	An individual's internal evaluation of the brand	Mitchell & Olson (1981)	-My opinion about [company] is more positive after seeing this advertisement. -I think [company] does a good job with using this statement or action in their advertisement. -I think it is not up to [company] to interfere in these kind of things. (R) -I admire [company] more after seeing this advertisement. -I would like to be with [company] after seeing this advertisement. -I think it is embarrassing to be seen with [company]. (R)	 Bruner II (2015) Bruner II (2015) Bruner II (2015)

Attitude towards the advertisement	The evaluation of the advertisement	Spears & Singh (2004)	-I like this advertisement.	Bruner II (2015)
			-My opinion about [company] is more positive after seeing this advertisement.	
			-For me it is a negative thing if companies use this kind of things in their advertisement. (R)	
			-My opinion about this advertisement is unfavorable. (R)	Bruner II (2015)
			-I think this advertisement is a good thing.	Bruner II (2015)
Consumer manipulation	When advertising can be seen as intentionally misleading, or more benignly, as not fully informative, insignificant, silly, confusing, etc	Munusamy & Wong (2007) in Eze & Lee (2012)	-I feel that I can trust this advertisement.	
			-I think this advertisement is misleading. (R)	Bruner II (2015)
			-After seeing this advertisement, I would faster buy the advertised product, even if I do not need it.	Bruner II (2015)
			-This advertisement presents an accurate picture of the advertised product.	Bruner II (2015)
Product information	Advertising serves as a valuable source of information about products and services, which affect consumers buying decision	Petrovici & Marinvo (2007) in Eze & Lee (2012)	-In my opinion, this advertisement contains a lot of information about the advertised product.	
			-This advertisement helps me keep up to date about products (comparable to the advertised product) available in the marketplace.	Bruner II (2015)
			-This advertisement is a valuable source of information about the advertised product.	Bruner II (2015)
			-This advertisement is not informative. (R)	Bruner II (2015)
Hedonism or pleasure	An individual's experience of specific consumption and the satisfaction of an	Cardoso & Pinto (2010) in Eze & Lee (2012)	-I think entertainment is important in an advertisement.	Bruner II (2015)
			-This advertisement does not bring me pleasure because of what I saw, or read. (R)	Bruner II (2015)

			-I think this advertisement is amusing and entertaining.	Bruner II (2015)
individual's desire			-I like an advertisement more if it contains positive emotions like humor.	
			-I think this advertisement is funny.	Bruner II (2015)
Economic situation	Economic situations reflect market circumstances in the environment with respect to inflation, interest rate and price movement	Wang & Sun (2010) in Eze & Lee (2012)	-This advertisement does not help the overall economy. (R)	Bruner II (2015)
			-This advertisement results in lower prices for the advertised product.	Bruner II (2015)
			-This advertisement promotes competition, which benefits the customer.	Bruner II (2015)
			-This advertisement does not waste our economic resources.	Bruner II (2015)
Social integration	The belief of consumers that advertising can influence consumers' lifestyle and formation of social status, image, and structure	Wang & Sun (2010) in Eze & Lee (2012)	-This advertisement tells me what to buy to impress others.	Bruner II (2015)
			-This advertisement does not tell me what people with lifestyles similar to mine are using. (R)	Bruner II (2015)
			-This advertisement helps me keep up to date with current trends.	Bruner II (2015)
			-This advertisement helps me know which products will or will not reflect the sort of person I am.	Bruner II (2015)
Materialism	A set of belief structures that sees consumption as the route to most, if not all, satisfactions	Munusamy & Wong (2007) in Eze & Lee (2012)	-This advertisement makes us a materialistic society, overly interested in buying and owning things.	Bruner II (2015)
			-Because of this advertisement I buy things that I do not really need.	Bruner II (2015)
			-This advertisement does not make me buy unaffordable products just to show off. (R)	Bruner II (2015)
			-This advertisement makes people live in a world of fantasy.	Bruner II (2015)

Injustice	-The absence of justice: violation of right or of the rights of another	Merriam-Webster's online dictionary (2020)	-This advertisement takes a stand in the violation of people's rights. -This advertisement takes a stand in situations where others are harmed. -I think it is important for a company to take a stand in injustice.	
Inequality	-An instance of being unequal		-In my opinion, this advertisement aims for equality of people. -I think it is important for a company to take a stand in inequality.	
Prejudice	-Injury or damage resulting from some judgment or action of another in disregard of one's rights		-In my opinion, this advertisement defends the rights of people. -I think it is important for a company to take a stand in prejudice. -This advertisement shows that [company] cares about people. -This advertisement takes a stand in injustice, inequality, or prejudice, only for commercial ends.	
Relativeness company and woke strategy	The quality or state of being relative of values of the company and the woke strategy	Merriam-Webster's online dictionary (2020)	-I think that the advertisement fits with [company]. -I think the advertisement is not in line with the values of [company]. (R) -The advertisement highlights aspects about [company]. -The advertisement message is relevant for [company]. -This advertisement fits with the products [company] sells.	 Bruner II (2015) Bruner II (2015)

Relativeness consumer and woke strategy	The quality or state of being relative of values of the consumer and the woke strategy	Merriam-Webster's online dictionary (2020)	-The advertisement fits with values I hold myself.	
			-I do not share what is said in this advertisement. (R)	
			-I feel connected with this advertisement.	Bruner II (2015)
			-The advertisement message was relevant to me.	Bruner II (2015)
			-The advertisement highlighted aspects about the product that are good for me to know.	Bruner II (2015)

Reliability and validity of constructs

Reliability

A factor analysis per construct was conducted (see Appendix 3). After this factor analysis several items came forward as problematic. The communality was too low for the items "This advertisement does not waste economic resources" and "This advertisement makes people live in a world of fantasy", therefore these items were deleted. The items "This advertisement results in lower prices for the advertised product", "This advertisement does not make me buy unaffordable products just to show off" were deleted due to loadings on two factors. Attitude towards the advertisement, consumer manipulation, product information, social integration, relativeness between company and woke strategy, relativeness between the consumer and woke strategy, and attitude towards the brand were one dimensional. It was decided to make two constructs of the construct hedonism or pleasure, because the factor analysis showed that the items loaded on two factors. The construct hedonism was made, these items measured more in general how respondents think about entertainment. The other items correspond to the construct pleasure and are about the specific advertisement. Besides, it was decided to make one construct of the items belonging to injustice, inequality, and prejudice specific for taking a stand as a company and one construct specific for taking a stand in advertisements, because of the specific loadings on factors. After making new constructs of hedonism, pleasure, taking a stand of company in injustice, inequality, and prejudice, and taking a stand of advertisement in injustice, inequality, and prejudice, these

constructs were also one dimensional. After deleting the two items of economic situation and materialism these constructs were also one dimensional.

Next, the reliability was tested by looking at Cronbach's alpha (see Appendix 3). The majority of the items had sufficient reliability. The Cronbach's alpha of the constructs taking a stand of advertisement in injustice, inequality, and prejudice, relativeness between consumer and woke strategy, and attitude towards the brand could be higher when deleting one or two of the items belonging to these constructs. The increase of Cronbach's alpha with the items taking a stand of advertisement in injustice, inequality, and prejudice and attitude towards the brand is almost non-existent, so it was decided to keep these items. Besides, it was decided to keep the item that could have increased Cronbach's alpha of relativeness between consumer and woke strategy, because of an already higher than .8 Cronbach's alpha before deleting the problematic item. Table 2 shows the internal consistency after deleting a couple of items.

Table 2: Internal consistency after deleting items

Construct	Number of items	Cronbach's alfa	Number of deleted items	Percentage explained variance*
Attitude towards the advertisement	5	.900	0	64.79%
Consumer manipulation	4	.783	0	48.18%
Product information	4	.842	0	58.42%
Hedonism	2	.531	0	36.06%
Pleasure	3	.801	0	60.20%
Economic situation	2	.561	2	38.95%
Social integration	4	.738	0	42.58%
Materialism	2	.504	2	33.58%
Taking a stand of company in injustice, inequality, and prejudice	3	.857		67.35%
Taking a stand of advertisement in injustice, inequality, and prejudice	5	.893	0	63.32%
Relativeness between company and woke strategy	5	.921	0	70.50%
Relativeness between consumer and woke strategy	5	.842	1	53.09%

Attitude towards the brand	6	.890	0	59.10%

Rounded on two decimals

Validity

When considering the correlations between the constructs, it could be concluded that the items belonging to the constructs attitude towards the advertisement, consumer manipulation, product information, social integration, inequality, prejudice, relativeness company and woke strategy, relativeness consumer and woke strategy, and attitude towards the brand were significant correlated. These correlations suggest nomological validity among the constructs. Concerning the constructs of hedonism or pleasure, economic situation, materialism, injustice, and injustice, inequality and prejudice, not all of these constructs were significant correlated with each other.

Convergent and discriminant validity of the construct items was tested with a factor analysis of the items related to similar constructs (see Appendix 4). The factor analyses on the items of similar constructs showed that the item "This advertisement takes a stand in injustice, inequality, or prejudice, only for commercial ends" caused a problem, because of a too low communality. The items of economic situation and social integration loaded on the same factor, but due to theoretical considerations it was decided to keep them apart.

Analysis

In the next chapter the analysis results will be presented. The influences of the features of woke strategies on attitude towards the advertisement and attitude towards the brand were tested statistically. The measures were first constructed, which resulted in an average score for every construct. After this, the mediator model was analyzed with the PROCESS module (Hayes, 2013) through SPSS.

4. Analysis

Descriptive statistics

        Table 3 shows the correlations, means, and standard deviations of the constructs. The corresponding output can be found in Appendix 5.

Table 3: Correlation matrix and descriptive statistics of measures

	1	2	3	4	5	6	7	8	9	10	11	12	13
1. Attitude towards the advertisement													
2. Consumer manipulation	.725**												
3. Product information	.325**	.491**											
4. Hedonism	.086	.135	.057										
5. Pleasure	.561**	.523**	.510**	-.037									
6. Economic situation	.286**	.273**	.423**	.007	.415**								
7. Social integration	.292**	.398**	.455**	-.021	.399*	.434**							
8. Materialism	.175**	.263**	.447**	.055	.333**	.283**	.339**						
9. Taking a stand of company in injustice, inequality, and prejudice	.227**	.104	.021	.106	.148	.194*	.144	.057					
10. Taking a stand of advertisement in injustice, inequality, and prejudice	.506**	.349**	.143	.110	.203**	.301**	.411**	.045	.243**				
11. Relativeness company and woke strategy	.620**	.614**	.271**	.093	.395**	.193*	.198*	.172*	.300**	.370**			
12. Relativeness consumer and woke strategy	.656**	.565**	.365**	.093	.431**	.360**	.403**	.151	.266*	.705**	.543**		
13. Attitude towards the brand	.727**	.619**	.362**	.066	.550**	.373**	.389**	.156*	.389**	.597**	.696**	.799**	
Mean	4.26	3.60	2.87	5.31	3.39	3.75	3.44	3.27	5.00	4.02	4.18	3.83	3.95
Standard deviation	1.27	1.14	1.23	.92	1.28	1.07	1.15	1.22	1.18	1.42	1.27	1.24	1.17

n = 160

** *p*<.01, * *p*<.05

When considering the correlation matrix, significant correlations between attitude towards the advertisement and attitude towards the brand with all constructs appeared, except for hedonism. Hedonism was not correlated with any of the constructs. It could be concluded that there was a relationship between the features and attitude towards the advertisement and attitude towards the brand (with the exception of hedonism).

Testing hypotheses

Testing the assumptions of the mediation model

The mediation model was checked for assumptions to consider whether the PROCESS module could be used to test the hypotheses. This check included whether variables were normally distributed, if the relationship with the phenomenon measured was linear, the independence of residuals, and the constant variance of residuals (Blazevic, 2019c). All these assumptions were met.

Testing the mediation model with PROCESS

Next, the different hypotheses are repeated and reflected upon corresponding with the PROCESS outcomes (see Appendix 6). First the result of the general PROCESS analysis will be discussed. After that the results of the PROCESS analyses per movement will be considered, because of the possibility of a different result per movement; the LGBT(Q) movement (Marks and Spencer and Listerine), the MeToo movement (BrewDog and Gillette), and the Black Lives Matter movement (Starbucks and Nike). Finally, it was taken into account that the results could differ considering a woke statement or woke action. It needs to be taken into account that the results of the PROCESS analysis per movement and per kind of woke strategy are explorative, because of the small number of observations.

Attitude towards the brand

H1: The more positive the attitude of the consumer towards the advertisement, the more positive the attitude of the consumer towards the brand will be.

In the general PROCESS analysis, the effect of attitude towards the advertisement on attitude towards the brand was significant. This means that a more positive attitude of the consumer towards the advertisement led to a more positive attitude of the consumer towards the brand. In both the PROCESS analysis by movement and kind of woke strategy the effect

of attitude towards the advertisement on attitude towards the brand was not significant. This means that in these analyses a more positive attitude of the consumer towards the advertisement did not lead to a more positive attitude of the consumer towards the brand.

Consumer manipulation and social integration

H2: The more consumer manipulation the woke strategy contains, the more positive the attitude of the consumer towards the advertisement will be.

In all of the PROCESS analyses, consumer manipulation was significant and had a high effect size. This means that the more consumer manipulation the woke strategy contained, the more positive the attitude of the consumer towards the advertisement was.

H3: The more social integration the woke strategy contains, the more positive the attitude of the consumer towards the advertisement will be.

In all of the PROCESS analyses, social integration was not significant. More social integration in the woke strategy did not lead to a more positive attitude of the consumer towards the advertisement.

Product information and hedonism or pleasure

Product information

H4: The more product information the woke strategy contains, the more positive the attitude of the consumer towards the advertisement will be.

In all of the PROCESS analyses, product information was not significant. More product information in the woke strategy did not lead to a more positive attitude of the consumer towards the advertisement.

Hedonism or pleasure

H: The more hedonism or pleasure the woke strategy contains, the more positive the attitude of the consumer towards the advertisement will be.

This hypothesis was divided into one hypothesis about hedonism and one about pleasure.

H5: The more hedonism the woke strategy contains, the more positive the attitude of the consumer towards the advertisement will be.

In all of the PROCESS analyses, hedonism was not significant. More hedonism in the woke strategy did not lead to a more positive attitude of the consumer towards the advertisement.

H6: The more pleasure the woke strategy contains, the more positive the attitude of the consumer towards the advertisement will be.

General PROCESS analysis. Pleasure was significant and had the second highest effect size. The more pleasure the woke strategy contained, the more positive the attitude of the consumer towards the advertisement was. The effects of pleasure differed by type of advertisement as follows.

LGBTQ movement PROCESS analysis. Pleasure was not significant.

MeToo movement PROCESS analysis. Pleasure was not significant.

Black Lives Matter movement PROCESS analysis. Pleasure was significant and had the highest effect size. The more pleasure the woke strategy contained, the more positive the attitude of the consumer towards the advertisement was.

Woke statements PROCESS analysis. Pleasure was significant and had the second highest effect size. The more pleasure the woke strategy contained, the more positive the attitude of the consumer towards the advertisement was.

Woke actions PROCESS analysis. Pleasure was significant and had the second highest effect size. The more pleasure the woke strategy contained, the more positive the attitude of the consumer towards the advertisement was.

Economic situation and materialism

H7: The better the economic situation of the consumer, the more positive the attitude of the consumer towards the advertisement will be.

In all of the PROCESS analyses, economic situation was not significant. A better economic situation of the consumer did not lead to a more positive attitude of the consumer towards the advertisement.

H8: The more materialistic the consumer is, the more positive the attitude of the consumer towards the advertisement will be.

In all of the PROCESS analyses, materialism was not significant. More materialism did not lead to a more positive attitude of the consumer towards the advertisement.

Specific features for woke strategies

Taking a stand in injustice, inequality, and prejudice.

H: The more the woke strategy takes a stand regarding injustice, the more positive the attitude of the consumer towards the advertisement will be.

H: The more the woke strategy takes a stand regarding inequality, the more positive the attitude of the consumer towards advertisement will be.

H: The more the woke strategy takes a stand regarding prejudice, the more positive the attitude of the consumer towards the advertisement will be.

These three hypotheses were formulated differently after conducting the factor analyses and reliability analysis.

H9: The more the company takes a stand regarding injustice, inequality, and prejudice, the more positive the attitude of the consumer towards the advertisement will be.

In all of the PROCESS analyses, taking a stand as a company in injustice, inequality, and prejudice was not significant. More taking a stand regarding injustice, inequality, inequality, and prejudice of a company, did not lead to a more positive attitude of the consumer towards the advertisement.

H10: The more the advertisement takes a stand regarding injustice, inequality, and prejudice, the more positive the attitude of the consumer towards the advertisement will be.

Only with the Black Lives Matter movement PROCESS analyses, taking a stand as an advertisement in injustice, inequality, and prejudice was significant (the effect size was the lowest of the significant constructs). With the Black Lives Matter movement, the more the advertisement took a stand regarding injustice, inequality, and prejudice, the more positive the attitude of the consumer towards the advertisement was. In the other analyses this construct was not significant.

Relativeness

H11: The more relatedness between values of the company and the woke strategy, the more positive the attitude of the consumer towards the advertisement will be.

Again, only with the Black Lives Matter movement, relatedness between values of the company and the woke strategy was significant and had with this movement the highest effect size. The more relatedness between values of the company and the woke strategy, the more positive the attitude of the consumer towards the advertisement was. In all the other PROCESS analyses more relatedness between values of the company and the woke strategy did not lead to a more positive attitude of the consumer towards the advertisement.

H12: The more relatedness between values of the consumer and the woke strategy, the more positive the attitude of the consumer towards the advertisement was.

General PROCESS analysis. Relatedness between values of the consumer and the woke strategy was significant (the effect size was the lowest of the significant constructs).

The more relatedness between values of the consumer and the woke strategy, the more positive the attitude of the consumer towards the advertisement was.

LGBTQ movement PROCESS analysis. Relatedness between values of the consumer and the woke strategy was not significant. More relatedness between values of the consumer and the woke strategy did not lead to a more positive attitude of the consumer towards the advertisement.

MeToo movement PROCESS analysis. With the MeToo movement, relatedness between values of the consumer and the woke strategy was significant and had the second highest effect size. The more relatedness between values of the consumer and the woke strategy, the more positive the attitude of the consumer towards the advertisement was.

Black Lives Matter movement PROCESS analysis. Relatedness between values of the consumer and the woke strategy was not significant. More relatedness between values of the consumer and the woke strategy did not lead to a more positive attitude of the consumer towards the advertisement.

Woke statements PROCESS analysis. Relatedness between values of the consumer and the woke strategy was not significant. More relatedness between values of the consumer and the woke strategy did not lead to a more positive attitude of the consumer towards the advertisement.

Woke actions PROCESS analysis. Relatedness between values of the consumer and the woke strategy was not significant. More relatedness between values of the consumer and the woke strategy did not lead to a more positive attitude of the consumer towards the advertisement.

Control variables

Gender

Only in the general PROCESS analysis, gender had a significant effect on attitude towards the advertisement. This means gender had an influence on the attitude towards the brand in general.

Age

In all of the PROCESS analyses, age did not have a significant effect on attitude towards the advertisement. This means age did not have an influence on attitude towards the advertisement.

Educational level

Educational level did not have a significant effect on attitude towards the brand in all of the PROCESS analyses. This means that education did not have an influence on attitude towards the advertisement.

Differences in results of the general analysis, analyses per movement, and analyses by kind of woke strategy

General PROCESS analysis

In the general PROCESS analysis consumer manipulation had the most important influence on attitude towards the advertisement, followed by pleasure, gender, and relativeness between values of the consumer and the woke strategy. It differed per movement and kind of woke strategy which of these constructs also had an influence on attitude towards the advertisement. In contrast, the control variable gender only had a significant influence in the general PROCESS analysis. The following figure (Figure 5) will clarify these results. In this figure, the constructs are ordered by effect size. Continuous lines represent significant relations, and broken lines represent hypothesized relationships that were not significant.

Figure 5: Effects of the woke aspects on attitude towards the advertisement and attitude towards the brand

PROCESS analysis per movement

In the PROCESS analyses of the different movements, it differed which constructs had a significant influence. In the LGBT(Q) movement, only consumer manipulation had an influence on attitude towards the advertisement. With the MeToo movement, besides consumer manipulation, relativeness between values of the consumer and the woke strategy had a significant influence. In the PROCESS analysis of the Black Lives Matter movement, relativeness between values of the company and the woke strategy was the most important construct. This was followed by consumer manipulation, consumer manipulation, pleasure, and taking a stand as an advertisement in injustice, inequality, and prejudice. To summarize, in all movements, consumer manipulation had an influence, with the MeToo movement relativeness between values of the consumer and the woke strategy also had an influence. With the Black Lives Matter movement, relativeness between values of the company and the woke strategy was the most important, instead of consumer manipulation with the other two movements. Also, two other constructs had an influence with the Black Lives Matter movement, namely pleasure and taking a stand as an advertisement in injustice, inequality, and prejudice. Figure 6 to 8 illustrate these findings. Also, in these figures, the constructs are ordered by effect size. Again, continuous lines represent significant relations, and broken lines represent hypothesized relationships that were not significant.

Figure 6: Effects of the woke aspects on attitude towards the advertisement and attitude towards towards the brand with the LGBT(Q)

Figure 7: Effects of the woke aspects on attitude towards the advertisement and attitude towards the brand with the MeToo movement

Figure 8: Effects of the woke aspects on attitude towards the advertisement and attitude towards the brand with the Black Lives Matter movement

PROCESS analysis by kind of woke strategy

        In the PROCESS analysis of the woke statements consumer manipulation and pleasure had an influence on attitude towards the advertisement. This was also the case with the analysis of woke actions. The order in the effect sizes of these construct was also the same. Thus, it could be concluded that there was no difference between woke statements and woke actions in respect to which constructs had an influence and the order of the effects of these constructs. Figure 9 and 10 illustrate these results. In these figures, the constructs are also ordered by effect size. Continuous lines represent significant relations, and broken lines represent hypothesized relationships that were not significant.
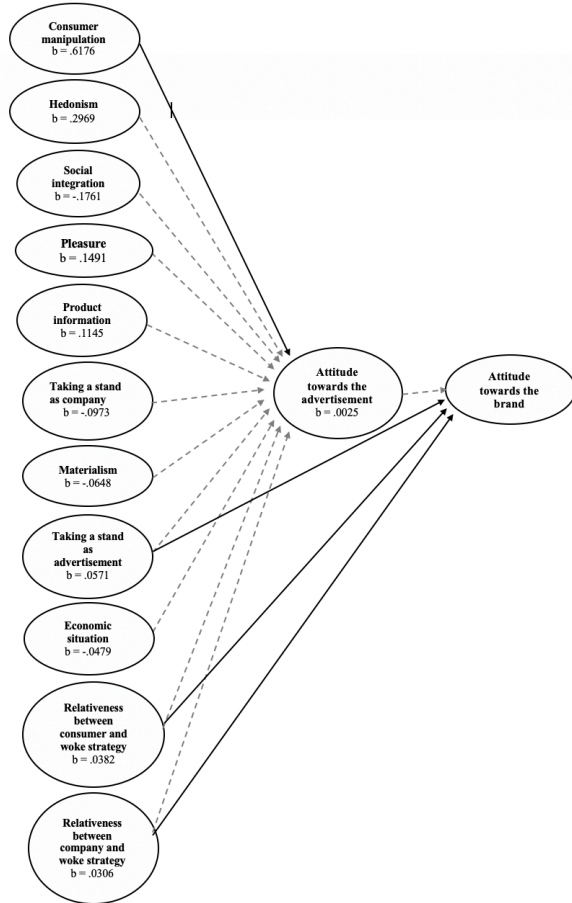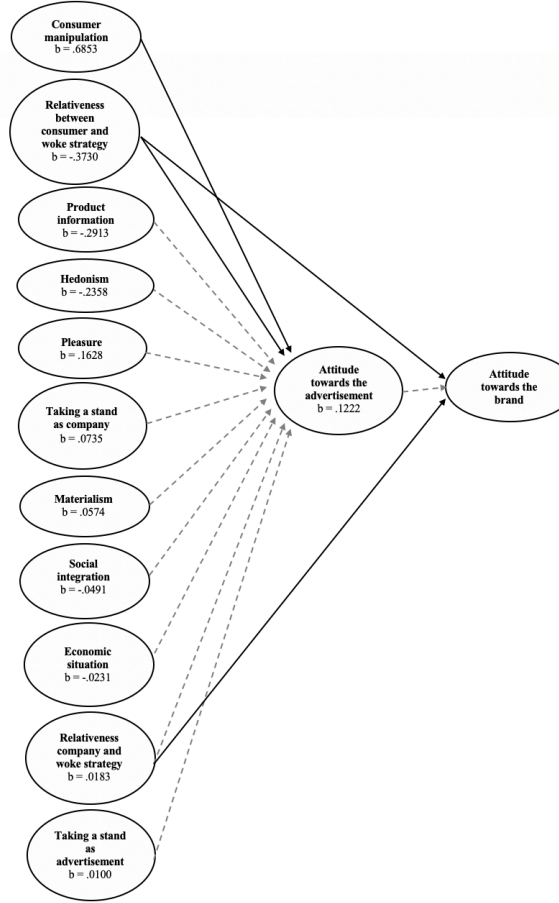

Figure 9: Effects of the woke aspects on attitude towards the advertisement and attitude towards the brand with the woke statements
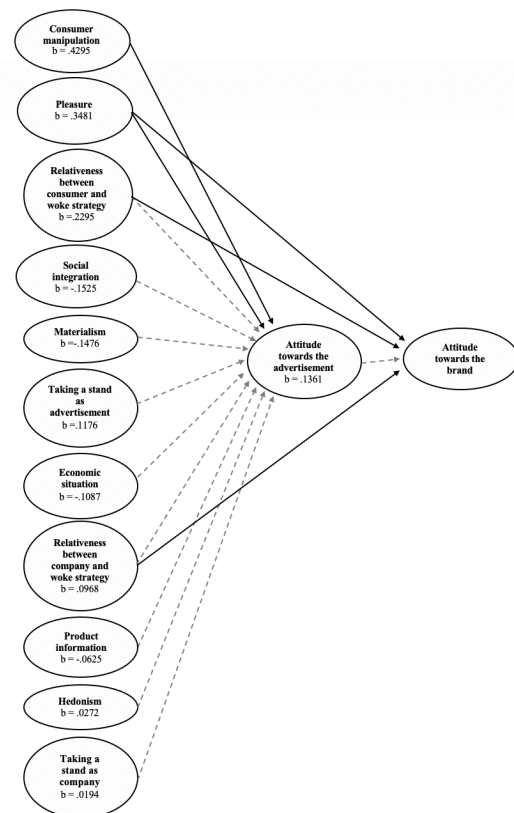
Figure 10: Effects of the woke aspects on attitude towards the advertisement and attitude towards the brand with the woke actions

5. Conclusion

Conclusion

The following research question was central for this research: *"Which features of woke strategies influence the consumer's attitude towards the brand?"* General features of advertising contained consumer manipulation, social integration, product information, hedonism, pleasure, economic situation, and materialism, based on Eze & Lee (2012). Specific features for woke strategies were taking a stand as a company in injustice, inequality, and prejudice, taking a stand as an advertisement in injustice, inequality, and prejudice, relativeness between company and woke strategy, and relativeness between consumer and woke strategy, based on Mirzaei (2019) and Schaefer (n.d.).

In this research, a distinction was made between three movements that had recently gained more attention in the media, the LGBT(Q) movement, the MeToo movement, and the Black Lives Matter movement. It needs to be taken into account that the following results are explorative due to the low number of observations. With the LGBT(Q) movement, only consumer manipulation had an influence on attitude towards the advertisement. Thus, less consumer manipulation led to a more positive attitude towards the advertisement. Consumer manipulation and relativeness between the consumer and the woke strategy had an influence on attitude towards the advertisement with the MeToo movement. Also with this movement, less consumer manipulation led to a more positive attitude towards the advertisement. More relativeness between the consumer and the woke strategy caused a more positive attitude towards the advertisement. With the last movement, the Black Lives Matter movement, pleasure, consumer manipulation, relativeness between the company and the woke strategy, and taking a stand as advertisement in injustice, inequality, and prejudice, had an influence on attitude towards the advertisement. This means that more pleasure, less consumer manipulation, more relativeness between the company and the woke strategy, and more taking a stand as advertisement in injustice, inequality, and prejudice led to a more positive attitude towards the brand.

Another distinction was made regarding the kind of woke strategies, woke statements and woke actions. Also these results are explorative, because of the low number of observations. With both the woke statements and woke actions, consumer manipulation and pleasure had an influence on attitude towards the advertisement.

In the general analysis, there was a significant effect of attitude towards the advertisement on attitude towards the brand. In contrast, in all the other analyses attitude towards the advertisement did not have a significant influence on attitude towards the brand, which could be caused by a sample that is too small.

Relativeness between the company and the woke strategy, relativeness between the consumer and the woke strategy, pleasure, economic situation, taking a stand as a company in injustice, inequality, and prejudice, taking a stand as an advertisement in injustice, inequality, and prejudice, on attitude towards the brand, and economic situation had a direct effect on attitude towards the brand. This means that the effect of these constructs was not mediated by attitude towards the advertisement. Relativeness between the consumer and the woke strategy had also an significant influence on attitude towards the advertisement. This meant that relativeness between the consumer and the woke strategy is very important as a feature in using woke strategies. It has both an effect on attitude towards the advertisement and attitude towards the brand. Taking a stand as a company in injustice, inequality, and prejudice, and taking a stand as an advertisement in injustice, inequality, and prejudice had no effect on attitude towards the advertisement (except for taking a stand as an advertisement in injustice, inequality, and prejudice with the Black Lives Matter movement), but did have an effect on attitude towards the brand (with the general analysis and the LGBT(Q) analysis). This could be due to the fact that consumers that do not think the advertisement that was used is important, but do think that the company does a good job in the message they want to express which then subsequently has an influence on the attitude towards the brand (instead of the attitude towards the advertisement). Why this is the case with the LGBT(Q) movement, could be because the used woke advertisements in the survey are both products that do not really lend themselves well as trying to take a stand in a social issue. Besides, a better economic situation had a direct effect on attitude towards the brand in the Black Lives Matter movement. This means that with this movement, it is important to focus on helping the overall economy and promoting competition.

Consumer manipulation, pleasure, and relativeness between the consumer and the woke strategy had an influence on attitude towards the advertisement. Also, the control variable gender had in influence on attitude towards the advertisement in the general analysis, which means that gender is of importance when looking at the features and their effect on attitude towards the advertisement. Based on theoretical considerations it could be concluded that females respond better to woke strategies, because they are more externally focused than males (Brunel & Nelson, 2003).

In conclusion, in all analyses, consumer manipulation had an influence on attitude towards the advertisement. The highest influence was in all analyses, except for the Black Lives Matter movement, the feature consumer manipulation. In the analysis for Black Lives Matter movement, pleasure had the highest influence on attitude towards the advertisement. With the Black Lives Matter movement relativeness between the company and the woke strategy and taking a stand as an advertisement in injustice, inequality, and prejudice were also important. Besides, pleasure had a significant influence on attitude towards the advertisement in the general analysis, the woke statements analysis and the woke actions analysis. With the MeToo movement, next to consumer manipulation, relativeness between the consumer and woke strategy was important.

Discussion

In this research the highest influences on attitude towards the advertisement and attitude towards the brand were consumer manipulation, relativeness between the consumer and the woke strategy, relativeness between the company, and pleasure. When looking at general features of advertisement, consumer manipulation and pleasure also had an effect on attitude towards the advertisement in Eze & Lee (2012). Consumer manipulation seems very important when considering woke strategies (it had a significant influence on attitude towards the advertisement in all analyses). This could be because woke strategies are about values and social issues that are at the heart of the consumer and meant something more for the consumer than normal marketing. Consumers needed to feel that the advertisement can be trusted and the company really does mean what is said in the woke strategy. Consumer manipulation in advertising also had a negative effect in the research of Danciu (2014), in which this manipulation led to asymmetry in power between the company and the consumer. Positive emotions, belonging to pleasure, had also an effect on attitude towards the brand in Rossiter & Percy (1991). Humor could have a positive effect but using humor in an advertisement is a thin line, because advertisements that try to be humorous have the risk of a negative effect on attitude towards the brand (Caleb, Carter & McGraw, 2019). Pleasure was of importance in all analyses, except for the LGBT(Q) movement and the MeToo movement. This could be because the surveys were mostly taken in personal circles of the researcher, which consisted out of more females and LGBT(Q) people. There is reason to believe that females will be against using pleasure in the woke strategy with the MeToo movement (to decrease the level of mocking when using humor). The same is true for the LGBT(Q) movement, it is reasonable that the LGBT(Q) people do not want humor in their advertisement to protect their

own people. On the contrary, pleasure had a significant effect with the Black Lives Matter movement. The personal circle of the researcher did not have many black people, which could have led to pleasure and humor having an influence on attitude towards the advertisement (because white people may not have seen humor in the woke strategy with the Black Lives Matter movement as insulting for themselves). This could also be the cause of why pleasure had the highest influence in this analysis. In Sadasivan (2019), pleasure/hedonic factors had an effect on attitude towards the advertisement, but in this research pleasure and hedonic factors were divided into hedonism and pleasure. Hedonism and materialism did not have a significant influence in this research, on the contrary to Eze & Lee (2012).

Considering specific features for woke strategies, first of all relativeness between the consumer and the woke strategy was important. It seems that a woke strategy needs to fit with the consumer to be effective. This could be because woke strategies are about marketing social issues, in which people take a certain stand. It is about values that are intrinsic important for the consumer, in which the woke strategy needs to respond and be fitted to the target group. This relativeness is also of interest according to James (1974), which states that advertising is only effective if the advertisement is adapted to the consumer. An example is the specific target group of Nike of young people under 35, which are progressive and in general, supported Nike after their woke advertisement (Voorn, 2018). Opponents of the advertisement deleted the logo of Nike of clothes and burned shoes of Nike, but those were people outside the target group, which significantly decreased the negative effect for Nike (Voorn, 2018). Besides relativeness between the consumer and the woke strategy, relativeness between the company and the woke strategy led to a better attitude towards the advertisement and attitude towards the brand in this research. In this, Nike did a good job, because the advertised product fitted with Nike's image, and the product lent itself well to the social issue (Voorn, 2018). The woke strategy needs to emit the values of the company in their woke strategy, otherwise their credibility will be in danger. This is especially important for woke strategies when comparing to usual marketing, because again woke strategies are about social issues that come from the heart, and need to be in line with the values of the consumer and company.

Practical implications

From this research a couple of recommendations will follow. First of all, companies that want to use woke strategies in their advertisement, could focus on decreasing the

perceived consumer manipulation, to increase the attitude towards the advertisement. This means that consumers feel less misled by the advertisement or trust the advertisement more. This could be realized by increasing the credibility in that the woke strategy fits with the advertised product and company. Besides, the perceived motives of the company play a role, because consumers could have the opinion the company only uses a woke strategy to make money or on the contrary, that the company genuinely wants to contribute to the society. This could also be influenced by whether or not the company took a stand in a social issue before it carried out the specific woke strategy.

Another recommendation for companies is to focus on the relativeness between the consumer and the woke strategy. This means that it is important to make sure the advertisement has a clear target group and to adjust the woke strategy to this specific target group. If the company advertises the woke strategy with values that are relevant for the consumer in the target group, the attitude towards the brand could increase. Besides, it could be important to focus on females as target group, because they seem to respond better to the woke strategies.

The next recommendation is also about relativeness. From this research it also seemed that relativeness between the company and the woke strategy had a high influence on attitude towards the advertisement and a direct effect on attitude towards the brand. As was with the relativeness between the consumer and the woke strategy, the values of the company need to be in line with the woke strategy. This means that the advertisement needs to match with values the company carries out when using a woke strategy. This was for example a problem with the used Listerine woke strategy, because respondents did not think the product, mouth water, fits with using a woke strategy, in this case using the LGBT(Q) movement in the advertisement.

Finally, a company that wants to use a woke strategy, could give attention to pleasure. With woke strategies, it seems important to evoke positive emotions, like amusement, entertainment and humor in the advertisement. When the consumer experiences more pleasure in the woke strategy, the attitude towards advertisement and attitude towards the brand could increase.

Limitations and further research
There are couple of limitations regarding this research. First of all, the sample consisted of more females than males (66% and 34%). This could have an effect because of the difference in more internally focused males, and more externally focused females (Brunel

& Nelson, 2003). Also, one of the themes in the surveys was the LGBT(Q) movement, which is about gender inequalities. Besides, 40% of the sample existed out of respondents that belonged to the age group 20 to 29. It seems that there is a distinction between the attitude of younger and older consumers (Mashele, 2018). The educational level is also worth mentioning, because the sample existed out of 62% higher educated respondents. These three factors could have had an influence on attitude towards the brand (although only gender had a significant effect). If this is the case, it could be subject for further research.

Second, as stated, the specific analyses per movement and per kind of woke strategy are explorative. This is due to the low number of observations. Further research could investigate the influences of the features on attitude towards the advertisement and attitude towards the brand, specific for the different movements and different woke strategies.

Third, there was feedback from respondents that the conducted survey was too long and it seemed like questions were repeated. This cannot be totally avoided, but it could have an effect on attitude towards the brand. Further research could look into this and may adjust the survey.

Another recommendation is to repeat the research later on. Woke strategies have just recently been used by companies in their marketing. More awareness and experience with woke strategies could influence the attitude towards the brand of consumers. It is also of value to repeat the research because of the possible impact of the COVID-19 virus on the data (the surveys were conducted during the quarantine obligation). This could have an effect on the data, because it could be that respondents are afraid of the consequences of the COVID-19 virus on the economy. In response to this they could hold back in spending and are less inclined to evaluate advertisements as positive.

More recommendations for further research, follow out of the actuality regarding the Black Lives Matter movement. At the end of May 2020, in Minneapolis a black man died because of the actions of a white police officer, who kept the man on the ground while he was shouting he could not breath (Frazier, 2020). This led to worldwide demonstrations about anti-Black police violence (Boerop, 2020). It could be of interest to investigate if the results of this research are different after this worldwide attention for the Black Lives Matter movement. Besides, it is worth to look into what the effects for companies like Nike and Starbucks on the attitude towards the brand are after this attention, because these companies already used the Black Lives Matter movement in their woke strategy.

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Appendices

Appendix 1: Survey

The surveys for the different advertisements are included in this appendix. The surveys will be conducted by Dutch respondents. In this appendix everything will be first in English and after that in Dutch. Respondents will get the Dutch version of the survey.

Because there are different advertisements which were researched, there will be six different surveys. The following shows the descriptions of the different advertisements which respondents could get in their survey.

The next questions are about an advertisement of Nike. In 2018 Nike launched a campaign with Colin Kaepernick and the slogan "Believe in something, even if it means sacrificing everything". Colin Kaepernick is an American football player and is known for his action against anti-Black police violence. The following picture shows this campaign of Nike.

"Picture omitted to avoid breaching copyrights"

De volgende vragen gaan over een advertentie van Nike. In 2018 lanceerde Nike een campagne voor de 'Colin Kaepernick sneaker' met de slogan "Believe in something, even if it means sacrificing everything" ('Geloof in iets, zelfs als dit alles opgeven betekent'). Colin Kaepernick is een Amerikaanse football speler en is bekend geworden om zijn acties tegen anti-zwart politiegeweld. De volgende afbeelding illustreert deze campagne van Nike.

"Picture omitted to avoid breaching copyrights"

The next questions are about an advertisement of Starbucks. In 2015 Starbucks launched a campaign called Race Together. During this campaign the staff of Starbucks was expected to write the slogan, "Race Together," on coffee cups before handing it to customers. The next picture is an example of this campaign.

"Picture omitted to avoid breaching copyrights"

De volgende vragen gaan over een advertentie van Starbucks. In 2015 lanceerde Starbucks een campagne genaamd Race Together (zoiets als 'Alle rassen samen'). Gedurende deze campagne werd er verwacht van het personeel van Starbucks dat zij de slogan "Race Together", op koffiebekers schreven voor deze te geven aan klanten. Dit deed Starbucks om het gesprek over verschillende rassen op gang te helpen. De volgende afbeelding is een voorbeeld van deze campagne.

"Picture omitted to avoid breaching copyrights"

The next questions are about an advertisement of Gillette. In 2019 Gillette launched a commercial with the slogan "Best a Man Can Be" (instead of their usual slogan "Best a Man Can Get"). The goal of this commercial was to ask men to take responsibility and encourage to support women, and each other. The next picture shows an example of this advertisement by Gillette.

"Picture omitted to avoid breaching copyrights"

De volgende vragen gaan over een advertentie van Gillette. In 2019 lanceerde Gillette een reclame voor scheerproducten met de slogan "Best a Man Can Be" ('Het beste wat een man kan zijn', in plaats van de gebruikelijke slogan "Best a Man Can Get", 'Het beste wat een man kan krijgen'). Het doel van deze reclame was om mannen te vragen om hun verantwoordelijkheid te nemen en om ze aan te moedigen om vrouwen en elkaar te steunen. De volgende afbeelding laat een voorbeeld zien van deze advertentie van Gillette.

"Picture omitted to avoid breaching copyrights"

The next questions are about an advertisement of craft beer producer BrewDog. Ahead of International Women's Day in 2018, BrewDog released a "pink IPA" beer, with pink labels and the strapline "beer for girls". The next picture shows this "pink IPA" beer from BrewDog.

"Picture omitted to avoid breaching copyrights"

De volgende vragen gaan over een advertentie van ambachtelijk bierproducent BrewDog. Net voor Internationale Vrouwendag in 2018, lanceerde BrewDog een "pink IPA" (roze IPA) bier, met roze labels en de ondertitel "beer for girls" (bier voor meiden). De volgende afbeelding laat dit "pink IPA" bier van BrewDog zien.

"Picture omitted to avoid breaching copyrights"

The next questions are about an advertisement of Listerine. With the slogan "Care with pride" Listerine launched a new rainbow-colored mouthwash bottle. On this bottle words like life, healing, sunlight, nature, peace, harmony, and spirit were written. The next picture shows this new launched mouthwash bottle.

"Picture omitted to avoid breaching copyrights"

De volgende vragen gaan over een advertentie van Listerine. Met de slogan "Care with pride" (Zorg met trots) lanceerde Listerine een nieuwe regenboogkleurige mondwaterfles. Op deze fles stonden woorden als leven, genezing, zonlicht, natuur, vrede, harmonie en geest geschreven. De volgende afbeelding laat deze nieuwe gelanceerde mondwaterfles zien.

"Picture omitted to avoid breaching copyrights"

The next questions are about an advertisement from supermarket Marks and Spencer. In 2019 Marks and Spencer released the LGBT (lettuce, guacamole, bacon, and tomato) sandwich. This is according to the LGBT acronym of lesbian, gay, bisexual and transgender and the sandwich was sold in a rainbow-colored package. The next picture shows this LGBT sandwich of Marks and Spencer.

"Picture omitted to avoid breaching copyrights"

De volgende vragen gaan over een advertentie van warenhuis Marks and Spencer. In 2019 bracht Marks and Spencer de LGBT (lettuce, guacamole, bacon, and tomato) (sla, guacamole, bacon en tomaat) sandwich uit. Dit is in lijn met de LGBT afkorting voor lesbisch, gay, biseksueel en transgender. Daarnaast werd de sandwich verkocht in een regenboogkleurige verpakking. De volgende afbeelding laat deze LGBT sandwich van Marks and Spencer zien.

"Picture omitted to avoid breaching copyrights"

Next the introduction and the questions will follow. After every block of questions (every block will consist of one measured construct) the description of the advertisement specific for that survey will be showed again to remind respondents. Also, in every survey [company] or [bedrijf] will be replaced by the company of the advertisement specific for that survey.

Dear Madam, Sir,

Thank you for agreeing to take part in this survey about an advertisement of [company]. This survey consists out of a number of statements for which you can choose the answer that best fits your opinion. The information you will provide will be kept anonymous and is only used for purposes of this research. You can stop answering the survey at any time, and by continuing the survey you give permission to use the information you give for research purposes. The survey will take about 10/15 minutes of your time.

Beste heer, mevrouw,

Hartelijk dank dat u deel wilt nemen aan deze vragenlijst over een advertentie van [bedrijf]. Deze vragenlijst bestaat uit een aantal stellingen waarbij u het antwoord kunt kiezen dat het best overeenkomt met uw mening. De informatie die u geeft blijft anoniem en zal alleen gebruikt worden voor doeleinden van dit onderzoek. U mag het beantwoorden van de vragenlijst op elk moment stopzetten en u kunt het invullen op elk moment weer hervatten. Indien u doorgaat met het invullen van de vragenlijst geeft u toestemming om de informatie die u geeft te mogen gebruiken voor onderzoeksdoeleinden. De vragenlijst zal ongeveer 10/15 minuten van uw tijd in beslag nemen.

General questions

1. What is your gender?

   Wat is uw geslacht?
     o Male / Man
     o Female / Vrouw
     o Other / Anders

2. What is your age?

   Wat is uw leeftijd?

   _____

3. What is your highest finished educational level?

   Wat is uw hoogst afgeronde opleidingsniveau?
     o Secondary education / Middelbare school
     o Lbo education / Lbo
     o Vocational education and training / Mbo
     o Higher education / Hbo/Wo

Content questions

[Description advertisement]

1. I like this advertisement.

   Ik vind deze advertentie leuk.

   totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

   helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

2. My opinion about [company] is more positive after seeing this advertisement.

   Mijn mening over [bedrijf] is positiever na het zien van deze advertentie.

   totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal
mee eens

3. For me it is a negative thing if companies use this kind advertisement.

   Het is voor mij iets negatiefs als bedrijven dit soort advertenties gebruiken.

   totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

   helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal
   mee eens

4. My opinion about this advertisement is unfavorable.

   Mijn mening over deze advertentie is ongunstig.

   totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

   helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal
   mee eens

5. I think this advertisement is a good thing.

   Ik denk dat deze advertentie iets goeds is.

   totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

   helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal
   mee eens

[Description advertisement]

6. I feel that I can trust this advertisement.

   Ik heb het gevoel dat ik deze advertentie kan vertrouwen.

   totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

   helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal
   mee eens

7. I think this advertisement is misleading.

   Ik denk dat deze advertentie misleidend is.

   totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

   helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal
   mee eens

8. After seeing this advertisement, I would faster buy the advertised product, even if I do not need it.

Na het zien van deze advertentie, zou ik het geadverteerde product sneller kopen, zelfs als ik het niet nodig heb.

totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

9. This advertisement presents an accurate picture of the advertised product.

Deze advertentie laat een kloppend beeld zien van het geadverteerde product.

totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

[Description advertisement]

10. In my opinion, this advertisement contains a lot of information about the advertised product.

Naar mijn mening, bevat deze advertentie veel informatie over het geadverteerde product.

totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

11. This advertisement helps me keep up to date about products (comparable to the advertised product) available in the marketplace.

Deze advertentie helpt me om op de hoogte te blijven over producten (vergelijkbaar met het geadverteerde product) beschikbaar op de markt.

totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

12. This advertisement is a valuable source of information about the advertised product.

Deze advertentie is een waardevolle bron van informatie over het geadverteerde product.

totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

13. This advertisement is not informative.

    Deze advertentie is niet informatief.

    totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

    helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

[Description advertisement]

14. I think entertainment is important in an advertisement.

    Ik denk dat vermaak belangrijk is in een advertentie.

    totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

    helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

15. This advertisement does not bring me pleasure because of what I saw, or read.

    Deze advertentie brengt me geen plezier door wat ik heb gezien, of gelezen.

    totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

    helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

16. I think this advertisement is amusing and entertaining.

    Ik vind dat deze advertentie amusant en vermakelijk is.

    totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

    helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

17. I like an advertisement more if it contains positive emotions like humor.

    Ik vind een advertentie leuker als deze positieve emoties bevat, zoals humor.

    totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

    helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

18. I think this advertisement is funny.

Ik denk dat deze advertentie grappig is.

totally disagree:___1___:___2___:___3___:___4___:___5___:___6___:___7___: totally agree

helemaal mee oneens:___1___:___2___:___3___:___4___:___5___:___6___:___7___: helemaal mee eens

[Description advertisement]

19. This advertisement does not help the overall economy.

Deze advertentie helpt de algehele economie niet.

totally disagree:___1___:___2___:___3___:___4___:___5___:___6___:___7___: totally agree

helemaal mee oneens:___1___:___2___:___3___:___4___:___5___:___6___:___7___: helemaal mee eens

20. This advertisement results in lower prices for the advertised product.

Deze advertentie resulteert in lagere prijzen voor het geadverteerde product.

totally disagree:___1___:___2___:___3___:___4___:___5___:___6___:___7___: totally agree

helemaal mee oneens:___1___:___2___:___3___:___4___:___5___:___6___:___7___: helemaal mee eens

21. This advertisement promotes competition, which benefits the customer.

Deze advertentie bevordert concurrentie, wat ten goede komt aan de klant.

totally disagree:___1___:___2___:___3___:___4___:___5___:___6___:___7___: totally agree

helemaal mee oneens:___1___:___2___:___3___:___4___:___5___:___6___:___7___: helemaal mee eens

22. This advertisement does not waste our economic resources. (Examples of economic resources are labor, management, land, capital, financial resources, and technology.)

Deze advertentie gaat niet ten koste van economische middelen. (Voorbeelden van economische middelen zijn arbeid, management, land, kapitaal, financiële middelen en technologie.)

totally disagree:___1___:___2___:___3___:___4___:___5___:___6___:___7___: totally agree

helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

[Description advertisement]

23. This advertisement tells me what to buy to impress others.

Deze advertentie vertelt me wat ik moet kopen om indruk te maken op anderen.

totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

24. This advertisement does not tell me what people with lifestyles similar to mine are using.

Deze advertentie vertelt me niet wat mensen gebruiken met een vergelijkbare levensstijl als ik.

totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

25. This advertisement helps me keep up to date with current trends.

Deze advertentie helpt me om op de hoogte te blijven van huidige trends.

totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

26. This advertisement helps me know which products will or will not reflect the sort of person I am.

Deze advertentie helpt me te weten welke producten wel of niet weergeven wat soort persoon ik ben.

totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

[Description advertisement]

27. This advertisement makes us a materialistic society, overly interested in buying and owning things [or instead of owning things; consume things with Starbucks, BrewDog, Marks and Spencer, Listerine and Gillette).

Deze advertentie maakt ons een materialistische maatschappij, te veel geïnteresseerd in kopen en het bezitten van dingen (of in plaats van bezitten van dingen; consumeren bij Starbucks, BrewDog, Marks and Spencer, Listerine en Gillette).

totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

28. Because of this advertisement I buy things that I do not really need.

Door deze advertentie koop ik dingen die ik eigenlijk niet nodig heb.

totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

29. This advertisement does not make me buy unaffordable [or spend money on the advertised product by Starbucks, BrewDog, Marks and Spencer, Listerine and Gillette) products just to show off.

Deze advertentie zorgt er niet voor dat ik onbetaalbare [of geld uitgeef aan het geadverteerde product bij Starbucks, BrewDog, Marks and Spencer, Listerine en Gillette) producten koop, gewoon om te pronken.

totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

30. This advertisement makes people live in a world of fantasy.

Deze advertentie zorgt ervoor dat men in een fantasiewereld leeft.

totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

[Description advertisement]

31. This advertisement takes a stand in the violation of people's rights.

Deze advertentie neemt een standpunt in over de schending van rechten van mensen.

totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

32. This advertisement takes a stand in situations where others are harmed.

Deze advertentie neemt een standpunt in de situaties waarin anderen onrecht wordt aangedaan.

totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

33. I think it is important for a company to take a stand in injustice.

Ik denk dat het belangrijk is voor een bedrijf om een standpunt in te nemen over onrechtvaardigheid.

totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

[Description advertisement]

34. In my opinion, this advertisement aims for equality of people.

Naar mijn mening beoogt deze advertentie gelijkheid van mensen te bereiken.

totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

35. I think it is important for a company to take a stand in inequality.

Ik denk dat het belangrijk is voor een bedrijf om een standpunt in te nemen over ongelijkheid.

totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

[Description advertisement]

36. In my opinion, this advertisement defends the rights of people.

Naar mijn mening verdedigt deze advertentie de rechten van mensen.

totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

37. I think it is important for a company to take a stand in prejudice.

Ik denk dat het belangrijk is voor een bedrijf om een standpunt in te nemen over vooroordelen.

totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

[Description advertisement]

38. This advertisement shows that [company] cares about people.

Deze advertentie laat zien dat [bedrijf] geeft om mensen.

totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

39. This advertisement takes a stand in injustice, inequality, or prejudice, only for commercial ends.

Deze advertentie neemt een standpunt in over onrechtvaardigheid, ongelijkheid of vooroordelen, alleen voor commerciële doeleinden.

totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

[Description advertisement and information about the specific company]

40. I think that the advertisement fits with [company].

Ik denk dat deze advertentie past bij [bedrijf].

totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

41. I think the advertisement is not in line with the values of [company].

Ik denk dat deze advertentie niet in lijn is met de waarden van [bedrijf].

totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

42. The advertisement highlights aspects about [company].

Deze advertentie benadrukt aspecten van [bedrijf].

totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

43. The advertisement message is relevant for [company].

De boodschap van deze advertentie is relevant voor [bedrijf].

totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

44. This advertisement fits with the products [company] sells.

Deze advertentie past bij de producten die [bedrijf] verkoopt.

totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

[Description advertisement]

45. The advertisement fits with values I hold myself.

Deze advertentie past bij waarden die ik zelf heb.

totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

46. I do not share what is said in this advertisement.

    Ik deel niet wat wordt gezegd in deze advertentie.

    totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

    helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

47. I feel connected with this advertisement.

    Ik voel me verbonden met deze advertentie.

    totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

    helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

48. The advertisement message is relevant to me.

    De boodschap van deze advertentie is relevant voor mij.

    totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

    helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

49. The advertisement highlights aspects about the product that are good for me to know.

    De advertentie benadrukt aspecten over het geadverteerde product die goed voor me zijn om te weten.

    totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

    helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

[Description advertisement]

50. My opinion about [company] is more positive after seeing this advertisement.

    Mijn mening over [bedrijf] is positiever na het zien van deze advertentie.

    totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree

helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

51. I think [company] does a good job with using this statement or action in their advertisement.
Ik denk dat [bedrijf] het goed doet door deze uitspraak of actie in hun advertentie te gebruiken.
totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree
helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

52. I think it is not up to [company] to interfere in these kind of things.
Ik denk dat het niet aan [bedrijf] is om zich te mengen in dit soort dingen.
totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree
helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

53. I admire [company] more after seeing this advertisement.
Ik bewonder [bedrijf] meer na het zien van deze advertentie.
totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree
helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

54. I would like to be with [brand] after seeing this advertisement.
Ik zou graag bij [merk] willen horen na het zien van deze advertentie.
totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree
helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

55. I think it is embarrassing to be seen with [brand] after this advertisement.
Ik denk dat het beschamend is bij [merk] te horen na het zien van deze advertentie.
totally disagree:___1__:___2__:___3__:___4__:___5__:___6__:___7___: totally agree
helemaal mee oneens:___1__:___2__:___3__:___4__:___5__:___6__:___7___: helemaal mee eens

End of survey. Thank you very much for filling in!

Einde van de vragenlijst. Heel erg bedankt voor het invullen!

Appendix 2: Sample distribution specific for every advertisement

Nike

Total:

32 respondents

Distribution age:

10-19: 2

20-29: 15

30-39: 2

40-49: 4

50-59: 4

60-69: 3

70-79: 2

80-89: 0

Distribution gender:

Male: 10

Female: 21

Other: 1

Distribution educational level:

Secondary education: 1

Lbo education: 0

Vocational education and training: 8

Higher education: 23

Starbucks

Total:

25 respondents

Distribution age:

10-19: 0

20-29: 12

30-39: 1

40-49: 2

50-59: 2

60-69: 6

70-79: 2

80-89: 0

Distribution gender:

Male: 8

Female: 17

Other: 0

Distribution educational level:

Secondary education: 2

Lbo education: 0

Vocational education and training: 4

Higher education: 19

Gillette

Total:

23 respondents

Distribution age:

10-19: 0

20-29: 10

30-39: 1

40-49: 3

50-59: 2

60-69: 5

70-79: 1

80-89: 1

Distribution gender:

Male: 10

Female: 13

Other: 0

Distribution educational level:

Secondary education: 4

Lbo education: 0

Vocational education and training: 4

Higher education: 15

BrewDog

Total:

31 respondents

Distribution age:

10-19: 2

20-29: 11

30-39: 3

40-49: 2

50-59: 6

60-69: 6

70-79: 1

80-89: 0

Distribution gender:

Male: 10

Female: 21

Other: 0

Distribution educational level:

Secondary education: 5

Lbo education: 0

Vocational education and training: 13

Higher education: 13

Listerine

<u>Total:</u>

24 respondents

<u>Distribution age:</u>

10-19: 0

20-29: 9

30-39: 1

40-49: 3

50-59: 6

60-69: 2

70-79: 3

80-89: 0

<u>Distribution gender:</u>

Male: 7

Female: 17

Other: 0

<u>Distribution educational level:</u>

Secondary education: 5

Lbo education: 0

Vocational education and training: 5

Higher education: 14

Marks and Spencer

<u>Total:</u>

25 respondents

<u>Distribution age:</u>

10-19: 1

20-29: 7

30-39: 4

40-49: 4

50-59: 5

60-69: 4

70-79: 0

80-89: 0

Distribution gender:

Male: 8

Female: 17

Other: 0

Distribution educational level:

Secondary education: 6

Lbo education: 0

Vocational education and training: 4

Higher education: 15

Factor analysis per construct

    In all the analyses, Marks & Spencer is the main file where data of the other surveys has been added.

    To check if a factor analysis is appropriate for the conducted data, a KMO and Bartlett's test was made on all of the items. Based on these tests, there can be concluded that a factor analysis can be executed (KMO > .5 and Bartlett's test < .05) (Blazevic, 2019a).

KMO and Bartlett's Test

Kaiser–Meyer–Olkin Measure of Sampling Adequacy.		,877
Bartlett's Test of Sphericity	Approx. Chi–Square	6270,923
	df	1485
	Sig.	,000

    Because it is plausible that the variances of the variables exist out common factors and an unique factor (Blazevic, 2019a), there is chosen to conduct a Common Factor Analysis (or Principal Axis Factoring).

    When considering the communalities after extraction and taking .2 as a cut off (Jacobs & Korzilius, 2017), the "This advertisement does not waste economic resources" (economic situation) and "This advertisement makes people live in a world of fantasy" (materialism) cause problems. Therefore, there was decided to delete these items.

    To determine the number of factors that could be extracted, the eigenvalues (>1), the scree plot and the percentage of variance (in total > .6) were taken into account (Blazevic, 2019b). The following constructs had items that were one dimensional; attitude towards the advertisement, consumer manipulation, product information, social integration, relativeness company and woke strategy, relativeness consumer and woke strategy, and attitude towards the brand. When looking at the loadings of the items on the different factors, there was assumed that these factors were not correlated, and thus the orthogonal rotation (varimax) was used (Blazevic, 2019b). This also means that the rotated factor matrix was interpreted. After making new constructs of hedonism, pleasure, taking a stand of company in injustice, inequality, and prejudice, and taking a stand of advertisement in injustice, inequality, and prejudice, these constructs were also one dimensional. After deleting two items of economic

situation and materialism these constructs were also one dimensional. The different output of the factor analyses per construct are added next.

Attitude towards the advertisement

Communalities

	Extraction
Ik vind deze advertentie leuk.	,731
Mijn mening over Marks and Spencer is positiever na het zien van deze advertentie.	,601
Het is voor mij iets negatiefs als bedrijven dit soort advertenties gebruiken.	,467
Mijn mening over deze advertentie is ongunstig.	,675
Ik denk dat deze advertentie iets goeds is.	,766

Extraction Method: Principal Axis Factoring.

Total Variance Explained

	Extraction Sums of Squared Loadings		
Factor	Total	% of Variance	Cumulative %
1	3,239	64,788	64,788

Extraction Method: Principal Axis Factoring.

Scree Plot

73
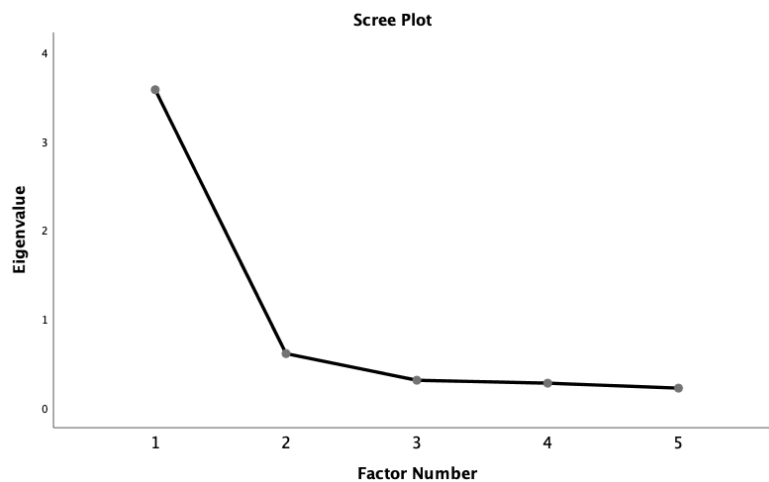
Consumer manipulation

Communalities

	Extraction
Ik heb het gevoel dat ik deze advertentie kan vertrouwen.	,673
Ik denk dat deze advertentie misleidend is.	,450
Na het zien van deze advertentie, zou ik het geadverteerde product sneller kopen, zelfs als ik het niet nodig heb.	,405
Deze advertentie laat een kloppend beeld zien van het geadverteerde product.	,400

Extraction Method: Principal Axis Factoring.

Total Variance Explained

	Extraction Sums of Squared Loadings		
Factor	Total	% of Variance	Cumulative %
1	1,927	48,184	48,184

Extraction Method: Principal Axis Factoring.

Scree Plot
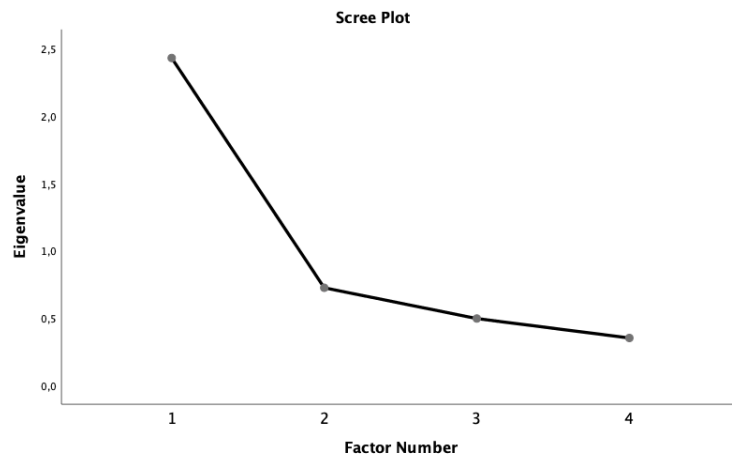
Product information

Communalities

	Extraction
Naar mijn mening bevat deze advertentie veel informatie over het geadverteerde product.	,564
Deze advertentie helpt me om op de hoogte te blijven over producten (vergelijkbaar met het geadverteerde product) beschikbaar op de markt.	,621
Deze advertentie is een waardevolle bron van informatie voor het geadverteerde product.	,720
Deze advertentie is niet informatief.	,431

Extraction Method: Principal Axis Factoring.

Total Variance Explained

	Extraction Sums of Squared Loadings		
Factor	Total	% of Variance	Cumulative %
1	2,337	58,421	58,421

Extraction Method: Principal Axis Factoring.

Scree Plot
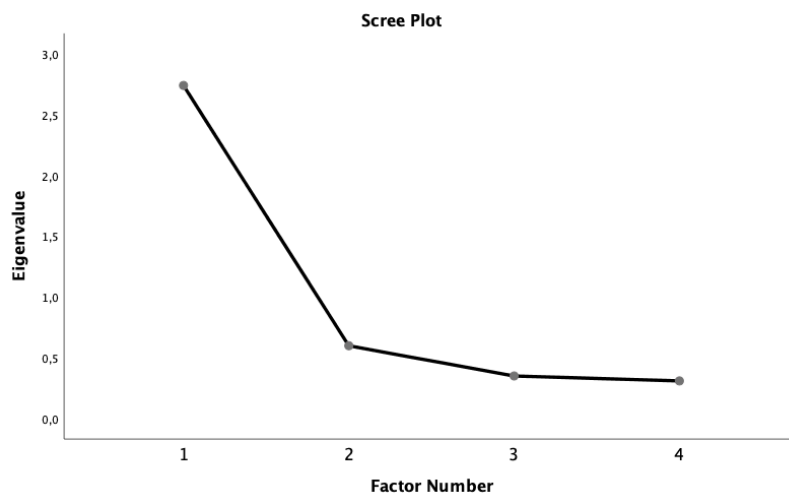
Hedonism or pleasure

Communalities

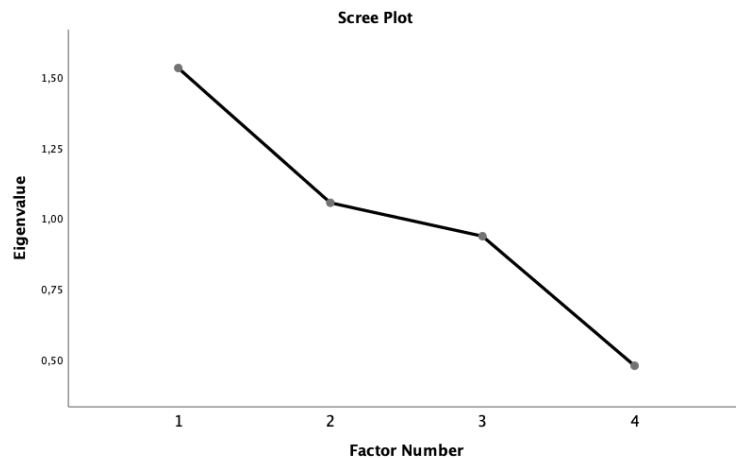|	Extraction
Ik denk dat vermaak belangrijk is in een advertentie.	,409
Deze advertentie brengt me geen plezier door wat ik heb gezien, of gelezen.	,425
Ik vind dat deze advertentie amusant en vermakelijk is.	,949
Ik vind een advertentie leuker als deze positieve emoties bevat, zoals humor.	,332
Ik denk dat deze advertentie grappig is.	,440

Extraction Method: Principal Axis Factoring.

Total Variance Explained

Factor	Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total
1	1,823	36,455	36,455	1,822
2	,732	14,649	51,103	,740

Extraction Method: Principal Axis Factoring.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

Scree Plot
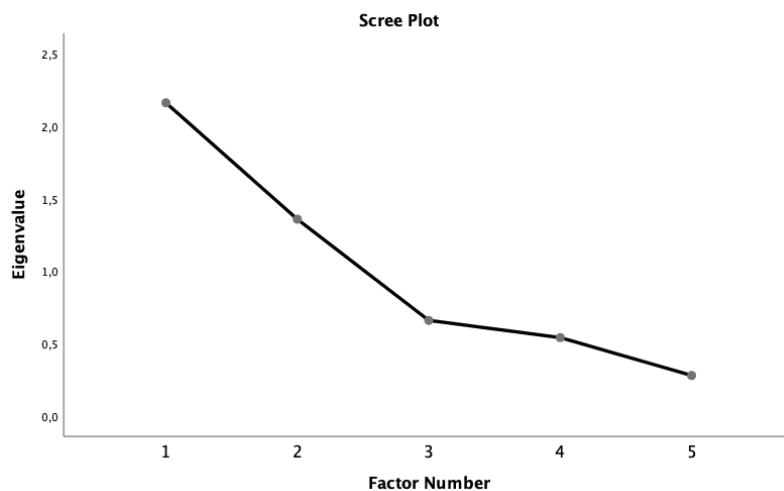
Factor Correlation Matrix

Factor	1	2
1	1,000	–,062
2	–,062	1,000

Extraction Method: Principal Axis Factoring.
Rotation Method: Oblimin with Kaiser Normalization.

Rotated Factor Matrix[a]

	Factor	
	1	2
Ik denk dat vermaak belangrijk is in een advertentie.	,043	,638
Deze advertentie brengt me geen plezier door wat ik heb gezien, of gelezen.	,652	−,023
Ik vind dat deze advertentie amusant en vermakelijk is.	,974	,000
Ik vind een advertentie leuker als deze positieve emoties bevat, zoals humor.	−,077	,571
Ik denk dat deze advertentie grappig is.	,662	−,039

Extraction Method: Principal Axis Factoring.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

The item "I think entertainment is important in an advertisement" and "I like an advertisement more if it contains positive emotions like humor" load only significant on factor 2, and the items "This advertisement does not bring me pleasure because of what I saw, or read", "I think this advertisement is amusing and entertaining", and "I think this advertisement is funny" load the highest on factor 1. Therefore, there was decided to make two constructs of these items. The two items loading significant on factor 2 are corresponding to the construct hedonism and these items measured more in general how respondents think about entertainment. The other items correspond to the construct pleasure, and are about the specific advertisement. The following output shows the new values. In further analysis, the new constructs hedonism and pleasure are used.

(New) construct: hedonism

Communalities

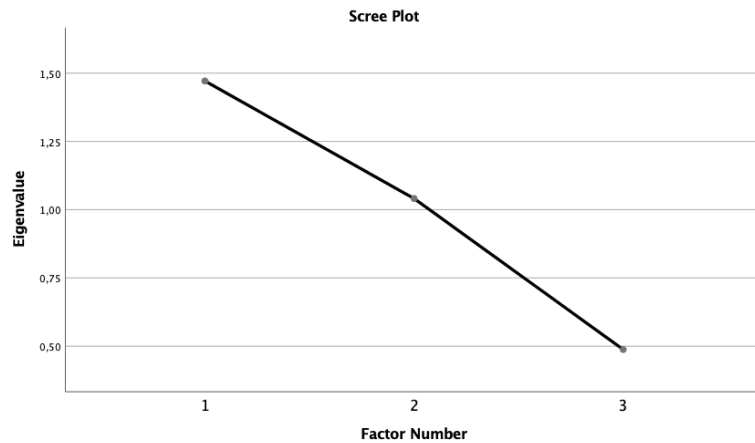|	Extraction
Ik denk dat vermaak belangrijk is in een advertentie.	,361
Ik vind een advertentie leuker als deze positieve emoties bevat, zoals humor.	,361

Extraction Method: Principal Axis Factoring.

Total Variance Explained

Factor	Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	,721	36,063	36,063

Extraction Method: Principal Axis Factoring.

Scree Plot
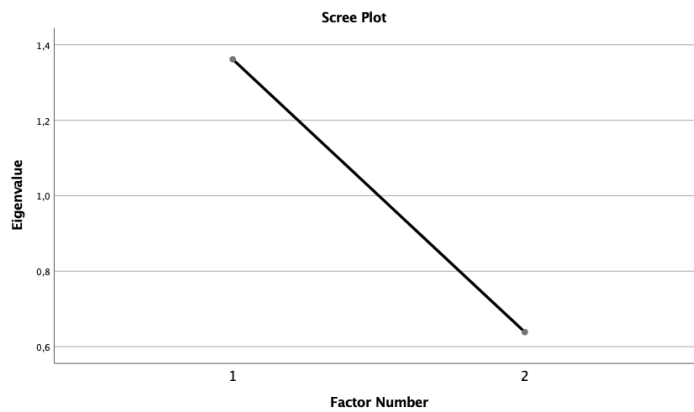
(New) construct: pleasure

Communalities

	Extraction
Deze advertentie brengt me geen plezier door wat ik heb gezien, of gelezen.	,426
Ik vind dat deze advertentie amusant en vermakelijk is.	,931
Ik denk dat deze advertentie grappig is.	,448

Extraction Method: Principal Axis Factoring.

Total Variance Explained

Factor	Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	1,806	60,196	60,196

Extraction Method: Principal Axis Factoring.

Scree Plot
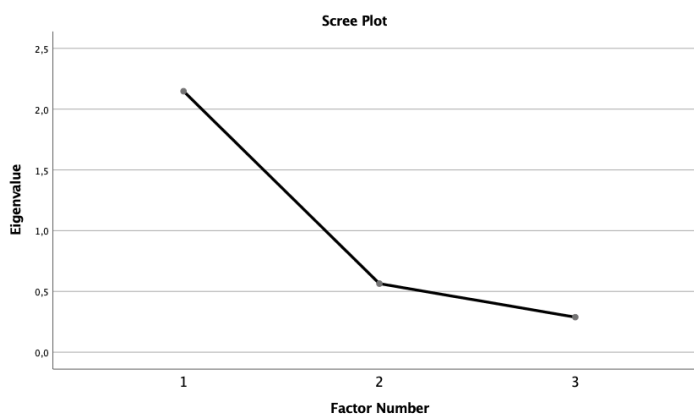
Economic situation

Communalities

	Extraction
Deze advertentie helpt de algehele economie niet.	,319
Deze advertentie resulteert in lagere prijzen voor het geadverteerde product.	,391
Deze advertentie bevordert concurrentie, wat ten goede komt aan de klant.	,784
Deze advertentie gaat niet ten koste van economische middelen. (Voorbeelden van economische middelen zijn arbeid, management, land, kapitaal, financiële middelen en technologie.)	,037

Extraction Method: Principal Axis Factoring.

Total Variance Explained

Factor	Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total
1	1,120	27,991	27,991	,996
2	,412	10,297	38,288	,627

Extraction Method: Principal Axis Factoring.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

Scree Plot

Factor Correlation Matrix

Factor	1	2
1	1,000	,152
2	,152	1,000

Extraction Method: Principal Axis Factoring.
Rotation Method: Oblimin with Kaiser Normalization.

Rotated Factor Matrix[a]

	Factor	
	1	2
Deze advertentie helpt de algehele economie niet.	,558	-,090
Deze advertentie resulteert in lagere prijzen voor het geadverteerde product.	,025	,625
Deze advertentie bevordert concurrentie, wat ten goede komt aan de klant.	,768	,441
Deze advertentie gaat niet ten koste van economische middelen. (Voorbeelden van economische middelen zijn arbeid, management, land, kapitaal, financiële middelen en technologie.)	,191	,027

Extraction Method: Principal Axis Factoring.
 Rotation Method: Varimax with Kaiser Normalization.

 a. Rotation converged in 3 iterations.

When looking at the factor analysis, the item "This advertisement does not waste economic resources", has a low communality, which resulted in deletion of this item. The following output shows the new result of the factor analysis.

Communalities

	Extraction
Deze advertentie helpt de algehele economie niet.	,468
Deze advertentie resulteert in lagere prijzen voor het geadverteerde product.	,374
Deze advertentie bevordert concurrentie, wat ten goede komt aan de klant.	,623

Extraction Method: Principal Axis Factoring.

Total Variance Explained

Factor	Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total
1	1,013	33,779	33,779	,891
2	,451	15,023	48,801	,658

Extraction Method: Principal Axis Factoring.

 a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

Scree Plot

Factor Correlation Matrix

Factor	1	2
1	1,000	,166
2	,166	1,000

Extraction Method: Principal
Axis Factoring.
 Rotation Method: Oblimin
with Kaiser Normalization.

Rotated Factor Matrix[a]

	Factor	
	1	2
Deze advertentie helpt de algehele economie niet.	,681	–,063
Deze advertentie resulteert in lagere prijzen voor het geadverteerde product.	–,004	,611
Deze advertentie bevordert concurrentie, wat ten goede komt aan de klant.	,618	,491

Extraction Method: Principal Axis Factoring.
 Rotation Method: Varimax with Kaiser
Normalization.
 a. Rotation converged in 3 iterations.

Also, the second item "This advertisement results in lower prices for the advertised product" has been deleted, due to the loadings on the factors. The following shows the new output after deleting these items.

Communalities

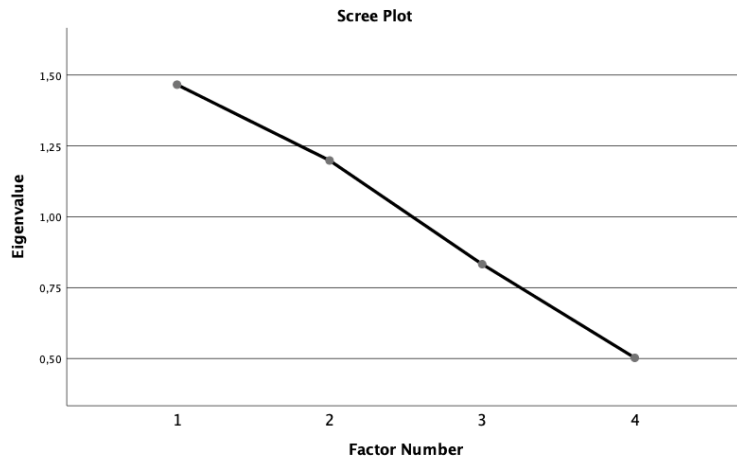|	Extraction
Deze advertentie helpt de algehele economie niet.	,390
Deze advertentie bevordert concurrentie, wat ten goede komt aan de klant.	,390

Extraction Method: Principal Axis Factoring.

Total Variance Explained

	Extraction Sums of Squared Loadings		
Factor	Total	% of Variance	Cumulative %
1	,779	38,954	38,954

Extraction Method: Principal Axis Factoring.

Scree Plot
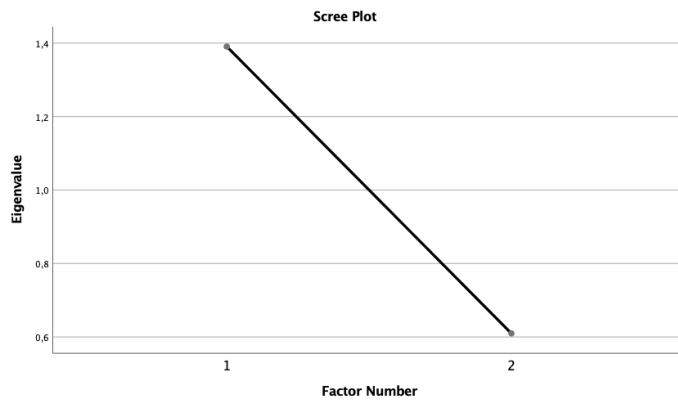
Social integration

Communalities

	Extraction
Deze advertentie vertelt me wat ik moet kopen om indruk te maken op anderen. (Bijvoorbeeld doordat anderen zien dat jij de LGBT sandwich koopt of eet.)	,641
Deze advertentie vertelt me niet wat mensen gebruiken met een vergelijkbare levensstijl als ik.	,252
Deze advertentie helpt me om op de hoogte te blijven van huidige trends.	,394
Deze advertentie helpt me te weten welke producten wel of niet weergeven wat voor soort persoon ik ben.	,416

Extraction Method: Principal Axis Factoring.

Total Variance Explained

	Extraction Sums of Squared Loadings		
Factor	Total	% of Variance	Cumulative %
1	1,703	42,576	42,576

Extraction Method: Principal Axis Factoring.

Scree Plot
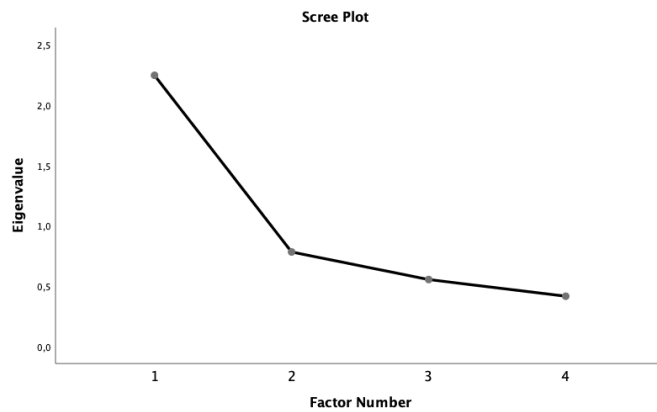
Materialism

Communalities

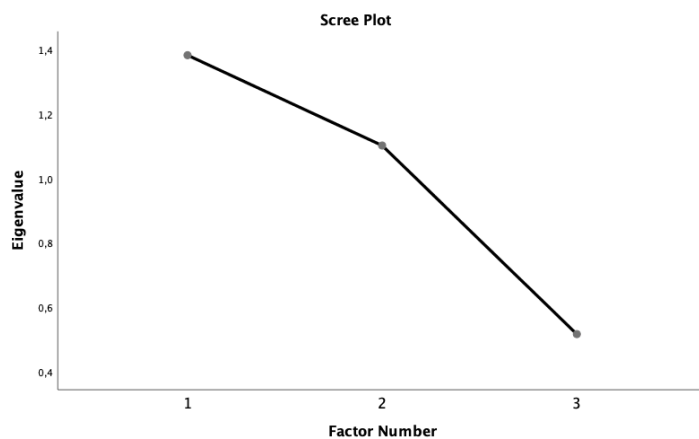|	Extraction
Deze advertentie maakt ons een materialistische maatschappij, te veel geïnteresseerd in kopen en consumeren.	,721
Door deze advertentie koop ik dingen die ik eigenlijk niet nodig heb. (Bijvoorbeeld omdat je de LGBT sandwich koopt zonder dat je het eigenlijk nodig hebt.)	,535
Deze advertentie zorgt er niet voor dat ik geld uitgeef aan het geadverteerde product, gewoon om te pronken. (Bijvoorbeeld doordat anderen zien dat jij de LGBT sandwich koopt of eet.)	,268
Deze advertentie zorgt ervoor dat men in een fantasiewereld leeft.	,087

Extraction Method: Principal Axis Factoring.

Total Variance Explained

Factor	Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total
1	1,042	26,038	26,038	,945
2	,570	14,251	40,289	,680

Extraction Method: Principal Axis Factoring.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

Scree Plot

Factor Correlation Matrix

Factor	1	2
1	1,000	,035
2	,035	1,000

Extraction Method: Principal Axis Factoring.
 Rotation Method: Oblimin with Kaiser Normalization.

Rotated Factor Matrix[a]

	Factor	
	1	2
Deze advertentie maakt ons een materialistische maatschappij, te veel geinteresseerd in kopen en consumeren.	,845	,084
Door deze advertentie koop ik dingen die ik eigenlijk niet nodig heb. (Bijvoorbeeld omdat je de LGBT sandwich koopt zonder dat je het eigenlijk nodig hebt.)	,328	,654
Deze advertentie zorgt er niet voor dat ik geld uitgeef aan het geadverteerde product, gewoon om te pronken. (Bijvoorbeeld doordat anderen zien dat jij de LGBT sandwich koopt of eet.)	−,167	,490
Deze advertentie zorgt ervoor dat men in een fantasiewereld leeft.	,295	−,025

Extraction Method: Principal Axis Factoring.
 Rotation Method: Varimax with Kaiser Normalization.

 a. Rotation converged in 3 iterations.

Item 4 "This advertisement makes people live in a world of fantasy" was deleted, because of a low communality. The adjusted output can be found next.

Communalities

	Extraction
Deze advertentie maakt ons een materialistische maatschappij, te veel geïnteresseerd in kopen en consumeren.	,457
Door deze advertentie koop ik dingen die ik eigenlijk niet nodig heb. (Bijvoorbeeld omdat je de LGBT sandwich koopt zonder dat je het eigenlijk nodig hebt.)	,564
Deze advertentie zorgt er niet voor dat ik geld uitgeef aan het geadverteerde product, gewoon om te pronken. (Bijvoorbeeld doordat anderen zien dat jij de LGBT sandwich koopt of eet.)	,390

Extraction Method: Principal Axis Factoring.

Total Variance Explained

Factor	Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total
1	,894	29,789	29,789	,811
2	,518	17,259	47,048	,631

Extraction Method: Principal Axis Factoring.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

Scree Plot

Factor Correlation Matrix

Factor	1	2
1	1,000	,095
2	,095	1,000

Extraction Method: Principal Axis Factoring.
Rotation Method: Oblimin with Kaiser Normalization.

Rotated Factor Matrix^a

	Factor	
	1	2
Deze advertentie maakt ons een materialistische maatschappij, te veel geïnteresseerd in kopen en consumeren.	,665	–,123
Door deze advertentie koop ik dingen die ik eigenlijk niet nodig heb. (Bijvoorbeeld omdat je de LGBT sandwich koopt zonder dat je het eigenlijk nodig hebt.)	,591	,464
Deze advertentie zorgt er niet voor dat ik geld uitgeef aan het geadverteerde product, gewoon om te pronken. (Bijvoorbeeld doordat anderen zien dat jij de LGBT sandwich koopt of eet.)	–,042	,623

Extraction Method: Principal Axis Factoring.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Next, the item "This advertisement does not make me buy unaffordable products just to show off" was deleted, because of the loadings on the factors. This resulted in the following output.

Communalities

	Extraction
Deze advertentie maakt ons een materialistische maatschappij, te veel geïnteresseerd in kopen en consumeren.	,336
Door deze advertentie koop ik dingen die ik eigenlijk niet nodig heb. (Bijvoorbeeld omdat je de LGBT sandwich koopt zonder dat je het eigenlijk nodig hebt.)	,336

Extraction Method: Principal Axis Factoring.

Total Variance Explained

Factor	Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	,672	33,587	33,587

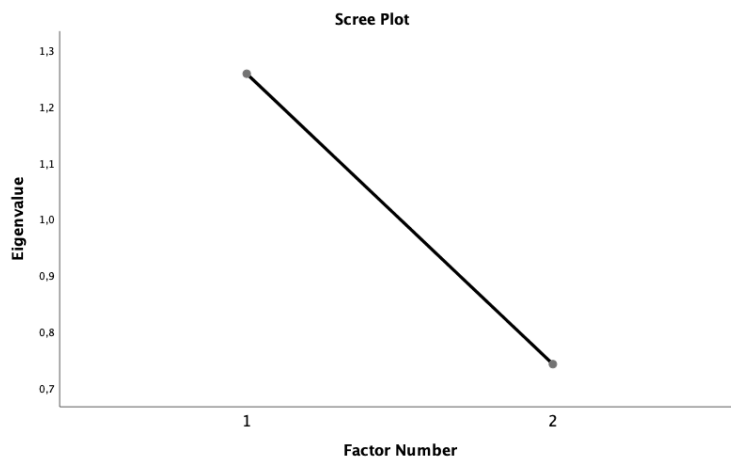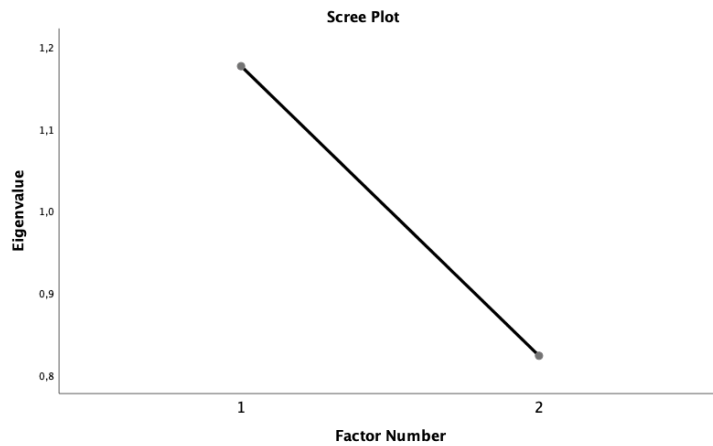Extraction Method: Principal Axis Factoring.
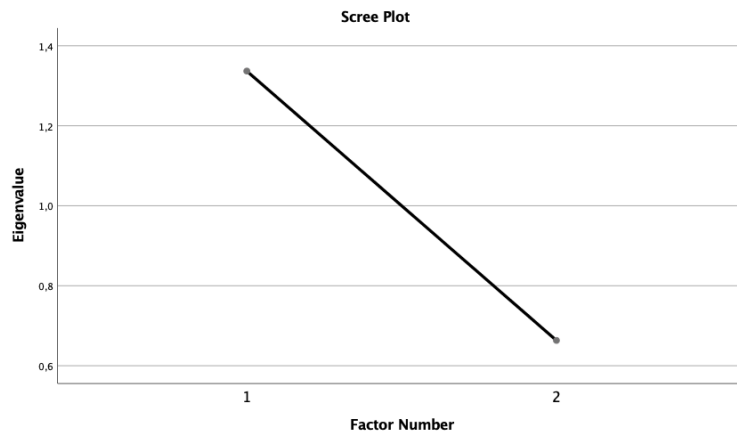
Injustice

Communalities

	Extraction
Deze advertentie neemt een standpunt in over de schending van rechten van mensen.	,894
Deze advertentie neemt een standpunt in over situaties waarin anderen onrecht wordt aangedaan.	,726
Ik denk dat het belangrijk is voor een bedrijf om een standpunt in te nemen over onrechtvaardigheid.	,024

Extraction Method: Principal Axis Factoring.

Total Variance Explained

Factor	Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	1,644	54,806	54,806

Extraction Method: Principal Axis Factoring.
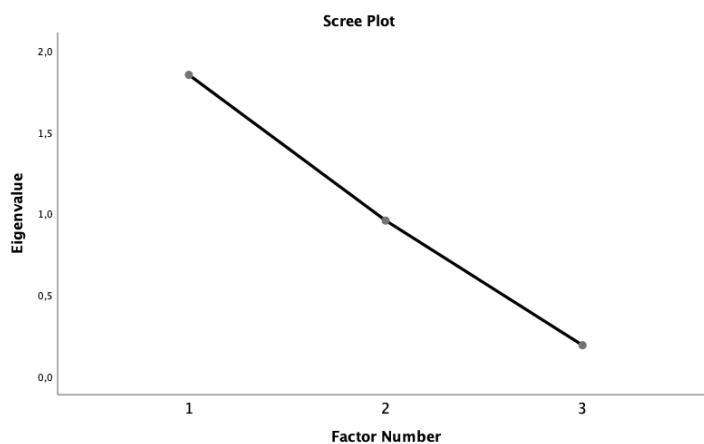
Inequality

Communalities

	Extraction
Naar mijn mening beoogt deze advertentie gelijkheid van mensen te bereiken.	,257
Ik denk dat het belangrijk is voor een bedrijf om een standpunt in te nemen over ongelijkheid.	,257

Extraction Method: Principal Axis Factoring.

Total Variance Explained

Factor	Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	,514	25,694	25,694

Extraction Method: Principal Axis Factoring.

Scree Plot

Prejudice

Communalities

	Extraction
Naar mijn mening verdedigt deze advertentie de rechten van mensen.	,176
Ik denk dat het belangrijk is voor een bedrijf om een standpunt in te nemen over vooroordelen.	,176

Extraction Method: Principal Axis Factoring.

Total Variance Explained

Factor	Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	,351	17,572	17,572

Extraction Method: Principal Axis Factoring.

Scree Plot

Injustice, inequality and prejudice in general

Communalities

	Extraction
Deze advertentie laat zien dat Marks and Spencer geeft om mensen.	,050
Deze advertentie neemt een standpunt in over onrechtvaardigheid, ongelijkheid of vooroordelen, alleen voor commerciële doeleinden.	,050

Extraction Method: Principal Axis Factoring.

Total Variance Explained

Factor	Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	,100	4,988	4,988

Extraction Method: Principal Axis Factoring.

Scree Plot
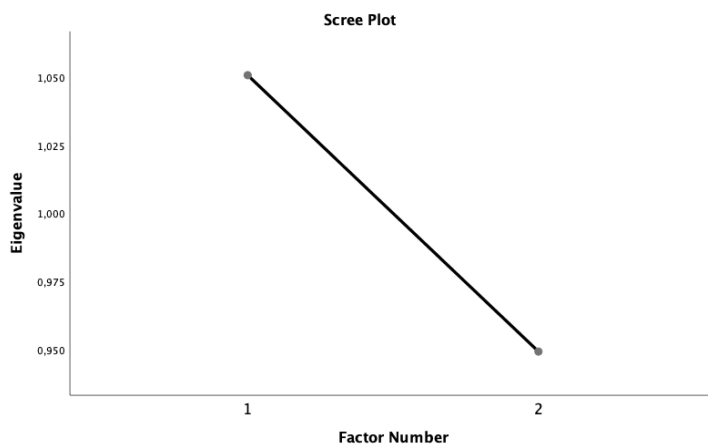
The factor analysis shows a low communality with a couple of items. Looking at the output, there is decided to make one construct of the items belonging to injustice, inequality,

and prejudice specific for taking a stand as a company and one construct specific for taking a stand in advertisements. The following tables show the corresponding results of the analyses after making these two constructs. There could be concluded that now, there were no items that needed to be deleted. In further analyses the new constructs taking a stand of company in injustice, inequality, and prejudice and taking a stand of advertisement in injustice, inequality, and prejudice are used.
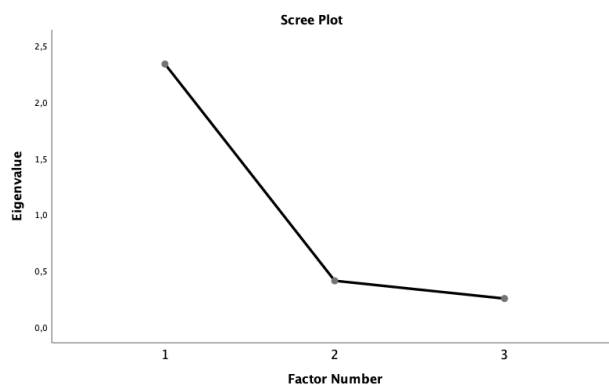
(New) construct: Taking a stand of company in injustice, inequality, and prejudice

Communalities

	Extraction
Ik denk dat het belangrijk is voor een bedrijf om een standpunt in te nemen over onrechtvaardigheid.	,537
Ik denk dat het belangrijk is voor een bedrijf om een standpunt in te nemen over ongelijkheid.	,804
Ik denk dat het belangrijk is voor een bedrijf om een standpunt in te nemen over vooroordelen.	,679

Extraction Method: Principal Axis Factoring.

Total Variance Explained

| Factor	Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	2,021	67,350	67,350

Extraction Method: Principal Axis Factoring.

Scree Plot

90

(New) construct: Taking a stand of advertisement in injustice, inequality, and prejudice

Factor Matrix^a

a. Attempted to extract 2 factors. In iteration 25, the communality of a variable exceeded 1.0. Extraction was terminated.
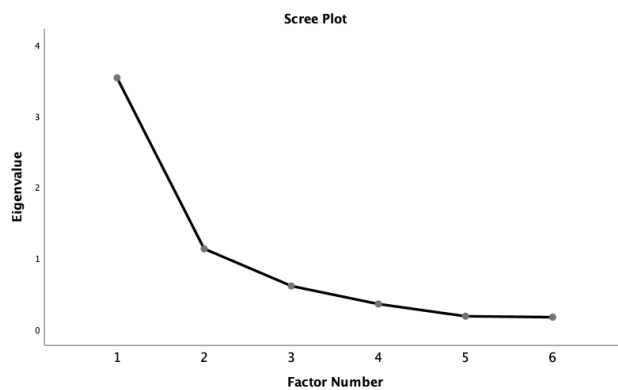
**Scree Plot**

Relativeness company and woke strategy

Communalities

	Extraction
Ik denk dat deze advertentie past bij Marks and Spencer.	,774
Ik denk dat deze advertentie niet in lijn is met de waarden van Marks and Spencer.	,472
Deze advertentie benadrukt aspecten van Marks and Spencer.	,748
De boodschap van deze advertentie is relevant voor Marks and Spencer.	,857
Deze advertentie past bij de producten die Marks and Spencer verkoopt.	,680

Extraction Method: Principal Axis Factoring.

Total Variance Explained

Factor	Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	3,530	70,604	70,604

Extraction Method: Principal Axis Factoring.
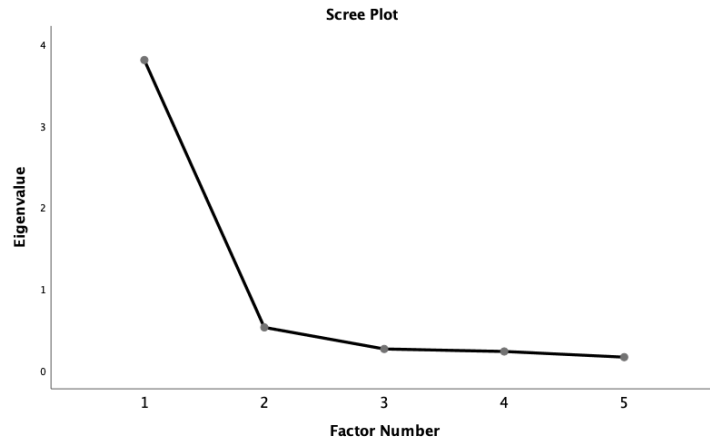
Scree Plot

## Relativeness consumer and woke strategy

Communalities

	Extraction
Deze advertentie past bij waarden die ik zelf heb.	,714
Ik deel niet wat wordt gezegd in deze advertentie.	,502
Ik voel me verbonden met deze advertentie.	,660
De boodschap van deze advertentie is relevant voor mij.	,511
De advertentie benadrukt aspecten over het geadverteerde product die goed voor me zijn om te weten.	,268

Extraction Method: Principal Axis Factoring.

Total Variance Explained

Factor	Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	2,654	53,089	53,089

Extraction Method: Principal Axis Factoring.
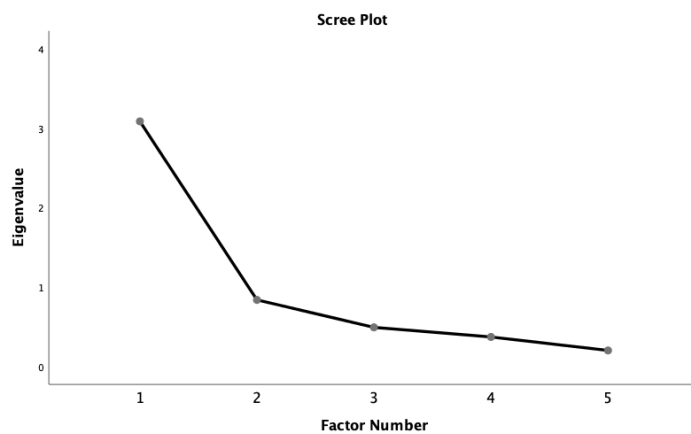
Scree Plot

<u>Attitude towards the brand</u>

Communalities

	Extraction
Mijn mening over Marks and Spencer is positiever na het zien van deze advertentie.	,775
Ik denk dat Marks and Spencer het goed doet door deze uitspraak of actie in hun advertentie te gebruiken.	,707
Ik denk dat het niet aan Marks and Spencer is om zich te mengen in dit soort dingen.	,318
Ik bewonder Marks and Spencer meer na het zien van deze advertentie.	,860
Ik zou graag bij Marks and Spencer willen horen na het zien van deze advertentie.	,568
Ik denk dat het beschamend is bij Marks and Spencer te horen na het zien van deze advertentie.	,318

Extraction Method: Principal Axis Factoring.

Total Variance Explained

	Extraction Sums of Squared Loadings		
Factor	Total	% of Variance	Cumulative %
1	3,546	59,102	59,102

Extraction Method: Principal Axis Factoring.

Scree Plot
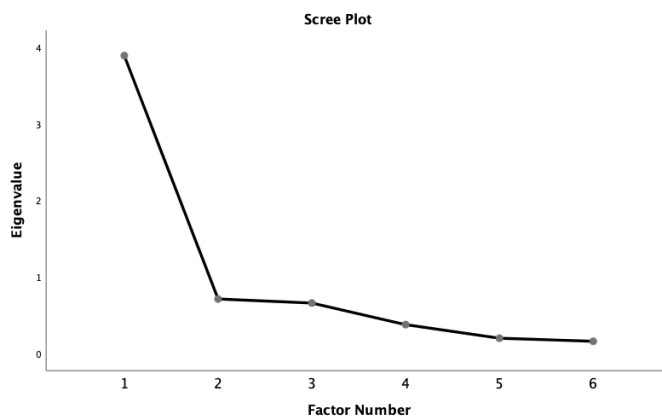
Cronbach's alfa

The following table shows the Cronbach's alfa and percentage explained variance of the different constructs after making the new constructs and deleting the problematic items.

Construct	Number of items	Cronbach's alpha	Percentage explained variance*	Higher Cronbach's alpha after deletion of specific item
Attitude towards the advertisement	5	.900	64.79%	
Consumer manipulation	4	.783	48.18%	
Product information	4	.842	58.42%	
Hedonism	2	.531	36.06%	
Pleasure	3	.801	60.20%	
Economic situation	2	.561	38.95%	
Social integration	4	.738	42.58%	
Materialism	2	.504	33.58%	
Taking a stand of company in injustice, inequality, and prejudice	3	.857	67.35%	
Taking a stand of advertisement in injustice, inequality, and prejudice	5	.893	63.32%	.895
Relativeness between company and woke strategy	5	.921	70.60%	
Relativeness between consumer and woke strategy	5	.842	53.09%	.853
Attitude towards the brand	6	.890	59.10%	.895

Rounded on two decimals

When considering the cut off of .80 as a sufficient Cronbach's alfa, and less than .60 as insufficient (Jacobs & Korzilius, 2017), the constructs hedonism, economic situation, and materialism had an insufficient reliability.

The Cronbach's alfa of the constructs taking a stand of advertisement in injustice, inequality, and prejudice ("This advertisement shows that [company] cares about people"), relativeness between consumer and woke strategy ("This advertisement highlighted aspects about the product that are good for me to know"), and attitude towards the brand ("I think it is not up to [company] to interfere in these kind of things" and "I think it is embarrassing to be seen with [company]") could be higher when deleting one or two of the items belonging to these constructs. Because the increase of the Cronbach's alfa of the constructs taking a stand of advertisement in injustice, inequality, and prejudice, and attitude towards the brand is

almost non-existent, the decision was made to keep the items which could have increased the Cronbach's alfa. Besides, there was chosen to keep the item that could have increased the Cronbach's alfa of relativeness between consumer and woke strategy, because of an already higher then .8 Cronbach's alfa before deleting the item "This advertisement highlighted aspects about the product that are good for me to know".

Appendix 4: Factor analysis on similar constructs

The following factor analysis was conducted on similar constructs, to make sure the constructs were enough differentiating. Also with these factor analyses the eigenvalues, scree plot and percentage of variance were taken into account. Besides, there was made use of orthogonal rotation, because based on theory, there was assumed that the factors were not correlated. The factor analyses shows that the items of one construct were loading on one factor, so that also in the same factor analyses, the items are one dimensional. The item "This advertisement takes a stand in injustice, inequality, or prejudice, only for commercial ends" was deleted, because of a low communality. Also, the items of economic situation and social integration loaded on the same factor, but due to theoretical considerations there was decided to keep the apart. Next, the output of these factor analyses is added.

Factor analysis attitude towards the advertisement and attitude towards the brand

Communalities

	Extraction
Mijn mening over Marks and Spencer is positiever na het zien van deze advertentie.	,757
Ik denk dat Marks and Spencer het goed doet door deze uitspraak of actie in hun advertentie te gebruiken.	,717
Ik denk dat het niet aan Marks and Spencer is om zich te mengen in dit soort dingen.	,322
Ik bewonder Marks and Spencer meer na het zien van deze advertentie.	,930
Ik zou graag bij Marks and Spencer willen horen na het zien van deze advertentie.	,598
Ik denk dat het beschamend is bij Marks and Spencer te horen na het zien van deze advertentie.	,310
Ik vind deze advertentie leuk.	,712
Mijn mening over Marks and Spencer is positiever na het zien van deze advertentie.	,621
Het is voor mij iets negatiefs als bedrijven dit soort advertenties gebruiken.	,503
Mijn mening over deze advertentie is ongunstig.	,695

|	,748
Ik denk dat deze advertentie iets goeds is.	

Extraction Method: Principal Axis Factoring.

Total Variance Explained

Factor	Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6,123	55,666	55,666	3,563	32,391	32,391
2	,790	7,182	62,848	3,350	30,457	62,848

Extraction Method: Principal Axis Factoring.

Scree Plot
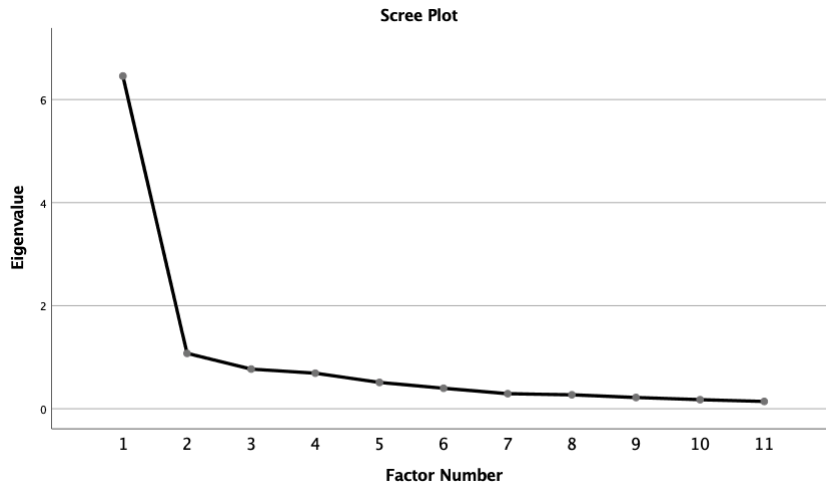
Rotated Factor Matrix[a]

	Factor	
	1	2
Mijn mening over Marks and Spencer is positiever na het zien van deze advertentie.	,795	,355
Ik denk dat Marks and Spencer het goed doet door deze uitspraak of actie in hun advertentie te gebruiken.	,690	,491
Ik denk dat het niet aan Marks and Spencer is om zich te mengen in dit soort dingen.	,469	,319
Ik bewonder Marks and Spencer meer na het zien van deze advertentie.	,934	,240
Ik zou graag bij Marks and Spencer willen horen na het zien van deze advertentie.	,689	,350
Ik denk dat het beschamend is bij Marks and Spencer te horen na het zien van deze advertentie.	,451	,326
Ik vind deze advertentie leuk.	,391	,748
Mijn mening over Marks and Spencer is positiever na het zien van deze advertentie.	,491	,617
Het is voor mij iets negatiefs als bedrijven dit soort advertenties gebruiken.	,267	,657
Mijn mening over deze advertentie is ongunstig.	,275	,787

Ik denk dat deze advertentie iets goeds is.	,379	,777

Extraction Method: Principal Axis Factoring.
 Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Factor analysis features for advertisements in general

Communalities

	Extraction
Ik heb het gevoel dat ik deze advertentie kan vertrouwen.	,753
Ik denk dat deze advertentie misleidend is.	,590
Na het zien van deze advertentie, zou ik het geadverteerde product sneller kopen, zelfs als ik het niet nodig heb.	,558
Deze advertentie laat een kloppend beeld zien van het geadverteerde product.	,433
Naar mijn mening bevat deze advertentie veel informatie over het geadverteerde product.	,688
Deze advertentie helpt me om op de hoogte te blijven over producten (vergelijkbaar met het geadverteerde product) beschikbaar op de markt.	,630
Deze advertentie is een waardevolle bron van informatie voor het geadverteerde product.	,744
Deze advertentie is niet informatief.	,438
Ik denk dat vermaak belangrijk is in een advertentie.	,345
Deze advertentie brengt me geen plezier door wat ik heb gezien, of gelezen.	,518

Ik vind dat deze advertentie amusant en vermakelijk is.	,818
Ik vind een advertentie leuker als deze positieve emoties bevat, zoals humor.	,558
Ik denk dat deze advertentie grappig is.	,535
Deze advertentie helpt de algehele economie niet.	,317
Deze advertentie bevordert concurrentie, wat ten goede komt aan de klant.	,209
Deze advertentie vertelt me wat ik moet kopen om indruk te maken op anderen. (Bijvoorbeeld doordat anderen zien dat jij de LGBT sandwich koopt of eet.)	,685
Deze advertentie vertelt me niet wat mensen gebruiken met een vergelijkbare levensstijl als ik.	,328
Deze advertentie helpt me om op de hoogte te blijven van huidige trends.	,448
Deze advertentie helpt me te weten welke producten wel of niet weergeven wat voor soort persoon ik ben.	,474
Deze advertentie maakt ons een materialistische maatschappij, te veel geïnteresseerd in kopen en consumeren.	,659
Door deze advertentie koop ik dingen die ik eigenlijk niet nodig heb. (Bijvoorbeeld omdat je de LGBT sandwich koopt zonder dat je het eigenlijk nodig hebt.)	,543

Extraction Method: Principal Axis Factoring.

Total Variance Explained

	Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Factor	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6,332	30,153	30,153	2,605	12,407	12,407
2	1,380	6,571	36,724	2,462	11,724	24,130
3	1,151	5,480	42,204	2,243	10,680	34,810
4	,962	4,580	46,784	2,004	9,545	44,355
5	,760	3,621	50,405	1,017	4,843	49,199
6	,685	3,261	53,666	,938	4,468	53,666

Extraction Method: Principal Axis Factoring.

Rotated Factor Matrix[a]

	Factor					
	1	2	3	4	5	6
Ik heb het gevoel dat ik deze advertentie kan vertrouwen.	,110	,142	,257	,809	–,003	–,028
Ik denk dat deze advertentie misleidend is.	,142	–,001	,054	,743	–,092	,079
Na het zien van deze advertentie, zou ik het geadverteerde product sneller kopen, zelfs als ik het niet nodig heb.	,269	,329	,392	,437	,107	,142
Deze advertentie laat een kloppend beeld zien van het geadverteerde product.	,289	,219	,289	,422	–,039	,197
Naar mijn mening bevat deze advertentie veel informatie over het geadverteerde product.	,730	,085	,143	,187	,280	,120
Deze advertentie helpt me om op de hoogte te blijven over producten (vergelijkbaar met het geadverteerde product) beschikbaar op de markt.	,689	,285	,169	,143	,156	,018
Deze advertentie is een waardevolle bron van informatie voor het geadverteerde product.	,748	,306	,252	,161	–,026	,035
Deze advertentie is niet informatief.	,562	,236	,229	,094	–,022	–,065
Ik denk dat vermaak belangrijk is in een advertentie.	–,026	,092	–,017	,190	,150	,527
Deze advertentie brengt me geen plezier door wat ik heb gezien, of gelezen.	,144	,227	,617	,241	–,048	–,068
Ik vind dat deze advertentie amusant en vermakelijk is.	,199	,187	,846	,150	,069	–,022
Ik vind een advertentie leuker als deze positieve emoties bevat, zoals humor.	,074	–,121	–,035	–,066	–,126	,719
Ik denk dat deze advertentie grappig is.	,341	,102	,616	,104	,133	–,020
Deze advertentie helpt de algehele economie niet.	,197	,456	,261	,032	–,010	–,018
Deze advertentie bevordert concurrentie, wat ten goede komt aan de klant.	,241	,268	,233	,045	,152	,008
Deze advertentie vertelt me wat ik moet kopen om indruk te maken op anderen. (Bijvoorbeeld doordat anderen zien dat jij de LGBT sandwich koopt of eet.)	,077	,710	,328	,206	,157	,023
Deze advertentie vertelt me niet wat mensen gebruiken met een vergelijkbare levensstijl als ik.	,235	,478	,117	–,046	–,092	–,141
Deze advertentie helpt me om op de hoogte te blijven van huidige trends.	,175	,612	,066	,012	,119	,156
Deze advertentie helpt me te weten welke producten wel of niet weergeven wat voor soort persoon ik ben.	,136	,639	,019	,204	–,035	–,066

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Deze advertentie maakt ons een materialistische maatschappij, te veel geïnteresseerd in kopen en consumeren.	,149	,012	,056	–,134	,784	,005
Door deze advertentie koop ik dingen die ik eigenlijk niet nodig heb. (Bijvoorbeeld omdat je de LGBT sandwich koopt zonder dat je het eigenlijk nodig hebt.)	,349	,365	,208	,316	,377	,057

Extraction Method: Principal Axis Factoring.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

The items per (new) construct load the highest on the same factor. Only, the items of economic situation and social integration load the highest on the same factor. Theoretically, economic situation and social integration do not measure the same thing. Therefore, there is chosen to keep these constructs separate. The item "This advertisement promotes competition, which benefits the customer" of the construct economic situation does not load significant on any of the factors, but loads the highest on the same factor as social integration. Because of the decision to keep economic situation and social integration separate and the outcome of the factor analysis per construct, there was chosen to still keep this item.

Factor analysis features specific for woke strategies

Communalities

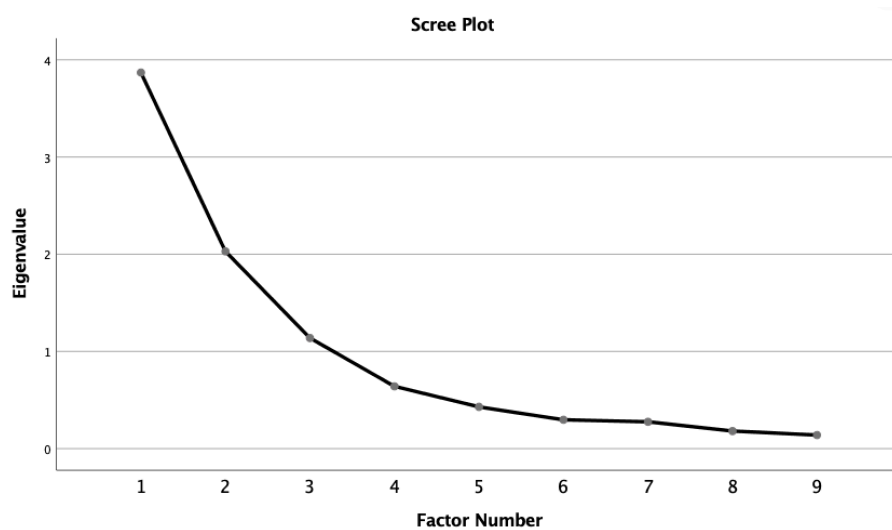|	Extraction
Deze advertentie neemt een standpunt in over de schending van rechten van mensen.	,993
Deze advertentie neemt een standpunt in over situaties waarin anderen onrecht wordt aangedaan.	,707
Ik denk dat het belangrijk is voor een bedrijf om een standpunt in te nemen over onrechtvaardigheid.	,520
Naar mijn mening beoogt deze advertentie gelijkheid van mensen te bereiken.	,814
Ik denk dat het belangrijk is voor een bedrijf om een standpunt in te nemen over ongelijkheid.	,816
Naar mijn mening verdedigt deze advertentie de rechten van mensen.	,802
Ik denk dat het belangrijk is voor een bedrijf om een standpunt in te nemen over vooroordelen.	,697

Deze advertentie laat zien dat Marks and Spencer geeft om mensen.	,551
Deze advertentie neemt een standpunt in over onrechtvaardigheid, ongelijkheid of vooroordelen, alleen voor commerciële doeleinden.	,133

Extraction Method: Principal Axis Factoring.

Total Variance Explained

Factor	Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,636	40,396	40,396	2,825	31,387	31,387
2	1,737	19,299	59,695	2,033	22,591	53,978
3	,661	7,340	67,035	1,175	13,057	67,035

Extraction Method: Principal Axis Factoring.

Scree Plot

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Rotated Factor Matrix^a

	Factor		
	1	2	3
Deze advertentie neemt een standpunt in over de schending van rechten van mensen.	,542	,038	,835
Deze advertentie neemt een standpunt in over situaties waarin anderen onrecht wordt aangedaan.	,654	−,002	,529
Ik denk dat het belangrijk is voor een bedrijf om een standpunt in te nemen over onrechtvaardigheid.	,059	,713	,091
Naar mijn mening beoogt deze advertentie gelijkheid van mensen te bereiken.	,882	,170	,082
Ik denk dat het belangrijk is voor een bedrijf om een standpunt in te nemen over ongelijkheid.	,131	,884	,132
Naar mijn mening verdedigt deze advertentie de rechten van mensen.	,868	,087	,201
Ik denk dat het belangrijk is voor een bedrijf om een standpunt in te nemen over vooroordelen.	,136	,822	,042
Deze advertentie laat zien dat Marks and Spencer geeft om mensen.	,729	,141	−,015
Deze advertentie neemt een standpunt in over onrechtvaardigheid, ongelijkheid of vooroordelen, alleen voor commerciële doeleinden.	−,021	,094	,352

Extraction Method: Principal Axis Factoring.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 5 iterations.

The communality of the item "This advertisement takes a stand in injustice, inequality, or prejudice, only for commercial ends" is lower than .2. Because of this, the item is deleted. Next, the new output of the factor analysis will be showed.
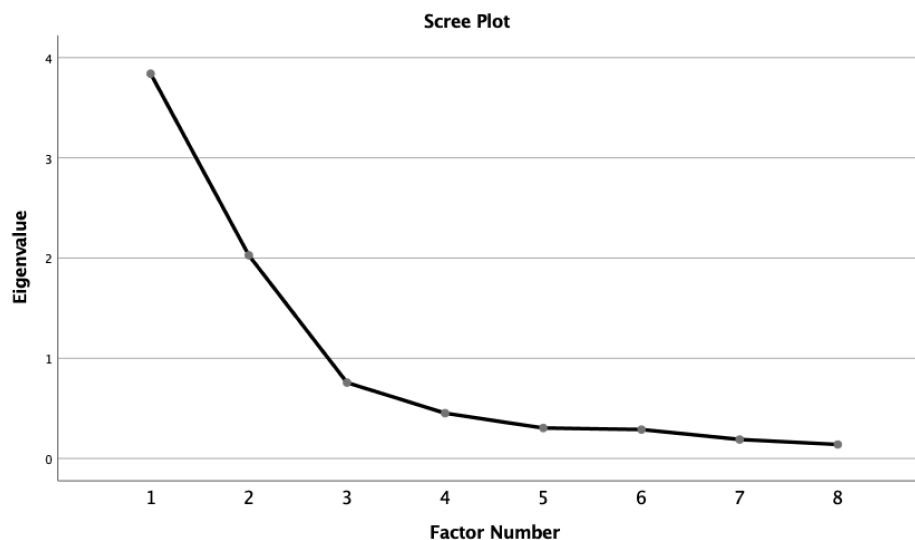
Communalities

	Extraction
Deze advertentie neemt een standpunt in over de schending van rechten van mensen.	,561
Deze advertentie neemt een standpunt in over situaties waarin anderen onrecht wordt aangedaan.	,670
Ik denk dat het belangrijk is voor een bedrijf om een standpunt in te nemen over onrechtvaardigheid.	,530
Naar mijn mening beoogt deze advertentie gelijkheid van mensen te bereiken.	,717
Ik denk dat het belangrijk is voor een bedrijf om een standpunt in te nemen over ongelijkheid.	,792
Naar mijn mening verdedigt deze advertentie de rechten van mensen.	,797
Ik denk dat het belangrijk is voor een bedrijf om een standpunt in te nemen over vooroordelen.	,698
Deze advertentie laat zien dat Marks and Spencer geeft om mensen.	,443

Extraction Method: Principal Axis Factoring.

Total Variance Explained

	Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Factor	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,503	43,789	43,789	3,153	39,411	39,411
2	1,706	21,323	65,112	2,056	25,702	65,112

Extraction Method: Principal Axis Factoring.

Scree Plot

Rotated Factor Matrix[a]

	Factor	
	1	2
Deze advertentie neemt een standpunt in over de schending van rechten van mensen.	,745	,082
Deze advertentie neemt een standpunt in over situaties waarin anderen onrecht wordt aangedaan.	,818	,024
Ik denk dat het belangrijk is voor een bedrijf om een standpunt in te nemen over onrechtvaardigheid.	,072	,725
Naar mijn mening beoogt deze advertentie gelijkheid van mensen te bereiken.	,825	,189
Ik denk dat het belangrijk is voor een bedrijf om een standpunt in te nemen over ongelijkheid.	,151	,877
Naar mijn mening verdedigt deze advertentie de rechten van mensen.	,887	,104
Ik denk dat het belangrijk is voor een bedrijf om een standpunt in te nemen over vooroordelen.	,118	,827
Deze advertentie laat zien dat Marks and Spencer geeft om mensen.	,647	,155

Extraction Method: Principal Axis Factoring.
 Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.
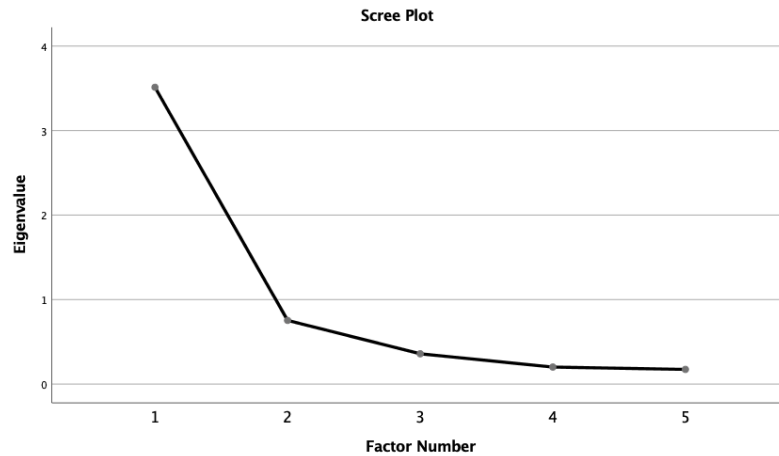
Communalities

	Extraction
Deze advertentie neemt een standpunt in over de schending van rechten van mensen.	,556
Deze advertentie neemt een standpunt in over situaties waarin anderen onrecht wordt aangedaan.	,656
Naar mijn mening beoogt deze advertentie gelijkheid van mensen te bereiken.	,712
Naar mijn mening verdedigt deze advertentie de rechten van mensen.	,801
Deze advertentie laat zien dat Marks and Spencer geeft om mensen.	,441

Extraction Method: Principal Axis Factoring.

Total Variance Explained

	Extraction Sums of Squared Loadings		
Factor	Total	% of Variance	Cumulative %
1	3,166	63,318	63,318

Extraction Method: Principal Axis Factoring.
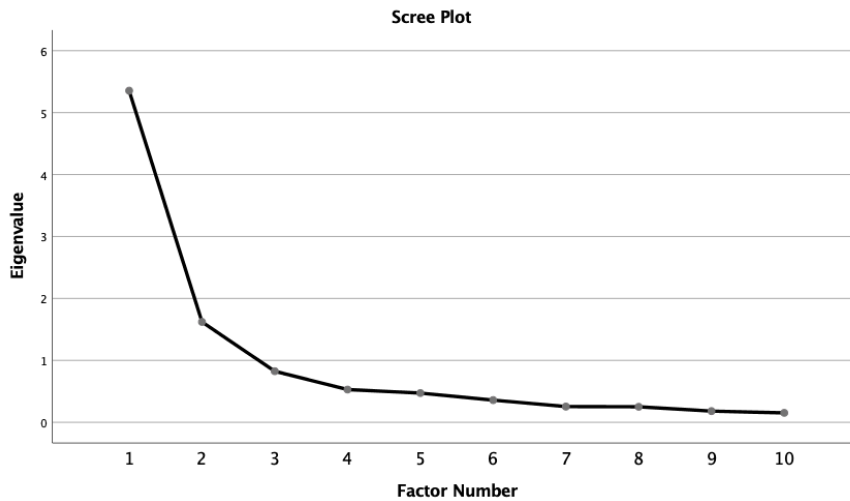
Scree Plot

Factor analysis relativeness

Communalities

	Extraction
Ik denk dat deze advertentie past bij Marks and Spencer.	,758
Ik denk dat deze advertentie niet in lijn is met de waarden van Marks and Spencer.	,481
Deze advertentie benadrukt aspecten van Marks and Spencer.	,747
De boodschap van deze advertentie is relevant voor Marks and Spencer.	,852
Deze advertentie past bij de producten die Marks and Spencer verkoopt.	,721
Deze advertentie past bij waarden die ik zelf heb.	,770
Ik deel niet wat wordt gezegd in deze advertentie.	,546
Ik voel me verbonden met deze advertentie.	,658
De boodschap van deze advertentie is relevant voor mij.	,477
De advertentie benadrukt aspecten over het geadverteerde product die goed voor me zijn om te weten.	,302

Extraction Method: Principal Axis Factoring.

Total Variance Explained

Factor	Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5,022	50,215	50,215	3,601	36,010	36,010
2	1,289	12,893	63,108	2,710	27,097	63,108

Extraction Method: Principal Axis Factoring.

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Scree Plot

Rotated Factor Matrix[a]

	Factor	
	1	2
Ik denk dat deze advertentie past bij Marks and Spencer.	,822	,287
Ik denk dat deze advertentie niet in lijn is met de waarden van Marks and Spencer.	,623	,306
Deze advertentie benadrukt aspecten van Marks and Spencer.	,824	,259
De boodschap van deze advertentie is relevant voor Marks and Spencer.	,879	,280
Deze advertentie past bij de producten die Marks and Spencer verkoopt.	,840	,122
Deze advertentie past bij waarden die ik zelf heb.	,170	,861
Ik deel niet wat wordt gezegd in deze advertentie.	,173	,718
Ik voel me verbonden met deze advertentie.	,389	,712
De boodschap van deze advertentie is relevant voor mij.	,191	,664
De advertentie benadrukt aspecten over het geadverteerde product die goed voor me zijn om te weten.	,363	,412

Extraction Method: Principal Axis Factoring.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Descriptive Statistics

	N	Mean	Std. Deviation
Consumer manipulation	160	3,6047	1,14495
Product information	160	2,8661	1,23204
Hedonism	160	5,3094	,91952
Pleasure	160	3,3917	1,28179
Economic situation	160	3,7469	1,07282
Social integration	160	3,4437	1,14648
Taking a stand as company in injustice, inequality, and prejudice	160	5,0000	1,17984
Taking a stand as advertisement in injustice, inequality, and prejudice	160	4,0213	1,42124
Relativeness company and woke strategy	160	4,1800	1,26654
Relativeness consumer and woke strategy	160	3,8325	1,23795
Attitude towards the brand	160	3,9521	1,16680
Attitude towards the advertisement	160	4,2525	1,26560
Materialism	160	3,2719	1,22326
Valid N (listwise)	160		

Correlations

		Attitude towards the advertisement	Consumer manipulation	Product information	Hedonism	Pleasure	Economic situation	Social integration	Materialism	Taking a stand as company in injustice, inequality, and prejudice	Taking a stand as advertisement in injustice, inequality, and prejudice	Relativeness company and woke strategy	Relativeness consumer and woke strategy	Attitude towards the brand
Attitude towards the advertisement	Pearson Correlation	1	,725**	,325**	,086	,561**	,286**	,292**	,175*	,227**	,506**	,620**	,656**	,727**
	Sig. (2-tailed)		,000	,000	,280	,000	,000	,000	,027	,004	,000	,000	,000	,000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160
Consumer manipulation	Pearson Correlation	,725**	1	,491**	,135	,523**	,273**	,398**	,263**	,104	,349**	,614**	,565**	,619**
	Sig. (2-tailed)	,000		,000	,089	,000	,000	,000	,001	,189	,000	,000	,000	,000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160
Product information	Pearson Correlation	,325**	,491**	1	,057	,510**	,423**	,455**	,447**	,021	,143	,271**	,365**	,362**
	Sig. (2-tailed)	,000	,000		,477	,000	,000	,000	,000	,796	,071	,001	,000	,000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160
Hedonism	Pearson Correlation	,086	,135	,057	1	-,037	,007	-,021	,055	,106	,110	,093	,093	,066
	Sig. (2-tailed)	,280	,089	,477		,645	,934	,788	,492	,181	,166	,240	,243	,406
	N	160	160	160	160	160	160	160	160	160	160	160	160	160
Pleasure	Pearson Correlation	,561**	,523**	,510**	-,037	1	,415**	,399**	,333**	,148	,203*	,395**	,431**	,550**
	Sig. (2-tailed)	,000	,000	,000	,645		,000	,000	,000	,061	,010	,000	,000	,000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160
Economic situation	Pearson Correlation	,286**	,273**	,423**	,007	,415**	1	,434**	,283**	,194*	,301**	,193*	,360**	,373**
	Sig. (2-tailed)	,000	,000	,000	,934	,000		,000	,000	,014	,000	,014	,000	,000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160
Social integration	Pearson Correlation	,292**	,398**	,455**	-,021	,399**	,434**	1	,339**	,144	,411**	,198*	,403**	,389**
	Sig. (2-tailed)	,000	,000	,000	,788	,000	,000		,000	,070	,000	,012	,000	,000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160
Materialism	Pearson Correlation	,175*	,263**	,447**	,055	,333**	,283**	,339**	1	,057	,045	,172*	,151	,156*
	Sig. (2-tailed)	,027	,001	,000	,492	,000	,000	,000		,471	,568	,030	,056	,048
	N	160	160	160	160	160	160	160	160	160	160	160	160	160
Taking a stand as company in injustice, inequality, and prejudice	Pearson Correlation	,227**	,104	,021	,106	,148	,194*	,144	,057	1	,243**	,300**	,266**	,389**
	Sig. (2-tailed)	,004	,189	,796	,181	,061	,014	,070	,471		,002	,000	,001	,000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160
Taking a stand as advertisement in injustice, inequality, and prejudice	Pearson Correlation	,506**	,349**	,143	,110	,203*	,301**	,411**	,045	,243**	1	,370**	,705**	,597**
	Sig. (2-tailed)	,000	,000	,071	,166	,010	,000	,000	,568	,002		,000	,000	,000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160
Relativeness company and woke strategy	Pearson Correlation	,620**	,614**	,271**	,093	,395**	,193*	,198*	,172*	,300**	,370**	1	,543**	,696**
	Sig. (2-tailed)	,000	,000	,001	,240	,000	,014	,012	,030	,000	,000		,000	,000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160
Relativeness consumer and woke strategy	Pearson Correlation	,656**	,565**	,365**	,093	,431**	,360**	,403**	,151	,266**	,705**	,543**	1	,799**
	Sig. (2-tailed)	,000	,000	,000	,243	,000	,000	,000	,056	,001	,000	,000		,000
	N	160	160	160	160	160	160	160	160	160	160	160	160	160
Attitude towards the brand	Pearson Correlation	,727**	,619**	,362**	,066	,550**	,373**	,389**	,156*	,389**	,597**	,696**	,799**	1
	Sig. (2-tailed)	,000	,000	,000	,406	,000	,000	,000	,048	,000	,000	,000	,000	
	N	160	160	160	160	160	160	160	160	160	160	160	160	160

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Appendix 6: Analysis

This appendix includes the results of the different PROCESS analyses. First, the outcomes are summarized based on the output from PROCESS specified to the kind of analysis. The tables are classified according to their effect size and significance (the construct with the highest effect size is showed first).

General PROCESS analysis

Outcomes analysis and hypotheses

Construct / Control variable	Effect construct / control variable on attitude towards the advertisement	Hypothesis
Consumer manipulation	b = .4755, t(145) = 6.10, p = .0000**	Not rejected
Pleasure	b = .2570, t(145) = 4.22, p = .0000**	Not rejected
Gender	b = .2547, t(145) = -.24, p = .0484*	
Taking a stand as advertisement in injustice, inequality, and prejudice	b = .1668, t(145) = 2.66, p = .0086*	Not rejected
Relativeness between consumer and woke strategy	b = .1644, t(145) = 2.05, p = .0422*	Not rejected
Social integration	b = -.1373, t(145) = -2.02, p = .0454 (coefficient not significant different from zero)	Rejected
Relativeness between company and woke strategy	b = .1240, t(145) = 1.87, p = .0630	Rejected
Product information	b = -.0886, t(145) = -1.35, p = .1778	Rejected
Taking a stand as company in injustice, inequality, and prejudice	b = .0419, t(145) = .78, p = .4388	Rejected
Materialism	b = -.0137, t(145) = -.24, p = .8075	Rejected
Educational level	b = .0092, t(145) = .92, p = .9186	
Hedonism	b = .0030, t(145) = 4.22, p = .9646	Rejected
Age	b = -.0018, t(145) = -.50, p = .6203	
Economic situation	b = .0013, t(145) = .02, p = .9847	Rejected

n = 160

* *p*<.01, ** *p*<.05

t was rounded on two decimals

With significant regressions, the coefficient was significant different from zero unless otherwise indicated

Adjusted R^2 = .6995, F(14,145) = 24.1125, p < .0000

Outcomes analysis and mediation

Construct / Control variable	Effect construct on attitude towards the brand	Indirect effect	Mediation

Attitude towards the advertisement	b = .1307, t(145) = 2.08, p = .0391*		
Relativeness between consumer and woke strategy	b = .3690, t(145) = 6.00, p = .0000**	E = .0215 (BootLLCI = -.0023, BootULCI = .0543)	No significant mediation
Relativeness between company and woke strategy	b = .2610, t(145) = 5.16, p = .0000**	E = .0162 (BootLLCI = -.0047, BootULCI = .0464)	No significant mediation
Pleasure	b = .1361, t(145) = 2.79, p = .0059**	E = .0336* (BootLLCI = .0015, BootULCI = .0775)	Significant partial mediation
Taking a stand as company in injustice, inequality, and prejudice	b = .1353, t(145) = 3.31, p = .0012**	E = .0055 (BootLLCI = -.0083, BootULCI = .0226)	No significant mediation
Materialism	b = -.0566, t(145) = -1.11, p = .1851	E = -.0018 (BootLLCI = -.0236, BootULCI = .0169)	No significant mediation
Educational level	b = -.0480, t(145) = -.71, p = .4789		
Taking a stand as advertisement in injustice, inequality, and prejudice	b = .0441, t(145) = .91, p = .3643	E = .0218 (BootLLCI = -.0012, BootULCI = .0514)	No significant mediation
Hedonism	b = -.0386, t(145) = -.7653, p = .4454	E = .0004 (BootLLCI = -.0214, BootULCI = .0217)	No significant mediation
Economic situation	b = .0252, t(145) = .51, p = .6133	E = .0002 (BootLLCI = -.0204, BootULCI = .0164)	No significant mediation
Social integration	b = .0208, t(145) = .40, p = .6899	E = -.0179 (BootLLCI = -.0500, BootULCI = .0016)	No significant mediation
Consumer manipulation	b = .0171, t(145) = .10, p = .9235	E = .0621* (BootLLCI = .0008, BootULCI = .1204)	Significant full mediation
Gender	b = .0114, t(145) = .12, p = .9077		
Product information	b = .0071, t(145) = .14, p = .8865	E = -.0116 (BootLLCI = -.0339, BootULCI = .0038)	No significant mediation
Age	b = -.0039, t(145) = -1.41, p = 1612		

n = 160

* *p*<.01, ** *p*<.05

t was rounded on two decimals

With significant regressions, the coefficient was significant different from zero unless indicated otherwise

Adjusted R^2 = .7995, F(15,145) = 38.2833, p<.0000

PROCESS analysis LGBT(Q) movement

Outcomes analysis and hypotheses

Construct / Control variable	Effect construct / control variable on attitude towards the advertisement	Hypothesis
Consumer manipulation	b = .6176, t(34) = 3.42, p = .0016**	Not rejected
Hedonism	b = .2969, t(34) = 1.96, p = .0588	Rejected
Gender	b = .2101, t(34) = .77, p = .4453	
Social integration	b = -.1761, t(34) = -.1.40, p = .1717	Rejected
Pleasure	b = .1491, t(34) = 1.16, p = .2532	Rejected
Product information	b = .1145, t(34) = .76, p = .4512	Rejected
Educational level	b = -.1017, t(34) = -.59, p = .5590	
Taking a stand as company in injustice, inequality, and prejudice	b = .0973, t(34) = 1, p = .3249	Rejected
Materialism	b = .0648, t(34) = .58, p = .5626	Rejected
Taking a stand as advertisement in injustice, inequality, and prejudice	b = .0571, t(34) = 45, p = .6566	Rejected
Economic situation	b = -.0479, t(34) = -.35, p = .7291	Rejected
Relativeness between consumer and woke strategy	b = .0382, t(34) = .20, p = .8404	Rejected
Relativeness between company and woke strategy	b = .0306, t(34) = .19, p = .8534	Rejected
Age	b = .0045, t(34) = .38, p = .7049	

n = 49

* *p*<.01, ** *p*<.05

t was rounded on two decimals

With significant regressions, the coefficient was significant different from zero unless otherwise indicated

Adjusted R^2 = .7996, F(14,34) = 9.6893, p < .0000

Outcomes analysis and mediation

Construct / Control variable	Effect construct on attitude towards the brand	Indirect effect	Mediation
Attitude towards the advertisement	b = .0025, t(33) = .02, p = .9853		
Relativeness between consumer and woke strategy	b = .3348, t(33) = 2.28, p = .0295*	E = .0001 (BootLLCI = -.0701, BootULCI = .0394)	No significant mediation

Relativeness between company and woke strategy	b = .3100, t(33) = 2.42, p = .0215*	E = .0001 (BootLLCI = -.1095, BootULCI = .0712)	No significant mediation
Taking a stand as company in injustice, inequality, and prejudice	b = .1856, t(33) = 2.41, p = .0219*	E = .0002 (BootLLCI = -.0650, BootULCI = .0829)	No significant mediation
Taking a stand as advertisement in injustice, inequality, and prejudice	b = .1689, t(33) = 1.69, p = .0995	E = .0001 (BootLLCI = -.0522, BootULCI = .0563)	No significant mediation
Pleasure	b = .1189, t(33) = 1.16, p = .2531	E = .0004 (BootLLCI = -.0974, BootULCI = .0839)	No significant mediation
Educational level	b = -.1186, t(33) = -.88, p = .3871		
Product information	b = .0830, t(33) = .70, p = .2531	E = .0003 (BootLLCI = -.1182, BootULCI = .0878)	No significant mediation
Gender	b = -.0804, t(33) = -.37 = .7102		
Social integration	b = -.0791, t(33) = -.78, p = .4403	E = -.0004 (BootLLCI = -.0877, BootULCI = .0929	No significant mediation
Economic situation	b = -.0744, t(33) = -.69, p = .4928	E = -.0001 (BootLLCI = -.0564, BootULCI = .0850)	No significant mediation
Materialism	b = -.0434, t(33) = -.50, p = .6210	E = .0002 (BootLLCI = -.0499, BootULCI = .0522)	No significant mediation
Consumer manipulation	b = .0324, t(33) = .20, p = .8443	E = .0015 (BootLLCI = -.2083, BootULCI)	No significant mediation
Hedonism	b = -.0108, t(33) = -.09, p = .9317	E = .0007 (BootLLCI = -.1136, BootULCI = .1001)	No significant mediation
Age	b = -.0003, t(33) = -.04, p = .9717		

n = 49

* *p*<.01, ** *p*<.05

t was rounded on two decimals

With significant regressions, the coefficient was significant different from zero unless indicated otherwise

Adjusted R^2 = .8568, F(15,33) = 13.1619, p < .0000

PROCESS analysis MeToo movement

<u>Outcomes analyses and hypotheses</u>

Construct / Control variable	**Effect construct / control variable on attitude towards the advertisement**	**Hypothesis**
Consumer manipulation	b = .6853, t(39) = 3.78, p = .0005**	Not rejected

Relativeness between consumer and woke strategy	b = .3730, t(39) = 2.08, p = .0441*		Not rejected
Product information	b = -.2913, t(39) = -.1.96, p = .0577		Rejected
Gender	b = .2795, t(39) = 1.11, p = .2748		
Hedonism	b = -.2358, t(39) = 1.64, p = .1100		Rejected
Pleasure	b = .1628, t(39) = 1.23, p = .2257		Rejected
Educational level	b = -.0972, t(39) = -.59, p = .5614		
Taking a stand as company in injustice, inequality, and prejudice	b = .0735, t(39) = .76, p = .4538		Rejected
Materialism	b = .0574, t(39) = .45, p = .6553		Rejected
Social integration	b = -.0491, t(39) = -.33, p = .8874		Rejected
Economic situation	b = -.0231, t(39) = -.14, p = .8874		Rejected
Relativeness between company and woke strategy	b = .0183, t(39) = .10, p = .9178		Rejected
Taking a stand as advertisement in injustice, inequality, and prejudice	b = .0100, t(39) = .07, p = .9436		Rejected
Age	b = -.0046, t(39) = .64, p = .5268		

n = 54

* *p*<.01, ** *p*<.05

t was rounded on two decimals

With significant regressions, the coefficient was significant different from zero unless otherwise indicated

Adjusted R^2 = .7383, F(14,39) = 7.8601, p < .0001

Outcomes analyses and mediation

Construct / Control variable	Effect construct on attitude towards the brand	Indirect effect	Mediation
Attitude towards the advertisement	b = .1222, t(38) = 1.10, p = .2780		
Relativeness between consumer and woke strategy	b = .4831, t(38) = 3.69, p = .0007**	E = .0456 (BootLLCI = -.0892, BootULCI = .1957)	No significant mediation
Relativeness between company and woke strategy	b = .2725, t(38) = 2.23, p = .0314*	E = .0022 (BootLLCI = -.0788, BootULCI = .0805)	No significant mediation
Educational level	b = -.1990, t(38) = -1.72, p = .0934		
Pleasure	b = .1283, t(38) = 1.37, p = .1783	E = .0199 (BootLLCI = -.0367, BootULCI = .1131)	No significant mediation
Taking a stand as company in injustice, inequality, and prejudice	b = .0981, t(38) = 1.45, p = .1563	E = .0090 (BootLLCI = -.0246, BootULCI = .0578)	No significant mediation

Materialism	b = -.0885, t(38) = -.1, p = .3245	E = .0070 (BootLLCI = -.0571, BootULCI = .0690)	No significant mediation
Gender	b = .0840, t(38) = .47 = .6394		
Social integration	b = .0553, t(38) = .54, p = .5919	= -.0060 (BootLLCI = -.0620, BootULCI = .0647)	No significant mediation
Economic situation	b = -.0513, t(38) = -.46, p = .6512	E = .0000 (BootLLCI = -.0485, BootULCI = .0466)	No significant mediation
Hedonism	b = -0342, t(38) = -.33 p = .7423	E = -.0288 (BootLLCI = -.1412, BootULCI = .0356)	No significant mediation
Taking a stand as advertisement in injustice, inequality, and prejudice	b = .0291, t(38) = .30, p = .7664	E = .0012 (BootLLCI = -.0585, BootULCI = .0789)	No significant mediation
Consumer manipulation	b = .0219, t(38) = .88, p = .8824	E = .0015 (BootLLCI = -.2083, BootULCI)	No significant mediation
Product information	b = .0188, t(38) = .17, p = .2531	E = -.0356 (BootLLCI = -.1525, BootULCI = .0575)	No significant mediation
Age	b = -.0045, t(38) = -.89, p = .3812		

n = 54

* *p*<.01, ** *p*<.05

t was rounded on two decimals

With significant regressions, the coefficient was significant different from zero unless indicated otherwise

Adjusted R^2 = .8679, F(15,38) = 16.6449, p < .0001

PROCESS analysis Black Lives Matter movement

Outcomes analyses and hypotheses

Construct / Control variable	**Effect construct / control variable on attitude towards the advertisement**	**Hypothesis**
Pleasure	b = .3864, t(42) = 3.48, p = .0012**	Not rejected
Consumer manipulation	b = .3545, t(42) = 2.90, p = .0061**	Not rejected
Relativeness between company and woke strategy	b = .3538, t(42) = 2.64, p = .0116*	Not rejected
Taking a stand as advertisement in injustice, inequality, and prejudice	b = .2586, t(42) = 2.39, p = .0214*	Not rejected
Gender	b = .0855, t(42) = .38, p = .7056	
Relativeness between consumer and woke strategy	b = .1401, t(42) = 1.08, p = .2856	Rejected

Taking a stand as company in injustice, inequality, and prejudice	b = -.1266, t(42) = -1.15, p = .2583	Rejected
Materialism	b = -.1027, t(42) = -1.04, p = .3027	Rejected
Product information	b = -.0684, t(42) = -.65, p = .2360	Rejected
Educational level	b = .2161, t(42) = 1.20, p = .2360	
Social integration	b = -.1308, t(42) = -1.21, p = .2337	Rejected
Hedonism	b = -.0422, t(42) = -.36, p = .7228	Rejected
Economic situation	b = .0123, t(42) = .11, p = .9154	Rejected
Age	b = -.0058, t(42) = -.1.03, p = .3093	

n = 57

* *p*<.01, ** *p*<.05

t was rounded on two decimals

With significant regressions, the coefficient was significant different from zero unless otherwise indicated

Adjusted R^2 = .7349, F(14,42) = 8.3146, p < .0001

Outcomes analyses and mediation

Construct / Control variable	Effect construct on attitude towards the brand	Indirect effect	Mediation
Attitude towards the advertisement	b = .1766, t(41) = 1.27, p = .2102		
Relativeness between company and woke strategy	b = .2692, t(41) = 2.07, p = .0448*	E = .0625 (BootLLCI = -.0254, BootULCI = .2103)	No significant mediation
Relativeness between consumer and woke strategy	b = .2528, t(41) = 2.14, p = .0382*	E = .0247 (BootLLCI = -.0377, BootULCI = .1218)	No significant mediation
Economic situation	b = .2254, t(41) = 2.17, p = .0358*	E = .0022 (BootLLCI = -.1007, BootULCI = .0348)	No significant mediation
Taking a stand as company in injustice, inequality, and prejudice	b = .1871, t(41) = 2.07, p = .0708	E = -.0224 (BootLLCI = -.1116, BootULCI = .0287)	No significant mediation
Materialism	b = -.1251, t(41) = -1.40, p = .1701	E = -.0181 (BootLLCI = -.0882, BootULCI = .0233)	No significant mediation
Social integration	b = .1185, t(41) = 1.20, p = .2382	E = -.0231 (BootLLCI = -.1139, BootULCI = .0321)	No significant mediation
Gender	b = .1116, t(41) = .55 = .5844		
Product information	b = -.0929, t(41) = -.97, p = .3365	E = -.0121 (BootLLCI = -.0802, BootULCI = .0343)	No significant mediation

Hedonism	b = -.0899, t(41) = -.84, p = .4032	E = -.0075 (BootLLCI = -.0811, BootULCI = .0489)	No significant mediation
Consumer manipulation	b = .0862, t(41) = .71, p = .4796	E = .0626 (BootLLCI = -.0475, BootULCI = .1938)	No significant mediation
Pleasure	b = .0857, t(41) = .75, p = .4547	E = .0682 (BootLLCI = -.0299, BootULCI = .1939)	No significant mediation
Educational level	b = .0731, t(41) = .44, p = .6591		
Taking a stand as advertisement in injustice, inequality, and prejudice	b = -.0484, t(41) = -.47, p = .6431	E = .0457 (BootLLCI = -.0203, BootULCI = .1558)	No significant mediation
Age	b = -.0033, t(41) = -.65, p = .5207		

n = 57

* $p<.01$, ** $p<.05$

t was rounded on two decimals

With significant regressions, the coefficient was significant different from zero unless indicated otherwise

Adjusted R^2 = .7215, F(15,41) = 7.0806, p < .0001

PROCESS analysis woke statements

Outcomes analyses and hypotheses

Construct / Control variable	Effect construct / control variable on attitude towards the advertisement	Hypothesis
Consumer manipulation	b = .5325, t(65) = 4.80, p = .0000**	Not rejected
Pleasure	b = .2022, t(65) = 2.11, p = .0386*	Not rejected
Taking a stand as advertisement in injustice, inequality, and prejudice	b = .1744, t(65) = 1.92, p = .0591	Rejected
Educational level	b = .1751, t(65) = 1.29, p = .2009	
Relativeness between consumer and woke strategy	b = .1540, t(65) = 1.22, p = .2253	Rejected
Social integration	b = -.1522, t(65) = -1.47, p = .1476	Rejected
Relativeness between company and woke strategy	b = .1241, t(65) = 1.12, p = .2685	Rejected
Gender	b = .0999, t(65) = .52, p = .6024	
Materialism	b = .0956, t(65) = 1.15, p = .2528	Rejected
Taking a stand as company in injustice, inequality, and prejudice	b = .0758, t(65) = .76, p = .4478	Rejected
Product information	b = -.0656, t(65) = -.76, p = .4493	Rejected
Economic situation	b = .0506, t(65) = .53, p = .5996	Rejected

| Hedonism | b = .0031, t(65) = .03, p = .9754 | Rejected |
| Age | b = -.0029, t(65) = -.51, p = .6115 | |

n = 80

* *p*<.01, ** *p*<.05

t was rounded on two decimals

With significant regressions, the coefficient was significant different from zero unless otherwise indicated

Adjusted R^2 = .7258, F(14,65) = 12.2905, p < .0001

Outcomes analyses and mediation

Construct / Control variable	Effect construct on attitude towards the brand	Indirect effect	Mediation
Attitude towards the advertisement	b = .1322, t(64) = 1.48, p = .1435		
Relativeness between company and woke strategy	b = .2916, t(64) = 3.61, p = .0006**	E = .0164 (BootLLCI = -.0230, BootULCI = .0779)	No significant mediation
Relativeness between consumer and woke strategy	b = .2902, t(64) = 3.17, p = .0023**	E = .0204 (BootLLCI = -.0122, BootULCI = .0768)	No significant mediation
Taking a stand as company in injustice, inequality, and prejudice	b = .2319, t(64) = 3.23, p = .0019**	E = .0100 (BootLLCI = -.0168, BootULCI = .0508)	No significant mediation
Gender	b = .2008, t(64) = 1.46, p = .1494		
Pleasure	b = .1198, t(64) = 1.68, p = .0975	E = .0267 (BootLLCI = -.0110, BootULCI = .0901)	No significant mediation
Educational level	b = -.0930, t(64) = -.94, p = .3500		
Consumer manipulation	b = -.0605, t(64) = -.65, p = .5173	E = .0704 (BootLLCI = -.0227, BootULCI = .1844)	No significant mediation
Materialism	b = -.0347, t(64) = -.58, p = .5664	E = .0126 (BootLLCI = -.0134, BootULCI = .0485)	No significant mediation
Hedonism	b = -0342, t(64) = -.48, p = .6316	E = .0004 (BootLLCI = -.0281, BootULCI = .0451)	No significant mediation
Social integration	b = .0323, t(64) = .42, p = .6725	E = -.0201 (BootLLCI = -.0818, BootULCI = .0147)	No significant mediation
Product information	b = -.0212, t(64) = -.3400, p = .7350	E = -.0087 (BootLLCI = -.0479, BootULCI = .0129)	No significant mediation

Taking a stand as advertisement in injustice, inequality, and prejudice	b = -.0191, t(64) = -.28, p = .7769	E = .230 (BootLLCI = -.0166, BootULCI = .0711)	No significant mediation
Age	b = -.0117, t(64) = -2.87, p = .0055 (coefficient not significant different from zero)		
Economic situation	b = .0046, t(64) = .07, p = .9467	E = .0067 (BootLLCI = -.0234, BootULCI = .0414)	No significant mediation

n = 80

* *p*<.01, ** *p*<.05

t was rounded on two decimals

With significant regressions, the coefficient was significant different from zero unless indicated otherwise

Adjusted R^2 = .7993, F(15,64) = 16.9871, p < .0001

PROCESS analysis woke actions

Outcomes analyses and hypotheses

Construct / Control variable	Effect construct / control variable on attitude towards the advertisement	Hypothesis
Consumer manipulation	b = .4295, t(65) = 3.49, p = .0009**	Not rejected
Pleasure	b = .3481, t(65) = 3.63, p = .0006**	Not rejected
Gender	b = .3865, t(65) = -.21, p = .8333	
Relativeness between consumer and woke strategy	b = .2295, t(65) = 1.89, p = .0635	Rejected
Educational level	b = .1751, t(65) = 1.29, p = .2009	
Social integration	b = -.1525, t(65) = -1.44, p = .1549	Rejected
Materialism	b = -.1476, t(65) = -.1.65, p = .1046	Rejected
Taking a stand as company in injustice, inequality, and prejudice	b = .1176, t(65) = 1.18, p = .2409	Rejected
Economic situation	b = -.1087, t(65) = .94, p = .3511	Rejected
Relativeness between company and woke strategy	b = .0968, t(65) = 1.02, p = .3134	Rejected
Age	b = -.0849, t(65) = -.66, p = .5139	
Product information	b = -.0625, t(65) = -.52, p = .6026	Rejected
Hedonism	b = .0272, t(65) = .27, p = .7884	Rejected
Taking a stand as company in injustice, inequality, and prejudice	b = .0194, t(65) = .26, p = .7942	Rejected

n = 80

* *p*<.01, ** *p*<.05

t was rounded on two decimals

With significant regressions, the coefficient was significant different from zero unless otherwise indicated

Adjusted R^2 = .7122, $F(14,65)$ = 11.4877, $p < .0001$

Outcomes analyses and mediation

Construct / Control variable	Effect construct on attitude towards the brand	Indirect effect	Mediation
Attitude towards the advertisement	b = .1361, t(64) = 1.44, p = .1550		
Relativeness between consumer and woke strategy	b = .3922, t(64) = 4.12, p = .0001**	E = .0164 (BootLLCI = -.0230, BootULCI = .0779)	No significant mediation
Relativeness between company and woke strategy	b = .1970, t(64) = 2.69, p = .0091**	E = .0132 (BootLLCI = -.0206, BootULCI = .0802)	No significant mediation
Pleasure	b = .1698, t(64) = 2.12, p = .0380*	E = .0312 (BootLLCI = -.0211, BootULCI = .0983)	No significant mediation
Materialism	b = -.1149, t(64) = -1.65, p = .1046	E = -.0201 (BootLLCI = -.0720, BootULCI = .0157)	No significant mediation
Taking a stand as company in injustice, inequality, and prejudice	b = .1065, t(64) = 1.88, p = .0645	E = .0026 (BootLLCI = -.0216, BootULCI = .0329)	No significant mediation
Consumer manipulation	b = -0702, t(64) = .69, p = .4945	E = .0164 (BootLLCI = -.0230, BootULCI = .0779)	No significant mediation
Product information	b = 0588, t(64) = .64, p = .5219	E = -.0085 (BootLLCI = -.0599, BootULCI = .0394)	No significant mediation
Taking a stand as advertisement in injustice, inequality, and prejudice	b = 0391, t(64) = .51, p = .6111	E = .0160 (BootLLCI = -.0174, BootULCI = .0715)	No significant mediation
Gender	b = -.0358, t(64) = -.23, p = .8162		
Hedonism	b = .0355, t(64) = .46, p = .6465	E = .0037 (BootLLCI = -.0457, BootULCI = .0417)	No significant mediation
Social integration	b = .0352, t(64) = .43, p = .6111	E = -.0208 (BootLLCI = -.0785, BootULCI = .0227)	No significant mediation
Educational level	b = -.0101, t(64) = -.10, p = .9188		
Economic situation	b = .0115, t(64) = -.94, p = .8978	E = -.0148 (BootLLCI = -.0684, BootULCI = .0228)	No significant mediation

Age	b = .0008, t(64) = .19, p = .8487		

n = 80

* *p*<.01, ** *p*<.05

t was rounded on two decimals

With significant regressions, the coefficient was significant different from zero unless indicated otherwise

Adjusted R^2 = .8199, F(15,64) = 19.4193, p < .0001

Age	b = .0008, t(64) = .19, p = .8487		

n = 80