

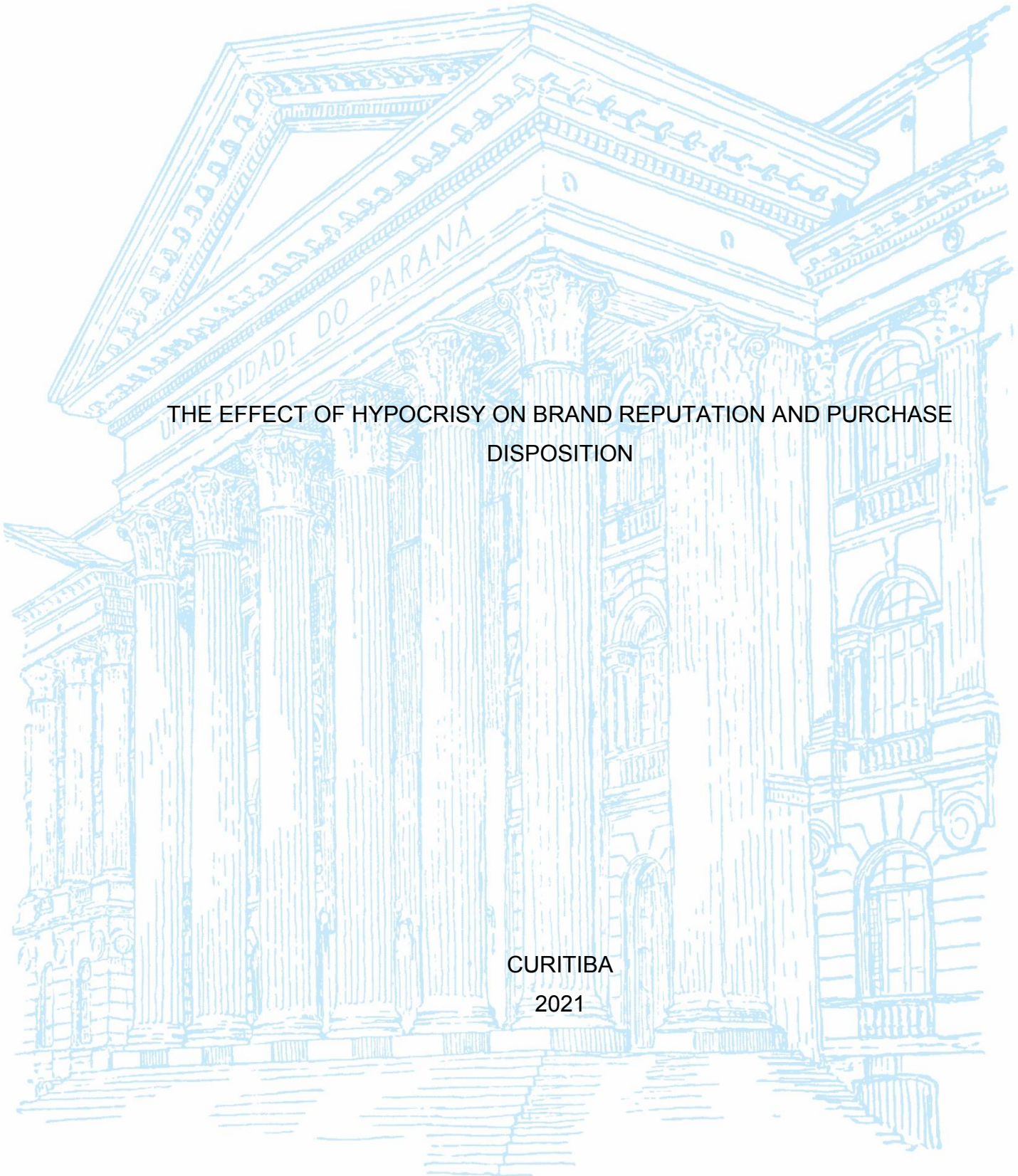
UNIVERSIDADE FEDERAL DO PARANÁ

IRIAN THAÍS COSTA

THE EFFECT OF HYPOCRISY ON BRAND REPUTATION AND PURCHASE  
DISPOSITION

CURITIBA

2021



IRIAN THAÍS COSTA

THE EFFECT OF HYPOCRISY ON BRAND REPUTATION AND PURCHASE  
DISPOSITION

Dissertação apresentada ao curso de Pós-Graduação em Administração - Linha de Estratégias de Marketing e Comportamento do Consumidor do Setor de Ciências Sociais Aplicadas na Universidade Federal do Paraná, como requisito à obtenção do título de Mestra em Administração.

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ELDER SEMPREBON, que após terem inquirido a aluna e realizada a avaliação do trabalho, são de parecer pela sua APROVAÇÃO no rito de defesa.

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que não foram só base, mas foram o meu motivo  
de querer e ter conseguido chegar até aqui.*

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Lá fora é selva (...) ah, a gente já se acostumou  
Que a alegria pode ser breve  
Mostre o sorriso, tenha juízo  
A inveja tem sono leve  
À espreita, pesadelos  
São como desfiladeiros  
Chão, em brasa  
Nunca se esqueça o caminho de casa  
(Casa – Emicida)

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In my deepest dreams, I'm fortunate  
And not to mention, I respect you with my all

If it wasn't for you, I'd be alone  
(Don't Wait – Mapei)

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Fica tudo bem!

*Non siamo  
Angeli in volo venuti dal cielo  
Ma gente comune che ama davvero  
Gente che vuole un mondo più vero.  
(Valsiglio, Cheope, Marati – Gente)*

*You are young and life is long  
And there is time to kill today  
And then one day you find  
Ten years have got behind you  
No one told you when to run  
You missed the starting gun  
(...)  
The time has gone, the song is over  
Thought I'd something more to say  
(Pink Floyd – Time)*

*Viver é partir, voltar e repartir  
Partir, voltar e repartir  
(...)  
É só na escuridão que se percebe os  
vagalumes  
(Emicida – É tudo para ontem)*

## RESUMO

O objetivo desse estudo foi explorar a influência da hipocrisia de marca na disposição de compra, tendo como mediador desta relação a reputação de marca, e como moderadores da mediação o engajamento com a causa, o nível de empatia do indivíduo e o nível de ceticismo. Para testar as hipóteses realizou-se três estudos experimentais, os quais comprovaram o efeito da redução da disposição de compra para o cenário de marca hipócrita. A reputação da marca, como mediadora, tem efeito negativo, principalmente quando o indivíduo possui alto engajamento com a causa, bem como, alto nível de empatia e alto nível de ceticismo. O presente artigo, traz como contribuição os fatores que explicam a redução do consumo de marcas vistas como hipócritas.

Palavras-chave: Hipocrisia de marca; disposição de compra; reputação de marca

## **ABSTRACT**

The aim of this study is to explore the influence of brand hypocrisy on the purchase disposition, having as mediator of this relation the brand reputation and as moderators of mediation the engagement with the cause, the level of empathy of the individual and the level of skepticism. To test the hypotheses, three experimental studies were carried out, which proved the effect of the reduction in the purchase disposition for the hypocritical brand scenario. The brand reputation as a mediator has a negative effect, especially when the individual has a high commitment to the cause, as well as a high level of empathy and a high level of skepticism. This article brings as a contribution the factors that explain the reduction in consumption of brands seen as hypocritical.

Keywords: brand hypocrisy; purchase disposition; brand reputation.

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## **THE EFFECT OF HYPOCRISY ON BRAND REPUTATION AND PURCHASE DISPOSITION**

### **INTRODUCTION**

Brand activism, increasingly present in organizational strategies, unites efforts so that the existence and act of buying is not just a mere action, but has a purpose capable of creating or modifying socio-political, economic and environmental structures. Examples can be cited, such as Nike's approach to the Black Lives Matter movement, Dove and acceptance of real beauty, Gillette and the #MeToo movement.

However, at the same speed that the brands become activists, the criticism arises when actions are seen without authenticity and most consumers and society do not believe in these practices, leading to the idea that the brand is not actually committed to social actions, but that social causes are a tool for building an ethical brand image (Leonidou; Skarmeas, 2013; Laurent, Clark, 2019; Holt, 2002; Guèvremont, 2019; Forehand and Grier, 2003).

Thus, when consumers perceive the brand intends to demonstrate an image, manipulating concepts, ideologies beliefs or motivations that do not match with its essence or are not truly put into practice in its structures, the brand hypocrisy emerges. This applies also when the brand does not recognize its negative impacts on society, with either its products or the form of production, and when it promotes unattainable ideals for great part of society (Guèvremont, 2019).

This perception of brand hypocrisy, can have effects in several areas of the brand, and in the context of consumption, is related to the purchase disposition. The consumer before the wide range of products and services, and variations of the product itself and of competition, the purchase decision is increasingly careful, where one of the factors that most influence this decision, is precisely the actions and organizational attitudes. Thus, it is possible to reflect that brand hypocrisy, has an effect on the purchase disposition of the consumer, since the demand to consume ethically, is increasingly frequent (Alcañiz et al., 2010).

As already, mentioned, organizational actions and attitudes are a preponderant factor in the purchase decision, which is very much linked to the reputation that the brand has. Once this reputation is the image that the brand carries and influences its consumers, because it is something built over time, based on information that is passed on by the brands and acquired from all stakeholders involved in the market, such as suppliers, distributors, consumers, society, employees, causing high or low levels of reputation. Thus, when the brand is seen as

hypocritical, this has effects on reputation, which may be adversely affected (Veloutsou, Moutinho, 2009; Morhart et al., 2014, Fombrun, Shanley, 1990)

Faced with this, the relationship between brand hypocrisy and purchase disposition, has another important variable, which is the engagement of the individual with the social cause used by the brand. Engagement with a cause occurs when groups unite around an ideal and have these ideals as guiding principles. The existence of brand hypocrisy caused by the use of social causes, makes individuals with higher levels of cause engagement more likely to decrease the purchase disposition. The same applies to the condition of empathy, which generally occurs when individuals have reactions to the suffering of other people, without necessarily having to go through it. In the context of consumption, the individual with a high level of empathy, realizing that the brand is hypocritical and its actions is damaging other individuals, society and the environment, will have a reaction of distancing from the brand, leading to smaller intentions to purchase products and services of this brand (Krebs, 1975; Suri, Huang, Sénécal, 2019).

Finally, another variable that has effects on this relationship is the degree of skepticism of the individual. As previously mentioned, in the same intensity that brands use brand activism, the criticism and distrust of the public exist. These individuals, who distrust the real intention of the brand, are known as skeptical individuals, who doubt, do not believe and question the attitudes around them. The skeptical individual is more sensitive when exposed to brand hypocrisy, for not believing that the company actually values social change, but rather, makes social movements a tool to generate competitive advantage, profits and expressiveness in the media and society (Leonidou, Skarmeas, 2013).

Thus, most studies of hypocrisy and brand activism focus on the impact that hypocrisy has in the context of corporate social responsibility, as well as the effect that brand scandals have on social responsibility programs, and does not focus on the effects that hypocrisy has directly on the willingness to buy, on the brand reputation, nor on the engagement of consumer cause, level of empathy, and skepticism affect this relationship, being the main theoretical contribution, to demonstrate the evidence that brand hypocrisy is associated with the purchase disposition, and more than this, the level of engagement with social causes of a consumer, as well as its level of empathy and level of skepticism, has consequences on brand reputation, causing its decrease.

Thus, the general objective of this work is to analyze the relationship between brand hypocrisy and purchase disposition, when it is mediated by brand reputation, moderated by the engagement with the cause, level of empathy and skepticism of the consumer.

## BACKGROUND THEORY

Hypocrisy can be conceptualized as the action of an individual or group pretending to follow dogmas, beliefs, feelings, ideologies, and causes possessing behaviors that go against what is expected of them, but still require other individuals or society to follow the standards of moral conduct they supposedly believe and follow (Laurent, Clark, 2019).

Hypocrisy can occur in two ways: self-hypocrisy and moral hypocrisy. When one speaks of self-hypocrisy, it is understood as the action of a specific subject or group that publicly declares its principles, values, attitudes or ideologies, but in its private world it acts in a way that does not conform to what has been declared. Even so, when this behavioral role occurs and is perceived as hypocritical, the consequence in the perception of who is looking at the individual considered hypocritical, is based on two pillars: the contradiction of actions with what has been said or done, and the concealment of information. Thus, the individual is seen with personal inconsistency and the other individuals end up rejecting and feeling antipathy towards the one considered a hypocrite (Tedeschi, Schlenker and Bonoma, 1971; Barden et al., 2014; Barden, Rucker and Petty, 2005;). Moral hypocrisy, on the other hand, is the desire to look like an individual who lives according to the moral standards expected of him, but without the costs and efforts necessary to actually be a moral person within the standards. This individual finds benefits in acting this way, because he ends up gaining social reputation within the group that is inserted, even acting in a selfish way in a private way (Batson et al., 1999; Batson, Collins and Powell, 2006; Kreps, Laurin and Merritt, 2017).

Companies and brands can use these concepts regarding hypocritical individuals to base and discuss definitions of hypocrisy. Brand or corporate hypocrisy occurs when consumers or society perceive that organizational actions are made with shady or unrealistic objectives of the context that is inserted, wanting to manipulate and use beliefs, ideologies and causes only superficially. This occurs because the company or brand does not fulfill its promises, when they communicate a good behavior, and consumers end up seeing discrepancies between what was said and the actions themselves (Yoon, Gürhan-Canli, and Bozok, 2006; Guèvremont, 2019; Arli et al., 2017).

In other words, brand hypocrisy also happens when it is noticed that some information are hidden or there is a pretention of being something that it is not. Brand or organizational hypocrisy is seen as a way of dissimulating its principles and its true motivations, lacking the transparency expected by its clients. (Wagner et al, 2009; Shklar, 1984). The effect of brand hypocrisy perceived by consumers has already been the scope of research, for example, when

social responsibility programs taken by organizations are only effective when their clients actually believe that not only the programs are true and aimed at improving society, but that the company's image is in line with such actions (Yoon, Gürhan-Canli, and Bozok, 2006). Also, when the inconstancy of a company, either on its attitudes or communication forms, takes the perception of corporative or brand hypocrisy, and this perception has a destructive effect over the attitude that the consumer has in relation to the brand or organization (Crowther, Rayman-Bacchus, 2004).

These actions are considered hypocritical, and not moral transgression, because moral transgression occurs when organizational actions are made as unacceptable with respect to the norms of behavior that are generally seen as standard by society (eg. use of toxic chemicals, industrial espionage), while hypocrisy is seen as actions that aim for the brand to create an image that is generally good to society, an image that shows that it cares about its employees, consumers, and society, yet when its actions are thoroughly analyzed, they are seen as incongruous and going against what is stated in its marketing communications (Cowan, Yazdanparast, 2019) The most prominent dimensions in relation to brand hypocrisy, were those found by Guèvremont (2019) in the development of the scale of brand hypocrisy, being: image hypocrisy, mission hypocrisy, message hypocrisy and social hypocrisy.

Image hypocrisy occurs when the brand wants to look like something it is not (e.g., brand claims to be ecologically correct, but contaminates the environment with production waste). The hypocrisy of mission occurs when the brand wants to position itself as being good for the society that is inserted, but does not recognize the evils they bring to society in general. (e.g. a fast food company that sponsors sport events)

It is also possible to quote the hypocrisy of the message, when brands promote an ideal that is actually unreachable for a large portion of society or consumers. (e.g. a brand that claims to respect all kinds of beauty, but only uses models within the standards in their advertising). And the social hypocrisy, when the brand promotes social activities that are not congruent with the essence of the brand and uses them only for marketing purposes or the need to fulfill agendas of social responsibility. (e.g. a meat brand preaching veganism) (Guèvremont, 2019).

The purchase disposition is something that intrigues not only researchers, but also the organizations themselves, which invest efforts seeking to know what makes their product or service desirable by consumers (Belk et al., 1982). Thus, the purchase disposition of consumers is the result of a sum of factors listed by them, among them the existence of brand hypocrisy attitudes or not (Huber et al., 2010).

Due to the great variety of products and brands available in the market, the consumer's purchase decision is increasingly careful, and one of the factors for the purchase are the attitudes of the company. Thus, brands and organizations need to create strategies that come out of common sense to develop symbolic value to themselves, with an identity that draws the consumer's attention, in order to differentiate themselves from their competitors, and to foster a strong relationship with their customers (McEnally, Chernatony, 1999; Alcañiz et al., 2010). These actions have strong influence on brand perception and purchase, which directly affects the willingness to buy and therefore the financial statements of the company, as well as in reducing the effectiveness of marketing activities (Van Heerde et al., 2007; Coombs, 2007, Huber et al., 2010, Wagner et al., 2009; Luo, Bhattacharya, 2006, Vanhamme, Grobben, 2009). In this context, we have the first hypothesis:

***H1: Brand hypocrisy reduces purchase disposition.***

Some studies show that practices, products and services, interfere with the reputation of the company or brand, and even the financial return on sales, and that a brand or organization with a strong reputation based on legitimate social responsibility programs has increased its assets and sales (Lai, Chiu and Yang, 2010; Skarmeas, Leonidou, 2013). A company with a high reputation can use higher values in its products and services, being ahead of its competitors (Loureiro, Sarmiento, Bellego, 2017).

Reputation is seen as the perception of quality and other signals that is passed on to the external agents of the brand or company, allowing them to develop a reliable brand identity to what the company proposes, being built by the opinion and information of the stakeholders of the brand (Veloutsou, Moutinho, 2009; Skarmeas, Leonidou, 2013). This credibility factor is not something easy to be modified, demanding continuous management, where the quality level cannot be only of products, but of constant communication with the agents, because the client maintains expectations that the brands they are consuming, should maintain the expected standard of both quality and reputation (Herbig and Milewicz, 1995).

When a brand has a certain reputation, in the case of a transgression, the theory of attribution states that the subjects will attribute guilt to an actor or event, and these attributions will influence the purchase disposition in the future. Thus, when the brand's view is hypocritical, consumers will blame the brand for the lack of congruence between speeches and attitudes (Aaker et al., 2004; Thomas, Fowler, 2016; Arli et al., 2019). Therefore, brand hypocrisy reduces the perception of good reputation of the company, which leads to a decrease in the purchase disposition. Thus, we have the second hypothesis:

***H2: Brand reputation negatively mediates the relation between brand hypocrisy and purchase disposition***

Consumers prefer companies that show themselves socially responsible, and that don't use these actions to profit through their social compromise (Ellen et al., 2006; Sen, Bhattacharya, 2001). In this sense, consumers do not want to feel used or manipulated by brands or organizations, much less that they use the social causes they believe and are engaged only for profit (Alcañiz et al., 2010).

Protests and social activism have been around for some time, whether by movements against racism, such as the notorious Black Panthers group, or movements headed by hippies against the Vietnam War, or even the recent demonstrations around the globe by women fighting to end the *femicide*. However, these days, the protests have been increasingly reaching large numbers of allies, and engaging people much more. The groups are usually formed by so-called activists, and these activists engage in causes aimed at social change or the status quo of the society that is present (Huntington, 1993).

Generally speaking, human beings are motivated by goals. Within this fact, it is possible to understand that these objectives also include the objectives of living within moral and ethical precepts that guide their lives. Therefore, this causes these individuals to guide their consumption choices within these moral and ethical precepts. These precepts are usually linked with social causes (e.g. veganism, feminism, racial causes). Therefore, there is a convergence with social causes, which dictate what these consumers expect from the brands they consume (Higgins, Scholer, 2009). In a post-modern world, consumers are aware of their role as citizens, and seek that brands listen to them and personalize their communication as a form of endorsement of social causes. With this the precepts of the social cause merge so strongly in the individual, to the point that they modify their lives, where a transgression of a brand becomes the fuse for a group that is an activist or sympathizer with a particular cause, to begin the boycotts against the brand or personality (Loader, Vromen and Xenos, 2014); McGriff, 2012).

Still in this sense, when brands notice that their consumers ask for changes not only in communication, but also in the political agenda, they embrace progressive causes and insert in their structures brand activism, which when legitimized by their consumers, end up being seen as an organization that propagates good causes, resulting in competitive advantage (Manfredi-Sánchez, 2019).

In the current contemporary context, people seek to consume products and services that bring them differentiation and authenticity, which translate what the consumer, is as a

person. With this, brand activism allows its consumers to determine if the precepts of a brand are aligned with its own. This way, individuals search brands and organizations that are real and true (Leigh, Peters and Shelton., 2006; Stokburger-Sauer, Ratneshwar and Sen., 2012; Fine, 2003; Grayson and Martinec, 2004).

In the case of the perception of co-optation of social cause aiming only the profit, in other words, a brand with hypocritical reputation, the consumer can quickly start to boycott the brand. This can be based on brand's boycott aspect, which occurs when the consumer stops buying a product or service for not agreeing with attitudes or actions of this brand, therefore they can start from consumer's ideological questions (Culcasi, 2016; Gould, 2013). Thus, the high engagement with the cause reduces the reputation of the hypocritical brand; consequently, there is a decrease in the purchase disposition. Therefore, one can postulate that:

***H3: The negative mediating effect of brand reputation on the relation between brand hypocrisy and purchase intent will be significant only among individuals with high convergence with the cause.***

One of the mechanisms that can explain the occurrence of the search for brands and organizations that are concerned with individuals and society in general, may be the empathy of the individual, since empathy is defined as the capacity of a subject to respond cognitively and affectively according to the experiences and feelings of another individual or situation (Davis, 1980). The German term "einfühlung", which translated would be "to feel in," allows us to understand that empathy is the ability to understand how an individual who is different from us feels in certain situations, without necessarily having to go through that situation, being an extremely important component of emotional intelligence. (Fischer, Manstead, 2016; Kong et al., 2020).

The currents that seek to explain what are the motivating factors of empathy are divided into three: The first argues that empathy is an emotional or affective phenomenon, and when a subject perceives someone's suffering, he develops a vicarious physiological feeling, and this generates a response to the affliction of those who suffer, being an empathic emotion, followed by behaviors of help and compassion, not being necessary for that subject to live or have the experience of the suffering situation, being this a genuinely altruistic feeling. The second is the cognitive current that believes that empathy is an ability of the individual to see and understand the perspective of another subject and quickly act to reduce or end the suffering of another.

Finally, the third current defends that empathy is not only affective or cognitive, but an interaction between the two, in which the individual understands the perspective of another.

This increases or decreases the intensity of emotion in empathic response due to perceived suffering (Schachter, 1964; Stotland, 1969; Batson et al, 1995; Feshbach, 1975; Krebs, 1975; Coke, Batson, McDavis, 1978; Davis, 1980; Straver, 1987; Spiro, Weitz, 1990; Israelashvili, Sauter, Fischer, 2020; Kong et al., 2020).

By taking these arguments into account, it is possible to reflect that when the individual possesses a high level of empathy as a trait, he or she would sacrifice a direct benefit or gain, aiming only at mitigating the damage or suffering to another, because the value of the reward of the empathic reaction is much higher, free of hedonism and yes, with true altruism (Krebs, 1975; Suri, Huang, Sénécal, 2019).

Linked to consumption, in an environment where the brand or organization has a high power of control over actions, when a failure is noticed or in the case present here, the brand being considered hypocritical, the consumers are more likely to act angrily and retaliate against the brand through negative mouth-to-mouth, and even less willingness to purchase products or services (Folkes, 1984; Bradfield, Aquino, 1999; Weiner, 1985).

In this sense, consumers can look at irresponsible corporate attitudes, as in the case of brand hypocrisy, with an empathic vision about the suffering of others. Thus, the effects of empathy, end up occurring because of the negative feeling arising from the motivation for lack of congruence between words and actions, which will lead to brand boycott behaviors, negative word-of-mouth and consequently the decrease in purchase (Romani et al., 2015; Xie, Bagozzi, 2019; Guèvremont, Grohmann, 2017) Thus, can postulate that:

***H4: The negative mediating effect of brand reputation on the relation between brand hypocrisy and purchase intent will be highest among individuals with a high level of empathy.***

The use of brand activism, when noticed as hypocrite, can be interpreted by consumers as a way to obtain benefits to the own company, being that the consumer perceives himself as a manipulated actor in this relationship (Webb & Mohr, 1998). These consumers are considered skeptical, which as defined by Leonidou, Skarmeas (2013), is a tendency for an individual to doubt, not believe, disbelieve and question the attitudes around him. Some studies bring skepticism as a personality trait, and there is permanent disbelief on the part of the individual, where there may be a change of mind when sufficient evidence is presented to them (Forehand and Grier, 2003; Morhart et al., 2014; Vanhamme and Grobben, 2009; Obermiller and Spangenberg, 1998). Thus, consumers tend to perceive these actions and notice that they are being used only for persuasion aimed at consumption, and these perceptions affect their later attitudes and behaviors (Kelley, Michela, 1980).

This way, when the brand only demonstrates intention to modify the status quo of the society, aiming to turn a better and more fair world, but denying or omitting that it benefits from these actions, either in sales, or market trends, the consumer also tends to make the evaluation of manipulation and deceit (Forehand & Grier, 2003). Therefore, it is possible to reflect that these skeptical individuals are more sensitive to brand hypocrisy. They soon notice that that the brand is not ethical or really has hypocritical behaviors, because it uses activism only as a way of competitive advantage and profit, leading to the perception of bad reputation of the brand, and the consequence of these perceptions, is the diminution of purchase disposition. Thus, we have the fifth hypothesis:

***H5: The negative mediating effect of brand reputation on the relation between brand hypocrisy and purchase intent will be highest among individuals with a high level of skepticism***

## **STUDY 1**

Study 1 aimed to test the direct relationship of brand hypocrisy with the reduction of purchase disposition (H1), as well as to analyze whether brand reputation would be a mediating factor for this relationship (H2), and whether the engagement with the social cause used would have a moderating effect on brand reputation (H3).

The choice of the brand was decided based on recent marketing actions of the brand, being congruent with the social cause addressed in Study 1.

**Design and procedures:** The design of experiment 1 was 2 (scenario: neutral x hypocrisy) x 2 (engagement: high x low), between-subjects. The respondents, in the first stage, were invited to participate in a survey that sought to understand the relationship of consumers with brands in general, being directed to the Qualtrics platform, where there was a brief presentation on the research, and participation in a voluntary and confidential way, with exclusively academic purposes. Randomly, participants were presented to only one scenario (hypocrisy=1; neutral=0;), as presented in Appendix 1. Subsequently, all participants answered their degree of agreement on the scales of purchase disposition, brand reputation, brand hypocrisy, control, demographic data and degree of identification with certain social causes.

**Participants:** The sample of this experiment was composed of 69 respondents, distributed randomly between two conditions (neutral and hypocrisy). The participants were

random people, for the questionnaire was disseminated through social network pages, being 42 women (60.9%), 26 men (37.7%) and 1 other (1.4%).

**Measures:** Participants answered a Likert scale (5 points) for the purchase disposition variable to the question "What is your disposition to buy Skol brand products? Measurement of 5 points, where 1 - Not Very willing and 5 - Very Willing. Afterwards it was measured the variable brand reputation with 3 items ( $\alpha = .88$ ) "About the Skol brand, mark the items below with your degree of agreement:", 5 points measurement, where 1 - Totally Disagree and 5 - Totally Agree, for the statements: "SKOL is reliable", "SKOL is respectable", "SKOL makes honest statements" (Veloutsou, Moutinho, 2009).

For the verification of the manipulation, the measurement of brand hypocrisy was performed, with 12 items ( $\alpha = .93$ ), "About the scenario presented, please mark the alternatives according to your degree of agreement". For Image Hypocrisy: "SKOL is a brand that is not faithful to its word", "SKOL is a brand that pretends to be something that is not", "SKOL is a brand that acts contrary to the declared principles". For Mission Hypocrisy: "SKOL is a brand that positively promotes a product associated to harmful consequences", "SKOL is a brand that professes to be good for people but is not", "SKOL is a brand that has negative consequences for people or society". For Message Hypocrisy: "SKOL is a brand that promotes unreal images", "SKOL is a brand that promises something unattainable", "SKOL is a brand that pushes consumers to unreal objectives", and for Social Hypocrisy: "SKOL is a brand that supports social responsibility programs incompatible with its mission", "SKOL is a brand that gets involved in social activities that doesn't reflect its values", "SKOL is a brand that gets involved in social causes only for marketing purposes" (Guèvremont, 2019).

Participants were also questioned in another set of measurement for control, with a Likert scale of 5 points, as the control questions "How much do you consider the information of this real research? (1 - Nothing Real and 5 - Very Real)", "Did you have difficulty understanding to answer the survey? (1 - No Difficulty and 5 - Very Difficulty)", "How much were you compromised to answer this research? (1 - Low Committed and 5 - Very Committed)", as well as which social cause was addressed in the survey " Check the option that identifies the social cause addressed in the survey: (Cause of Fattyophobia, Cause of Environmental Preservation, LGBT Cause, Cause of Animal Rights, Racial Cause, Cause of Gender Equity, Feminist Cause, None)".

Subsequently, demographic questions (gender, age, city, education level) were answered. Finally, they were questioned about the degree of identification with the social causes cited, with a Likert scale of 5 points "Mark the alternatives with the level of identification you

have with the social causes below (Cause of Fattyophobia, Cause of Environmental Preservation, LGBT Cause, Cause of Animal Rights, Racial Cause, Cause of Gender Equity, Feminist Cause), where (1 - Nothing Identified and 5 - Very Identified).

**Manipulation Check and Control:** To check the manipulation of the brand hypocrisy variable, a scale of 12 items was used ( $\alpha=.93$ ), with 5 points, measuring the level of hypocrisy perceived by the respondent. Thus, when performing the t-test, participants in the hypocrisy condition perceived brand hypocrisy ( $M=3.64$ ;  $SD=.95$ ), when compared to the neutral condition ( $M=2.70$ ;  $SD=.97$  Sig $<0.01$ ). Therefore, the existence of manipulation in the scenario presented of brand hypocrisy in organizational actions is confirmed.

There was no significant difference between the conditions regarding the realism of the scenario ( $M_{\text{hypocrisy}}=4.78$ ;  $SD=2.24$ ;  $M_{\text{neutral}}=4.61$ ;  $SD=2.33$ ; Sig $>0.05$ ), the difficulty in understanding the research ( $M_{\text{hypocrisy}}=2.06$ ;  $SD=1.07$ ;  $M_{\text{neutral}}=2.06$ ;  $SD=1.17$ ; Sig $>0.05$ ) and the commitment to participation ( $M_{\text{neutral}}=4.21$ ;  $SD=.96$ ;  $M_{\text{neutral}}=4.29$ ;  $SD=.87$ ; Sig $>0.05$ ).

**Hypothesis test:** To verify the direct effect, the t-test was performed according to the proposed conditions (neutral and hypocrisy) influencing the purchase disposition. The purchase disposition is significantly lower for the hypocrisy condition ( $M=2.06$ ;  $SD=1.26$ ) if compared to the neutral condition ( $M=2.91$ ;  $SD=1.57$ ; Sig $<0.05$ ). These results confirm H1.

According to the results in the mediation test (MOD4 Hayes) of the brand reputation, the direct effect was null for both the comparison of the Neutral and Hypocrisy scenarios (Effect $=-0.22$ ; Sig $=0.49$ ; LLCI $=-0.85$ ; ULCI $=0.41$ ). On the other hand, the indirect effect was significant and negative in the comparison between the Neutral and Hypocrisy scenarios (Effect $=-0.63$ ; LLCI $=-1.14$ ; ULCI $=-0.22$ ) demonstrating that brand reputation is an important mechanism of explanation, because it reduces the willingness to buy when there is perception of brand hypocrisy. The total effect was also significant (Effect $=-0.85$ ; Sig $=0.01$ ; LLCI $=-1.54$ ; ULCI $=-0.17$ ). These results, which indicate complete mediation of the model, prove H2.

To prove H3, the relation between brand hypocrisy and purchase disposition, mediated by brand reputation and moderated by engagement with the cause, was tested. It is observed that again the direct effect was not significant (Effect $=-0.22$ ; Sig $=0.49$ ; LLCI $=-0.85$ ; ULCI $=0.41$ ), because again there was complete mediation of brand reputation. As for the moderation of the level of engagement with cause under the brand reputation mediation (Hayes model 7), it is noted that in comparison between neutral and hypocrisy scenarios, the mediation effect was significant only for individuals with high engagement with cause (Effect $=-1.26$ ; LLCI $=-2.05$ ; ULCI $=-0.59$ ) and not for individuals with low engagement with cause (Effect $=0-0.08$ ; LLCI $=-0.63$ ; ULCI $=0.48$ ). The index of moderate mediation (difference between

conditional indirect effects) proves that there is significant difference between these effects (Index=-1.18; LLCI=-2.18; ULCI=-0.40), i.e., brand reputation reduces purchase disposition when there is brand hypocrisy only for subjects with high engagement with the cause. These results prove H3.

**Discussion:** According to the results of Study 1, it was found that brand hypocrisy reduces purchase disposition (H1) and reputation negatively mediates this relation (H2). The indirect effect of reputation is significant only for individuals with high engagement with the cause (H3).

Consequently, it can be argued that the consumer lists important factors for decision and willingness to buy, and due to the range of availability, the decision is increasingly careful, where one of the factors is the relationship of the brand with society (Huber et al, Belk, 1982, Alcañiz et al, 2010).

The results presented are aligned with studies that show that negative attitudes of brands make the willingness to purchase decrease (Van Heerde et al., 2007; Coombs, 2007, Huber et al., 2010, Wagner et al., 2009; Luo, Bhattacharya, 2006, Vanhamme, Groben, 2009). Therefore, it is possible to confirm that brand hypocrisy is an explanatory factor for the decrease of the purchase disposition, thus proving H1.

Brand reputation is a mechanism of explanation in this relationship, since reputation is a set of evaluations that the brand carries with it throughout its existence, not being so easy to be modified using only marketing strategies and actions, but rather, being necessary to develop trust and credibility in the perception of its stakeholders (Skarmeas, Leonidou, 2013; Veloutsou, Moutinho, 2009, Herbig, Milewicz, 1995). This makes possible to prove that H2 is true.

The results prove H3, as the indirect effect of brand reputation is only significant for highly engaged individuals. Due to the large number of people engaging in social causes, the consumer relationship also changes, as consumers prefer socially and ethically responsible brands. Because they are socially engaged, they do not want to be manipulated, nor do they want to see their movements used only to generate large profits. (Ellen et al., 2006; Sen, Bhattacharya, 2001; Alcañiz et al, 2010).

## **STUDY 2**

In Study 1 the objective was to demonstrate the relationship between brand hypocrisy and purchase disposition, mediated by brand reputation and the demonstration how this effect is greater in individuals who have greater convergence with the social cause adopted. In Study

2, there is the possibility of exploring other factors, such as the empathy of the individual, since the convergence with some cause, launches the idea that the social activist, has certain empathy with a specific cause to then, seek social change according to these precepts.

Study 2 aims to understand how the level of empathy can moderate the indirect effect of reputation on the relationship between hypocrisy vs. neutral scenarios and the willingness to buy (H4). The scenario and the social cause were modified, with the Environmental Cause being chosen.

**Design and procedures:** The design of experiment 2 was 2 (neutral x hypocrisy) x 2 (high empathy x low empathy), between-subjects. The respondents, in the first stage, were invited to participate in a survey that sought to understand the relationship of consumers with brands in general, being directed to the Qualtrics platform, where there was a brief presentation on the research, and also participation in a voluntary and confidential way, with exclusively academic purposes. Initially, the participant was asked to respond to the empathy scale, then it was presented to the scenarios, which are in Appendix 2. Then, all participants answered their degree of agreement on the scales of purchase disposition, brand reputation, brand hypocrisy, control, demographic data and degree of identification with certain social causes.

**Participants:** The sample was composed of 102 respondents, 61 women (59.8%), 38 men (37.3%) and 3 others (2.9%), recruited from social networking sites. Participants were randomly distributed among one of the conditions of manipulation (neutral scenario x brand hypocrisy scenario).

**Measures:** Initially the participants answered the empathy scale, with 4 positive items ( $\alpha = .66$ ), according to the question "According to the statements below, mark the option that best describes you" for the following questions "When I see someone being exploited, I feel a kind of protection towards this person"; "I often have affectionate feelings and concern for people less fortunate than me"; "I describe myself as a very soft-hearted person"; "I am often quite moved by the things I see happening" with a 5-point measurement, where 1- Doesn't describe me well and 5 - Describes me very well. (Davis, 1980). The measures of purchase intent, brand reputation ( $\alpha = 0.96$ ), brand hypocrisy ( $\alpha = 0.95$ ), control and demographic profile were the same as in study 1.

**Manipulation Check and Control:** To check the manipulation of the brand hypocrisy variable, a scale of 12 items ( $\alpha = .96$ ) was used, with 5 points, measuring the level of hypocrisy perceived by the respondent. Thus, when performing the t-test of the independent samples, the participants of the hypocrisy condition, perceived the brand hypocrisy ( $M = 3.94$ ;  $SD = .90$ ), when compared to the neutral condition ( $M = 2.39$ ;  $SD = .70$ ;  $Sig < 0.01$ ). Thus, the existence of

manipulation in the presented scenario of brand hypocrisy in organizational actions is confirmed.

There was no significant difference between the conditions regarding the realism of the scenario ( $M_{\text{hypocrisy}}=3.75$ ;  $SD=1.09$ ;  $M_{\text{neutral}}= 2.84$ ;  $SD= 1.19$ ;  $\text{Sig}>0.05$ ), the difficulty in understanding the research ( $M_{\text{hypocrisy}}=1.72$ );  $SD=1.11$ ;  $M_{\text{neutral}}= 2.71$ ;  $SD=1.39$ ;  $\text{Sig}>0.05$ ) and the commitment to participation ( $M_{\text{hypocrisy}}=4.44$ ;  $SD=0.82$ ;  $M_{\text{neutral}}=3.93$ ;  $SD=1.19$   $\text{Sig}>0.05$ ). Thus, these results demonstrate that the type of manipulation did not alter the reality, understanding and commitment of the participants, which contributes to the internal validity of the experiment.

In order to control whether the respondent was in fact attentive and committed to the survey, the social cause addressed in the survey was questioned. It can be seen that the respondents in the hypocritical condition pointed out the "Environmental Cause", which was in fact used in the scenario of this condition, and in the case of the neutral condition, the option "none" was pointed out.

**Hypothesis test:** The results indicate that the purchase disposition is greater when the scenario is neutral ( $M=2.59$ ;  $SD=1.32$ ) than when the scenario is brand hypocrisy ( $M=1.46$ ;  $SD=0.91$   $\text{Sig}<0.05$ ). These results prove H1 again.

Then, to test H2 was followed the model of brand reputation mediation in the relation of brand hypocrisy and purchase disposition, that is, Model 4 of Hayes (2018), where, in the test of brand reputation mediation the direct effect was not significant in the comparison of the scenarios, Neutral and Hypocrisy (Effect=-0.16;  $\text{Sig}=0.51$ ;  $LLCI=-0.63$ ;  $ULCI=0.31$ ). On the other hand, the complete mediation effect was significant and negative (Indirect effect=-0.96;  $LLCI=-1.30$ ;  $ULCI=-0.64$ ). The total effect was also significant (Effect=-1.12;  $\text{Sig}=0.00$ ;  $LLCI=-1.56$ ;  $ULCI=-0.68$ ). These results demonstrate that brand hypocrisy reduces brand reputation and consequently the purchase mood, proving H2 again.

As for the moderation of the individual's level of empathy under the brand reputation mediation based on the Hayes (2018) model 7, it is possible to analyze that in comparison to the Neutral and Hypocrisy scenarios, the negative effect of mediation was significant and stronger for individuals with a high level of empathy (Effect = -1.38;  $LLCI=-1.78$ ;  $ULCI=-0.93$ ) than for individuals with a low level of empathy (Effect = -0.56;  $LLCI=-0.97$ ;  $ULCI=-0.17$ ). The index of moderate mediation allows to prove that there is a significant difference between the effects (Index=-0.81;  $LLCI=-1.38$ ;  $ULCI=-0.33$ ). With this, it is possible to check H4. Again, it is observed that brand hypocrisy reduces the purchase disposition (H1) and

reputation mediates this relationship (H2). The indirect effect of reputation is significant and stronger for individuals with a high level of empathy (H4).

**Discussion:** In this sense, individuals with a high level of empathy, due to their ability to put themselves in place and perceive the suffering experiences of other subjects, without necessarily needing to actually experience them, will be less willing to buy brands considered hypocritical. This may be based on the studies of Krebs (1975) and Suri et al. (2019), who state that the most empathetic subject feels more rewarded by mitigating or ending the suffering of others through his actions and attitudes, even if this means giving up social or financial benefits. In this way, the individual perceives the hypocrisy attitude as something wrong, since the brand is not fulfilling its obligations within the community that is inserted and lacking with respect, both with the community and by the consumers themselves who believe in the suitability of the brand (Guèvremont, Grohmann, 2016).

Therefore, based on the theory and results found, it is possible to prove H4, where individuals with a higher level of empathy are less willing to buy from hypocritical brands (Huber et al. 2010).

### STUDY 3

In Study 1 and 2, interesting effects emerge with individuals who have a high level of convergence with the social cause, as well as the empathy of the individual in relation to the causes and its effect on the willingness to buy. However, there is a gap as to what perception consumers have of organizational actions, so in Study 3, skepticism is explored.

Study 3 aimed to test the direct relation of brand hypocrisy in the purchase disposition (H1), having as mediator the reputation (H2), and as moderator the skepticism (H5). Study 3 aimed to understand how reputation can mediate in the relation between hypocrisy vs. neutral vs. favorable scenarios, and how skepticism becomes a moderation mechanism in this relationship. In addition to the previous studies, a favorable scenario was inserted and the cause chosen was racial.

**Design and procedures:** The design of experiment 3 was 3 (scenario: neutral x favorable x hypocrisy) x 2 (skepticism: high x low), between-subjects. The respondents, in the first stage, were invited to participate in a survey that sought to understand the relationship of consumers with brands in general, being directed to the Qualtrics platform, where there was a brief presentation on the survey, information on confidentiality and answers given voluntarily, for academic purposes only. Initially it was presented to the scenarios, which are in Appendix 3, and later answered the degree of agreement on the scales of purchase disposition, being

inserted the purchase disposition, the scale of brand reputation, the scale of skepticism, scale of attitude towards the brand, level of identification with the social causes listed, scale of brand hypocrisy, control issues, checking, and demographic data.

**Participants:** The sample of this experiment was composed of 367 respondents, 312 women (85%), 52 men (14.2) and 3 others (0.8%), recruited from social networking sites. These subjects were randomly distributed under three conditions (neutral vs. favorable vs. hypocritical scenario), using a currently pulsating social cause, the racial cause. The brand used (O Boticário) came from the results of the pre-test.

**Measures:** The measures of purchase intent, brand reputation ( $\alpha=0.95$ ), brand hypocrisy ( $\alpha=0.97$ ), control and demographic profile were the same as in Study 1. The skepticism scale has 4 items ( $\alpha=.92$ ), "It is doubtful that it is a socially responsible brand"; "It is uncertain that this brand is concerned with improving the welfare of society"; "It is uncertain that this brand follows high ethical standards"; "It is questionable that this brand acts in a socially responsible manner", with a 5-point measurement, where 1- Strongly disagree and 5- Strongly Agree (Skarmeas, Leonidou, 2013).

**Pre-Test:** To choose the brand, a pre-test was done based on the study of Morhart et al (2014), to determine which brand was more appropriate to be used in Study 3, assessing the degree of familiarity and attitude towards the brand. The sample of this pre-test was composed of 56 respondents, who participated in the investigation on a voluntary basis with recruitment in social networks, being 49 women (87.5%) and 7 men (12.5%). All answered the same questions in relation to brand familiarity and attitude in relation to the brand. The pre-test intends to list the brands that have greater familiarity level and attitude in relation to the brand. Respondents, on the first stage were invited to participate of a research, which sought to understand the relationship with brands in a general way, and a brief presentation of the research, general information about voluntary and confidential participation, only for academic purposes. Initially, the participant was asked to answer the familiarity scale for the brands listed in Appendix 4. Next, the participant was asked to answer the scale of attitude towards the brand and demographic data. Initially, participants answered the scale of familiarity with the brands, with one item for the 10 brands listed in Appendix 4 "Indicate your level of familiarity with the following brands below" ( $\alpha= 0.89$ ), where 1- Unknown and 5 - Very Familiar (Morhart et al., 2015).

Later, they were questioned with the scale of attitude towards the brand, with 3 items, for the 10 brands, about their opinion about them "I think the brand is very good" ( $\alpha= 0.82$ ), where 1 - Very Bad and 5 - Excellent. Still, in the sequence the opinion about the usefulness "I

think the brand is very useful" ( $\alpha=0,85$ ), where 1 - Not Useful and 5 - Very Useful. In sequence, the opinion about being favorable or not "My opinion about the brand is very favorable" ( $\alpha=0,79$ ), where 1 - Not at all Favorable and 5 - Very Favorable (Sengupta, Johar, 2002). The analysis of the pre-test results was based on the descriptive statistics for each brand, which are shown in Appendix 4, regarding brand familiarity.

According to the results, there are average values for all brands, without extremes in the scale. It is possible to visualize that the brand with greater familiarity level among the participants was the Coca-Cola ( $M=4,86$ ;  $SD=,48$ ), followed by the O Boticário brand ( $M=4,71$ ;  $SD=,76$ ) and Riachuelo ( $M=4,43$ ;  $SD=1,02$ ), and being the lesser familiarity level, the Gucci brand ( $M=2,93$ ;  $SD=1,39$ ) followed by the Absolut brand ( $M=2,93$ ;  $SD=1,55$ ). Afterwards, it is analyzed the attitude degree to the respondent's brand, to then decide which brand to use in Experiment 3, being that the biggest averages in relation to the evaluation of how much the brand is good, stays between Coca-Cola ( $M=4,43$ ;  $SD=,91$ ) and O Boticário ( $M=4,04$ ;  $SD=,83$ ). As far as utility is concerned, the greatest media stays concentrated in O Boticário brand ( $M=4,23$ ;  $SD=,93$ ), and about the favorable opinion or not, the greatest media also stays concentrated in O Boticário brand ( $M=4,23$ ;  $SD=0,97$ ). As the objective of Experiment 3 is to analyze the purchase disposition of a product, it is then chosen to use O Boticário brand, which presents the greatest averages of familiarity, and greater averages of positive attitudes in relation to the brand.

**Manipulation Check and Control:** To check the manipulation of the brand hypocrisy variable, a scale of 12 items was used, with 5 points, measuring the level of hypocrisy perceived by the respondent. Thus, when performing the ANOVA, the participants of the hypocrisy condition, perceived the brand hypocrisy ( $M=3.10$ ;  $SD=1.23$ ), when compared to the neutral ( $M=1.90$ ;  $SD=.98$ ) and favorable ( $M=1.63$ ;  $SD=.72$ ;  $Sig<0.01$ ) condition. Therefore, the existence of manipulation in the presented scenario of brand hypocrisy in organizational actions is confirmed.

As a control, the criteria to ensure that the search was within the reliability parameters, measured with a Likert scale of 5 points, were verified: a) reality of the survey ( $M_{\text{hypocrisy}}=3.98$ ;  $SD_{\text{hypocrisy}}=1.11$ ;  $M_{\text{neutral}}=4.03$ ;  $SD_{\text{neutral}}=1.17$ ;  $M_{\text{favorable}}=4.46$ ;  $SD_{\text{favorable}}=.77$ ,  $Sig>0.05$ ) b) understanding of the survey ( $M_{\text{hypocrisy}}=1.73$ ;  $SD_{\text{hypocrisy}}=1.00$ ;  $M_{\text{neutral}}=1.73$ ;  $SD_{\text{neutral}}=1.09$ ;  $M_{\text{favorable}}=1.66$ ;  $SD_{\text{favorable}}=1.03$ ;  $Sig>0.05$ ) and c) commitment to research ( $M_{\text{hypocrisy}}=4.67$ ;  $SD_{\text{hypocrisy}}=.59$ ;  $M_{\text{neutral}}=4.64$ ;  $SD_{\text{neutral}}=.83$ ;  $M_{\text{favorable}}=4.74$ ;  $SD_{\text{favorable}}=.54$ ;  $Sig>0.05$ ).

**Hypothesis test:** For testing the H1, ANOVA was used to visualize the effect of the proposed conditions on the purchase disposition. The average of the purchase disposition when

the scenario is Hypocrisy ( $M=2.65$ ;  $SD=1.46$ ) is significantly lower when compared to the Neutral ( $M=4.07$ ;  $SD=1.14$ ) and Favorable ( $M=4.58$ ;  $SD=.83$ ;  $Sig<0.05$ ) scenario. If compared to the Neutral and Favorable scenario, there was no significant statistical difference. This way, it is possible to check H1 again.

To test H2, one follows the brand reputation mediation model in the relation between brand hypocrisy and purchase disposition, with model 4 of Hayes (2018), where the brand reputation mediation test, the direct effect was not significant in the comparison to the scenarios Neutral x Hypocrisy (Effect=-0.09;  $Sig=0.23$ ;  $LLCI=-0.22$ ;  $ULCI=0.05$ ) and was significant between Favorable x Hypocrisy (Effect=-0.73;  $Sig=0.00$ ;  $LLCI=-1.02$ ;  $ULCI=-0.43$ ) scenarios. The indirect effect was negative and significant considering the Neutral x Hypocrisy scenarios (Effect=-0.62;  $LLCI=-0.75$ ;  $ULCI=-0.49$ ) and the Favorable x Hypocrisy scenarios (Effect=-1.20;  $LLCI=-1.51$ ;  $ULCI=-0.90$ ). These results again confirm H2.

To analyze the impact of skepticism on the mediation of reputation in the relationship between brand hypocrisy and willingness to buy, Hayes Model 8 (2018) was used, it is possible to verify that the indirect effect comparing neutral x hypocrisy scenarios is only significant and negative when there is a high level of skepticism (Effect=-0.60; ;  $LLCI=$ ;  $ULCI=-0.40$ ), medium level of skepticism (Effect=-0.29;  $LLCI=-0.46$ ;  $ULCI=-0.14$ ), but not for low level of skepticism (Effect=-0.14;  $LLCI=-0.40$ ;  $ULCI=0.07$ ). The index of moderate mediation (difference between conditional indirect effects) demonstrates that there is a significant difference in reputation mediation in the Favorable x Hypocrisy scenario only when comparing high skepticism x low skepticism (Index=-0.46;  $LLCI=-0.77$ ;  $ULCI=-0.14$ ) and not between medium skepticism x low skepticism (Index=-0.15;  $LLCI=-0.43$ ;  $ULCI=0.13$ ).

The indirect effect is significant and negative between the Favorable x Hypocrisy scenarios when there is a high level of skepticism (Effect=-1.06;  $LLCI=-1.72$ ;  $ULCI=-0.51$ ), medium level of skepticism (Effect=-0.48;  $LLCI=-0.81$ ;  $ULCI=-0.22$ ), but not for low level of skepticism (Effect=-0.26;  $LLCI=-0.72$ ;  $ULCI=0.05$ ). The index of moderate mediation (difference between conditional indirect effects) demonstrates that there is a significant difference in reputation mediation in the Favorable x Hypocrisy scenario only when comparing high skepticism x low skepticism (Index=-0.80;  $LLCI=-1.53$ ;  $ULCI=-0.20$ ) and not between medium skepticism x low skepticism (Index=-0.22;  $LLCI=-0.67$ ;  $ULCI=0.27$ ).

**Discussion:** The results of moderate mediation confirm H5, as negative mediation of reputation when there is brand hypocrisy is significant only among individuals with high skepticism.

Faced with these results, individuals with a high level of skepticism, due to their propensity to distrust, question and do not believe the brand; in fact, they appreciate and want to modify the structures of society, being more sensitive when they are exposed to brand hypocrisy, causing the purchase intention to decrease. This can be based on the studies about skepticism of Leonidou and Skarmeas (2013), which skeptical individuals have a tendency to doubt, not believe and disbelieve the attitudes around them. Thus, brand activism, when noted to be hypocritical, can be interpreted by consumers as an easy way to obtain benefits for the hypocritical brand, considering an actor manipulated and deceived in this relationship (Webb and Mohr, 1998).

## **GENERAL DISCUSSION**

The objective of this work was to analyze the influence of brand hypocrisy and purchase disposition, having as mediator of this relation the brand reputation and moderators of engagement with the cause, level of empathy and skepticism.

So, according to the results of studies 1, 2 and 3, it was possible to confirm H1, where in fact the purchase disposition diminishes when the brand is hypocritically aligning with studies that demonstrate that brand attitudes. In the specific case here, brand hypocrisy, has negative effects on the purchase disposition of products and brands seen as transgressors (Alcañiz et al., 2010; Van Heerde et al., 2007; Coombs, 2007, Huber et al., 2010, Wagner et al., 2009; Luo, Bhattacharya, 2006, Vanhamme, Groben, 2009). However, unlike the studies cited, this one demonstrates incisively, that brand hypocrisy directly affects the purchase disposition in a marketing action, unlike the other studies that demonstrate the perception of hypocrisy in social responsibility programs in the purchase disposition.

It was also possible to confirm H2, where brand reputation in fact mediates negatively the relationship between brand hypocrisy and purchase disposition. This is explained theoretically by the brand carrying its reputation and this has effects on how the brand is perceived by its consumers and on the credibility of its actions (Lai et al., 2010; Skarmeas, Leonidou, 2013).

It is also consistent with the theory that individuals who are engaged in a social cause are covered by these principles, and this study has proven that individuals who are highly engaged in a cause, when they are being manipulated or deceived, will also be less willing to consume hypocritical products and brands. Therefore, proving H3, where the negative mediating effect of brand reputation on the relation between brand hypocrisy and willingness

to buy will be significant only among individuals with high engagement with the cause (Loader, Vromen and Xenos, 2014).

Furthermore, bringing a new moderator, the empathy, it is possible to find an explanation for why individuals stop consuming hypocritical brands, even if these are cheaper, with good cost benefit or even bring social status. The highly empathetic individual, in an altruistic way, prefers to help others or society, being a much greater reward than just a hedonic pleasure, of conquest or consumption of products that bring him merely utilitarian and hedonic advantages (Folkes, 1984; Bradfield, Aquino, 1999; Weiner, 1985).

When the variable skepticism is inserted as a moderator, we have more skeptical individuals that are more sensitive to brand hypocrisy, that is, they believe more strongly that the brand is not ethical or that it is not acting in favor of society, which, in turn, diminishes their purchase disposition due to the perceived bad reputation, proving H5. So, one can evaluate that in fact brand hypocrisy, can be interpreted by consumers, as the brand way to obtain benefits, competitive advantage, profit and expressiveness in the market, in a quick and cheap way, this individual feels manipulated and sees with skepticism brand's interest in really modify society (Webb and Mohr, 1998). This as demonstrated by Kelley and Michela (1980) ends up affecting their later behavior, which in this case, was demonstrated to result in less purchase disposition.

These results contribute to studies on consumer behavior, since the relationships between brands, attitudes and consumption are widely researched. This study provides a vision directly focused on how consumers see the attitudes and transgressions of hypocritical nature of brands and how this affects the purchase disposition. Until then, Brand Hypocrisy theme was restricted only on researches, which seeks to understand consumer perception in relation to Corporate Social Responsibility actions. So, this study, foresees to analyze in which way Brand Reputation, Brand Hypocrisy, Cause Engagement, Empathy Level and skepticism of an individual, has impact on purchase disposition. In this work, some variables that are not mentioned in other papers were elucidated, or if they are mentioned, they do not demonstrate how they interact with each other.

This can be seen in the study by Guèvremont (2019), which develops a scale for measuring brand hypocrisy, but does not advance on the factors that have an impact, such as the purchase disposition. Another example of the absence of studies that focus on the purchase disposition, which maintains the life cycle of a brand, product or service, is the study of Guèvremont and Grohmann (2018). This study cited seeks to demonstrate that brand authenticity alleviates scandals, such as the study of Shim, Yang (2016), which presents the impact of bad reputation in social responsibility programs. Again, hypocrisy becomes a

secondary actor in this relationship, and brand scandals in the context of social responsibility become protagonists. This work seeking to explore and contribute to the theoretical gaps, explored not only the direct relation between brand hypocrisy and purchase intent, but also presented variables that are present in individuals, to a greater or lesser extent, but that have an impact on the purchase intent, and consequently on the cycle of existence of a brand, as well as its impacts and unfolding on reputation.

Thus, this theoretical advance besides demonstrating how the variables interact and increase or decrease the purchase disposition, and this contribution can help managers make better decisions in a marketing action planning with a social stamp. For this, it is necessary that the brand or organization has a notion of the environment that is inserted, as well as which are its stakeholders and also, what is its reputation and evaluation, before these individuals, allowing to create a structured planning in the expectation of its consumers, according to the most congruent social cause possible with the principles of the brand or organization.

## **IMPLICATIONS, LIMITATIONS AND FUTURE RESEARCH**

In view of all the above, this objective topic recovers the main theoretical and practical contributions, as well as the limitations until then and future studies.

So far, this study aimed to analyze in three experiments the hypotheses proposed in this research. In the first experiment the hypotheses H1, H2 and H3 were tested, and H1 proved that brand hypocrisy reduces the willingness to buy. H2 took into account the role of negative mediator of brand reputation in the relationship between brand hypocrisy and disposition. H3 explored the mediating role of brand reputation in the relationship between brand hypocrisy and disposition, only significant when individuals are highly engaged with the cause. In the second study, we tried again to test H1, H2 and finally H4, which analyzed the mediating effect of brand reputation in the relationship between brand hypocrisy and willingness to buy, significant only when the individual has a high level of empathy. In the third experiment, it is proved again the mediation of reputation, being affected by the level of skepticism of the individual, testing H1, H2 and H5.

Thus, this study brings as a main theoretical contribution, the demonstration that brand hypocrisy in fact decreases the purchase disposition. In a context where social activism is increasingly prominent and consumers expect brands to participate as activists, there is a contribution from the level of individual engagement, interacting and having an effect on the relationship between brand hypocrisy and purchase intent. Another important variable that contributes to the theme is the insertion of empathy. This is important, because besides activism,

the search for ethical consumption, free of oppressions, is one of the criteria used for the purchase decision. So, as greater the levels of empathy of the consumer, more sensibility he will have when deciding not to buy something, which brings suffering or manipulation of other individuals, even if this brings him social or financial benefits.

And finally, it contributes theoretically, bringing the variable skepticism, which demonstrates that the more skeptical the individual, the more sensitive he will be when perceiving the hypocrisy, since he does not believe in the good intentions of the company or brand, especially when these are considered hypocritical. Besides contributing theoretically, the relationships explored here, has applications and practical contributions. As already said, brand activism is each time more present on communication and marketing.

The practical contributions can be perceived by providing not only evidence, but demonstrate factors that allow the brand to develop congruent marketing plans, both with its audience and organizational structures. Thus, this work brings practical value by analyzing the factors that impact the relationship of brand hypocrisy and purchase disposition, thus leading to efficient strategies.

Despite all the variables studied in this work, some limitations can be seen. As an example for future work, each study has the potential to be explored further due to the vast literature they have, and possible new reactions they tend to have.

Another suggestion for future study is to dig deeper into the dimensions of the hypocrisy scale, so that it is possible to explore which ones have the greatest potential to decrease purchase intention or vice versa..

This study has a certain contribution in what concerns brand hypocrisy, brand reputation and purchase disposition. Many other factors can be explored, since the theme of brand hypocrisy, is a pulsating theme, because it presents itself as a mechanism that companies use, but often end up having more losses than gains.

Briefly, this work allows to provide a driver both for academic purposes, with their theoretical contributions to the branding literature, and for brands and companies that need to reformulate their practices. Today, brands that do not change and follow trends (or even create), lose competitive advantage. In a recent report by Accenture Strategy (2019), one of the largest management and consulting firms in the world, the need for brands to have purpose in their structures is prominent, and not merely producers of services or objects, companies need to be aligned in attitudes and actions.

Great sums have already been invested to explore what are the consumers expectations in relation to brands, as well as the relationships that they want to have. Today, the consumer

expectations are very linked with the will that the principles of brands are aligned with their own principles and values.

Thus, this research demonstrates the need of understanding who is its public, by whom it is formed and what they expect, as well as the need of not being fleeting in their attitudes, and really keep what they promise.

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## APPENDIX 1 – EXPERIMENT SCRIPT 1

Apresentação

Bem-vindo(a) ao estudo!

Contamos com a sua participação neste estudo de Comportamento do Consumidor do Programa de Pós-Graduação em Administração da UFPR. O objetivo é compreender as relações do consumidor com as marcas. A sua participação é voluntária e as respostas serão confidenciais, sendo utilizadas, exclusivamente, para fins acadêmicos.

Tempo requerido: O estudo durará cerca de 7 minutos.

Riscos: Não há risco associado à sua participação.

Confidencialidade: Sua identidade será mantida em sigilo.

Irian Costa- Mestranda PPGADM/UFPR - iriancosta@gmail.com

Passagem de tela

### CENÁRIO HIPOCRISIA

Recentemente a marca Skol criou campanhas publicitárias onde inúmeros casais apareciam utilizando o produto, entre eles, casais LGBT's. Porém o CEO dessa empresa foi notícia proferindo declarações contra o casamento e a adoção de crianças por casais LGBT's.

### CENÁRIO NEUTRO

A SKOL é uma marca de cerveja da empresa AmBev. Seu nome vem da palavra escandinava skål que significa "à nossa saúde".

**O que você acha da situação apresentada?**

**Qual sua disposição para comprar os produtos da marca SKOL?**

1- NADA DISPOSTO 2 - 3 – 4 - 5 – MUITO DISPOSTO

### ESCALA REPUTAÇÃO DE MARCA

Sobre a marca SKOL, assinale os itens abaixo com seu grau de concordância:

1- DISCORDO TOTALMENTE 2 - 3 – 4 - 5 – CONCORDO TOTALMENTE

- A SKOL é de confiança
- A SKOL é respeitável
- A SKOL faz afirmações honestas

### ESCALA HIPOCRISIA

Sobre o cenário apresentado, por favor, assinale as alternativas de acordo com seu grau de concordância:

1- DISCORDO FORTEMENTE 2 - 3 – 4 - 5 – CONCORDO TOTALMENTE

- A SKOL é uma marca que não é fiel à sua palavra
- A SKOL é uma marca que finge ser algo que não é
- A SKOL é uma que age de forma contrária aos princípios declarados
- A SKOL é uma marca que promove positivamente um produto associado a consequências nocivas
- A SKOL é uma que professa ser boa para as pessoas mas não é
- A SKOL é uma marca que tem consequências negativas para pessoas ou sociedade
- A SKOL é uma marca que promove imagens irreais
- A SKOL é uma marca que promete algo inatingível

- A SKOL é uma marca que empurra consumidores para objetivos irrealis
- A SKOL é uma marca que apoia programas de responsabilidade social incompatíveis com sua missão
- A SKOL é uma marca que se envolve em atividades sociais que não reflete seus valores
- A SKOL é uma marca que se envolve em causas sociais apenas para fins de marketing

**O quanto você considera as informações dessa pesquisa real?**

1- NADA REAL 2 - 3 – 4 - 5 – MUITO REAL

**Você teve dificuldade de entendimento para responder a pesquisa?**

1- NENHUMA DIFICULDADE 2 - 3 – 4 - 5 – MUITA DIFICULDADE

**O quanto você esteve comprometido para responder esta pesquisa?**

1- POUCO COMPROMETIDO 2 - 3 – 4 - 5 – MUITO COMPROMETIDO

**Assinale a opção que identifica a causa social abordada na referente pesquisa:**

- Causa de Combate à Gordofobia
- Causa de Preservação Ambiental
- Causa LGBT
- Causa dos Direitos dos Animais
- Causa Racial
- Causa da Equidade de Gênero
- Nenhuma

**Gênero:**

**Idade:**

**Cidade:**

**Grau de Escolaridade:**

- Ensino Fundamental
- Ensino Médio
- Ensino Superior Incompleto
- Ensino Superior Completo
- Pós-Graduação

**Assinale as alternativas com o nível de identificação que você possui com as causas sociais abaixo:**

1- NADA IDENTIFICADO 2 - 3 – 4 - 5 – MUITO IDENTIFICADO

- Causa de Combate à Gordofobia
- Causa de Preservação Ambiental
- Causa LGBT
- Causa dos Direitos dos Animais
- Causa Racial
- Causa da Equidade de Gênero

## APPENDIX 2 – EXPERIMENT SCRIPT 2

Contamos com a sua participação neste estudo de Comportamento do Consumidor do Programa de Pós-Graduação em Administração da UFPR. O objetivo desse estudo é compreender as relações do consumidor com as marcas.

A sua participação é voluntária e as respostas serão confidenciais, sendo utilizadas, exclusivamente, para fins acadêmicos.

Tempo requerido: O estudo durará cerca de 8 minutos. Riscos: Não há risco associado à sua participação.

Confidencialidade: Sua identidade será mantida em sigilo.

Irian Costa- Mestranda PPGADM/UFPR - iriancosta@gmail.com  
Escala EMPATIA

**De acordo com as afirmações abaixo, assinale a opção que melhor lhe descreve:**

1- NÃO ME DESCREVE BEM 2 - 3 – 4 - 5 – ME DESCREVE MUITO BEM

- Quando vejo alguém sendo explorado, sinto uma espécie de proteção para com ele
- Tenho frequentemente sentimentos carinhosos e preocupados pelas pessoas menos afortunadas que eu
- Me descrevo como uma pessoa de coração muito mole
- Muitas vezes fico bastante comovido com as coisas que vejo acontecerem

### CENÁRIO HIPOCRISIA

A marca Pura Pele é uma conhecida marca de cosméticos e perfumaria, famosa por sua alta qualidade aliada com preços baixos, trazendo assim bom custo benefício para seus consumidores.

A marca recentemente veiculou em suas redes sociais uma série de 4 pequenos vídeos em que mostrava práticas e dicas de como o consumidor e a sociedade em geral poderiam contribuir com o meio ambiente.

Em um dos vídeos mostrava que utilizava plástico reciclável em seus produtos. Em outro mostrava um mutirão feito por seus funcionários para recolher lixo das praias da região que a fábrica está instalada. No terceiro vídeo dava dicas para que a população comprasse alimentos orgânicos e evitassem o consumo de carne promovendo a hashtag #SegundaSemCarne. E no quarto promovia uma conscientização acerca do exagero de consumo de produtos em geral.

Um aumento expressivo de procura em postos de saúde por moradores de uma comunidade, com sintomas de envenenamento por metais pesados, fez surgir uma investigação no rio em que a comunidade utiliza para abastecimento de água, pesca e lazer. Nessa investigação foi constatado que a marca Pura Pele estava fazendo o descarte de seus resíduos poluentes de produção nesse rio.

### CENÁRIO NEUTRO

A marca Pura Pele é uma conhecida marca de cosméticos e perfumaria, conhecida por sua alta qualidade aliada com preços baixos, trazendo assim bom custo benefício para seus consumidores.

### CENÁRIO POSITIVO

A marca Pura Pele é uma conhecida marca de cosméticos e perfumaria, conhecida por sua alta qualidade aliada com preços baixos, trazendo assim bom custo benefício para seus consumidores.

A marca recentemente veiculou nas redes sociais uma série de 4 pequenos vídeos em que mostrava práticas e dicas de como o consumidor e a sociedade em geral poderiam contribuir com o meio ambiente.

Em um dos vídeos mostrava que utilizava plástico reciclável em seus produtos. Em outro mostrava um mutirão feito por seus funcionários para recolher lixo das praias da região que a fábrica está instalada. No terceiro vídeo dava dicas para que a população comprasse alimentos orgânicos e evitassem o consumo de carne promovendo a *hashtag* #SegundaSemCarne. E no quarto promovia uma conscientização acerca do exagero de consumo de produtos em geral.

Semanas após a veiculação dessa campanha, Pura Pele recebeu um prêmio e certificação Amigos do Meio Ambiente, por suas práticas de produção serem sustentáveis, onde os resíduos não agridem o meio ambiente, existindo até mesmo uma rede abrangente no território nacional para descarte das embalagens e frascos utilizados por seus consumidores.

### **Qual a sua disposição de comprar os produtos da marca Pura Pele?**

1- NADA DISPOSTO 2 - 3 – 4 - 5 – MUITO DISPOSTO

### **ESCALA REPUTAÇÃO DE MARCA**

#### **Sobre a marca Pura Pele, assinale os itens abaixo com seu grau de concordância:**

1- DISCORDO TOTALMENTE 2 - 3 – 4 - 5 – CONCORDO TOTALMENTE

- A Pura Pele é de confiança
- A Pura Pele é respeitável
- A Pura Pele faz afirmações honestas

### **ESCALA HIPOCRISIA**

Sobre o cenário apresentado, por favor, assinale as alternativas de acordo com seu grau de concordância:

1- DISCORDO FORTEMENTE 2 - 3 – 4 - 5 – CONCORDO TOTALMENTE

- A Pura Pele é uma marca que não é fiel à sua palavra
- A Pura Pele é uma marca que finge ser algo que não é
- A Pura Pele é uma que age de forma contrária aos princípios declarados
- A Pura Pele é uma marca que promove positivamente um produto associado a consequências nocivas
- A Pura Pele é uma que professa ser boa para as pessoas mas não é
- A Pura Pele é uma marca que tem consequências negativas para pessoas ou sociedade
- A Pura Pele é uma marca que promove imagens irreais
- A Pura Pele é uma marca que promete algo inatingível
- A Pura Pele é uma marca que empurra consumidores para objetivos irreais
- A Pura Pele é uma marca que apoia programas de responsabilidade social incompatíveis com sua missão
- A Pura Pele é uma Uma marca que se envolve em atividades sociais que não reflete seus valores

- A Pura Pele é uma marca que se envolve em causas sociais apenas para fins de marketing

**O quanto você considera as informações dessa pesquisa real?**

1- NADA REAL 2 - 3 – 4 - 5 – MUITO REAL

**Você teve dificuldade de entendimento para responder a pesquisa?**

1- NENHUMA DIFICULDADE 2 - 3 – 4 - 5 – MUITA DIFICULDADE

**O quanto você esteve comprometido para responder esta pesquisa?**

1- POUCO COMPROMETIDO 2 - 3 – 4 - 5 – MUITO COMPROMETIDO

**Assinale a opção que identifica a causa social abordada na pesquisa:**

- Causa de Combate à Gordofobia
- Causa Ambiental
- Causa LGBT
- Causa Racial
- Causa de Equidade de Gênero
- Causa Feminista
- Nenhuma

**Gênero:**

**Idade:**

**Cidade:**

**Grau de Escolaridade:**

- Ensino Fundamental
- Ensino Médio
- Ensino Superior Incompleto
- Ensino Superior Completo
- Pós-Graduação

### APPENDIX 3 – EXPERIMENT SCRIPT 3

#### Causa Social Abordada: RACIAL

#### Escala Empatia

De acordo com as afirmações abaixo, assinale a opção que melhor lhe descreve:

1-ABSOLUTAMENTE NÃO ME DESCREVE    2 – NÃO ME DESCREVE    3 – ME DESCREVE PARCIALMENTE    4 - ME DESCREVE    5 – ME DESCREVE PERFEITAMENTE

- Quando vejo alguém sendo explorado, sinto uma espécie de proteção para com ele
- Quando vejo alguém ser tratado de forma injusta, por vezes não tenho muita pena dele
- Tenho frequentemente sentimentos carinhosos e preocupados pelas pessoas menos afortunadas que eu
- Me descrevo como uma pessoa de coração muito mole
- Por vezes não tenho pena das outras pessoas quando elas têm problemas
- As desgraças das outras pessoas não costumam me incomodar muito
- Muitas vezes fico bastante comovido com as coisas que vejo acontecerem

#### Cenário Hipocrisia

Devido aos recentes acontecimentos por todo o mundo em relação a discriminação racial, principalmente contra a comunidade negra, inúmeras pessoas apoiaram as manifestações e passeata pelo fim do preconceito. O apoio também surgiu advindo do setor privado, em que grandes marcas e celebridades se posicionaram ao lado desse movimento de igualdade racial.

A marca O Boticário é uma conhecida marca de perfumes e cosméticos, conhecida por sua alta qualidade aliada a preços justos, trazendo assim bom custo benefício para seus consumidores.

O Boticário, postou em suas redes sociais uma mensagem destinada à comunidade negra, prestando solidariedade aos acontecimentos e pedindo pelo fim da discriminação racial.

Essas atitudes da marca, se tornaram notícia nos principais sites e blogs, pois alguns meses antes, O Boticário também foi notícia, por ter lançado uma coleção com modelos fazendo *black face*, que consiste em uma pessoa branca pintar seu rosto com pigmentos ou cosméticos de cor escura visando ridicularizar ou exagerar a aparência e traços negros. Outras ações da empresa vieram a tona, como por exemplo ter baixíssima porcentagem de negros nos quadros de funcionários e quase nenhum em cargos de chefia e muito menos a contratação de modelos negros em suas campanhas de publicidade.

#### Cenário Neutro

A marca O Boticário é uma conhecida marca de perfumes e cosméticos, conhecida por sua alta qualidade aliada a preços justos, trazendo assim bom custo benefício para seus consumidores.

#### Cenário Favorável – Ceticismo

Devido aos recentes acontecimentos por todo o mundo em relação a discriminação racial, principalmente contra a comunidade negra, inúmeras pessoas apoiaram as manifestações e passeata pelo fim do preconceito. O apoio também surgiu advindo do setor privado, em que grandes marcas e celebridades se posicionaram ao lado desse movimento de igualdade racial.

A marca O Boticário é uma conhecida marca de perfumes e cosméticos, conhecida por sua alta qualidade aliada a preços justos, trazendo assim bom custo benefício para seus consumidores. O Boticário, postou em suas redes sociais uma mensagem destinada à comunidade negra, prestando solidariedade aos acontecimentos e pedindo pelo fim da discriminação racial. A marca é famosa por utilizar sempre modelos negros em suas campanhas, bem como dá prioridade pela contratação de pessoas negras, principalmente no que diz respeito a cargos de chefia e liderança.

**De acordo com o cenário apresentado, qual a sua disposição de comprar os produtos da marca O Boticário?**

1- NADA DISPOSTO 2 - 3 – 4 - 5 – MUITO DISPOSTO

**De acordo com o cenário apresentado, qual a sua disposição de comprar os produtos da marca O Boticário para uso privado? (Uso privado diz respeito quando você está disposto a comprar produtos sem que outras pessoas saibam)**

1- NADA DISPOSTO 2 - 3 – 4 - 5 – MUITO DISPOSTO

**De acordo com o cenário apresentado, qual a sua disposição de comprar os produtos da marca O Boticário para uso público? (Uso público diz respeito quando você está disposto a comprar produtos que outras pessoas ficarão sabendo que você comprou)**

1- NADA DISPOSTO 2 - 3 – 4 - 5 – MUITO DISPOSTO

### **CENÁRIO**

**Levando em conta o cenário apresentado sobre a marca O Boticário, assinale os itens abaixo com seu grau de concordância:**

#### **Brand Reputation**

2- DISCORDO TOTALMENTE 2 - 3 – 4 - 5 – CONCORDO TOTALMENTE

- A marca O Boticário é de confiança
- A marca O Boticário é respeitável
- A marca O Boticário faz afirmações honestas

### **CENÁRIO**

Ainda sobre o cenário apresentado da marca O Boticário, assinale os itens conforme seu grau de concordância:

#### **CSR SKEPTICISM**

1- DISCORDO FORTEMENTE 2 - 3 – 4 - 5 – CONCORDO FORTEMENTE

- É duvidoso que é uma marca socialmente responsável
- É incerto que essa marca está preocupada em melhorar o bem-estar da sociedade
- É incerto que essa marca segue altos padrões éticos
- É questionável que essa marca atue de maneira socialmente responsável

### **CENÁRIO**

**Assinale as alternativas com o nível de identificação que você possui com as causas sociais abaixo:**

1- NADA IDENTIFICADO 2 - 3 - 4 - 5 – MUITO IDENTIFICADO

- **Causa de Combate à Gordofobia**
- **Causa de Preservação Ambiental**
- **Causa LGBT**
- **Causa Racial**
- **Causa dos Direitos dos Animais**
- **Causa da Equidade de Gênero/Feminista**

### **CENÁRIO**

**Sobre o cenário apresentado, por favor, assinale as alternativas de acordo com seu grau de concordância:**

1- DISCORDO FORTEMENTE 2 - 3 - 4 - 5 – CONCORDO TOTALMENTE

- O Boticário é uma marca que não é fiel à sua palavra
- O Boticário é uma marca que finge ser algo que não é
- O Boticário é uma marca que age de forma contrária aos princípios declarados
- O Boticário é uma marca que promove positivamente um produto associado a consequências nocivas
- O Boticário é uma marca que professa ser boa para as pessoas, mas não é
- O Boticário é uma marca que tem consequências negativas para pessoas ou sociedade
- O Boticário é uma marca que promove imagens irreais
- O Boticário é uma marca que promete algo inatingível
- O Boticário é uma marca que empurra consumidores para objetivos irreais
- O Boticário é marca que apoia programas de responsabilidade social incompatíveis com sua missão
- O Boticário é marca que se envolve em atividades sociais que não reflete seus valores
- O Boticário é marca que se envolve em causas sociais apenas para fins de marketing

**O quanto você considera as informações dessa pesquisa real?**

1 – Nada Real 2 3 4 5 – Muito Real

**Você teve dificuldade de entendimento para responder a pesquisa?**

1 – Nenhuma Dificuldade 2 3 4 5 – Muita Dificuldade

**O quanto você esteve comprometido para responder esta pesquisa?**

1 – Pouco Comprometido 2 3 4 5 – Muito Comprometido

**Assinale a opção que identifica a causa social abordada na pesquisa:**

- Causa de Combate à Gordofobia
- Causa Ambiental
- Causa LGBT
- Causa Racial
- Causa dos Direitos dos Animais
- Causa de Equidade de Gênero/Feminista

- Nenhuma

**Gênero**

Feminino

Masculino

Outro(s)

**Idade****Cidade****Grau de Escolaridade**

- Ensino Fundamental
- Ensino Médio
- Ensino Superior Incompleto
- Ensino Superior Completo
- Pós-Graduação

**As informações sobre a marca e cenário apresentados nessa pesquisa são fictícias, criados apenas para fins acadêmicos.**

### APPENDIX 4 – EXPERIMENT SCRIPT 4

Indique seu grau de familiaridade com as seguintes marcas abaixo:

	1 DESCONHECIDO	2	3	4	5 – MUITO FAMILIAR
O Boticário					
MAC					
Riachuelo					
Gucci					
Nike					
Fila					
Absolut					
Coca-Cola					
Renault					
Chevrolet					

Indique sua opinião sobre cada marca:

	1 – PÉSSIMA	2	3	4	5 – EXCELENTE
O Boticário					
MAC					
Riachuelo					
Gucci					
Nike					
Fila					
Absolut					
Coca-Cola					
Renault					
Chevrolet					

Indique sua opinião sobre cada marca:

	1 – NADA ÚTIL	2	3	4	5 – MUITO ÚTIL
O Boticário					
MAC					
Riachuelo					
Gucci					
Nike					
Fila					
Absolut					
Coca-Cola					
Renault					
Chevrolet					

Indique sua opinião sobre cada marca:

	1 – NADA FAVORÁVEL	2	3	4	5 – MUITO FAVORÁVEL

O Boticário					
MAC					
Riachuelo					
Gucci					
Nike					
Fila					
Absolut					
Coca-Cola					
Renault					
Chevrolet					