

Navigating Purpose-Led Marketing: A Study of Brand Activism in the Indian Market

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ABSTRACT

This study aims to explore and understand the current state of brand activism in India by corporates. Brand activism fundamentally consists of business efforts to promote direct social, political, economic or environmental reforms with the desire to promote improvements in the society. It is a way for a brand to take a stand for a social, cultural, environmental or political cause. Brand activism has been prevalent strategy among the western countries. Whereas in India, it is still at a very nascent stage, albeit there has been a rise in vocal brands who are not afraid of making stark statements and being bold in their campaigns.

Keywords: Brand Activism, Indian Brands, Corporate Social Advocacy, Inclusive Marketing, Emerging Market, Brand Authenticity, Woke-washing..

INTRODUCTION

In the last few years, there has been a rise in the overlapping of corporate endeavours and societal issues. This has led to creating a paradigm shift in the role that any brand must play within the brand communities. Brand Activism in comparison to the traditional marketing frameworks has reached a new zenith, which encapsulates a brand's efforts to align itself and work for social and environmental causes. Brand Activism is a voice or opinion of the brands on political, social-cultural, economic and environmental issues with the desire to make improvement so they are able to connect at very strong level with their communities which consists of their consumers, customers, employees, societies, and investors (Sarkar and Kotler, 2021)

Brand Activism is 'the act of publicly taking a stand on divisive social or political issues by a brand or an individual associated with a brand' (Sarkar and Kotler, 2021; Mukherjee and Althuizen, 2020). As explained in the Corporate Social Responsibility (CSR) by Carroll, this research places Brand Activism as an extension of the ethical and philanthropic responsibilities that the corporations initiate (Carroll, 1991). These initiatives by brand activism focus beyond the tunnel vision of only having financial success. It delves deeply into the area of social and environmental responsibility and leadership as well. This ideation allows to frame brand activism while incorporating it within a broader range of ethical considerations, which address the potential impact of it on both profit and purpose. Despite the global increase in brands adopting the practice of brand activism, the Indian branding space still seems to lag due to the unique cultural landscape characterised by the diversity of cultural nuances and the socio-political dynamics. As such Indian brands must face a serious set of challenges if they want to go ahead with Brand Activism.

In this research, we will be undertaking an exploratory approach since brand activism in the Indian context is still at a developmental stage which has still not been studied extensively. This research aims to answer the following questions:

What are the different forms of brand activism in the Indian market?

Amongst the Indian brands what are the deciding factors and motivators of brand activism in India?

What is the perception of the Indian consumers and how do they respond to the brand activism initiatives in India?

This research will mainly focus on an Indian Food delivery platform Zomato. Scrutinizing the campaigns of brand activism they have done over the last couple of years in India. Choosing Zomato allows us for a comparative analysis of their activism ideologies. This helps us to identify patterns of consistency and the underlying factors influencing their approaches. By including Keller's Customer-Based Brand Equity (CBBE) model, the research validates the fact that brand activism has the potential to resonate with consumers while influencing their perceptions, loyalty and thus impacting the overall brand equity.

In FY 2023–24 (FY24), Zomato achieved a landmark financial performance, recording a consolidated revenue from operations of ₹12,114 crore, reflecting a strong 71% year-on-year (YoY) growth (with Adjusted Revenue reaching ₹13,545 crore, up 56% YoY). This rapid trajectory pushed the company into full-year net profitability for the first time with a PAT of ₹351 crore. Behind this operational growth, Zomato's ecosystem was powered by a massive workforce, including an active network of over 400,000 delivery partners alongside a growing internal corporate headcount that kept employee benefit expenses down to just 12% of adjusted revenue (Zomato Annual Report, 2023)

This research employs a mix-method through a comprehensive questionnaire designed to capture the respondents (customers of Zomato) perceptions to Zomato's brand activism campaigns. This method will aid us in offering insights which extend beyond the immediate stakeholders involved in crafting the brand's messages.

2. Literature Review

Brand activism has recently been a popular method for companies to voice up their standing on a social and political issue. Some customers favour the brand which speaks out and comes in support whereas others are pessimistic and unconvinced. The following literature analysis will focus on highlighting the influence that brand activism has had on customer perception and behaviours (Moorman, 2020).

The investigation of consumer perception via a critical analysis of Zomato's brand activism showcased that consumers relate to brand activism, and it affects their overall perception of the brand. The insights gathered from this research aid in the development of brand activism and how it is defined. Emphasis has been put on brands to maintain and commit to the declared cause of brand activism while illustrating the subtlety of nuances in brand activism in the Indian market (Patni & Dev, 2021).

Similarly, Shetty et al. (2019) focus on the millennial customers base and their views on brand activism. It has been identified that millennials are more likely to favour firms which share their values to make purchases. This indicates a shift in overall consumer behaviour that puts ethical involvement over conventional marketing strategies, especially in the Indian markets. Brand activism has become gradually a crucial part of developing brand-related strategies (Moorman, 2020). It explores the instance of Tanishq, a renowned jewellery brand in India and through a critical analysis evaluates the brand activism campaigns undertaken by Tanishq. In one of their campaigns which focuses on interfaith marriage got a lot of negative backlashes on social media, this portrays how sensitive brand activism is in India where the socio-cultural factors are of utmost importance. This highlights the potential dangers and difficulties that companies might encounter when standing up for a social, political, or cultural cause. It warns the companies to carry out activism initiatives with caution, understanding the sensitivity of the issue to not antagonise customers while being sincere to the causes which should align with society's ideals to prevent any negative impacts and preserve their brand image. (Shetty et al., 2023).

Wannow and Haupt (2022) focus on how customers feel about brand activism in their study. They distinguish 4 moral feelings which appear in response to brand activism: 1. Anger, 2. Thankfulness, 3. Elevation and 4. Admiration. Elevation is a positive feeling that is fuelled by wonder and it is produced when companies participate in activism initiatives which align with the ideals of their target audience. Gratitude is another happy feeling which emerges when companies express genuine concern and care for social issues. Another positive reaction, admiration arises when firms display bravery and integrity in their actions. On the other hand, when firms' efforts are

false or against their basic beliefs, rage a negative feeling dominates which can be characterised by animosity and resentment.

It is a strategy for brands to be true, authentic, and aligned with their customer values. This not only helps the firms to successfully manoeuvre through the emotional terrain of brand activism and foster stronger customer relationships coupled with emotional reactions from their customers (Herzberg and Rudeloff, 2022).

When undertaking a brand activism initiative, the brand needs to be committed to the social problem. In their investigation of LGBTQI+ consumers' perception of brand activism, the general Indian audience is very sensitive to the sincerity of the brand activism initiatives and is more likely to support those companies which genuinely uphold inclusivity and diversity (Zomato, 2019). Consumers pay attention to the campaigns to ascertain whether the brand is involved in the issue or is it just limited merely to the surface level. Further the research focuses on the complex interaction of customers with brand activism, highlighting that if a campaign needs to be successful a prerequisite is to find an alignment of customer's beliefs and the authenticity of the campaign (Tressoldi et al., 2023).

Brand activism's effects regarding consumer sentiments and purchasing intentions are examined by Mukherjee and Althuizen (2020). A series of investigations were conducted and in one study they found that even if the consumer disagreed with the position of the company, they were more likely to side with it and have positive connotations if the company made a social statement. In another study, they found that even if the brand was unknown to customers, they would be willing to purchase items if that brand had made a social statement.

Brand activism is a powerful tool for businesses for creating a strong brand image. It must be used with caution and as and when only where it is necessary. Brand activism is likely to succeed if it is true and sincere in its efforts (Anisimova et al. 2025). The marketing implications that their research provided were that firstly, for establishing and fostering growth with customers it is important to focus on brand loyalty. Secondly, the brand activists need to ensure that their actions are sincere and true in all terms. Third and finally, the advertisers concerned department needs to be ready to face some form of criticism from the customers who do not agree with their company's position on a social issue (Sarkar and Kotler, 2021).

The research conducted by Vredenburg et al. (2020) examines the idea of brand activism and compares it with the counterfeit equivalent that is known as "woke washing". According to their theory, brand activism can be considered authentic when the company's messaging and actions end up matching with their goals and principles and should be consistent throughout. Woke washing occurs when a company is trying to put up a front of social consciousness whereas it does not allocate appropriate resources or efforts to contribute towards it (Farmaki, 2022).

The writers put a strong emphasis on the importance of brands being consistent in their support of such

campaigns. They suggest that if a company supports a cause which might align with its values, then it has a chance to optimise its brand equity. By balancing the fine line between innovation and familiarity with the brand, customers' attention can be piqued without sacrificing the legacy and legitimacy of the brand.

Eyada (2020) breaks down the tricky balance brands face when they use social causes to boost their image and bottom line. Looking at Nike, the study shows that brand activism heavily shapes how consumers view a company. The research highlighted that if a brand wants to avoid backlash, its message needs to feel authentic and truly backed up by real support for the cause.

The efficacy of DEI (diversity, equity and inclusion) concerning brand activism is examined in this study. Indications from the research lead us to believe that DEI-related content receives engagement which is on similar levels to that of branding posts. Hence proving that DEI brand activism is a plausible strategy in the digital environment. (Taylor et al., 2023)

Randhawa (2021) Investigates the effects of fem-vertising and the usage of themes relating to women's empowerment by brands in advertising. The findings indicate an inherent need to stop stereotyping in these campaigns and showcase how they positively influence men's attitudes towards brand equity. As it relates to India, this paper sheds light on how successful brand activism requires managing cultural intricacies, being sincere and the strategic alignment of customer values.

3. Research Methodology

To evaluate brand activism within the Indian context, this research employs a mixed-methods design. Primary qualitative data sources will be curated and analyzed to generate secondary datasets for sentiment analysis. To support and validate these findings, the study incorporates relevant academic literature and case studies, providing a grounded understanding of consumer sentiment and market dynamics in India.

To collect primary data, a structured online survey was created on Google Forms and distributed to respondents. The questions were built around three main pillars: understanding public awareness of Zomato's social initiatives, examining how closely these campaigns align with real societal issues, and analyzing how a brand's activism shapes customer buying habits and overall perception.

The survey was designed to gather clear insights into how consumers perceive and respond to Zomato's brand activism. We will use statistical analysis to uncover key patterns, correlations, and trends in the responses, providing quantitative evidence to support our qualitative findings.

3.1 Research Objective

The research questions have been based on the following three main parameters:

3.2.1 Awareness and Perception of Zomato's Brand Activism Efforts:

To evaluate public awareness of Zomato's social leadership and brand activism, survey responses were analyzed across two primary dimensions: brand engagement (social media and news tracking) and perceived impact (awareness of societal contributions).

Evaluate customers' perceptions of Zomato's campaigns such as "Period Leaves" for breaking the stigma around menstruation, its partnership with Feeding India during the COVID-19 pandemic, and support for the LGBTQ+ community during Pride Month (Zomato blog, 2020).

3.2.2 Relevance and Alignment with Social Issues:

Beyond general awareness, the study examined whether consumers perceive Zomato's social initiatives as relevant to India's broader socio-economic landscape, and whether they feel a personal connection to those causes.

To evaluate this alignment, two primary dimensions were measured: Assessing customer agreement with the statement that Zomato's efforts to promote inclusivity, equality, mental well-being, and environmental sustainability address pressing national priorities and measuring individual alignment through direct agreement with the statement, "I connect with the social issues that Zomato chooses to support."

Analyzing these variables helps determine if Zomato's brand activism resonates with consumers' personal values and addresses issues they consider important in contemporary India.

3.2.3 Impact on Consumer Behaviour and Company Perception:

To understand how Zomato's social initiatives affect its actual business and brand image, we looked at two main factors: whether people are more likely to order from them, and how their general perception of the brand changes. Does Shared Values Drive Orders? First, we wanted to see if supporting Zomato's social stance leads to more sales. We asked respondents how much they agreed with the statement: "Supporting Zomato's stand on social issues makes me more likely to order food through their platform." This helps us gauge whether brand activism acts as a real trigger for customer choices and long-term platform loyalty. Second, we looked at broader sentiment and how authentic people feel these campaigns are. We measured agreement with: "Zomato's commitment to social causes gives me a more favourable view of the company." This gives us insight into how campaigns like Feeding India or their electric vehicle initiatives shape Zomato's overall reputation showing whether customers view them as genuine efforts or just clever marketing.

These research objectives cover the key aspects of customers' perspectives on Zomato's brand activism initiatives, including awareness, perception, relevance to social issues, impact on behaviour, and company perception.

3.2 Zomato's Activism Campaign Timeline



Figure 1: Zomato's Activism Campaign Timeline

As shown in Figure 1, in the last 6 years Zomato has focused on an array of societal issues which has garnered the brand with both positive and negative publicity. Although Zomato as a brand has always been on the frontier when it comes to raising voices for fighting for rights and addressing discriminatory behaviour, the number of diverse initiatives which Zomato has undertaken are vast and vary in nature.

Albeit a good thing as multiple systemic issues are being brought to light; however, this might prove to be a double-edged sword for its reputation as the consumers might perceive the brand trying to dabble into a lot of initiatives and thus not focusing and dedicating itself solely to a few causes. This is something which Zomato as a brand needs to keep in mind while initiating any brand activism campaigns.

We will look at the perception of Zomato users through sentiment analysis to identify whether the users can relate to Zomato's brand activism campaigns and what are their thoughts about the various campaigns.

4. Data Analysis

After surveying to understand the objectives as stated above in the research objectives, the following inferences could be drawn after doing thorough data analysis using pivot charts on Microsoft Excel: A total of 93 responses were collected out of which 88 responses were from Zomato users who were aware of Zomato's campaigns these 88 responses were finalised for analysis.

4.1.1 Demographics

The respondents were diverse in age groups, with the majority being between 18-35 years (70%) followed by the age group 25-35 years (26%). There was a split between male and female respondents with 56% and 44% respectively. All 88 study participants were active Zomato users, with the vast majority ordering food on a weekly or monthly basis. In terms of household finances, nearly four out of five respondents (79%) reported an annual family income of under ₹20,00,000.

4.1.2 Awareness and Perception of Zomato's Social Campaigns

There was a bimodal distribution in terms of awareness, with respondents either being highly aware (53%) or completely unaware (47%) of Zomato's social campaigns. When asked if they knew about Zomato's efforts to make a positive impact on society, 54% of users agreed, 16% of users disagreed and 31% of users remained neutral. Campaigns around menstrual leave and COVID-19 relief

efforts resonated strongly with respondents who were aware of them, most of them described them as "extremely" or "very much" impactful and genuine. The LGBTQ+ initiatives during Pride Month were perceived positively by many respondents (47%), there were users also neutral choosing "Moderately well" (36%) but less negative perceptions indicating more positivity towards this topic. Most users agreed (69%) that Zomato's efforts to promote inclusivity, equality, mental well-being and a healthy environment were relevant to India's current social needs with minimal disagreement (5%).

4.1.3 Impact on Brand Perception and Customer Loyalty

A significant portion of respondents (around 60-70%) stated that Zomato's social campaigns made them view the company more favourably, appearing more responsible, trustworthy, and differentiated from competitors. There was a minority (around 5-10%) who were sceptical or dismissive, believing that the campaigns were merely for publicity and not intended to create genuine change. When it came to the direct impact on customer loyalty, 52% of respondents were in agreement, 12% disagreed, and the rest remained neutral about whether Zomato's social stance would influence their likelihood of ordering food from the platform.

4.1.4 Demographic Variations

There were no clear patterns in responses based on age or gender, with a diverse range of opinions across these demographics. Income level did not seem to have a significant impact on perceptions, with both lower and higher income groups exhibiting similar response distributions. Overall, the data suggests that not only Zomato's social campaigns have been successful in enhancing brand perception and resonating with a substantial portion of their customer base, but there is also less scepticism and disconnect among their users. The impact on customer loyalty appears to be responsive. However, we need to consider the fact that social initiatives are just one factor among many that influence consumer behaviour.

4.2 Sentiment Analysis

Sentiment Analysis is a tool which helps us to understand consumers opinions, perspectives, perceptions, thoughts about the subject – positive or negative. It's important for companies to know what people honestly think and feel about the different things they do and come across daily. Sentiment analysis as a technique helps us to gather those insights regarding the consumer's perception and attitudes.

Brand activism means when companies purposely speak out for social issues and have initiatives which focus on social, political, economic, or environmental issues and integrate that in their brand values. Knowing how the audience reacts to these initiatives is very important for understanding brand perception. More brands are doing this to take a stand in front of society but moreover to connect with people on a personal level.

Zomato has been consistently using its platform to drive positive change. By analysing the actual words and

emotions expressed by the target audience on social media and other forums, sentiment analysis aims to provide insights about what consumers feel about Zomato's brand activism efforts. We've analysed customer sentiments around our research objectives which revolve around sustainability, inclusivity, community, equality, and others. This is to gauge and understand what the customer resonates with and what they don't.

4.2.1 Sentiment Analysis Objectives

4.2.2 Consumer Awareness and Perception

Through sentiment analysis, we sought to understand the level of awareness among consumers regarding Zomato's brand activism initiatives. Additionally, we aimed to gauge their perceptions of these initiatives, and whether they viewed them as genuine, impactful, and aligned with societal needs.

4.2.3 Relevance and Alignment:

Brand activism initiatives can be measured by how relevant they are for our target audience and how much the initiatives align with the values, thoughts and perception of the consumers. This fitment check is very important and can benefit the company too – this can be done through sentiment analysis. The initiatives should be relevant and should align to the values of the company and the consumers.

4.2.4 Impact on Consumer Behaviour and Brand Perception

Through brand activism initiatives Zomato wants to show their stance about social issues, but they also want to measure the impact on consumers and their behaviour. The likelihood to make repeat purchases or the shift in overall brand perception is measured using sentiment analysis, whether the shift is positive or negative due to a brand activism initiative.

To achieve these objectives, we analyzed social media chatter, mostly tweets which mentioned Zomato and certain keywords aligning with our research objectives. By using advanced natural language processing techniques and sentiment analysis algorithms, we were able to assign sentiment scores to these textual data points, indicating whether the sentiment expressed was positive, negative, or neutral.

4.2.2 Data and Methodology

Sentiment analysis was conducted using machine learning algorithms on python, using tokenisation and n-grams approach. The data was derived from social media and the keywords relevant to our research objectives were used to filter out the relevant tweets for analysis. Keywords such as – 'sustainability', 'diversity', 'inclusion', 'community', 'equality', 'social responsibility' are used to filter out tweets and then sentiment analysis is run on that data.

A histogram is plotted for the sentiment scores to show the distribution of positive, negative and neutral sentiment. Word clouds for each keyword are made to understand the relationship of those keywords with the objective.

4.3 Inferences

Based on the sentiment analysis conducted, we can draw several inferences that provide valuable insights into

consumer perceptions and reactions towards Zomato's brand activism initiatives. These inferences are derived from the various outputs obtained through the analysis, including sentiment scores, word clouds, and textual data.

4.3.1 Sentiment Score Distribution

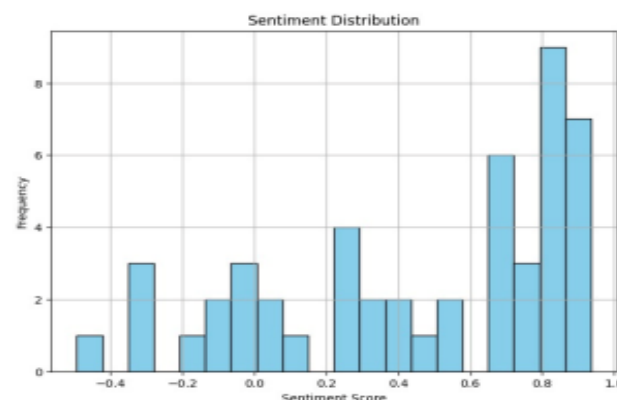


Figure 2

The histogram of sentiment scores shows a distribution which is polarised and that indicates the difference in opinions amongst consumers. A significant portion of the reviews show positive sentiment scores which means that they have highly positive sentiments towards Zomato's brand activism initiatives, there was also a good chunk of reviews expressing highly negative sentiments. This polarization suggests that Zomato's initiatives have been successful in resonating with a segment of their customer base, where the consumers resonate and align with their brand activism initiatives. However, it also highlights the presence of a group that has negative perceptions or opposition towards these initiatives.

This distribution implies that Zomato's brand activism efforts have resulted in strong reactions from consumers, both positive and negative. This polarization could be due to various factors, such as differences in personal values, societal norms, or the perceived authenticity of Zomato's actions. This gives Zomato a hint that they need to tread lightly when it comes to their brand activism initiatives because even though right now the majority is on the positive side, it can be very polarising and volatile situation for them.

4.3.2 Word Cloud Analysis

The word cloud analysis provided insights into the specific themes and topics that resonated with consumers in relation to Zomato's brand activism initiatives. By analyzing the word clouds generated for reviews containing relevant keywords, we can identify the key areas of focus and the sentiments associated with them.



Figure 3: Word Cloud: Community

For example, here the word cloud is for community and the relevant keywords that can be observed are support, inclusivity, admirable efforts, difference, commendable, etc. So, it can be inferred that Zomato does a good job of community building through their brand



Figure 4: Word cloud: Social Responsibility

activism initiatives as majorly people associate this with positive keywords. Similarly the keyword 'social responsibility' has a word cloud which has words like direction, noise, publicity, unimpressed. These indicate a neutral or slightly leaning towards negative response for Zomato. So maybe their initiatives for social responsibility are not hitting the park.

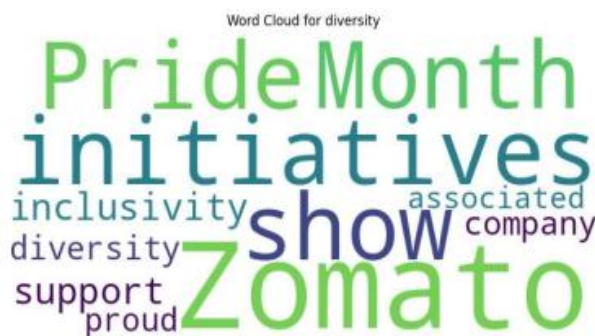


Figure 5: Word Cloud: Diversity

On other hand, word clouds for initiatives related to LGBTQ+ support or environmental sustainability might have revealed a more diverse range of sentiments, with both positive and negative connotations emerging (Li, 2025). This could indicate the presence of differing viewpoints and potential areas where Zomato needs to further educate or clarify their stance to foster greater understanding and acceptance.



Figure 6: Word Cloud: Equality

The word cloud analysis allows us to identify the specific aspects of Zomato's brand activism initiatives that resonate positively with consumers, as well as areas where there may be disconnects or opposing views. By understanding the language and themes associated with these initiatives, Zomato can tailor their messaging and communication strategies to address potential concerns and reinforce the positive impact they aim to create.

4.3.3 Sentiment Analysis of Specific Campaigns

The sentiment analysis provided insights into consumer reactions to specific brand activism campaigns undertaken by Zomato. By analyzing the sentiment scores and textual data associated with these campaigns, we can gauge their effectiveness and identify areas for improvement. For example, the analysis might have revealed that Zomato's "Period Leaves" campaign, which aimed to destigmatize menstruation and promote inclusivity in the workplace, received overwhelmingly positive sentiment scores and supportive comments from consumers. This could indicate that the campaign successfully resonated with the target audience, aligning with their values and perceptions of gender equality and women's rights.

Conversely, a campaign focused on environmental sustainability or social justice might have received a more mixed reaction, with both positive and negative sentiments expressed. Analyzing the textual data could provide insights into the specific concerns or objections raised by consumers, allowing Zomato to address these issues and refine their messaging to foster greater understanding and acceptance.

By examining the sentiment analysis results for specific campaigns, Zomato can identify the initiatives that have been most effective in garnering positive consumer reactions and those that may require further refinement or clarification. This granular understanding can inform future brand activism strategies, ensuring that campaigns resonate with the target audience and effectively communicate the intended message.

4.3.5 Sentiment Analysis over Time

Performing sentiment analysis on a regular basis will help to uncover essential information such as the consumers' changing opinions and responses towards Zomato's brand activism activities overtime. Through tracking sentiment scores and the textual content of the specified period, we can see the trends, changes in the public mind as well as impact of events or campaigns.

An example of that is that the initial response to a brand activism campaign could be mixed or even negative. Nevertheless, over the period, Zomato kept its message on track, engaging with stakeholders, and showing noticeable effect. This gradually led to the changing of the consumer sentiment to be more positive. On one hand, sentiment analysis could throw light on reasons why public sentiment towards a particular initiative decreased and those could range from issues with Zomato (such as its perceived inconsistencies) to changes in society, or to more pressing societal issues coming to the forefront. The tracking of sentiment over time will give Zomato the chance to recognize potential problems or backlashes early and deal with them in an anticipatory manner, as

well as to exploit the positive sentiment trends by reinforcing what works well and by telling consumers about it. Additionally, sentimental trend analyses can present brand activism endeavours endurance and influence, informing Zomato about the long-term success of its strategies and help in making better-informed decisions about future initiatives.

The polarization of opinions and word cloud themes to the analysis of particular campaigns, demographic segments, and trend sentiment over time will give a deep understanding of what consumers think and how they respond. With the help of these details, Zomato can finely tune their brand activism strategies, target different audience groups with their messages and finally create stronger bonds with the people who are in line with their brand's value proposition and socially responsible initiatives.

5. Results and Findings

Zomato has been able to successfully enhance its brand perception with the help of brand activism initiatives and it resonates with a substantial part of the customer base. There is a notable minority that remains dismissive and questions these initiatives. There is a positive impact on customer loyalty although social initiatives are just one factor which influences consumer behaviour.

Specific campaigns like period leave for women employees and COVID-19 relief efforts have been able to garner a lot of positivity and support from the customer base and they are well received and aligned with the societal values that the targeted customer base of Zomato believes in. The different demographics and cultural differences play a significant role in influencing a customer's perception hence there is an inherent need to target different customers with tailored messaging and strategies. There needs to be continuous monitoring and analysis of consumer sentiments to keep up to date with ongoing developments and refine brand activism strategies to further foster genuine connections with customers and craft a brand that provides them with value.

6. Limitations of Research

The overall sample size and representation may have been small and not a direct representation of the diverse customer base of Zomato across India's geographical regions. This could limit the generalization of the findings to different regions or segments across India which may have varying societal and cultural nuances.

Sentiment analysis, although a powerful way to gather insights, can be influenced by the subjective and complex interpretations of the languages and tone used. The accuracy of the sentiment analysis results may be affected by certain factors such as sarcasm, context, and complexity of human emotional expressions.

There is a lack of qualitative insights which could be addressed by involving interviews, these could provide a deeper understanding of consumer behaviour and perception, their motivations and reactions to liking or disliking a brand based on its brand activism campaigns.

Future research can compare different Indian brands' Brand Activism in India to do a comparative analysis and

find the difference in brand activism across different industries. To address these limitations, future research should consider involving a larger and more diverse sample size, employ qualitative methods such as focus groups along with in-depth structured interviews, and explore Brand activism across multiple brands and industries...

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