

# Brand Hypocrisy and Brand Equity: A Review and Future Research Agenda

**Keywords:** Brand hypocrisy, Brand equity, Systematic literature review.

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**Lisgrey Barrera Legorburo**

Universidad de Chile, Chile

[lbarreral@fen.uchile.cl](mailto:lbarreral@fen.uchile.cl)

**Cristóbal Beltrán González**

Universidad de Chile, Chile

[cbeltrang@fen.uchile.cl](mailto:cbeltrang@fen.uchile.cl)

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## ABSTRACT

This systematic literature review examines the phenomenon of brand hypocrisy and its impact on brand equity within marketing—a pressing issue for brands aiming to uphold consumer trust and authenticity. The study synthesizes and analyzes significant theoretical frameworks and empirical findings to clarify how these constructs influence consumer behavior and brand value. Twenty peer-reviewed articles were sourced from the Web of Science and Scopus databases; after a rigorous screening process, seven studies were selected for in-depth analysis. The review utilized bibliometric analysis and co-occurrence mapping to pinpoint influential studies, key themes, and trends across various regions. Results indicate that brand hypocrisy, as a multidimensional construct, critically undermines consumer trust, loyalty, and brand equity. The analysis highlights a predominant reliance on quantitative methodologies within the literature, suggesting an opportunity for qualitative and mixed method approaches that could offer deeper insights into consumers' emotional responses to brand hypocrisy. The findings also emphasize the need to consider cultural, generational, and geographic differences in consumer reactions, and to investigate the roles of mediators and moderators—such as brand transparency and consumer values, shaping the effects of perceived hypocrisy on brand equity. The review concludes by outlining a future research agenda, advocating methodological diversity and broader contextual analysis to fully capture the complex dynamics of brand hypocrisy. These insights provide a valuable foundation for both scholars and practitioners looking to mitigate the adverse effects of brand hypocrisy and strengthen brand equity in today's conscientious market landscape.

**Keywords:** brand hypocrisy, brand equity, systematic literature review.



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# 1. INTRODUCTION

In the dynamic realm of modern business, brands are consistently under pressure to establish authenticity and build loyal consumer relationships, particularly as consumer expectations evolve towards greater accountability and ethical responsibility (Gabrielli et al., 2021; Xiao, Wang, & Guo, 2022; Aaker, 1996). Brand equity, a strategic asset pivotal in differentiating a brand from its competitors, is profoundly influenced by perceptions of authenticity and trust (Keller, 1993; Yoo & Donthu, 2001; Zollo et al., 2020). However, a significant challenge arises with the phenomenon of brand hypocrisy, where discrepancies between a brand's claimed values and its actions lead consumers to question the brand's sincerity (Cheah et al., 2023; Erol, 2024; Li, 2022). Recent studies suggest that brand hypocrisy, especially prevalent in areas involving corporate social responsibility (CSR), can severely damage a brand's equity by eroding consumer trust and loyalty (Guèvremont, 2019; Lee et al., 2023; Xiao et al., 2022).

Consumer behavior is increasingly influenced by a heightened awareness of social issues (Altaf et al., 2017), prompting brands to align their messaging with sustainable and ethical practices (Kumar & Kaushik, 2018). Yet, this shift brings a new set of risks, as brands failing to meet these expectations are often seen as hypocritical, leading to adverse outcomes like brand avoidance and negative word-of-mouth (eWOM) (Gabrielli et al., 2021; Zollo et al., 2020). These effects highlight the need for brands to maintain consistent and genuine communication strategies to uphold consumer trust and, by extension, their brand equity (Datta et al., 2016).

Despite a substantial body of research affirming the impact of authentic brand communication on brand equity (Altaf et al., 2017; Beverland & Farrelly, 2009; Datta et al., 2016; Zollo et al., 2020), empirical studies directly addressing the specific intersection between brand hypocrisy and brand equity remain limited, particularly in certain high-stakes contexts like CSR or brand activism (Lee et al., 2023). Prior studies have extensively validated the role of authenticity in strengthening brand loyalty and perceived quality (Aaker, 1996; Keller, 1993). Research demonstrates that brand authenticity contributes positively to brand equity by enhancing consumer trust and reinforcing favorable brand associations (Gabrielli et al., 2021; Spry, Pappu, & Bettina, 2011).

However, while studies in fields like CSR and ethical branding underscore the repercussions of perceived insincerity on consumer attitudes (Gabrielli et al., 2021; Zollo et al., 2020), few have rigorously investigated how explicit perceptions of brand hypocrisy might uniquely erode brand equity across varying contexts (Cheah, Shimul, & Teah, 2023; Xiao et al., 2022). This gap suggests that while the general dynamics between authenticity and brand equity are well-documented, the nuances of how perceived hypocrisy—especially in domains where brands champion social or environmental values—affects brand equity, warrants deeper exploration.

This systematic literature review seeks to address the following research questions:

**RQ1:** How can we systematize and describe the advancements in the relationship between brand hypocrisy and brand equity, considering key studies, authors, affiliations, and prevalent themes in literature?

**RQ2:** In which specific contexts (e.g., CSR, brand activism, luxury branding) has the relationship between brand hypocrisy and brand equity been studied?

**RQ3:** What are the most applied methodological approaches in the literature on brand hypocrisy and brand equity, and how could alternative methods, such as qualitative or longitudinal studies, enhance the findings?

**RQ4:** What gaps have been identified in the current research, and what directions for future studies would help deepen our understanding of the consumer-brand relationship in the context of perceived brand hypocrisy?

This review explores the conceptualization and application of brand hypocrisy and brand equity in the field of marketing. Through a synthesis of existing models and empirical studies, we will analyze how these constructs have been measured and evaluated, as well as identify the impact of factors such as consumer consciousness, brand behaviors, and the rise of socially conscious consumers on brand trust and loyalty (Guèvremont, 2019; Lee et al., 2023; Z. Xiao et al., 2022).

Finally, this paper is structured as follows: Section 2 provides definitions of brand hypocrisy and brand equity found in the literature. This is followed by a detailed description of the methodology used in the review in Section 3. In Sections 4 and 5, the findings of the study are presented, while Section 6 presents the gaps and future research directions. Finally, Section 7 concludes the paper, addressing practical and theoretical implications and limitations of this study.

## **1. Literature Review**

### **1.1. Brand Hypocrisy**

Brand hypocrisy is a critical construct in contemporary marketing (Cheah et al., 2022), defined as the perceived inconsistency between a brand's publicly stated values and its actual practices (Guèvremont, 2019). This perception arises when consumers detect a gap between what a brand professes—particularly regarding ethical, social, or environmental commitments—and how it behaves, leading to a sense of deceit or insincerity (Guèvremont, 2019; Cheah, Shimul, & Teah, 2023). The conceptualization of brand hypocrisy builds upon psychological theories of moral and ethical consistency, where consumers expect brands to exhibit congruent behavior across their communications and actions (Alicke, Gordon, & Rose, 2013; Barden et al., 2005). When brands fall short of these expectations, particularly in high-stakes areas like corporate social responsibility (CSR) or social causes, consumers may interpret this as an intentional attempt to manipulate or deceive, viewing it not merely as an operational failure but as a moral failing (Erol, 2023; Fassin & Buelens, 2011). This perceived misalignment has significant implications, as it undermines consumer trust and authenticity, two foundational elements in building brand equity and loyalty (A. C. Chen, 2001; Lee et al., 2023).

Alicke et al. (2013) suggest that Hypocrisy is complex and doesn't always stem from a deliberate attempt to deceive. Even when a brand is transparent, contradictory behaviors can still evoke perceptions of hypocrisy (Cheah et al., 2022). For instance, a brand may openly acknowledge past mistakes but, in promoting values that diverge from its historical actions, might still be perceived as hypocritical (Fassin & Buelens, 2011; Guèvremont, 2019).

Additionally, the expectation that a brand's behavior should align with its declared principles is central to the concept of brand hypocrisy (Guèvremont, 2019). When this alignment is missing, consumers often feel betrayed, leading to negative consequences such as reduced trust, brand avoidance, and negative word-of-mouth. Unlike traditional corporate missteps, which may be attributed to operational issues, brand hypocrisy is seen as striking at the core of a brand's identity and values, making it particularly damaging as it signifies dishonesty or manipulation in the eyes of consumers (A. C. Chen, 2001; Erol, 2023).

Consumers today, especially those attuned to social and environmental values, are highly vigilant in evaluating brand authenticity. For instance, brands that advocate for environmental sustainability but engage in harmful practices or promote inclusivity without supporting diverse communities are often quickly called out (Gabrielli et al., 2021; Z. Xiao et al., 2022). This growing awareness, fueled by social media and increased information accessibility, has amplified scrutiny, making it challenging for brands to avoid backlash when their actions diverge from their stated values (Spry, Pappu, & Cornwell, 2011). Consequently, brands must carefully navigate the balance between advocacy and authenticity (Veloutsou & Guzman, 2017), ensuring that their actions consistently align with their messages to maintain consumer trust and safeguard brand equity (Lee et al., 2023).

## 1.2. *Brand Equity*

Brand equity (BEq) is a multifaceted concept shaped by perceptions of a brand's image, quality, reputation, and the sense of community it fosters among customers (Datta, Ailawadi et al., 2017; Yang, 2020). Scholars have approached BEq from two primary perspectives: financially based brand equity and customer-based brand equity (CBBE) (Aaker, 1991; Keller, 1993; Netemeyer et al., 2003). For this study, we emphasize CBBE, as it offers significant insights into the marketing field by examining how consumer perceptions drive brand value (Yoo & Donthu, 2001; Zarantonello & Schmitt, 2013).

The concept of BEq was formally introduced by Farquhar (1989), who defined it as the "added value" a brand confers on a product. This additional value, according to Farquhar, strengthens business by fostering consumer engagement with the brand, leading to increased recognition and brand preference. Consumers who recognize a brand's influence are more likely to choose it over others and exhibit a willingness to pay premium prices for it indicating that "a brand enhances the value of a product beyond its functional purpose" (; Aaker, 1991; Aaker, 1996; Farquhar, 1989).

Building on this foundation, Aaker (1991) described BEq as a collection of assets and liabilities linked to a brand, which can generate value for both customers and businesses. Keller (1993) further expanded on this idea by developing the concept of CBBE, framing it as the "differential effect of brand knowledge on consumer response to the marketing of the brand". Keller's model underscores how identical marketing efforts can yield diverse customer reactions depending on brand knowledge, highlighting the construct's impact on CBBE. This model has been further refined by contributions from other scholars, including Netemeyer, Krishnan et al. (2004), and Yoo & Donthu (2001).

Rust (2000) later characterized BEq as a subjective, intangible assessment that consumers hold toward a brand, which goes beyond its functional attributes. BEq can thus embody

consumers' thoughts, emotions, and behaviors associated with the brand, ultimately enhancing its market share and competitive advantages (Lin, 2015). Notably, while brand value typically refers to the brand's financial contribution to the company, BEq encompasses broader, consumer-attributed importance beyond mere financial impact (Chen, 2001).

Since Farquhar's initial work, BEq has evolved into a fundamental construct in both marketing theory and strategic business practice (Zollo et al., 2020). As consumer interactions with brands have diversified, emerging dimensions such as sustainability, social media engagement, and online brand communities have broadened the BEq concept, leading to new variants like Green BEq (Chen, 2010) and online BEq (Rana, Bhat et al., 2015; Rezaei & Valaei, 2017; Veloutsou & Guzman, 2017).

### 1.3. *Brand Hypocrisy and Brand Equity*

The intersection of brand hypocrisy and brand equity has gained significant attention in contemporary marketing research, as the implications of perceived brand incongruence increasingly affect consumer trust and loyalty (Erol, 2023). When a brand's actions are perceived as misaligned with its statements or social responsibilities, the resultant perception of hypocrisy can lead to a deterioration in brand equity (Lee et al., 2023), a construct that encompasses consumers' overall perceptions and attitudes toward a brand, ultimately impacting loyalty and willingness to engage (Keller, 1993; Aaker, 1996).

Brand equity, as posited by Aaker (1991) and Keller (1993), is traditionally seen as a multi-dimensional construct, including perceived quality, brand loyalty, brand associations, and brand awareness. Within this framework, brand hypocrisy can act as a negative antecedent, directly eroding each of these dimensions (Cheah et al., 2022). When a brand is accused of hypocrisy—such as promoting environmental sustainability while engaging in environmentally harmful practices, consumer perceptions of quality and trustworthiness can sharply decline (Guèvremont, 2019). Studies have shown that brand hypocrisy triggers adverse consumer responses, such as reduced brand loyalty and negative word-of-mouth (Erol, 2023), which are key factors diminishing brand equity (Lee et al., 2023).

Furthermore, brand associations, which contribute to a brand's overall image, are also at risk (Guèvremont, 2019). Consumers who perceive a brand as hypocritical are likely to form negative associations, linking the brand to dishonesty or opportunism (Fassin & Buelens, 2011; Barden et al., 2005). This shift in perception can diminish the emotional connection that consumers have with the brand (Lee et al., 2023), which is essential for building strong brand equity over time (Yoo & Donthu, 2001).

Additionally, the impact of brand hypocrisy on brand equity is particularly pronounced in today's socially conscious marketplace, where consumers are increasingly holding brands accountable for their actions (Gabrielli et al., 2021). Brands that fail to authentically engage with the values they promote are at greater risk of consumer backlash, which can lead to brand avoidance, negative word-of-mouth, and a decline in market share (Lee et al., 2023; Gabrielli et al., 2021), key indicators of weakened brand equity (Keller, 1993; Yoo et al., 2000).

## 2. Methodology

This study conducts a hybrid literature review followed a rigorous protocol inspired by guidance from Paul & Criado, (2020) and Xiao & Watson, (2019) integrating a bibliometric analysis with a structured systematic review. This combined approach allows for a comprehensive synthesis of research findings on brand hypocrisy and brand equity, providing both a meta-level overview and an exploration of gaps where further research is needed. By doing so, we aim to present evidence to address specific research questions, outline the historical development of the field, and identify avenues for future studies on this topic (Fisch & Block, 2018).

### 2.1 *Bibliometric and Social Network Analysis*

To capture the leading trends and academic landscape surrounding brand hypocrisy and brand equity, this study employs a bibliometric review. Bibliometric methods, which involve the quantitative analysis of scientific publications, enable a structured examination of the evolution and patterns within this area of study (Kamran, Khan, et al., 2020). In line with Donthu, Kumar, et al. (2021), our bibliometric analysis comprises two core steps: (1) a performance analysis that examines the global development of research on brand hypocrisy and brand equity by tracking the number of publications, citations, and authorship by geographical region and source, and (2) science mapping, which uses Social Network Analysis (SNA) to visualize and represent connections between topics within the literature (Callon, Courtial, et al., 1983; Chen, et al., 2016). Data analysis was conducted using VOSviewer (version 1.6.15) to map co-authorship and keyword co-occurrence networks. By applying VOSviewer to the Web of Science database, this study provides insights into the structure of research in this field, highlighting key contributors, foundational studies, and dominant research topics.

### 2.2 *Systematic Review*

Following the bibliometric analysis, a systematic review of the principal documents identified in the bibliographic coupling network was conducted. This review sought to address primary topics, common methodological frameworks, and the predominant theories and contexts linked to brand hypocrisy and brand equity. By synthesizing these findings, we aim to highlight existing knowledge gaps and establish a research agenda focusing on the conceptual and empirical advances within this field. A systematic literature review provides a rigorous, replicable method to appraise and consolidate research, creating a solid foundation for theory development and practical recommendations (Callahan, 2014; Snyder, 2019).

This systematic literature review (SLR) followed a rigorous protocol inspired by guidance from Xiao & Watson, (2019) and a structured approach detailed in Figure 1. The review was carried out in three key stages: planning, conducting, and reporting, each consisting of specific steps to ensure a thorough and replicable process for analyzing literature on brand hypocrisy and brand equity.

#### 2.2.1 *Planning the Review*

The systematic literature review (SLR) conducted for brand hypocrisy and brand equity follows a structured and replicable process based on established guidelines for conducting SLRs. The review was planned and executed to address the main research question: How



can we systematize and describe the advancements in the relationship between brand hypocrisy and brand equity, considering key studies, authors, affiliations, and prevalent themes in literature? This primary question was divided into sub-questions focusing on the evolution of definitions, influential factors, industries studied, and proposed mitigation strategies for brand hypocrisy.

The planning stage involved developing a review protocol that outlined the steps for conducting the review, including the formulation of inclusion and exclusion criteria, database selection, search strategy, and data extraction methods. This protocol was validated by independent experts to ensure its alignment with best practices and the study's objectives.

### *2.2.2 Conducting the Review*

We conducted a comprehensive search using major academic databases, Web of Science and Scopus. The search utilized a Boolean equation combining keywords such as “Brand Hypocrisy” AND “Brand Equity” and single “brand hypocrisy”. This ensured coverage across a wide range of relevant literature.

### *2.2.3 Inclusion and Exclusion Criteria*

To ensure relevance, studies were included that focused brand hypocrisy and brand equity contexts, were peer-reviewed journal articles or conference papers, and were available in English. Studies unrelated to brand hypocrisy and brand equity, such as those addressing corporate hypocrisy, as well as non-peer-reviewed materials such as opinion pieces and publications or book chapters, were excluded. This selection process ensured that the focus remained specifically on brand.

### *2.2.4 Study Selection Process*

The study selection process followed a multi-stage approach see Figure 1. First, an initial screening of titles and abstracts was conducted to filter out irrelevant studies. Subsequently, a thorough full-text review of the remaining studies was performed to ensure they met all inclusion criteria. Finally, key information from each study, including theoretical frameworks, contextual details, and main findings, was extracted using a standardized data extraction form.

### *2.2.5 Quality Assessment*

Each study's methodological quality was assessed based on criteria including the clarity of research questions, the appropriateness of research methods, the rigor in data collection and analysis, and the consistency of findings with the stated objectives. Only studies that met these quality criteria were retained in the final dataset.

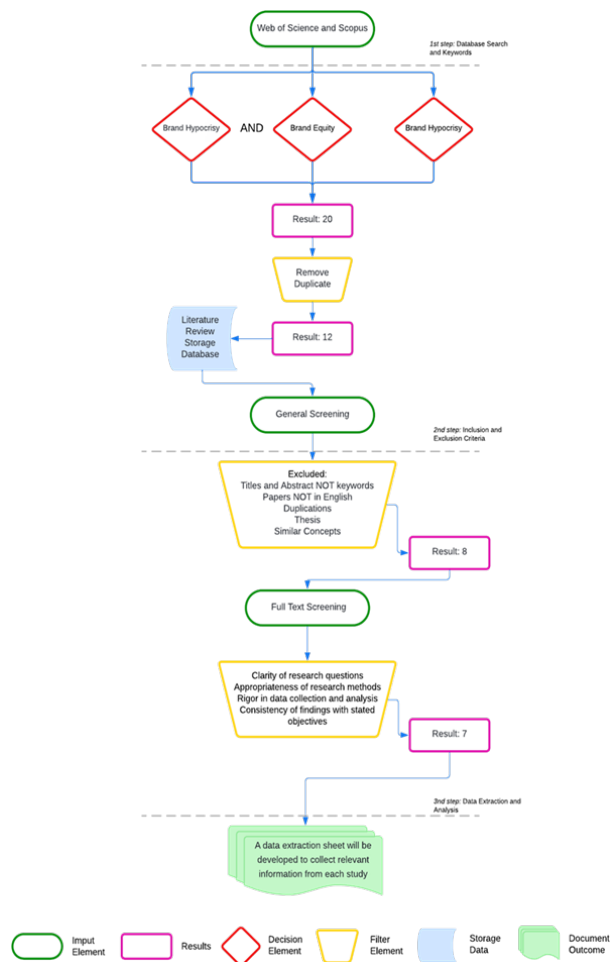
### *2.2.6 Data Extraction and Analysis*

Using a data extraction sheet, we systematically gathered information on each study's

Title Paper, Author, year, Journal, Research Design, Data Collection Metho, Sample Size, Service Sector and Theories or model used. Additionally, we documented the theories or models applied, variables and dimensions related to brand hypocrisy and brand equity, and any identified research gaps.

The data analysis consisted of three stages. First, a descriptive analysis provides a summary of study characteristics, including the number of studies, research methods, and frequently used theories or models in user resistance research. To systematize the information from the selected studies, an Excel data extraction sheet was used, which included detailed fields. Second, Atlas.ti software was employed to conduct in-depth thematic analysis codes like BRAND HYPOCRISY and BRAND EQUITY, a were generated, enabling the identification of patterns and recurring themes in the literature. This combined approach facilitated a thorough analysis and structured data organization, providing a solid foundation for the interpretation and discussion of findings in the Brand field. Finally, a gap analysis highlighted areas with limited empirical support, inconsistent findings, or under-researched topics, allowing us to outline avenues for future research on user resistance.

Figure 1. Systematic Literature Review Process





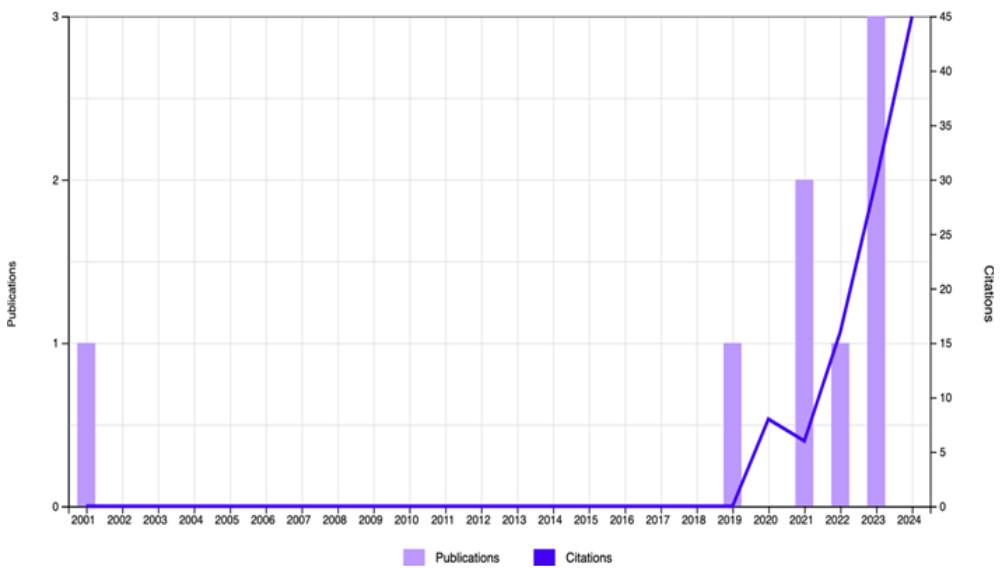
### 3. Results

#### 3.1. Time Analysis

The time analysis examines the temporal trends and research distribution related to brand hypocrisy and brand equity, highlighting key developments in the field. Research in this area was sporadic, with the first study emerging in 2001, but little activity followed until around 2018. This lack of attention shifted as corporate social responsibility (CSR) and brand authenticity gained prominence in the marketing discipline, leading to a noticeable increase in publications after 2018. The trend continued to grow steadily, particularly between 2020 and 2023, when research on ethical branding, consumer trust, and brand activism became highly relevant. The rise in studies during this period reflects the growing importance of these issues as brands faced increased scrutiny for their ethical and social stances. As illustrated in Figure 2, this growth in both publications and citations marks a significant increase in academic interest.

The citation trend mirrors this growth, with a sharp increase observed in recent years, signaling that these publications are gaining significant academic influence. Key years such as 2021- and 2023-mark peaks in both publication volume and citations, indicating that the research on brand hypocrisy and brand equity is becoming both more prolific and impactful. This surge in interest is likely driven by consumer demands for greater brand transparency and accountability, particularly as social movements and ethical consumerism shape the market. The upward trend in both publications and citations underscores the importance of these topics in understanding modern consumer-brand relationships, where trust and authenticity are critical for maintaining brand equity. Figure 2 provides a visual representation of these trends, showing the steady rise in publications and citations over time.

Figure 2. Time Analysis



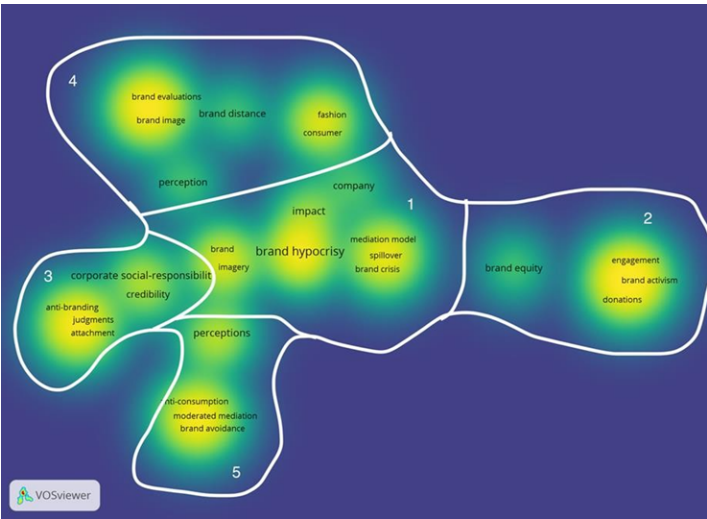
### 3.2. *The co-occurrence analysis of author keywords*

The co-occurrence analysis of author keywords, as illustrated in Figure 3, provides a conceptual structure that maps the core themes and interconnected concepts in brand hypocrisy and brand equity research. This visualization reveals the centrality of brand hypocrisy, situated prominently at the core of the network, emphasizing its critical role within literature. Surrounding this core are closely associated terms such as impact, perceptions, corporate social responsibility (CSR), and credibility, indicating that much of the research is centered on understanding how brand hypocrisy influences consumer perceptions and a brand's credibility, especially in CSR contexts.

Further key terms—brand equity, brand distance, and brand evaluations—appear near the central theme, underscoring the interest in how perceived brand hypocrisy affects brand equity over the long term. The presence of terms such as mediation model, spillover, and brand crisis suggest that scholars are investigating the mechanisms through which hypocrisy can trigger brand crises and mediate consumer responses. Additionally, peripheral terms like brand activism, engagement, and donations highlight emerging topics, signaling a growing focus on how brands' social and political engagements shape their consumer relationships in the context of perceived hypocrisy.

This mapping methodology, based on a keywords co-occurrence network, allows for an in- depth examination of the scientific landscape of brand hypocrisy and brand equity. Developed using VOSviewer, the network identifies cluster groups of closely related keywords that automatically form based on their proximity, with possible refinements by authors as needed (Callon, Courtial, et al., 1983; Chen, Chen, et al., 2016). These clusters represent meaningful scientific structures (Van Raan, 2005) and reveal the development and interconnectedness of research themes. A deeper examination of these structures through systematic review further clarifies the dynamics within these clusters, allowing insights into the motivations and mechanisms behind these interrelationships. This bibliometric approach thus highlights the intricate, multifaceted nature of research on brand hypocrisy and brand equity, with a particular emphasis on the influence of consumer and organizational factors.

**Figure 3: Clusters and Their Respective Keywords**



The keyword co-occurrence image has been divided into several clusters. The central nodes reflect the focal concepts of the network, and these nodes name the respective clusters: brand hypocrisy (28 occurrences), brand equity (15 occurrences), and engagement (12 occurrences). These terms are interconnected and share common variables, providing a joint explanation of how brand perception and consumer reactions are related.

The strength of the link (frequency of co-occurrence of two keywords in the same document) is strongest between brand hypocrisy and corporate social responsibility, followed by the link between brand hypocrisy and brand image, and between brand equity and engagement.

#### **Cluster 1: Brand Hypocrisy and Impact**

This cluster centers on the concept of brand hypocrisy, with key terms such as impact, company, mediation model, spillover, and brand crisis. The focus here is on understanding how perceived hypocrisy within a brand can lead to significant negative outcomes, including spillover effects and crises that damage the company's reputation. The mediation models mentioned highlight the pathways through which these impacts are realized, emphasizing the need for brands to align their stated values with their actions to maintain consumer trust and minimize crises.

#### **Cluster 2: Brand Equity and Engagement**

The second cluster highlights brand equity, engagement, brand activism, and donations. It explores how brands can build and sustain equity by actively engaging with consumers through social causes and activism. The terms suggest that when brands demonstrate a commitment to societal issues and engage in philanthropic activities, they can foster deeper consumer loyalty and enhance their brand equity. The growing interest in brand activism reflects a shift in consumer expectations, where proactive engagement with social matters can positively influence perceptions of the brand.

#### **Cluster 3: Corporate Social Responsibility and Credibility**

This cluster includes terms like corporate social responsibility, credibility, anti-branding, judgments, and attachment. It underscores the role of a brand's social responsibility efforts in establishing or undermining credibility. When brands fail to live up to their ethical commitments, they may face backlash in the form of anti-branding sentiments and negative judgments from consumers. Conversely, credible CSR initiatives can strengthen consumer attachment to the brand, reinforcing positive brand associations.

#### **Cluster 4: Perception and Brand Image**

The fourth cluster focuses on perception, brand evaluations, brand image, brand distance, and consumer. It examines how consumer perceptions of brand image and the distance they feel from a brand shape their overall evaluations. The emphasis on brand image highlights the impact of marketing efforts and consumer experiences in forming perceptions that influence purchasing decisions. This cluster shows the interplay between brand image and consumer judgment, crucial for understanding brand strategy effectiveness.

#### **Cluster 5: Negative Consumer Reactions**

The final cluster, comprising anti-consumption, moderated mediation, and brand avoidance, delves into adverse consumer responses. It focuses on behaviors where consumers actively reject or avoid brands, often as a reaction to perceived inconsistencies or hypocrisy. The concept of moderate mediation suggests that certain factors may

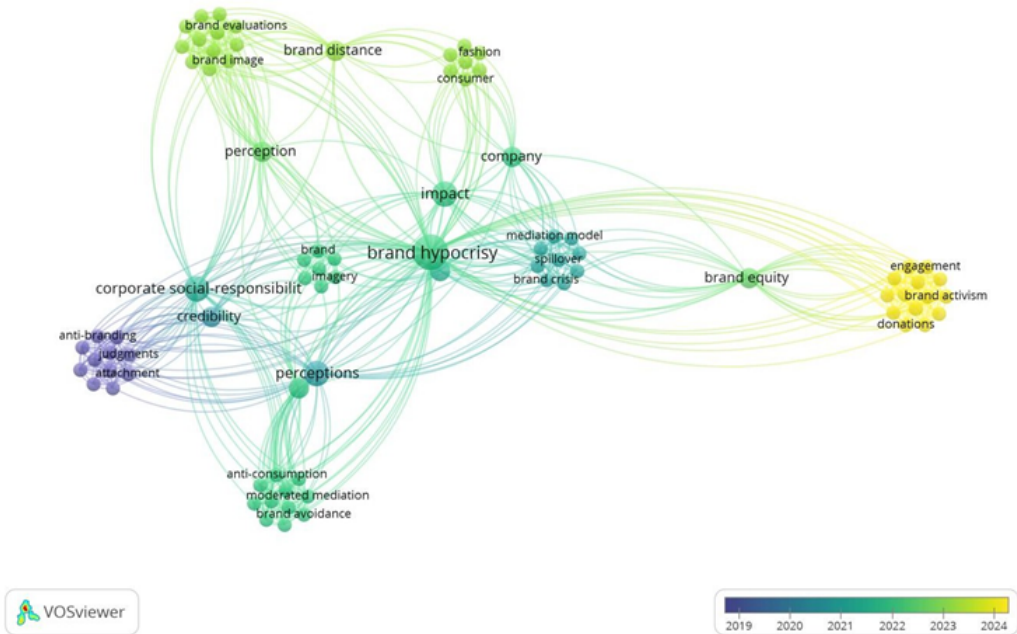
influence the intensity of these negative reactions. This cluster reveals the emotional and behavioral impacts that brand hypocrisy or unmet expectations can trigger in consumers, emphasizing the complexity of brand-consumer relationships.

3.3. *The co-occurrence analysis of temporal dimension*

Figure 4 illustrates the evolving relationships between key concepts related to brand hypocrisy and brand equity over time. At the core, brand hypocrisy is strongly connected to terms like perceptions, impact, and corporate social responsibility (CSR), reflecting early research focused on how consumer perceptions of hypocrisy affect brand credibility and ethical behavior. This foundational work, marked by darker colors, set the stage for examining the role of CSR in shaping consumer trust and brand loyalty.

In more recent years, represented by lighter shades, the focus has shifted toward brand equity and its links to concepts like brand activism, engagement, and donations. This shows increasing interest in how brands' social causes influence their equity, depending on how authentic they are perceived. Emerging themes such as mediation models, spillover effects, and brand crisis indicate that scholars are now exploring the mechanisms by which hypocrisy can lead to crises, and its impact on brand equity, including consumer behaviors like anti- consumption and brand avoidance.

**Figure 4. The co-occurrence analysis of temporal dimension**



3.4. *Definition Analysis*

The concept of brand hypocrisy has been defined in various ways throughout recent literature, reflecting its complexity and the different contexts in which it manifests. Guèvremont (2019) presents a straightforward definition, describing brand hypocrisy as a brand intentionally projecting false or unrealistic appearances, emphasizing the

deliberate nature of the brand's deception. This definition focuses on the intent behind the brand's actions, suggesting that the brand is fully aware of the misalignment between its projected image and reality.

In contrast, Gabrielli, Baghi, and Bergianti (2021) introduce the idea of misalignment between actions and CSR messaging, specifically linking brand hypocrisy to failures in corporate social responsibility efforts. This highlights that hypocrisy often becomes evident when a brand does not live up to its ethical claims. Li (2022) further specifies this misalignment, focusing on the discrepancy between brand claims and actual actions in relation to specific issues, such as LGBTQ+ support. This definition underscores the importance of consistency in a brand's actions across various social and political domains.

Xiao, Wang, and Guo (2022) shift the focus to the consumer perception aspect of brand hypocrisy, defining it as when a brand claims to be something it is not, particularly regarding social responsibilities. This approach emphasizes that hypocrisy is often subjective, depending on how consumers interpret and react to the brand's behavior. Erol (2023) also addresses intentionality but describes it as the deliberate creation of an incorrect or unrealistic image, broadening the concept to include brands that manipulate consumer perceptions through unrealistic or exaggerated claims.

In a similar vein, Cheah, Shimul, and Teah (2023) define brand hypocrisy as a brand perceived as intentionally projecting false or unrealistic appearances, specifically highlighting the dissimulation or manipulation of a brand's attributes, motivations, or beliefs. This definition further emphasizes the deceptive nature of brand hypocrisy. Finally, Lee et al. (2024) explore hypocrisy within the context of brand activism, arguing that it arises from a misalignment between activism claims and actions. This reflects the increasing importance of social activism in branding and how failure to authentically support such causes leads to accusations of hypocrisy.

This analysis demonstrates the evolving understanding of brand hypocrisy, with definitions ranging from deliberate intent to broader perceptions of inconsistency, particularly in ethical and activist contexts. See Table 1 for a summary of these definitions across different studies.

**Table 1. Main Definitions of Brand Hypocrisy**

DEFINITION BRAND HYPOCRISY	AUTHOR	YEAR
"Brand hypocrisy is defined as a brand intentionally projecting false or unrealistic appearances"	Guèvremont, A	2019
"A Brand perceived as failing to live up to its ethical claims, creating a misalignment between actions and CSR messaging"	Gabrielli, V; Baghi, I; Bergianti, F	2021
"Discrepancy between brand claims and actual actions regarding LGBTQ support"	Li, MJ	2022
"Is a perception in consumers' minds that a brand claims to be some-thing it is not, especially regarding corporate social responsibilities"	Xiao, ZR; Wang, Y; Guo, DJ	2022
"The deliberate creation of an incorrect or unrealistic image by brands, thus imitating and/or manipulating features, motivations or beliefs"	Erol, F	2023
"A brand perceived as intentionally projecting false or unrealistic appearances, thereby implying the dissimulation or manipulation of attributes, motivations or beliefs"	Cheah, I; Shimul, AS; Teah, M	2023
"Brand hypocrisy arises from misalignment between activism claims and actions"	Lee, Z; Spry, A; Ekincl, Y; Vredenburg, J	2024

## 4. Results of Systematic Review

### 4.1. Summary of Extractions

Table 2 provides a summary of the key characteristics of the selected studies on user resistance included in this systematic review. This table captures essential details, including the title, authors, publication year, and journal for each paper, offering a foundational overview of the literature sample. Additionally, it categorizes each study by research design, data collection method, sample size, service sector, and the theoretical frameworks or models applied. By organizing the sample in this format, Table 2 allows for a quick comparative analysis of methodological approaches and theoretical perspectives. This structure highlights the diversity within the research field, with studies spanning various service sectors, employing distinct research designs, and drawing from multiple theoretical models to explore user resistance.

Table 2 provides a detailed overview of studies examining brand hypocrisy, showcasing the diversity in research designs, sample sizes, sectors, and theoretical frameworks employed. One of the notable patterns is the wide range of research methodologies used. Studies such as Cheah et al. (2019) employed a multiphase scale development process, while others like Lee et al. (2021) and Xiao et al. (2022) utilized experimental study designs, specifically examining how consumers react to brand hypocrisy in controlled settings. Cross-sectional survey studies, such as those by Erol (2024) and Li (2023), focus on collecting consumer perceptions through self-administered online surveys, reflecting the prevalence of quantitative data collection in this field.

Another key finding from the table is the varied sample sizes and sector focus across studies. For instance, Cheah et al. (2019) conducted a large-scale survey involving 559 consumers, while Gabrielli et al. (2023) divided their study into three distinct samples, ranging from 127 to 150 participants, within the luxury brand sector. Li (2023) focuses specifically on the fast food industry, indicating the application of brand hypocrisy across different sectors, while other studies like Guevremont (2022) did not specify a particular sector, suggesting that brand hypocrisy is a concept that can be applied broadly across industries.

In terms of theoretical frameworks, the studies draw from a variety of well-established models to explain the mechanisms behind brand hypocrisy and its effects on consumer behavior. For example, Social Identity Theory and Signaling Theory are frequently used to explore how consumers align themselves with brands and how brands project their values to the public. Lee et al. (2021) uses a combination of Spillover Theory and the Attribution–Affect–Intention Model to examine how brand scandals affect consumer perceptions, while Li (2023) applies the Theory of Planned Behavior to assess how brand hypocrisy influences consumer evaluations and behaviors in the fast food industry. These frameworks reflect a multidisciplinary approach to understanding the dynamics of brand hypocrisy, ranging from psychological models to communication and consumer behavior theories.

Overall, the studies provide a comprehensive view of how brand hypocrisy is conceptualized and studied across different industries and regions, using diverse research methods and theoretical models to explore its impact on brand equity, consumer behavior, and corporate social responsibility.

Table 2. Summary Of Extractions

TITLE PAPER	AUTHORS	YEARS	JOURNAL	RESEARCH DESIGN	DATA COLLECTION METHO	SAMPLE SIZE	SERVICE SECTOR	THEORIES OR MODEL USED
Brand hypocrisy from a consumer perspective: scale development and validation	Cheah, Isaac; Shimul, Anwar Sadat; Teah, Min	2019	JOURNAL OF PRODUCT AND BRAND MANAGEMENT	Multiphase scale development process	Survey (Online Consumer Panel)	559 consumers (across four studies)	Not specific to a sector	Not mentioned directly
Brand scandals within a corporate social responsibility partnership: asymmetrical effects on for-profit and non-profit brands	Lee, Zoe; Spry, Amanda; Ekinci, Yuksel; Vredenburg, Jessica	2021	JOURNAL OF MARKETING MANAGEMENT	Experimental study	Survey (two experimental studies)	Study 1: 160 participants, Study 2: 219 participants	Not specific to a sector	Spillover theory, Signaling theory, Attribution–affect–intention model, Signaling theory,
From warmth to warrior: impacts of non-profit brand activism on brand bravery, brand hypocrisy and brand equity	Erol, Fuat	2024	JOURNAL OF BRAND MANAGEMENT	Cross-sectional survey study	Online self-administered survey	518 UK residents	Non-profit (Greenpeace)	Virtue signaling, Brand bravery, Brand hypocrisy
Influence for social good: exploring the roles of influencer identity and comment section in Instagram-based LGBTQ-centric corporate social responsibility advertising	Xiao, Zengrui; Wang, Ying; Guo, Dongjie	2022	INTERNATIONAL JOURNAL OF ADVERTISING	Experimental study	Online experiment using Instagram-based CSR ads	645 participants (LGBTQ and non-LGBTQ)	LGBTQ-centric social responsibility campaigns	Match-up hypothesis, Social identity theory, MAIN model
Sustainability claim, environmental misconduct and perceived hypocrisy in luxury branding	Gabrielli, Veronica; Baghi, Ilaria; Bergianti, Francesca	2023	SPANISH JOURNAL OF MARKETING-ESIC	Three studies (Survey)	Online self-administered survey	Study 1: 150 participants, Study 2: 127 participants, Study 3: 130 participants	Luxury brands	Social Identity Theory, Self-categorisation Theory, Disidentification Theory
The Effects of Brand Hypocrisy on Consumer Evaluations and Behaviors: Moderating Role of Nutrition Consciousness	Li, Minjie	2023	ORGANIZATIONS AND MARKETS IN EMERGING ECONOMIES	Cross-sectional study	Online self-administered survey	463 participants	Fast food industry	Theory of Planned Behavior (Ajzen & Fishbein, 1980); Attribution-Emotion-Action Model (Weiner, 1980)
Will Greenwashing Result in Brand Avoidance? A Moderated Mediation Model	Guevremont, Amelie	2019	SUSTAINABILITY	Cross-sectional survey	Online questionnaire	317 participants	Not specific to a sector	Social Identity Theory, Institutional Theory, CSR–CA Tradeoff



### 5.3 *Methodological Approach*

We examined the methodological approaches employed in the selected articles, as outlined in Table 3. A dominant reliance on quantitative methodologies was observed, with all reviewed studies employing quantitative methods to explore brand hypocrisy and related phenomena. For instance, the development of a 12-item scale to measure brand hypocrisy in consumer perceptions highlights the empirical emphasis on quantifying consumer attitudes and behaviors (Guèvremont, 2019). Similarly, research exploring the effects of corporate social responsibility (CSR) scandals on brand equity, brand bravery, and brand hypocrisy uniformly adopted quantitative designs to measure the asymmetric impacts on for-profit versus non-profit brands (Gabrielli et al., 2021). Although quantitative methods provided structured and statistically robust insights, the absence of qualitative or mixed methods highlights a methodological gap, limiting a deeper exploration of the contextual nuances surrounding brand hypocrisy.

While quantitative analyses provide structured insights, incorporating qualitative methodologies, such as interviews or focus groups, could yield richer perspectives, particularly in exploring complex constructs like brand hypocrisy, brand trust, and consumer-brand relationships. To address this gap, future studies should integrate qualitative approaches to capture the subtleties of consumer perceptions and emotions regarding brand hypocrisy. In addition, employing longitudinal designs and mixed methods can provide a more comprehensive understanding of the dynamic interactions between CSR practices, brand equity, and brand hypocrisy. This approach will enable scholars to address the potential biases inherent in purely quantitative analyses and uncover underlying factors influencing consumer responses to brand hypocrisy.

### 5.4 *Future Research Guidelines*

Finally, by delineating gaps in the existing literature, proposing directions for future research, and highlighting their implications (refer to Table 3). The identified information is based solely on the guidelines provided by the reviewed authors. The gaps identified can be categorized into three primary domains: (1) examining novel contexts; (2) diversifying methodological approaches; (3) exploring new relationships with additional variables. Many authors propose extending the analysis of brand hypocrisy and CSR-related brand controversies to other contexts, including diverse industries, brand types, and consumer segments (Gabrielli et al., 2021). For example, the unique impacts of brand scandals on for-profit versus non-profit brands suggest a need for further exploration across various organizational forms and sectors. Expanding to other cultural contexts, such as non-Western societies, could also reveal cultural dimensions influencing consumer perceptions of brand hypocrisy.

To generalize findings, some authors recommend adopting longitudinal research designs to examine the temporal evolution of consumer perceptions of brand hypocrisy and brand equity (Cheah et al., 2022). Additionally, incorporating experimental designs could enable researchers to investigate causality more rigorously, such as testing how different types of CSR communications influence perceptions of brand hypocrisy over time. Qualitative research approaches, such as in-depth interviews, would also enrich the understanding of nuanced consumer attitudes and behaviors towards brand hypocrisy, providing insights beyond quantitative metrics.

Future studies should consider the role of mediators and moderators in the relationship between brand hypocrisy and consumer outcomes, such as brand loyalty, trust, and advocacy (Erol, 2023). For example, brand attitude and corporate reputation could act as moderators in this relationship, providing a more nuanced understanding of how consumers process and react to instances of brand hypocrisy. Moreover, considering variables like brand status, message characteristics, and consumer demographics as potential moderators can enhance the conceptual model and refine the predictions regarding consumer responses to brand- related scandals and hypocrisy.

In conclusion, the existing literature reveals a strong reliance on quantitative methodologies, yet there is a compelling need for a more diversified methodological approach to comprehensively capture the complexity of brand hypocrisy and CSR dynamics. Integrating qualitative and experimental methods, as well as exploring additional variables and novel contexts, will enrich future research on this topic and address current knowledge gaps effectively.

**Table 3 - Main goals, methodologies, conclusions and directions for future research**

STUDY	OBJECTIVE	METHODOLOGY	FINDING	FUTURE RESEARCH
Brand hypocrisy from a consumer perspective: scale development and validation	Conceptualize the construct of brand hypocrisy from a consumer perspective and develop a scale to measure it.	Quantitative	A 12-item scale measuring brand hypocrisy was developed and validated.	What role would a brand scandal play in generating perceptions of brand hypocrisy? How important is brand response for attenuating or fuelling judgments of hypocrisy?
Brand scandals within a corporate social responsibility partnership: asymmetrical effects on for-profit and non-profit brands	Investigate the asymmetrical effects of brand scandals within a corporate social responsibility (CSR) partnership on for-profit and non-profit brands.	Quantitative	Non-profit brand is negatively affected by a scandal, but the effects are stronger for the for-profit brand in cases of domain consistency.	Future research should explore other domains of brand scandals and investigate cross-cultural contexts.
From warmth to warrior: impacts of non-profit brand activism on brand bravery, brand hypocrisy and brand equity	Examine the impacts of non-profit brand activism on brand bravery, brand hypocrisy, and brand equity.	Quantitative	Brand activism leads to positive brand equity mediated by brand bravery; brand hypocrisy has negative effects.	Explore longitudinal effects, cross-cultural comparisons, and other non-profits besides Greenpeace.
Influence for social good: exploring the roles of influencer identity and comment section in Instagram-based LGBTQ-centric corporate social responsibility advertising	Explore the roles of influencer identity and the comment section in Instagram-based LGBTQ-centric corporate social responsibility advertising.	Quantitative	LGBTQ influencers generate less perceived brand hypocrisy among LGBTQ participants; positive comments increase ad trust and brand attitude.	Explore cross-platform effects; extend to other social causes.
Sustainability claim, environmental misconduct and perceived hypocrisy in luxury branding	Examine consumers' evaluation of and reaction to the coexistence of brand misconduct and sustainability claims in luxury branding.	Quantitative	Environmental misconduct leads to perceived brand hypocrisy and distancing. Brand trust and desire for exclusivity reduce perceived brand distance.	Future research can test consumer evaluation and reaction to CSR communication and the dissemination of misconduct through a combination of communication platforms and also sources.
The Effects of Brand Hypocrisy on Consumer Evaluations and Behaviors: Moderating Role of Nutrition Consciousness	Investigate the effects of brand hypocrisy on consumer evaluations and behaviors, focusing on the moderating role of nutrition consciousness.	Quantitative	Brand hypocrisy has direct effects on brand evaluations, brand distance, and nWOM; Nutrition consciousness moderates these effects.	Focusing on other dimensions of brand hypocrisy (image, message, and social hypocrisy). Exploring alternative mediators and moderators in the relationship between brand hypocrisy and consumer behaviors, or looking at intangible factors such as brand equity and corporate reputation as potential moderators.
Will Greenwashing Result in Brand Avoidance? A Moderated Mediation Model	Investigate whether greenwashing results in brand avoidance, incorporating the mediating role of brand hypocrisy and the moderating role of CSR-CA belief.	Quantitative	Greenwashing positively affects brand avoidance, mediated by brand hypocrisy. CSR-CA belief moderates these effects.	Further research could explore the cultural differences in greenwashing responses and investigate other mediating mechanisms.

6.      **Agenda for Future Research**

This section presents a future research agenda for analyzing the relationship between brand hypocrisy and brand equity. Drawing upon the research questions and the insights from the reviewed studies, the following recommendations aim to expand the current understanding of brand hypocrisy in various contexts and methodological frameworks.

The empirical studies in literature primarily focus on quantifying the impact of brand hypocrisy on consumer perceptions and brand equity, with an emphasis on CSR, luxury branding, and social causes (Cheah et al., 2022; Erol, 2023; Gabrielli et al., 2021). However, research gaps remain in exploring brand hypocrisy within other brand categories, such as B2B sectors, personal brands, and specific service industries. Potential areas for future research include retail, health and wellness, education, and digital influences. Additionally, emerging environments such as the metaverse present unique opportunities for examining brand hypocrisy, particularly as consumers become more immersed in virtual brand interactions. Comparative studies across generational, cultural, and geographical contexts would also provide valuable insights into how brand hypocrisy affects brand equity in diverse consumer segments.

### *Diversifying Methodological Approaches*

The reviewed studies reveal a predominant reliance on quantitative methodologies. Integrating alternative methods, such as qualitative approaches (e.g., interviews, case studies, and ethnographic analysis), can enrich understanding of the subjective nuances and emotional responses related to brand hypocrisy. Additionally, longitudinal and experimental studies could provide insights into the temporal dynamics of brand hypocrisy's impact on consumer attitudes and behaviors. Employing mixed-methods research would enable scholars to triangulate findings, enhancing the robustness of results and offering a comprehensive view of brand hypocrisy's influence on brand equity.

### *Exploring New Relationships with Additional Variables*

Future research should investigate the roles of mediators and moderators in the relationship between brand hypocrisy and brand equity. For example, brand trust, brand attitude, and perceived transparency may mediate or moderate the effects of brand hypocrisy on consumer loyalty and advocacy. Other variables, such as demographic factors, brand type, and message framing, can further refine the conceptual models, helping to predict consumer responses to perceived hypocrisy more accurately. Analyzing these variables can deepen the understanding of the conditions under which brand hypocrisy negatively impacts brand equity, providing actionable insights for brand managers aiming to mitigate these effects.

In conclusion, the current literature reveals a need for diversified methodologies and the exploration of brand hypocrisy in novel contexts and with additional moderating factors. By addressing these gaps, future research can advance the theoretical frameworks and practical strategies for managing brand hypocrisy, contributing to a more nuanced understanding of brand equity dynamics in today's ethically conscious market.

## **7. Conclusions, Theoretical Implications, and Limitations**

Despite the increasing academic and managerial interest in understanding the impacts of brand hypocrisy on brand equity, there has been limited prior effort to systematically examine this relationship. This study addresses this gap by conducting a comprehensive review of the relationship between brand hypocrisy and brand equity, utilizing a systematic literature review combined with bibliometric analysis. Through the analysis of existing studies, this review identifies key themes, conceptual frameworks, and trends that outline the current state of research on brand hypocrisy and its effects on consumer perceptions and brand equity.

Based on a sample of seven peer-reviewed articles, we developed a conceptual framework that highlights the predominant research perspectives, provides insights into consumer reactions to perceived brand hypocrisy, and proposes a future research agenda. The findings underscore that brand hypocrisy is a multidimensional construct with significant implications for consumer trust, brand loyalty, and overall brand equity. The impact of perceived hypocrisy is especially pronounced in areas where brands promote ethical or social values, such as CSR initiatives and brand activism, making it a crucial factor in modern consumer- brand relationships.

The bibliometric analysis (addressing RQ1) reveals a growing body of research focused on brand hypocrisy, particularly in Western contexts, with emerging themes around CSR, brand activism, and consumer trust. Key theoretical constructs, such as brand bravery, perceived hypocrisy, and consumer-brand relationship quality, frequently appear in these studies, underscoring the centrality of these factors in shaping consumer attitudes towards brands.

In terms of research contexts and samples (addressing RQ2), most empirical studies are concentrated in Western countries, focusing on consumer-facing brands within sectors like luxury, food, and social responsibility advertising. While these contexts provide valuable insights, they also highlight a limitation in terms of the generalizability of findings. Future research could explore non-Western markets, as well as other brand types, such as B2B or digital influencers, to better understand the global implications of brand hypocrisy.

The methodological approaches used in the analyzed literature (addressing RQ3) are predominantly quantitative, with all studies employing quantitative methods to assess the effects of brand hypocrisy on consumer evaluations. Although this provides robust statistical insights, it also presents a gap in qualitative or mixed-methods research, which could offer a richer understanding of the underlying perceptions and emotions that drive consumer responses to brand hypocrisy. Incorporating interviews, focus groups, and longitudinal studies could add depth to the findings, revealing how perceptions of hypocrisy evolve over time and across cultural contexts.

The future research agenda (addressing RQ4) emphasizes the need for a more diversified approach to studying brand hypocrisy and brand equity. Expanding the analysis to include different industries, cultural contexts, and consumer demographics could provide valuable insights. Additionally, exploring mediators and moderators, such as consumer values and brand transparency, would deepen the understanding of how and when brand hypocrisy most significantly impacts brand equity.

This study, however, is not without limitations. Firstly, the focus on specific keywords may have restricted the scope of our review, potentially omitting relevant studies that use alternative terminology. Secondly, the number of citations should not be viewed as a direct measure of quality due to factors such as self-citations or the relative novelty of some studies. Thirdly, the limited sample size may constrain the generalizability of our findings. Lastly, while this study primarily contributes to academic literature, implications for managerial practices, such as strategies for addressing perceived hypocrisy, were not thoroughly explored.

In conclusion, this review offers a structured foundation for future research on brand hypocrisy and brand equity. It highlights the importance of aligning brand actions with stated values to maintain consumer trust and underscores the need for diverse methodological and contextual approaches to advance our understanding of this critical relationship in contemporary marketing.

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## APÉNDICE 1: PROTOCOL FOR SYSTEMATIC LITERATURE REVIEW

### Research Question:

*RQ1: How can we systematize and describe the advancements in the relationship between brand hypocrisy and brand equity, considering key studies, authors, affiliations, and prevalent themes in literature?*

*RQ2: In which specific contexts (e.g., CSR, brand activism, luxury branding) has the relationship between brand hypocrisy and brand equity been studied?*

*RQ3: What are the most applied methodological approaches in the literature on brand hypocrisy and brand equity, and how could alternative methods, such as qualitative or longitudinal studies, enhance the findings?*

*RQ4: What gaps have been identified in the current research, and what directions for future studies would help deepen our understanding of the consumer-brand relationship in the context of perceived brand hypocrisy?*

### Develop and validate the review protocol:

The primary goal of this systematic literature review (SLR) will be to explore how *brand hypocrisy* and *brand equity* has been conceptualized and applied in the Marketing. The review will aim to identify the main theories and models that explain *brand hypocrisy* and *brand equity* and will reveal gaps in the current research.

### Databases:

- Web of Science
- Scopus

### Keywords and Search Terms:

The search will use a combination of the following keywords:

- “brand hypocrisy”
- “brand equity”

### Strategies Search:

Search equation with Booleans:

- (“brand hypocrisy” AND “brand equity”
- “brand hypocrisy”

### Back Search:

Because the field of publications is limited, secondary citation papers that include relevant information on brand hypocrisy and brand equity will be added.

### Principal author search:

Publications by the most cited authors addressing brand hypocrisy and brand equity will be reviewed for inclusion in the review.

### Inclusion Criteria

Studies will be included if they meet the following criteria:

- Peer-reviewed journal articles or conference papers.
- Focused on brand hypocrisy and brand equity.
- Available in English.

### Exclusion Criteria

The following types of studies will be excluded:

- Articles not related to brand hypocrisy and brand equity.
- Opinion pieces, blog posts, or non-peer-reviewed material.
- Studies that do not focus on brand hypocrisy and brand equity

### Study Selection Process:

The study selection process will follow these steps:

1. **Initial screening:** After conducting the search, titles and abstracts will be reviewed to identify relevant studies. Irrelevant studies will be excluded at this stage.
2. **Full-text review:** The remaining articles will be read in full to ensure they meet the inclusion criteria. Studies that do not meet the criteria will be excluded.
3. **Data extraction:** Relevant information (e.g., theories used, context, findings) will be extracted and organized.

### Quality Assessment

Each study will be evaluated for methodological quality using a predetermined set of criteria, such as:

- › The clarity of the research questions.
- › Appropriateness of the research methods used.
- › Rigor in data collection and analysis.
- › Consistency of findings with the study objectives.

### Data Extraction

A data extraction sheet will be developed to collect relevant information from each study, including:

- › Title and year of publication
- › Author(s)
- › Year of publication
- › Journal or conference
- › DOI
- › Research method (qualitative/quantitative/mixed)
- › Data collection method
- › Sample size
- › Geographic context of the study
- › Service sector(s)
- › Approach research
- › Theories or models used to explain brand hypocrisy and brand equity
- › Variable type
- › Dimensionality and components
- › Key findings related to brand hypocrisy and brand equity
- › Gaps or limitations identified by the study

### Analyze and Synthesize Data

- › Descriptive analysis: A summary of the number of studies, types of research methods, and the main theories/models used.
- › Thematic analysis: Identification of recurring themes related to brand hypocrisy and brand equity, such as individual factors and organizational factors.
- › Gap analysis: Identification of under-researched areas in user resistance

### Report Findings:

The review will be reported following this structure:

- › Overview of included studies: A table summarizing key information (author, year, journal, findings).
- › Thematic findings: Discussion of recurring themes in the literature related to brand hypocrisy and brand equity, including definitions, models, and influencing factors.
- › Research gaps: Identification of areas for future research based on under-explored themes or inconsistent findings.
- › Implications for practice: Recommendations for organizations on managing us brand hypocrisy and brand equity.