

#Canceled: Predictors of Consumers' Intention to Cancel in the Philippines

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Abstract: - Although cancel culture is changing the dynamics between consumers and brands, little is known about what motivates Filipino consumers to act this way. Using the Theory of Planned Behaviour and demographic factors, this study examines factors influencing consumers' intentions to discontinue brand loyalty in the Philippines. Businesses must understand this growing form of social media activism. A quantitative design using PLS-SEM analysed responses from 385 participants across generations and regions. Results show that cancel intentions are strongly influenced by attitude, subjective norms, and perceived behavioural control. Notably, age and region, particularly younger consumers and those from Visayas and Mindanao, are strong antecedents. These groups are more susceptible to social influence, have stronger self-efficacy, and express more favourable views of cancelling brands. Recommendations include culturally sensitive reputation management and localized consumer sentiment tracking, with brands needing to align values and respond quickly with corrective actions.

Key-Words: - cancel culture, consumer behavior, theory of planned behavior, brand boycott, Philippines, uncanceled, PLS-SEM.

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1 Introduction

The rise of social media has undeniably benefited today's business entities, from a wider reach of their product/service advertisement to allowing businesses to transact electronically. Many advertising strategies now rely more on the use of celebrity influencers' social media posts, tagging their products/services. Because social media engagement is on the rise, this makes such influencers' posts effective. Social media

allows consumers to share their opinions and feedback, whether good or bad, about the products/services, almost unlimitedly and uncensored.

Businesses often build their image to look favorable to different stakeholders to attract investors, increase customer reach, retain loyal customers, and appeal to new clients. Consequently, firms are taking steps to create a pleasing brand

image by becoming sustainable, establishing socially responsible activities, and taking a stand on controversial issues (e.g., politics) or brand voice. However, as opinions among different stakeholders differ, when companies take sides on a divisive issue, there is an undeniable risk of losing customers instead. The majority of consumers now believe that brands and their executives must take responsibility for their actions and words.

Cancel culture is a prevalent boycotting practice used to exert pressure, express disapproval, and enforce consequences online, [1]. In addition, it is defined as the act of withdrawing support for individuals and institutions “who have acted in a way deemed to be unacceptable or problematic related to social media, viewership, or the purchase of products or services”, [2]. Most consumers in developed countries see canceling to influence companies to improve, change their ways for the better, or correct mistakes, [3]. While cancel culture is argued to be more rooted in one’s behavior, this admittedly has explicit and/or implicit effects on businesses. With the rise of digital/social media activism, a misstep by the company may put it in a negative place and result in damage to brand image and loyalty. In fact, the goal of 14% of American consumers in canceling is for the brand/company to completely go out of business, and 23% of the same consumers would never support the brand again after canceling, [4].

Further, the majority of Generation Z (Gen Z) consumers see brands as an extension of themselves and support those whose values are aligned with their own, [1]. Consequently, 60% of Indonesian and 58% Filipino Gen Z customers unfollowed brands that do not resonate with their values. Hence, cancel culture has been more prevalent in the digital spaces of Southeast Asia, specifically in the Philippines, [5]. This is anticipated as the Philippines is dubbed the social media capital of the world in 2021, [6]. However, there is minimal data on cases of corporate boycott in the Philippines and the motivations of these brand cancellations. Considering the undeniable impact of this practice on businesses, the predictors of cancel culture must be identified to provide individuals and businesses with an opportunity to better respond to this phenomenon. This research seeks to describe the consumers’ intention to cancel a brand or company, determine the relationship of various predictors on consumers’ intentions, and identify actions that appease consumers to consider uncanceled a brand.

2 Literature Review

2.1 Understanding Cancel Culture

Cancel culture is seen as a phenomenon characterized by the withdrawal of financial, political, social, or economic support from an individual or organization, [7]. Canceling is traditionally embodied as boycotting or blacklisting, [8]. It involves taking a public stand against an individual or institution for actions that are questionable or offensive, [9]. Nguyen further defines cancel culture as the “increasing phenomenon of social media activism that has prompted the boycotting of different people, companies, and systems for misalignment with social values”, [5]. Instead of focusing on personal transgressions, cancel culture aims to address systemic inequalities, [9]. It started as a form of protest meant to draw attention to powerful people and businesses that were openly involved in racist or misogynistic activities. By withdrawing financial, political, or professional support, cancel culture aims to reduce their influence, [10]. A person or organization’s repugnant words or deeds are punished by the removal of support. Power, time, and resource accessibility are some of the variables that make this withdrawal complicated, [8]. Cancel culture is characterized by mass mobilization, which is carried out in an organized and effective manner to achieve its objectives. In the context of the Philippines, individuals consolidate their actions and beliefs on social media, such that their online activities serve as tangible manifestations of their thoughts and convictions, [5]. In this virtual collective consciousness, people can be judges and executors according to their will and without anyone controlling them.

The ease of use of technology, widespread access to social media, and the right to free speech are the main causes of cancel culture. Social media allows users to publicly evaluate individuals and brands, [2]. On platforms where it can be implemented by unfollowing, blocking, commenting, or sharing content against the canceled subject, cancel culture is very common, [11]. Social media serves as a digital journal, making it simple to access past errors. Users collectively boycott individuals who are thought to be at odds with their values, and they do so consistently and strategically, turning individual actions into a movement, [12]. College students in the Philippines use platforms such as Instagram, Facebook, and Twitter mainly for self-expression and connection, not primarily for canceling others, [13]. It was observed that since users curate their profiles with positive content that gains more likes and

shares, cancel culture may not be the central focus of their online engagement, [3].

At the global level, it was found that 64% of Americans view social media as empowering individuals to influence companies, with 69% believing canceling a brand is an effective way to capture business attention, and 68% agreeing it can trigger organizational change, [3]. Still, 56% were unwilling to cancel a brand despite inappropriate behavior, and only 1% intended to cancel long-term. Brand hate, negative consumer emotions expressed through reviews, word-of-mouth, and avoidance, is a main driver of cancel culture, [14]. Reasons for cancellation include racial injustice, women's rights, COVID-19 violations, and issues related to immigration, religion, gender, and politics. The DeVries Global explains that Filipino Gen Z prioritize responsibility, equality, sustainability, authenticity, integrity, diversity, and inclusivity in brands, with transparency, labor conditions, and environmental concern as decisive factors for support withdrawal. Similarly, 54% of Southeast Asian Gen Z expect brands to take a stand, while 37% canceled those that remained neutral, [8]. Gen Z perceives purchases not as mere transactions but as reflections of their ideals, making them more likely to feel offended by brands' actions, [15]. Nonetheless, it was highlighted that costs of information, research, and switching inhibit long-term cancellations, as participation typically follows a two-phase pattern: initial enthusiasm followed by decline, [16].

2.2 Predictors of Consumers' Intention to Cancel

The Theory of Planned Behaviour (TPB) provides a suitable framework for understanding consumers' intention to cancel because canceling requires deliberate evaluation and volitional control. Attitude captures whether individuals view canceling as a justified or responsible act. Subjective norms represent the influence of peers and social media communities that encourage participation, while perceived behavioural control reflects consumers' belief in their capacity to influence brands through digital actions such as posting, sharing, or boycotting. In this way, TPB connects psychological predispositions with online social behaviour, making it appropriate for examining digital activism such as cancel culture.

In terms of gender, the significant influence of gender on boycott behaviors is emphasized, noting that men exhibit stronger behavioral responses to boycott intentions compared to women, [17]. Their findings suggest that psychological and motivational

factors, such as attitudes and perceived behavioral control, differ across genders. But it does not imply that men are more likely to participate in boycotts than women. Consequently, it was found that individuals who have more involvement in the cancel culture and demand an apology after being canceled identify with the feminine gender traits; while education, relationship status, age, and income were found to have no significant difference, [2].

Younger consumers, specifically millennials and the younger generation, are more engaged in ethical consumption, [18]. This is rightly so since prior studies have found that consumers often choose products and brands that express themselves, their priorities, and their identities, [19]. While age is found to play a significant role in cancelling brands, consumers with higher levels of education and knowledge are more likely to criticize brands for issues before cancelling them, [11]. The research also found that political affiliation has a negative association with some predictors of cancel culture. In the United States, it was found that liberals are more inclined to participate in consumer boycotts, [20]. Furthermore, left-leaning consumers and Democrats are more likely to initiate boycotts driven by moral considerations, [21].

Additionally, the factors influencing consumer participation in product boycotts were examined using Adam Smith's concept that emotions can affect purchasing behavior, and the results indicate that such participation is shaped by a range of emotional responses, [22]. Their findings show that consumers' participation in boycotting the product is influenced by wanting to express emotions towards the product, such as anger and regret towards the actions of a specific entity. Group membership was also found to be a significant factor that can affect boycott participation. On the other hand, factors such as product functions, cost of boycotting, negative sentiment, and types of products consumed are identified as influential variables for a person not to participate in canceling a certain product, [22]. Boycotting is avoidance-oriented, whereas buycotting is reward-oriented, [23]. Emotions that influence a person's decision to boycott or buycott include: (a) negative and non-self-conscious emotions such as anger, disgust, and contempt; (b) negative and self-conscious emotions such as shame and guilt; (c) positive and self-conscious emotions such as pride; and (d) positive and non-self-conscious emotions such as happiness, hope, elevation, and gratitude, [24]. Gratitude and anger significantly influence boycott intention, with gratitude negatively related to boycott intention and also associated with

brand attitude and behavioural intention, [24]. Anger and disgust positively affect boycott intention, which aligns with findings that negative emotions influence boycott intention through the desire to boycott in the extended model of goal-directed behaviour, [25].

Other factors that increase the likelihood of boycotting include the desire to make a difference, self-enhancement, counterarguments that inhibit boycotting, and the cost of constrained consumption, [26]. Perceived egregiousness of a company's actions was also found to affect consumer participation in boycotts, [27]. Certain actions make consumers reconsider canceling a brand, with an immediate apology identified as the most important factor, [2]. Similarly, a public apology ranked highest among corrective measures, followed by clarifying the situation (41%), creating internal programs and policies (40%), firing the responsible person (33%), rebranding (20%), and donating to an associated nonprofit (17%). Both studies concluded that while cancel culture is widespread, consumers are willing to forgive companies and individuals that take responsibility and apologize, [2]. He added, however, that it was also noted that individuals affiliated with liberal political parties are less inclined to forgive and forget.

Like in the United States, donation is no longer sufficient for Southeast Asian Gen Z Consumers, as they ranked this the lowest in what companies can do to stay relevant, according to the DeVries Global survey. In the same report, 42% of the consumers forgive brands if they take actions to correct their mistakes, while 20% will forgive with a sincere apology. However, 21% of Gen Zs are willing to forgive and forget. It is notable, however, that only 18% of the Filipino Gen Z will forgive brands they have canceled, even with an apology, but 57% will uncanceled a brand that corrects their mistakes. Further, only 18% of Filipino Gen Z are willing to forgive and forget brands that they have canceled. Consumers specifically belonging to the Millennial generation (born 1981 to 1996) and Generation Z (Gen Z) (born 1997 or after) are normally the subjects of this kind of research because the Millennials have witnessed the rise of the internet, while Gen Z, a generation "born on the internet", is highly associated with cancel culture, [15]. Hence, it can be inferred that these two generations are more exposed to social media and engaged in the cancel culture. Nevertheless, Baby Boomers and Generation X may have more capacity to impact cancel culture due to their stable financial source, and hence, switching costs from one company/brand to another as a result of canceling might be lower. Hence, the older

generation has the capacity to transform "call out" cancel culture into an actual boycott.

In terms of age, generational differences shape attitudes toward cancel culture. Younger individuals, especially those in Gen Z (18-26 years old), are more likely to support cancel culture as a tool for accountability. They actively engage on platforms like Twitter and Instagram, aligning with social justice movements and peer expectations, [1], [28]. In contrast, older adults are more skeptical, with many expressing concerns about censorship and its impact on free speech. Their familiarity with cancel culture is also lower, with only 34% of individuals over 50 reporting knowing about it, compared to 64% of those under 30. This group tends to see canceling as punitive, potentially stifling open dialogue. Geographical location plays a crucial role in shaping perceptions of cancel culture. In urban, post-industrial societies like the U.S. and Western Europe, cancel culture aligns with progressive values, promoting accountability through public shaming and de-platforming, [29]. However, rural and conservative regions resist it, framing it as a threat to free speech and open debate.

Figure 1 illustrates the visual summary of the PLS-SEM results. The final model of the predictors of intention to cancel a company or brand is presented in the figure above. As can be seen, only attitude, subjective norms, perceived behavioral control, age, and region are relevant to cancel culture in the Philippines.

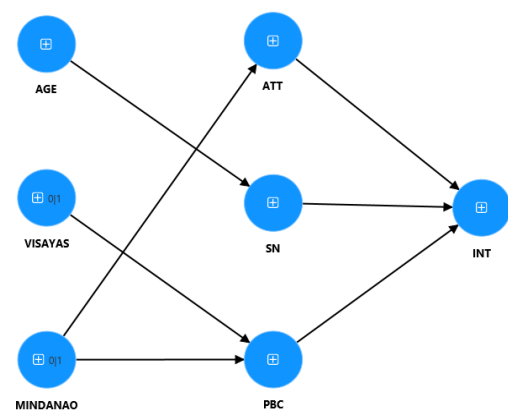


Fig. 1: Conceptual Framework

Source: created by the authors

3 Methodology

This study employed a quantitative research design to determine the relationships among the variables as informed by the TPB. Furthermore, the study sought to report the cancel behavior and motives of

consumers quantitatively to provide an overview of cancel culture in the larger population, [30].

Stratified proportionate sampling was employed to establish the sample size shown in Table 1. The population was split into two strata based on major Philippine islands and generational groups. Based on the calculations, the desired sample size for the entire study is 385 with a confidence level of 95%, a margin of error of 5%, and a sample proportion of 50%. To determine the proportionate sample size for each stratum, the required sample size is multiplied by the population percentage for each stratum. Respondents were selected through purposive and convenience sampling.

The survey instrument included measures for the three TPB constructs. Attitude was assessed through items reflecting moral approval and personal evaluation of canceling a brand. Subjective norms measured perceived social influence. Perceived behavioural control captured the respondent's confidence and ability to act. All items were adapted from validated TPB scales used in consumer behaviour studies and rated on a five-point Likert scale.

Descriptive and inferential statistics were applied to analyse the data. Descriptive statistics included mean, mode, median, frequency, and percentage. Inferential statistics relied on PLS-SEM, or Partial Least Squares Structural Equation Modelling, which was used to determine the significance of the predictors to consumers' intention to cancel. PLS-SEM was run using the SmartPLS 4 software.

4 Results and Discussions

4.1 Profile of the Respondents

Table 1: Sample Breakdown by Generations and Region in the Philippines

Generations by birth	Region			Total Sample Size
	Luzon	Visayas	Mindanao	
Generation	36	12	12	60
Generation	53	16	20	89
Generation	76	23	30	129
Baby	60	20	27	107
Total Sample Size	225	71	89	385

Source: created by the authors

The largest group of respondents was Generation X from Luzon Island, and the smallest groups were Generation Z from the Visayas and Mindanao islands. Ages ranged from 18 years old to 74 years old, the number of social media accounts ranged from

1 to 11, and household monthly income ranged from PhP500 to PhP500,000. The average respondent had an age of 36.8 years, with a household income of P30,962, and used 2 social media accounts. Most of the respondents, however, were 25 years old, with a household income of P10,000, and only owned 1 social media account.

Almost 95% of the sample had a Facebook account (n=365). The next most preferred social media platforms were TikTok (n=186), Instagram (n=169), and X (n=96). Respondents identified other platforms they had accounts with, such as LinkedIn, Threads, and YouTube (n=27). Additionally, 56.60% of the sample were females (n=218) and 43.40% were males (n=167). There were also 251 respondents with a college education or higher, and 134 respondents with a high school education or lower.

4.2 Description of Consumers' Intention to Cancel a Brand or Company

The results indicate that, on average, consumers agree that they can and will cancel a brand that was found to have engaged in an unacceptable or unethical behaviour, whether in the present or in the past. The reasons for canceling include affiliation to a controversial source (rank 1), followed by infectious disease handling and protocols (rank 2), racial justice (rank 3), women's rights (rank 4), and politics and political associations of the brand (rank 5).

Respondents also revealed that brand cancellation is mostly shown through boycotting the products of the company (rank 1), posting and sharing about the controversy on their personal social media accounts (rank 2), or telling others not to buy from the brand as well (rank 3). A few respondents also mentioned other ways they cancel a brand, such as boosting and commenting on social media posts about the controversy (rank 4) and directly telling the brand that they will not repurchase (rank 5).

In terms of the timeframe of canceling, respondents said they would most likely never support the company again (rank 1), while others said they would withdraw their support for a week or less (rank 2), one year or more (rank 3), 1 to 6 months (rank 4), up to a month (rank 5), and 7 to 12 months (rank 6).

When asked what kind of effect consumers would like to see on the company as a result of canceling, many said they would like for the company to change its ways (rank 1). Another impact is for the company to change its policies or stand on political matters (rank 2), fire the employees involved in an offensive

act (rank 3), disassociate itself from the celebrity or spokesperson that caused the controversy (rank 4), and suffer financial or reputational damage (rank 5).

4.3 Predictors of Consumers' Intention to Cancel

Based on Cronbach's alpha and AVE values, the constructs were deemed to be reliable and valid. All Cronbach's alpha values and AVE values were above the 0.70 and 0.50 thresholds, [31].

In terms of discriminant validity, results from the Fornell-Larcker Criterion show that none of the correlations between constructs were higher than the construct's square root of its AVE value. To correctly incorporate the region variable, which has three categories (Luzon, Visayas, Mindanao), two dummy variables were created with Luzon as the base variable. The dummy variables were coded as Vis (Visayas) and Min (Mindanao). Cross loadings also show that all items loaded the highest on their own constructs, indicating that the highest correlation was found between items and their corresponding constructs only. HTMT Matrix likewise shows that all values are well below the 0.90 threshold. This demonstrates that there is low similarity between the latent constructs, [32]. The VIF values were found to be below the threshold of 5, meaning that there are no multicollinearity issues, [33]. All four indicators confirm that discriminant validity was satisfied by the model, [34]. The model reports an adjusted R-squared value of 48%, suggesting that the explanatory power is moderate and acceptable, [35]. Moreover, the F-squared values show that perceived behavioural control displayed a significant effect and the highest effect size of 0.206, [36].

Model fit indices show partially positive results. The estimated SRMR value of 0.051 is acceptable (<0.08), though the NFI value of 0.376 falls short of the recommended threshold (>0.90). The studies, [37], [38], [39] emphasize the importance of reporting model fit indices in SEM literature. However, [40], the authors explain that "whereas the assessment of overall model fit is a crucial element of SEM, it does not form part of PLS-SEM's canonical list of stages," as it "has its own model evaluation steps", [41]. Nevertheless, based on the resulting fit indices, the researchers suggest that the model could be further improved.

Table 2 (see Appendix A) presents the results of the PLS SEM algorithm with bootstrapping ($J=10,000$). For ease of reporting, only significant direct effects, total indirect effects, and specific indirect effects are reported in the table.

Direct effects show that all first-level predictors, attitude ($\beta = 0.226$, $t = 4.710$, $p = 0.000$), perceived behavioural control ($\beta = 0.354$, $t = 8.353$, $p = 0.000$), and subjective norms ($\beta = 0.314$, $t = 9.346$, $p = 0.000$), are significant in determining the intention to cancel a brand or company. This implies that individuals with a positive attitude towards canceling, pressure from family or peers, and the belief that they can engage in canceling indeed have higher levels of intention to engage in canceling a brand or company. The results confirm the relevance and anticipated behavior of the three first-level predictors as provided by the Theory of Planned Behavior. This aligns with a finding that all three TPB components positively predicted intention to engage in cancel culture, supporting the framework's applicability to contemporary social phenomena, [42].

The results further revealed that among the six second-level predictors examined, only age ($\beta = -0.230$, $t = 3.567$, $p = 0.000$) and regional affiliation, specifically Visayas ($\beta = 0.356$, $t = 2.833$, $p = 0.005$) and Mindanao ($\beta = 0.544$, $t = 4.737$, $p = 0.000$), showed significant relationships with the intention to cancel. Specifically, younger individuals were more likely to engage in cancel culture, which resonates with previous findings that Millennials and Gen Z are particularly active in expressing disapproval of brands or companies through social media platforms, [1], [42]. Their heightened online presence and familiarity with digital activism provide them with both the tools and motivation to participate in such practices, [43].

Moreover, respondents from the Visayas ($\beta = 0.356$, $t = 2.833$, $p = 0.005$) and Mindanao ($\beta = 0.544$, $t = 4.737$, $p = 0.000$) regions reported stronger intentions to cancel compared to their counterparts in other regions. This suggests that cultural and regional contexts may shape attitudes toward cancel culture. Individuals in these areas may perceive canceling as an empowering mechanism to hold institutions accountable, reflecting broader societal shifts toward digital participation and collective action, [28].

The mediation analysis provides deeper insights into the mechanisms underlying the significant predictors of cancel culture intention. The results show that age has an indirect effect on intention to cancel through subjective norms ($\beta = -0.072$, $p = 0.003$). This suggests that while younger individuals report stronger intentions to cancel, this behaviour is partly explained by their greater susceptibility to social influence. Younger generations, particularly Millennials and Gen Z, are highly engaged in social media communities where collective opinions and

peer expectations exert strong pressure, thereby shaping their likelihood to cancel a company or brand, [44], [45].

Similarly, regional affiliation, specifically respondents from the Visayas, demonstrated an indirect effect through perceived behavioural control ($\beta = 0.148$, $p = 0.014$). This indicates that individuals from the Visayas are more likely to cancel because they perceive themselves as having the capability and efficacy to do so. Such findings imply that for these respondents, canceling a brand is not only a matter of intention but also of confidence in their ability to enact it effectively, perhaps reflecting stronger online engagement or empowerment in digital participation, [46], [47]. Meanwhile, respondents from Mindanao exhibited both direct and indirect effects on intention through subjective norms and attitudes, reinforcing the idea that social influence and evaluative beliefs toward canceling are salient drivers in this region, [48].

4.4 Uncanceling a Brand

Respondents were asked to identify actions that can persuade them to reconsider canceling a brand. The action they found most appealing was for the brand to make a public apology (rank 1), followed by clarifying the situation (rank 2), creating programs or policies that facilitate a positive change to avoid the recurrence of the controversy (rank 3), changing the branding and or external representation (rank 4), and making a donation (rank 5).

The findings of this study confirm the results of extant literature. In the Philippines, consumers generally desire the brands at fault to change their ways and take concrete action to correct their stands. In many instances, a public apology or statement clarifying the situation would suffice. For more serious issues, consumers demand drastic measures such as discontinuing a relationship with an employee or brand ambassador who caused the controversy. Intentionally seeking financial or reputational damage to the company is not commonly sought by Filipino consumers, presumably because of the local culture, which typically promotes forgiveness and empathy, [49], [50]. The common reason why Filipino consumers would cancel a brand pertains to its affiliation with a source of controversy, highlighting the impact of corporate partnerships or collaborations. This reinforces the idea that, even if a brand did not cause the controversy, it can still be cancelled because of its association with the controversy. This is evident in the 2023 Israel-Gaza

conflict, where the Boycott, Divestment and Sanctions (BDS) movement drove many consumers to boycott brands such as McDonald's and Starbucks due to their support for Israel, [51].

Previous studies have documented the relationships between attitude, subjective norms, perceived behavioural control, and intention. In this study, however, evidence emerges on the equally important roles of age and location of the consumers as crucial antecedents of their cancellation behaviour. Younger consumers are more likely to engage in cancel culture because of social pressure. They are more prone to mimic the behaviour of their social groups, whether families or friends, who participate in cancel culture. Moreover, a clear relationship is established between the location of consumers and willingness to cancel. This supports the findings that allude to regional subcultures or values that hold tougher stands against corporate wrongdoing[29]. Interestingly, however, the findings on Visayas and Mindanao, both considered as provincial islands and more conservative in their views, disagree with the context that locations with such profiles resist cancel culture and view it as a threat to free speech. In the case of the Philippines, it seems that areas outside of the capital region have more favourable views of cancel culture and greater capacity to engage in it [29].

5 Conclusion

This study confirms that attitude, subjective norms, and perceived behavioral control significantly influence consumers' intention to cancel. Key contributions of this study include the crucial roles of age and location, albeit not as direct predictors but as antecedents that shape cancel behavior through attitude, social groups, and belief in one's ability to cancel brands. The finding on age is anticipated, given the younger people's susceptibility to being influenced by family, friends, and the larger social media sphere, which has been previously described as a main breeding ground for cancel culture because of its ease of accessibility and sharing of personal sentiments and news. The findings on location suggest regional subcultures that shape consumer activism in unique ways. These findings merit future research at the group and community levels. The results reveal that cancel culture is not solely an emotional reaction but a social strategy for corporate accountability, motivated by personal beliefs and collective values.

The findings extend the application of the Theory of Planned Behaviour by demonstrating that

demographic variables such as age and region function as antecedents that influence TPB components rather than as direct predictors. This suggests that cancel culture behavior may be better captured through an extended TPB framework that integrates socio-demographic and contextual factors. Future model refinement could incorporate digital engagement or moral conviction as additional variables to strengthen its explanatory power.

The findings have practical implications for businesses. Businesses must ensure that their brand image and practices reflect the ethical standards and values of their consumers. Maintaining transparency and open communication is essential to building trust and preventing backlash. Reputation management should emphasize prevention rather than reaction, with efforts focused on consistent ethical conduct, timely engagement, and responsible communication. Companies should also recognize that consumer expectations and sensitivities differ across regions and cultures. Adapting brand messages and strategies to these differences can strengthen credibility, reduce conflict, and turn accountability pressures into opportunities for stronger consumer relationships and lasting trust.

6 Future Research Direction

Future studies should conduct localized consumer sentiment analyses to understand how cultural values shape cancel behavior. This allows them to align their brand image and social stances with consumer expectations and produce transparent communication, timely apologies, and corrective measures to rebuild trust. For researchers, future studies should examine why certain regions are more likely to engage in cancel behavior and the implications for such integrated marketing communications.

Declaration of Generative AI and AI-assisted Technologies in the Writing Process

During the refinement of this manuscript, the authors utilized ChatGPT to enhance sentence structure, paragraph coherence, and grammar. The authors thoroughly reviewed and edited all content and take full responsibility for the final version of the publication.

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APPENDIX A

Table 2: PLS-SEM Algorithm and Bootstrapping Report

		Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Direct effects	Age -> Sn	-0.230	-0.231	0.065	3.567	0.000
	Att -> Int	0.226	0.228	0.048	4.710	0.000
	Min -> Att	0.511	0.517	0.123	4.154	0.000
	Min -> Sn	0.354	0.355	0.125	2.833	0.005
	Pbc -> Int	0.356	0.356	0.045	7.916	0.000
	Sn -> Int	0.314	0.314	0.055	5.701	0.000
	Vis -> Att	0.249	0.252	0.120	2.068	0.039
	Vis -> Pbc	0.415	0.420	0.158	2.632	0.009
Total indirect effects	Age -> Int	-0.132	-0.133	0.050	2.619	0.009
	Min -> Int	0.293	0.298	0.089	3.302	0.001
	Vis -> Int	0.233	0.236	0.104	2.227	0.026
Specific indirect effects	Vis -> Pbc -> Int	0.148	0.150	0.060	2.451	0.014
	Min -> Att -> Int	0.116	0.118	0.040	2.922	0.003
	Age -> Sn -> Int	-0.072	-0.073	0.026	2.833	0.005
	Min -> Sn -> Int	0.111	0.112	0.046	2.438	0.015

Source: created by the authors