Understanding the Effect of Attitude in Cancel Culture Towards Attitudes and Engagement on Purchase Decisions

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Abstract: The phenomenon of cancel culture has had significant effects on the marketing landscape. Such a phenomenon is observed when well-known and influential entities—individuals or brands— face public backlash for certain actions perceived by the general public and/or consumers as unacceptable for them. To situate this phenomenon to the field and context of commerce and business, this study seeks to uncover how brand canceling on social media affects consumers specifically among Filipino Gen Z. By utilizing convenience sampling, the study gathered insights from 395 respondents to understand the unique characteristics of Filipino Gen Z deeply. This study aims to provide valuable insights to improve brand marketing to Filipino consumers in the digital age, determine how brand controversies shape Filipino consumers' purchasing decisions and brand perception, explore the extent to which consumers' decision-making was affected when a brand is canceled, and provide adequate strategies that brands can navigate to recover after cancellation.

Keywords: attitudes, backlash, brand perception, cancel culture, consumers, engagement with the brand, gen z, perceived behavioral control, purchase intentions and social norms.

1. Introduction

A. Introduction/Background of the Study

Cancel culture is a phenomenon that often occurs on social media platforms. This phenomenon happens when consumers, particularly Gen Z, hold brands accountable for perceived negative actions. Online criticisms and boycotts were among its prime examples. Cancel culture is the collective action by consumers to withdraw support from brands that were perceived to be involved in controversies (Saldanha, 2022). As an effect, its effects on brands can be considerable, as being canceled may result in reputational damage. Thus, the threat of being canceled has compelled brands to ensure that their marketing strategy involves transparent communication, community engagement, and trust.

Cancel culture has evolved as a global phenomenon, particularly with the introduction of social media platforms such as Twitter or X, where users hold individuals and corporations accountable for perceived undesirable behavior or activities. It has become a dominant platform for social activism, the primary battleground for calling out and canceling public figures perceived to have crossed the line (Perry, 2021). Cancel culture's effects on individuals and brands is considerable, resulting in public shaming and boycotts. Additionally, cancel culture harms the mental health of the victims as this causes them to feel lonely, socially excluded, and rejected, and that loneliness can lead to a high risk of anxiety, depression, and suicide (Marchs, 2021, as cited in Palomares et al., 2022).

While there were general studies on cancel culture as a phenomenon, it remains under-explored in the context of the Philippines. Based on a survey conducted by Marquez (2022), aged 16-40 respondents in July 2022, out of 5 Filipinos, 4 were familiar with the term "cancel culture." Furthermore, 1 out of 5 Filipinos admitted that they participated in the movement (Marquez, 2022). The primary reason for doing so were because they claim to be against other people's actions or because they feel attached to an issue. Looking into its occurrence in Metro Manila can be significant given that this area is the most heavily populated urban center in the country (Department of Trade and Industry, 2022). To help brands lessen potential risks and enhance Gen Z's purchase intention, this study would identify how cancel culture occurs in Manila and Quezon City districts or barangays.

The study specifically focused on Gen Z individuals as they were more adept with digital technologies and online spaces. It has been found that social media marketing is highly effective with Gen Z individuals, as 85% of them discover and engage with products (Pinto & Paramita, 2021). Araujo et al. (2022) stated that Gen Z individuals' online engagements with brands can significantly affect their purchase decisions, leading to the development of a positive image and loyalty to a brand. Thus, this can likewise shape how brands can be more responsive to the demands of consumers, especially Gen Z.

Gen Z is recognized for its heightened awareness of social justice issues, often leading the charge in advocating for racial justice, gender equality, and other social causes. This has given rise to cancel culture to hold individuals and organizations accountable (Twenge, 2023). Gen Z's activism often involves

leveraging social media to denounce behavior they deem unacceptable.

Cancel culture is a tool for promoting change and addressing grievances, especially in the digital realm, where traditional forms of activism may have limited effect. Gen Z's approach to accountability and justice reflects broader cultural shifts toward greater inclusivity and a zero-tolerance stance on harmful behaviors. In manifesting these evolving norms, cancel culture underscores this generation's demand for higher ethical standards from public figures and institutions (Farrell, 2022).

The Twitter or X usage rate by generation exhibits that younger people or Gen Z individuals have a higher usage rate with 61%, while Gen Y, Gen X, and Baby Boomers only have 43%, 33.5%, and 20.5%, respectively (Kato, 2021). Thus, Gen Z individuals are the most exposed among the other generations, given that the cancel culture earned its popularity on Twitter a few years ago. Based on a 2022 survey in Forbes, they found that half of the Gen Z respondents answered that some people and brands should be canceled (Hanson, 2022, as cited in Cummings, K. H., Zafari, B., & Beitelspacher, L., 2024). The most diverse generation in history that stood up and helped the voiceless be heard is Gen Z (Cummings, K. H., Zafari, B., & Beitelspacher, L., 2024)

As cancel culture continues to evolve, it poses challenges and opportunities for brands. This study examines the factors and patterns of cancel culture among Gen Z consumers in Metro Manila, specifically in the City of Manila and Quezon City. This also determines if this issue immensely alters Gen Z's purchase intention. Given the significant effect of social media and the heightened awareness of cancel culture among this demographic, exploring its dynamics is essential for brands seeking to navigate the digital landscape effectively.

B. Research Problem

Cancel culture has proven to be a powerful force in the digital age that can affect a brand's reputation. Social media platforms have been an avenue through which cancel culture campaigns can be observed. The study aims to explore the complexities of cancel culture's effect on brands, focusing on how the factors affect purchase intention among Gen Z in selected cities in Metro Manila.

The general objective of the study is to analyze the effects of cancel culture on Gen Z's perception, social norms, and perceived behavioral control in the context of cancel culture within the City of Manila and Quezon City to explore how it affects the attitude and engagement with the brand, which then directly affects purchase intention.

The main research problem is to explore the key factors that drive Gen Z's attitudes and engagement with the brand concerning cancel culture and identify how it affects purchase intention.

Specific Objectives:

1. Examine the effect of Gen Z consumers' perceptions of cancel culture and their attitudes towards cancel culture incidents involving brands.
2. Investigate the effect of social norms on Gen Z consumers' attitudes towards cancel culture incidents involving brands.
3. Assess the effect of perceived behavioral control on Gen Z consumers' attitudes towards cancel culture incidents involving brands.
4. Explore how Gen Z consumers' attitudes towards cancel culture incidents involving brands affect their engagement with those brands.
5. Determine the effect of Gen Z consumers' engagement with the brand on their purchase intentions.

Cancel culture has garnered significant attention globally, and existing research often explores cancel culture from a Western perspective. Within the Philippine context, particularly in Metro Manila, the nuances of consumer perception and brand reputation might differ significantly, considering the unique cultural and social media landscape. The study explores the general effects of cancel culture on brand reputation and the specific aspects relevant to engagement with the brand and purchase intention. Current research might need a generational focus, but the study fills that gap by exploring how Gen Z as known for their tech savviness and brand loyalty, reacts to cancel culture and makes consumer decisions. While brand recovery strategies exist, studies may not delve into their effectiveness within the Philippine context. By delving deeper into these aspects, the study provides valuable insights for researchers and businesses to navigate the complex landscape of cancel culture and utilize strategies to regain consumer trust and foster stronger relationships after a cancel culture event.

C. Significance of the Study

As cancel culture opens up more discussions globally, understanding its complex implications across many cultural contexts becomes critical. Metro Manila, Philippines, is an interesting case study in this regard. The findings of this study, conducted through a quantitative method to provide a better understanding of the factors in the context of cancel culture and its effects on the attitude and engagement with the brand, affecting purchase intentions in the Philippines.

For the Academe, this study would provide a localized viewpoint on cancel culture, which is sometimes disregarded in Western-centric research since studies were scarce on the said matter within the country.

For Future Researchers, the results of this study can contribute new insights that can develop and support further research and theories that may lead to discoveries on the dynamics of cancel culture among Gen Z consumers and its effect on the attitude and engagement with the brand, affecting purchase intentions.

For the Government, the findings of this study can help legislators further understand the implications of cancel culture and build ethical guidelines and best practices for responsible online behavior and protecting individuals and brands, which can also help address some Sustainable Development Goals, such as SDG 4 Quality Education, SDG 8 Decent Work and Economic Growth, SDG 11 Sustainable Cities and Communities, SDG 12 Responsible Consumption and Production and SDG 16 Peace, Justice, and Strong Institutions.

For the Industry, understanding consumers' perceptions and

reactions to brands being canceled provides organizations with profound knowledge for improving marketing tactics and brand positioning.

Cancel culture poses a significant danger to brand reputation, as evidenced by cases of public outrage and career consequences. Examining its dynamics in selected cities in Metro Manila, specifically the City of Manila and Quezon City, highlights both positive and negative outcomes associated with cancel culture. It can empower individuals and communities to promote empathy, foster a more inclusive online community, and engage in constructive dialogue about accountability and ethical behaviors in online spaces. Additionally, it allows firms to efficiently handle local complications, protecting their online presence and reducing reputational risk.

D. Scope and Limitations of the Study

This study explored the factors that affect Gen Z on purchase intentions. Responses were gathered from social media users who were knowledgeable or have participated in the cancel culture movement, aged 18 to 28, and currently reside in the City of Manila and Quezon City. One year (2024 - 2025) is the total allotted time for this study, and the researchers collected insights from 395 participants using the convenience sampling method. Gen Z's Perception, Social Norms, and Perceived Behavioral Control were exogenous variables. Purchase Intention is the endogenous variable used in the study. Purchase Intention is beneficial in marketing because it foresees the future purchasing behavior of a consumer (Li et al., 2022). However, years of experience in canceling, the number of online cancellations they made on social media, and participants who were not online or unfamiliar with the concept of cancel culture would not be covered because these serve no purpose in the pursued topic.

Moreover, this study is created considering that studies about Filipino Gen Z were limited (Li et al., 2022). Thus, other generations were not part of the sample. The questionnaires were distributed to respondents through Google Forms. Also, the researchers did not ask the participants any personal questions, which may have made them uncomfortable. Therefore, this research paper serves as educational material and is not used to criticize the respondent's opinions.

E. Definition of Terms

1) Baby Boomers

(or Boomers) are born during the post-World War ll, the largest generation and known for their impact in terms of societal aspects such as politics, and economy (Balon, 2023).

2) Backlash

Negative and disrespectful reactions or comments that are usually expressed on the internet, targeting one's color, religion, and ethnicity, and are often experienced by cancel culture victims. (Jusay et al., 2022)

3) Boycott

An act where people refuse to purchase products to express their disapproval with the company's actions (Cristobal et al., 2022)

4) Cancel Culture

An increasing trend of social media activism has led many to promote boycotting people, organizations, and institutions that disregard social norms. (Nguyen, 2020 as cited in Barraza 2021).

5) Gen X

The cohort born between 1965 and 1980, experienced a time of shifting cultural norms, economic uncertainty, and embraced individualism (Balon, 2023).

6) Gen Y

Are born between 1981 and 1996, who have experienced rapid technological advancement and societal shifts, which have shaped their perspectives (Dabre et al., 2024).

7) Gen Z

Are digital natives born between 1997 and 2012, who grew up with technology and use it as a natural part of their lives (Wandhe et al., 2024).

8) Millennials

Often referred to as Gen Y.

9) Purchase Intention

It predicts the purchasing behavior of a consumer (Li et al., 2022).

10) X (formerly 'Twitter')

a social media platform that opens public discourse and discussion about social issues (Guidry, Waters, and Saxton 2014) and serves as a focal point for movements like cancel culture (Demsar et al., 2023).

2. Research Questions

This section consists of the related literature or resource materials that served as foundation to understand the factors that affect the purchase intentions. This chapter also provides the theoretical framework, research objectives, hypotheses of the study, and the conceptual framework.

A. Review of Related Literature

1) Gen Z's Perception of Cancel Culture

Generation Z, or Gen Z, born between 1997 and 2012, are considered digital natives. They are also known as Gen Tech, Gen Wii, Net Gen, Digital Natives, Plurals, or Zoomers (Seemiller, C. Grace, M., 2016, as cited in Dobrowolski et al., 2022). This generation grew up in a digital landscape and internet explosion (Nadanyiova & Sujanska, 2023); hence, they are technology-savvy, flexible, innovative, and open to cultural differences (Jeresano & Carretero, 2022, as cited in Fisu A. et al., 2024). According to Siagian and Yuliana (2023), Gen Z is chronologically online, and social media has become their platform for connecting with peers, celebrities, and brands, as well as an outlet for their political and social standpoint. Additionally, they are known for having progressive stances on environmental, social, and political issues, which they express on social media, as these platforms allow them to engage in international discourses connecting cultural barriers and diverse points of view (Siagian & Yuliana, 2023). Reinikainen et al. (2020) emphasized that the young generation play a significant force in driving social change both in digital and real-world spaces. Although social media has become a safe space for diverse points of view, it has developed into a platform for opposing viewpoints on various facts, cultures, and concepts,

where users may criticize specific people or groups for using offensive or inappropriate language (Exala et al., 2023). One example is call-out culture, which emerged in social media and evolved into the more harmful and toxic culture called cancel culture (Jusay et al., 2022, as cited in Exala et al., 2023). Based on the study of Jusay et al. (2022), this notion of canceling people has the power to hold people accountable and enable social justice.

Cancel culture mostly takes place in social media (Exala et al., 2023), a platform that Gen Z uses to express themselves (Siagian & Yuliana, 2023). In the study of Febrianti et al. (2023), they found that Indonesian Gen Z K-pop fans view cancel culture negatively but still believe it has both positive and negative sides. Meanwhile, the study of Exala et al. in 2023 revealed that selected college students for the academic year 2023 - 2024 in Manila, Philippines, viewed cancel culture as a tool for holding people accountable and driving societal change; however, they also acknowledged its associated risks such as unfair treatment, lack of due process and suppression of freedom of speech. Moreover, college students in Manila view cancel culture as an insufficient tool for accountability because even if it promotes social justice, it still leads to bullying, suppresses open discussion, and overlooks context; hence, they believe education and healthy dialogues should be prioritized rather than resorting to cancel culture (Bantugan et al., 2025).

2) Social Norms

Social norms refer to the shared standards or unwritten rules that guide how people behave in a particular group or society. There were three types of social norms: injunctive norms, descriptive norms, and peer pressure (Van de Bongardt et al., 2015; Wachs et al., 2021). The difference between norms explains people's perception of attitudes about what behaviors others approve and disapprove of, which is injunctive and descriptive norms are what people perceive as typical behaviors of others (Cialdini and Trost., 1998; Wachs et al., 2021). The third type is peer pressure, which involves peers actively encouraging specific behaviors. Unlike injunctive and descriptive norms, which indirectly affect behavior through observation and interpretation of the social environment, peer pressure directly affects behavior by providing active peer encouragement (Van de Bongardt et al., 2015; Wachs et al., 2021). Cancel culture as a phenomenon is an effect of these social norms at play; when such norms are threatened, it may cause widespread disapproval from society. Seeing such disapproval from big demographics can then influence others to conform and echo such disapproval (Traversa & Wright, 2023).

Social norms play a big role in the emergence of this culture. As these norms guide people's behavior, beliefs, and decisions in a certain group or society, anyone who goes against such norms can be easily targeted, othered, and ostracized (Demsar et al., 2023). Consumers' perceptions of influencers or brands align with what society accepts. This is the case for cancel culture, when brands and influencers fail to align with the individual's values or violate social norms, becoming canceled (Gvozden & Zetterlind, 2023). Cancel culture involves calling out individuals for things perceived as unacceptable in society. It is a modern example of how social norms happen within a societal group (Gvozden & Zetterlind, 2023).

3) Perceived Behavioral Control

Perceived behavioral control refers to the extent to an individual's perception of how easy or difficult it would be for him or her to perform some action of interest. (Ajzen, I. 1991, as cited in Tseng et al., 2022). In a study conducted by Roldan et al. (2024), it was found that Gen Z's belief in participating in the cancel culture is a default response as they may feel compelled to do so given that many people were also joining in on canceling a certain entity. This may be linked to Perceived Behavioral Control, which encompasses an individual's perception of the ease or difficulty of executing specific actions throughout their life. It is among the primary drivers of whether an individual would commit to performing an intended behavior. (Ham et al., 2015, p.740, as cited in Gvozden & Zetterlind, 2023). This offers valuable insights into understanding behavior concerning cancel culture, especially since such a phenomenon can exert social pressure on individuals. As more people were partaking in canceling a specific brand or company, it seemed easy for others to do the same. This increases their perceived behavioral control, making them more likely to engage with cancel culture (Tornikoski & Maalaoui, p.424, p. 2019, as cited in Gvozden & Zetterlind, 2023). In light of this theory, consumer behavior goes beyond just purchases. It includes the thought processes behind buying decisions tied to a particular brand and recent purchases (Banyte & Raišyte, 2009, as cited in Al-Gasawneh et al., 2021).

4) Gen Z Attitudes towards Cancel Culture

Cancel culture gained widespread recognition alongside movements such as #MeToo, demonstrating its role in highlighting systemic issues and encouraging accountability. Social media dynamics make platforms the primary battleground for cancel culture campaigns due to the rapid dissemination of information and amplification of voices. The utterly anonymous element of social media allows for increased scrutiny and criticism, presenting issues for individuals and corporations. It is a phenomenon that has allowed people to hold personalities and entities of influence and power accountable for perceived wrongdoing by publicly criticizing the latter on social media (Nkrumah, 2024).

According to Ajzen (2023), attitude toward the behavior is the degree to which an individual has favorable or unfavorable appraisal of the behavior in question. (Ajzen, 1991, as cited in Vamvaka et al., 2020). Acknowledging that Gen Z as a generation was born in an era and milieu of technological and digital advancements, it can be said that they were likewise aware of the cancel culture phenomenon. According to Torres et al. (2023), this generation has participated in electronic word of mouth (eWOM), sharing their opinions, experiences, and recommendations with their peers on social media. As social media has evolved to become a platform for various people to engage and discuss societal issues (Palomares et al., 2022), Selmani (as cited in Cristobal et al., 2022) pointed out that some consumers, particularly Millennials and Gen Z, were among those that were interested in utilizing such platforms to participate in social movements. It may be the case that partaking in cancel culture is a means for them to pursue such

participation in digital activism. Social movements arise when individuals who feel less powerful unite against those they perceive as having greater power. (Cummings, K. H., Zafari, B., & Beitelspacher, L., 2024)

In the Philippines, a survey conducted by Agile Data Solutions in May 2023 on 600 Filipinos aged 18 years and above revealed that 43% of respondents participate in cancel culture to hold individuals and organizations accountable for their actions or statements (Agile Data Solutions Inc., 2023). 30% affirmed that they no longer purchase from companies that have been canceled due to its offensive behavior (Manila Standard 2023, as cited in Roldan et al., 2024). As Gen Z individuals naturally adapt to digital media, these people can invest most of their time exploring details published online, including the behavior, involvement, and affiliations of brands and companies (Cyfert et al., 2021). Therefore, cancel culture is a complex social movement with two sides. On the one hand, it empowers consumers to demand that companies align with societal values such as sustainability and inclusion. On the other hand, it has also become a force that companies and brands may not efficiently and sustainably recover from (Owens, 2023).

5) Gen Z's Engagement with the Brand

Marketing professionals have consistently prioritized building consumer engagement with the brand through content. As the number of choices from brands online has increased, capturing and maintaining audience attention and brand loyalty has become more important. According to Van Doorn et al., 2010, as cited in Martínek, 2022, engagement is a behavior directed toward a brand or a company driven by motivational factors and extend beyond mere purchasing of products and services. Crimmins (2022) states that cancel culture significantly threatens brand reputation. Therefore, companies must carefully consider their partnerships and correspond to brand values. Consumer engagement is a collection of measurable actions that consumers do using social media in response to brand-related content, such as engagement to content through liking or reacting to a post, commenting, sharing posts, and creating user-generated content (Barger et al., 2016, as cited in Martínek, 2022).

Last August 2023, Potato Corner faced online backlash because a now-deleted post of a job posting for a branch in Dasmariñas, Cavite, was deemed discriminatory, which sparked criticism and calls for a public apology from the said brand. The job posting included qualifications that were perceived discriminatory, such as "have a good visual impact," "weight must be proportionate to height," and "have a clear complexion." People engaged in the post said that having such qualifications is too much, comparing it to the qualifications required of a beauty queen (Lim, R. 2023). This situation provides a good example of how social media quickly amplifies negative perceptions, leading to public pressure upon brands to address perceived wrongdoings, a phenomenon referred to as cancel culture. A Filipino meryenda store, Lola Nena's, shared a job posting indicating the statement, "We're not looking for beauty queens or math geniuses; we're looking for hearts that align with our mission to impart happiness and create meaningful experiences." (Lola Nena's, 2023). The post has

garnered mostly "love" reactions. Potato Corner also posted a Facebook post on August 21, 2023, releasing a public apology saying that they felt embarrassed, "We deeply regret the incident, and we're reviewing our procedures, teaming up with our valued business partners, franchises, and suppliers to make sure that situations like this won't happen again." which received mostly "haha" reactions from the users (Potato Corner, 2023). This incident is a lesson to brands that serve as a reminder that every word and action, especially in the digital age, may result in consequences.

Businesses are subject to greater scrutiny than their consumers due to the presence of online trolls made possible by the anonymity feature of social media, which enjoys destroying brand reputation. Moreover, Crimmins (2022) also suggests that brands can overcome cancel culture by taking accountability, demonstrating transparency, and genuinely promoting social issues.

6) Purchase Intentions

Social media plays a significant role in enabling businesses to thrive allowing brands to reach a broader range of customers online. However, this is a double-edged sword as company mistakes can quickly be taken and amplified online, posing more challenges for companies to rebuild brand image and consumer trust.

Out of all the generations, Gen Z was found to consume more social media content than any other age group. This is also evident in their decision-making prior to purchasing goods. They would often search for reliable information online to learn more about a product before definitively deciding whether it is worth their money. After buying the product, they also often share their experience with the product, further providing information on the product for others to see (Sun & Xing, 2022). Product recommendations are purposely absorbed by the buyer by testing the products and sharing their insights with other people (Castillo et al., 2022). The action or plan of a customer to acquire goods or services connected with their perceptions and attitudes toward a certain product is called purchase intention (Sohail et al., 2015, as cited in Pinto & Paramita, 2021). Intentions have been defined as the motivational factors influencing a behavior, for indicating how much effort one is willing to exert to perform a given behavior. As a general rule, the stronger the intention to perform a particular behavior, the more likely that behavior will be performed (Ajzen, 1991, as cited in Liu et al., 2025). Chen et al. (2021) mentioned that brands with a positive image will remarkably impact consumer's purchase intention. It is vital for a brand to understand the purchase intention can enhance and strengthen its relationship with customers (Pinto & Paramita, 2021). Otherwise, Crimmins (2022) explained that there is a possibility that consumers may move away from brands that were involved in cancel culture and be canceled forever once their reputation is damaged.

Wong (2021) stated that Gen Z's purchasing power has continuously risen since they entered the job market in the past years, so they earn more money to spend. It indicates that Gen Z is one of the generation who often buy products or services. Therefore, brands should not only focus on the quality of

products or services they deliver but also be careful of their actions, image, and online presence. If they do not pay enough attention, this could be a crucial factor influencing the emotions of consumers and possibly, affecting the overall bias for instant order cancellations (Wang et al., 2024).

7) Synthesis of Review of Related Literature

This study examines the effect of cancel culture on Gen Z consumers' purchase intentions in Metro Manila, Philippines. This review of related literature establishes cancel culture as a prevalent phenomenon where individuals and companies were subjected to public scrutiny when individuals found that their values or actions go against social norms. Since such a phenomenon occurs online, studying the consumer behavior of Gen Z internet users in light of the cancel culture can provide insight into how companies can prevent themselves from being canceled and how to recover should they be canceled.

While previous studies have explored the broader effects of cancel culture on Gen Z, there is a lack of in-depth research on how this phenomenon specifically affects their purchase intentions within the unique social and cultural context of the Philippines. This study addresses this gap by identifying how Gen Z consumers within the City of Manila and Quezon City react to brands that have been canceled. It explored how their perceptions, social norms, perceived behavioral control, attitudes towards cancel culture, and engagement with a brand influence Gen Z's purchase intentions. The study also assessed how these factors shape the extent of Gen Z's engagement with brands involved in such controversies. By understanding these factors, this research seeks to provide valuable insights for brands navigating the challenges and opportunities presented by cancel culture. With that being said, the study provided proactive and reactive measures that can help brands retain their images online or otherwise.

B. Theoretical Framework

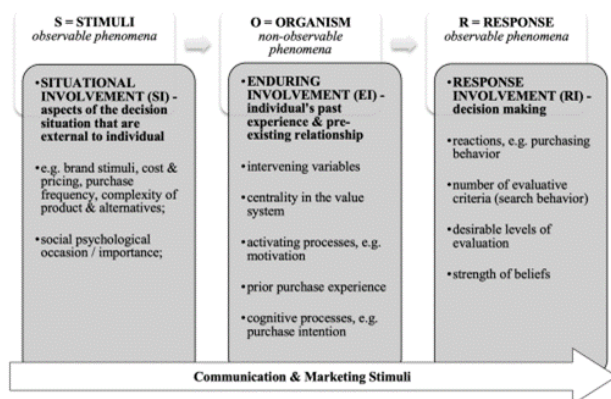*1) The S-O-R (Stimulus-Organism-Response) Theory*

Fig. 1. Stimulus-Organism-response theory
Note: This is an author's illustration, adapted from Houston & Rothschild 1977 and Kroeber-Riel & Weinberg, 2003, p. 30.

Figure 1 shows the Stimulus-Organism-Theory adapted from Houston & Rothschild (1977) and Kroeber-Riel & Weinberg (2003). The Stimulus-Organism-Response Theory or SOR Theory, proposed by Mehrabian and Russell in 1974, describes the relationship between environmental stimuli (S), emotional responses (O), and behavioral responses (R) (Alcántara-Pilar et al., 2024). This theory argues that various external environmental factors, referred to as stimuli (S), can affect the psychological condition of an organism (O), causing an internal or external behavioral reaction (R) (Jacoby, 2002, as cited in Sohaib et al., 2022). With its versatility, the SOR theory was applied to various contexts such as electronic word of mouth (eWOM), online activity on customer decisions, and many more (Kim & Kinoshita, 2022).

In assessing the customer-brand relationship, Jabeen et al. (2021) highlight that the theory suggests that an influential factor (stimuli) triggers internal feelings and thoughts (organism), converting it to interpret the environment, which then shapes the approach or avoidance actions (response) of a consumer. Furthermore, the application of the concept of S-O-R theory in various studies implied that customer relationships in social media have significant effects on purchase intentions (Gautam and Sharma, 2017, as cited in Armawan et al., 2022).
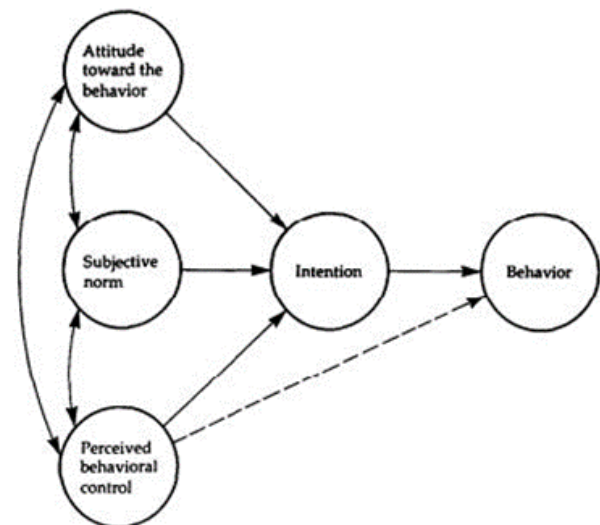
2) Theory of Planned Behavior

Fig. 2. The theory of planned behavior
Note: The theory of planned behavior by Icek Ajzen (1991), Illustration from Organizational Behavior and Human Decision Processes, vol. 50 no. 2, pp. 179-211.

Figure 2 illustrates The Theory of Planned Behavior (TPB), a framework developed by Icek Ajzen (1991) that shows the factors or actual control people have over their behavior. It emphasizes that people intend to behave a certain way or have the required resources and opportunities to achieve their desired outcome when performing a certain behavior (Ajzen, 1991, as cited in Savari et al., 2023). The more benefits outweigh the risks of such behavioral performance, the more likely an individual is to proceed with an action aligned with their intended behavior, deeming it effective (Gao et al., 2017). Thus, this theory paves a way that could aid the prediction of patterns in terms of behavior.

Part of this theory is perceived behavioral control. This aspect represents how simple or challenging someone believes an action would be to complete. It is essential to the Theory of Planned Behavior as it is among the factors that individuals weigh when planning to commit to a specific behavior. This

involves internal factors such as personal ability and determination and external factors such as available resources and support (Roldan et al., 2024). Once they see that certain actions are easy to do with their current resources, it is more likely that they would be committing to such an action. Gen Z's behaviors were heavily influenced by their peers and social media interactions. When they see their friends and followers boycotting or canceling certain brands, they may feel compelled to follow suit due to social pressure. The Theory of Planned Behavior suggests that subjective norms, representing an individual's perception of what others expect them to do, can significantly shape their intentions (Shin and Hancer, 2016, as cited in Savari et al., 2023). Consequently, if canceling a brand is seen as a positive action within Gen Z's social circles, they are more inclined to engage in this behavior.

C. Research Objectives

This study aims to determine the dynamics of cancel culture among Gen Z consumers and its effect on purchase intention. To uncover such dynamics, this research would:
1. Examine the effect of Gen Z consumers' perceptions of cancel culture and their attitudes towards cancel culture incidents involving brands.
2. Investigate the effect of social norms on Gen Z consumers' attitudes towards cancel culture incidents involving brands.
3. Assess the effect of perceived behavioral control on Gen Z consumers' attitudes towards cancel culture incidents involving brands.
4. Explore how Gen Z consumers' attitudes towards cancel culture incidents involving brands affect their engagement with those brands.
5. Determine the effect of Gen Z consumers' engagement with the brand on their purchase intentions.

D. Hypotheses of the Study

This study provided a hypothesis that is supported by the theoretical framework to further determine the dynamics of cancel culture among Gen Z consumers and test its effect on purchase intention:
1. *H1*: Gen Z consumers' perception of cancel culture affects their attitudes towards cancel culture incidents involving brands.
2. *H2*: Social Norm affects their attitudes towards cancel culture incidents involving brands.
3. *H3*: The perceived behavioral control effects of Gen Z attitudes towards cancel culture incidents involving brands.
4. *H4*: Gen Z attitudes towards cancel culture incidents involving brands affect their engagement with the brand.
5. *H5*: Gen Z's Engagement with the brand affects their purchase intention.

E. Conceptual Framework

The conceptual framework presented in Figure 1 shows the relationships between key variables affecting Gen Z's response to cancel culture incidents. Specifically, it posits that Gen Z's

Perception of Cancel Culture (H1), Social Norms (H2), and Perceived Behavioral Control (H3) shape their Attitudes toward Cancel Culture incidents. These Attitudes subsequently affect Gen Z's Engagement with the Brand (H4), directly affecting their Purchase Intention (H5). The framework is complex; hence, exogenous and endogenous are the terms used to describe the variables. Exogenous variables are independent variables whose value is determined from factors from beyond the model or system that is being researched (APA Dictionary of Psychology, 2018b), while Endogenous variables are dependent variables whose determinations, causations, or explanations are derived from factors from within the model or system that is being researched (APA Dictionary of Psychology, 2018a).
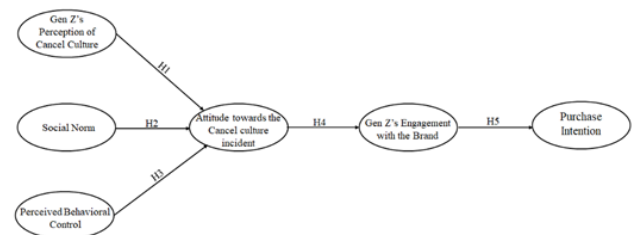

Fig. 3. Conceptual framework

By examining these pathways, the framework offers a comprehensive approach to exploring the factors that drive Gen Z's purchase intention in the context of cancel culture, providing valuable insights for brands navigating reputational risks in a socially conscious market.

Exogenous Variables: Gen Z's Perception of Cancel Culture, Social Norm, and Perceived Behavioral Control

Endogenous Variable: Purchase Intention

Exogenous or Endogenous Variable (it depends on how it is analyzed): Attitudes toward Cancel culture incident and Gen Z's Engagement with the Brand involved

3. The Research Methods

The research methodology employed throughout the study was outlined in this chapter, discussing the selection of respondents, instruments, and procedures implemented to collect and validate the necessary data.

A. Research Design

A quantitative descriptive-correlational analysis was utilized in this study to investigate how brand canceling on social media affects purchase intention among Filipino Gen Z. Gen Z's perception of cancel culture, social norms, perceived behavioral control, attitudes towards cancel culture, and engagement with the brand were the variables examined in this study. Hence, descriptive-correlational research was utilized to examine their relationships (Lappe, 2000, as cited in Essel et al., 2022). At the same time, the correlational method identifies these variables' associations and forecasts the future based on the present available information.

Moreover, Structural Equation Modeling (SEM) is the statistical tool utilized in this study to examine the hypotheses

Table 1
List of Barangays in the city of Manila

897 Barangays						
Binondo	**Ermita**	**Intramuros**	**Malate**	**Paco**	**Pandacan**	**Port Area**
Comprises 10 Barangays	Comprises 13 Barangays	Comprises 5 Barangays	Comprises 57 Barangays	Comprises 43 Barangays	Comprises 38 Barangays	Comprises 5 Barangays
Barangay 287-296	Barangay 659, 659-A, 660, 660-A, 661, 663,663-A, 664, 666-670	Barangay 654-658	Barangay 688-744	Barangay 662, 664-A, 671-687, 809-832	Barangay 833-853, 855-865, 867-872	Barangay 649-653
Quiapo	**Sampaloc**	**San Miguel**	**San Nicolas**	**Santa Ana**	**Santa Cruz**	**Tondo**
Comprises 16 Barangays	Comprises 243 Barangays	Comprises 12 Barangays	Comprises 15 Barangays	Comprises 99 Barangays	Comprises 82 Barangays	Comprises 259 Barangays
Barangay 306-309, 383-394	Barangay 395-587, 587-A, 588-636	Barangay 637-648	Barangay 268-276, 281-286	Barangay 745-808, 818-A, 866, 873-905	Barangay 297-305, 310-382	Barangay 1-20, 25, 26, 28-39, 41-112, 116-202, 202-A, 203-267

Table 2
List of Barangays in Quezon city

142 Barangays					
District I	**District II**	**District III**	**District IV**	**District V**	**District VI**
Comprises 37 Barangays	Comprises 5 Barangays	Comprises 37 Barangays	Comprises 38 Barangays	Comprises 14 Barangays	Comprises 11 Barangays

and the effects of brand canceling on social media on engagement with the brand and purchase intention among Filipino Gen Z. SEM is a powerful tool that can aid the researchers to validate their measurements, which is a pivotal step in ensuring accuracy and reliability of the study. By assessing the effect of brand canceling on social media on Gen Z's consumer loyalty, SEM can provide valuable insights regarding the relationships between the variables (Kline, 2015, as cited in Sarstedt et al., 2017).

The study went beyond fundamental statistical analysis and utilized Partial Least Squares Structural Equation Modeling (PLS-SEM) to accurately evaluate hypotheses about Gen Z's perception of cancel culture, social norms, perceived behavioral control, and their effect on engagement with the brand and purchase intention. PLS-SEM, a variance-based structural equation modeling (SEM) technique ideal for exploratory research and theory development (Hair et al., 2019). PLS-SEM is recognized for its ability to estimate complex models with latent variables and their interrelationships (Sarstedt et al., 2017). Compared to covariance-based SEM (CB-SEM), it focuses on model fit and needs large sample sizes and normally distributed data.

B. Subjects and Study Sites

1) Subject of the Study

Given the continuous annual increase in the population of the Philippines, this study focused exclusively on participant selection to individuals residing in the City of Manila and Quezon City, belonging to Gen Z, specifically those aged eighteen (18) to twenty-eight (28) years. The study also considered male and female respondents for its gender characteristic options. These participants would serve as the primary source of information for the research, which seeks to examine Generation Z's attitudes and behaviors toward cancel culture, along with its effect on brand engagement and purchase intentions. However, participants below 18 years old, who do not reside in the City of Manila and Quezon City, or who have neither encountered the term nor participated in "Cancel Culture" were excluded from the study and could not answer the online survey the researchers prepared.

2) Locale of the Study

Prior research indicates that population size, urbanization (Bonsón et al., 2014, as cited in Harode-Rosario et al., 2016), and population density (Levara, 2015) were associated with high social media usage (Magno, 2020). Based on the (Philippine Statistics Authority, 2023), in the 2020 Census of Population and Housing, the National Capital Region incurred the highest rate of households with internet access at 74.6% among the 17 regions. Quezon City is the Philippines' wealthiest and most populous city, notable for its role in governance, economy, education, and consistent sustainability achievements (ICLEI, n.d.). The City of Manila, the capital of the Philippines, is highly urbanized, and it is the country's second most popular city, recognized in 2019 as the most densely populated city in the world (Manila - Google Arts & Culture, n.d.). Quezon City has the highest population of 2,960,048, followed by the City of Manila with 1,846,513 in 2020 (Department of Trade and Industry, 2022). With these, the researchers would survey two (2) cities in Metro Manila, the City of Manila and Quezon City, since both cities were highly urbanized and had the highest population among the 17 regions.

3) Sample Size and Sampling Technique

The research employed the convenience sampling method to meet its goals effectively. This sampling method was applied because it is low-cost and easier to connect with potential respondents depending on their availability and willingness to participate in the study. It is also helpful for the researchers to gather the opinions and attitudes of the individuals, primarily since the topic has yet to be thoroughly studied. Given the increasing population in the National Capital Region, specifically in Quezon City and the City of Manila, the selection criteria were deemed suitable if the survey participants fulfilled the requirements established by the investigators. Participants were recruited through social media platforms like Facebook and Instagram by posting invitations regarding the survey. Additionally, the researchers also reached out to student organizations or community groups to identify eligible respondents.

Based on 2020 data from (the Department of Trade and Industry, 2022), Quezon City has a total population of

2,960,048, while Manila has 1,846,513 inhabitants. To calculate the minimum number of participants needed for their study, the researchers utilized the Raosoft Sample Size Calculator instead of manually calculating the sample size due to the complexities involved. This process would be simplified by automating the calculations to ensure accuracy and consistency, thus identifying 395 respondents as the requisite sample size. The researchers have decided not to set an upper limit for the number of respondents, as a larger sample could better represent the study's findings. Considering the combined population of Quezon City and Manila is 4,806,561, the researchers would adjust the population figure to 2,000,000 for the purpose of the sample calculator, which treats this number as representing an infinite population. The study would aim for a 95% confidence level, indicating the likelihood that the sample accurately reflects the broader population within a 5% margin of error, as this margin is the only allowance for variation from the actual population values, according to Raosoft in 2021.

C. Research Instruments / Data Measure

The research utilized a survey questionnaire distributed online through Google Forms to gather primary data on Gen Z Filipinos' attitudes and behaviors regarding cancel culture and its influence on engagement with the brand and purchase intentions. To ensure necessary data, the survey included screening questions to ensure that the participants met the qualifications set by the research. Before beginning the survey, on the form's first page, participants received a formal statement regarding the study's topic and its purpose and requested their consent to partake. The consent for participation is valid for a period of six months, and as soon as the period has ended, the consent will be terminated. Participation could end if they failed to meet the study's requirements, violated the rules of the survey, or if the researchers determined it was necessary to discontinue their involvement for the integrity of the study. The researchers value confidentiality and anonymity in participant answers to cultivate genuine and unbiased responses (Israel, 2015). Followed by the screening questions to check the participants were qualified to answer the survey.

The questionnaire was divided into seven (7) sections employing a 6-point Likert-type scale. Section one gathers demographic information, such as age, gender, and location. The next two sections focused on the participant's perception of cancel culture and social norms. Section four would then explore the perceived behavioral control. Section five and six investigate their attitudes toward cancel culture incidents and engagement with the brand. Finally, section seven assesses how cancel culture affects Gen Z's purchase intentions.

Before distribution, the survey questionnaire underwent face and content validation by experts from the Marketing field. The three (3) validators were as follows:
- Assoc. Prof. Agnes Jocelyn P. Bandojo, DBA - Statistician, Faculty Member, Department of Marketing Management at University of Santo Tomas
- Asst. Prof. Riaz Benjamin, MBA - Faculty Member, Department of Marketing Management at University of Santo Tomas
- Mr. John Lyndon E. Nagar - Retail Marketing Senior Supervisor, Marketing Department in Abenson

The researchers also performed a pilot test before the survey to determine if there were still any errors or vagueness in the questionnaire. Opinions or suggestions from the few participants helped clarify the questionnaire and made it understandable (Wadood et al., 2021). It involved allocating the questionnaire to a few respondents by using convenience sampling. The pilot test was conducted for two days, considering there were only 20 participants.

1) Results of Pilot Testing

Exogenous Variables (Perception of Cancel Culture, Perceived Behavioral Control, and Attitudes towards cancel culture incidents)

1. Perception of Cancel Culture (P)
   Cronbach's Alpha: **.811**

Table 3
Perception of Cancel Culture (P)

Reliability Statistics	
Cronbach's Alpha	N of Items
.811	4

Table 4
Perception of Cancel Culture (P)

Item-Total Statistics			
	Scale Mean If Item Deleted	Scale Variance If Item Deleted	Corrected Item - Total Correlation	Cronbach's Alpha If Item Deleted
P1	14.79	7.216	.672	.744
P2	15.17	7.188	.465	.856
P3	15.04	7.694	.696	.754
P4	14.88	6.288	.750	.700

2. Social Norms (SN)
   Cronbach's Alpha: **.880**

Table 5
Social Norms (SN)

Reliability Statistics	
Cronbach's Alpha	N of Items
.880	4

Table 6
Social Norms (SN)

Item-Total Statistics			
	Scale Mean If Item Deleted	Scale Variance If Item Deleted	Corrected Item - Total Correlation	Cronbach's Alpha If Item Deleted
SN1	13.13	15.071	.545	.912
SN2	14.17	10.493	.873	.790
SN3	14.17	10.493	.848	.802
SN4	13.92	13.384	.737	.851

3. Perceived Behavioral Control (PB)
   Cronbach's Alpha: **.851**

Table 7
Perceived Behavioral Control (PB)

Reliability Statistics	
Cronbach's Alpha	N of Items
.851	4

Table 8
Perceived Behavioral Control (PB)

Item-Total Statistics			
	Scale Mean If Item Deleted	Scale Variance If Item Deleted	Corrected Item - Total Correlation	Cronbach's Alpha If Item Deleted
PB1	13.75	9.935	.779	.775
PB2	13.83	9.971	.652	.831
PB3	14.33	10.667	.688	.813
PB4	14.58	10.428	.657	.826

4. Attitudes Towards Cancel Culture Incidents (A)
   Cronbach's Alpha: **.899**

Table 9
Attitudes Towards Cancel Culture Incidents (A)

Reliability Statistics	
Cronbach's Alpha	N of Items
.899	4

Table 10
Attitudes Towards Cancel Culture Incidents (A)

Item-Total Statistics			
	Scale Mean If Item Deleted	Scale Variance If Item Deleted	Corrected Item - Total Correlation	Cronbach's Alpha If Item Deleted
A1	15.42	10.514	.777	.868
A2	15.21	10.52	.840	.846
A3	15.13	10.636	.799	.861
A4	15.38	10.766	.691	.902

5. Engagement with the Brand (EB)
   Cronbach's Alpha: **.890**

Table 11
Engagement with the Brand (EB)

Reliability Statistics	
Cronbach's Alpha	N of Items
.890	4

Table 12
Engagement with the Brand (EB)

Item-Total Statistics			
	Scale Mean If Item Deleted	Scale Variance If Item Deleted	Corrected Item - Total Correlation	Cronbach's Alpha If Item Deleted
EB1	12.67	12.319	.860	.821
EB2	13.88	13.071	.823	.837
EB3	13.46	12.259	.711	.883
EB4	12.88	14.027	.666	.892

6. Purchase Intention (PI)
   Cronbach's Alpha: **.848**

Table 13
Purchase Intention (PI)

Reliability Statistics	
Cronbach's Alpha	N of Items
.848	4

Table 14
Purchase Intention (PI)

Item-Total Statistics			
	Scale Mean If Item Deleted	Scale Variance If Item Deleted	Corrected Item - Total Correlation	Cronbach's Alpha If Item Deleted
PI1	14.79	7.824	.796	.757
PI2	14.88	8.81	.737	.783
PI3	14.33	9.797	.778	.775
PI4	14.25	11.587	.475	.884

The results of the pilot testing indicate that the Cronbach's Alpha (CA) values for all constructs exceed the threshold of 0.70, demonstrating good internal consistency and reliability (Nunnally, 1978; Fornell & Larcker, 1981; Nunnally & Bernstein, 1994). This strong reliability provides confidence in the measurement instruments, supporting the validity of the constructs.

Therefore, the researchers were well-positioned to advance to the data collection phase.

Signed by:

Assoc. Prof. Agnes Jocelyn P. Bandojo, DBA Statistician

D. Data Gathering Procedure

The researchers created the survey questionnaire through Google Forms to satisfy the research objectives and answer all the research questions quickly. A comprehensive review of currently available literature and theoretical frameworks would ensure their applicability and validity to the study topic (Creswell, 2014). The above mentioned

Aside from directly sending the survey to participants, the researchers posted the publication materials that included Google Forms links and criteria for the participants through social media platforms to collect more respondents. This material provides all the necessary information, including the criteria for the participants, who were individuals residing in the City of Manila and Quezon City, belonging to Gen Z, specifically those aged eighteen (18) to twenty-eight (28) years who were aware or participated in cancel culture, particularly on social media.

The collection period began last January 2025 and ended in the second week of February 2025. The entire survey can be accomplished within five minutes or less. Participants can request a copy of their answers or send their inquiries before submitting, and the necessary contact details were provided on the survey link. Once submitted, they were allowed to edit their responses, but this was not permitted anymore as soon as the researchers reached the required number of participants. Nevertheless, respondents can withdraw at any time if they do not wish to continue the online survey. Then, the researchers subsequently analyzed the responses and charts as soon as the data collection period ended. Once the research study is concluded, the researchers will destroy or delete all of the collected data.

E. Ethical Considerations

This study applied ethical considerations throughout the

process. In adherence to the Republic Act No. 10173 or the Data Privacy Act of 2012, participants were informed about the purpose of this research and its procedure. Answering the survey was voluntary, with no coercion involved. Informed consent was obtained to ensure the anonymity and privacy of the participants. No participants were harmed, and the risks of answering the survey were discussed with participants. There was no form of compensation or incentives for the participants. The questionnaire did not include personal questions such as names, home addresses, and contact details to maintain anonymity and participants' privacy. The data collected — the Google Form results and the Google Sheets access- was strictly limited to researchers and statistician. The researchers have access to the stored data and keep it for six to twelve months, upholding confidentiality and privacy and strictly following the data security practices. This also maintained the confidentiality of the respondents' data throughout the entire research process. Participants only had access to their answers but not the overall results. The collected data was treated with utmost confidentiality and analyzed objectively without bias. Upon the conclusion of the research, all collected data, including the consent for participation, would be manually destroyed once the research is completed. Lastly, this research received no external funding, and there was no conflict of interest.

F. Mathematical or Statistical Treatment of Data

This section outlines the analytical methods for data analysis and various statistical techniques applied to comprehensively analyze the research variables.

Firstly, the demographic characteristics of the study's respondents were examined. This crucial step was performed through fundamental statistical techniques, particularly calculating the frequency and percentage. These techniques provided insightful information on the demographics of the participant cohort.

The researchers used the mean and standard deviation calculations to acquire a more in-depth understanding of the participants' viewpoints and levels of agreement on variables such as attitude, perception, engagement with the brand, and purchase intention towards cancel culture. These statistical measures provided an interpretation of the respondents' thoughts. Outcomes were analyzed employing a predefined scale to contextualize the gathered data easily.

Table 15
Scale for interpretation of data

Scale	Verbal Interpretation
5.15 – 6.00	Strongly Agree
4.32 – 5.14	Agree
3.49 – 4.31	Slightly agree
2.66 – 3.48	Slightly Disagree
1.83 – 2.65	Disagree
1.00 – 1.82	Strongly Disagree

1) Software and Tools

This study integrated PLS-SEM software and the Statistical Package for the Social Sciences (SPSS) to secure a comprehensive and reliable data analysis (Pallant, 2016). WarpPLS version 80 was utilized for the PLS-SEM analysis.

According to Kock (2020), WarpPLS version 80 software is recognized for efficiently addressing complicated modeling scenarios. While SPSS version 22 was utilized for preliminary analyses and data preprocessing.

G. Data Analysis or Mode of Analysis for Qualitative Approach

Since this is a quantitative study, only survey questionnaires through Google Forms were used to collect numerical data. PLS-SEM was used to analyze and interpret the collected data. Therefore, no interviews, focus groups, observations, or any qualitative approaches were applied in this research.

4. Results and Discussions

This section analyzes the data collected from 395 Filipino Generation Z respondents in the National Capital Region (NCR), directing to their attitudes and behaviors toward cancel culture and its effect on engagement with the brand and purchase intentions. The results presented in this chapter were depicted through tables and figures, clearly and concisely representing the statistical findings. Additionally, the outcomes of the research questions stated in Chapter 1 were addressed in detail, providing a comprehensive understanding of how Generation Z reacts to and engages with cancel culture. By assessing their responses, this study delves into the implications of cancel culture on consumer behavior and marketing strategies.

A. Presentation Analysis of Data and Discussion Based on Research Objectives, and Hypothesis Testing

1) Demographic Characteristics of the Respondents

Table 16 presents the demographic characteristics of the 395 respondents, indicating their gender, age, occupation, and income group. Out of 395 respondents, 191 were male, representing 48.4% of the total sample, while 204 were female, making up 51.6%. This shows a fairly balanced gender distribution among the respondents.

The age distribution varies, with the majority falling within the age range of 21 and 22 years old, with 92 (23.3%) and 132 respondents (33.4%) respectively. Other age groups include 19 years old (10 respondents or 2.5%), 20 years old (40 respondents or 10.1%), 23 years old (66 respondents or 16.7%), 24 years old (27 respondents or 6.8%), 25 years old (8 respondents or 2%), 26 years old (6 respondents or 1.5%), and 28 years old (5 respondents or 1.3%). The age 18 years old has the smallest percentage with 7 (1.8%) and 27 years old at 2 respondents (0.5%).

The majority of the respondents were students, with 318 respondents, which was 80.5% of the sample. Working students comprise 10.4% with 41%, while employed individuals have 7.1% with 28 respondents. Both self-employed and unemployed individuals each make up 1.0% with only 4 respondents in each category.

In terms of income group, the largest segment of respondents has 26.3% or 104 respondents, earning between ₱48,000 to ₱84,000 per month. This was followed by the group that earns between ₱84,000 to ₱144,000 per month, accounting for 18.5%

Table 16
Demographic characteristics of the respondents (n= 395)

Demographic	Category	Frequency	Percentage
Gender	Male	191	48.4%
	Female	204	51.6%
Age	18	7	1.8%
	19	10	2.5%
	20	40	10.1%
	21	92	23.3%
	22	132	33.4%
	23	66	16.7%
	24	27	6.8%
	25	8	2.0%
	26	6	1.5%
	27	2	0.5%
	28	5	1.3%
Occupation	Employed	28	7.1%
	Self-employed	4	1.0%
	Student	318	80.5%
	Unemployed	4	1.0%
	Working Student	41	10.4%
Income Group	At least ₱240,000	32	8.1%
	Between ₱12,000 to ₱24,000 per month	47	11.9%
	Between ₱144,000 to ₱240,000 per month	38	9.6%
	Between ₱24,000 to ₱48,000 per month	48	12.2%
	Between ₱48,000 to ₱84,000 per month	104	26.3%
	Between ₱84,000 to ₱144,000 per month	73	18.5%
	Less than ₱12,000 per month	53	13.4%
Location	District I, Quezon City	20	5.1%
	District II, Quezon City	21	5.3%
	District III, Quezon City	26	6.6%
	District IV, Quezon City	35	8.9%
	District V, Quezon City	28	7.1%
	District VI, Quezon City	20	5.1%
	Binondo, Manila	14	3.5%
	Ermita, Manila	28	7.1%
	Intramuros, Manila	17	4.3%
	Malate, Manila	38	9.6%
	Paco, Manila	13	3.3%
	Pandacan, Manila	17	4.3%
	Port Area, Manila	5	1.3%
	Quiapo, Manila	10	2.5%
	Sampaloc, Manila	63	15.9%
	San Miguel, Manila	2	0.3%
	San Nicolas, Manila	5	1.3%
	Santa Ana, Manila	12	3.0%
	Santa Cruz, Manila	6	1.5%
	Tondo, Manila	15	3.8%

with 73 respondents. Those earning less than ₱12,000 per month consist of 53 respondents with 13.4%. The income groups between ₱24,000 to ₱48,000 per month and between ₱12,000 to ₱24,000 per month make up 12.2% with 48 respondents and 11.9% with 47 respondents respectively. Those earning between ₱144,000 to ₱240,000 account for 9.6% of 38 respondents, and lastly, those earning at least ₱240,000 make up 8.1% of the sample, with 32 respondents.

As for the location, the majority are from the City of Manila, with a percentage of 62% or 245 respondents. Sampaloc, Manila has the highest percentage of 15.9%, or 63 respondents respectively, followed by Malate (9.6% or 38 respondents), Ermita (7.1% or 28 respondents), Pandacan and Intramuros (4.3% or 17 respondents each), Tondo (3.8% or 15 respondents), Binondo (3.5% or 14 respondents), Paco (3.3% or 13 respondents), Santa Ana (3.0% or 12 respondents), Quiapo (2.5% or 10 respondents), Santa Cruz (1.5% or 6 respondents), San Nicolas and Port Area (both has 1.3% or 5 respondents), and San Miguel (0.3% or 2 respondents). Meanwhile, 38% or 150 respondents from Quezon City, wherein 8.9% or 35 respondents are from District IV, 7.1% or 28 respondents are from District V, 6.6% or 26 respondents are from District III, 5.3% or 21 respondents are from District II. Districts I and VI both have 5.1% or 20 respondents each.

2) Behavioristic/ Psychographic Characteristics of the Respondents

Table 17 presents the behavioristic/ psychographic characteristics of the respondents. This exhibits Gen Z's primary social media platforms, total online content consumption, and their canceling method. This section of the questionnaire was essential to understand which platform Gen Z stays on the most, how much information they consume online, and their initial reaction whenever they see celebrities or influential figures being canceled online.

Respondents were given four social media platforms to select the applications they usually open. Based on the survey results, Instagram was the most used social media platform, with 320 (81.0%) responses. Facebook comes next with 280 (70.9%) responses. X (Twitter) has the third highest number of times selected, with 254 (64.3%) responses, and TikTok was the

Table 17
Behavioristic/ psychographic profile of the respondents (n = 395)

Behavioristic Profile	Group	Frequency	Percentage
What are your primary social media platform?	Facebook	280	70.9%
	X (Twitter)	254	64.3%
	Instagram	320	81.0%
	TikTok	216	54.7%
Online content consumption	1-3 hours per day	114	28.9%
	3-6 hours per day	202	51.1%
	Less than 1 hour per day	9	2.3%
	More than 6 hours per day	70	17.7%
What kind of canceling method have you used?	Unsubscribe/Unfollow	337	85.3%
	Block/Mute	308	78.0%
	Dislike/Downvote	263	66.6%
	Report Content/Account	161	40.8%
	Make a public negative review/comment	47	11.9%
	Make a meme/joke	83	21.0%
	Share content with negative sentiment	47	11.9%
	Like/Upvote a negative sentiment	85	21.5%
	Share sentiments to friends	1	0.3%
	Boycotting products they create or promote	1	0.3%

least-used platform, with 216 (54.7%) responses. Hence, Instagram and Facebook were Filipino Gen Zs' most commonly used platforms. This may be why they get to know a portion of an issue or its entire plot.

When it comes to online content consumption, 202 (51.1%) respondents spend 3-6 hours per day, 114 (28.9%) of them spend 1-3 hours per day, 70 (17.7%) respondents spend more than 6 hours per day, and only 9 (2.3%) answered that they only spend less than an hour per day. In connection with the previous question, this indicates that most Filipino Gen Z were online ¼ of the day. This can be the leading cause of why this generation was aware of the cancel culture phenomenon. With so much information and sorts of things that can already be explored and seen on the internet, scrolling for hours on various platforms shows how updated Gen Z, in general, is.

Moreover, the participants were also asked about the kinds of canceling methods they applied initially. With 337 (85.3%) responses, unsubscribe/ unfollow was the top answer. Block/ mute and dislike/ downvote have 308 (78.0%) and 263 (66.6%) responses, respectively. Followed by report content/ account and make a meme/ joke with 161 (40.8%) and 83 (21.0%) responses, respectively. Making a public negative review/ comment and sharing content with negative sentiment have the same number of answers, with 47 (11.9%). The same goes for sharing sentiments with friends and boycotting products they create or promote, and each received a 1 (0.3%) response. This reveals the top three canceling methods frequently used by this generation when reacting to online issues are unsubscribing/ unfollowing, blocking/ muting, and disliking/ downvoting.

3) Gen Z's Perception of Cancel Culture

Table 18 presents the perception of cancel culture among Filipino Gen Z respondents. The data reveals insights into how these demographics view cancel culture and its effect on brands. The data indicates that respondents generally agree that cancel culture plays a significant role in encouraging accountability and addressing controversies in brands, with an overall mean score of 5.01 (SD = 0.99). According to Bantugan et al. (2025), younger generations see cancel culture as a mechanism for social change.

Respondents strongly agree that "Cancel culture encourages brands to take accountability and address their mistakes," with the highest mean score of 5.23 (SD = 0.968). This finding suggests that Gen Z consumers view cancel culture as a mechanism for promoting transparency and responsibility among brands. The study of Roldan et al. (2024) revealed that Gen Z believes that the outcomes in an individual's life are a result of their actions and they should be responsible for the positive consequences. The statement "I view cancel culture as a powerful tool for consumers to inspire brands to act ethically." received the lowest mean score of 4.86 (SD = 0.972). This highlights that Gen Z believes that consumer actions can be an effective means to influence brand behavior. If an issue is denied or ignored, this will result in a worst-case scenario or lead to a cancel culture. Hence, it is better for companies, brands, and influential figures to address it (Roldan et al., 2024). Furthermore, statements "Cancel culture effectively addresses brand controversies, even if they were minor" (Mean = 4.96, SD = 1.1122) and "Cancel culture motivates brands to adopt more ethical and responsible practices" (Mean = 4.98, SD = 0.878) reinforce the idea that even minor brand controversies should be dealt with through this phenomenon and respondents see it as a positive change in brand behavior. In the study of Exala et al. (2023), college students from the academic year 2023-2024 agreed that cancel culture makes individuals accountable for their actions, and it affects how they behave in society and reflect on their wrongdoings.

These findings indicate that brands should be mindful of their actions and public image, as Gen Z values ethical practices and accountability. Gen Z is known for having progressive ideologies and highly supports social justice, diversity, and environmental issues (Siagian & Yuliana, 2023). The young generation is summoning companies and brands to take a huge leap in leading society rather than focusing on economic gains (Minár, 2016; Edelman, 2018, as cited in Reinikainen et al., 2020). The positive perception demonstrates that cancel culture was a highly influential in shaping consumer perceptions among this demographic.

Table 18
Gen Z's perception of cancel culture

Perception of Cancel Culture	Mean	SD	Verbal Interpretation
Cancel culture encourages brands to take accountability and address their mistakes.	5.23	.968	Strongly Agree
I view cancel culture as a powerful tool for consumers to inspire brands to act ethically.	4.86	.972	Agree
Cancel culture effectively addresses brand controversies, even if they are minor.	4.96	1.122	Agree
Cancel culture motivates brands to adopt more ethical and responsible practices	4.98	.878	Agree
Overall	**5.01**	**0.99**	**Agree**

Note: 5.15-6.00—Strongly Agree; 4.32-5.14—Agree; 3.49-4.31—Slightly Agree; 2.66-3.48—Slightly Disagree;1.83-2.65—Disagree; 1.0-1.82—Strongly Disagree

Table 19
The effect of social norms on Gen Z consumers' attitudes towards cancel culture incidents involving brands

Social Norms	Mean	SD	Verbal Interpretation
I prefer to support brands that align with my values and have a strong, positive reputation.	5.50	.853	*Strongly Agree*
My friends influence my decisions about which brands to support or avoid, and we often approach it together.	4.84	.990	*Agree*
I look to my friends' opinions when deciding whether to support certain brands.	4.93	1.150	*Agree*
My friends and I motivate each other to back brands with positive values and good ethics.	4.96	.975	*Agree*
Overall	**5.06**	**0.99**	***Agree***

Note: 5.15-6.00—Strongly Agree; 4.32-5.14—Agree; 3.49-4.31—Slightly Agree; 2.66-3.48—Slightly Disagree;1.83-2.65—Disagree; 1.0-1.82—Strongly Disagree

Table 20
The respondent's perceived ability to control their own behavior related to cancel culture

Perceived Behavioral Control	Mean	SD	Verbal Interpretation
I prefer to support brands that maintain a positive reputation and avoid involvement in cancel culture.	5.32	.937	*Strongly Agree*
I feel confident in making purchasing decisions that align with my values and beliefs.	5.15	.839	*Strongly Agree*
I believe I can influence how others view brands that have been canceled.	4.96	1.124	*Agree*
I find it easy to avoid purchasing from brands I like, even if they have been involved in cancel culture.	4.85	1.076	*Agree*
Overall	**5.07**	**0.99**	**Agree**

Note: 5.15-6.00—Strongly Agree; 4.32-5.14—Agree; 3.49-4.31—Slightly Agree; 2.66-3.48—Slightly Disagree;1.83-2.65—Disagree; 1.0-1.82—Strongly Disagree

4) Social Norms

Table 19 presents the effect of social norms on Gen Z's attitude in the context of cancel culture. The overall mean of 5.06, with a verbal interpretation of "Agree", demonstrates the effect on the respondents' attitudes and behaviors shaped by broader social factors.

The statement "I prefer to support brands that align with my values and have a strong, positive reputation," with a mean of 5.50 (SD = 0.853), indicates a very strong preference among Gen Z respondents seeking out brands perceived as ethical and responsible. This aligns with Gvozden & Zetterlind (2023), that consumers support brands that are aligned with what society accepts, and brands that fail to align with individual values risk being canceled. The respondents generally "Agree" that their friends influence their brand-related decisions. The statements "My friends influence my decisions about which brands to support or avoid, and we often approach it together" and "I look to my friends' opinions when deciding whether to support certain brands." yielded a mean score of 4.84 (SD = 0.990) and 4.93 (SD = 1.1150) respectively. This highlights the power of collective action and social pressure within this generation. Peer pressure encourages peers to act on a specific behavior (Van de Bongardt et al., 2015; Wachs et al., 2021). Gen Z considers the views of their peers before making a decision. Lastly, the statement "My friends and I motivate each other to back brands with positive values and good ethics" received a mean of 4.96 (SD = 0.975), which goes beyond mere influence. It indicates a proactive stance to support brands that reflect their values. This aligns closely with injunctive norms, reflecting their approval or disapproval of behaviors (Cialdini and Trost., 1998; Wachs et al., 2021).

Given these findings, Gen Z's engagement with the brand was significantly shaped by social norms. They were more likely to support brands aligned with their values and k, viewed favorably by their peers. This highlights the importance of brands maintaining a positive image to gain support from this generation and avoid potential cancellation. As Traversa & Wright (2023) suggest, the effect of disapproval from a vast demographic was that it leads others to conform and echo that disapproval. Brands can leverage the power of peer pressure through positive word-of-mouth and creating a sense of community among their Gen Z consumers.

5) Perceived Behavioral Control

Table 20 showcases data on Gen Z's perceived ability to control their own behavior related to cancel culture. It measures their confidence in acting according to their preferences and values when facing brand-related controversies. With a mean of 5.07 (SD = 0.99), Gen Z possesses a moderate sense of control in navigating the complexities of engagement with the brand within cancel culture. Gen Z's intention and engagement in cancel culture are based on their own way of evaluating fairness which shapes their decision and behavior (Roldan, et al. 2024)

Among the statements, "I prefer to support brands that maintain a positive reputation and avoid involvement in cancel culture" and "I feel confident in making purchasing decisions that align with my values and beliefs" both fall under "Strongly Agree". These statements indicate that respondents strongly prefer to align themselves with brands that were perceived with a positive image. According to Pradhan et al. (as cited in Gvozden & Zetterlind, 2023), Gen Z feels upset when celebrities and brands participate in matters perceived as immoral or wrong, but they will feel more irate with the brands. Gvozden & Zetterlind (2023), also emphasized that brands have the potential to get canceled when they fail to align their values with the society. This gives a high level of self-confidence and empowerment in their consumer behavior. Followed by the statement "I believe I can influence how others view brands that have been canceled" has a mean of 4.96 (SD = 1.124), shows a

Table 21
Attitudes toward cancel culture incidents

Attitudes Toward Cancel Culture Incidents	Mean	SD	Verbal Interpretation
I tend to view brands more critically when they have been canceled.	5.22	.956	*Strongly Agree*
I prefer supporting brands that demonstrate ethical practices and maintain a positive reputation.	5.16	.805	*Strongly Agree*
I believe brands should take responsibility for their mistakes and actively work to fix them after being canceled when involved in cancel culture.	5.38	.812	*Strongly Agree*
I believe cancel culture plays a significant role in shaping my opinions about brands.	5.00	.969	*Agree*
Overall	**5.19**	**0.89**	**Strongly Agree**

Note: 5.15—6.00—Strongly Agree; 4.32-5.14—Agree; 3.49-4.31—Slightly Agree; 2.66-3.48—Slightly Disagree;1.83-2.65—Disagree; 1.0-1.82—Strongly Disagree

Table 22
The respondents' attitude affect their engagement with the brand in the context of cancel culture

Engagement with the brand	Mean	SD	Verbal Interpretation
I avoid engaging with brands on social media when they have been involved in cancel culture incidents.	5.09	1.011	*Agree*
I enjoy participating in discussions about brands that have been or could be canceled.	4.68	1.138	*Agree*
I actively share content to inform others about brands that have been or should be held accountable.	4.70	1.391	*Agree*
I prefer supporting and interacting with brands that maintain a positive image and are not impacted by cancel culture.	5.09	.882	*Agree*
Overall	**4.89**	**1.11**	**Agree**

Note: 5.15—6.00—Strongly Agree; 4.32-5.14—Agree; 3.49-4.31—Slightly Agree; 2.66-3.48—Slightly Disagree;1.83-2.65—Disagree; 1.0-1.82—Strongly Disagree

significant potential for brand advocacy, Gen Z believes they have the capability of participating in the discourse of brand cancellation. Even the statement "I find it easy to avoid purchasing from brands I like, even if they have been involved in cancel culture" with a lower mean score of 4.85 (SD = 1.076) compared to others, indicates that cancel culture can indeed influence purchasing behavior. Consumer behavior such as purchasing, consumption, and disposing of products are connected consumer's feelings, thoughts, and actions, which influence their decisions prior to, during, and following these processes, particularly in an online environment. (Kardes et al., 2010; Huang et al., 2011 as cited in Al-Gasawneh et al., 2021)

The overall findings suggest that Gen Z was highly conscious of their values and reputations of the brands they engage with. This was cited by Roldan et al. (2024) stating that the study's findings reveal that Gen Z's belief in a just world actually reduces their tendency to engage in cancel culture, possibly because they prioritize fair processes and outcomes. Moreover, the overall findings suggest that while Gen Z may initially feel compelled to engage in cancel culture due to social pressures as reflected in perceived behavioral control, their underlying values and belief in fairness could moderate these actions, aligning with the idea that they are mindful of their behaviors and the brands they associate with. On average, respondents agree that they can control their behavior in the context of cancel culture. The findings align with the study of Roldan et al. (2024), wherein they discovered that perceived behavioral control in one Gen Z's drivers in participating in cancel culture behaviors.

6) Attitudes Toward Cancel Culture Incidents

Table 21 presents Gen Z respondents' attitudes towards brands involved in cancel culture incidents. The findings reveal key insights into how this demographic reacts to such events. The overall mean of 5.19 (SD = 0.89), indicates that Gen Z "Strongly Agree" with the following statements.

The statement "I tend to view brands more critically when they have been canceled", with a mean score of 5.22 (SD = 0.956), demonstrates that brands facing cancellations were likely subjected to intense evaluation of their actions, values, and overall reputation. Nkrumah (2024) pointed out that cancel culture permitted people to criticize the wrongdoings on social media. There was a strong preference for supporting brands as based on the statement "I prefer supporting brands that demonstrate ethical practices and maintain a positive reputation" reflected a mean score of 5.16 (SD = 0.805). This underscores the importance of ethical practices as they were more likely to maintain positive engagement with the brand among this demographic. Gen Z strongly agrees that brands should take responsibility and accountability to rectify them following cancel culture incidents. A study conducted by Manila Standard (2023), as cited in Roldan et al. (2024), discovered that 30% of participants avoid companies that have been canceled. This is based on the highest mean score of 5.38 (SD =0.812), with the statement "I believe brands should take responsibility for their mistakes and actively work to fix them after being canceled when involved in cancel culture", emphasizing that it was a crucial factor in evaluating brands. The statement "I believe cancel culture plays a significant role in shaping my opinions about brands' has the lowest mean score of 5.00 (SD = 0.969). Despite being the lowest, cancel culture was a relevant factor in how this generation forms opinions and makes decisions about brands.

7) Engagement with the Brand

Table 22 presents the findings regarding Gen Z's engagement with the brand within the context of cancel culture. Overall, the respondents "agree" with a mean of 4.89 (SD = 1.11), indicating that their attitudes were generally aligned with the idea of distancing themselves from brands involved in cancel culture and holding brands accountable.

The statement "I avoid engaging with brands on social media when they have been involved in cancel culture incidents" received a mean score of 5.09 (SD = 1.011), suggesting that respondents were likely to distance themselves from brands that have faced such controversies. The last statement "I prefer supporting and interacting with brands that maintain a positive image and are not affected by cancel culture." also has a mean score of 5.09 (SD = 0.82). A positive brand image significantly influences their engagement and choice of brand to support. Respondents are drawn to brands that have not faced public controversy. These statements aligns with Crimmins (2022)

Table 23
The effect of Gen Z consumers' engagement with the brand on their purchase intentions

Purchase Intentions	Mean	SD	Verbal Interpretation
I am less likely to purchase from brands involved in cancel culture incidents.	5.08	1.115	*Agree*
Cancel culture significantly affects my shopping decisions.	4.83	1.064	*Agree*
I may still purchase from a brand depending on how it responds to being canceled.	5.06	.993	*Agree*
I am more likely to purchase from brands that admit their mistakes and take meaningful actions to improve.	5.13	.866	*Agree*
Overall	**5.03**	**1.01**	**Agree**

Note: 5.15-6.00—Strongly Agree; 4.32-5.14—Agree; 3.49-4.31—Slightly Agree; 2.66-3.48—Slightly Disagree;1.83-2.65—Disagree; 1.0-1.82—Strongly Disagree

indicating that cancel culture poses significant risk to brand reputation, highlighting the need for brands to align with consumer values. This implies that brands must address potential issues that could lead to cancel culture incidents. The following statement "I enjoy participating in discussions about brands that have been or could be canceled" and "I actively share content to inform others about brands that have been or should be held accountable" has a mean score of 4.68 (SD = 1.391) and 4.70 (SD = 1.391) respectively. Their engagement includes active behaviors such as commenting and sharing content (Barger et al., 2016, as cited in Martínek, 2022). According to Van Doorn et al. (2010, as cited in Martínek, 2022), motivational factors in engagement extend beyond mere purchasing. These results support this view, highlighting Gen Z's active involvement in cancel culture discussions, spreading awareness, and holding brands accountable, it is a reflection of deeper motivational drivers. It may be that they were willing to defend, criticize, or simply observe the brand.

These findings demonstrate that brands involved in cancel culture incidents may face reduced engagement from Gen Z, while those maintaining a positive brand image may enjoy higher levels of engagement and support. Maintaining a positive image and proactively addressing potential controversies were crucial for sustaining engagement with the brand among Gen Z. This highlights the importance of brand transparency and accountability, as indicated by Crimmins (2022).

8) Purchase Intentions

Table 23 presents the effect of Gen Z consumers' engagement with the brand on their purchase intentions. With an overall mean of 5.03, the respondents generally agree that engagement with the brand does affect Gen Z's purchase intentions.

The statement "I am less likely to purchase from brands involved in cancel culture incidents." with a mean of 5.08 (SD = 1.115), implies that Gen Z consumers were reluctant to purchase from brands implicated in cancel culture situations. According to Crimmins (2022), consumers avoid brands with ruined reputations due to cancel culture. Moreover, the data also states that Gen Z consumers agree with the statement "Cancel culture significantly influences my shopping decisions," which received a mean score of 4.83 (SD = 1.064), supporting that Cancel Culture incidents affect Gen Z's purchase intention. The statements "I may still purchase from a brand depending on how it responds to being canceled" and "I am more likely to purchase from brands that admit their mistakes and take meaningful actions to improve" generated a mean score of 5.06 (SD = 0.993) and 5.13 (SD = 0.866) respectively, suggests that Gen Z consumers may still purchase from brands if they respond rightly, showcased accountability and improvement. Having a

more positive brand image can lead to a more noteworthy effect on purchase intention (Chen et al., 2021)

These findings indicate that Cancel Culture affects Gen Z's engagement with the brand and its purchase intentions. Gen Z would be disinclined to purchase from brands involved in cancel culture situations. However, this can be avoided if the brands take accountability. Thus, brands should know the purchase intentions to know how they should improve their relationship with their consumers (Pinto & Paramita, 2021).

9) Partial Least Squares Structural Equation Modelling (PLS-SEM)

Partial Least Squares --structural equation Modelling (PLS-SEM) was used to understand the factors that affect Gen Z's purchase intentions. This analytical approach was carried out in two distinct stages to ensure a comprehensive understanding of the relationships of Gen Z's perception of cancel culture, social norms, perceived behavioral control, attitudes towards the cancel culture incident, and its effect on Gen Z's purchase intention.

Confirmatory Factor Analysis (CFA) was used for the first stage to evaluate the measurements. CFA was crucial as it assesses convergent validity, construct reliability, and discriminant validity, ensuring the validity and reliability of the measurements. Convergent validity verifies and confirms that the indicators associated with the constructs were positively correlated and relevant.

For the second phase, Structural Equation Analysis was utilized to evaluate the relationships and interactions of the constructs within the model. This analysis led to a more precise interpretation of how Gen Z's perception of cancel culture, social norms, and perceived behavioral control affect Gen Z's attitudes and engagement with the brand, which has a direct effect on their purchase intention.

These two stages secured a strong and reliable assessment of the model, providing significant insights.

10) Evaluation of Measurement Model

Table 24 shows the Latent Variable Coefficients, which measure the instrument's convergent validity, construct reliability, and internal consistency.

11) Reliability Assessment

To evaluate the internal consistency of the constructs, Cronbach's Alpha (CA) and Composite Reliability (CR) were employed, as both were standard indicators of measurement reliability in structural equation modeling (Hair et al., 2019). A threshold of 0.70 was adopted to determine acceptable reliability levels (Nunnally & Bernstein, 1994). The results demonstrate that all constructs meet or exceed this criterion.

Specifically, the Perception of Cancel Culture recorded the highest reliability, with a CA of 0.843 and a CR of 0.895, indicating strong internal consistency. Social Norms also met

reliability standards with a CA of 0.807 and CR of 0.874. Similarly, Perceived Behavioral Control yielded a CA of 0.79 and CR of 0.864. Attitudes Toward Cancel Culture Incidents demonstrated adequate reliability, with a CA of 0.825 and CR of 0.884, ensuring an accurate measurement of consumer sentiments. Notably, Engagement with the Brand achieved a CA of 0.819 and CR of 0.881, reinforcing its connection to consumer behavior and brand loyalty. Finally, Purchase intentions achieved a CA of 0.793 and CR of 0.866, signifying its importance in predicting consumer decision-making patterns.

These values confirm that each construct demonstrates strong reliability, guaranteeing that the measurement tool consistently measures the underlying theoretical dimensions.

Table 24
Latent variable coefficients

Construct	Item	Item Loading	p-value	CA	CR	AVE
Perception				0.843	0.895	0.68
	P1	0.835	<0.001			
	P2	0.82	<0.001			
	P3	0.831	<0.001			
	P4	0.811	<0.001			
Social Norms				0.807	0.874	0.636
	SN1	0.684	<0.001			
	SN2	0.834	<0.001			
	SN3	0.833	<0.001			
	SN4	0.829	<0.001			
Perceived Behavioral control				0.79	0.864	0.614
	PB1	0.798	<0.001			
	PB2	0.748	<0.001			
	PB3	0.77	<0.001			
	PB4	0.817	<0.001			
Attitude				0.825	0.884	0.656
	A1	0.827	<0.001			
	A2	0.815	<0.001			
	A3	0.83	<0.001			
	A4	0.766	<0.001			
Engagement with the Brand				0.819	0.881	0.65
	EB1	0.81	<0.001			
	EB2	0.849	<0.001			
	EB3	0.828	<0.001			
	EB4	0.731	<0.001			
Purchase intentions				0.793	0.866	0.618
	PI1	0.823	<0.001			
	PI2	0.824	<0.001			
	PI3	0.789	<0.001			
	PI4	0.702	<0.001			

12) Convergent Validity Assessment

Convergent validity was evaluated by analyzing standardized factor loadings and the Average Variance Extracted (AVE), which met established methodological standards. An AVE value greater than 0.50 indicates that a latent construct explains more than half of the variance in its indicators, as supported by Fornell & Larcker (1981) and Hair et al. (2019).

The results show that all constructs satisfy the required criterion. Specifically, Perception of Cancel Culture had an AVE of 0.68 with item loadings between 0.843 and 0.895, indicating strong convergence. Social Norms had an AVE of 0.636 with loadings from 0.807 to 0.874, and Perceived Behavioral Control had an AVE of 0.614 with loadings between 0.79 and 0.864. These results confirm satisfactory convergence among the items for each construct.

Additionally, the Attitudes Toward Cancel Culture Incidents has an AVE of 0.656, backed by significant factor loadings ranging from 0.825 to 0.884. Simultaneously, Engagement with the Brand has an AVE of 0.65, with loadings between 0.819 and 0.881, demonstrating high convergent validity. At the same time, Purchase Intentions showed an AVE of 0.618, with factor loadings ranging from 0.793 to 0.866, indicating strong convergent validity.

Therefore, the constructs exhibit adequate convergence, signifying that the indicators effectively depict their respective latent variables. This supports the structural soundness of the measurement model in capturing key dimensions of Filipino Gen Z's perceptions, social norms, and perceived behavioral control in cancel culture, as well as how these factors influence attitudes and engagement toward purchase intentions.

13) Discriminant Validity

Discriminant validity refers to the extent to which a construct is empirically distinct from other constructs within a model (Hair et al., 2019). To evaluate discriminant validity, the Fornell–Larcker criterion was applied, whereby the square root of the Average Variance Extracted (AVE) for each construct should exceed its corresponding inter-construct correlations (Fornell & Larcker, 1981).

As shown in Table 22, the square roots of AVE (diagonal elements) for all latent constructs ranging from 0.784 to 0.824 were greater than their respective correlations with other constructs (off-diagonal elements). For instance, the square root of AVE for Perception of Cancel Culture was 0.824, which surpasses its correlations with Social Norms (0.615), Perceived Behavioral Control (0.628), Attitudes (0.586), Engagement with the brand (0.554), and Purchase Intention (0.595). Similarly, engagement with the Brand has an AVE square root of 0.806, exceeding its highest inter-construct correlation of 0.713 with Purchase Intention, indicating adequate discriminant separation.

Perceived Behavioral Control and Attitudes notably show relatively high inter-correlations (0.728). However, both retain discriminant validity as their square roots of AVE (0.784 and 0.810, respectively) were still greater than the shared variance. This pattern holds consistently across all constructs in the model.

Table 25
Square roots of average variance extracted (AVE) coefficients and Inter-construct correlation

Latent Variables	Perception of Cancel Culture	Social Norms	Perceived Behavioral Control	Attitudes	Engagement with the Brand	Purchase Intention
Perception of Cancel Culture	0.824	0.615	0.628	0.586	0.554	0.595
Social Norms	0.615	0.797	0.703	0.633	0.622	0.609
Perceived Behavioral Control	0.628	0.703	0.784	0.728	0.687	0.689
Attitudes	0.586	0.633	0.728	0.810	0.630	0.692
Engagement with the Brand	0.554	0.622	0.687	0.630	0.806	0.713
Purchase Intention	0.595	0.609	0.689	0.692	0.713	0.786

Diagonal values were the square roots of AVE, and off-diagonals were inter-construct squared correlations

These findings confirm that each construct measures a unique aspect of the conceptual framework and does not substantially overlap with other latent variables. Thus, the measurement model demonstrates robust discriminant validity, ensuring the conceptual clarity and empirical distinctiveness of the constructs related to cancel culture perceptions, social influences, behavioral control, and digital brand-related behaviors.

14) Evaluation of Structural Model and Hypothesis

To evaluate the overall fit and predictive quality of the proposed structural model, several model fit indices were examined, including Average Path Coefficient (APC), Average R-squared (ARS), Average Adjusted R-squared (AARS), multicollinearity diagnostics, and global goodness-of-fit measures. These indicators collectively provide insight into the model's explanatory power, internal consistency, and robustness (Hair et al., 2019; Kock, 2015).

As presented in Table 23, the Average Path Coefficient (APC) was 0.438 and statistically significant ($p < 0.001$), exceeding the minimum threshold of $p < 0.05$. This indicates that the hypothesized relationships among latent variables were statistically meaningful. The Average R-squared (ARS) and Average Adjusted R-squared (AARS) values were 0.497 and 0.495, respectively, both significant at $p < 0.001$, demonstrating moderate to high explanatory power across the endogenous constructs in the model.

To assess multicollinearity, the Average Block VIF (AVIF) and Average Full Collinearity VIF (AFVIF) were computed, yielding values of 2.260 and 2.552, respectively—both within the acceptable threshold of < 3.3 (Kock, 2015). These values suggest that multicollinearity does not significantly threaten the model's estimates.

The Tenenhaus Goodness-of-Fit (GoF) index was reported at 0.565, surpassing the threshold of 0.36, indicating a large overall model fit (Wetzels et al., 2009). Additionally, the Simpson's Paradox Ratio (SPR), R-squared Contribution Ratio (RSCR), and Statistical Suppression Ratio (SSR) all yielded ideal values of 1.000, suggesting that the model is free from

paradoxical suppression effects and maintains a stable distribution of explanatory contributions across paths.

These indices confirm that the emerging model demonstrates satisfactory statistical validity, strong predictive relevance, and robustness in explaining behavioral outcomes. The model can, therefore, be deemed well-fitting and suitable for theory testing and empirical validation in the context of behavioral response to cancel culture, engagement with the brand, and purchase intention.
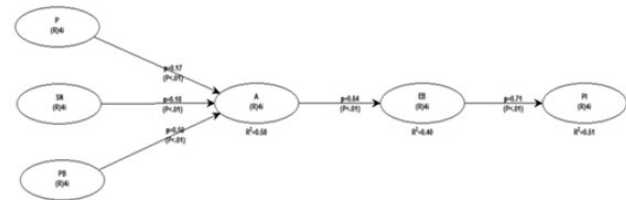
15) Emerging Model

Fig. 4. The emerging model

The emerging model illustrates the significant effect of cancel culture on the purchase intention among Gen Z in the Philippines. The results show that Perception (P, $\beta = 0.17$, $p < 0.01$), Social Norms (SN, $\beta = 0.18$, $p < 0.01$), and Perceived Behavioral Control (PB, $\beta = 0.50$, $p < 0.01$) significantly affect Attitudes towards Cancel Culture Incidents (A, $\beta = 0.64$, $p < 0.01$), which in significantly affect Engagement with the Brand. Furthermore, Engagement with the Brand (EB, $\beta = 0.71$, $p < 0.01$), directly affects Purchase Intentions, highlighting how Engagement with the Brand significantly results in higher Purchase Intentions. These findings emphasize the importance of exploring how these factors affect Gen Z's engagement with brands. These provide valuable insights to brands in exploring the challenges in the context of cancel culture incidents.

16) Path Analysis and Hypothesis Testing

The Table 27 shows the Hypothesis testing with one segment analysis.

17) Structural Model Evaluation and Hypothesis Testing

The structural model was assessed using path analysis to examine the direct relationships among the latent variables.

Table 26
Model fit and quality indices of the emerging model

Measure	Estimate	Threshold	Interpretation
Average path coefficient (APC)	0.438, p <0.001	p < .05	Significant
Average R-squared (ARS)	0.497, p <0.001	p < .05	Significant
Average adjusted R-squared (AARS)	0.495, p <0.001	p < .05	Significant
Average block VIF (AVIF)	2.260	≤ 3.3	Ideally
Average full collinearity VIF (AFVIF)	2.552	≤ 3.3	Ideally
Tenenhaus GOF (GoF)	0.565	≤ .36	Large
Simpson's paradox ratio (SPR)	1.000	= 1.00	Ideally
R-squared contribution ratio (RSCR)	1.000	= 1.00	Ideally
Statistical suppression ratio (SSR)	1.000	= 1.00	Ideally

Table 27
Hypothesis testing - with one segment analysis (DIRECT EFFECT)

Path				Path Coefficients (β)	P -values	Effect Sizes (f²)	Effect Size Interpretation (Cohen, 1988)**	Description	Interpretation
H1:	P	→	A	0.167	<0.001	0.099	Small	Significant	H1 is supported
H2:	SN	→	A	0.176	<0.001	0.114	Small	Significant	H2 is supported
H3:	PB	→	A	0.497	<0.001	0.365	Large	Significant	H3 is supported
H4:	A	→	EB	0.497	<0.001	0.405	Large	Significant	H4 is supported
H5:	EB	→	PI	0.714	<0.001	0.509	Large	Significant	H5 is supported

*Note: Perception (P); Social Norms (SN); Perceived Behavioral (PB); Attitudes (A); Engagement with the Brand (EB); Purchase Intention (PI) Cohen Effect size: **0.02 – small, 0.15 – medium, 0.35 - large*

Table 27 reports the standardized path coefficients (β), p-values, and effect sizes (f²), with interpretations guided by Cohen's (1988) thresholds. All hypothesized paths were statistically significant at p < 0.001, indicating robust empirical support for the proposed conceptual model.

The first hypothesis (H1) tested the influence of the Perception of Cancel Culture on Attitudes and was supported with a path coefficient of β = 0.167 (p < 0.001, f² = 0.099), indicating a moderate effect. This suggests that individuals' awareness and interpretation of cancel culture narratives contribute to forming their attitudes toward brands. These results underscore the importance of brands maintaining ethical consistency and transparency, as consumer attitudes may be shaped by brand performance and perceived moral alignment. In practice, proactive communication strategies and socially responsible positioning can help foster positive attitudes in a climate where cancel culture was growing in public discourse.

Hypothesis 2 (H2) posited that Social Norms significantly influence Attitudes, and this was confirmed by a positive relationship (β = 0.176, p < 0.001, f² = 0.114). This finding reinforces that collective expectations and peer influence shape individual attitudes. From a managerial perspective, this suggests that fostering a sense of community, and incorporating user-generated content can align brand messaging with prevailing social values. Such strategies enable brands to indirectly shape consumer attitudes by reinforcing socially accepted norms and behaviors.

Hypothesis 3 (H3), which examined the effect of Perceived Behavioral Control on Attitudes, yielded the most substantial direct effect among the antecedents (β = 0.497, p < 0.001, f² = 0.365). This finding indicates that consumers were more likely to form stable and favorable attitudes when they feel confident in their ability to make informed decisions or take action regarding brand choices—especially within controversial or ethically sensitive contexts. Brands should, therefore, prioritize initiatives that enhance consumer autonomy, such as transparent disclosures, ethical product options, and responsive customer service, all of which can strengthen attitudinal commitment and foster trust.

Hypothesis 4 (H4) evaluated the link between Attitudes and Engagement with the Brand, which was supported by a significant and substantial relationship (β = 0.497, p < 0.001, f² = 0.405). This indicates that consumers with positive attitudes toward a brand or its ethical stance were likelier to engage with the brand emotionally and cognitively. The implication for brand strategists was clear: cultivating favorable attitudes through value alignment and purpose-driven narratives was foundational to fostering deeper engagement. Campaigns communicating brand authenticity and shared values would likely convert attitudinal support into meaningful interaction.

Finally, Hypothesis 5 (H5) tested the effect of Engagement with the Brand on Purchase Intention, revealing the most substantial path coefficient in the model (β = 0.714, p < 0.001, f² = 0.509), indicative of a large effect size. This finding emphasizes the critical role of engagement as a precursor to purchasing behavior. Consumers who were emotionally invested and cognitively involved with a brand were significantly more likely to translate that relationship into actual purchase decisions. For practitioners, this highlights the importance of sustaining consumer engagement through personalized content, interactive platforms, and community-based marketing initiatives that retain attention and convert loyalty into action.

Thus, the results validate a sequential framework in which perceptions, normative beliefs, and perceived behavioral control shape attitudes, affecting engagement and ultimately driving purchase intention. By integrating societal and cognitive aspects in the framework, this study offers theoretical advancement and actionable insights for brands operating in socially dynamic and ethically sensitive markets.

5. Conclusions, Recommendations, and Directions for Future Research

The conclusion and recommendations based on the results and findings of the study were discussed in this chapter. The directions for future research are also outlined in this chapter. The conclusion offers a comprehensive summary of the key findings, while the recommendations propose actionable insights for the industry, government, and academe, and directions for future researchers to guide them in exploring cancel culture effectively, particularly in the context of Filipino Gen Z.

A. Conclusions

This study examined the factors influencing Gen Z consumers' attitudes toward cancel culture incidents involving brands, focusing on Perception of Cancel Culture, Social Norms, Perceived Behavioral Control, Attitudes Toward Cancel Culture Incidents, Engagement with the Brand, and Purchase Intentions. Over half of the Filipino Gen Z participants spend 3 to 6 hours on social media daily. Cancel culture is an ongoing global phenomenon that most Gen Z are familiar with since the term gained popularity a couple of years ago. Multiple canceling methods show that negative feedback can be seen and done in different forms. Additionally, this study includes the Gen Z respondents' personal and/or household income per month - from which their purchasing powers are derived.

Regarding Table 18 in section 4, it has been proven that cancel culture is a powerful tool for accountability, as per Gen Z's perceptions. This will trigger brands to address controversies, make decisions from them, and ultimately respond to the flaws that have been made in the business. It is useful to caution brands in taking certain steps that may affect their performance regarding promotions, service, and product development.

Social norms shape the respondents' attitudes, as peer influence plays a role in brand support. Listening to their friends' opinions on whether they should still support or avoid a brand may affect Gen Z's attitudes towards the cancel culture incident. Peers can alter their perspectives or beliefs on how they think about a brand due to shared customer experience and news or gossip their friends have heard from other people.

Gen Z feels confident in their ability to act according to their

values, reinforcing the importance of aligning values with consumer expectations. Thus, brands must improve how they interact with their consumers. In connection with Gen Z's positive attitude, maintaining a strong positive image will cause Gen Z to have a higher engagement with the brand. This confirms that many factors can affect purchase intentions. The attitudes and engagement will determine whether or not Gen Z consumers will buy and continue supporting a brand. Cancel culture, in fact, also hurts sales should such misfortune be experienced.

The research highlights that brands are encouraged to plan for proactive and reactive measures to ensure brand image amid cancel culture. For proactive measures, brands should be mindful of their actions and public image, as Gen Z values ethical practices and accountability. Brands should maintain a positive reputation, align with social norms, and support consumer autonomy. Transparency, ethical responsibility, and engagement were essential in navigating cancel culture. On the other hand, for reactive measures, the brand needs to listen to customer feedback, acknowledge its shortcomings, and discuss probable solutions on how to address and conduct them properly. By fostering trust and aligning with consumer expectations, brands can strengthen relationships and sustain loyalty in a constantly changing market.

B. Recommendations

The study highlights the effect of Gen Z's perception of cancel culture, social norms, and perceived behavioral control on the attitude towards the cancel culture incidents, which then directly affect Gen Z's engagement with the brand, leading to affecting purchase intention.

1) Academe

Given the research gap on cancel culture within the Philippines, academic institutions should integrate a multidisciplinary approach to studying its nuances, particularly from a localized perspective. One particular example is strengthening and improving the Media Information Literacy subject, a core curriculum subject in Senior High School, implemented by the Department of Education (DepEd) that aims to make students competent, responsible, and critical thinkers in different forms of media. The academe plays a significant role in creating open dialogue, ethical accountability, and cultural sensitivity. This would provide students, who are future professionals, with the tools to explore cancel culture's effect on society, brands, and consumer behavior. Furthermore, this can also encourage students to critically evaluate the effect of their online actions on individuals and brands.

2) Government

The rise of social media usage has prompted some private sectors and government agencies to work hand-in-hand to create a safe space online for all users. With the Department of Education (DepEd) implementing Media Information Literacy, various government agencies could continue this effort to promote digital and media literacy and awareness, especially with the prevalence of fake news, cancel culture, etc. Moreover, this study revealed that Gen Z agrees that cancel culture can

make brands accountable through trial by social media via cancel culture, with this the government can collaborate with different social media platforms to regulate proper online discourse to avoid misinformation, harassment, and unwanted cancellations in light of cancel culture. On the other hand, the government can also develop programs and implement regulations, ensuring that brands and companies adhere to ethical business practices, transparency, and accountability. They can also encourage brands or companies to engage in corporate social responsibility (CSR) so brands and businesses can address social issues and promote responsible consumption and production.

Furthermore, these recommended actions can foster healthy online discourses, improve critical thinking, encourage ethical consumption and business practices, and promote transparency and accountability. These also protect freedom of speech, guaranteeing safe online spaces where individuals can access justice in case of online harassment. These recommendations address some of the United Nations' Sustainable Development Goals, which are SDG 4 Quality Education, SDG 8 Decent Work and Economic Growth, SDG 11 Sustainable Cities and Communities, SDG 12 Responsible Consumption and Production, and SDG 16 Peace, Justice, and Strong Institutions.

3) Industry

For the industry to gain trust, brands must prioritize transparency and keep their ethical standards in their marketing strategies. Part of this is ensuring ethical practices and visibly holding itself accountable to the public. Proactive and reactive crisis management plans should be made with protocols for addressing potential backlash and ensuring timely and sincere apologies in response to controversies. Building consumer trust requires genuine efforts that can embrace the values of Gen Z, creating community-driven credibility. Consumers support brands that align with their values, creating a positive emotional connection that can result in increased purchase intention. Brands must also keep a positive image by showcasing sustainability, inclusivity, and ethical commitments across all communication channels. They must foster open dialogue and actively understand public sentiment, addressing potential controversies before they escalate into cancel culture incidents.

C. Directions for Future Research

This study revealed that cancel culture affects Gen Z's perception of cancel culture, social norms, and perceived behavioral control, shaping their attitude toward the cancel culture event, engagement with the brand, and, ultimately, their purchase intention. Gen Z believes that cancel culture promotes transparency and responsibility among brands and that brands should be mindful of their actions and public image. However, this study is still subject to several limitations. Hence, the researchers suggest and encourage further investigation and directions for future research on cancel culture and its effect on the corporate industry and society.

Since this study is limited only to the Philippines, particularly in Manila and Quezon City, the researchers suggest widening the scope of this study to other cities, provinces, or countries to see a broader coverage of the Gen Z perspective towards cancel

culture, not only with the brands but to the whole industry and society as well. Moreover, the researchers also suggest future researchers explore differences and similarities in the attitudes and behaviors of other generation cohorts towards cancel culture across generations and explore their perspective, particularly Generation Y or Millennials, as they share similarities in multitasking and engaging in various social media platforms where cancel culture commences and investigate how generational values affect supporting or opposing brands involved in cancel culture incidents. This insight would allow brands to tailor crisis management strategies among different generations.

The role of celebrity endorsements in consumer perception within the context of cancel culture is another key area for future research. This study area will investigate how a celebrity's involvement in a brand's marketing strategy affects consumer attitudes and purchasing decisions, mainly when the celebrity is controversial. It will also examine if there is a significant difference in consumer reactions when a brand partners with a controversial celebrity versus a more neutral or ethical figure. Future studies could explore strategies that brands can use to minimize the negative effects of celebrity endorsements during incidents related to cancel culture in the Philippines and methods to safeguard their brand image. Such research would offer essential insights into the potential risks and benefits for brands that invest in celebrity endorsements during heightened public scrutiny.

The role of the influencers in consumer perception is another great research study for future researchers. The topic will identify whether having a well-known influencer promote a brand has an effect on the perception and purchasing behavior of consumers in a Philippine setting. It will also answer if there is a big difference between getting a celebrity and being an influencer for a brand. Assuming that future researchers consider this study, it can help brands gauge the benefits and risks of investing in influencers. In addition, they need to know how to set up the necessary controls to mitigate the potential negative impressions on the brand.

By looking closer into these topics, future researchers can contribute a more comprehensive understanding of the power of cancel culture, the factors that may affect the minds of the consumers, and what best practices or controls the businesses can perform.

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Appendix

Appendix A

Research Instrument

The following would contain questions on how brand canceling on social media affects consumer loyalty among Filipino Gen Z and their perception of cancel culture, attitude towards cancel culture, their brand engagements, the social norms surrounding them, and their perceived behavioral control. The basis for the income group in the demographic profile is from the Philippine Statistics Authority's family income and expenditure survey 2021.

"Understanding the Effect of Attitude in Cancel Culture Towards Attitudes and Engagement on Purchase Decisions"

Good day! We are fourth-year students from the University of Santo Tomas, College of Commerce and Business Administration, majoring in Marketing Management. We are conducting a survey on how Filipino Gen Z reacts to and engages with the phenomenon of online brand canceling. Cancel Culture is an increasing trend of social media activism that has led many to promote boycotting people, organizations, and institutions that disregard social norms. (Nguyen, 2020 as cited in Barraza 2021). This study aims to analyze the outcomes by comparing and contrasting Gen Z's responses and behaviors.

Furthermore, the data collected would benefit the industry by providing organizations with valuable insights into consumers' perceptions and reactions to brands being canceled, thereby helping to improve marketing tactics and brand positioning. The data would be securely stored on Google Drive and will only be accessible to the research team until the completion of the study, ensuring confidentiality throughout the research process.

Questions concerning the survey or the methods can be directed to:
Pia Almeida   (piamarylyn.almeida.comm@ust.edu.ph)
Lesly De Guzman   (leslymarie.deguzman.comm@ust.edu.ph)
Franell Mauricio   (franell.mauricio.comm@ust.edu.ph)
Gheceline Tiangco   (gheceline.tiangco.comm@ust.edu.ph)

Also, the COMMREC Ethics Review Panel has approved the study, and may be reached through the following contact information regarding rights of study participants, including grievances and complaints.

Consent:
I, hereby, give my consent as I have read and understood that I will participate in a survey questionnaire form activity in a research study entitled, "Filipino Gen Z's Perception, Social Norms, and Perceived Behavior Control in Cancel Culture: How it affects the Attitudes and Engagement towards Purchase Intention". My participation would be seriously appreciated as it would be helpful for the researchers. The researchers must follow the Data Privacy Act of 2012, which pertains to securing and protecting the respondents' personal information.

While there are no anticipated risks associated with participating in this study, it is important to note that some questions may touch on sensitive topics. If I feel uncomfortable answering any question, I may choose to withdraw from the survey at any time without any negative consequences. I also understand that I have the right to object or withhold consent to further processing of my data if there are any changes to the process provided and terms of this consent.

o   I give my consent.
o   I do not give my consent.

Section 0: Screening	
Are you aware of or have you participated in Cancel Culture, particularly on social media?	☐ Yes, I am aware of Cancel Culture and have participated in it. ☐ Yes, I am aware of Cancel Culture, but I do not participate in it. ☐ No, I am not aware of Cancel Culture.
Are you from Manila or Quezon City?	☐ Yes, I am from Manila. ☐ Yes, I am from Quezon City. ☐ No, I am from another location.
Are you between the ages of 18 and 28 years old, inclusive of 18 and 28?	☐ Yes ☐ No

Section 1: Demographic Profile	
Instructions: Kindly tick (✓) the box representing the answers that apply to you. Please answer all items truthfully and do not leave anything unmarked.	
Have you ever participated in "canceling" someone or a brand on social media?	☐ Yes ☐ No
Gender:	☐ Male ☐ Female
Age:	☐ 18 ☐ 19 ☐ 20 ☐ 21 ☐ 22 ☐ 23 ☐ 24 ☐ 25 ☐ 26 ☐ 27 ☐ 28
Occupation:	☐ Student

	☐ Working Student ☐ Employed ☐ Unemployed ☐ Self-employed ☐ Retired
Income Group: According to Philippine Statistics Authority's family income and expenditure survey 2021	☐ Less than ₱12,000 per month ☐ Between ₱12,000 to ₱24,000 per month ☐ Between ₱24,000 to ₱48,000 per month ☐ Between ₱48,000 to ₱84,000 per month ☐ Between ₱84,000 to ₱144,000 per month ☐ Between ₱144,000 to ₱240,000 ☐ At least ₱240,000
Are you residing in Manila or Quezon City?	☐ Yes ☐ No
If yes, please specify which location:	☐ District I, Quezon City ☐ District II, Quezon City ☐ District III, Quezon City ☐ District IV, Quezon City ☐ District V, Quezon City ☐ District VI, Quezon City

	☐ Binondo, Manila ☐ Ermita, Manila ☐ Intramuros, Manila ☐ Malate, Manila ☐ Paco, Manila ☐ Pandacan, Manila ☐ Port Area, Manila ☐ Quiapo, Manila ☐ Sampaloc, Manila ☐ San Miguel, Manila ☐ San Nicolas, Manila ☐ Santa Ana, Manila ☐ Santa Cruz, Manila ☐ Tondo, Manila
What are your primary social media platforms?	☐ Facebook ☐ X (Twitter) ☐ Instagram ☐ Tiktok
Online content consumption	☐ Less than 1 hour per day ☐ 1-3 hours per day ☐ 3-6 hours per day

	☐ More than 6 hours per day
What kind of canceling method/s have you used online?	☐ Unsubscribe/Unfollow
	☐ Block/Mute
	☐ Dislike/Downvote
	☐ Report Content/Account
	☐ Make a public negative review/comment
	☐ Make a meme/joke
	☐ Share content with negative sentiment
	☐ Like/Upvote a negative sentiment
	☐ Others:

Section 2: Perception of Cancel Culture

This section describes the different aspects of Gen Z's perception of Cancel Culture.

Instruction: Kindly rate the following that best describe your answer, with **1 being the lowest and 6 being the highest.** The following is its definition:

6 - Strongly Agree   3 - Slightly Disagree
5 - Agree   2 - Disagree
4 - Slightly Agree   1 - Strongly Disagree

Strongly Disagree   Strongly Agree

Code	Perception of Cancel Culture	1	2	3	4	5	6
P1	Cancel culture encourages brands to take accountability and address their mistakes.						
P2	I view cancel culture as a powerful tool for consumers to inspire brands to act ethically.						
P3	Cancel culture effectively addresses brand controversies, even if they are minor.						
P4	Cancel culture motivates brands to adopt more ethical and responsible practices.						

Section 3: Social Norms

This section describes the effects of social norms on Gen Z in the context of Cancel Culture.

Instruction: Kindly rate the following that best describe your answer, with **1 being the lowest and 6 being the highest.** The following is its definition:

6 - Strongly Agree   3 - Slightly Disagree
5 - Agree   2 - Disagree
4 - Slightly Agree   1 - Strongly Disagree

Strongly Disagree   Strongly Agree

Code	Social Norms	1	2	3	4	5	6
SN1	I prefer to support brands that align with my values and have a strong, positive reputation.						
SN2	My friends affect my decisions about which brands to support or avoid, and we often approach it together.						
SN3	I look to my friends' opinions when deciding whether to support certain brands.						
SN4	My friends and I motivate each other to back brands with positive values and good ethics.						

Section 4: Perceived Behavioral Control

This section describes the respondents' perceived ability to control their own behavior related to Cancel Culture.

Instruction: Kindly rate the following that best describe your answer, with **1 being the lowest and 6 being the highest.** The following is its definition:

6 - Strongly Agree   3 - Slightly Disagree
5 - Agree   2 - Disagree
4 - Slightly Agree   1 - Strongly Disagree

Strongly Disagree   Strongly Agree
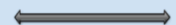
Code	Perceived Behavioral Control	1	2	3	4	5	6
PB1	I prefer to support brands that maintain a positive reputation and avoid involvement in cancel culture.						
PB2	I feel confident in making purchasing decisions that align with my values and beliefs.						
PB3	I believe I can affect how others view brands that have been canceled.						
PB4	I find it easy to avoid purchasing from brands I like, even if they have been involved in cancel culture.						

Section 5: Attitudes Toward Specific Cancel Culture Incidents

This section describes Gen Z's attitudes towards brands involved in Cancel Culture.

Instruction: Kindly rate the following that best describe your answer, with **1 being the lowest and 6 being the highest.** The following is its definition:

6 - Strongly Agree   3 - Slightly Disagree
5 - Agree   2 - Disagree
4 - Slightly Agree   1 - Strongly Disagree

Strongly Disagree   Strongly Agree

Code	Attitudes Toward Specific Cancel Culture Incidents	1	2	3	4	5	6
A1	I tend to view brands more critically when they have been canceled.						
A2	I prefer supporting brands that demonstrate ethical practices and maintain a positive reputation.						
A3	I believe brands should take responsibility for their mistakes and actively work to fix them after being canceled when involved in cancel culture.						
A4	I believe cancel culture plays a significant role in shaping my opinions about brands.						

Section 6: Engagement with the Brand

This section describes Gen Z's engagement with the brand towards brands involved in Cancel Culture incidents.

Instruction: Kindly rate the following that best describe your answer, with **1 being the lowest and 6 being the highest.** The following is its definition:

6 - Strongly Agree   3 - Slightly Disagree

5 - Agree   2 - Disagree

4 - Slightly Agree   1 - Strongly Disagree

Strongly Disagree   Strongly Agree

Code	Engagement with the Brand	1	2	3	4	5	6
EB1	I avoid engaging with brands on social media when they have been involved in cancel culture incidents.						
EB2	I enjoy participating in discussions about brands that have been or could be canceled.						
EB3	I actively share content to inform others about brands that have been or should be held accountable.						
EB4	I prefer supporting and interacting with brands that maintain a positive image and are not affected by cancel culture.						

Section 7: Purchase Intention

This section describes how Gen Z consumers respond to brands that have been involved in Cancel Culture incidents affecting their purchase intentions.

Instruction: Kindly rate the following that best describe your answer, with **1 being the lowest and 6 being the highest.** The following is its definition:

6 - Strongly Agree   3 - Slightly Disagree

5 - Agree   2 - Disagree

4 - Slightly Agree   1 - Strongly Disagree

Strongly Disagree   Strongly Agree

Code	Purchase Intention	1	2	3	4	5	6
PI1	I am less likely to purchase from brands involved in cancel culture incidents.						
PI2	Cancel culture significantly affects my shopping decisions.						
PI3	I may still purchase from a brand depending on how it responds to being canceled.						
PI4	I am more likely to purchase from brands that admit their mistakes and take meaningful actions to improve.						