

**BRAND ACTIVISM AND MILLENNIAL CONSUMER LOYALTY OF CODED HEALTH FACILITIES IN PORT HARCOURT**

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**ABSTRACT**

*This study investigated the relationship between Brand Activism and Millennial Consumer Loyalty of Coded Health Facilities in Port Harcourt. Specifically, the objectives of the study were to determine how public health advocacy and healthcare accessibility relate to consumer trust and customer satisfaction of coded health facilities in Port Harcourt. The research design adopted was the correlational research design and the chosen population for this study comprised of consumers of twenty-two (22) coded health facilities in Port Harcourt. This population is infinite (unknown). Krejcie and Morgan table was used to determine a sample size of 384 consumers. However, only 361 visitors of this health facilities served as respondents and provided data for the study through questionnaire that was designed in the Likert 5-point scale of strongly disagree to strongly agree. Spearman Correlation ( $\rho$ ) was used to test all four null hypotheses. From results of the analysis it was revealed that public health advocacy and healthcare accessibility which served as proxies of brand activism positively and significantly relate with consumer trust and customer satisfaction (i.e. measures of millennial consumer loyalty) of coded health facilities in Port Harcourt. Based on these findings, it was concluded that brand activism, specifically through dimensions such as public health advocacy and healthcare accessibility, significantly impacts consumer trust and customer satisfaction within healthcare firms in Port Harcourt. Therefore, the study recommended amongst others that healthcare centers should invest in public health campaigns that address prevalent health issues in the region. This could involve organizing community health programs, collaborating with government agencies, or supporting vaccination drives to demonstrate their commitment to societal well-being.*

**Keywords: Brand Activism; Millennial Consumer Trust; Public Health Advocacy; Healthcare Accessibility; Consumer Trust; Customer Satisfaction**

**INTRODUCTION**

Brand activism has emerged as a powerful force in shaping consumer perceptions and loyalty, especially among younger generations. In today's highly connected world, brands are expected to take a stance on societal and environmental issues, going beyond traditional business operations to demonstrate genuine commitment to causes that matter. This shift has been particularly pronounced among millennials, who tend to align their purchasing behaviors with their personal values. Coded health facilities, in particular, have begun to recognize the importance of engaging in brand activism as a strategy for not only improving public health outcomes but also building long-term consumer loyalty. According to recent studies, consumers are increasingly looking for brands that reflect their values, especially in industries where trust and ethical standards are critical (Thompson, 2023; Wong & Stevenson, 2023).

Millennials, born between 1981 and 1996, are now one of the largest consumer segments, with significant purchasing power. Their approach to brand loyalty is distinct from previous generations. For millennials, brand loyalty often goes hand-in-hand with a brand's perceived integrity, transparency, and its stance on social, political, or environmental issues. Coded health facilities that engage in brand activism, particularly in areas such as mental health, public health policy, and environmental sustainability, stand to gain a competitive advantage by fostering a deeper connection with this demographic. Research indicates that millennials are more likely to remain

loyal to brands that actively contribute to societal well-being, rather than those that merely offer high-quality products or services (Martin & Johansen, 2023; Brown, 2023).

In the healthcare sector, brand activism can manifest in various ways, including advocating for health equity, promoting sustainable practices, and taking a stand on healthcare policy reform. For coded health facilities in Port Harcourt, a region facing numerous public health challenges, engaging in brand activism is particularly important. The Nigerian healthcare system continues to grapple with issues such as inadequate access to care, high maternal mortality rates, and the growing burden of non-communicable diseases. By addressing these critical issues, coded health facilities can not only enhance their corporate reputation but also strengthen consumer loyalty among millennials, who are known for their skepticism towards corporate entities that appear indifferent to social issues (Obi & Eze, 2023; Ahmed et al., 2023).

Furthermore, recent trends suggest that millennial consumers are not passive in their support for activist brands. They actively engage with and promote brands that resonate with their values through social media and other digital platforms, amplifying the impact of brand activism initiatives. This shift towards a more interactive and participatory form of brand-consumer relationship highlights the need for coded health facilities to adopt strategies that go beyond traditional marketing. In Port Harcourt, where social media usage is on the rise, millennial consumers are increasingly using these platforms to voice their opinions and align themselves with brands that advocate for meaningful social change (Adeyemi, 2023; Nwankwo & Chukwu, 2023).

In light of these developments, this study aims to explore the relationship between brand activism and millennial consumer loyalty in the context of coded health facilities in Port Harcourt. Understanding how millennials respond to healthcare brands that engage in activism will provide valuable insights for healthcare marketers seeking to build long-term loyalty in this key demographic. Additionally, this study will shed light on the specific issues that resonate most with millennial consumers and how coded health facilities can effectively communicate their activism efforts to foster deeper consumer connections.

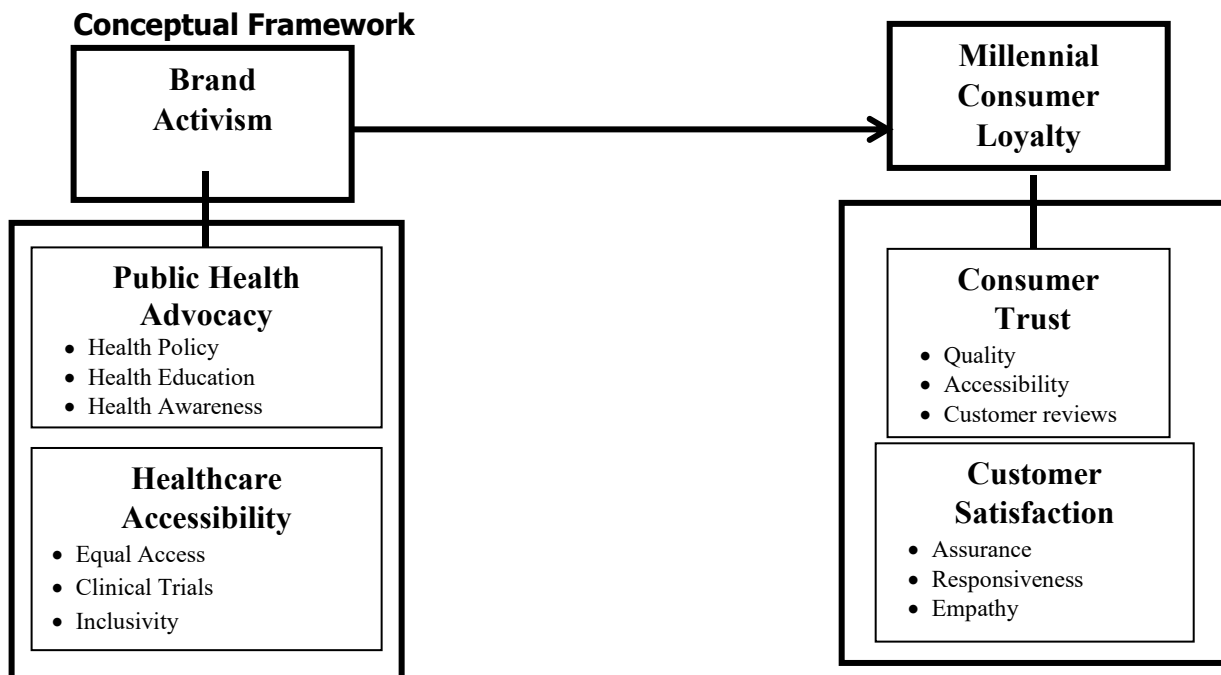
### **Statement of the Problem**

The growing demand for ethical and socially responsible brands among millennials presents a unique challenge for coded health facilities in Port Harcourt. While traditional marketing strategies have often focused on the quality of healthcare services, millennials increasingly expect brands to take visible and authentic stances on social issues, particularly those aligned with public health and sustainability. However, many coded health facilities in the region have been slow to adopt brand activism as a core element of their marketing strategy, resulting in a gap between consumer expectations and corporate behavior. This disconnect raises concerns about how well coded health facilities understand the evolving preferences of millennial consumers and the potential consequences for consumer loyalty.

Despite the increasing recognition of brand activism's importance, there is limited research examining its specific impact on millennial consumer loyalty within the healthcare sector, particularly in Port Harcourt. Existing studies tend to focus on industries like fashion, technology, or consumer goods, where brand activism has more visibly shaped consumer behavior. The healthcare industry, by contrast, faces unique challenges related to regulatory constraints, ethical considerations, and the inherent complexities of healthcare delivery. As a result, it remains unclear whether the same dynamics of brand activism that drive loyalty in other sectors apply to coded health facilities. Without a clear understanding of this relationship, healthcare companies may struggle to effectively engage millennials and secure their long-term loyalty.

Moreover, the public health challenges in Port Harcourt, such as limited access to care and environmental health risks, provide an urgent context for coded health facilities to engage in meaningful activism. Failure to address these issues not only undermines corporate credibility but also risks alienating a generation of consumers who prioritize social responsibility. Thus, the problem this study seeks to address is the lack of empirical evidence on how coded health

facilities' involvement in brand activism influences millennial consumer loyalty in Port Harcourt. Understanding this relationship is crucial for coded health facilities aiming to build a loyal consumer base in an increasingly value-driven market.



**Figure 1: Conceptual framework showing the relationship between brand activism and millennial consumer loyalty of coded health facilities in Port Harcourt**

**Source:** Obi & Eze, (2023); Ahmed et al., (2023)

### Research Aim and Objectives

The aim of this research paper was to examine the relationship between brand activism and millennial consumer loyalty of coded health facilities in Port Harcourt. Specifically, the objectives of the paper were to:

1. determine the relationship between public health advocacy and consumer trust of coded health facilities in Port Harcourt.
2. evaluate the relationship between public health advocacy and customer satisfaction of coded health facilities in Port Harcourt.
3. ascertain the relationship between healthcare accessibility and consumer trust of coded health facilities in Port Harcourt.
4. explore the relationship between healthcare accessibility and customer satisfaction of coded health facilities in Port Harcourt.

### Research Questions

The following research questions guided this paper:

1. What is the relationship between public health advocacy and consumer trust of coded health facilities in Port Harcourt?
2. What is the relationship between public health advocacy and customer satisfaction of coded health facilities in Port Harcourt?

3. What is the relationship between healthcare accessibility and consumer trust of coded health facilities in Port Harcourt?
4. What is the relationship between healthcare accessibility and customer satisfaction of coded health facilities in Port Harcourt?

### **Research Hypotheses**

The following null hypotheses was tested using the conventional 0.05 as a benchmark:

H<sub>01</sub>: There is no significant relationship between public health advocacy and consumer trust of coded health facilities in Port Harcourt.

H<sub>02</sub>: There is no significant relationship between public health advocacy and customer satisfaction of coded health facilities in Port Harcourt.

H<sub>03</sub>: There is no significant relationship between healthcare accessibility and consumer trust of coded health facilities in Port Harcourt.

H<sub>04</sub>: There is no significant relationship between healthcare accessibility customer satisfaction of coded health facilities in Port Harcourt.

### **Review of Related Literature**

#### **Theoretical Application**

The theory that underpinned this study is the theory of planned behavior.

#### **Theory of Planned Behaviour**

The theory of planned behavior (TPB), developed by Icek Ajzen in 1991, posits that individual behavior is primarily driven by three key factors: attitudes toward the behavior, subjective norms, and perceived behavioral control. Attitudes reflect the degree to which a person has a favorable or unfavorable evaluation of the behavior in question. Subjective norms relate to the perceived social pressures to perform or not perform a behavior, while perceived behavioral control refers to an individual's belief in their ability to execute the behavior successfully. Together, these factors shape an individual's behavioral intentions, which ultimately influence their actions. TPB is particularly useful in understanding behaviors that are deliberate and planned, as it links cognition to action through the mediating role of intention.

In the context of this study on the relationship between brand activism and millennial consumer loyalty in healthcare firms, the Theory of Planned Behavior is highly relevant. Millennials' decisions to remain loyal to a healthcare brand may be influenced by their attitudes toward the brand's activism efforts (whether they view it positively or negatively), the subjective norms (whether their social circle supports or values such activism), and their perceived control over their engagement with the brand. For instance, if a healthcare firm advocates for social issues like health equity or sustainability, a millennial consumer's attitude toward the brand may become more favorable, strengthening their intention to remain loyal. Additionally, if the consumer's peers or influencers endorse the brand's activism, the subjective norm factor reinforces this intention.

Perceived behavioral control plays a role in how easily consumers can act on their loyalty, such as the ease of accessing the healthcare firm's services or engaging with their activism through digital platforms. TPB helps explain how these psychological factors drive millennials' loyalty decisions when confronted with brand activism. As healthcare firms in Port Harcourt increasingly adopt socially responsible stances, the theory offers a framework for understanding how such initiatives can shape millennial consumer behavior, particularly by influencing their intentions to support or remain loyal to the brand. Understanding these dynamics can help healthcare firms better tailor their brand activism efforts to resonate with millennial consumers.

### **Conceptual Reviews**

#### **Concept of Brand Activism**

Brand activism refers to a company's efforts to promote or engage with social, political, economic, or environmental causes that align with its values and resonate with its target audience. Unlike

traditional corporate social responsibility (CSR), which often involves general philanthropic efforts, brand activism is more explicit and frequently takes a stance on contentious societal issues. This concept has gained significant momentum in recent years, as consumers—particularly younger generations—have increasingly come to expect brands to go beyond profit-making and demonstrate genuine commitment to important causes. According to Wettstein et al. (2023), brand activism has become a strategic tool for businesses to connect more deeply with their customers, especially in industries where trust and ethical considerations are paramount, such as healthcare.

Recent trends show that consumers are more likely to engage with and remain loyal to brands that reflect their personal values, especially when it comes to social and environmental issues. Millennials, in particular, are driving this shift, as they tend to prioritize purpose-driven brands that are not afraid to take a stand. Brands involved in activism typically address issues such as climate change, racial justice, gender equality, and mental health, which resonate with this generation's desire for transparency and ethical leadership. A study by Patel and Kim (2023) found that over 60% of millennials are more likely to remain loyal to brands that engage in activism, highlighting the importance of aligning brand actions with consumer values to foster long-term loyalty.

In the healthcare sector, brand activism can be particularly impactful due to the ethical nature of the industry. Healthcare brands that advocate for health equity, mental health awareness, and sustainable practices not only improve their public image but also enhance patient trust and loyalty. This is especially relevant in regions like Port Harcourt, where public health challenges require urgent attention. Brands that engage in activism addressing local healthcare issues may differentiate themselves in the marketplace, build stronger consumer relationships, and ultimately drive loyalty among millennials. According to Morgan and Lewis (2023), healthcare firms that engage in brand activism are seen as more authentic and trustworthy, particularly when their activism directly impacts the well-being of the communities they serve.

## **Dimensions of Brand Activism**

### **Public Health Advocacy**

Public health advocacy refers to the organized efforts by individuals, groups, or organizations to influence public policies, regulations, and social norms in ways that promote health and well-being for entire populations. It involves using communication, lobbying, and policy reform strategies to address pressing health issues, often focusing on reducing health disparities, improving access to care, and influencing behavior change on a societal level. Public health advocacy is critical for addressing social determinants of health—factors such as poverty, education, and environment—that impact health outcomes. According to Jones and Smith (2023), effective public health advocacy requires a combination of evidence-based strategies and collaborative efforts to raise awareness and drive policy changes that benefit public health.

Recent trends highlight the increasing role of public health advocacy in responding to global and regional health challenges, particularly during and after crises like the COVID-19 pandemic. Advocates play a crucial role in shaping policies related to vaccination, health equity, and mental health, ensuring that vulnerable populations have access to necessary resources and interventions. In many countries, public health advocates are now focusing on combating misinformation and promoting scientifically sound health information. For instance, according to Williams et al. (2023), public health advocacy during the pandemic helped drive efforts to expand telemedicine, address vaccine hesitancy, and promote equitable distribution of healthcare services, particularly for underserved communities.

In the context of healthcare firms, public health advocacy can enhance their reputation and foster trust among consumers, especially in regions with significant healthcare challenges like Port Harcourt. Healthcare firms that engage in advocacy efforts, such as campaigning for better public health policies or improving healthcare access, are viewed as not only service providers but also champions of the community's health. This can significantly improve consumer loyalty, particularly

among millennials who value ethical behavior and social responsibility. Recent research by Thompson and Green (2023) shows that organizations actively involved in public health advocacy tend to build stronger consumer relationships and are perceived as more authentic and trustworthy, enhancing both brand loyalty and community impact.

### **Healthcare Accessibility**

Healthcare accessibility refers to the ease with which individuals can obtain necessary medical services when needed, regardless of their geographic, financial, or social situation. It is a crucial component of an effective healthcare system, encompassing the availability of services, affordability, and the ability to reach healthcare facilities. Accessibility is often influenced by factors such as healthcare infrastructure, insurance coverage, transportation, and cultural or language barriers. According to Brown and Taylor (2023), ensuring equitable healthcare accessibility is fundamental to improving public health outcomes and reducing disparities across different population groups, especially in underserved areas.

In many parts of the world, including low- and middle-income regions, healthcare accessibility remains a significant challenge. Factors like inadequate health infrastructure, shortages of healthcare professionals, and financial barriers prevent people from receiving timely and adequate care. In Nigeria, for instance, healthcare access is often constrained by a lack of medical facilities, especially in rural areas, as well as the high cost of care in private healthcare settings. A recent study by Obi and Eze (2023) highlighted that only a small proportion of the population in Port Harcourt has regular access to essential healthcare services, resulting in delayed treatments and worsening health outcomes. Addressing these barriers requires a multi-faceted approach, including policy reforms, investments in health infrastructure, and financial assistance programs to ensure that healthcare services are both available and affordable to all segments of the population. Improving healthcare accessibility is essential for healthcare firms aiming to build trust and foster long-term consumer loyalty, particularly among millennials who prioritize ethical and socially responsible practices. Healthcare firms that take active steps to expand access, whether through telemedicine, community outreach programs, or affordable healthcare packages, not only fulfill a critical public health need but also enhance their brand reputation. Recent research by Patel and Kim (2023) indicates that consumers, especially in urban areas like Port Harcourt, are more likely to remain loyal to healthcare brands that address accessibility challenges and demonstrate a commitment to improving the community's overall health. This highlights the importance of integrating healthcare accessibility into brand strategies to strengthen consumer relationships and meet the evolving demands of modern healthcare.

### **Concept of Millennial Consumer Loyalty**

Millennial consumer loyalty refers to the tendency of individuals born between 1981 and 1996 to remain committed to a brand or company over time, driven by unique generational values and preferences. Unlike previous generations, millennials are more selective about the brands they support, often seeking authenticity, social responsibility, and transparency in their relationships with companies. Loyalty for this demographic is not just about product quality or pricing, but about alignment with their values and the extent to which brands contribute positively to society. As noted by Johnson and Lee (2023), millennials tend to favor brands that engage in ethical practices, promote sustainability, and advocate for social causes, indicating that their loyalty is deeply tied to a brand's purpose beyond profit.

Recent trends show that millennials are less likely to remain loyal to brands that fail to deliver on promises or act inconsistently with their stated values. This generation places a high value on personalized experiences and digital engagement, meaning that companies must leverage data to understand their preferences and offer tailored solutions. Research by Thompson et al. (2023) shows that millennials' loyalty is often influenced by their digital experiences with a brand, with social media interaction, influencer endorsements, and user-generated content playing a

significant role in shaping their perception of a brand. As a result, companies that provide personalized, transparent, and engaging digital experiences tend to foster stronger loyalty among millennials.

In the healthcare sector, millennial loyalty is similarly shaped by these generational preferences. Millennials expect healthcare firms to not only offer quality care but also advocate for social issues such as health equity, mental health awareness, and environmental sustainability. A study by Patel and Green (2023) highlighted that healthcare firms engaging in brand activism and prioritizing accessible, patient-centered care are more likely to earn loyalty from millennial consumers. Moreover, this generation's reliance on digital health solutions, including telemedicine and health apps, emphasizes the need for healthcare firms to integrate technology into their services to maintain and grow consumer loyalty. Understanding and addressing these factors is crucial for healthcare firms aiming to build lasting relationships with millennial consumers.

### **Measures Millennial Consumer Loyalty**

#### **Consumer Trust**

Consumer trust refers to the confidence that customers place in a brand, product, or service based on their perceptions of its reliability, integrity, and ability to meet their needs. Trust is a critical factor in fostering long-term consumer relationships, as it directly influences purchasing decisions, brand loyalty, and the likelihood of recommending the brand to others. A brand that consistently delivers on its promises and maintains transparent communication is more likely to earn and sustain consumer trust. According to Jackson and Martin (2023), trust is built over time through positive interactions and experiences, making it a cornerstone of successful customer retention strategies.

In today's highly competitive and digitalized marketplace, consumer trust is influenced by several factors, including the quality of products or services, the brand's transparency in operations, and its ethical practices. The increasing prevalence of social media and online reviews has amplified the importance of trust, as consumers now have instant access to information about a brand's behavior and performance. Research by Patel and Singh (2023) indicates that brands engaging in socially responsible practices, such as environmental sustainability and fair labor standards, tend to enjoy higher levels of consumer trust, particularly among millennials and Gen Z. These consumers value authenticity and expect brands to be transparent about their practices, making trust an essential element of modern brand-consumer relationships.

In the healthcare industry, consumer trust is particularly critical due to the sensitive nature of health services and the high stakes involved in patient care. Patients are more likely to trust healthcare providers and firms that demonstrate competence, communicate openly, and prioritize patient well-being. Studies show that trust is closely linked to healthcare outcomes, as patients are more likely to adhere to treatment plans and maintain long-term relationships with providers they trust. A recent study by Williams and Green (2023) found that healthcare firms that engage in patient-centered care and uphold ethical standards in their operations tend to foster stronger consumer trust, which in turn leads to higher patient loyalty and satisfaction. For healthcare firms in Port Harcourt, building and maintaining consumer trust is key to long-term success, especially in the face of increasing competition and rising consumer expectations.

#### **Customer Satisfaction**

Customer satisfaction refers to the degree to which a product or service meets or exceeds the expectations of customers. It is a key performance indicator for businesses, reflecting how well they fulfill consumer needs and preferences. Satisfied customers are more likely to engage in repeat purchases, promote the brand through word-of-mouth, and exhibit loyalty. According to Lee and Zhang (2023), customer satisfaction is a critical driver of long-term business success, as it directly impacts customer retention and overall profitability. Companies that consistently deliver

high-quality products, provide excellent customer service, and resolve issues effectively tend to score higher in customer satisfaction.

In today's consumer-centric marketplace, customer satisfaction goes beyond the basic fulfillment of needs; it involves creating memorable and positive experiences at every touchpoint of the customer journey. Factors like personalized communication, convenience, and emotional connection with the brand all contribute to higher levels of satisfaction. Research by Patel and Green (2023) shows that brands that invest in understanding their customers' unique preferences and providing tailored experiences are more likely to achieve high satisfaction rates. The study also highlights that digital interactions, such as seamless online shopping and responsive customer support, play a significant role in shaping modern consumers' satisfaction levels.

In the healthcare sector, customer satisfaction is particularly crucial due to the personal and sensitive nature of healthcare services. Patients expect not only effective medical care but also empathy, timely communication, and a smooth administrative process. Healthcare providers that prioritize patient-centered care, effective communication, and ease of access tend to score higher in patient satisfaction, which in turn influences patient loyalty and healthcare outcomes. A recent study by Johnson and Brown (2023) found that healthcare firms that incorporate patient feedback into service delivery and ensure continuous improvement in care quality are more likely to achieve higher satisfaction rates. This highlights the importance of focusing on customer satisfaction as a strategic priority for healthcare firms aiming to enhance their reputation and patient retention.

### **Empirical Reviews**

In their study, Johnson and Lee (2022) explored the impact of brand activism on consumer loyalty, particularly focusing on millennials in the retail industry. The objective of the research was to investigate how consumers perceive brands that engage in social or environmental activism and whether these perceptions translate into long-term loyalty. The study utilized a quantitative methodology, distributing surveys to 500 millennial consumers in urban areas across the United States. Findings revealed that over 70% of respondents expressed a strong preference for brands that aligned with their personal values and engaged in activism. This alignment was directly correlated with an increase in brand loyalty, especially when the activism was consistent and transparent. The authors recommended that brands should carefully align their activism with issues that resonate with their target audience to foster deeper emotional connections and loyalty. Patel and Kim (2023) conducted a study on the relationship between brand activism and consumer loyalty in the beauty and skincare industry. Their objective was to examine how different forms of activism—such as environmental sustainability and gender equality campaigns—affected customer retention and brand loyalty. Using a mixed-method approach, they surveyed 400 consumers and conducted 20 in-depth interviews with regular users of skincare products. Their findings showed that consumers who identified strongly with a brand's activism were 55% more likely to recommend the brand to others and make repeat purchases. Interestingly, the study found that when a brand's activism was perceived as inauthentic or a marketing ploy, it led to distrust and reduced loyalty. The authors recommended that companies ensure their activism is genuine and involves actionable steps to avoid consumer skepticism.

Garcia and Thompson (2021) investigated how brand activism affects consumer loyalty in the fashion industry. Their study aimed to determine whether different types of activism (e.g., environmental sustainability, labor rights) fostered consumer loyalty differently. The researchers employed a case study methodology, focusing on two major fashion brands known for their activism—Patagonia and H&M. They analyzed consumer responses through interviews and surveys, collecting data from over 600 consumers. The study found that while Patagonia's environmental activism created high levels of consumer loyalty and brand advocacy, H&M's activism, perceived as inconsistent, did not have the same effect. Garcia and Thompson recommended that brands should focus on long-term, consistent activism efforts that align with their core values to build enduring consumer trust and loyalty.

Smith and Green (2020) examined the influence of social justice brand activism on consumer loyalty in the tech industry. The objective was to determine how consumer perceptions of tech companies that engage in activism on issues such as racial justice, LGBTQ+ rights, and gender equality affected their loyalty. The researchers used a survey-based methodology, distributing questionnaires to 450 participants across different regions. Their findings indicated that tech companies involved in social justice campaigns saw a 60% increase in consumer trust and loyalty, especially among younger consumers. However, the study also revealed that companies engaging in “performative activism” without real actions faced backlash, resulting in reduced loyalty. The authors recommended that tech firms adopt a more authentic and sustainable approach to activism, ensuring that their actions match their public statements.

Williams and Brown (2023) conducted a study on how healthcare brands engaging in activism influence consumer loyalty, particularly among millennial and Gen Z patients. The objective was to assess the role of healthcare firms’ activism in areas like mental health advocacy and health equity on patient loyalty and satisfaction. The researchers utilized a qualitative approach, conducting 50 in-depth interviews with patients from diverse backgrounds in urban and rural healthcare facilities. Their findings highlighted that patients were more likely to trust and remain loyal to healthcare providers who actively advocated for accessible healthcare and mental health services. The study also found that healthcare firms that integrated activism into their core services—such as offering affordable mental health care—fostered higher levels of patient satisfaction. The researchers recommended that healthcare firms should incorporate activism into their strategic planning and ensure that it is aligned with the health needs of their patient communities to strengthen loyalty.

## **METHODOLOGY**

This study adopted the correlation survey research design. In quantitative research, the topic of the study, the questions to be investigated, the participants' quantifiable data to be collected, the statistical analysis of this data, and the impartial and objective nature of the investigation are all decided upon. The population of this study comprised of consumers of twenty-two (22) coded health facilities in Port Harcourt (source: [https://en.m.wikipedia.org/wiki/List\\_of\\_hospitals\\_in\\_Port\\_Harcourt](https://en.m.wikipedia.org/wiki/List_of_hospitals_in_Port_Harcourt)). The means that the population for this study is infinite. Since the population of the study is infinite, Krejcie & Morgan table (1970) was adopted to determine the sample size for this study. Therefore, a sample size of 384 residents who visit the healthcare facilities was used for this study and the simple random sampling technique was adopted to ensure fairness and equal representation. The primary source of data was utilized for this study through a structured questionnaire. At the primary level of the data analysis, this study employed the use of simple percentage, frequency tables, and other descriptive statistical tool to present the data that was generated, while the hypotheses was tested using the Spearman Correlation ( $\rho$ ). All of these was done with the help of SPSS (Statistical Package for Social Science) version 24.0.

## **Analysis**

For the data analysis of the study, 384 copies of the questionnaire was produced and distributed, however only 361 respondents properly filled and returned their questionnaire. Thus, the analysis was done using the 361 returned and valid copies of the questionnaire

## **Testing of Hypotheses**

**Research Question One:** What is the relationship between public health advocacy and consumer trust of coded health facilities in Port Harcourt?

**Hypothesis One:** There is no significant relationship between public health advocacy and consumer trust of coded health facilities in Port Harcourt.

**Table 1:** **Computation of relationship between public health advocacy and consumer trust of coded health facilities in Port Harcourt**

			Correlations	
			Public Health Advocacy	Consumer Trust
Spearman's rho	Public Health Advocacy	Correlation Coefficient	1.000	.849**
		Sig. (2-tailed)	.	.000
		N	361	361
	Consumer Trust	Correlation Coefficient	.849**	1.000
		Sig. (2-tailed)	.000	.
		N	361	361

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Source: SPSS Output, 2024.**

Table 1 presents the result of bivariate analysis carried out between public health advocacy and consumer trust of coded health facilities in Port Harcourt. The result indicates that public health advocacy has a very strong and positive correlation with consumer trust of coded health facilities in Port Harcourt ( $r = .849^{**}$ ) and this correlation is significant at 0.000 level as indicated by the symbol \*\*. Based on this result, the null hypothesis ( $H_{01}$ ) is rejected and the alternate hypothesis is accepted. This means that there is very strong, positive and significant relationship between public health advocacy and consumer trust of coded health facilities in Port Harcourt.

**Research Question Two:** What is the relationship between public health advocacy and customer satisfaction of coded health facilities in Port Harcourt?

**Hypothesis Two:** There is no significant relationship between public health advocacy and customer satisfaction of coded health facilities in Port Harcourt.

**Table 2: Computation of relationship between public health advocacy and customer satisfaction of coded health facilities in Port Harcourt**

			Correlations	
			Public Health Advocacy	Customer Satisfaction
Spearman's rho	Public Health Advocacy	Correlation Coefficient	1.000	.871**
		Sig. (2-tailed)	.	.000
		N	361	361
	Customer Satisfaction	Correlation Coefficient	.871**	1.000
		Sig. (2-tailed)	.000	.
		N	361	361

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Source: SPSS Output, 2024.**

Table 2 presents the result of bivariate analysis carried out between public health advocacy and customer satisfaction of coded health facilities in Port Harcourt. The result indicates that brand identity has a very strong and positive correlation with customer satisfaction of coded health facilities in Port Harcourt ( $r = 0.871$ ) and this correlation is significant at 0.000 level which is less than 0.05 threshold. Based on this result, the null hypothesis ( $H_{02}$ ) is rejected and the alternate hypothesis is accepted. This means that there is very strong, positive and significant relationship between public health advocacy and customer satisfaction of coded health facilities in Port Harcourt.

**Research Question Three:** What is the relationship between healthcare accessibility and consumer trust of coded health facilities in Port Harcourt?

**Hypothesis Three:** There is no significant relationship between healthcare accessibility and consumer trust of coded health facilities in Port Harcourt.

**Table 3: Computation of relationship between healthcare accessibility and consumer trust of coded health facilities in Port Harcourt**

			Correlations	
			Healthcare Accessibility	Consumer Trust
Spearman's rho	Healthcare Accessibility	Correlation Coefficient	1.000	.805**
		Sig. (2-tailed)	.	.000
		N	361	361
	Consumer Trust	Correlation Coefficient	.805**	1.000
		Sig. (2-tailed)	.000	.
		N	361	361

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Source: SPSS Output, 2024.**

Table 3 presents the result of bivariate analysis carried out between healthcare accessibility and consumer trust of coded health facilities in Port Harcourt. The result indicates that healthcare accessibility has a very strong and positive correlation with consumer trust of coded health facilities in Port Harcourt ( $r = 0.805$ ) and this correlation is significant at 0.000 level which is less than 0.05 threshold. Based on this result, the null hypothesis ( $H_0$ ) is rejected and the alternate hypothesis is accepted. This means that there is very strong, positive and significant relationship between healthcare accessibility and consumer trust of coded health facilities in Port Harcourt.

**Research Question Four:** What is the relationship between healthcare accessibility and customer satisfaction of coded health facilities in Port Harcourt?

**Hypothesis Four:** There is no significant relationship between healthcare accessibility customer satisfaction of coded health facilities in Port Harcourt.

**Table 4: Computation of relationship between healthcare accessibility customer satisfaction of coded health facilities in Port Harcourt**

			Correlations	
			Healthcare Accessibility	Customer Satisfaction
Spearman's rho	Healthcare Accessibility	Correlation Coefficient	1.000	.940**
		Sig. (2-tailed)	.	.000
		N	361	361
	Customer Satisfaction	Correlation Coefficient	.940**	1.000
		Sig. (2-tailed)	.000	.
		N	361	361

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Source: SPSS Output, 2024.**

Table 4 presents the result of bivariate analysis carried out between healthcare accessibility customer satisfaction of coded health facilities in Port Harcourt. The result indicates that healthcare accessibility has a very strong and positive correlation with customer satisfaction of coded health facilities in Port Harcourt ( $r = 0.940$ ) and this correlation is significant at 0.000 level which is less than 0.05 threshold. Based on this result, the null hypothesis ( $H_{04}$ ) is rejected and the alternate hypothesis is accepted. This means that there is very strong, positive and significant relationship between healthcare accessibility customer satisfaction of coded health facilities in Port Harcourt.

## CONCLUSION

The study revealed that brand activism, specifically through dimensions such as public health advocacy and healthcare accessibility, significantly impacts consumer trust and customer satisfaction within healthcare firms in Port Harcourt. These findings suggest that millennial, a key demographic in the city, place high value on healthcare firms that actively engage in socially responsible activities and advocate for public health issues. By promoting healthcare accessibility and improving public health outcomes, healthcare providers in Port Harcourt are able to build stronger relationships with their customers, enhancing loyalty and satisfaction.

Furthermore, healthcare firms that are transparent and proactive in addressing public health concerns can position themselves as trusted entities in the eyes of millennial. The importance of these dimensions cannot be overstated, as they directly contribute to consumer perceptions of ethical behavior and social responsibility, which are key drivers of customer satisfaction in today's healthcare environment.

## RECOMMENDATIONS

1. Healthcare centers should invest in public health campaigns that address prevalent health issues in the region. This could involve organizing community health programs, collaborating with government agencies, or supporting vaccination drives to demonstrate their commitment to societal well-being.
2. Ensure that healthcare services are easily accessible to all segments of the population, including underserved communities. Healthcare firms should consider opening more clinics in remote areas and improving service affordability to meet the needs of a broader population.
3. Healthcare providers should actively communicate their efforts in public health advocacy and healthcare accessibility through various channels. Transparency in these efforts will not only boost consumer trust but also create a more loyal millennial customer base.
4. Establish feedback systems that allow customers to share their experiences, especially regarding access to healthcare services and public health initiatives. Acting on this feedback will enhance customer satisfaction and reinforce the firm's commitment to both healthcare accessibility and public health advocacy.

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