

The Relationship Between the Moral Foundations of Filipino University Students in Metro Manila and Their Attitude Towards Brand Activism

Justine T. Cagalingan^{1*}, Nandelle B. Castillejos, Denise Regine C. Garbosa, Jerielyn C. Reyes

¹*Bachelor in Advertising and Public Relations, Polytechnic University of the Philippines, Philippines*

*Email: justinetbilencagalingan25@gmail.com ; castillejosn01@gmail.com ; denisegarbosa04@gmail.com ;

jvreyes@pup.edu.ph

ABSTRACT

The purpose of this study was to determine the relationship of the moral foundations of Filipino university students in Metro Manila to their attitude towards brand activism. To interpret the data, the researchers utilized descriptive and inferential statistics. The data was gathered from the survey questionnaires that were distributed through online academic groups and Facebook Messenger. Findings showed that the respondents have a higher endorsement of the individualizing foundations comprised of harm/care and fairness/reciprocity, which was found to have manifested a strong positive attitude towards brand activism. On the other hand, binding foundations consisted of purity/sanctity, authority/respect, and ingroup/loyalty exhibited a weak attitude. These results indicated that there is a significant relationship between the moral foundations of Filipino university students and their attitude towards brand activism. Thus, the researchers recommend that advertisers and advertising practitioners consider using brand activism in their future campaigns as it has shown that the similarity in the principles of brand and consumers will elicit a positive consumer attitude. Additionally, this study can be used as a basis for future studies which may include the exploration of other factors affecting the respondents' attitudes toward brand activism.

Keywords: Brand Activism, Moral Foundations, Consumer Attitude, Filipino University Students

1. INTRODUCTION

Activism happens in almost every part of the world—people take to the streets to raise their placards and shout for change. But it is not just on the ground that resistance arises; several companies are also starting to voice their stance on issues facing society, engaging in what is called "brand activism."

Brand activism is a business effort where brands participate or take a stand in socio-political movements with the desire to bring change in society. One of the first brands to engage in this is The Body Shop, which has used its platform to publicize its support and care for "animal rights," "civil rights," "fair trade," and "environmental protection." Many of the brand's consumers showed their support for the stance it took, joining together to fight for the same cause (Kotler and Sarkar, 2017).

The Body Shop is just one of the many brands that elicited positive consumer reactions for its participation in brand activism. Nike and Patagonia, which took a public stand against former US President Trump, have also proven the positive impact of brand activism (Chang, 2021; Kotler et al., 2018). However, Hermann (2020) argued that if the activism is inconsistent with their perceived brand image, its effect might be harmful. A negative attitude may be elicited from consumers who disagreed with the brand's stand (Bhattacharjee, 2013). On the contrary, when the principles of the consumers fit the message of the brand, then the consumers would purchase their product or service (Basci, 2014). Since the purpose of brand activism is to promote care and justice in society (Kotler et al., 2017), it is important to consider the moral values of the consumers. Harm/care, fairness/reciprocity, ingroup/loyalty, authority/respect, and purity/sanctity are the five basic moral foundations

that comprise the building blocks of people's morality (Haidt, 2008). Hanel (2017) pointed out that these foundations prompt each individual to make decisions about the social concerns that they face. In addition, according to Chowdhury (2019), the moral foundations are used to understand how personal attributes influence the definition of consumer ethics and what constitutes it.

In the Philippines, a well-known sardines brand launched a campaign focusing on a pun-filled social commentary on the government's Covid-19 response. The series of Facebook posts have gathered conflicting opinions from people. A survey conducted by Comm&Sense, Inc. on Brand Activism in the Philippines (2021) showed that the majority of the Filipino participants are likely to support brands that take a stand on issues facing society. The survey also found that the majority of the respondents believe that brands greatly help in raising awareness about issues driving social change. Hence, they believe that it's vital for brands to participate in socio-political issues. In a different survey, Comm & Sense (2020) found that more than half of the Filipino respondents said they are likely to act on an issue after a brand publicizes its stand on it. Among these respondents, most of them said they would research more about the issue, donate to the cause, and discuss the issue with their friends and family.

The surveys, however, were not particular on the segment of the population it used and whether they identified the participants' moral grounds. Hence, this study aims to identify the moral foundations of Filipino university students in Metro Manila and determine their relationship to their attitude towards brand activism.

Studying the relationship between these two variables will be a great contribution to the marketing and advertising fields in determining whether participating in brand activism would drive their brand a positive or negative consumer reaction. Additionally, this study will be a beneficial addition to local studies in which the topic of brand activism greatly lacks.

2. METHODS

To satisfy the objectives of the study, the researchers used a quantitative approach with descriptive and correlational design to describe the profile of the respondents and study the relationship of their moral foundations to their attitude towards brand activism. The data were gathered using online surveys and were distributed through online platforms. The researchers collected 460 responses and filtered the data by removing 75 inconsistent responses, which aligned with the 385 sample size required for the study. The gathering of responses took 30 days to be fully completed which were then tabulated.

The data was gathered from 385 Metro Manila university students, who are composed of male, female, and non-binary. The age of respondents ranged from 17 to 29, living inside and outside of Metro Manila. Half of the respondents (88.49%) are between the ages of 17 and 22, while the remaining (13.51%) are between the ages of 23 and 29. There were 234 females, 150 males, and 4 non-binary respondents in total. Due to their involvement and exposure to various socio-political agendas, the respondents were chosen to participate in the study.

The survey questionnaire was divided into two sections. The first section was a questionnaire used to determine their moral foundations and was an adaptation of MFQ-30 by Jesse Graham, Jonathan Haidt, and Brian Nosek (2008), which used a 6-point Likert scale. The second section of the questionnaire, which was made by the researchers and was also validated, used a 5-point Likert scale and was employed to determine the respondents' agreement and disagreement on brand activism. The instruments used were pilot tested on 30 respondents and went through a reliability test with a Cronbach alpha of 0.91 for part I, 0.82 for part II, 0.76 for part III, and 0.78 for the last part.

The data used frequency distribution to indicate the occurrence of data or the patterns of responses specifying the description of the respondents, weighted mean to provide the average response to the questions about moral reasonings and their attitude toward brand activism, reverse scoring to re-code scores from the negative statements included in brand activism questionnaires, and Pearson Correlation Coefficient to identify if the variables are related.

To ensure the protection of all forms of information, the Republic Act No. 10173 or the Data Privacy Act has been indicated to guarantee the safety and confidentiality of the respondents' information.

3. RESULTS AND DISCUSSION

Findings

The results of the study indicated that Filipino university students express great compassion towards human and animal life, which is also reflected in the harm/care foundation. Accordingly, their moral decisions are highly motivated by consideration and solicitude for the welfare of others. As explained by Apostol, Miclea, & Rebegea (2013), well-educated young adults in cities appear to be more concerned with animals and their humane treatment. By presenting human-like mental states to animals, humans are more likely to empathize with them. Additionally, their exposure to social networking sites provides them access to situations that foster empathetic concern for both human and animal life (Alloway, Quershi, & Kemp, 2014).

The findings also inferred that Filipino university students believed that the government should enact laws that guarantee equal treatment for everyone and that no one should be deprived and stripped of his/her rights to observe justice in society. As stated by Grant & Gibson (2013), human rights contributed to social justice by challenging unequal power hierarchies, amplifying the voices of the oppressed, and working to eliminate the root causes of conflict: poverty, discrimination, and exploitation. People under the fairness/reciprocity foundation are highly sensitive to issues of equality and justice, leading to their detestation of racism, tyranny, and capitalism (Clifford, Iyengar, Cabeza, & Sinnott-Armstrong, 2015; Graham, & Haidt, 2012).

With the ingroup/loyalty foundation, it was found that betrayal is quite a relevant factor that the respondents consider in their moral decisions. As discussed by Rothgerber (2014), vulnerable groups that are small in size and have a level of moral duty and sacrifice are more likely to see ingroup disloyalty/betrayal unfavorably. However, they expressed a moderate disagreement with conferring loyalty to family members who have committed a mistake. Despite the importance of loyalty in fostering and preserving family unity (Bates-Duford, 2017), emotional abuse, personality and value mismatches, and misaligned expectations about family duties and relationships can lead an individual to cut ties with a family member (Blake, 2015). Thompson (2018) argued that rationalizing unethical action solely on the basis of blood relation is no longer a valid reason.

The results under the authority/respect foundation determined that when deciding whether something is morally right or wrong, Filipino university students believed that an action that causes disorder or chaos should not be tolerated. Strand (2016) believes that dictatorship is preferable to having anarchy in a political society. Similarly, tyranny is a less bad problem than disintegration into chaos. Hobbes' fundamental insight concerning the terrible situation of the "war of all against all" appears to be correct. The respondents also believed that women are as capable as men. Although there is a strong presence of men in public and political settings (Dahlerup & Leyenaar, 2013), a survey from Pew Research Center (2014) showed that the majority of respondents agreed that both men and women make equally competent political leaders.

The respondents also considered the standards of purity and decency to be very relevant. As elaborated by Kupfer, Tybur, & Inbar (2020), people judged accidental harms as less morally wrong than intentional harms, but it does not mean that they judged intentional purity violations as more wrong than accidental ones. However, the respondents did not entirely believe that some acts are wrong simply because they are unnatural. Homosexuality, artificial contraception, sexual encounters, and abortion are all deemed to be unnatural and when an individual is exposed to these, they express their displeasure with such actions and regarded them as socially inappropriate. Since the Philippines is a catholic-dominated country, some people consider premarital sex nontypical. But time has brought a significant change, what previously sparked societal frenzy has transformed on its own and ushered in a time of acceptance, curiosity, and sexual exploration (Cepeda & Ines, 2016).

Overall, the respondents showed a greater endorsement of harm/care and fairness/reciprocity foundations compared to the other three foundations. This indicated that Filipino university students manifested higher usage of the individualizing approach which focuses on teaching and promoting personal rights and freedom. Haidt (2008) argued that when people, under these foundations, consider the harm they might cause or the fairness of their actions, they are motivated to act more selflessly – which he said to be the function of morality. He further elaborated this point by likening the system to the legal system writ small. Society is thought to be composed of individuals who are all equal, and the goal of morality is to keep these individuals from harming or exploiting one another.

The study revealed that Filipino university students agreed with the principle and purpose of brand activism with a grand mean of 3.93. Brand activism enables companies to contribute to societal causes, demonstrate cultural relevance, and communicate with the increasingly younger generations (Schleier, 2021). Gen Z and Millennials are more ethical and belief-driven consumers than any previous generational group, with a greater commitment to societal and environmental welfare problems (Schleier, 2021). As discussed by Cabo (2018), most Filipino youths have the potential to modify the country's social and political landscape, and those engaging in these endeavors have a high likelihood of becoming political advocates.

Findings showed that the moral foundations of the respondents and their attitude towards brand activism were significantly related. Harm/care and fairness/reciprocity foundations have a strong positive correlation with the respondents' attitude toward brand activism, while the other three foundations have a weak negative correlation with the respondents' attitude towards brand activism. Consumers that agree with a brand's position suggest a similarity between the consumer and the brand's moral grounds, prompting an increased consumer-brand identification (Mukherjee & Althuizen, 2020). People with a high endorsement of the individualizing foundations (care and fairness) are more likely than the binding foundations (ingroup, authority, and purity) to engage in sustainable behaviors as they are more concerned with the consequences of their consumption behavior in human health, animal welfare, and the environment (Watkins, Aitken, & Mather, 2016; Goddard, Muringal, & Boaitey, 2019). Since brand activism is a values-driven agenda for companies that care for society's future and that promote justice and fairness for all (Kotler et al., 2017), it is safe to say that it has the same grounds as the foundations of care/harm and fairness/reciprocity. As stated by Fernandes (2020), people with individualizing foundations engage in boycotts and buycotts that are associated with the protection of care and fairness. Their greater concern for the suffering of others and unfair treatment makes them more likely to engage in consumer political actions. On the other hand, people under a binding approach engage in boycotts and buycotts that are associated with the protection of authority, loyalty, and purity. However, they, in turn, engage in consumer political actions in relatively rarer cases unless affected by corporate activity.

Table 1. Respondents on Harm/Care

Statement	Mean	Interpretation
Whether or not someone suffered emotionally	4.15	Extremely Relevant
Whether or not someone cared for someone weak or vulnerable	4.12	Extremely Relevant
Whether or not someone was cruel	4.23	Extremely Relevant
Compassion for those who are suffering is the most crucial virtue.	4.27	Strongly Agree
One of the worst things a person could do is hurt a defenseless animal.	4.32	Strongly Agree
It can never be right to kill a human being.	3.93	Strongly Agree
Grand Mean	4.22	Extremely Relevant

As shown in the table, the top 3 factors affecting the respondents' moral decisions under the harm/care foundation are statements: (1) it can never be right to kill a human being (weighted mean = 4.40), (2) one of the worst things a person could do is hurt a defenseless animal (weighted mean = 4.27), and (3) compassion for those who are suffering is the most crucial virtue (weighted mean = 4.27). The results indicated that Filipino university students expressed great compassion toward the welfare of both humans and animals.

Table 2. Respondents on Fairness/Reciprocity

Statement	Mean	Interpretation
Whether or not some people were treated differently than others	4.18	Extremely Relevant
Whether or not someone acted unfairly	4.20	Extremely Relevant
Whether or not someone was denied his or her rights	4.36	Extremely Relevant
When the government makes laws, the number one principle should be ensuring that everyone is treated fairly.	4.49	Strongly Agree
Justice is the most important requirement for a society.	4.45	Strongly Agree
I think it's morally wrong that rich children inherit a lot of money while poor children inherit nothing.	3.17	Strongly Agree
Grand Mean	4.11	Very Relevant

Table 2 showed that Filipino university students strongly agreed that ensuring fair treatment to everyone is the number one principle that the government should consider when making laws, with a weighted mean of 4.45. This was followed by the statement that justice is the most important requirement for a society with a weighted mean of 4.49 equating to strongly agree. Lastly, they considered the denial (or not) of someone's right to be extremely relevant, having a weighted mean of 4.36.

Table 3. Respondents on In-Group/Loyalty

Statement	Mean	Interpretation
Whether or not someone's action showed love for his or her country	3.38	Somewhat Relevant
Whether or not someone did something to betray his or her group	3.45	Somewhat Relevant
Whether or not someone showed a lack of loyalty	3.12	Somewhat Relevant
I am proud of my country's history.	2.85	Slightly Disagree
People should be loyal to their family members, even when they have done something wrong.	2.13	Moderately Disagree
It is more important to be a team player than to express oneself.	2.66	Slightly Disagree
Grand Mean	2.90	Somewhat Relevant

Table 3 revealed that Filipino university students viewed the statement "whether or not someone did something to betray his or her group" as somewhat relevant in their moral decisions with a weighted mean of 3.45. The findings also revealed that the respondents were found to moderately disagreed with the idea that people should remain loyal to their family members even when they have done something wrong with a weighted mean of 2.13.

Table 4. Respondents on Authority/Respect

Statement	Mean	Interpretation
Whether or not someone showed a lack of respect for authority.	3.30	Somewhat Relevant
Whether or not someone conformed to the traditions of society.	2.66	Somewhat Relevant
Whether or not an action caused chaos or disorder.	3.65	Very Relevant
Respect for authority is something all children need to learn.	3.26	Moderately Agree
Men and women each have different roles to play in society.	2.43	Slightly Agree
If I were a soldier and disagreed with my commanding officer's orders, I would obey anyway because that is my duty.	2.51	Slightly Agree
Grand Mean	2.93	Somewhat Relevant

As shown in table 4, the respondents considered the statement 'whether or not an action caused chaos or disorder' as very relevant with a weighted mean of 3.65. The results also showed that the respondents slightly disagreed with the statement that men and women each have different roles to play in society with a weighted mean of 2.43.

Table 5. Respondents on Purity/Sanctity

Statement	Mean	Interpretation
Whether or not someone violated the standards of purity and decency	3.36	Very Relevant
Whether or not someone violated standards of purity and decency	3.09	Somewhat Relevant
Whether or not someone acted in a way that God would approve of	2.75	Somewhat Relevant
People should not do things that are disgusting, even if no one is harmed.	3.22	Slightly Agree
I would call some acts wrong on the grounds that they are unnatural.	2.68	Slightly Agree
Chastity is an important and valuable virtue.	2.84	Slightly Agree
Grand Mean	2.95	Somewhat Relevant

The table below revealed that the respondents consider the statement 'whether or not someone violated the standards of purity and decency' as very relevant in their moral decisions with a weighted mean of 3.36. The

respondents also expressed only a slight agreement on the idea that some acts are wrong because of their unnatural nature with a mean of 2.68.

Table 6. Respondent's Moral Foundations

Statement	Mean	Interpretation
Harm/Care	4.22	Extremely Relevant
Fairness/Reciprocity	4.11	Very Relevant
Ingroup/Loyalty	2.90	Somewhat Relevant
Authority/Respect	2.93	Somewhat Relevant
Purity/Sanctity	2.95	Somewhat Relevant

Table 6 presented that Filipino university students consider the foundations of harm/care as extremely relevant (weighted mean = 4.22) and fairness/reciprocity as very relevant (weighted mean = 2.93) in their moral decisions. On the other hand, they equally regarded the foundations of purity/sanctity (weighted mean = 2.95), authority/respect (weighted mean = 2.93), and ingroup/loyalty (weighted mean = 2.90) as somewhat relevant. The respondents showed greater endorsement of harm/care and fairness/reciprocity foundations compared to the other three foundations.

Table 7. Respondents' Attitude Towards Brand Activism

Moral Foundations	Mean	Reversed Score	Interpretation
Brand activism aims to give voice to the oppressed.	4.32	4.32	Strongly Agree
Brand activism is done only for monetary gain.	2.55	*3.45	Agree
Brands that share their values on an issue increase my appeal to their brand.	4.22	4.22	Strongly Agree
Claims and promises of the brands engaging in activism are untrustworthy.	2.39	*3.61	Agree
Brands should publicly take a stance on social or political issues.	4.11	4.11	Agree
Brands engaging in activism do not contribute to social change.	2.04	*3.96	Agree
There is nothing wrong with a brand showing support for a cause	4.42	4.42	Strongly Agree
Brand activism does not influence or change one's moral principle.	2.39	*3.61	Agree
Brand activism reinforces my stand on the issue they support.	3.93	3.93	Agree
Brand activism negatively influences how consumers view their products and services.	2.38	*3.62	Agree
Grand Mean		3.93	Agree

Note: Numbers with an asterisk () are reversed weighted mean.*

The table revealed that the respondents strongly agreed that there is nothing wrong with brands supporting a cause with a weighted mean of 4.42. The result also showed that the participants strongly agreed that brand activism aims to give voice to the oppressed with a weighted mean of 4.32. They also agreed that their appeal increases to brands that share their values on a particular issue with a weighted mean of 4.42. Overall, Filipino university students agreed to the principle and purpose of brand activism with a grand mean of 3.93.

Table 8. Pearson's R Test Summary

Moral Foundations	Pearson's R	Interpretation	P-value	Decision	Remarks
Harm/Care	3.36	Strong Positive Correlation	< .001	Reject H0	Significant
Fairness/Reciprocity	3.09	Strong Positive Correlation	< .001	Reject H0	Significant
Ingroup/Loyalty	2.75	Weak Positive Correlation	< .001	Reject H0	Significant
Authority/Respect	3.22	Weak Positive Correlation	< .001	Reject H0	Significant
Purity/Sanctity	2.68	Weak Positive Correlation	< .001	Reject H0	Significant

As shown in the table, there was a significant relationship between the five moral foundations of the respondents and their attitude towards brand activism. Harm/care and fairness/reciprocity foundations both have a strong positive correlation ($r = .541$, $r = .569$), while the ingroup/loyalty, authority/respect, and purity/sanctity foundations have a weak positive correlation ($r = -.548$, $r = -.557$ and $r = -.490$). Therefore, all of the five moral foundations have a significant relationship to the respondents' attitudes towards brand activism.

4. CONCLUSION

The study showed that the Filipino university students manifested a great endorsement of the individualizing foundations such as harm/care and fairness/reciprocity, indicating that their moral decisions are highly driven by their concern for the suffering of others and unjust treatment. On the other hand, they showed a low approval of the binding foundations consisting of ingroup/loyalty, authority/respect, and purity/sanctity, which prioritize the strengthening of social institutions and limiting individuals' "imperfect nature". In this state, advertisers and advertising practitioners may maximize the opportunity to create marketing campaigns focusing on the moral foundations of harm/care and fairness/reciprocity (only if the target audience was Gen Z; the moral foundations of individuals may vary depending on the generation they belong to).

In terms of brand activism, Filipino university students strongly believed that there is nothing wrong with brands supporting a specific cause, which accords with their expectation for brands to participate and take a stance on the most pressing issues facing society. However, they also showed agreement that the goal of brand activism is to generate profit. Hence, it is crucial for brands to be critical of how consumers would perceive their message to avoid unwanted negative labels. Generally, a positive attitude was elicited towards the grounds of brand activism, indicating that it is of significant interest among the respondents and that it coincides with their moral and political beliefs. Since the respondents manifested a strong positive attitude towards brand activism, advertisers and advertising practitioners may use their platform to participate in socio-political movements. But consistency and authenticity in their messaging are deemed necessary not only to genuinely contribute to social change but also to elicit a positive brand response from consumers sharing the same moral grounds.

On the correlation test, the study proved that the moral foundations of Filipino university students are statistically significant to their attitude towards brand activism. The foundations of harm/care and fairness/reciprocity manifested a strong positive attitude towards brand activism, indicating that there are similarities between the moral grounds of the respondents and brand activism. On the other hand, ingroup/loyalty, authority/respect, and purity/sanctity foundations exhibited a weak attitude towards brand activism, suggesting little to no interest in it. This study, therefore, suggests that the Advertising and Public Relations department include the application of scientific methods in their advertising program as it will be beneficial particularly in defining and analyzing target consumers, resulting in more effective audience targeting.

ACKNOWLEDGMENT

The completion of this study would not be possible without the expertise of Mr. Rudolph Lacerna and Mr. Jeffrey Ancheta who helped in solidifying and improving this research.

Our gratitude also extends to Ms. Kathlyn Caragay for finalizing the survey questions and to Mr. Robert Matthew De Castro and Ms. Ruth Montes for your statistical knowledge.

Our appreciation is also owed to the Polytechnic University of the Philippines and President Manuel M. Muhi for giving us unwavering support and guidance.

Lastly, many thanks to Tamansiswa for this opportunity to present the study in the forum and strive to improve culture and education today.

REFERENCES

- Alloway, T., Runac, R., Qureshi, M. & Kemp, G. (2014) Is Facebook Linked to Selfishness? Investigating the Relationships among Social Media Use, Empathy, and Narcissism. *Social Networking*, 3, 150-158. doi: [10.4236/sn.2014.33020](https://doi.org/10.4236/sn.2014.33020).
- Apostol, L., Rebeaga, O. L., & Miclea, M. (2013). Psychological and Socio-demographic Predictors of Attitudes toward Animals. *Procedia - Social and Behavioral Sciences*, 78, 521–525. <https://doi.org/10.1016/j.sbspro.2013.04.343>
- Aronsson, H., & Kato, P. (2021). *Brand activism, does it work?: A quantitative study on how advertising that contains elements of social activism affects consumer-based brand equity and how it in turn affects consumer purchasing engagement*. Retrieved from <https://www.diva-portal.org/smash/get/diva2:1560916/FULLTEXT01.pdf>
- Bailey, M., & Williams, L. R. (2016). Are college students really liberal? An exploration of student political ideology and attitudes toward policies impacting minorities. *The Social Science Journal*, 53(3), 309–317. doi:10.1016/j.soscij.2016.04.002
- Barbalet, J. (2020). Bases of social obligation: the distinction between exchange and role and its consequences, *Distinktion: Journal of Social Theory*, 21:3, 334-349, doi: [10.1080/1600910X.2020.1816558](https://doi.org/10.1080/1600910X.2020.1816558)
- Barber, M., & Pope, J. (2019). Does Party Trump Ideology? Disentangling Party and Ideology in America. *American Political Science Review*, 113(1), 38-54. doi:10.1017/S0003055418000795
- Benner, R. E. (2018). *Brand Activism: Working Toward Progressive Representations of Social Movements* (Doctoral dissertation, University of Oregon). Retrieved from <https://scholarsbank.uoregon.edu/xmlui/bitstream/handle/1794/23984/Final%20Thesis-Benner.pdf?sequence=1&isAllowed=y>
- Bhatt, R., & Licsandru, T. (2020). *Standardization Versus Adaptation Of Brand Activism: The Role Of Culture On Millennial Female Consumers Perception Of Femvertising*. In 2020 AMA Summer Academic Conference (p. 894). Newcastle University.
- Blake, L., Bland, B., & Golombok, S. (2015). *Hidden voices: Family estrangement in adulthood*. Cambridge, UK: Centre for Family Research at University of Cambridge.
- Brennan, L., Klassen, K., Weng, E., Chin, S., Molenaar, A., Reid, M., ... & McCaffrey, T. A. (2020). A social marketing perspective of young adults' concepts of eating for health: is it a question of morality?. *International Journal of Behavioral Nutrition and Physical Activity*, 17(1), 1-14. Retrieved from <https://ijbnpa.biomedcentral.com/articles/10.1186/s12966-020-00946-3>
- Bruder, C., & Lübeck, H. (2019). *It's Time To Become Brave-The Phenomenon of Social Brand Activism*. Lund University.
- Cabo, W. L. (2018). Youth and political participation in the Philippines: Voices and themes from a Democracy Project. *Journal of Politics and Governance*, 8(1), 259-271. Retrieved from <http://copag.msu.ac.th/journal/filesjournal/8-1/20042018111044.pdf>
- Camurdan, E., & Gurhan-Canli, Z. (2019). Brands Are the Right Choice: Political Ideology and Brand Centricity. *ACR North American Advances*. Retrieved from https://www.acrwebsite.org/volumes/v47/acr_vol47_2551303.pdf
- Carr, D. J., Gotlieb, M. R., Lee, N. J., & Shah, D. V. (2012). Examining overconsumption, competitive consumption, and conscious consumption from 1994 to 2004: disentangling cohort and period effects. *The ANNALS of the American Academy of Political and Social Science*, 644(1), 220-233. doi:10.1177/0002716212449452
- Cepeda, C., & Ines, E. (2016, March 17). *A moral entanglement: Purity and promiscuity*. The LaSallian. Retrieved from <https://thelasallian.com/2016/03/17/a-moral-entanglement-purity-and-promiscuity/>
- Chapter 2: What Makes a Good Leader, and Does Gender Matter?* (2020, August 7). Pew Research Center's Social & Demographic Trends Project. Retrieved from: <https://www.pewresearch.org/social-trends/2015/01/14/chapter-2-what-makes-a-good-leader-and-does-gender-matter/>
- Chinedu, A., Haron, S., Hashim, A., & Ho, J. (2021). Consumers' attitudes towards purchase intention for local brand automobiles manufactured in Malaysia. *Management Science Letters*, 11(5), 1629-1638. Retrieved from: http://m.growingscience.com/msl/Vol11/msl_2020_427.pdf.
- Chowdhury, R. M. (2019). The moral foundations of consumer ethics. *Journal of Business Ethics*, 158(3), 585-601. <https://doi.org/10.1007/s10551-017-3676-2>

- Clemensen, M. (2017). Corporate Political Activism: When and how should companies take a political stand?.
- Clifford, S., Iyengar, V., Cabeza, R., & Sinnott-Armstrong, W. (2015). Moral foundations vignettes: A standardized stimulus database of scenarios based on moral foundations theory. *Behavior research methods*, 47(4), 1178-1198. <https://doi.org/10.3758/s13428-014-0551-2>
- Culhane, L. E. (2018). *Male dominance in political recruitment: Gender, power, and institutions in the Republic of Ireland*. The University of Manchester (United Kingdom). Retrieved from https://www.research.manchester.ac.uk/portal/files/87764993/FULL_TEXT.PDF
- Dahlin, E. L. (2021). *How Brand Activism Affects Consumer Attitude: A study on Swedish consumers' attitudes towards companies using brand activism, with the Black Lives Matter movement as context* (Doctoral dissertation, Uppsala University).
- Datu, J. A. D., & Lizada, G. S. N. (2018). Interdependent happiness is associated with higher levels of behavioral and emotional engagement among Filipino university students. *Philippine Journal of Psychology*, 51(1), 63-80. Retrieved from <https://www.pap.ph/assets/files/journals/interdependent-happiness-is-associated-with-higher-levels-of-behavioral-and-emotional-engagement-amo.pdf>
- David, C.C. (2013). ICTs in political engagement among youth in the Philippines. *The International Communication Gazette*. 75(3), 322-337. doi:10.1177/1748048512472948
- Davis, S. (2018). Is A Social Cause A Necessity For A Brand? Retrieve from <https://www.forbes.com/sites/forbesagencycouncil/2018/05/25/is-a-social-cause-a-necessity-for-a-brand/?sh=38296f2a7e7d>
- Delker, B. C., Smith, C. P., Rosenthal, M. N., Bernstein, R. E., & Freyd, J. J. (2018). When home is where the harm is: Family betrayal and posttraumatic outcomes in young adulthood. *Journal of Aggression, Maltreatment & Trauma*, 27(7), 720-743. doi: 10.1080/10926771.2017.1382639
- Digital 2021: The latest insights into the 'state of digital'*. (2021, January 27). We Are Social. Retrieved from <https://wearesocial.com/blog/2021/01/digital-2021-the-latest-insights-into-the-state-of-digital>
- Duford, T. B. (2017, August 10). *Blind family loyalties: 7 types*. Psych Central. Retrieved February 12, 2022, from <https://psychcentral.com/blog/relationship-corner/2017/08/blind-family-loyalties-7-types?fbclid=IwAR2P5zwOvw4v40fn-6TyGeO1hAtjbnQYgWEw7hCFykhvSFzDBjBHc4vhqIs#1>
- Edelman, D. J. (2018). *Earned brand 2018*. Edelman. Retrieved from <https://www.edelman.com/earned-brand>
- Elkan, S. (2018). *The Influence of Environmental Brand Activism on Millennial Environmental Consumer Behavior* (Doctoral dissertation, Master Thesis, University of Colorado Boulder). CU Scholar. https://scholar.colorado.edu/concern/parent/9593tv522/file_sets/6d56zx012.
- Ellingsen, T., & Mohlin, E. (2019). *Decency*. Department of Economics, School of Economics and Management, Lund University. Retrieved from <https://ethz.ch/content/dam/ethz/special-interest/gess/law-n-economics/leb-dam/documents/Decency190209.pdf>
- Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American journal of theoretical and applied statistics*, 5(1), 1-4. doi: 10.11648/j.ajtas.20160501.11
- Eyada, B. (2020). Brand activism, the relation and impact on consumer perception: a case study on nike advertising. *International Journal of Marketing Studies*, 12(4), 30-42. doi:10.5539/ijms.v12n4p30
- Fernandes, D. (2020). Politics at the mall: The moral foundations of boycotts. *Journal of Public Policy & Marketing*, 39(4), 494-513. <https://doi.org/10.1177%2F0743915620943178>
- Fulgoni, D., Carpenter, J., Ungar, L., & Preoțiu-Pietro, D. (2016, May). An empirical exploration of moral foundations theory in partisan news sources. In *Proceedings of the Tenth International Conference on Language Resources and Evaluation (LREC'16)* (pp. 3730-3736). Retrieved from <https://aclanthology.org/L16-1591>
- Gehman, R., Guglielmo, S., & Schwebel, D. C. (2021). Moral foundations theory, political identity, and the depiction of morality in children's movies. *PloS one*, 16(3), e0248928. <https://doi.org/10.1371/journal.pone.0248928>
- Goddard, E., Muringai, V. & Boaitey, A. (2019), "Moral foundations and credence attributes in livestock production: Canada", *Journal of Consumer Marketing*, Vol. 36 No. 3, pp. 418-428. <https://doi.org/10.1108/JCM-02-2018-2550>
- Graham, J., & Haidt, J. (2012). Sacred values and evil adversaries: A moral foundations approach. Retrieved from <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.459.9448&rep=rep1&type=pdf>
- Graham, J., Haidt, J., & Nosek, B. A. (2009). Liberals and conservatives rely on different sets of moral foundations. *Journal of Personality and Social Psychology*, 96(5), 1029-1046. <https://doi.org/10.1037/a0015141>
- Grant, C. A., & Gibson, M. L. (2013). "The path of social justice": A human rights history of social justice education. *Equity & Excellence in Education*, 46(1), 81-99. <https://doi.org/10.1080/10665684.2012.750190>
- Gromet, D. M., Kunreuther, H., & Larrick, R. P. (2013). Political ideology affects energy-efficiency attitudes and choices. *Proceedings of the National Academy of Sciences*, 110(23), 9314-9319. <https://doi.org/10.1073/pnas.1218453110>

- Haidt, J., Graham, J., & Joseph, C. (2009). Above and below left–right: Ideological narratives and moral foundations. *Psychological Inquiry*, 20(2-3), 110-119. doi: 10.1080/10478400903028573
- Hanel, J.A. (2017). *Moral Psychology And Political Campaigns*. Electronic Theses and Dissertations. 781. Retrieved from <https://egrove.olemiss.edu/etd/78>
- Hermann, A. (2020). *Ensuring Brand Activism in Integrated Marketing Communications Campaigns Resonates with Millennial Consumers*. Honors Theses. 1571. Retrieved from https://egrove.olemiss.edu/hon_thesis/1571
- Honeycutt, N., & Freberg, L. (2017). The liberal and conservative experience across academic disciplines: An extension of Inbar and Lammers. *Social Psychological and Personality Science*, 8(2), 115-123. <https://doi.org/10.1177%2F1948550616667617>
- Jacobson, C., Katalin Abdallah, L., Liasse, D., & Lund, E. (2018). *Femvertising and its effects on brand image: A study of men's attitude towards brands pursuing brand activism in their advertising*. LBMG strategic Brand Management-masters paper series. Retrieved from <https://lup.lub.lu.se/luur/download?func=downloadFile&recordId=8963765&fileId=8963766>
- Jansson, J., & Dorrepaal, E. (2015). Personal norms for dealing with climate change: results from a survey using moral foundations theory. *Sustainable Development*, 23(6), 381-395. doi: 10.1002/sd.1598
- Jernberg, A., Eklund, S., & Roman, A. J. (2020). *The Impact of Sustainable Advertising and its Relationship to Consumer Brand Loyalty: An Empirical Study of Young Adults and their Brand Switching Behaviour on High-and Low Involvement Products*. Retrieved from <https://www.diva-portal.org/smash/get/diva2:1434824/FULLTEXT01.pdf>
- Jewkes, R., Morrell, R., Hearn, J., Lundqvist, E., Blackbeard, D., Lindegger, G., ... & Gottzén, L. (2015). Hegemonic masculinity: combining theory and practice in gender interventions. *Culture, health & sexuality*, 17(sup2), 112-127. doi: 10.1080/13691058.2015.1085094
- JM, L. M. (2020). Does Moral Foundations Theory Reveal that Teens Aren't Entirely Split on PC Culture in Higher Education?. doi: [10.31234/osf.io/5dfvh](https://doi.org/10.31234/osf.io/5dfvh)
- Johnstone, M. L., & Hooper, S. (2016). Social influence and green consumption behavior: A need for greater government involvement. *Journal of Marketing Management*, 32(9-10), 827-855. doi: [10.1080/0267257X.2016.1189955](https://doi.org/10.1080/0267257X.2016.1189955)
- Jung, J., & Mittal, V. (2020). Political identity and the consumer journey: A research review. *Journal of Retailing*, 96(1), 55-73. <https://doi.org/10.1016/j.jretai.2019.09.003>.
- Kim, J. C., Park, B., & Dubois, D. (2018). How consumers' political ideology and status-maintenance goals interact to shape their desire for luxury goods. *Journal of Marketing*, 82(6), 132-149. <https://doi.org/10.1177%2F0022242918799699>
- Kotler, P., & Sarkar, C. (2017). Finally Brand Activism! *The Marketing Journal*. Retrieved from 175 Problems and Perspectives in Management, Volume 17, Issue 4, 2019
- Kumar, N. (2020). Study the impact of brand activism and political activism on marketing trends. *European Journal of Molecular & Clinical Medicine*, 7(10), 2010-2021. Retrieved from https://ejmcm.com/article_6881_52a4e0ad6e8f472fb90e589812a2567a.pdf
- Kupfer, T. R., Inbar, Y., & Tybur, J. M. (2020). Reexamining the role of intent in moral judgements of purity violations. *Journal of Experimental Social Psychology*, 91, 104043. <https://doi.org/10.1016/j.jesp.2020.104043>
- Lind, E. A., & Arndt, C. (2016). *Perceived Fairness and Regulatory Policy: A behavioural science perspective on government-citizen interactions*. Duke University
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of marketing*, 80(6), 69-96.
- LeFebvre, R., & Franke, V. (2013). Culture matters: Individualism vs. collectivism in conflict decision-making. *Societies*, 3(1), 128-146. doi:10.3390/soc3010128
- Löffler, M., Luyt, R., & Starck, K. (2020). Political masculinities and populism. *Norma*, 15(1), 1-9. <https://doi.org/10.1080/18902138.2020.1721154>
- Lundemo Dahlin, E., & Araf, D. (2021). *How Brand Activism Affects Consumer Attitude: A study on Swedish consumers' attitudes towards companies using brand activism, with the Black Lives Matter movement as context*. Uppsala University.
- McArthur, J. (2016). Assessment for social justice: The role of assessment in achieving social justice. *Assessment & Evaluation in Higher Education*, 41(7), 967-981.
- Mende, M., Scott, M. L., Garvey, A. M., & Bolton, L. E. (2019). The marketing of love: How attachment styles affect romantic consumption journeys. *Journal of the Academy of Marketing Science*, 47(2), 255-273. <https://doi.org/10.1007/s11747-018-0610-9>
- Mukherjee, S., & Althuizen, N. (2020). Brand activism: Does courting controversy help or hurt a brand?. *International journal of research in marketing*, 37(4), 772-788. <https://doi.org/10.1016/j.ijresmar.2020.02.008>

- Park, Y. S., & Valentino, B. (2019). Animals are people too: explaining variation in respect for animal rights. *Hum. Rts. Q.*, 41, 39 Retrieved from <https://cpb-us-e1.wpmucdn.com/sites.dartmouth.edu/dist/b/1324/files/2019/06/Park-and-Valentino-HRQ-Animals-are-People-Too.pdf>
- Petersen, M. B., Osmundsen, M., & Arceneaux, K. (2020). *The "need for chaos" and motivations to share hostile political rumors*. Aarhus University, Aarhus, Denmark.
- Pfeifer, J. H., & Berkman, E. T. (2018). The development of self and identity in adolescence: Neural evidence and implications for a value-based choice perspective on motivated behavior. *Child development perspectives*, 12(3), 158-164. doi: [10.1111/cdep.12279](https://doi.org/10.1111/cdep.12279)
- Pontillas, M., Requinala, K. V., Agna, M. A., Atienza, L., Reginaldo, C., Balingasa, J., & Lopez, M. (2020). Filipino Memes: Generation Z's Way of Indirectness. In *DLSUR Research Congress*. Retrieved from https://www.researchgate.net/profile/Marlon-Pontillas/publication/347803098_Filipino_Memes_Generation_Z's_Way_of_Indirectness/links/5fe4135145851553a0e63e6e/Filipino-Memes-Generation-Zs-Way-of-Indirectness.pdf
- Resnick, B. (2018). *Trump is a real-world political science experiment*. Vox. Retrieved from <https://www.vox.com/science-and-health/2017/10/11/16288690/trump-political-science-psychology-follow-the-leader>
- Rothgerber, H. (2014). Evaluation of ingroup disloyalty within a multigroup context. *Social Psychology*, 45(5), 382. doi: [10.1027/1864-9335/a000196](https://doi.org/10.1027/1864-9335/a000196)
- Sabater, V. (2021, November 15). *Cutting Ties with a Family Member*. Exploring Your Mind. Retrieved from https://exploringyourmind.com/cutting-ties-with-a-family-member/?fbclid=IwAR2gd6Lv-BRf_0Hs50Yd2KHIO5cSsAPHZWoH4fsmgwfKRMA6c5mzv8BmAJU
- Sanchez-Montijano, E., & García, J. S. (Eds.). (2019). *Youth at the margins: Perspectives on Arab Mediterranean youth*. Routledge. Retrieved from https://books.google.com.ph/books?hl=en&lr=&id=CeGEDwAAQBAJ&oi=fnd&pg=PT9&dq=+6+Arab+Mediterranean+youth.+Youth+at+the+Margins:+Perspectives+on+Arab+Mediterranean+Youth.&ots=SLdovJU3Sg&sig=zkyRb7FfD-7bXCFAdpRkZ9PfVYE&redir_esc=y#v=onepage&q=6%20Arab%20Mediterranean%20youth.%20Youth%20at%20the%20Margins%3A%20Perspectives%20on%20Arab%20Mediterranean%20Youth.&f=false
- Sarnecka, B. (2018, October 9). Family loyalty. *Psychology Today*. Retrieved March 1, 2022, from https://www.psychologytoday.com/us/blog/thinking-writing-science/201810/family-loyalty?fbclid=IwAR07rH8mV898iLB_OcRbxla78SIzy2HOJbt8SsPXAAaBU62mqdatLEIFmSf4
- Schleier, M. (2021). *Standing Up for Societal Change: The Phenomenon of Brand Activism. A quantitative investigation on young consumers' attitude towards an environmental activist brand*. Lund University
- Siedlecki, S. L. (2020). Understanding descriptive research designs and methods. *Clinical Nurse Specialist*, 34(1), 8-12. doi: [10.1097/NUR.0000000000000493](https://doi.org/10.1097/NUR.0000000000000493)
- Shim, K. J., & Lim, J. S. (2017). Do consumers' moral foundations predict boycotts? Mediating roles of blame attributions and anger in driving US consumers' anti-sweatshop boycotts. *한국 PR 학회 학술대회*, 93-108. Retrieved from <https://www.earticle.net/Article/A330272>
- Smith, I. H., Aquino, K., Koleva, S., & Graham, J. (2014). The moral ties that bind... even to out-groups: The interactive effect of moral identity and the binding moral foundations. *Psychological science*, 25(8), 1554-1562. doi: [10.1177/0956797614534450](https://doi.org/10.1177/0956797614534450)
- Strand, D. (2016, February 16). Chaos: The Fundamental Problem of Human Society. *ProvidenceMag*. Retrieved February 15, 2022, from https://providencemag.com/2016/02/chaos-the-fundamental-problem-of-human-society/?fbclid=IwAR3wNshJsdyywgZxyIcCzc8KuB3ldxCTotwq8Gvf8YiAh73Njg_AHUvi-YE
- Talhelm, T., Haidt, J., Oishi, S., Zhang, X., Miao, F. F., & Chen, S. (2015). Liberals think more analytically (more "WEIRD") than conservatives. *Personality and Social Psychology Bulletin*, 41(2), 250-267. doi: [10.1177/0146167214563672](https://doi.org/10.1177/0146167214563672)
- Thompson, S. (2018, October 31). Blood is not thicker than water. *The Stallion*. Retrieved January 20, 2022, from https://abacstallion.com/2018/10/31/blood-is-not-thicker-than-water/?fbclid=IwAR017rIVegbD14NQuJtZfLXC8W7T7-5XfVnXO28zbISFnZKchdvrLKL_ro
- Toth, M. (2014). *The Role of Self-Concept in Consumer Behavior*. UNLV Theses, Dissertations, Professional Papers, and Capstones. 2161. <http://dx.doi.org/10.34917/6407916>
- Understanding Collectivist Cultures*. (2022, February 23). *Verywell Mind*. Retrieved from <https://www.verywellmind.com/what-are-collectivistic-cultures-2794962>
- Vredenburg, J., Kapitan, S., Spry, A., & Kemper, J. A. (2020). Brands taking a stand: Authentic brand activism or woke washing?. *Journal of public policy & marketing*, 39(4), 444-460. doi: [10.1177/0743915620947359](https://doi.org/10.1177/0743915620947359)

- Warren, N. L. (2021). Boycott or Buycott: The Aftermath of Corporate Activism. *NIM Marketing Intelligence Review*, 13(2), 32-37. doi: 10.2478
- Watkins, L., Aitken, R., & Mather, D. (2016). Conscientious consumers: a relationship between moral foundations, political orientation and sustainable consumption. *Journal of Cleaner Production*, 134, 137-146. <https://doi.org/10.1016/j.jclepro.2015.06.009>
- Zusi, E. (2015, March 20). Evaluations of in-group disloyalty . The Importance of Being Empirical. Retrieved March 1, 2022, from <https://web.colby.edu/socialpsychology/2015/03/20/evaluations-of-in-group-disloyalty/>