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Research Article

Check Out or Call Out: Attitude-Driven Boycott Intention in The Fashion Industry

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ABSTRACT

Purpose – This paper aims to contribute to the study of the factors of consumers' attitudes toward boycott intention. This examines how behavioral beliefs and attitudes are statistically related to boycott intention through the modified conceptual framework of Ajzen's Theories of Reasoned Action and Planned Behavior.

Design/methodology/approach – Human behavior concerning boycott intentions is studied using a sequential explanatory research design. Data are obtained from 90 valid respondents through questionnaires and 8 interviewees from focus group discussions. It was analyzed using regression analysis and Baheiraei's points of integration.

Findings – Animosity, legitimacy, and boycott attitude significantly affect boycott intention. Boycott attitude served as a mediator between legitimacy and boycott intention. Weak evidence shows that ethical relativism and animosity significantly affect boycott attitudes.

Research Limitations/Implications – The study is limited to millennials and Generation Z Filipino fashion consumers who have substantial purchasing power and awareness of social events.

Practical/Social Implications – This paper shall help companies and researchers better understand the motives behind boycott intentions for ethical decision-making processes and further engage in social and moral involvements within the community.

Originality/value – The study proposes the addition of relevant variables to studies on boycott intention in the fashion industry. This may help increase the understanding of consumer attitudes leading to boycotts and aid a company in countering boycotts.

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Keywords: *Boycott attitude, Boycott intention, Fashion malpractices, Filipino consumers, Labor exploitations*

Introduction

Consumption patterns have been changing with advanced technology and modernization throughout the years. Rennollet et al. (2020) construe this as consumers growing conscious and practical in purchasing and judging brands. Since competition among industries and markets increases over time, companies innovate and adapt to the ever-changing consumer consumption concerning their needs, wants, preferences, and behavior. In this light, it is apparent how these establishments aim to maximize profits while simultaneously upholding social responsibility for their stakeholders and community. Nonetheless, corporate misbehaviors with regard to labor practices still transpire and stir conscious consumers in their purchasing decision and brand perception, of which they may be emboldened to be involved in *consumer activism*.

Consumer activism can be defined as an action that “involves consumers changing or threatening to change their consumption as a way to effect change” (Lightfoot, 2019, as cited in Wight, 2017, p. 301), and this can be in the form of *boycotting* which will be the central discussion for this paper. Lightfoot (2019) adds that boycotting has been dominant in the 21st century and continues to develop given the technological progress. The act of boycotting has been an instrument for consumers to express profound refusal to purchase products and services of a company to improve its ways (Barakat & Moussa, 2017). As attitudes could significantly influence intentions, consumers can respond to corporate activities in different ways as consumer attitudes could stem from varying beliefs, which then are a product of an extensive set of factors. Consistent with this, attitude, being an evaluation of people, objects, and ideas, can be a representation of how one thinks, feels, and acts in an environment (Fishbein & Ajzen, 1975, as cited in Vainikka, 2015). Since attitude has the capacity to dictate consumers naturally towards companies that they find favorable, one’s boycott intention could be associated with the affective, cogni-

tive, and behavioral components driving consumers’ behavioral beliefs (Vainikka, 2015). Such behavioral factors are yet to be fully explored in the local scene and environment. Different factors and experiences form one’s belief systems, consumers could form perceptions, evaluate, and respond in different ways against corporate practices.

The significance of this study is to contribute to companies, practitioners, communication professionals, and researchers in understanding the motives behind consumer boycott intentions for a better ethical decision-making process and further engaging in social and moral involvements within the community. From the perspective of the consumers, it influences consumers’ selection processes, learning, and, ultimately, purchasing decisions. Consequently, consumers’ attitudes impact their purchasing intentions as well as comprehending the motivations for consumer boycotts of specific targets and the factors that motivate consumers to develop such boycott intentions (Makarem & Jae, 2016). Moreover, the research is considered beneficial to companies such that it seeks to enrich the knowledge of ethical impacts on buyer behavior and examine both the customers’ evaluation and purchasing decision processes in controversial scenarios (Abosag, 2014).

The research study aims to discuss SDGs 3, 5, 8, and 10 and present their theoretical implications while simultaneously highlighting the gravity of the research objectives, in line with the RVR-COB Code of Ethics, which requires responsible management of resources for shared prosperity. The fashion industry needs to address good health and well-being, gender equality, decent work, economic growth, and reduced inequalities to promote understanding of their importance in business operations and to highlight the potential negative implications and existing issues, such as labor exploitations, for companies that do not align with them. This research highlights how misbehavior impacts consumers and raises awareness of the importance of sustainable practices.

The scope of this study will be focused on boycott attitudes and intentions as influenced by animosity, legitimacy, and ethical relativism, and will be delimited to millennials and Generation Z in the Philippines who are consumers of the fashion industry. As observed, generation Z comprises the majority of consumers shopping for fashion items, such as clothing. On the other hand, millennials represent a significant purchasing power yet possess enough knowledge about technology to shop online and be aware of social events. The researchers will not include other generations who are also consumers of the aforementioned industry. The researchers believe that this will affect the results as this group of respondents is believed to have a rising consciousness when it comes to consumption or purchasing decisions, especially in the fashion industry. Moreover, the study will be delimited in the context of labor practices of companies within the said industry. The research will be focused on the fashion industry where existing drivers of boycott still occur, such as poor working conditions and employee mistreatment. This research aims to address the main research questions: *What are the predictors that can influence boycott attitude for corporation controversies in the fashion industry? How are consumer boycott intentions formed?* Wherefore, the objectives of this paper are the following:

1. To determine whether there is a direct relationship between consumers' boycott attitude and boycott intention;
2. To assess whether boycott attitude plays a mediating role between boycott attitude drivers and boycott intention; and
3. To evaluate consumer insights and expectations about attitude-driven boycott intentions towards company brands in the fashion industry.

Literature Review

The theory of planned behavior (TPB) and the theory of reasoned action (TRA) are the fundamental theories behind the study. Ajzen (1985) describes the theory of planned behavior as one that "examines the relations between intentions and actions: how goals and plans guide behavior, and the factors that induce people to change their intentions" (p.11).

Correspondingly, the theory of planned behavior (TPB) predicts and explains how behavior is mostly under a person's volitional control (Ajzen, 1985). On the contrary, the theory of reasoned action is the formation of two sorts of beliefs: beliefs about whether other individuals would like or disapprove of a person executing a given activity and the motivation to conform with what the individual believes others would desire them to do (Sarver, 1983).

In view of this, there have been multiple studies correlating the theory of planned behavior and the theory of reasoned action to collective actions (i.e., boycotting) driven by their attitude towards the said collective actions. As previously discussed, Barakat and Moussa (2017) reiterated that consumer boycotts have often been viewed as a strategy through which customers may express their displeasure with a company's tactics and policies to persuade the infringing party to change its behavior. Florencio et al. (2019) further state that consumer behavior is described by the individual's purpose in carrying it out. Furthermore, an individual's desire to adopt a given behavior may be influenced by various factors, the most important of which is the individual's attitude toward the activity itself.

Based on multiple studies, animosity, legitimacy, and ethical relativism have an effect on consumers' attitudes toward boycotting — which drives boycott intention (Salma & Aji, 2022; Cossio-Silva et al., 2019; Abosag, 2014; Florencio et al., 2019; Lu & Lu, 2010; Culiberg, 2015). Salma & Aji (2022) explain that animosity might pose a significant danger to individual firms or nations, causing various issues, such as being one of the main contributors to a consumer's attitude to boycott. Moreover, Cossio-Silva et al. (2019) and Abosag (2014) have demonstrated that consumer animosity is a significant factor in the intention to cease purchasing specific items. Conversely, Florencio et al. (2019) state that consumers' perceptions regarding the legitimacy of boycotts as means for punishing firms that do not comply with societal standards and values could influence their boycott attitude. Lastly, Lu & Lu (2010) and Culiberg (2015) elucidate that the degree of relativism in a person defines their ethical ideology, which then greatly affects their

consumer judgment and consumption such that consumers with lower levels of relativism have more positive attitudes towards boycotting and those with higher levels of relativism tend to tolerate unethical corporate behavior (i.e., malpractices). Wherefore, animosity, legitimacy, and ethical relativism are independent variables that influence the consumers' boycott attitude to arrive at such boycott intentions (Florencio et al., 2019; Salma & Aji, 2022). As such, the following antecedents are defined:

Animosity

The sociological term animosity refers to the intense sentiments of antagonism and hostility that individuals might have based on ideas about past and ongoing episodes of conflict between nations or people (Averill, 1983). Jung et al. (2002) and Ang et al. (2004) distinguished two different types of animosity: (1) personal stable animosity is founded in people's personal experiences, whereas (2) personal situational animosities are momentary unfavorable feelings induced by specific present conditions. According to Feng & Yu (2016), consumer animosity has been shown to have a detrimental impact on product assessment and purchase intent. Although lesser degrees of animosity may not impact product judgments, larger animosity may influence or obscure judgments, leading to a refusal to buy (Rose et al., 2009). Huang et al. (2010) claim that consumer animosity represents the exterior trajectory of consumers' activities and the active implication of their behaviors. As a result of animosity, customer boycott intent rises dramatically, influencing purchasing behavior (Klein et al., 1998). One way animosity is practiced is by having the consumers express dissatisfaction with a company's or country's policies or conduct by boycotting the company (Makarem & Jae, 2016).

Legitimacy

Legitimacy concerns the general perception of an individual or organization toward an existence that can be "desirable, correct, and appropriate" (Florencio et al., 2019, p. 113). According to Deephouse et al. (2017), legitimacy is being researched as the perception of an organization where it can secure organizational

goals based on constructive and societal norms, values, and beliefs. However, Tost (2011) focuses more on legitimacy as a perception of an individual rather than an organization where rules, values, and norms reflect one's behavior. In addition, legitimacy is classified into three dimensions: pragmatic, moral, and cognitive. In the mid-1990s, pragmatism was termed "rational effectiveness," where legitimacy is based on logical thinking (Meyer & Rowan, 1977), and an individual's actions are measured on the extent of how they will be useful and effective (Florencio et al., 2019). Meanwhile, morality centers on collective values and purpose, where actions are evaluated whether they are correct (positive norms) or incorrect (illegitimacy). Last, cognition bases an individual's action on efficacy, representing if such behavior is appropriate and desirable. Integrating the concept of legitimacy into consumer boycott attitude, the study of Florencio et al. (2019) derived this concept with pragmatic legitimacy, moral legitimacy, and cognitive legitimacy corresponding to usefulness, effectiveness morality, appropriateness, and desirability, respectively, in the context of boycotting a company. As such, consumers' perception or legitimacy of boycotting a company allows them to understand their attitude towards boycotting through the aforementioned dimensions in which the outcome is assessed if boycotting is useful, effective, moral, appropriate, and desirable for them.

Ethical Relativism

The theory of ethical relativism deems that ethical principles or judgments depend on the person or culture (LaFollette, 1991). Moreover, the existence of relativism is recommended in the process of moral justification, and it should be examined on three different levels, namely: (1) the individual; (2) the role and group; (3) the cultural levels. Furthermore, it is stated that the central subject of ethical relativity lies in the question: Do moral principles apply universally, or are all values and ethical judgments relative to their context, particularly time and cultural contexts? As the opposite position of ethical relativism holds that any behavior is morally acceptable, regardless of its extremity, society cannot declare any behavior immoral,

according to ethical absolutists, which is why moral values must be absolute (Lewis et al., 1999). Applied in business, ethical relativity usually transforms into conventional morality. The justification of an unethical action is often based on the argument of “generally accepted practice” (Miesing and Preble, 1985, as cited in McDonald, 2010). A consumer's attitude in relation to boycott behavior depends on the fundamental belief of ethical relativism, besides perceived legitimacy and ethical idealism (Florencio et al., 2019).

Boycott Attitude

Attitude is defined as a response to a stimulus - a situation, object, or person (Altmann, 2008). It can also be identified as explicit or implicit, depending on a person's consciousness (Martinussen, 2018). In the business context, attitudes have a motivational factor that may lead consumers to commit specific actions that may or may not be harmful to companies (Abdullah et al., 2021). With that, consumers may have different attitudes towards business-related initiatives or actions such as boycotts.

Attitude towards boycott may be determined to be a response to a stimulus that causes a refusal to purchase; it is the position that a person adopts in response to the idea of refusing to buy or use a particular company's goods or services (Ajzen, 1988; Cruz, 2017; Duman & Ozgen, 2018; Florencio et al., 2019). As such, boycott attitude is a dismissive attitude that a customer has toward companies (Cruz, 2016).

Boycott Intention

Boycott intention is defined as “an individual's intention to engage in a boycott of a certain product, country, region, organization, etc. (Florencio et al., 2019, p. 113)” It is the intention to portray hatred or disagreements with the corporate social responsibility policies and practices of companies (Abdullah et al., 2021). Additionally, boycott intention is a person's plan to harm a particular target (a firm, person, group, community, nation, etc.) which may or may not result in a decision to purchase from a company (Cruz, 2017; Harun et al., 2012; Florencio et al., 2019).

Table 1. Theories in attitude-driven boycott intention research

Theory	Research themes of literature published on attitude-driven boycott intention
Animosity	A negative emotional attitude that a person has about purchasing things
Legitimacy	Maintaining effective organizational operations necessitates ensuring that the organization seems to be working in accordance with community standards, thereby being granted the status of "legitimate"
Ethical Relativism	Morality is relative to one's cultural standards. Whether an activity is good or bad is determined by the moral standards of the community in which it is carried out. A morally correct behavior in one society may be morally wrong in others.
Boycott Attitude	The position that a person takes when confronted with the thought of no longer purchasing a specific entity's products or services
Boycott Intention	A consumer's plan to damage a certain target (business, person, etc.) that may or may not result in a purchasing behavior (or lack thereof) of a specific product or brand

Research Gap

Initial research on boycotting in the fashion industry focused on either boycott behavior as a whole or the extent to which is delimited to boycott attitude. However, the aforementioned studies were not conducted locally and would require further testing and empirical evidence

to assess their relevance in the Filipino consumer group context. Given that issues such as labor rights have only just gained greater attention in the country in recent years, it is reasonable that behavioral theories remain largely untested. However, to be sure of their relevance in understanding the motivations

behind consumer boycott intentions, researchers must construct, evaluate, and modify consumer behavior frameworks. To remedy the aforementioned gap, the researchers used Ajzen's (1971) framework to conduct an empirical study on Filipino Millennial and Generation Z consumers of the fashion industry.

Research Philosophy, Frameworks, Design, and Methodology

Research Philosophy

The research study employed a pragmatic research philosophy, utilizing a methodological approach that is most effective for the research problem being investigated (Kaushik & Walsh, 2019). This research puts emphasis on real-world practices, problems, consequences, and solutions. By utilizing a pragmatic approach and starting with a research problem, companies can change organizational practices and give useful answers for practices in the future (Creswell, 2003; Saunders et al., 2019). Hence, the study utilized a pragmatic approach of focusing on finding out what solution works compared to other paradigms' beliefs on one absolute truth.

Theoretical Framework

The paper utilized the Theory of Planned Behavior as its primary foundation in studying boycott intention, influenced by consumer attitude in the fashion industry. The Theory of Planned Behavior (TPB) developed by Ajzen (1991) is a cognitive theory that originated from the Theory of Reasoned Action; it is used to predict the intention of an individual to participate in a behavior at a certain time and place. The TPB postulates that behavior intentions drive an individual's behavior, whereas behavior intentions are a function of the determinants of the model. The framework consists

of six constructs where, three of which are considered to be variables that determine intentions, which are mainly: attitudes that refer to the degree to which an individual has a favorable or unfavorable assessment towards the behavior of interest; subjective norms that refer to the belief about whether the majority would accept or condemn the behavior of interest; and perceived behavioral control that refers to an individual's perception, which varies according to situations, of the ease or difficulty of executing the behavior of interest (LaMorte, 2019).

The TPB states that accomplishing the behavior of interest is dependent on both motivation (intention) and ability (behavioral control) (LaMorte, 2019). Based on the framework, there are three categories of salient beliefs, namely: behavioral beliefs, which influence attitudes toward the behavior of interest; normative beliefs, which compose the underlying antecedents of subjective norms; and control beliefs, which serve as the cornerstone in perceiving the behavioral control (Ajzen, 1991). To further conceptualize the relation of these considerations (beliefs) to human behaviors (i.e., attitude, subjective norm, and perceived behavioral control), behavioral beliefs induce a favorable or unfavorable attitude about the behavior of interest. Moreover, normative beliefs create perceived social pressure deemed as the subjective norm, while control beliefs generate the perception of one's self-efficacy, which is regarded as perceived behavioral control (Ajzen, 2006). In this model, LaMorte (2019) highlights the essential role behavioral intent plays herein, for it is affected by attitude toward the probability of the behavior having positive or anticipated results and towards the subjective assessment of that result's advantages and risks.

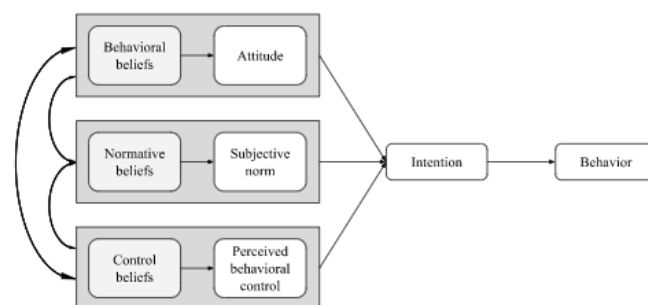


Figure 1. Theoretical Framework for Theory of Planned Behavior

Conceptual Framework

The conceptual framework of this study was based on Ajzen's Theory of Planned Behavior, specifically focusing on the causal path of behavioral beliefs to attitude to intention. It has been modified to explain how beliefs regarding the anticipated outcomes of conduct (behavioral beliefs) influence human behavior, resulting in a favorable or unfavorable attitude toward the behavior (Ajzen, 1971). It implies that the more positive the attitude, the stronger the person's intention to accomplish the boycott behavior. For this reason, behavioral beliefs are identified as animosity (Gorji et al., 2022), legitimacy (Al Asady & Groening, 2022), and ethical relativism (Florencio et al., 2019), respectively. Meanwhile, attitude as the mediating variable and intention as the dependent variable has been modified—the former being explicitly termed as boycott attitude, and the latter labeled as boycott intention—to elaborate boycotting as the central focus of the study. Unlike the Theory of Planned Behavior, whose framework encompasses the study of behavior, the

research seeks to delve into an individual's willingness or unwillingness to buy, which precedes boycott behavior. Ergo, the following hypotheses emanated from the aforementioned prevailing studies:

H1. Animosity toward boycott positively affects boycott attitude.

First, the study strives to postulate that animosity toward boycotts may or may not affect consumers' attitudes toward boycotts. Consumer animosity attempts to explain customers' unfavorable opinions regarding items and their unwillingness to purchase them. The hypothesis is based on Abosag and Farah's (2014) claim that consumer attitudes are influenced by animosity and Rose et al.'s (2009) proposition that consumers may presume or recognize that a product is of high quality yet refuse to purchase because of animosity. With this, researchers intend to investigate whether or not a boycott attitude is derived from anger-ridden emotions driven by animosity.

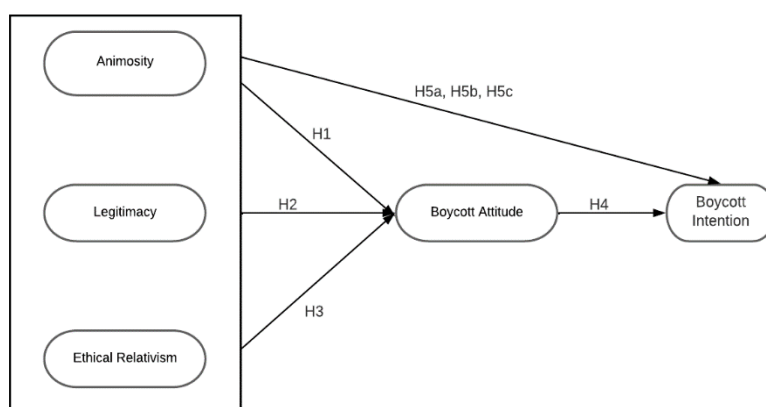


Figure 2. Conceptual framework

H2. Legitimacy of boycotts positively affects boycott attitude.

Second, the researchers will study the legitimacy of boycotts that may or may not affect consumers' attitudes toward boycotts. With the three dimensions of legitimacy (pragmatism, morality, and cognition), consumers' attitudes will be based on their perception of boycotting if it will be useful, effective, moral, appropriate, and desirable. As supported by the study of Cossío-Silva et al. (2019), as cited in Suchman

(1995), consumers may have the tendency to be more favorable in supporting a boycott movement if their "perceived appropriateness" is aligned with societal norms and rules which the legitimacy of boycott will be based on how individuals or society deem it appropriate and necessary. Hence, it will be studied how legitimacy may or may not be a motivational factor that provokes consumers to perceive boycotts as a response to a stimulus. Since each consumer has his own beliefs, values, and norms,

interpreting consumer boycott attitudes based on general legitimacy will be examined collectively and generally. In the fashion industry, the researchers aim to gain information about how consumers' legitimacy affects their boycott attitude for entrepreneurial fashion companies to adapt to these findings.

H3. Ethical Relativism negatively affects boycott attitude.

Third, the researchers will analyze the effect of ethical relativism on consumer attitudes toward boycotts. As explored by Culiberg (2015), relativistic people have lower chances of being concerned or captivated by "unethical" behaviors as they predominantly support an open discourse. Additionally, Andersch (2017) connotes that highly relativists perceive morality as situational and varies depending on circumstances and consequences. As such, their actions or behaviors do not always derive from universal ethical principles but are dependent on the conditions which demonstrate "contextual appropriateness." Given this, researchers aim to study the hypothesis of how the attitude of relativistic people views boycotting in the fashion industry as less salient despite being generally cataloged as unethical.

H4. Boycott attitude positively affects boycott intention.

Fourth, the hypothesis examines how boycott attitude positively affects consumers' intention to boycott. According to Zebregsa (2014, as cited in Brock & Green, 2005; Kraus, 1995), attitude is an essential predictor of intention and is one of the most examined variables, provided that it is a precedent of behavioral intention and/or behavior. Additionally, aligned with the theories of reasoned action (Fishbein & Ajzen, 1975) and planned behavior (Ajzen, 1988), behavioral intent is known to be a precedent to human conduct, such as attitude. Previous studies have found that one's attitude is directly related to one's intention with significant and positive relationships (Chiu, 2016). Therefore, the researchers strive to identify whether or not attitude and intention have a positive and significant relationship.

H5a. Animosity has a direct and positive effect on boycott intention

The study attempts to infer that consumer intentions regarding boycotts may or may not be influenced by animosity toward boycotts. Consumer animosity has a detrimental impact on consumer purchasing intentions (Huang et al., 2010; Salma & Aji, 2022; Abosag & Farah, 2014). Salma & Aji (2022) states that animosity might pose a serious danger to individual firms or governments as this can lead to a variety of issues, including poor product judgment, unwillingness to purchase, and potential boycott involvement. Unlike other paths explored in the conceptual framework, the direct path between animosity and boycott intention has not been previously tested. Nonetheless, Kim et al. (2022) noted that animosity's significant effect on hatred expression, self-enhancement, the urge to retaliate, and boycott motivation is essentially similar to the boycott attitude. They then further hypothesized that behavioral attitudes predict behavioral intentions, and in this situation, boycott attitude is predicted to increase boycott intention. Herewith, researchers want to use this to examine the assumption of how animosity as an antecedent depicting intense, hostile emotions could directly affect the consumers' unwillingness to buy.

H5b. Legitimacy has a direct and positive effect on boycott intention

The study postulates that the legitimacy of a boycott can influence consumer intentions to participate in the boycott. According to Florencio et al. (2021), consumers' perception of the legitimacy of a boycott is a determining factor in their decision not to buy or support the company in question. Once a condition has been met, individuals will tend to suppose it as legitimate and will proceed to act accordingly (Deephouse et al., 2016; Johnson et al., 2006). Cossio-Silva et al. (2019) provides additional support for this argument stating that if a boycott is based on Florencio et al.'s (2021) grounds for a legitimate boycott (i.e., desirable, correct, and appropriate), individuals will grant it legitimacy and this legitimacy will act as a driving factor for boycott intention. The study thereby suggests that a greater perceived legitimacy leads to greater boycott intention,

indicating that perceived legitimacy has a direct and positive effect on boycott intention.

H5c. Ethical Relativism has a direct and negative effect on boycott intention

In various business ethics studies, relativism's impact on behavioral intentions has been examined (Rawwas et al., 2013; Cadogan et al., 2009). The most recent study supporting this was conducted by Andeers et al. (2017). Highly relativistic individuals have been found to show lower ethical sensitivity (Sparks & Hunt, 1998) and are more likely to accept unethical business behavior or even engage in it (Rawwas & Isakson, 2000). Additionally, relativism has decreased the inclination to engage in ethical consumption (Nebenzahl et al., 2001). Given this, it is assumed that relativistic individuals are more likely to accept inhumane working conditions and are less motivated to have boycott intentions. Hence, the researchers aim to study if there are any direct effects of ethical relativism on boycott intentions and an inverse relationship between the variables in the current digital age.

Research Design

The researchers employed a mixed-methods research design, specifically a sequential explanatory research design. The research design is patterned from a study about Health Promoting Behaviors that used the same method (Baheiraei et al., 2014). With that, the researchers conducted a quantitative survey followed up by interviews to understand consumers' attitude-driven boycott intentions deeper. Edmonds and Kennedy (2017) noted that the sequential-explanatory approach is used by researchers who are "interested in following up the quantitative results with qualitative data." The qualitative data was used to clarify or strengthen the interpretation of the quantitative data analysis. Moreover, the researchers conducted triad focus group discussions to better assess the responses' consistency and thoroughly understand consumers' attitude-driven boycott intention whose participants were selected based on their scores on the quantitative survey. Given the explanatory nature of the research method, semi-structured focus group discussions are used to provide

greater flexibility and investigate participant reactions and explore manifestations of a phenomenon that were not directly anticipated. In addition to that, the researchers performed regression analysis as the analytical method in examining the direct and indirect effects of the independent variables, the absence or presence of a full or partial mediation in each mediating variable, and the effects of the moderating variables between the predictors and mediators. With that, a non-probability sampling method — a nonrandom sampling approach, specifically purposive sampling — is used to acquire voluntary responses to conduct the study. In this sampling method, respondents are selected based on the characteristics that the research needs for its sample, specifically in terms of the age group needed for the study.

Methodology

Data Collection Procedure for Quantitative Data Research

The researchers utilized a questionnaire method as the instrument of the study in gathering data with the use of an online survey via Google Forms, which consists of questions using a 5-point Likert scale that measures the respondents' level of knowledge of action from one being "never true" to five being "always true." The questionnaire was based on the questionnaire scale of Kim et al. (2022) and Florencio et al. (2019), where the relationship of behavioral beliefs (animosity, legitimacy, and ethical relativism), attitude toward boycott, and intention to boycott are analyzed (see *Appendix A*).

To determine the sample size for their study, the researchers used Soper's (2022) a-priori sample size computation based on several factors: anticipated effect size, desired statistical power level, number of predictors, and probability level. Cohen's (1988) effect size formula was used to determine the anticipated effect size, with 0.15 being considered a medium-size effect. The desired statistical power level of 80% was used to identify an effect in hypothesis testing. The number of predictors, including independent and mediating variables, was also taken into account. Finally, a probability level equal to or less than 0.05 was used to determine statistical significance. All of these factors

were considered in order to calculate the required sample size for the multiple regression study, which totaled a minimum sample size of 84 respondents.

The researchers distributed the surveys to people whom they found fit for the topic covered and qualified to participate in the study. With this, the researchers tapped into respondents who are active shoppers in the fashion industry and have adequate awareness of relevant social issues and sustainability in relation to fashion. Moreover, the surveys were further distributed using digital communication platforms (e.g., Facebook Messenger). Finally, the researchers made use of other strategies like electronic word of mouth and incentivizing the survey when the response rate was slow. As such, the researchers were able to gather 90 valid participants ranging from 18 to 41 years old who are consumers in the fashion industry, from Millennials and Generation Zs in the Philippines. The researchers excluded participants from the survey who did not give their consent to be part of the research and refused to process their personal data.

The data collected were measured through Jamovi, a statistical tool to understand the phenomenon for the quantitative data gathered. In utilizing this, the researchers selected linear regression as the analysis type in which the dependent variable was assigned as the outcome variable and predictor variables as the covariates. Each variable was pre-tested before the full data collection.

Data Collection Procedure for Qualitative Data Research

The researchers recruited those who consented to be part of the focus group discussions through email and based the interview on everyone's agreed schedule. Each researcher conducted one triad focus group discussion. Hence, there were a total of four triad focus group discussions composed of one researcher who acted as the moderator and two interviewees per session. Baheiraei's (2014) "points of integration" technique was used to identify patterns and select participants for further analysis, and the building approach was employed to tailor interview questions based on participant

profiles. This technique involves using quantitative data (such as survey responses) to identify patterns or characteristics among study participants.

The researchers first selected certain variables that might influence whether someone participates in a boycott or not. High and low cutoff points for these variables were then set to create subgroups of participants. Finally, composites of participants who were either more or less likely to participate in a boycott were identified based on their combination of scores on the selected variables.

The data collected were measured based on the areas the researchers aimed to probe (see *Appendix C*). As such, general probe points are developed in such a way that these evoke detailed and comprehensive responses from interviewees. Additionally, specific questions are included and grounded on the quantitative data that are gathered to acquire additional information and further elaborate on the interviewees' answers. Hence, the researchers analyzed patterns and supported substantial evidence that can further elaborate the quantitative results through the focus group discussions.

Data Results and Discussions

Quantitative Data Analysis

Based on the intended a-priori sample size, the researchers have gathered a total of 90 valid participating respondents ($N = 90$) for this research study. The sample, in its entirety, was somewhat young ($M = 24.01$, $SD = 4.64$), and more than half of the respondents (66%) were female. Exactly half of the sample (50%) were undergraduate students, though there was a significant portion (32%) of respondents who were employed. Nonetheless, the respondents' annual household income appears to be balanced insofar as those that earn below PHP 132,000 per year are just marginally more (19%) than those who earn between PHP 924,000 to PHP 1,584,000 a year (17%).

Given that the survey utilized a 5-point Likert scale that measures the respondents' level of reliability from one being "never true" to five being "always true, the researchers have initially identified a value of 3.00 as a reference point wherein a lesser value signifies a low ten-

dency and a higher value indicates a high disposition. Table 2 shows that the respondents, as a whole, strongly resonate more with animosity ($M = 4.28$, $Mdn = 4.50$, $SD = 0.732$) than

legitimacy ($M = 3.77$, $Mdn = 3.75$, $SD = 0.810$) and ethical relativism ($M = 2.23$, $Mdn = 2.10$, $SD = 0.838$) in itself as independent variables.

Table 2. Table for descriptive statistics of the drivers of consumer boycott intention

scale	Animosity	Legitimacy	Ethical Relativism	Boycott Attitude	Boycott Intention
Mean	4.28	3.77	2.23	3.60	3.46
Median	4.50	3.75	2.10	3.67	3.50
Standard Deviation	0.73	0.81	0.83	1.03	1.04
Minimum	2.17	1.75	1.00	1.33	1.00
Maximum	5.00	5.00	5.00	5.00	5.00

The reliability of the variables in this study is determined by Cronbach's Alpha, wherein as a rule of thumb, a value lower than 0.06 is perceived as too low, and a value around 0.6 is considered marginally reliable. Given that most of the resulting Cronbach's Alpha is over 0.80, with only one variable obtaining 0.781, the variables are reliable (see Appendix A). All assumption checks, including multicollinearity, normality, heteroskedasticity, and autocorrelation, were satisfied based on the results of various statistical tests conducted (see Appendix B).

Effect on Consumer Boycott Intent

Based on the explanatory power of the statistical model shown in Table 3, the model explained or accounted for 62% of the variation. Moreover, the R-squared is identified as contributing significantly to the changes in boycott intent. In addition, the overall p-value test is found to be statistically significant ($p < .001$), which means a potentially significant relationship between the variables. Additionally, this shows that at least one independent variable may have a statistically significant effect on the dependent variable.

Table 3. Table for Linear Regression Analysis Results

Model	R	R ²	Adjusted R ²	Overall Model Test			
				F	df1	df2	p
1	0.79	0.62	0.60	34.3	4	85	<.001

Predictor	Estimate	SE	95% Confidence Interval		t	p	β
			Lower	Upper			
Intercept	-1.55	0.52	-2.59	-0.51	-2.97	.004	
Mean_Animosity	0.47	0.11	0.25	0.70	4.21	<.001	0.33
Mean_Legitimacy	0.51	0.12	0.28	0.74	4.37	<.001	0.39
Mean_EthicalRelativism	0.06	0.09	-0.12	0.23	0.64	0.525	0.05
Mean_BoycottAttitude	0.27	0.08	0.11	0.43	3.30	0.001	0.26

Analysis of Mediated Effect

Consistent with the modified linear regression analysis, it can be deduced that there is a positive, indirect path between legitimacy (0.14, 95% C.I. [0.06, 0.31], $p = .004$) and boycott intention whereby animosity (0.01, 95% C.I. [-0.07, 0.08], $p = .838$) and ethical relativism (0.06, 95% C.I. [-0.01, 0.12], $p = .095$) were

found to have no significant indirect path towards boycott intention (see Table 4). Data results also reveal that animosity (0.02, 95% C.I. [-0.26, 0.32], $p = .838$) and ethical relativism (0.17, 95% C.I. [-0.004, 0.43], $p = .055$) do not produce a significant effect on boycott attitude. This meant that boycott attitude had a positive and significant mediating effect solely on

legitimacy (0.55, 95% C.I. [0.44, 0.95], $p < .001$). It implies that when consumers think that the reason for a boycott is valid and justified, people are more likely to support and participate in it.

However, select variables were found to have exhibited positive direct effects on boycott intention. In particular, legitimacy (0.39, 95% C.I. [0.29, 0.73], $p < .001$) was discovered to have a direct relationship with boycott intention, which was not initially explored in the conceptual framework. It insinuates that consumers may intend to boycott without possessing a potent sentiment toward the subject matter of the boycott. In essence, data results show that legitimacy can have a mediator, and it can also directly affect boycott intention as it is. Consequently, animosity [0.33, 95% C.I. [0.26, 0.69], $p < .001$) was found to produce strong evidence that it has a positive and direct relationship with boycott intention. This suggests that when individuals have strong unfavorable feelings about a company, they are

more likely to engage in a boycott of that company, regardless of their overall attitude toward the boycott. On the other hand, quantitative results show that ethical relativism (0.05, 95% C.I. [-0.11, 0.22], $p = .509$) does not directly affect boycott intention. This may propound that ethical relativism has no correlation to the boycott attitude and that its relativist aspect contradicts a boycott's universalist nature.

As such, the findings dispute hypotheses H1 and H3 such that there are no significant mediating effects between the independent and dependent variables, as animosity and ethical relativism do not significantly affect boycott attitude. However, it confirms hypotheses H2 and H4 in that legitimacy of boycotts positively affects boycott attitude, and that boycott attitude positively affects boycott intention. Moreover, quantitative results also corroborate H5a and H5b in that consumers' animosity toward boycotts and the legitimacy of the boycott positively affect boycott intention.

Table 4. Table for Mediation Analysis

Predictor	Estimate	SE	95% Confidence Interval		β	z	p	Hypothesis
			Lower	Upper				
Mean_A \Rightarrow Mean_BA	0.03	0.15	-0.26	0.32	0.02	0.21	0.838	REJECT H1
Mean_L \Rightarrow Mean_BA	0.69	0.13	0.44	0.95	0.55	5.26	<.001	ACCEPT H2
Mean_ER \Rightarrow Mean_BA	0.21	0.11	-0.004	0.43	0.17	1.92	0.055	REJECT H3
Mean_BA \Rightarrow Mean_BI	0.27	0.08	0.11	0.42	0.26	3.39	<.001	ACCEPT H4
Mean_A \Rightarrow Mean_BI	0.47	0.11	0.26	0.69	0.33	4.33	<.001	ACCEPT H5a
Mean_L \Rightarrow Mean_BI	0.51	0.11	0.29	0.73	0.39	4.50	<.001	ACCEPT H5b
Mean_ER \Rightarrow Mean_BI	0.06	0.08	-0.11	0.22	0.05	0.66	0.509	REJECT H5c
Mean_ER \Rightarrow Mean_BA \Rightarrow Mean_BI	0.06	0.03	-0.01	0.12	0.05	1.67	0.095	
Mean_A \Rightarrow Mean_BA \Rightarrow Mean_BI	0.01	0.04	-0.07	0.08	0.01	0.20	0.838	
Mean_L \Rightarrow Mean_BA \Rightarrow Mean_BI	0.18	0.06	0.06	0.31	0.14	2.85	0.004	

Legend: A = Animosity, ER = Ethical Relativism, L = Legitimacy, BA = Boycott Attitude, BI = Boycott Intention

Focus Group Discussion Results

Subsequent to the quantitative survey, the researchers conducted triad discussions for a sequential explanatory research design to rationalize their boycott intentions toward companies in the fashion industry or the lack thereof, elaborate on the quantitative results, and explore unexpected findings. The researchers selected participants with equal representation from sexes (four females and four

males), generations (Millennials and Generation Z), and employment status (working and non-working). For statistically significant variables, they formulated general probe interview questions (see Appendix C) used during the focus group discussion. Consequently, the researchers conducted the building approach by pinpointing specific probe points, such as the impact of ethical relativism and animosity on participants' attitudes towards boycotts, which

were previously considered statistically insignificant. By establishing upper and lower thresholds for these variables and creating high and low cutoff points, they were able to form subgroups of participants whose experiences and perspectives fit within these points, enabling focus group discussions. In total, eight respondents were selected and participated in the interviews, where the researchers gained a more comprehensive understanding of the study further to enhance the validity and reliability of the findings.

Predictors Influencing Boycott Intentions

Animosity. The results of the interviews supported the quantitative finding that animosity does not significantly affect boycott attitudes. Mainly, these findings suggest that while animosity may be a common experience among consumers, it does not necessarily translate into a negative boycott attitude.

On the other hand, overall results from the follow-up interview further revealed a positive relationship of animosity towards boycott intention. The majority of the respondents who have shown some level of animosity towards a company and/or its actions have a higher tendency to possess the intention to boycott. The findings revealed a tendency of the respondents to have a moral outrage bias. Their motivation for boycotting stems from a critical sense of justifiable anger towards labor exploitation. Specific instances of boycott intention arising from unfavorable emotions include when the company's action is not perceived as righteous by the person or when a company engages in labor exploitations. Furthermore, a person's unfavorable emotions towards a company or its product positively affect his or her boycott intention to a certain extent, such as when the company's action goes beyond his personal morals and beliefs and when the product of interest is not that essential—meaning there are alternatives to choose from. As the researchers probed on the roots of animosity, factors like employee mistreatment, inequitable wages, and improper company behaviors induce negative emotions within consumers towards a company, which may include strong dislike, anger, and disappointment. Most respondents also highlighted how acting on their

emotions towards labor exploitations could be beneficial; it protects the rights of both the workers and consumers while demanding companies correct their misbehaviors.

"I tend to act immediately based on my emotions, so if I find out that a particular company is showing unjust behaviors, my first thought or action plan is to boycott the company immediately and switch to other brands first." – Interviewee #6

In certain cases, or individuals where logic precedes emotions, mere unfavorable emotions may not directly lead to an intention to boycott as other factors like consequences will have a weight on one's judgment. Nonetheless, animosity can still play a particular role in shaping the individual's boycott intention along with several other considerations rather than basing on a solely linear relationship between animosity and intention.

Legitimacy. The researchers affirmed through focus group discussions that if a boycott is perceived as a just and reasonable response to a particular issue or situation, people are more likely to view it favorably and consider participating in it. Given this, the researchers also probed on the specific attributes that impel consumers to boycott – to which the responses were (1) discriminating policies and other unjust practices (e.g., labor exploitation, environmental impact concerns, prejudice in the workplace) and (2) the companies' responses to these issues. The aforementioned reasons are the respondents' common basis for the validity of a boycott. The commonality among all the interview respondents is that the usefulness and effectivity of a boycott, or in other words, the impact it would make, will cause them to either boycott or not. People's perception of harm caused by a company's actions can be an important factor in influencing their intention to boycott.

"Apart from seeing boycott as necessary, I just really feel compelled to boycott if it is intolerable and significantly harms people and society. I would most likely boycott when I believe that a company or

a product has done injustice to some people or community. I believe that it is a small way for me to help a little bit.” – Interviewee #8

As such, consumers' perceptions regarding the legitimacy of boycotts as means for condemning companies that do not comply with societal standards and ethical principles may influence their boycott attitude and, consequently, their boycott intention. In the same way, if a consumer deems a boycott as ineffective, their attitude towards boycotting may likely be indifferent — thus decreasing their willingness to boycott. This behavior affirms and corresponds to the rational effectiveness dimension of the legitimacy of a boycott which is grounded on logical thinking.

The results also show that there is a direct relationship and impact of legitimacy on boycott intention. The researchers have found that it is possible for people to have the intention to boycott a company without necessarily having a strong attitude toward the boycott issue. The contributing factors include social pressure and cognitive bias. Social pressure allows individuals to boycott intentions even if they don't have strong feelings about the issue when their peers, family, or social groups support it. It can come from the norms, beliefs, or expectations of a particular group or society.

“If my family, friends, or public media are discussing the necessity and appropriateness of boycotting a company, I immediately consider boycott without any reluctance. Sometimes, I feel pressured when I see others do it also.” – Interviewee #4

Consumers may have cognitive biases when determining a boycott's legitimacy and intent to do so. When the boycott is perceived as legitimate, individuals make decisions based on information that is most readily available or salient in their minds — which could presumably be evidence of availability heuristic. In essence, although some individuals do not strongly believe in the value or appropriateness of boycotts in general, they may still intend to boycott a particular company because they feel

pressured by social peers to take action or rely on cognitive biases to make decisions.

“I saw a Facebook post calling Shein out because of the way they treat their workers in the factories, and I immediately thought I wouldn't buy from them anymore... For me, I think that their reason to boycott is valid because what Shein is doing is not right.” – Interviewee #1

Absence of Correlation with Boycott Intentions

Ethical Relativism. Since the results have shown that ethical relativism may have no relationship with boycott attitude, it displays that the changes in boycott attitude may covary more with legitimacy. One's moral framework may not necessarily dictate their attitude toward boycotting. Regardless of the ethical system they subscribe to, be it utilitarianism, Kantianism, virtue ethics, contractarianism, or others, the legitimacy of the cause behind the boycott is what drives their intention to participate and their overall attitude towards it. Ethical relativism suggests that individuals have different standards of what is ethical for them, which can make it a challenge to generalize findings to a larger population. Given this, the researchers interviewed individuals more likely to have a relativist belief and examined their attitudes toward boycotts in more detail. The researchers have identified categories from the interview data, including personal values and beliefs, moral flexibility, and relativistic attitudes toward ethical dilemmas. Most participants who act on their personal values and beliefs are more likely to have boycott attitudes toward companies engaging in practices that are contrary to their values. On the subject of debate whether boycotts, in general, are considered ethical or not, the perception of the participants is mostly influenced by the specific context of the boycott (e.g., the actions of the company being boycotted, the impact on parties involved). In the case of this research, boycotts are associated with labor exploitation, and the majority of the respondents in the research study have associated labor exploitation as an

unethical act and expressed a desire to boycott in response. As such, most participants have weighed boycotting as fair and moral. Contrary to the researchers' hypothesis, this finding suggests that there is a strong ethical motivation behind their attitude to boycott, which may be rooted in their personal values and beliefs despite having a relativist belief of acknowledging that different perspectives exist and that there may be multiple ethical solutions to a given problem.

"My surroundings have an impact on the way I think and the things I believe in. So, if I see boycotting as the most ethical thing to do, I would consider the idea of a boycott, especially if it aligns with my own personal ethics." – Interviewee #5

"Whether boycotting is ethical or unethical, I consider the boycott's impact on the company or industry, the likelihood of it achieving its intended goals, and the potential impact on other stakeholders such as employees." – Interviewee #2

Mediating Role of Boycott Attitude

Drawing from the previous discussion about factors that may or may not be related to boycott intentions, the study's findings indicate that ethical relativism and animosity do not require boycott attitude as a mediator to impact consumers' likelihood to engage in a boycott. This means that consumers who hold these beliefs and emotions are more likely to engage in a boycott regardless of their attitude toward the company or product in question. Conversely, the study found that legitimacy significantly influences boycott attitude, subsequently affecting consumers' intentions to boycott a company's products. This suggests that when consumers perceive boycotting as legitimate as a response to a company's action, they are more likely to have a negative attitude toward the company and consider boycotting its products.

Discussions

Notable empirical discoveries and emerging factors that may play a role in consumers' decision-making processes were thoroughly examined. Furthermore, the implications of

these research outcomes were expounded upon.

Heuristics as causalities of boycott intention

There has been recurrent data in which respondents were shown to make decisions and judgments quickly and easily, often without even realizing it — therefore displaying mental shortcuts or heuristics. According to Williams (2020), each particular mental shortcut may be "true" or "most suitable" in a certain circumstance. Given this, these heuristics generally emerge from paths that are not mediated by a boycott attitude, beginning from either animosity or legitimacy. Hence, boycott decision-making in the fashion industry could also be done out of impulsivity through deviations in judgment. As such, particular biases were then identified and extrapolated from data results.

Moral outrage bias. Derived from animosity, it was extrapolated that there has been clear evidence of moral outrage bias simultaneous to an outburst of emotions which led people to develop an intent to boycott. If the choice to boycott a certain company is prompted more by an emotional response than a thorough assessment of the information and context surrounding the issue, there may be moral outrage bias. Social media may also become an instrument to produce an echo chamber effect, in which like-minded people support one another's points of view and intensify moral outrage toward certain fashion companies. This can result in polarization of beliefs and a refusal to examine alternate viewpoints or facts.

Availability heuristic. Developed from legitimacy, there have been occurrences in data gathering where boycott intention is instantaneously developed from an instance that easily comes to their mind. Individuals who are exposed to problems that are highly visible, regularly publicized, or have recently been in the media may regard the issue as more serious and pressing than other issues and may be more inclined to support a boycott connected to that issue.

Social norm bias or social pressure. Also arising from legitimacy, select respondents expressed that their external environment is a causality to their intention after identifying the legitimacy of the boycott. Individuals may be

more inclined to join in a boycott to comply with the standards of their social environment and avoid judgment or prejudice from their social group (e.g., friends and family). Similarly, if a boycott is not widely supported or viewed as genuine within a person's social circle, they may be less inclined to join to avoid social criticism or disapproval for going against the group norm. The results also show that the importance of family and community is a cultural value in the Philippines and how this value influences Filipino consumers' participation in boycotts.

Critical insights on consumer criteria for defining "legitimate" boycotts

Aside from examining the relationship between the perception of legitimacy and boycott attitudes, the researchers also explored how consumers generally define a "legitimate" boycott to have a more comprehensive understanding of the consumer criteria. When do consumers think a boycott is desirable, correct, or appropriate within some socially constructed system of norms, values, beliefs, and definitions?

Perceived Harm. Perceived harm is a crucial aspect of consumer decision-making, whether or not they deem boycotting fashion companies as legitimate. Consumers consider various factors when determining the extent to which a company has caused harm. These factors include the number of people affected, the magnitude of the harm, and the duration of the harm. In the context of the fashion industry, consumers tend to view labor exploitation as severe harm. This is because it involves workers being subjected to child labor, poor working conditions, long hours, and low wages. The study found that participants from the focus group discussions were more likely to perceive harm to people as severe compared to harm to the environment, which they tended to classify as mild. This perception depends on whether the consumer is more environmentally or socially conscious. Specific views on what constitutes harm and the appropriate response to it may vary across cultures and social groups.

Company's response. A company's response to the voices of consumers is another critical factor influencing consumer perception of a "legitimate" boycott. Since the onslaught of the COVID-19 pandemic, consumers have been paying particular attention to how businesses respond to important issues, such as how they protect employees, manage supply chains, and support communities. Companies considered to have handled issues properly may be more likely to preserve consumer loyalty and avoid boycotts. According to a global poll conducted by Accenture (2020), 60% of customers are paying more attention to firms' responses to the pandemic, and 44% have shifted shops as a result of their perceived reaction toward the crisis. Research by Deloitte (2020) stated that the pandemic has expedited customers' transition toward sustainable and ethical fashion, with buyers paying more attention to variables like as supply chain accountability and employee well-being. If companies fail to respond adequately to meet societal standards and ethical principles and to address pressing issues such as labor exploitations, it shows a lack of concern and accountability for the consequences. This ranges from issuing an apology to implementing change and providing compensation for any damages done. Ultimately, a company's response to a boycott is influenced by the perceived legitimacy of the boycott among consumers and their understanding of what is considered desirable, correct, or appropriate within the context of the issue at hand.

Impact. The impact of a boycott carries significant weight in how consumers perceive a boycott's legitimacy. If only a minority chooses to participate in a boycott, it may be seen as ineffective or useless, consequently affecting the attitude of other consumers toward the boycott. Consumers may become indifferent to the boycott because they perceive it as futile and unproductive if the end result is not likely to be achieved. In contrast, if the majority expresses its intention to boycott, it is more likely to be effective and can create a ripple effect where more consumers see the boycott as legitimate. In essence, the impact of a boycott can be perceived as effective by evaluating whether the desired change or outcome has been achieved as a result of the action taken.

Conclusions and Recommendations

The initial research question and its corresponding hypotheses, which intends to identify the predictors that can influence boycott attitude for corporation controversies in the fashion industry, discovered that legitimacy significantly influenced boycott attitude, whereas animosity and ethical relativism did not. The second research question, which explored how consumer boycott intentions are then formed, found that animosity, boycott attitude, and legitimacy significantly influenced boycott intention. Accordingly, ethical relativism was found to have no direct significant influence on boycott intention.

The most unanticipated finding in the study involves determining the basis of the legitimacy of a boycott and unearthing mental shortcuts in the consumers' decision-making process. Given this, it is found that perceived harm caused by the company, the company's response to the issue at hand, and the potential impact of a boycott constitute what a perceived 'legitimate' boycott is. Moreover, the study also revealed psychological biases as factors related to animosity and legitimacy that act as drivers for boycott intention which were moral outrage bias, availability heuristic, and social pressure. As a result of these findings, new interpretations and proposals have been established with the goal of foreseeing additional variables and elements that cause customers to look into boycotting companies, which can be further investigated for future exploratory research reasons.

For Future Researchers: The research findings suggest that certain variables lead to boycott intention; however, the study was bound to tackle the fashion boycott's decision-making aspect and not the action itself. As such, future research could explore the extent to which consumers who express support for a boycott actually follow through on their intentions and whether boycotts lead to sustained changes in consumer behavior and more substantial changes in the fashion industry (e.g., improvements in working conditions). Moreover, given that ethical relativism did not play a role in boycott attitude and intention in the findings of this study, future research could

examine how specific moral philosophies could have correlations with boycott attitude or intention. Thus, they could investigate the potential relationship between having a distinctive moral position, such as a justice approach, and its impact on attitudes and intentions. This study could explore whether individuals who hold a specific moral position are more likely to take action or adopt behaviors that align with that position compared to those who do not have a clear moral stance. On another note, future researchers can broaden their studies by dividing age categories beyond Generation Z and Millennials and analyzing if there are any disparities in areas such as purchasing capability, beliefs, and attitudes towards boycotts.

For Companies in the Fashion Industry: The researchers recommend that companies in the fashion industry derive insights and discern patterns of this study to create strategic and relevant decisions and actions by taking preventive and reactive measures.

Preventive measures: To effectively analyze the consumers' animosity and legitimacy toward boycott attitudes and intentions, managers and practitioners can utilize social listening as a cost-effective approach. In terms of following the TPB theory, companies should note that although the assumption of boycotting is planned, researchers detected that consumers might possess impulsive behavior while considering boycotting, much like moral outrage bias and social pressure. As such, having social listening can allow them to gain insights about expected standards, underlying reasons for boycott intentions, and unanticipated variables.

Reactive measures: For existing issues prompting boycott behavior, fashion companies must possess accountability in their responses to their stakeholders. For instance, taking corrective actions to address the underlying issues (e.g., issuing a public apology, investigating the allegations, implementing new policies to prevent similar violations, etc.) that have led consumers to plan a boycott caused by moral outrage or other determinants, depending on the magnitude of the harm done.

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