

## Moral Brand Machines: Towards a Conceptual Framework

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**Abstract :** The integration between marketing and technology has given brands unprecedented opportunities to reach accurate customer data and competence to change customers' behaviour. Technology has generated a transformation within brands from traditional branding to algorithmic branding. However, brands have utilised customer data in non-cognitive programmatic targeting. This algorithmic persuasion may be effective in reaching the targeted audience. But it may encounter a moral conflict simultaneously, as it might not consider our social principles. Moral branding is a critical topic; particularly, with the increasing interest in commercial settings to teaching machines human morals, e.g., autonomous vehicles and chatbots; however, it is understudied in the marketing literature. Therefore, this paper aims to investigate the recent moral branding literature. Furthermore, applying human-like mind theory as initial framing to this paper explores a more comprehensive concept involving human morals, machine behaviour, and branding.

**Keywords :** brand machines, conceptual framework, moral branding, moral machines

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