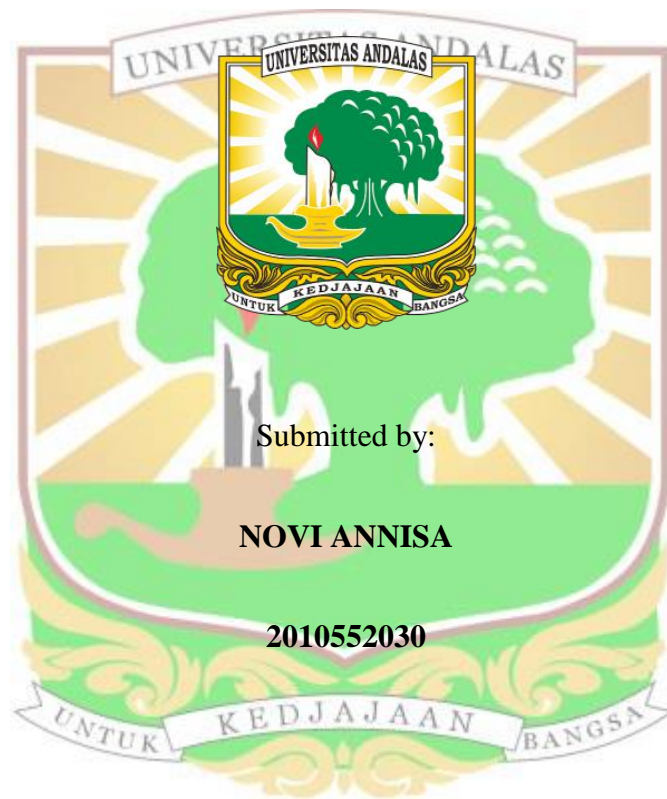


**AN ANALYSIS OF BOYCOTT FACTORS OF THE MUSLIM GEN Z
CUSTOMERS AT ANDALAS UNIVERSITY (A Case Study of McDonalds
Customers at Padang City)**

THESIS

Submitted as One of the Requirements for a Bachelor's Degree in Management


Department in Economics and Business Faculty of Andalas University



**DEPARTMENT OF MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS
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“An Analysis of Boycott Factors of the Muslim Gen Z Customers at Andalas University (A Case Study of Mcdonalds Customers at Padang City)”

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ABSTRACT

This paper aims to evaluate the key factors for Generation Z in Muslim consumers in making their decision to boycott some brands that they believed affiliated with Israel. This research was conducted by using a qualitative approach with thematic analysis. This research was conducted by using a semi-structured interview with twenty Generation Z Muslim consumers in Indonesia. The interview's result was processed by using Nvivo 14 software. The present study found that Gen Z participants agreed that boycott calls and news in social media gave a strong influence for them to boycott. Peer pressure, especially from close friends, was also found as a main factor for boycotting products that support Israel. Gen Z in the present study showed a high sense of humanity so that the conflict that occurs between Palestine and Israel was also an important reason for them to participate in a boycott. This study discovered the intention of participants to use local products which would benefit local businesses and economy.

Keywords: Boycott, Generation Z, animosity, peer pressure, social media

This thesis is already examiner and passed on August 28, 2024. This abstract already approved by supervisor and examiner:

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