

CHAPTER V

CLOSING

5.1 Conclusion

This research was conducted using exploratory qualitative methods, namely by conducting interviews with selected informants according to the criteria, analyzing the results used in this study using thematic analysis. The purpose of this study was to determine the effect of animosity, peer pressure and ethnocentrism as factors that influence generation z consumers to boycott McDonald's products in Padang City. This research was conducted by organizing an interview protocol using a semi-structured interview method which was later asked directly to the informant and assisted by smartphone technology as a tool to record answers from informants. Informants researchers get from acquaintances of researchers and also from acquaintances of other informants who also participate in boycotting the product that is the object of research. The data used in this research is primary data obtained directly from informants. Primary data was collected by conducting interviews with 20 generation z people in Padang city who are studying at Andalas University..

The data that has been obtained by researchers is processed using the help of Nvivo 14 software. Previously, researchers had determined three general themes in this study so that the coding process was carried out deductively. Then to determine subthemes, researchers used word frequency which produced word clouds in the form of keywords that were often spoken by informants and

counted as a percentage of subthemes. There are 12 subthemes in this study. General theme 1 animosity produces 3 subthemes, namely hate, narrative and anger. Theme 2 peer pressure which produces 5 subthemes namely social, friends, people, invite. Then, theme 3 ethnocentrism produces 4 subthemes consisting of local, price, quality and economy. Each conclusion of the theme is:

5.1.1 General Theme 1 : Animosity

The results demonstrated that the term "hate" was referenced with considerable frequency by informants, accounting for 0.79% of all mentions. Informants, specifically members of Generation Z, asserted that the sentiments evoked by McDonald's are rooted in hatred, leading to an inclination to eschew products associated with the brand. Generation Z also indicated that their aversion was predicated on the actions of the McDonald's brand, which facilitated the genocide conflict perpetrated by Israel against Palestine. Similarly, with other Israeli-affiliated products that are also affected by this boycott, Generation Z expressed hatred and anger through boycotts carried out on parties that aided in this war and also exhibited a lack of empathy. Generation Z also helped disseminate this boycott action by sharing boycott information through their social media posts and by following negative narratives about products affiliated with Israel, one of which was McDonald's.

5.1.2 General Theme 2: Peer Pressure

The results demonstrated that the term "social" was predominantly utilized by informants, with a frequency of 1.57%. The term "social" is understood to refer to social media. Generation Z is a generation that is adept at navigating technology and readily accesses information about the boycott through social media, where images and videos are widely shared. The boycott is accompanied by scattered posts displaying company logos that must be boycotted. These posts are accompanied by negative narratives and images that depict the unfortunate circumstances of Palestinians following Israeli military operations. Generation Z is also susceptible to influence and, in turn, influences their peers to participate in the boycott. This occurs through both direct and indirect reminders, which are disseminated via social media platforms such as Instagram, TikTok, Facebook, and Twitter.

5.1.3 General Theme 3 : Ethnocentrism

Generation z's boycott requires them to switch to using local products or products that are not affiliated with Israel. Like McDonald's, generation z moved to local products such as Richeese, D'besto, Sabana fried chicken. As generation z is currently studying, they prefer to move to MSMEs on the side of the road. Apart from being cheaper, they argue that this boycott can advance local MSMEs and increase domestic income which is useful for the progress of their own regions. In addition, boycotts can increase the sense of pride to use or consume domestic products.

5.2 Research Implication

The contribution of the results of this study is to explore information related to animosity, peer pressure and ethnocentrism as factors that influence the decision to boycott McDonald's products in Padang City.

1. The results of this study contribute to the discipline of marketing, especially in specific consumer segmentation, namely generation Z consumers. The results of this study can provide an overview of the object of research, namely, McDonald's regarding the factors that influence the behavior of generation z in deciding to boycott a product. So that this information can be useful for companies to pay more attention and respond to social issues that occur.
2. This research provides an overview of how much impact social issues, especially boycotts, have on businesses affiliated with Israel where this issue gives a negative image to the business.
3. The results of this study can be the basis for the development of further research on Gen Z behavior regarding their response to brands in a social and cultural context.
4. This research provides an overview of the positive impact for local products to further improve quality and branding. Along with the boycott, the awareness of Gen Z to use local products increases

5.3 Research limitation

The limitation of this research can summarized and explained as follow:

1. The object of this research is limited to generation z so it is less credible because it is limited to one generation only.
2. The interview informants in this study are dominated by Gen Z women, so they do not fully represent the views or perceptions of Gen Z which may be different and can affect the results of the study.
3. Interviews only focused on informants who were studying at Andalas University so that they could not fully represent the results of the research.

5.4 Research suggestion

The suggestions from the author based on the results of this study are as follows:

1. It is recommended for future research to add informants from other generations or make comparisons between two generations.
2. It is recommended that future research not make more balance between Gen Z female and Gen Z male to get a different perspective.
3. It is recommended for future research to add a variety of informants from various occupations such as employees, teachers, doctors and others who may have different perspectives that can produce better research results.

