



Boycott Movement on Dimensions Literatures

Solihah Sari Rahayu¹

¹IAILM Tasikmalaya, Indonesia

This study aims to examine the research development on the topic of "Boycott Movement" and to propose a research agenda based on journals published on this theme. This research employs a qualitative method with a bibliometric analysis approach. The data used is secondary data on the theme of "Boycott Movement" sourced from the Dimension database, comprising 214 journal articles. Subsequently, the data was processed and analyzed using the VosViewer application to map the bibliometric development of "Boycott Movement" research worldwide. The results of the study found 3 clusters with the most frequently used keywords being boycott, movement, study, Israel, state, perspective, world, and society. Furthermore, research path topics related to the Boycott Movement include Consumer behavior in boycott movements, Historical and geopolitical boycott dynamics, and Ethical issues in boycott campaigns.

Keywords: Boycott Movement; Research Map; SLR; Dimensions.ai

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*Correspondence:

Solihah Sari Rahayu

solihahsr@gmail.com

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INTRODUCTION

A boycott movement is a form of non-violent protest that involves the deliberate refusal to purchase or interact with certain products, services, or entities to express disapproval or apply pressure for change. Over time, boycotts have been used globally as a tool for social, political, and economic activism (Yunus et al., 2020). According to Hendarto (2021), boycotts serve as a strategic tool for stakeholders to influence corporate or government policies, with the aim of drawing attention to issues such as human rights violations or unethical practices. This is also supported by research from Azzahro & Indra (2024), which shows a generally negative perception of boycotts, primarily due to their economic impact, but acknowledges their effectiveness in moral and political advocacy.

Legally and politically, boycotts function as a form of protest and sanction designed to enforce compliance with international norms and principles. Azzahro & Indra (2024) also emphasize that one of the main objectives of certain boycotts, such as those targeting products allegedly supporting genocide, is to uphold human rights and international law. These boycotts aim to hold states or entities accountable for violations like genocide by leveraging economic pressure, thereby promoting justice and accountability. In addition to economic impacts, boycotts also aim to mobilize global public opinion and diplomatic efforts, creating international social and political pressure. Boycotts act as indirect sanctions through the collective refusal to engage, divestment, or embargoes, which facilitates a broader international response to serious human rights violations (Azzahro & Indra, 2024).

Furthermore, the implementation of boycott movements typically involves various strategies aimed at persuading or pressuring consumers, companies, or governments not to purchase or engage with certain products, services, or entities for political, social, or ethical reasons. One key element in the implementation process is the intensity of the boycott campaign, which has been shown to significantly increase individuals' intention to participate. However, actual participation can be hampered by skepticism about the boycott's effectiveness and fatigue among the public. The success of a campaign is often mediated by the level of boycott intention, which is influenced by moral and social motivations, and can be facilitated by the availability of substitute products that reduce the personal cost for participants (Istianandar & Ittaqullah, 2025).

Boycotts are generally initiated at various levels, from individual or grassroots actions to official boycotts led by governments or international coalitions. For example, government authorities or coalitions of governments sometimes initiate boycotts through official resolutions or decrees that prohibit transactions with the targeted parties. These government-led boycotts often carry legal force or official sanctions, making participation mandatory in those jurisdictions (Yunus et al., 2020; Sutrisno, 2024). International boycotts can also emerge as collective actions supported by multinational organizations like the United Nations, often with provisions for sanctions or embargoes. These boycotts are politically motivated and enforced on a global or regional scale, such as the economic restrictions imposed on countries like Iraq or North Korea.

From a legal and international relations perspective, boycotts are often seen as part of a broader coercive mechanism, including embargoes and sanctions, which serve to apply pressure without military action. Boycotts can target a wide range of products, including consumer goods, industrial products, or academic and cultural imports. The organized refusal to purchase or use these products aims to isolate and weaken the targeted party economically and socially. Such actions can be framed as a legitimate form of protest or sanction depending on the context and the legal framework governing trade and diplomacy (Sutrisno, 2024).

Several studies relevant to this research include Ridwan et al. (2025), who mapped the scientific literature on religious boycotts to inform and guide future research. This study was motivated by the fact that religious boycotts, driven by deeply held beliefs and spanning various disciplines, have significant socio-economic impacts. The research findings indicate that studies on religious boycotts are relatively limited and mostly concentrated in non-Muslim majority countries, such as the United States and the United Kingdom. This study also suggests that future research should focus on expanding the study of religious boycotts to include Muslim-majority countries, where the dynamics and implications may differ significantly.

Tariki & Shukor (2024) present the published research literature on consumer boycotts through a bibliometric analysis using the Bibliometrix package in RStudio and the Biblioshiny web application. This study concludes that publications and citations related to consumer boycotts have consistently increased over the past 20 years, especially in the last 5 years. Papers on

consumer boycotts that examine individual motivations for boycotting are the most cited. [Mulyono & Rolando \(2025\)](#) examine the impact of consumer boycott movements on brand reputation and business performance in the digital age. The results show that consumer boycotts have a significant impact on short-term sales decline and long-term brand reputation, especially when the movement is credible and receives widespread support. Consumer participation in boycotts is driven by psychological and sociocultural factors such as ethnocentrism, religious beliefs, and social identity, which differ across cultures. Corporate response plays a crucial role, where proactive measures through social responsibility can mitigate the negative impact of a boycott. Additionally, social media has been proven to amplify the spread and effectiveness of boycott movements in modern markets.

[Makarem & Jae \(2016\)](#) explored the motives, causes, and targets of consumer boycott behavior using content analysis of Twitter feeds. The analysis showed that while human rights issues are a primary cause of boycotts, business strategy decisions and corporate failures are also frequent causes, with for-profit product and service providers being the most common boycott targets. The research findings also indicate that although consumer boycott messages are more often motivated by instrumental motives, non-instrumental motives have a higher emotional intensity.

[Alqatan \(2025\)](#) examines the impact of boycott movements, particularly the Boycott, Divestment, Sanctions (BDS) movement, on companies that support Israel in the Middle East, focusing on the companies' accounting and financial performance. This research confirms that targeted companies such as HP, Siemens, AXA, Puma, and Sabra face substantial reputational risks, requiring operational and financial strategy adjustments to mitigate negative impacts. The findings reveal that these companies have progressively adopted increased transparency and reviewed investment policies to mitigate negative impacts and align with international law and ethical standards.

[Hendarto et al. \(2018\)](#) investigated the preferences of consumers, as group members, to participate in boycott movements in Indonesia. The research results show that the main target of boycotts is companies. The primary goal of a boycott is to change corporate behavior (instrumental), and the main root cause of boycotts is economic. [Muhamad et al. \(2019\)](#) explored the fundamental nature of religious influence in international religion-based consumer boycotts. The findings of this study support the primary role of

religious influence underlying the motivational factors for boycotting. Intrinsic religious motivation is related to all four boycott motivation factors (i.e., attitude toward boycotting the brand, subjective norms, making a difference, self-enhancement), and indirectly contributes to the intention to boycott US food brands through the constructs of self-enhancement, subjective norms, and attitude toward the boycott.

Based on this background, it is important to examine the current development of the Boycott Movement through research, and one method that can be used to observe research development is bibliometrics using VosViewer. This method is capable of creating and displaying maps of author journals and research paths based on co-citation data or keyword maps based on co-occurrence data ([Laila et al., 2021](#); [As-Salafiyah et al., 2021](#)). This research was conducted to complement existing research, fill previous research gaps, and expand the literature related to the Boycott Movement through a research path. Specifically, the purpose of this study is to observe the research development of the "Boycott Movement" as published by journals on the theme and to see future research opportunities by formulating a research agenda.

METHOD

In this study, various scientific journal publications related to the theme "Boycott Movement" worldwide were used as a data source. Data was collected by searching for journal publications indexed in the Dimension database using the keyword "Boycott Movement". Subsequently, relevant scientific articles or journals on the research theme were selected based on the collected publication data. Journals equipped with a DOI were a criterion in the data filtering and processing using software. There were 214 journal articles published on the research theme "Boycott Movement". The publication trend development related to the research topic was analyzed using VOSviewer software, which can generate bibliometric maps and allow for more detailed analysis.

In constructing the map, VOSviewer uses the abbreviation VOS, which refers to Visualizing Similarities. In previous studies, the VOS mapping technique has been used to obtain bibliometric visualizations which were then analyzed. Furthermore, VOSviewer is capable of creating and displaying maps of author journals based on co-citation data or keyword maps based on co-occurrence data. Therefore, this study will analyze the journal map related to the "Boycott Movement", including author maps and keywords,

which will then be used to analyze future research paths through clusters in the keyword mapping.

This study uses a descriptive qualitative approach with meta-analysis and a descriptive statistical literature study based on 214 journal publications discussing the theme "Boycott Movement". Meta-analysis is a method that integrates previous research related to a specific topic to evaluate the results of existing studies. Furthermore, the qualitative method used in this study is also referred to as a constructive method, where the data collected in the research process will be constructed into more easily understandable and meaningful themes. The sampling technique used in this study is the purposive non-probability sampling method, which aims to fulfill specific information needs

according to the desired research objectives. Several similar studies related to bibliometrics can be seen in, for example [Abu-Husin et al., \(2025\)](#), [Maulida & Rusydiana \(2022\)](#), [Sukmana et al., \(2023\)](#) and also [Rusydiana et al., \(2021\)](#).

RESULT AND DISCUSSION

Research Map

The image below describes the keyword trends that appear in research on the "Boycott Movement" theme. The larger the shape, the more frequently the word was used in journal publications on the "Boycott Movement" theme.

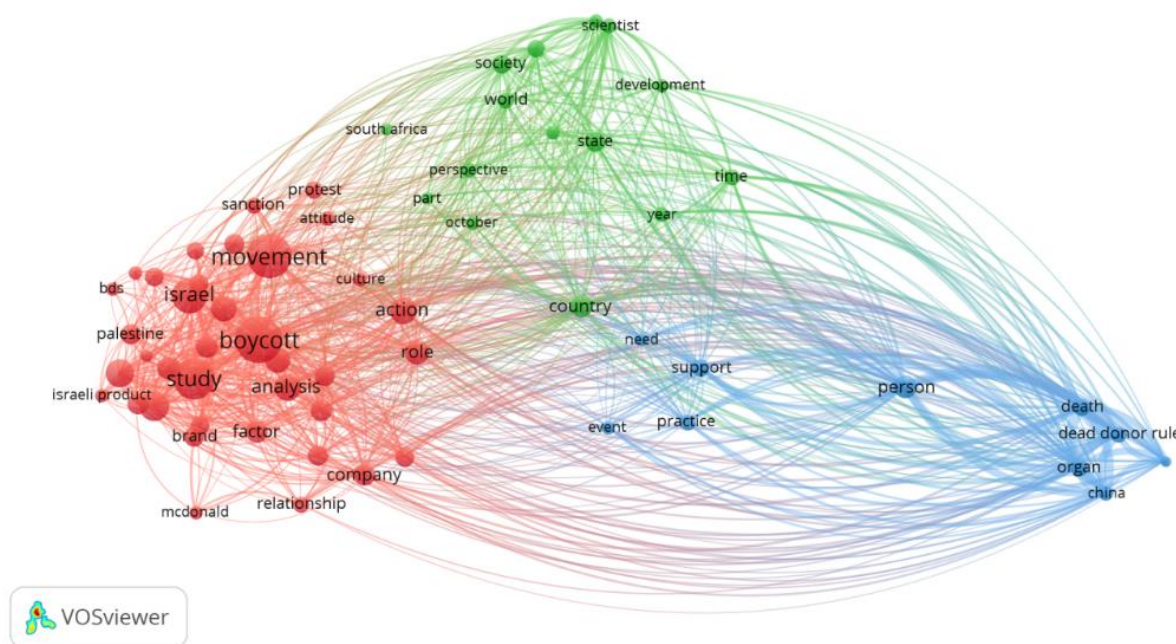


Figure 1. Research Path on Boycott Movement

Based on the mapping, the keywords that appeared most frequently in "Boycott Movement" publications include boycott, movement, study, Israel, state, perspective, world, and society, which were then divided into 3 clusters, as follows:

Cluster 1: Consumer behavior in boycott movement

This cluster contains 37 keyword items: action, analysis, attitude, bds, bds movement, boycott, boycott movement, brand, company, conflict, consumer, context, culture, decision, divestment, factor, impact, importance, indonesia, influence, israel, israeli product,

issue, mcdonald, movement, palestine, product, protest, relationship, resistance, response, role, sanction, social medium, social movement, solidarity, study.

Several relevant studies include [Bröckerhoff & Qassoum \(2021\)](#), who sought to understand how the political, economic, and social context in conflict regions, particularly in the Palestinian West Bank, affects consumer participation in the Boycott, Divestment, and Sanctions (BDS) movement. This study criticizes previous approaches that focused too heavily on individual motivations and ignored the influence of context on consumer freedom of action. The research

findings show that various structural barriers, such as limited product choices, social pressure, and political risks, restrict consumers' ability to actively participate in boycotts. Therefore, the authors introduce the concept of situated agency to explain that consumer agency is not entirely free but is shaped by the conditions and social structures in which they are located.

Elshaer et al. (2025) discuss the growing avoidance movement against international fast-food restaurant chains, influenced by economic, social, and political factors. The research results show that boycott actions have a significant impact on the decline in sales and profits of companies like McDonald's and Starbucks, leading to store closures, loss of consumer trust, and decreased long-term loyalty. This situation forces companies to design reputation protection strategies. The study affirms that consumer activism based on social justice and ethics can influence business policies and practices, while also highlighting the importance of proactive corporate responsibility to minimize reputational risk and maintain public trust.

Makarem & Jae (2016) examined the motives, causes, and targets of consumer boycott behavior as a form of anti-consumption tactic against companies deemed unethical or unfair. The research findings explain that human rights issues are the primary cause of boycotts, followed by business strategy decisions and corporate failures, with commercial product and service providers being the most common targets. The research also shows that although boycott messages are more often motivated by instrumental reasons, non-instrumental motives tend to have a higher emotional intensity. These findings provide a deeper understanding of consumer boycott behavior and its implications for consumers and the business world.

Hendarto et al. (2018) analyzed the preferences of consumers as group members in participating in boycott movements in Indonesia. The research findings show that the main target of boycotts is companies, with the primary goal being to encourage changes in corporate behavior (instrumental), and the main cause of boycotts stems from economic factors. From the perspective of reference group theory, this study shows that consumers tend to conform their behavior to a reference group and are more easily influenced by the opinions of groups they like or belong to. Meanwhile, from the perspective of expectancy-value theory, the decision to participate in a boycott is the result of a rational process that considers goals, consequences, and expected outcomes before the consumer decides to act.

Ferreira et al. (2017) critically analyzed the body of studies on consumer boycotts that has developed over the past 20 years, focusing on the ideologies underlying these studies and their consequences. The study found that most research on consumer boycotts is still based on the ideology of consumer sovereignty, which maintains a consumption-based market system. This ideology emphasizes the belief that consumers have the power to change the world and create a more just society, but without challenging the existing system's structure. Consequently, these studies tend to reproduce mainstream views and ignore the influence of institutional ideology on individuals' reasons for boycotting.

Babu et al. (2025) comprehensively analyzed the influence of consumer boycott activities on purchase intention and participation by extending the Theory of Planned Behavior (TPB). The research results reveal that the intention to boycott is influenced by social identification, social norms, hostile emotions, attitude toward the boycott, perceived behavioral control, and legitimacy. In addition, boycott intention has a positive effect on consumers' actual involvement, while previous purchase experience also influences actual participation. The study confirms that although boycotts have the potential to drive social and political change, companies need to align their operations with societal values to maintain consumer loyalty and prevent negative reactions.

Sung & Park (2021) examined how individuals in a country targeted by economic sanctions react by boycotting branded products from the sanctioning country as a form of retaliation against the policy. The research results show that the perceived threat level of economic sanctions plays a crucial role in triggering boycott movements in the initial stage, while media coverage becomes a key factor in sustaining boycott participation. Additionally, consumers in the target country are more likely to boycott if the products from the sanctioning country have high utility value and a short purchase frequency.

Cluster 2: Historical and geopolitical boycott dynamics

This cluster contains 15 keyword items: country, development, history, october, part, perspektive, scientist, society, south africa, state, time, ukraine, war, world, year. Research specifically discussing this topic is not yet widely explored. One relevant study is Hallward (2013), which examined the historical development and theoretical foundations of

the BDS movement, highlighting how boycotts and other economic measures have long been used as a means of moral and political struggle to oppose injustice. The study found that the BDS movement has strong historical roots as a form of moral activism based on social justice, not merely a political act. Through case studies and historical reflection, it is shown that BDS has successfully become an effective mechanism for peacefully channeling international pressure, as was the case during the apartheid era in South Africa. Furthermore, the movement reflects the evolution of global solidarity, where individuals, religious institutions, universities, and civil organizations can use economic power to oppose injustice.

Cluster 3: Ethical issues in boycott campaigns

This cluster contains 10 keyword items: china, dead donor rule, death, event, forced organ harvesting, need, organ, person, practice, support. Research related to the topics in this cluster is still quite limited. Among the relevant studies is Peled (2019), who analyzed the ethical tensions inherent in the practice of boycotting, particularly how boycott movements operate between their stated moral principles and their actual practices. The research found that the tension between the principles and practices of a boycott is not a weakness but an inherent structural feature of the movement due to its commitment to anti-normalization as an ethical imperative. However, the author also argues that this commitment can lead to arbitrary treatment of the boycotted parties, which ultimately leads to two important ethical consequences: it causes harm (moral injury) to the parties targeted by the boycott, and it hinders the movement's efforts to contribute to the development of a general theory on the ethics of boycotting.

Lechterman et al. (2024) discuss the phenomenon of corporate boycotts through the case study of the #StopHateForProfit movement in July 2020, when over 1000 companies pulled their advertising from social media platforms due to their failure to address the spread of harmful content. The study proposes a set of ethical principles for corporate boycotts and links them to various Corporate Social Responsibility (CSR) paradigms, demonstrating how these principles can be used to assess corporate boycott actions in a real-world context. Thus, the research expands the discourse on business ethics by positioning corporate boycotts as an important part of a company's social and moral responsibility.

Shim et al. (2021) discuss research investigating the influence of individuals' moral foundations on their perceptions and responses to corporate crises. The research results show that both types of moral foundations significantly influence attributions, emotions, and behaviors related to corporate irresponsibility, although with varying patterns across countries. Specifically, individualizing morality tends to increase the intention to boycott, whereas binding (collective) morality shows a more complex and contextual influence. The study emphasizes the importance for global communication and business practitioners to understand cross-cultural moral differences in responding to corporate crises in order to manage reputation and communication more effectively.

CONCLUSION

This study aimed to determine the extent of the research development on the theme "Boycott Movement" worldwide. The results of the research show that the number of research publications related to the "Boycott Movement" is 214 journal articles indexed in Dimension. Furthermore, in the research development related to the "Boycott Movement" based on bibliometric keyword mapping, the most frequently used keywords are boycott, movement, study, Israel, state, perspective, world, and society. Based on the frequently used keywords, they were then grouped into 3 research map clusters with topics discussing (1) Consumer behavior in boycott movements, (2) Historical and geopolitical boycott dynamics, and (3) Ethical issues in boycott campaigns.

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