Dessy Kurnia Sari (PhD student)

Abstract:
This study identifies the effects of both religion and secular factors in Muslim boycotts of KFC and Chinese brands by Indonesia’s Muslim customers. Both qualitative and quantitative research methods were used. Along with research from the boycott literature, the qualitative approach identified possible factors that will motivate Muslim customers to boycott foreign brands and what foreign brands were boycotted. The quantitative approach used a survey to gathered data about respondents beliefs and behaviours from samples of university students (n=202) and non-students (n=198) in Indonesia. Various statistics were used to test whether respondents’ beliefs about their religion (e.g. their religiosity, perception of Halal about the brand), and secular factors such as peer group pressure have significant effects in Muslim boycotts. The Findings show that religious motivation is one of several factors that mediate Muslims’ reported boycott of KFC and Chinese brands, and does not moderate the effects of secular factors in Muslim boycott behaviour. Peer pressure has the strongest effect in explaining Muslim customers’ boycott of KFC. There was an unexpected effect of religion in the boycott of Chinese brands. These findings will be discussed in terms of public policy and marketing.

Date: Wednesday, 12th March 2014
Time: 11:00am—12:00pm
Venue: BUSN.201 (Case Study Room)
Enquiries: Dick Mizerski: dick.mizerski@uwa.edu.au