Research.

The Effect of Political Consumerism, Moral Intensity News Framing, and Peer Pressure on Boycott Intention

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Abstract. Consumer boycott is an act of collective protest that is increasingly important in the era of globalization and technological advancement. In Indonesia, the Palestine-Israel conflict has become a significant emotional trigger, prompting boycotts of brands such as KFC Indonesia. This study aims to analyze the effect of political consumerism, moral intensity news framings, and peer pressure on consumer boycott intentions towards KFC, with social media response as a mediating variable. Then, the research methodology uses a quantitative approach, and data were collected from 415 active KFC respondents, and the analysis used the SMART-PLS application. The results of the study indicate that moral intensity news framing and peer pressure significantly influence boycott intentions, while political consumerism has a positive effect on social media response. Social media response is proven to be a mediator that strengthens the relationship between political consumerism and boycott intentions. These findings indicate the need for companies, including KFC, to integrate elements of political consumerism into their marketing strategies and strengthen communication with consumers through social media.

Keywords: Boycott Intention, Moral Intensity News Framing, Peer Pressure, Political Consumerism, Social Media Response.

INTRODUCTION

Background

Consumer boycotts are a form of collective protest that is increasingly relevant in the era of globalization and technological advancement. In recent decades, boycotts have not only been triggered by economic factors, but also by moral, social, and political reasons. Issues involving human rights, the environment, and international conflicts are often the main triggers for consumer boycotts of certain companies or brands. In Indonesia, where the majority of the population is Muslim, the conflict related to the Palestine-Israel issue is one of the triggers that triggers emotional reactions and boycotts from consumers.

At the end of 2023, KFC Indonesia experienced a significant decline in sales due to calls for a boycott by consumers. This boycott was triggered by news linking KFC's parent company to support for Israel in the ongoing conflict with Palestine. This of course lowers the image of the KFC brand itself whereThis happens because of things like customer trust. A good brand image can increase customer trust.(Priyanto & Heriyadi, 2023). Based on the report of PT Fast Food Indonesia Tbk (FAST), the company experienced a net loss of IDR348.83 billion in the first semester of 2024, a figure that continues to increase compared to previous years. In addition, a survey by the

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Indonesian Survey Institute (LSI) indicated that 70% of respondents supported the KFC boycott on moral grounds and solidarity with Palestine. Social media also plays a role in shaping public opinion, with the hashtag #BoikotKFC becoming a trending topic on Twitter Indonesia for several weeks in a row. This phenomenon shows that the KFC boycott is not only a spontaneous reaction, but also part of a collective movement driven by morality and global solidarity.

Although the phenomenon of consumer boycotts has attracted much attention, research examining the factors that influence consumer boycott intentions, especially in the context of KFC Indonesia, is still limited. Most existing studies focus more on the boycott action itself rather than on the factors that shape consumer boycott intentions. In addition, in previous studies, researchers have discussed factors such as political consumerism, moral intensity news framing, and peer pressure separately in the context of boycott intentions, there has been no study that comprehensively integrates these three factors in one analysis model. Previous studies tend to focus on one or two factors without considering the interaction between these factors. This indicates that it is important for research to understand the factors that motivate consumer boycott intentions in the context of global moral and political issues. Integrating these factors allows for a deeper understanding of how they interact with each other and collectively contribute to consumer boycott intentions. This is important for developing a more holistic and realistic theoretical model in explaining consumer behavior.

This study has several important significances. First, from an academic perspective, this study fills a gap in the literature on boycott intention by focusing on the influence of moral intensity news framing and peer pressure, which are still under-researched. Second, practically, this study provides insight for companies such as KFC in understanding how consumer behavior is formed and how moral issues can affect their relationships with consumers. In addition, companies can use the research results of this study to develop effective marketing and risk management business strategies in responding to boycott actions and politically or morally sensitive issues.

Boycott Intention is a form of consumer action triggered by dissatisfaction with certain actions or policies of a company (Sen, 2024). It is a consumer strategy to express disapproval and attempt to change company behavior through economic pressure (Suraji et al., 2023). This research is based on relevant theories. Social Identity Theory (Trepte & Loy, 2017) will be used to understand how identification with a particular social group strengthens the relationship between these factors and consumer boycott intentions. The factor to be examined is political consumerism, which refers to consumer actions that are influenced by their political beliefs (Copeland & Boulianne, 2022). Political Consumerism involves individuals making purchasing decisions based on political or ethical considerations, aiming to influence corporate practices and drive social change (Hockey, 2024). This theory states that the higher the level of political consumerism, the more likely consumers will be involved in boycotts against companies that are considered to be acting unethically. In addition, moral intensity news framing (Bravo & Chapa, 2024) explains how the way the media frames an issue by emphasizing moral dimensions such as impact and justice can influence consumers' perceptions and their intention to participate in a boycott. Framing news that emphasizes moral intensity can increase the perception of urgency and relevance of the issue in the eyes of the audience, encouraging them to act (Boukes, 2022). News with high moral intensity can significantly influence public opinion, especially in the context of controversial and high-stakes issues (Huang et al., 2022). Peer pressure also plays a role in driving consumer intentions, where influence from peers or social groups can motivate individuals to conform to the norms of the group (S.A. & M.M., 2023). (Shah & Asghar, 2023) emphasize that peer pressure can influence consumer behavior through a social identification mechanism, where individuals adopt behaviors consistent with their social group to gain acceptance and recognition. Finally, social media response as a mediating variable, refers to the reaction of social media users to boycott issues, which can strengthen or moderate the influence of these factors (Obadă & Dabija, 2022). Some studies show that social media response can act as a mediating variable in the relationship between factors such as

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political consumerism and consumer boycott intentions (Zhai & Luo, 2023). Social media is an important part of the power they receive from users of these platforms(Pratama et al., 2023).

The purpose of the study is to explained the influence of political consumerism, moral intensity news framing, and peer pressure on consumer intention to boycott KFC Indonesia, with social media response as a mediating variable. By integrating these factors, this study is expected to provide more comprehensive knowledge on how social dynamics, morality, and politics influence consumer decisions to engage in boycott actions.

This research is not only relevant in the context of the KFC boycott in Indonesia, but can also provide insight for other companies facing similar situations. With increasing consumer awareness of moral and political issues, understanding the dynamics that drive boycotts is becoming increasingly important. Through this research, the author hopes to contribute to academic literature and business practitioners in facing challenges related to consumer behavior that is increasingly influenced by social, political, and moral factors.

Research Question

1. How does moral intensity news framing influence boycott intention?
2. How does peer pressure influence boycott intention?
3. How does political consumerism influence social media response?
4. How does social media response influence boycott intention?
5. What is the role of social media response in mediating the relationship between political consumerism and boycott intention?

LITERATURE REVIEW

Boycott Intention

Boycott Intention is a form of consumer action triggered by dissatisfaction with certain actions or policies of a company (Sen, 2024). It is a consumer strategy to express disapproval and attempt to change company behavior through economic pressure (Suraji et al., 2023)

Moral Intensity News Framing

Moral intensity news framing (Bravo & Chapa, 2024) explains how the way the media frames an issue by emphasizing moral dimensions such as impact and justice can influence consumers' perceptions and their intention to participate in a boycott. Framing news that emphasizes moral intensity can increase the perception of urgency and relevance of the issue in the eyes of the audience, encouraging them to act (Boukes, 2022). News with high moral intensity can significantly influence public opinion, especially in the context of controversial and high-stakes issues (Huang et al., 2022).

Peer Pressure

Peer pressure also plays a role in driving consumer intentions, where influence from peers or social groups can motivate individuals to conform to the norms of the group (S.A. & M.M., 2023). (Shah & Asghar, 2023) emphasize that peer pressure can influence consumer behavior through a social identification mechanism, where individuals adopt behaviors consistent with their social group to gain acceptance and recognition.

Political Consumerism

Political Consumerism involves individuals making purchasing decisions based on political or ethical considerations, aiming to influence corporate practices and drive social change (Hockey, 2024). This theory states that the higher the level of political consumerism, the more likely consumers will be involved in boycotts against companies that are considered to be acting unethically.

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Social Media Response

Social media response as a mediating variable, refers to the reaction of social media users to boycott issues, which can strengthen or moderate the influence of these factors (Obadă & Dabija, 2022). Some studies show that social media response can act as a mediating variable in the relationship between factors such as political consumerism and consumer boycott intentions (Zhai & Luo, 2023). Social media is an important part of the power they receive from users of these platforms(Pratama et al., 2023)

Moral Intensity News Framing and Boycott Intention

Previous research has shown that morally intensive news framing can influence consumers' boycott intentions by reinforcing negative perceptions of firms engaging in behavior perceived as unethical or unfair. (Bravo & Chapa, 2024). Study by (I.-J. Lim et al., 2024) highlights that media framing that emphasizes moral aspects can change the way consumers interpret a company's actions or policies. Previous research has found that moral intensity news framing can influence consumers' perceptions and reactions to an issue or event related to the company. (Shiferaw Jada & Berg, 2022). Recent studies by (Chung & Lee, 2022) shows that when the media highlights a company's negative impact on society or the environment, consumers tend to respond by increasing their boycott intentions.

H1 = Moral Intensity News Framing influences Boycott Intention

Peer Pressure and Boycott Intention

Peer pressure or peer influence is an important factor in influencing consumer behavior, including the decision to boycott a particular brand or product. According to recent research, peer pressure can play a crucial role in shaping consumer boycott intentions. (Sari & Games, 2024). According to (Higuchi & Maehara, 2021), in the context of globalization and the current digital era, peer influence through social media can be a significant factor in increasing awareness and intention to boycott a particular brand or product. They emphasize that social media facilitates the rapid and widespread dissemination of information and peer influence, which can strengthen consumers' boycott intentions. Another study by (W. M. Lim et al., 2023) showed that in developing countries, including Indonesia, peer pressure can be one of the main motivations behind participation in boycott movements. They highlighted that in strong social and cultural contexts, peer influence is often a strong impetus for individuals to follow the boycott behavior adopted by their group.

H2 = Peer Pressure influences Boycott Intention

Political Consumerism and Social Media Response

Research by (Chon & Park, 2020) shows that political consumerism plays an important role in organizing and mobilizing consumers to engage in political action on social media. Social media response can strengthen political consumerism by creating collective awareness and support for certain issues. (Dalakas et al., 2023). Social media acts as a powerful tool to organize and mobilize consumers towards political consumerist actions such as boycott (Boulianne & Theocharis, 2020). (W. M. Lim et al., 2023) also highlighted that political consumerism can strengthen consumers beliefs and motivations to engage in online interactions and discussions, thereby increasing their likelihood of participating in a boycott.

H3 = Political Consumerism influences Social Media Response

Social Media Response and Boycott Intention

Social media response refers to the reactions or responses given by social media users to a particular issue, event or content. (Dalakas et al., 2023). Several studies have shown that social media response can act as a mediating variable in the relationship between factors such as political consumerism and consumer boycott intentions

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(Delgado-Ballester et al., 2023). When consumers are exposed to information or content related to a particular issue or event on social media, the reactions or responses given by other users can influence the consumer's perception and boycott intentions (W. M. Lim et al., 2023).
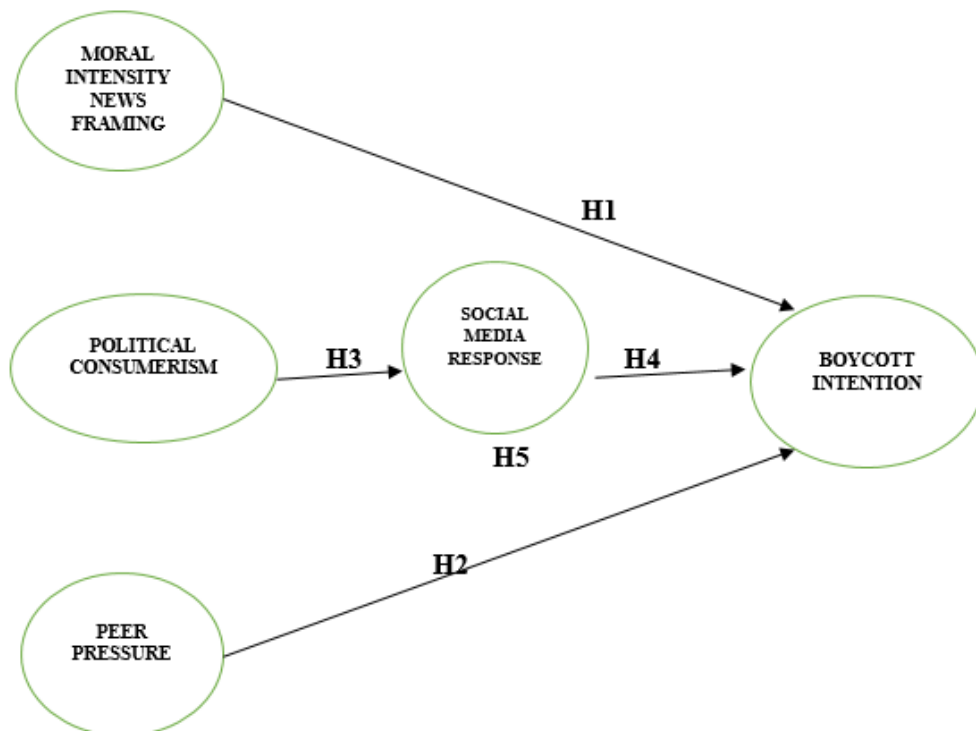
H4 = Social Media Response influences Boycott Intention.

Social Media Response mediates the relationship between the Political Consumerism variable and Boycott Intention

Political consumerism reflects the increasing social and political awareness among consumers. Previous research has found that consumers who are actively involved in political consumerism often use boycotts as a way to express their dissatisfaction with companies that do not reflect their values (Melancon & Dalakas, 2018). In addition, research by (Jusuf, 2023) shows that consumers are increasingly using their power in the marketplace to drive social change and public policy. Social media now serves as a platform where consumers can share information, interact with brands, and shape public perception. According to the findings (Jacobsen et al., 2021), a positive response from a brand on social media can reduce intentions to boycott, while a response that is perceived as slow or insensitive can worsen consumers' views. (Dalakas et al., 2023) also noted that proactive and empathetic responses can strengthen consumer loyalty, while inactivity in communication can increase intentions to boycott.

H5 = Social Media Response mediates the relationship between the Political Consumerism variable and Boycott Intention.

CONCEPTUAL FRAMEWORK

Figure 1. Conceptual Framework

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RESEARCH METHODS

The quantitative approach is used in this study to collect data so that it can be measured numerically. Random sampling technique is used as a sampling method in this study from the population studied, namely consumers who have purchased and consumed KFC products in Indonesia and are aware of the issues related to the boycott of KFC products with the sample of 415 respondent randomly selected from the relevant population. The respondent criteria are active KFC consumers in Indonesia, Age range 18 to 50 years, and include various educational and professional backgrounds.

Data will be collected through the use of an online survey questionnaire specifically designed to measure the main variables in this study, namely Political Consumerism, Moral Intensity News Framing, Peer Pressure, Boycott Intention, and Social Media Response as a mediating variable. The survey questionnaire was initially adapted from previous studies using English, then translated into Indonesian and back translated into English to ensure the accuracy of the questions.(Melnyk et al., 2022). The survey was devided into three sections. The first section is an introduction of the purpose of survey, instructions, and respondent consent. The second section consisted of demographic data, and the third section consisted of questions on Political Consumerism, Moral Intensity News Framing, Peer Pressure, Social Media Response, and Boycott Intention. All variables were adapted from previous studies to ensure reliability and accuracy were met.(Podsakoff et al., 2024). The questionnaire uses a Likert scale of 1 to 5 with categories: score 5 that mean strongly agree, score 4 mean agree, score 3 mean neutral, score 2 mean disagree, and score 1 mean strongly disagree. The Likert scale is a standard measurement tool in social research that allows researchers to collect data on respondents' attitudes and opinions systematically. Its use has proven effective in exploring human complexity in various contexts.(Robert F. DeVellis, 2019)

After the data was collected, the analysis was carry out using the SMART-PLS (Structural Equation Modeling with Partial Least Squares) application. The analysis carried out included descriptive using the PLS-SEM algorithm to provide an overview of the sample and research variables including convergence validity, discriminant validity, reliability, R-square then path analysis (correlation and regression) to test the influences of independent variables on the dependent variables, as well as mediation analysis to researching the role of social media responses as a variable that bridges the connection between variables in the study.(Becker et al., 2023).

RESULTS AND DISCUSSION

RESULTS

Respondent Characteristics

Table 1 contains information about 415 respondents. The categories used are Gender, Age, Address (Province), Education and Occupation. In the address category, other items explain the number of respondents from the Aceh region 6 respondents (1.4%), Bangka Belitung 1 respondent (0.2%), Batam 1 respondent (0.2%), Bengkulu 3 respondents (0.7%), Gorontalo 3 respondents (0.7%), South Kalimantan 6 respondents (1.4%), Central Kalimantan 4 respondents (1%), North Kalimantan 1 respondent (0.2%), Maluku 2 respondents (0.5%), North Maluku 3 respondents (0.7%), West Nusa Tenggara 3 respondents (0.7%), East Nusa Tenggara 4 respondents (1%), Papua 1 respondent (0.2%), West Papua 1 respondent (0.2%), West Sulawesi 3 respondents (0.7%), Central Sulawesi 2 respondents (0.5%), Southeast Sulawesi 3 respondents (0.7%), and North Sulawesi 4 respondents (1%). As for the job category, other items explain the number of respondents based on their jobs: farmer 1 respondent (0.2%), coffee shop employee 1 respondent (0.2%), housewife 2 respondents (0.4%), and entrepreneur 1 respondent (0.2%).

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Table 1.Respondent Characteristics

Category	Item	Frequency	Percentage (%)
Gender	Man	200	48.2
	Woman	215	51.8
	Total	415	100
Age	18-23 Years old	71	17.1
	24-29 Years old	176	42.4
	30-35 Years old	128	30.8
	36-41 Years old	34	8.2
	>41 Years old	6	1.5
	Total	415	100
Address (province)	Bali	11	2.7
	Banten	16	3.9
	D.I. Yogyakarta	14	3.3
	DKI Jakarta	33	8
	Jambi	10	2.5
	Jawa Barat	61	14.7
	Jawa Tengah	43	10.4
	Jawa Timur	36	8.7
	Kalimantan Barat	32	7.7
	Kalimantan Timur	17	4.1
	Kepulauan Riau	11	2.7
	Lampung	13	3.1
	Sulawesi Selatan	13	3.1
	Sumatra Barat	21	5.1
	Sumatra Selatan	19	4.6
	Sumatra Utara	14	3.4
	Etc	51	12.3
	Total	415	100
Education	High School/Equivalent	62	14.9
	Student	113	27.3
	S1/S2/S3	240	57.8
	Total	415	100
Work	Students	59	14.2
	Private employees	165	39.8
	civil servant	82	19.8
	BUMN/BUMD	87	20.9
	Enterprises/National Police	17	4.1
	Etc	5	1.2
	Total	415	100

Measurement Model

Table 2 shows the measurement model of the indicator from 5 variables. This model is obtain from the PLS (Outer Loading). Then bootstrapping (T-statistics) algorithms will be used to validity testing and hypothesis testings respectively.(Hair et al., 2021).

Table 2. Factor Loading

Construction	Item	Factor Loading	T-statistic
Political Consumerism	I feel compelled to follow the call to choose the right brand based on ethics.	0.883	42,435
	I always feel compelled to follow the call to avoid purchasing a product based on ethical	0.922	80,253

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Construction	Item	Factor Loading	T-statistic
	considerations.		
Moral Intensity News Framing	I always see ethical issues in the news as something that impacts my moral standards.	0.785	29.206
	I feel an ethical responsibility after reading news about a company's policies.	0.822	43.455
	I feel emotionally affected when I read news stories that frame a company's practices as immoral.	0.784	32,577
	I feel it is important to follow news about a company's business practices in the media because it relates to morality.	0.815	44.184
Peer Pressure	I always put my group's decisions first.	0.724	22,424
	I always follow my group's opinion.	0.736	22,697
	I always follow group decisions even if I don't agree.	0.756	26,909
	My group always emphasizes my members to obey.	0.842	44,771
	I must always obey my group's decisions.	0.798	38,049
Social Media Response	I am always active in participating in discussion activities on social media.	0.777	33,871
	I follow discussions on social media to find out the latest issues.	0.755	26,766
	I always participate in campaign actions on social media.	0.788	33,416
	I often comment on posts about issues on social media.	0.797	36,029
	I am always active in following social movements on social media.	0.736	23,334
Boycott Intention	I tend to plan not to buy products from KFC.	0.808	36,463
	I am inclined to plan to boycott KFC products.	0.829	44,724
	I feel compelled to avoid KFC products.	0.851	54,382
	I feel my desire to boycott KFC is correct.	0.830	52,000

Outer Model Evaluation

Convergence Validity

The indicators used in Convergent Validity are usually valid when the factor loading value is above 0.5. However, there are some parties who recommend that the Factor Loading Value exceed 0.7.(Hair et al., 2021). Based on this, the indicators used in the figure meet the convergent validity threshold.
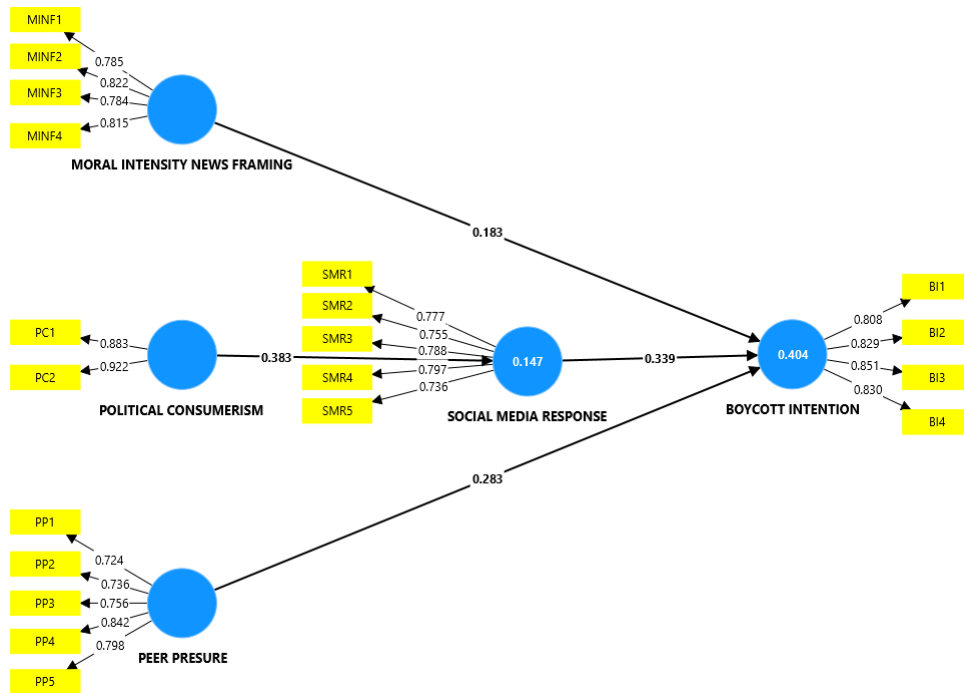
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Figure 2. Algorithm Model Results

Discriminant Validity

Discriminant validity in SMART PLS is shown by the relationship between the indicator and its construct value which is higher compared to the relation value against other construct values.(Hair et al., 2021). Table 3 show the discriminant validity value taken from the Fornell-Larcker criterion value where Boycott Intention has a value of 0.830, Moral Intensity News Framing (0.802), Peer Pressure (0.773), Political Consumerism (0.903), and Social Media Response (0.771). All of these values show the largest overall relation to other constructs in each column below it so that it can be said that each variable has validity. According to (Sarstedt et al., 2020), Forner and Lacker's approach uses a comparison between the AVE value of the construct with the squared value of the correlation between the construct values. Discriminant validity can be considered fulfilled if the square root of the AVE is higher than the relation between the construct values. This ensures that the construct can explain the indicator variance better than other constructs.(Zhou et al., 2024). Table 4 show that AVE values exceed 0.5. This means that overall latent variable and the indicator have validity.

Table 3. Discriminant Validity

	Boycott Intention	Moral Intensity News Framing	Peer Pressure	Political Consumerism	Social Media Response
Boycott Intention	0.830				
Moral Intensity News Framing	0.487	0.802			
Peer Pressure	0.477	0.438	0.773		
Political Consumerism	0.431	0.552	0.292	0.903	
Social Media Response	0.531	0.531	0.335	0.383	0.771

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Table 4. Average Variance Extracted (AVE)

	AVE
Boycott Intention	0.688
Moral Intensity News Framing	0.643
Peer Pressure	0.597
Political Consumerism	0.815
Social Media Response	0.594

Composite Reliability

Composite reliability measures the reliability from the indicators in a variable statistically. The variable is said to have composite reliability if have value exceeds 0.7 (Sarstedt et al., 2020). In addition, to ensure the credibility of the results, then Cronbach's alpha value must also exceed 0.7 as an additional criterion in determining and strengthening the validity of the results.(Hair et al., 2021). From the result of data processing in table 5, the composite reliability values for each variable are as follows: Boycott Intention of 0.898, Moral Intensity News Framing of 0.878, Peer Pressure of 0.881, Political Consumerism of 0.898, and Social Media Response of 0.880, all exceeding the threshold of 0.7. Meanwhile, the Cronbach's alpha value for each variable also ranges from 0.775 to 0.849, which also meets where these values have exceeded the threshold of 0.7, so the results can be considered valid.

Table 5. Cronbach's Alpha & Composite Reliability

	Cronbach's alpha	Composite reliability (rho_c)
Boycott Intention	0.849	0.898
Moral Intensity News Framing	0.814	0.878
Peer Pressure	0.837	0.881
Political Consumerism	0.775	0.898
Social Media Response	0.831	0.880

Inner Model Evaluation

R Square

R Square, measures the validity of the research model by indicating how the independent variables explain the shift in the dependent variable.(Rughoobur-Seetah et al., 2021). The coefficient of determination ranges from 0 - 1. The closer value is 1, then the better fit of the model and the better the influence of the exogenous variables on the endogenous variables.(Bagozzi, 2022). An R^2 value of 0.75 mean a strong influence, 0.50 mean a moderate influence, and 0.25 mean a weak influence (Hair et al., 2021). Based on the result from data processing in tables 6, exogenous variables affect Boycott Intention by 0.404, but the complexity from the model reduces the Adjusted R^2 value to 0.400, indicating a moderate influence. Meanwhile, Social Media Response has an R^2 value of 0.147, and an Adjusted R^2 value of 0.145, indicating a weak influence.

Table 6. R-Square Value

	R-square	R-square adjusted
Boycott Intention	0.404	0.400
Social Media Response	0.147	0.145

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Hypothesis Testing

Hypothesis testing on SEM-PLS analysis is carry out using the bootstrapping method, the image below shows the Bootstrapping Model Results.
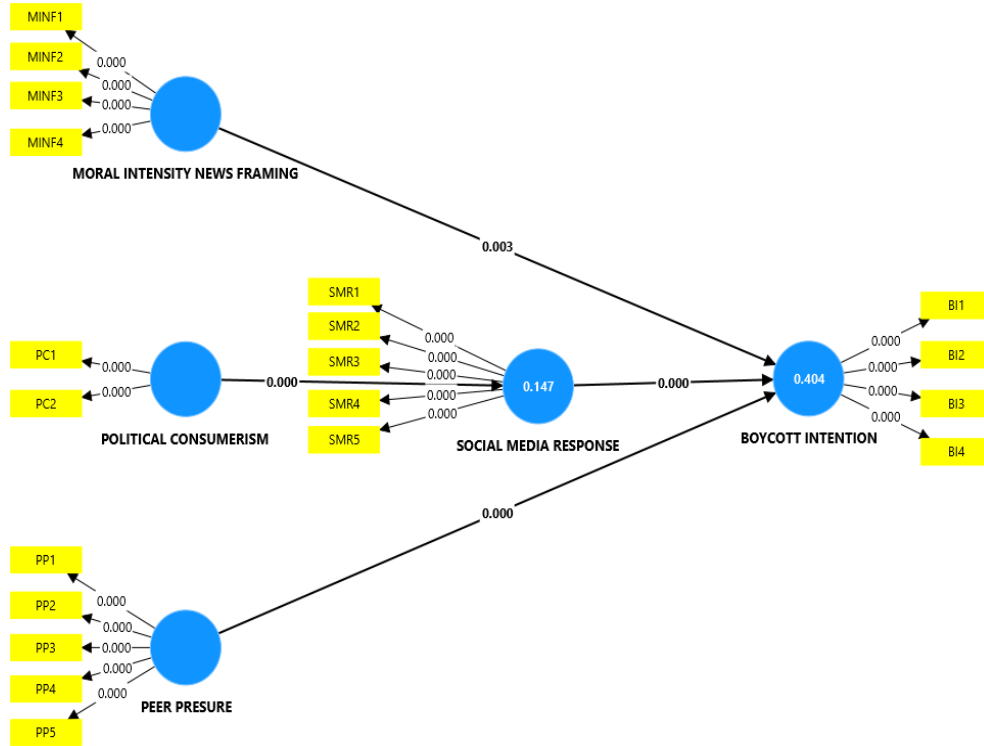

Figure 3. Bootstrapping Model Results

Bootstrapping test whether the variables in the hypothesis are significant, positive, or negative (Memon et al., 2021). The t-value for two-way is 1.96 (5% significance level).(Wright, 2023). All significant correlations above t-value 1.96 are shown in the figure. In this model, several relationships between variables are indicated by significant path coefficient values. All variables in this model influence each other, as seen in the correlation between independen variables and dependen variables. The result of hypothesis testing indicate that all relationships are significant with p values <0.05, in accordance with the values in the figure. Table 7 show that all hypothesis proposed by the researcher have significance, where the P value is low than 0.05.

Table 7. Hypothesis Testing Results

Effect	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Description
Moral Intensity News Framing -> Boycott	0.183	0.185	0.063	2,929	0.003	Positive and Significant

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Effect	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Description
Intention (H1) Peer Pressure -> Boycott Intention (H2)	0.283	0.284	0.046	6.156	0.000	Positive and Significant
Political Consumerism -> Social Media Response (H3)	0.383	0.386	0.047	8.204	0.000	Positive and Significant
Social Media Response -> Boycott Intention (H4)	0.339	0.340	0.051	6,641	0.000	Positive and Significant
Political Consumerism -> Social Media Response -> Boycott Intention (H5)	0.130	0.132	0.028	4,583	0.000	Positive and Significant

Table 7 explains the relationship of variables from the five hypotheses. The table shows that all hypothesis are accepted because the t-statistic value was higher than 1.96 with a p-value low than 0.05. The original sample values also show a positive relationship between the tested variables.

DISCUSSION

Several hypotheses were tested to understand the relationship between political consumerism, moral intensity news framing, peer pressure, social media response, and boycott intention in this study.

The results show that the First Hypothesis, namely that Moral Intensity News Framing effect on Boycott Intention, is accepted because moral intensity news framing effect on boycott intention with high significance (O = 0.183, p = 0.003 and T statistic = 2.929). This is also in line with research by(Bravo & Chapa, 2024), news framing that emphasizes the morality of an issue can trigger strong emotional reactions from consumers, prompting them to take boycott actions in response to perceived injustice.

Then, the second hypothesis, namely Peer Pressure influences Boycott Intention, is stated to be accepted because the results of the analysis also reveal that peer pressure has a significant effect on boycott intention (O = 0.283, p = 0.000, and T statistic = 6.156). This is consistent with the study by(Sari & Games, 2024), which suggests that peer pressure can influence an individual's decision to participate in collective action such as a boycott. When individuals feel supported or pressured by their social group, they are more likely to follow through on the same action.

In the third hypothesis, namely Political Consumerism influences Social Media Response, it is stated that it is accepted because political consumerism has a positive and significants effect on social media response (O = 0.383, p = 0.000 and T statistic = 8.204). This is in adjusted with research by (Dalakas et al., 2023) with the finding that political consumerism increases user engagement on social media, facilitating dialogue and responses to social and political issues. Politically engaged consumers tend to be

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more active in sharing information and responding to brands that they deem inconsistent with their political values.

The fourth hypothesis, namely Social Media Response influences Boycott Intention, is also stated to be accepted because social media response shows a significant influence on boycott intention (O = 0.339, p = 0.000 and T statistic = 6.641). According to research by(Dalakas et al., 2023), positive or negative social media interactions can strengthen consumers' decisions to boycott a particular product or brand. Responses from social media serve as an important source of information and social support.

In addition, the last hypothesis is that Social Media Response mediates the relations between Political Consumerism and Boycott Intention. The analysis shows that social media response acts as a mediator in the relations between political consumerism and boycott intention (O = 0.130, p = 0.000 and T statistic = 4.583). This means that political consumerism not only directly affects boycott intention, but also through the responses obtained on social media. This is relevant to the findings of the study by(Dalakas et al., 2023), which states that interactions on social media can strengthen the relationship between politically active consumer behavior and boycott actions.

The findings of the study provide the theoretical and practical implications regarding the influence of political consumerism, moral intensity news framing, and peer pressure on boycott intentions, focusing on KFC Indonesia. The theoretical implications of this study include the development of political consumerism theory where this study enriches the understanding of political consumerism by showing how social and moral factors can influence consumers' decisions to boycott. This opens up space for further research on how moral and political values can influence consumer behavior in various contexts. Second, by combining moral intensity news framing and peer pressure in one analytical model, this study shows the importance of interactions between various social factors in influencing boycott intentions. This can be the basis for further research exploring the relationship between these factors in different contexts. Third, this finding shows that news framing that emphasizes moral aspects can trigger strong emotional reactions indicating the importance of media in shaping consumer perceptions. This contributes to literature on marketing communications and media influence on consumer behavioral.

The practical implications of this study are, first, for companies like KFC, it is important to integrate elements of political consumerism into their marketing strategies. Understanding consumers' social values and concerns can help companies design campaigns that are more relevant and appealing to audiences who care about moral and political issues. Second, with increasing consumer awareness of social issues, companies need to be proactive in managing their brand image. This includes monitoring news and discussions on social media and responding quickly to issues that could affect their reputation. Third, companies are also advised to educate consumers about the impact of boycotts and the importance of responsible consumerism. This can not only help build better relationships with consumers but also encourage more ethical shopping behavior.

CONCLUSIONS AND SUGGESTIONS

This study successfully identified and analyzed the influence of political consumerism, moral intensity news framing, and peer pressure on boycott intention, as well as the role of social media response as a mediating variable. The results showed that moral intensity news framing and peer pressure were also proven to have a positive influence and significant effect on boycott intention. In addition, political consumerism also had a positive influence and significant effect on social media response and social media response had a positive influence on boycott intention. Social media response functions as a mediator that connects political consumerism with boycott intention, where this social media response variable strengthens the influence of political consumerism on boycott intention.

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Based on these findings, it is recommended that companies, including KFC Indonesia, integrate elements of political consumerism into their marketing strategies to attract consumers who care about social and political issues. It is also important for KFC to actively communicate well with consumers through social media, as well as monitor news framing related to their brand. Educating consumers about the impact of boycott actions and the importance of responsible consumerism is also highly recommended. For academics, it is necessary to develop a more in-depth theory on political consumerism and the social factors that influence boycott intentions. Cross-disciplinary collaboration, such as between social psychology and marketing, can help produce a more comprehensive perspective. In addition, it is important to conduct case studies on other brands facing similar situations so that effective patterns and strategies can be identified in different contexts. For regulations, the government needs to consider policies that support consumers in expressing their dissatisfaction without excessively harming others. Education about consumer rights will strengthen awareness of political consumerism. In addition, it is important to initiate dialogue between companies and the community to discuss issues that trigger boycotts and find mutually beneficial solutions. For the community, the community needs to be empowered through education that explains political consumerism, so that they can better understand the impact of boycott actions and involvement in social and political issues. Support for brands that show concern for moral and social issues should be increased, as well as participation in positive movements. For universities, integrating topics such as political consumerism and business ethics into marketing and communication curricula is essential to prepare students for complex market dynamics. In addition, encouraging research that focuses on relevant social issues and involving students in community service activities can increase their awareness and participation in the field.

Further research is recommended to explore other variable that may also influence boycott intentions and to expand the study to different contexts and brands, so that it is expected to provide comprehensive insights into consumer behavior in the digital era. With these steps, it is hoped that brands can better understand and respond to the dynamics that exist in consumer behavior, and build stronger relationships with consumers.

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