

PRELIMINARY INVESTIGATION OF THE BOYCOTT IN OIL PALM

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ABSTRACT

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Purpose: This thesis will focus on its own purposes which is to study about the boycott in palm oil industries. On this current investigation, it will show what is actually the reason of peoples boycotting the oil palm. In addition, this research will also provide some of the supporting details and what motivation that show up for people to ban the oil palm.

Methodology: The methodology that will be used in this thesis is a quantitative survey that have been done to perceived whether the respondent is in a state of boycotting the oil palm or not. There is also some of analysis been carried out to test the variables of the investigation which is descriptive analysis, correlation test and also the crosstabulation.

Findings: The results of the study will then show what is the actual reason of people boycotting the oil palm and what drives them to ban it. On the survey responses, the most significant boycott motivation will be shown as all the data and information are collected. From the descriptive analysis, it will show the main reason of people boycotting the oil palm. From the correlation test, this study will mention about the relationship between the factor of boycotting together with the act of boycotting. In the crosstabulation analysis, the relationship of demographic background towards the boycotting of oil palm will be obviously displayed.

Conclusion: The conclusion is the study able to show the reasons of people boycotting the oil palm and their act on it. All of the three analysis also show a positive relationship between the boycotting behaviour with the people either in their action or their demographic background. There is also an alternate vegetables oil that been used other than the oil palm that consume by the people that boycotting the oil palm.

Originality/Value: From this thesis that I have concluded my study, this will provide the consumer boycott some motivation that are specific to the boycotting of oil palm. This investigation also continued to study on regarding the boycott of oil palm products as a carry-on practice instead of just a single period of boycott, which nowadays the boycotting of the oil palm has enlarged to the international state especially European country.

Keywords: Palm oil, boycott, oil palm, demographic background