

A Postcolonial View of Boycott Behaviour: A Narrative Analysis of Boycotters From MENA

Yousra Rebbani
Corvinus University of Budapest

Cite as:

Rebbani Yousra (2026), A Postcolonial View of Boycott Behaviour: A Narrative Analysis of Boycotters From MENA. *Proceedings of the European Marketing Academy*, 55th, (132249)

Paper from the 55th Annual EMAC Conference, Bath, United Kingdom, June 2-5, 2026



A Postcolonial View of Boycott Behaviour: A Narrative Analysis of Boycotters From MENA

Abstract

This study aims to understand the experience of Middle East North Africa (MENA) boycotters against the backdrop of ongoing geopolitical tensions to bring forth the unique social, religious, and political realities that shape boycotting in MENA using a postcolonial lens. We conducted and analysed 18 in-depth interviews with MENA-based and diaspora boycotters. We used narrative analysis to understand the emotional and identity-driven dimensions of boycotting. The findings highlight that boycott behaviour is driven by perceived egregious acts by corporations or states, linked to violations of personal or collective values. Consumers experience a transformation process where feelings of powerlessness are countered by empowerment via collective resistance. Distrust in Western media and perceived government inaction amplify the call to boycott. The emergence of local brands is a virtuous byproduct of global brand boycotts.

Track: International Marketing & Marketing in Emerging Countries