

Exploring Consumer Boycott. A Case of Russia-Ukraine War in the Communication on Facebook

Chrystyna Misiewicz
Kozminski University
Karolina Maagocka
Kozminsky University
Elwira Du-Prieto
Kozminski University

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Abstract

The purpose of this paper is to explore the phenomenon of consumer boycotts in the context of Russia-Ukraine war, with an emphasis on the use of social media. The research involved analyzing the content on Facebook, to gain insight into Polish-speaking consumer's perceptions and attitudes towards brands that have not decided to stop operating in Russia. It can be concluded that the involvement of most users was the same as their negativity, and they were motivated by anger far more than love. At the same time, the period of their increased activity corresponds to the period of reduced or zero activity of the brands analyzed.

Keywords: *consumer boycott, consumer behavior, sentiment analysis*