



Collective Action and Boycott Participation among Young Adults: A Systematic Literature Review

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Article Info	Abstract
Article History Received: 2026-03-07 Revised: 2026-04-13 Published: 2026-05-03	This study is a systematic literature review aimed at analyzing the factors influencing collective action and boycott participation among young adults. A total of 18 selected articles were examined based on their context, methods, theoretical frameworks, variables, and key findings. The results indicate that boycott participation is shaped by a combination of moral, psychological, and social factors, such as ethical values, peer pressure, religiosity, and personality traits. In addition, social media plays a crucial role in facilitating collective mobilization through information dissemination, hashtag activism, and rapid public opinion formation. Theoretically, the reviewed studies predominantly employ the Theory of Planned Behavior, Social Movement Theory, and Political Consumerism perspectives. Findings also show that intention is a key predictor of boycott behavior, although the influence of social and technological factors is often indirect. In conclusion, boycott participation among young adults is a multidimensional phenomenon reflecting the interaction between individual, social, and digital technological factors.
Keywords: <i>Collective Action;</i> <i>Boycott;</i> <i>Young Adults;</i> <i>Digital Activism.</i>	

Artikel Info	Abstrak
Sejarah Artikel Diterima: 2026-03-07 Direvisi: 2026-04-13 Dipublikasi: 2026-05-03	Penelitian ini merupakan <i>systematic literature review</i> yang bertujuan untuk menganalisis faktor-faktor yang memengaruhi <i>collective action</i> dan partisipasi boikot di kalangan <i>young adults</i> . Sebanyak 18 artikel terpilih dianalisis berdasarkan konteks, metode, teori, variabel, dan temuan utama. Hasil kajian menunjukkan bahwa partisipasi boikot dipengaruhi oleh kombinasi faktor moral, psikologis, dan sosial, seperti nilai etis, <i>peer pressure</i> , religiusitas, serta karakteristik kepribadian. Selain itu, media sosial berperan penting dalam memfasilitasi mobilisasi kolektif melalui penyebaran informasi, <i>hashtag activism</i> , dan pembentukan opini publik secara cepat dan luas. Secara teoritis, studi-studi yang dianalisis banyak menggunakan pendekatan <i>Theory of Planned Behavior</i> , <i>Social Movement Theory</i> , dan <i>Political Consumerism</i> . Temuan juga menunjukkan bahwa niat merupakan prediktor utama dalam perilaku boikot, meskipun pengaruh variabel sosial dan teknologi sering kali bersifat tidak langsung. Kesimpulannya, partisipasi boikot pada <i>young adults</i> merupakan fenomena multidimensional yang mencerminkan interaksi antara faktor individu, sosial, dan perkembangan teknologi digital.
Kata kunci: <i>Collective Action;</i> <i>Boycott;</i> <i>Young Adults;</i> <i>Digital Activism.</i>	

I. INTRODUCTION

Digital transformation over the past decade has fundamentally changed the way individuals participate in social, political, and economic issues. The development of internet technologies and social media has enabled the emergence of collective action patterns that are more decentralized, fast-paced, and network-based (Theocharis et al., 2021). Public participation is no longer dependent on formal organizations but can instead be mobilized through flexible and adaptive online interactions (Boulianne et al., 2022). In this context, social media serves as a key infrastructure that facilitates information dissemination, public opinion formation, and real-time coordination of collective actions (Velasquez & LaRose, 2023).

One form of collective action that has significantly increased is boycott participation, particularly within consumer behavior contexts. Boycotts are seen as a non-conventional strategy used by society to pressure companies or institutions perceived to violate certain social, ethical, or political values (Graeber et al., 2021). Recent empirical studies show that boycott participation is influenced by perceived injustice, moral anger, and the belief that collective action can generate change (collective efficacy) (Zhou & Whitla, 2022). In addition, perceived consumer effectiveness has also been shown to significantly influence individuals' decisions to engage in boycott actions (Liu et al., 2023).

Within this dynamic, young adults have become the most dominant group in driving and

participating in digital-based collective actions. This generation possesses high levels of digital literacy and strong connectivity through various social media platforms, making them more responsive to global social issues (Auxier & Anderson, 2021). Recent studies indicate that young adults tend to demonstrate high levels of civic engagement through digital participation, including online campaigns and boycott actions (de Moor et al., 2023). This engagement is also influenced by psychological factors such as self-efficacy, social identity, and the need to express personal values and identity in digital public spaces (Sabherwal et al., 2021).

The role of social media further strengthens young adults' involvement in boycott actions through mechanisms of virality and social pressure. Platforms such as Twitter and Instagram enable massive dissemination of issues in a short time, thereby increasing collective awareness and public participation (Boulianne et al., 2022). In addition, social media algorithms contribute to reinforcing exposure to certain issues through echo chambers and filter bubbles, which can strengthen attitudes and encourage collective action (Cinelli et al., 2021). Other studies show that social pressure within online communities can increase individuals' likelihood of participating in boycott actions as a form of conformity to group norms (Neubaum & Krämer, 2022).

However, recent literature indicates that boycott participation remains complex and inconsistent. Some studies emphasize moral and ethical values as the main determinants of participation (Graeber et al., 2021), while others highlight social factors such as subjective norms and group influence as more dominant (White et al., 2022). In addition, the attitude-behavior gap has been identified, where individuals who hold positive attitudes toward boycotts do not always translate them into actual participation (Liu et al., 2023). In addition, the attitude-behavior gap has been identified, where individuals who hold positive attitudes toward boycotts do not always translate them into actual participation (Liu et al., 2023). Barriers such as doubts about effectiveness, social costs, and low emotional engagement also reduce individuals' participation (Zhou & Whitla, 2022). This indicates that boycott participation is a multidimensional phenomenon shaped by the interaction of psychological, social, and contextual factors.

On the other hand, research on collective action and boycott participation still shows

fragmentation in the literature. Existing studies tend to focus on specific aspects separately, such as consumer behavior, digital activism, or social psychology, without comprehensive integration (de Moor et al., 2023). Moreover, studies specifically examining young adults' participation in boycott actions remain limited and scattered across different research contexts, making it difficult to draw strong general conclusions.

Given this situation, a systematic approach is needed to review and synthesize existing research findings. A Systematic Literature Review (SLR) is an effective method for identifying, evaluating, and integrating research results in a transparent and structured manner (Snyder, 2019, still widely used in contemporary studies). Using the SLR approach, this study aims to map the development of the literature, identify factors influencing boycott participation, and highlight research gaps that still need further exploration, particularly among young adults.

This study is expected to contribute theoretically by enriching the literature on collective action and boycott behavior in contemporary digital contexts. In addition, it is also expected to provide practical contributions for organizations, activists, and policymakers in designing more effective communication and mobilization strategies to encourage youth participation in social actions.

II. METHOD

A. Research Design

This study adopts a qualitative research design using a Systematic Literature Review (SLR) approach to examine the relationship between collective action and boycott participation among young adults. The SLR method is employed to systematically identify, evaluate, and synthesize prior empirical studies in a structured and replicable manner (Snyder, 2019). To ensure transparency and methodological rigor, this study follows the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines (Page et al., 2021).

B. Data Sources and Search Strategy

The data used in this study are secondary data obtained from reputable academic databases, including Scopus, Web of Science, and Google Scholar. These databases were selected due to their comprehensive coverage of high-quality peer-reviewed publications.

The literature search was conducted using a combination of relevant keywords, including *TITLE-ABS-KEY* ("*collective action*" AND (*boycott* OR "*boycott participation*" OR "*consumer boycott*") AND ("*young adults*" OR *youth* OR "*young consumers*") AND ("*social media*" OR "*digital activism*"))

The search was limited to articles published between 2021 and 2025 to ensure the inclusion of recent and up-to-date studies.

C. Inclusion and Exclusion Criteria

To ensure the relevance and quality of the selected studies, predefined inclusion and exclusion criteria were applied. The inclusion criteria consisted of peer-reviewed journal articles published between 2021 and 2025, focusing on collective action, boycott participation, or consumer activism, particularly in the context of young adults or digital participation, and written in English. Meanwhile, the exclusion criteria included non-journal publications such as conference papers, reports, and theses, studies published before 2021, articles not directly relevant to the research topic, and those without accessible full text.

D. Study Selection Process

The study selection process followed the PRISMA framework, which consists of four main stages: identification, screening, eligibility, and inclusion (Page et al., 2021).

In the identification stage, relevant articles were collected from the selected databases using the predefined search keywords. During the screening stage, duplicate records were removed, and titles and abstracts were reviewed to exclude irrelevant studies. In the eligibility stage, full-text articles were assessed based on the inclusion and exclusion criteria. Finally, only studies that met all criteria were included in the final analysis.

E. Data Analysis Technique

The selected articles were analyzed using thematic analysis and narrative synthesis. Thematic analysis was employed to identify recurring patterns and key themes across studies, such as psychological factors (e.g., moral emotions and self-efficacy), social influences (e.g., social norms and group identity), and digital factors (e.g., social media engagement and online mobilization).

Furthermore, narrative synthesis was used to integrate findings from different studies and provide a comprehensive understanding of the relationships between variables and emerging trends in the literature. This approach allows for a structured interpretation of complex and diverse research findings.

III. RESULT AND DISCUSSION

A. Result

1. Literature Search Results

The literature search process yielded a total of 9,265 records obtained from Scopus (2,695 records) and Google Scholar (6,570 records) (**Appendix 1**). After removing duplicates and conducting an initial screening, 700 records remained for further assessment. At the title and abstract screening stage, 600 records were excluded, leaving 100 full-text articles for eligibility assessment. All 100 articles were successfully retrieved and reviewed in full text.

Following the eligibility assessment based on inclusion and exclusion criteria, 82 articles were excluded as they did not meet the required criteria. Ultimately, 18 studies were identified as eligible and included in this systematic literature review.

2. Characteristics of the Reviewed Articles

The 18 articles included in this review exhibit diverse characteristics in terms of geographical context, methodological approach, theoretical framework, and research focus. Geographically, the studies span various regions, including Indonesia, Malaysia, Poland, China, South Africa, Europe, and global contexts (Herman Gala et al., 2024; Rahim et al., 2025; Zawadzka et al., 2025; Liao & Xia, 2023; Nkrumah, 2021; Ackermann & Gundelach, 2022). A considerable number of studies also focus on contemporary issues, particularly the Israel-Palestine conflict, which has triggered global boycott movements and digital activism (Herman Gala et al., 2024; Adi et al., 2025; Hussin & Makatita, 2024; Morrison, 2022).

In terms of methodology, the reviewed articles are predominantly quantitative, mainly employing survey methods and statistical analyses such as SEM-PLS and

regression techniques (Herman Gala et al., 2024; Rahim et al., 2025; Zawadzka et al., 2025; Syarif & Herman, 2024; Ackermann & Gundelach, 2022). In addition, several qualitative studies utilize interviews, narrative analysis, and case studies (McEvoy et al., 2022; Hussin & Makatita, 2024; Nkrumah, 2021), while others apply Social Network Analysis (SNA) to examine interaction dynamics within social media environments (Adi et al., 2025; Chadwick et al., 2025). A number of conceptual papers are also included, contributing to theoretical enrichment on collective action and political consumerism (O'Sullivan et al., 2026; Goor et al., 2025; Uluğ et al., 2026; Morrison, 2022).

The theoretical frameworks used across the studies are highly diverse. The most frequently applied theories include the Theory of Planned Behavior (TPB), Social Movement Theory, and Political Consumerism (Rahim et al., 2025; Syarif & Herman, 2024; Adi et al., 2025; Herman Gala et al., 2024). Other studies incorporate additional perspectives such as Goal Theory, Brand Activism, Consumer Nationalism, and psychological approaches like the Big Five Personality Traits (Zawadzka et al., 2025; O'Sullivan et al., 2026; Liao & Xia, 2023; Ackermann & Gundelach, 2022). This diversity indicates that boycott participation and collective action are understood through a multi-disciplinary lens, integrating psychological, social, political, and economic perspectives.

The variables examined in these studies generally relate to individual and social factors influencing boycott participation. Key determinants include moral intensity, peer pressure, social media influence, religiosity, subjective norms, and personality traits, which play significant roles in explaining both intention and behavior in boycott actions (Herman Gala et al., 2024; Rahim et al., 2025; Syarif & Herman, 2024; Ackermann & Gundelach, 2022). Additionally, several studies highlight social media as a key space for collective mobilization, particularly through hashtag usage, issue framing, and network dynamics that enable rapid and widespread information dissemination (Adi et al., 2025; Hussin & Makatita, 2024; Chadwick et al., 2025; Liao & Xia, 2023).

Overall, the reviewed literature can be broadly categorized into two main focuses: (1) boycott participation as a form of political consumerism emphasizing individual intentions and behavior, and (2) collective action within digital activism contexts emphasizing network-based mass mobilization (Herman Gala et al., 2024; Rahim et al., 2025; Adi et al., 2025; Morrison, 2022). The findings consistently indicate that boycott participation is shaped not only by rational considerations but also by emotional, social, and structural factors, including the significant role of digital technologies in expanding the reach and intensity of collective action.

B. Discussion

The findings from the 18 reviewed articles indicate that boycott participation among young adults cannot be explained by a single factor, but rather results from a complex interaction of psychological, social, and structural factors. Within the framework of political consumerism, boycott behavior emerges as an expression of individuals' moral values and political attitudes manifested through consumption decisions (Herman Gala et al., 2024; Seyfi et al., 2025; Ackermann & Gundelach, 2022; Liao & Xia, 2023). This aligns with findings showing that moral intensity, peer pressure, and personality traits such as openness significantly contribute to individuals' involvement in boycott actions (Herman Gala et al., 2024; Ackermann & Gundelach, 2022).

From the perspective of the Theory of Planned Behavior (TPB), intention has been shown to be the main predictor of boycott behavior (Rahim et al., 2025; Syarif & Herman, 2024). However, the studies also reveal inconsistencies in some TPB variables, such as subjective norms and perceived behavioral control, which do not always show significant effects (Syarif & Herman, 2024). In addition, the "voice of boycott" and digital communication dynamics further strengthen the social legitimacy of collective action, reinforcing the link between intention and behavior (Rahim et al., 2025). This indicates that in the context of morally charged global issues, emotional and ethical values may be more dominant than rational considerations.

The role of social media emerges as one of the most consistent findings in the literature.

Social media not only functions as an information channel but also as a space for collective mobilization that enables collective action to emerge rapidly, widely, and globally interconnected (Adi et al., 2025; Chadwick et al., 2025; Hussin & Makatita, 2024). Through mechanisms such as hashtag activism, digital framing, and network interactions, social media shapes public opinion and encourages participation in boycott movements (Liao & Xia, 2023; Hussin & Makatita, 2024). However, the influence of social media on behavior is not always direct, as it is often mediated by other variables such as emotional responses, attitudes, and intentions (Herman Gala et al., 2024; Rahim et al., 2025).

From a social movement theory perspective, collective action in digital contexts exhibits different characteristics compared to conventional forms of activism. Boycott movements today tend to be decentralized, non-hierarchical, and network-based (Adi et al., 2025; Morrison, 2022; Uluğ et al., 2026). This allows for more inclusive participation across geographical boundaries and strengthens global mobilization through framing based on social justice and human rights (Morrison, 2022; Hussin & Makatita, 2024). In addition, forms of collective action have become increasingly diverse, ranging from digital expressions to consumption-based actions such as boycotts and buycotts (Seyfi et al., 2025; Uluğ et al., 2026).

Social factors and individual values also serve as important determinants of boycott participation. Studies show that religiosity, intrinsic goals, and value orientations significantly influence involvement in activism (Syarif & Herman, 2024; Zawadzka et al., 2025). In contrast, materialistic orientations tend to reduce participation in collective action (Zawadzka et al., 2025). Furthermore, risk contexts, political situations, and individual well-being also affect decisions to engage in boycott actions (McEvoy et al., 2022; Tuan et al., 2023).

From a conceptual perspective, several studies highlight how activism—including boycotts—is also linked to broader dynamics such as brand activism, consumer perception, and global justice movements (O'Sullivan et al., 2026; Goor et al., 2025; Morrison et al., 2022). Brand activism, for instance, can strengthen ideological relationships between consumers and brands, thereby influencing

politically motivated consumption decisions (O'Sullivan et al., 2026). This indicates that the boundary between consumer behavior and political action is becoming increasingly blurred.

Nevertheless, several gaps remain in the literature. First, studies specifically focusing on young adults as a primary analytical group remain limited, despite their active role in social media use and digital activism (Rahim et al., 2025; Zawadzka et al., 2025). Second, most studies still emphasize intention rather than actual behavior, indicating the need for further research to bridge this gap (Rahim et al., 2025; Herman Gala et al., 2024). Third, the dominance of quantitative approaches suggests a need for deeper qualitative exploration to better understand the motivations and subjective meanings behind boycott participation (McEvoy et al., 2022; Nkrumah, 2021).

Overall, this review highlights that boycott participation among young adults is a multidimensional phenomenon shaped by the integration of individual values, social dynamics, and digital technological developments. The transformation of collective action in the digital era shows that individual actions are increasingly embedded in global networks, thereby amplifying the social and political impact of boycott movements (Adi et al., 2025; Morrison et al., 2022; Chadwick et al., 2025).

IV. CONCLUSION AND SUGGESTION

A. Conclusion

Boycott participation among young adults is a multidimensional phenomenon influenced by moral, psychological, social, and digital factors. Intention is identified as the main predictor of behavior, while social media plays a crucial role in facilitating and amplifying collective action. Overall, boycotts reflect not only individual consumer decisions but also participation in broader digital social movements.

B. Suggestion

Future research is encouraged to focus more specifically on young adults as the main unit of analysis to better understand their unique characteristics in boycott participation. In addition, further studies should examine the gap between intention and actual behavior to provide a more comprehensive understanding of boycott dynamics. The use of qualitative or mixed-

method approaches is also recommended to explore deeper motivations and subjective meanings behind participation. Furthermore, future research should further investigate the role of social media as a mediator or moderator in shaping collective action processes.

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