Was the Boycott of McDonald’s Malaysia Religiously Motivated?

Ezlika M. Ghazali, Dilip S. Mutum, Meenatharisni Sundramohana, and Priscila Valdivieso

Abstract
In August 2014, McDonald’s Malaysia found themselves in the middle of a marketing crisis, after Palestinian supporters in Malaysia called for a national boycott of the fast-food chain through an online campaign. The ‘Boycott McDonald day’ turned into violent demonstrations outside the outlets of two McDonalds, which resulted in a loss of around 80% of revenue, and other outlets deciding to close for the day. This case study examines the background and issues involved and the actions taken by McDonalds to deal with this crisis.

1 Company Background

When brothers Dick and Mac McDonald opened a hamburger restaurant in San Bernardino, California, in 1940, they never imagined the magnitude of prominence and growth the company would achieve. From humble beginnings, the brothers