

## Pandangan Terhadap *Brand Misconduct* dengan Kecenderungan *Boycott Behavior* pada Konsumen *Brand Kosmetik*

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**Abstract.** A brand's ethical and moral value has been one of the indispensable considerations for consumers to buy a product. This study aims to investigate the role of consumers' perceptions on brand misconduct in influencing their tendency to engage in a boycott behavior. Using 204 data derived from an online questionnaire (N = 204), the study measured the perceptions on brand misconduct with consumer perceived ethicality and boycott behavior. Results show that consumer perceived ethicality significantly influences their tendency to participate in a boycott movement against cosmetic brands that are viewed as morally questionable. The current study provides new insights in consumer behavior in the context of brand misconduct and the dynamics of ethical consumer activism.

**Keywords:** *Boycott behavior, Brand misconduct, Consumer perceived ethicality, Ethical consumerism*

**Abstrak.** Nilai etika dan moral *brand* menjadi salah satu pertimbangan penting bagi konsumen untuk membeli suatu produk. Penelitian ini mengkaji peran dari persepsi terhadap *brand misconduct* terhadap kecenderungan konsumen untuk melakukan perilaku boikot. Dilakukan penelitian kuantitatif dengan menggunakan data 204 (N = 204) responden via kuesioner daring yang mengukur pandangan terhadap *brand misconduct* dengan *consumer perceived ethicality* dan *boycott behavior*. Hasil menunjukkan bahwa *consumer perceived ethicality* berperan signifikan dalam menentukan kecenderungan konsumen untuk berpartisipasi dalam gerakan boikot terhadap *brand* kosmetik yang dipandang bermasalah secara moral. Penelitian ini memberikan wawasan baru pada bidang perilaku konsumen dalam konteks *brand misconduct* serta dinamika aktivisme etis konsumen.

**Kata kunci:** *Boycott behavior, Brand misconduct, Consumer perceived ethicality, Konsumerisme etis*