

The Situation of The Mcdonald's Boycott in Support of The Palestinian Cause

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Abstract

The boycott of McDonald's due to the Israeli-Palestinian conflict transcends simple economic considerations to become a powerful tool for political and social mobilization. This movement, rooted in ethical convictions and concerns for social justice, has profound implications on the political and social levels, both for the communities involved and for the company itself.

The boycott of McDonald's generates mobilization around the Palestinian cause, fitting into a broader tradition of boycotts, divestments, and sanctions (BDS). By targeting a multinational corporation, supporters of the boycott seek to send a message of international solidarity with the Palestinian people. This boycott can also influence the policies of multinational companies, pushing them to revise their communication or business practices to avoid negative associations. McDonald's might be compelled to adopt a more neutral stance or to dispel accusations of indirect support for Israel.

The boycott can have significant implications for social cohesion, particularly in countries where solidarity with the Palestinian cause is strong. It can become an identity marker, allowing individuals to express their allegiance to a cause, but it can also exacerbate divisions within communities. The boycott of McDonald's also has a strong symbolic dimension, sending a message about the power of consumers and the importance of ethical choices. This symbolic gesture becomes a means of resisting what is perceived as economic imperialism or the disproportionate influence of multinationals in global affairs.

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