

MANAGING CONSUMER BEHAVIOR: THE ROLE OF ANIMOSITY, ATTITUDES, AND SOCIAL NORMS FROM A BUSINESS PERSPECTIVE IN INDONESIA

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ABSTRACT

This study aims to analyze the factors influencing the desire of non-Muslims in Indonesia to boycott Israeli-affiliated products. Using a quantitative approach with survey data collection techniques, the study involved 1,791 respondents spread across 34 provinces in Indonesia. So that the results of this research have a high level of representativeness. The research model tested the influence of three independent variables, namely animosity, attitude, and subjective norm, on the dependent variable, namely willingness to boycott. Data were analyzed using the Structural Equation Modeling (SEM) method with Smart PLS 3.2.9 software. The results showed that all three independent variables had a positive and significant effect on the desire to boycott. This fact can be used to strengthen that the findings of this study are not merely a local phenomenon, but reflect a broader pattern in non-Muslim society in Indonesia. These findings provide important insights for developing marketing strategies and managing international relations in the Indonesian context. The implications of this research also suggest that companies and stakeholders should consider psychological and social factors when designing marketing campaigns, particularly those related to products affiliated with specific countries.

Keyword: Animosity, Attitude, Subjective Norm, Willingness to Boycott

INTRODUCTION

Boycott of the product which affiliating with a particular country has long been a tool of protest used by consumers in various countries. Generally, these boycotts are often triggered by disagreement with political policies or decisions deemed unethical or detrimental to certain parties.(Klein et al., 2004)In Indonesia, this phenomenon is more prominent in relation to boycotts of products affiliated with Israel, particularly in relation to the political conflict in the Middle East and solidarity with Palestine. Indonesians, with a Muslim majority, often associate this boycott with support for Palestine and rejection of Israel's foreign policies, which are considered oppressive.(Saifudin & Kasdi, 2025). This boycott has become a very visible form of political expression, with consumers choosing not to consume or purchase products that are perceived to support the country deemed responsible for the policy.(Saifudin et al., 2025).

However, this phenomenon is not limited to Muslims. Non-Muslim consumers in Indonesia, although not bound by religious reasons, have also begun to engage in boycotts of Israeli-affiliated products. This behavior highlights the more complex social and psychological factors that influence consumer boycott decisions, which warrant further investigation. It suggests another dimension to consumer behavior that has not previously received sufficient attention in existing research. Therefore, it is important to delve deeper into what motivates non-Muslim consumers in Indonesia to boycott these products, given that their involvement is not only ideological but also influenced by psychological and social factors.

The phenomenon of boycotts of Israeli-affiliated products in Indonesia, particularly among non-Muslims, has not been widely discussed in academic literature. Most existing research tends to focus on Muslim consumers who boycott as part of religious or political solidarity with Palestine.(Ayuprasadani et al., 2024)These studies often emphasize the role of religious identity and political solidarity as key factors in boycott behavior. Meanwhile, non-Muslim consumers involved in these boycotts have a different context, where psychological and social factors such as animosity, attitude, and subjective norms may be more dominant

in forming boycott intentions. This gap is a problem that needs to be addressed, as a more comprehensive understanding of non-Muslim boycott behavior can enrich insights into consumer behavior as a whole.

This gap in phenomena is also related to a larger research gap, where much research on product boycotts focuses on specific factors, such as group identity and social influence in a religious context, while deeper psychological factors are often overlooked. One relevant psychological variable to study is animosity, or hatred toward a particular country or group, which has been shown to play a role in consumers' decisions to boycott. (Klein et al., 2004). In addition, attitudes towards boycotts and subjective norms are also important factors that influence consumers' intentions to participate in boycotts, as expressed by the theory of planned behavior. (Ajzen, 1991). This theory emphasizes that psychological and social factors, particularly hostility toward Israeli policies and the encouragement of social norms, can play a significant role in strengthening non-Muslim consumers' intentions to join the boycott movement. Therefore, this study aims to fill this research gap by focusing on how these three factors influence the willingness of non-Muslims in Indonesia to boycott Israeli-affiliated products and also expands the literature by confirming that the boycott in Indonesia has evolved into a cross-identity movement based on values of justice and humanity.

Regarding the existing research gap, several previous studies have demonstrated the importance of psychological and social factors in shaping consumers' decisions to boycott. Klein et al. (2004) In his research, he stated that animosity toward a particular country or group often drives consumers to engage in product boycotts. This is consistent with findings showing that boycotts are not merely a response to political issues, but also an expression of deep negative feelings toward the entity involved. Furthermore, research by (Jedicke et al., 2025) highlighted the role of consumer attitudes toward a product or brand in their decision to boycott. Consumers tend to reject a product if they have negative attitudes toward the country or company that produces it. Similar findings were also found by Salma & Aji (2022) which shows that subjective norms also play a significant role in influencing consumers' decisions to engage in boycotts. However, in contrast, subjective norms were found to have no influence on the desire to boycott in the study by Syarif & Herman. (2024), this creates a gap in the need for further in-depth research on these two variables.

However, although There are a number of studies related to boycott behavior, many of which focus on different contexts and are not specific to boycott behavior in Indonesia or Israeli-affiliated products. This study aims to fill this gap by exploring how three psychological factors, animosity, attitude, and subjective norm influence willingness to boycott among non-Muslim consumers in Indonesia. Thus, this study is expected to provide new insights into the dynamics of boycott behavior in the Indonesian social and political context, differing from findings in the international literature that focus more on the context of Western countries. Specifically, this study uses Structural Equation Modeling (SEM) to examine the relationship between these variables and the dependent variable, willingness to boycott. By involving respondents across 34 provinces in Indonesia, this study aims to provide a deeper understanding of boycott behavior among non-Muslim consumers and its implications for marketing strategies and social policy in Indonesia.

LITERATURE REVIEW

Boycotts of products affiliated with a particular country have long been a focus of consumer behavior research, particularly regarding the factors influencing individuals' decisions to engage in boycotts. Much of the literature examines factors such as group identity, ideological factors, and the psychological and social factors that drive this behavior. In the Indonesian context, boycotts of Israeli-affiliated products can be understood as a form of political expression and solidarity with Palestine, although this phenomenon is not limited to Muslim consumers but also includes non-Muslim consumers. (Saifudin & Kasdi, 2025).

Product Boycott

There has been extensive research on boycotts of products affiliated with a particular country, although most have focused on broader contexts or Western countries. Research by Klein et al.(2004)and Prastiwi & Harsoyo(2025)reveals that boycotts are often influenced by identity factors, whether media sentiment, religion, or religiosity. In Indonesia, which has a Muslim majority, boycotts of Israeli-affiliated products are often seen as part of solidarity with Palestine. However, research on non-Muslim boycott behavior in Indonesia, especially in the context of Israel, is still limited. Therefore, this research indicates that boycotts are no longer limited to religious issues but have become a means of expressing political and humanitarian solidarity across identities. The fact that non-Muslim respondents participated in rejecting Israeli-affiliated products broadens the meaning of boycotts as a civic engagement movement on global issues. Research by Amarta & Susila(2025)shows that although the majority of consumers involved in boycotting Israeli-affiliated products in Indonesia are Muslim, there is a segment of non-Muslim consumers who are also involved in the boycott, for reasons that are more focused on political and humanitarian solidarity.(Saifudin et al., 2025)This suggests that psychological and social factors such as animosity, attitude, and subjective norms can have a significant influence, not only on Muslim consumers, but also on non-Muslim consumers in Indonesia.

Animosity

One of the psychological factors most frequently associated with boycott behavior is animosity, which is a feeling of hatred or hostility toward a particular country or group. Klein et al.(2004)states that animosity plays a significant role in encouraging consumers to reject products originating from countries they perceive as responsible for unethical practices. In the context of the boycott of Israeli-affiliated products, animosity toward Israel's political and military policies toward Palestine is a key reason for many consumers to reject these products. Research by Sun & Jun(2022)also shows that animosity towards a particular country is not only driven by political factors, but also by moral and ethical feelings towards the actions taken by that country. On the other hand, a study by Prastiwi & Harsoyo (2025) This study reveals that while animosity plays a significant role in boycott decisions, these feelings are not always permanent. Situational factors and changes in state or corporate policies can influence the level of animosity and, in turn, the decision to continue or end a boycott. Therefore, understanding the dimensions of animosity in the Indonesian context is important, given the existing political tensions between Indonesia and Israel.

Attitude

Consumer attitudes toward a product have also been identified as a key factor influencing their decision to boycott. Hamzah & Mustafa(2018)suggest that negative attitudes toward countries or companies involved in activities deemed unethical or harmful can trigger boycotts. These attitudes are often influenced by consumers' knowledge and perceptions of the social, political, or economic impacts of the products they consume. In a study by Jedlicka et al.(2025), consumers who have negative attitudes towards certain products, either due to political or social affiliation, tend to have higher intentions to engage in boycotts. In the context of boycotts of Israeli-affiliated products, negative attitudes towards Israeli policies and their impact on Palestinians are often a major factor in shaping these attitudes.(Huseini & Ayoob, 2025). Study by Fitri et al.(2024)found that consumers who have negative attitudes towards countries involved in international conflicts are more likely to boycott their products, especially if they feel the boycott could have political or social repercussions. However, in practice, consumers often face a dilemma when boycotting a product. Despite the intention to boycott, consumers sometimes still purchase the product due to limited alternatives, consumption habits, or perceived product quality that is difficult to replace. Practical factors such as perceived risk of substitute products also influence consumer decisions. This shows that boycott decisions are not always linear and based purely on attitudes or intentions but are also influenced by practical and economic considerations.

Subjective Norm

Subjective norms also play an important role in an individual's decision to engage in a boycott. (1991) The theory of planned behavior explains that subjective norms refer to an individual's perception of whether important people in their lives (family, friends, or society) support or disrupt a particular behavior, such as a boycott. These social norms can serve as either an incentive or a deterrent to boycotting, depending on whether society generally supports or opposes the action. Study by Salma & Aji (2022) This study shows that subjective norms have a significant influence on consumers' intentions to boycott, especially when consumers perceive that their actions will receive support or approval from their social group. In the context of boycotts of Israeli-affiliated products, social norms in Indonesia, which often condemn Israeli foreign policy, can strengthen individuals' intentions to join the boycott. This suggests that in societies with high levels of political solidarity, such as Indonesia, subjective norms can be a strong motivating factor in consumers' decisions to participate in boycotts. In addition, the development of social media further strengthens the role of subjective norms in shaping boycott behavior. Social media functions as a strategic platform that enables the rapid and widespread dissemination of information and mass mobilization. Through digital interactions on social media, consumers not only accept social norms but also build and strengthen a collective social identity that serves as the basis for solidarity in boycott actions. Based on the Social Identity Model of Collective Action, the social identity formed through social media networks increases a sense of togetherness and collective commitment, thus encouraging active consumer participation in the boycott movement as a meaningful political and social expression.

HYPOTHESIS

Animosity has a significant positive influence on the intention to boycott Israeli-affiliated products. Previous research has shown that animosity toward a particular country or group is often a key driver in consumers' decisions to boycott. (Klein et al., 2004). Khoiruman & Wariati (2023) also found that hostility toward Israel's foreign policy, particularly in relation to the Palestinian conflict, contributed to consumers' decisions to reject Israeli-affiliated products. Furthermore, Prastiwi & Harsoyo (2025) emphasizes that this feeling of hatred is not only ideological, but also influenced by moral and ethical factors, which further strengthens the intention to boycott products associated with countries deemed responsible for injustice. Therefore, a hypothesis can be drawn: H1: Animosity has a positive effect on willingness to boycott.

Attitude has a significant positive influence on the intention to boycott Israeli-affiliated products. Negative attitudes toward countries or companies engaged in policies perceived as unethical or harmful often prompt consumers to engage in boycotts. (Hamzah & Mustafa, 2018). Research by Jedlicka et al. (2025) shows that consumers' attitudes toward a product or brand significantly influence their decision to boycott, with negative attitudes toward Israel and its policies being a major factor. Husaeni & Ayoob (2025) also supports this finding, stating that negative attitudes toward countries involved in international conflicts increase consumers' tendency to reject such products, including Israeli-affiliated products. Therefore, a hypothesis can be drawn: a H2: Attitude has a positive effect on willingness to boycott

Subjective norms have a significant positive influence on the intention to boycott Israeli-affiliated products. The theory of planned behavior proposed by Ajzen (1991) explains that subjective norms, or individuals' perceptions of whether people they consider important support or disrupt a behavior, have a large influence on the decision to engage in a boycott. Salma & Aji (2022) found that social norms supporting boycotts can strengthen individuals' intentions to join boycott actions. Furthermore, Saifudin et al. (2025) also revealed that the influence of social groups on consumers' decisions to boycott is very significant, where support from friends, family, or the community for a boycott will increase the likelihood of an individual doing the same. Therefore, a hypothesis can be drawn: H3: Subjective norms have a positive effect on willingness to boycott

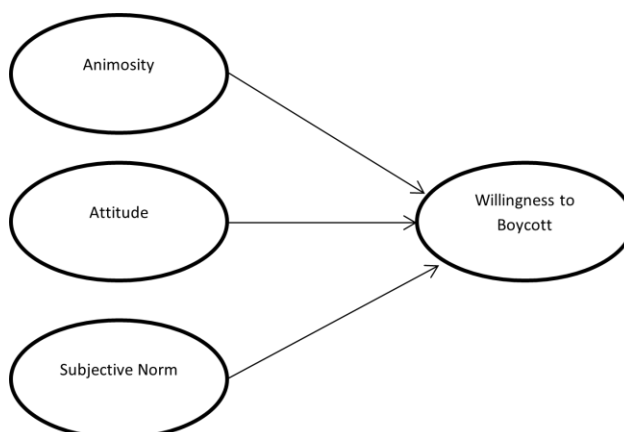


Figure 1. Research Framework
Source: Model Developed (2025)

METHOD

This study uses a quantitative approach with a survey design to examine the influence of animosity, attitude, and subjective norm on the intention to boycott Israeli-affiliated products. Data were collected through questionnaires distributed to 1,791 respondents spread across 34 provinces in Indonesia. Respondents were randomly selected using a stratified random sampling technique to ensure sample representativeness based on relevant demographic characteristics. The questionnaire consists of five sections: respondent demographics, measurement of animosity, attitude, subjective norm, and willingness to boycott. All items in the questionnaire were measured using a 5-point Likert scale, allowing respondents to provide ratings from strongly disagree (1) to strongly agree (5). The measurement instrument has been tested for validity and reliability through construct validity tests and Cronbach's Alpha tests, which showed adequate results.

The collected data were analyzed using Structural Equation Modeling (SEM) techniques with the help of Smart PLS 3.2.9 software. SEM was chosen because of its ability to test complex relationships between latent variables and take into account both direct and indirect influences between variables. (Ghozali, 2021) Prior to conducting the SEM analysis, the data were tested for normality, heteroscedasticity, and multicollinearity to ensure model fit. The results of the SEM analysis provide estimates of the influence of the independent variables (animosity, attitude, subjective norm) on the dependent variable (willingness to boycott). Furthermore, descriptive statistical analysis was conducted to describe the demographic characteristics of respondents and the distribution of scores for the research variables.

RESULT

Respondent Profile

Respondents involved in this study were 1791 people with the following criteria (Table 1). The demographics of respondents in this study showed considerable variation in terms of age, religion, province, education level, occupation, and income. Based on age, the majority of respondents were in the 17-21 age range, totaling 1,102 (61.5%), followed by the 21-25 age group with 468 (26.1%). Older age groups, such as those 26-30 and above, comprised a much smaller percentage, with a total of 2.3% for those aged 31-35 and 1.2% for those aged 36 and above. In terms of religion, the majority of respondents were Christian (52.5%), followed by Catholic (25.9%) and Buddhist (7.9%). The most represented province was Central Java, with 1,001 respondents (55.9%), while several other provinces, such as Papua and Gorontalo, had very small numbers. Most respondents had a high school education (72%), and more than half (56.5%) were students. In terms of income, the majority of respondents (59.9%) earned less than 2 million rupiah, with only

2.3% earning more than 10 million rupiah. Furthermore, the most represented employment sectors were education and manufacturing, with 56.5% and 5.5% of respondents, respectively.

Table 1. Demographic Information

Age	Frequency	Percentage
17-21	1102	61.5
21-25	468	26.1
26-30	99	5.5
31-35	41	2.3
36-40	24	1.3
41-45	21	1.2
46-50	15	0.8
More than 50 years	21	1.2
Religion		
Buddha	142	7.9
Hindu	148	8.3
Catholic	464	25.9
Confucian	56	3.1
Christian	941	52.5
Believer	40	2.2
Province		
Bali	86	4.8
Bangka Belitung	3	0.2
Banten	43	2.4
Bengkulu	14	0.8
Special Region of Yogyakarta	68	3.8
DKI Jakarta	85	4.7
Gorontalo	2	0.1
Jambi	19	1.1
West Java	122	6.8
Central Java	1001	55.9
East Java	107	6
West Kalimantan	22	1.2
South Kalimantan	10	0.6
Central Kalimantan	20	1.1
East Kalimantan	8	0.4
North Kalimantan	3	0.2
Riau islands	5	0.3
Lampung	18	1
Maluku	12	0.7
Nanggroe Aceh Darussalam	1	0.1
West Nusa Tenggara	10	0.6

East Nusa Tenggara	33	1.8
Papua	4	0.2
West Papua	2	0.1
Papua Mountains	1	0.1
South Papua	3	0.2
Central Papua	3	0.2
Riau	8	0.4
South Sulawesi	15	0.8
Central Sulawesi	3	0.2
North Sulawesi	11	0.6
West Sumatra	6	0.3
South Sumatra	10	0.6
North Sumatra	33	1.8
Last education		
Under High School	85	4.7
Senior High School	1289	72
Diploma	62	3.5
Bachelor	342	19.1
Post Graduate	13	0.7
Field of work		
Financial Services Sector	51	2.8
Personal Services Sector	6	0.3
Tourism Services Sector	36	2
General Services Sector	37	2.1
Health	32	1.8
Construction Field	21	1.2
Manufacturing Sector	99	5.5
Social Work Field	28	1.6
Government Sector	15	0.8
Field of education	80	4.5
Trade Sector	77	4.3
Mining Sector	7	0.4
Agriculture, Plantation, Animal Husbandry	44	2.5
Telecommunications Sector	23	1.3
Students	1012	56.5
Other	223	12.5
Income		
Less than 2 million	1072	59.9
2-5 million	578	32.3
6-10 million	99	5.5
More than 10 million	42	2.3

Source: Data Processed (2025)

Outer Model Analysis

Furthermore, to evaluate this research instrument, validity and reliability testing was carried out, which can be seen in the following table 2. The results of the validity and reliability tests presented indicate that this research model has good validity and reliability. Based on the Factor Loadings (FL) values, all items in each construct, namely Animosity, Attitude, Subjective Norm, and Willingness to Boycott, have FL values greater than 0.7, indicating that these items have high convergent validity. For the Animosity construct, FL values range from 0.782 to 0.860; for Attitude between 0.880 to 0.971; for Subjective Norm between 0.857 to 0.916; and for Willingness to Boycott between 0.784 to 0.866. In addition, the Composite Reliability (CR) values for all constructs are greater than 0.7, indicating that these constructs are reliable and can be relied upon in measuring the intended variables. The Cronbach's Alpha (CA) values also showed adequate results, with all values greater than 0.7, indicating that this research instrument has good internal consistency. Finally, the Average Variance Extracted (AVE) value for each construct was above 0.5, indicating that these constructs have good convergent validity, with a significant amount of variance explained by the related items. Overall, the results of the validity and reliability tests indicate that the instrument used in this study is reliable and valid for measuring the variables studied.

Table 2. Construct Validity and Reliability

Constructs and items	FL	CA	rho_A	CR	AVE
Animosity		0.927	0.929	0.941	0.696
ANM1	0.845				
ANM2	0.860				
ANM3	0.849				
ANM4	0.816				
ANM5	0.839				
ANM6	0.782				
ANM7	0.843				
Attitude		0.971	0.971	0.975	0.812
ATT1	0.880				
ATT2	0.871				
ATT3	0.921				
ATT4	0.912				
ATT5	0.919				
ATT6	0.910				
ATT7	0.924				
ATT8	0.877				
ATT9	0.895				
Subjective Norm		0.917	0.920	0.939	0.754
SN1	0.857				
SN2	0.900				
SN3	0.911				
SN4	0.896				
SN5	0.771				
Willingness to Boycott		0.909	0.912	0.933	0.735

WTB1	0.866
WTB2	0.890
WTB3	0.884
WTB4	0.784
WTB5	0.859

Source: Data Processed (2025)

Table 3. Discriminant validity

	ANM	ATT	SN	WTB
ANM	0.834			
ATT	0.621	0.901		
SN	0.612	0.702	0.868	
WTB	0.717	0.701	0.726	0.858

Source: Data Processed (2025)

The results of the discriminant validity test shown in Table 3 indicate that the constructs in this study meet the discriminant validity requirements set by Dijkstra and Henseler (2015). Discriminant validity is measured by comparing the square root of the AVE (Average Variance Extracted) value for each construct with the correlation between other constructs. In this case, the square root of the AVE for the Animosity (ANM) construct is 0.834, which is higher than the correlations of other constructs, such as Attitude (ATT) 0.621, Subjective Norm (SN) 0.612, and Willingness to Boycott (WTB) 0.717. Likewise, the square root of the AVE for the Attitude (ATT) construct, which is 0.901, is greater than the correlations with Animosity (0.621) and Willingness to Boycott (0.701). The same applies to the other constructs, indicating that each construct has clear discrimination from each other, that is, each construct can be clearly distinguished based on the results of the discriminant validity test. Thus, this research model meets the required discriminant validity criteria.

Inner Model Analysis

Inner model evaluation includes analyzing the value of R-Square, SRMR and NFI. A summary of the test results is shown in table 4. The model fit test results shown in Table 4 indicate that this research model has a good fit. The R Square value of 0.672 indicates that this model is able to explain approximately 67.2% of the variance of the dependent variable, indicating a significant contribution of the independent variables in explaining boycott behavior. In addition, the Adjusted R Square value of 0.671, which is slightly lower, also indicates the model's good fit considering the number of variables included in the analysis. For the SRMR (Standardized Root Mean Square Residual) indicator, which is 0.039, this is well below the generally accepted threshold value of 0.08, indicating that this model has a low residual error and fits the data. Finally, the NFI (Normed Fit Index) value of 0.944 indicates that this model has a very good fit with the data, as an NFI value greater than 0.90 is considered an indication of a very good model fit. Overall, the results of this model fit test indicate that the model used in this study is quite good in describing the relationship between the variables studied.

Table 4. Fit Model Test

	Value
R Square	0.672
Adjusted R Square	0.671
SRMR	0.039
NFI	0.944

Source: Data Processed (2025)

Hypothesis Testing

Hypothesis testing is carried out to explain the direction of the relationship between exogenous variables and endogenous variables. Testing is done using path analysis of the model that has been created; the results for path coefficients analysis are shown in the table 5. The results of the path analysis test presented in Table 5 show that all relationships between the independent variables (Animosity, Attitude, and Subjective Norm) with the dependent variable (Willingness to Boycott) are proven to be significant. The path coefficient value for the relationship between Animosity (ANM) and Willingness to Boycott (WTB) is 0.363 with a T-statistic value of 13.851 and a P-value of 0.000, which indicates a significant positive influence. Likewise for the relationship between Attitude (ATT) and Willingness to Boycott (WTB), which has a path coefficient value of 0.241, a T-statistic of 9.178, and a P-value of 0.000, indicating that consumer attitudes also have a significant positive influence on the intention to boycott. Finally, the relationship between Subjective Norm (SN) and Willingness to Boycott (WTB) with a path coefficient of 0.334, a T-statistic of 12.512, and a P-value of 0.000, indicates that subjective norms have a significant influence on boycott intentions. All P-values smaller than 0.05 and T-statistics greater than 1.96 support the conclusion that the three independent variables have a positive and significant influence on consumer intentions to boycott Israeli-affiliated products

Table 5. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Conclusion
ANM -> WTB	0.363	0.363	0.026	13,851	0.000	Accepted
ATT -> WTB	0.241	0.241	0.026	9,178	0.000	Accepted
SN -> WTB	0.334	0.334	0.027	12,512	0.000	Accepted

Source: Data Processed (2025)

DISCUSSION

The path test results show that Animosity (ANM) has a significant positive effect on Willingness to Boycott (WTB), with a path coefficient value of 0.363 and a T-statistic of 13.851 (P-value = 0.000). The T-statistic value is much greater than 1.96 and the P-value is much smaller than 0.05 supports the acceptance of the first hypothesis. This finding indicates that the higher the level of animosity or hatred towards a country involved in a particular conflict (in this case, Israel), the greater the consumer's intention to engage in a boycott of products affiliated with that country. This is in line with previous research by Klein et al.(2004), Khoiruman & Wariati(2023), and Prastiwi & Harsoyo(2025)which shows that animosity can motivate consumers to boycott products from countries deemed responsible for unethical policies or actions.

The second hypothesis, which examines the influence of Attitude (ATT) on Willingness to Boycott (WTB), is also supported by the results of the path test, which shows a path coefficient of 0.241 with a T-statistic of 9.178 (P-value = 0.000). A very low P-value and a T-statistic greater than 1.96 indicate that consumer attitudes toward policies or actions taken by a particular country, in this case Israel, have a positive influence on their decision to boycott. This finding supports the results of a previous study by Hamzah & Mustafa.(2018), Jedicke et al (2025) and Husaeni & Ayoob(2025)which states that negative attitudes towards a country or policy can increase consumers' intention to engage in a product boycott.

For the third hypothesis, the path analysis results show that Subjective Norm (SN) has a significant positive influence on Willingness to Boycott (WTB), with a path coefficient of 0.334 and a T-statistic of 12.512 (P-value = 0.000). The very low P-value and large T-statistic indicate that social norms, namely consumers' perceptions of support from their

social environment for a product boycott, play an important role in determining consumers' intention to boycott. This indicates that if social norms in Indonesia support a boycott of products affiliated with Israel, then consumers are more likely to join this boycott action. Previous research by Salma & Aji (2022) and Saifudin et al. (2025) also found that subjective norms play an important role in boycott decisions, which is consistent with these findings.

CONCLUSION

Based on the analysis, it can be concluded that animosity, attitude, and subjective norms significantly and positively influence willingness to boycott. This finding confirms that hatred toward countries involved in conflict, negative attitudes toward certain policies, and the influence of social norms are important factors in shaping consumers' decisions to engage in product boycotts. All hypotheses tested in this study proved valid, with path test results indicating a strong and significant relationship between these variables. The implications of this study provide important insights for marketing practitioners and policymakers. For companies affiliated with Israel or operating in the Indonesian market, need to consider culturally and politically sensitive communication strategies and Understanding the influence of psychological and social factors such as animosity and attitude can help design marketing strategies that are more sensitive to emerging political and social issues. Furthermore, it's important to pay attention to existing social norms, as they can significantly influence consumer decisions about which products to purchase. This study also suggests that companies need to be more sensitive to public opinion, which may be influenced by political and social attitudes within society. It also demonstrates that public opinion in Indonesia can be a significant moral pressure in international relations. This study demonstrates that socio-psychological factors are highly influential, so that business strategies that rely solely on product quality are insufficient. In addition to providing theoretical contributions, this study also expands the academic literature by confirming that boycotts in Indonesia have shifted into a cross-identity movement, where even non-Muslims are driven by universal moral factors such as human solidarity and rejection of injustice.

The limitations of this study lie in its approach, which only examines variables focused on animosity, attitude, and subjective norms without considering other factors that may influence boycott decisions, such as economic or cultural aspects. Furthermore, this study only included respondents from Indonesia, so the results may not be fully generalizable to other countries with different socio-political dynamics. Further research considering additional variables and a broader and more diverse sample size could provide a more comprehensive picture of boycott behavior at the global level.

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