

# Moderating Factors Affecting Brand Loyalty In Boycotts of Israel-Affiliated Brands

Anggi Nurdiani<sup>1\*</sup>

School of Business and Management, Institute Technology Bandung<sup>1</sup>

Email: [angginurdiani50@gmail.com](mailto:angginurdiani50@gmail.com)

## Abstract

This study explores how brand loyalty influences Indonesians' decisions to boycott brands associated with Israel following a significant event in October 2023 that renewed global attention on the Palestine-Israel conflict. Employing a mixed-method approach, the research integrated qualitative interviews and quantitative surveys with 546 respondents, analyzed through Partial Least Squares Structural Equation Modeling (PLS-SEM). The results reveal that brand loyalty significantly negatively affects boycott behaviour, indicating that consumers with high brand loyalty are less likely to engage in boycotts. However, perceived efficacy notably moderates this relationship, as those who believe their boycott actions are effective are more likely to participate in boycotts despite their brand loyalty. In contrast, animosity, subjective norms, and counter-arguments do not significantly impact the connection between brand loyalty and boycott intentions. These findings underscore the intricate interplay between brand loyalty and consumer activism, providing valuable insights for brands addressing ethical dilemmas. To navigate political and social issues effectively, brands should strive for neutrality and uphold ethical practices to mitigate the influence of such issues on consumer behavior.

**Keywords:** Brand Loyalty, Boycott, Animosity, Subjective Norms, Perceived Efficacy, Counter Argument.

---

## A. INTRODUCTION

The enduring Israel-Palestine conflict, persisting for over a century, has recently resurfaced with intensified global attention. On October 7, 2023, an attack by Hamas on a concert in Israel reignited international scrutiny and spurred significant public discourse (Kulsum, 2023; CNBC Indonesia, 2023). This resurgence of conflict has profoundly impacted brands accused of supporting Israel, leading to defensive responses and attempts to mitigate backlash. For instance, brands like Rose All Day and ESQA have clarified their positions and made substantial donations to Palestine, reflecting their efforts to navigate the complex socio-political landscape (Salma, 2023). This evolving situation presents a unique dynamic between brand loyalty and consumer activism. Despite the brands' efforts to address accusations, their loyal customers' reactions reveal an intricate interplay between personal loyalty and socio-political motivations. Previous research, such as (Trump, 2014), did not fully explore how brand loyalty influences boycott actions, especially in contemporary socio-political conflicts. Moreover, while earlier studies on boycotts have focused on customer motivations, they often overlook the role of brand loyalty in these decisions (Suhud, 2018).

This study addresses this gap by examining how brand loyalty affects Indonesians' decisions to boycott brands perceived as supporting Israel. The research will explore whether loyal customers are less likely to participate in boycotts and how perceived efficacy influences this relationship. By investigating these factors, the study seeks to contribute to a deeper understanding of consumer behaviour amidst socio-political conflicts and offer insights for brands navigating similar crises.

### Boycott Factors

Prior research on boycotts has highlighted various challenges and concerns, including ethical issues surrounding products (Delistavrou et al., 2020; Sari et al., 2017), ethnocentrism (Song, 2020), social issues

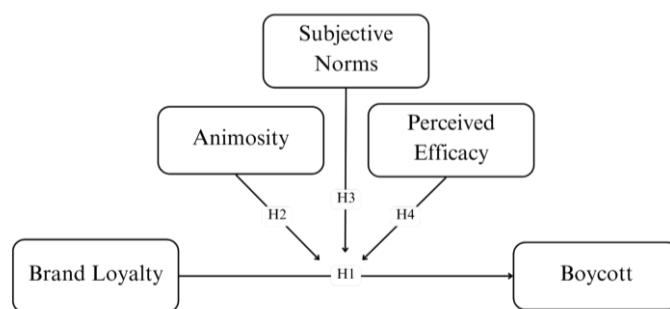
\* Corresponding author

(Shin and Yoon, 2018; Albrecht et al., 2013), and economic and political animosity (Hendarto et al., 2018; Altintas et al., 2013; Leong et al., 2008). Studies have also addressed religious animosity (Abdul-Talib and Adnan, 2016; Albayati et al., 2012; Jensen, 2008) and organizational management issues (Hoffman, 2013; Klein et al., 2004). Animosity, in this context, refers to intense feelings of disgust and hatred arising from perceived unjust actions—whether economic, political, or military—that contravene social norms (Averill, 1983). Consumer animosity extends this concept to marketing, describing negative attitudes towards a country or group based on conflict (Klein and Ettensoe, 1999; Riefler and Diamantopoulos, 2007), which can influence purchasing behaviour (Klein et al., 1998). Brand animosity reflects antipathy towards brands due to specific incidents impacting consumer behavior.

Research has categorized animosity into several forms. (Klein et al., 1998) identified two main types: war-related animosity, linked to historical conflicts, and economic animosity, arising from economic rivalry. (Nes et al., 2012) introduced a four-dimensional construct that includes government hostility, encompassing individuals, politics, and government. Other categorizations include situational animosity (temporary and context-specific) versus stable animosity (long-lasting and historically cumulative) (Ang et al., 2004; Jung et al., 2002). Additionally, animosity can be national (towards other countries) or personal (from individual experiences), with distinctions between historical hostility (long-term negative impacts) and current animosity (recent or transient effects) (Nijssen and Douglas, 2004; Rose et al., 2009; Yang et al., 2015).

Subjective norms have been referred to by various names, including social pressure (Lee and Green, 1991), perceived norms (Rimal and Real, 2005), and social expectations (Bicchieri, 2006). According to Ajzen (1991), subjective norm refers to the social expectations from significant individuals that influence one's intention to engage in a particular behaviour, such as a boycott. For instance, if a community expects its members to participate in a boycott, individuals are more likely to feel compelled to engage due to these social pressures.

Perceived efficacy involves an individual's confidence in their ability to effect change through their actions (John and Klein, 2003). (Bandura, 1997) describes perceived efficacy as the result of evaluating past experiences of success and failure in performing a specific task. (Lange, 1990) defines it as the level of personal conviction that one can significantly contribute toward achieving shared goals. In marketing literature, perceived efficacy aligns with the concept of perceived behavioural control from the Theory of Planned Behavior (TPB). Specifically, (Sen, 2001) contextualizes perceived efficacy in boycotts as the consumer's belief that their participation can influence the outcome of the boycott.



**Figure 1. Research Framework**

While previous studies have primarily focused on defining the factors driving boycott actions, it is noteworthy that many of the brands boycotted due to their affiliation with Israel are major brands with substantial numbers of loyal customers, such as Starbucks, Apple, and Adidas (Qualtrics, 2023). (Suhud, 2018) suggested that future research should explore the impact of consumer loyalty on participation in boycott actions. This opens the door for investigating how brand loyalty affects consumers' decisions to join

boycotts against brands they regularly support. Based on these logics, the proposed conceptual model framework is portrayed in Figure 1.

### **Hypothesis Development**

(Trump, 2014) found that loyal customers are often more forgiving of negative acts by their favoured brands, including ethical transgressions. (Japutra et al., 2016) also found that customers with high brand attachment are more likely to resist negative information about the brand. Based on these findings, the proposed hypothesis is H1: Brand loyalty negatively affects boycott action toward brands affiliated with Israel.

Additionally, prior studies have concentrated on animosity at the national level and the country-of-origin (COO) effect. Klein et al. (1998) developed the Klein-Ettenson-Morris (KEM) animosity model, which has been supported by various studies showing that consumer animosity significantly impacts boycotts in different contexts, such as Koreans towards Japanese brands (Song, 2020), Indians towards Chinese products (Raman and Aashish, 2021; Sengupta, 2022; Verma, 2021), Indonesians towards French brands (Salma & Aji, 2023), and Israelis (Suhud, 2017). (Xue et al., 2022) demonstrated that national animosity strengthens the negative relationship between stigma and consumers' brand effect and purchase intention. This research investigates whether animosity impacts brand-loyal customers' willingness to participate in boycotts, given that animosity is a known motivating factor. The proposed hypothesis is H2: The negative effect of brand loyalty on boycott action toward brands affiliated with Israel is moderated by animosity.

Moreover, prior research has shown that social pressure can motivate boycott participation. (Delistavrou et al., 2020) found that social pressure significantly influences individuals' intention to boycott. (Sanchez-Franco and Roldan, 2015) concluded that subjective norms impact consumer engagement in social exchanges. (Abdul-Talib and Adnan, 2016) found that subjective norms strongly influence Malaysians' desire to boycott items associated with Israel. Studies by (Lee and Green, 1991; Mohammadi, 2014) highlight the role of social pressure in shaping consumer decision-making. This research will explore whether subjective norms impact the willingness of brand-loyal customers to participate in boycotts. The proposed hypothesis is H3: The negative effect of brand loyalty on boycott action toward brands affiliated with Israel is moderated by subjective norms.

Lastly, perceived efficacy has been shown to influence boycott participation. (Hoffman, 2013; Albrecht et al., 2013; Albayati et al., 2012; Klein et al., 2004; Sen et al., 2001) found that perceived efficacy impacts the decision to boycott. Perceived efficacy refers to customers' belief in the feasibility and effectiveness of their actions (Klein et al., 2004). (Barakat and Moussa, 2017) higher perceived efficacy enhances the belief that collective efforts will achieve their goals. This research will examine whether perceived efficacy affects the willingness of brand-loyal customers to participate in boycotts. The proposed hypothesis is H4: The negative effect of brand loyalty on boycott action toward brands affiliated with Israel is moderated by perceived efficacy.

## **B. RESEARCH METHOD**

Mixed methods research combines the strengths of both quantitative and qualitative approaches, offering a more comprehensive understanding of the subject than either method alone. This approach is supported by (Tegan George, 2021; van Teijlingen & Hundley, 2002). Therefore, this study will utilize a mixed-methods methodology, integrating quantitative and qualitative approaches. The quantitative aspect will involve conducting surveys to collect data on consumer behaviour, attitudes, and perceptions. Before the full-scale quantitative research, pilot tests will be conducted to evaluate the validity and reliability of the survey instruments. These pilot tests will help identify potential issues and flaws in the instruments and

protocols, allowing for necessary adjustments before administering the survey to the entire sample. Ensuring the reliability and validity of the survey through pilot testing is a crucial preliminary step in the research process.

For the qualitative aspect, the study will employ semi-structured interviews. This method provides the flexibility of open-ended questions while maintaining a structured topic framework. Semi-structured interviews involve asking participants a standardized series of questions, followed by probing questions to elicit deeper insights and explanations, often using prompts such as 'why' or 'how' (Pritha Bandhari, 2020). This approach will facilitate a comprehensive understanding of the issue and uncover additional variables or concepts that can inform the quantitative research.

### Population and Sample

The study will focus on Indonesian citizens from Generation Z and Millennials (ages 20-43) residing in the Jabodetabek area and Bandung City. The sample will consist of loyal customers of brands affiliated with Israel, including individuals who participate in boycott actions against these brands and those who do not. The criteria for inclusion in the sample are 1) Loyal customers of brands affiliated with Israel, 2) Individuals who participate in boycott actions against brands affiliated with Israel, and 3) Individuals who do not participate in boycott actions against brands affiliated with Israel. This sampling strategy ensures a diverse representation of perspectives on brand loyalty and boycott behaviour, providing a comprehensive view of the factors influencing consumer actions.

**Table 1. Interview Questions**

No	Questions
1	What are your thoughts on the ongoing conflict between Israel and Palestine? How does this affect your perception of brands affiliated with Israel?
2	Can you tell me about a brand that you are loyal to? What makes you stay loyal to this brand?
3	Have you ever continued to use a brand even when controversies were associated with it? What motivated your decision?
4	How do conversations about politics and international conflicts arise in your discussions with friends and family?
5	What role do the opinions of people close to you play in your purchasing decisions, especially concerning controversial issues?
6	Have you ever participated in a boycott? What prompted you to do so?
7	How effective can boycotting brands be in political or social issues?
8	What factors do you consider when deciding whether to purchase from a brand affiliated with a controversial issue?
9	Can you describe a time when you chose not to purchase a product because of its affiliations? What was your thought process?
10	Looking ahead, how likely do you think you will participate in a boycott of brands affiliated with Israel? Why or why not?
11	What would change your mind about buying products affiliated with Israel?

Source: Research data, 2024

### Validity and Triangulation

To maintain the validity of the research, it is crucial to understand the study's primary objectives, the rules governing its execution, and the ethical standards regulating research practices. This study will employ the triangulation method, specifically data source triangulation, by comparing multiple data sources, including interviews, netnography, and literature reviews. Triangulating diverse methodologies, data sources, and theoretical frameworks enhances the validity and credibility of research findings (Carter et al., 2014).

### Quantitative Research Approach

According to (Aliaga & Gunderson, 2002), a quantitative research approach involves the collection of numerical data and its analysis using mathematical methods, such as statistics, to derive interpretations.

The primary goal of the quantitative approach in this study is to gather comprehensive and varied data from the target population. (Apuke, 2017) defines quantitative research as encompassing various methods, including survey, correlation, causal-comparative, and experimental research. This study will utilize the survey research method to establish correlations between individual variables.

### Population and Sample

The population for this research comprises Indonesian Generation Z and Millennials (Generation Y), aged 20 to 43, who are customers of brands affiliated with Israel. Specifically, the sample will include individuals from the Bandung and the Jabodetabek areas who have occasionally or regularly purchased products or services from these brands.

The responder criteria are as follows:

1. Individuals residing in the Bandung and Jabodetabek regions.
2. The age range of 20-43 years is categorized into Generation Z and Millennials.
3. Regular or occasional customers of brands affiliated with Israel.

The focus on these age groups is based on recognizing that the Indonesian consumer market is predominantly influenced by Generation Z and Millennials (Bayu, 2021). As supported by preliminary data and marketing research conducted by Memon et al. (2020), a minimum of 200 samples is recommended for correlation analysis in surveys.

### Sampling Method

This study will employ a non-probability sampling method, specifically convenience sampling. Non-probability sampling involves selecting participants based on convenience or predetermined criteria rather than random selection (McComber, 2019). According to (Sugiyono, 2017), this method means that not all population elements have an equal chance of being selected. Convenience sampling will be used due to its practicality and the specific criteria set by the researcher.

### Data Analysis Methodology

This study will utilize descriptive statistics and Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze the data collected from respondents. PLS-SEM is a statistical technique used to construct forecasting models by incorporating numerous interrelated variables. It is particularly well-suited for examining exploratory models and testing hypotheses regarding the relationships between variables (Chin, 1998). The flexibility of PLS-SEM makes it an appropriate choice for this research.

In PLS-SEM, reliability is assessed through two key components: indicator reliability and internal consistency. Indicator reliability is evaluated by squaring the outer loadings of reflective constructs. According to Kwong & Wong (2013), the minimum acceptable outer loading score is 0.7. However, for exploratory research, a lower threshold of 0.4 may be considered acceptable (Hulland, 1999). Internal consistency reliability is measured using Cronbach's alpha ( $\alpha$ ), which ranges from 0 to 1. A Cronbach's  $\alpha$  coefficient of 0.7 or higher is typically desired for reliable internal consistency, though values as low as 0.4 to 0.6 may be acceptable in exploratory research (Kwong & Wong, 2013).

Validity in PLS-SEM is assessed through convergent validity and discriminant validity:

1. Convergent Validity: This measures the extent to which different indicators of a construct align. The Average Variance Extracted (AVE) should be 0.5 or above (Kwong & Wong, 2013).
2. Discriminant Validity: This evaluates whether constructs are distinct. Discriminant validity is assessed using the heterotrait-monotrait (HTMT) ratio, with a value lower than 0.9, indicating that the constructs are sufficiently distinct (Hair et al., 2019).

Collinearity issues are addressed using the Variance Inflation Factor (VIF). A VIF value greater than 5 suggests potential collinearity problems, which can be mitigated by omitting or combining variables (Kwong & Wong, 2013).

### Structural Model Evaluation

Once the measurement model is deemed adequate, the structural model is assessed using the following criteria:

1. Coefficient of Determination ( $R^2$ ): Indicates the model's explanatory power, with values ranging from 0 to 1. Generally,  $R^2$  values of 0.75, 0.50, and 0.25 are considered substantial, moderate, and weak, respectively (Hair et al., 2019).
2. Predictive Relevance ( $Q^2$ ): Assesses the model's accuracy.  $Q^2$  values should be greater than zero for valid predictive power.
3. Goodness of Fit (GoF): Calculated by multiplying the square roots of the average  $R^2$  and  $Q^2$  values. This metric ranges from 0 to 1 and provides an overall measure of model fit (Kwong & Wong, 2013).

Effect Size (Cohen's  $f^2$ ): Evaluates the magnitude of relationships among variables. Effect sizes of 0.02, 0.15, and 0.35 represent small, medium, and large effects, respectively (Kwong & Wong, 2013). The bootstrapping method assesses the statistical significance and relevance of the indicator weights and path coefficients. T-statistics are computed, with a value exceeding 1.96 indicating statistical significance. The significance and relevance of path coefficients, ranging from -1 to +1, are also evaluated, with values closer to +1 or -1 indicating stronger relationships (Hair et al., 2019).

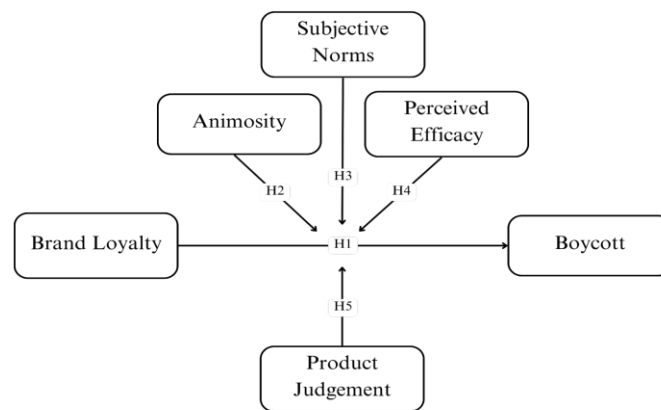
## C. RESULTS AND DISCUSSION

The interview findings and netnography observations align well with established netnography theories on social media. The researcher employs data triangulation to validate these findings, focusing specifically on the newly introduced variable, "Counter Argument." While previous sections have explored established theories related to other variables, this section contrasts interview results with supporting information from books and journals regarding "Counter Argument."

Prior research underscores the significant moderating role of counter-arguments on the impact of boycott motivations on consumer behavior. (Ajzen, 1996) posits that decision-making is influenced by attitudes, subjective norms, and perceived behavioural control, all of which can be shaped by counter-arguments. When consumers encounter opposing viewpoints that challenge the rationale for a boycott, their initial motivations may weaken, prompting a reassessment of their participation in boycott actions.

(John & Klein, 2003) illustrate that counter-arguments offer alternative perspectives questioning the effectiveness and necessity of boycotting, thereby diminishing consumer engagement in such activities. This perspective is supported by (Hogarth, 1980) research on judgment and choice, which suggests that the availability and consideration of contrasting information heavily influences decisions. Further empirical evidence from (Al Serhan, 2022) indicates that counter-arguments can reduce the impact of religious and political motivations on boycott behaviour. These studies demonstrate that presenting balanced information through counter-arguments can significantly diminish the initial motivations for boycotting, decreasing boycott participation.

Therefore, the hypothesis that counter-arguments moderate the negative effect of boycott motivations on consumer actions is supported by both theoretical and empirical research. Effective communication strategies incorporating counter-arguments can play a crucial role in mitigating the impact of boycotts on brands. Consequently, the researcher will include the variable of counter-arguments in the revised hypothesis: "The negative effect of brand loyalty on boycott action toward brands affiliated with Israel is moderated by counter-arguments."



**Figure 1. Revised Research Framework**

Source: Research data, 2024

The researcher distributed the questionnaire from May 28, 2024, to June 9, 2024, and successfully gathered responses from 546 participants. The primary objective of this research is to examine the influence of brand loyalty on Indonesians' decision to boycott brands affiliated with Israel. The analysis will be based on data from these 546 respondents to address the research questions outlined at the study's inception. The respondents' ages are categorized into five groups. The largest group is aged 20-24, constituting 73.3% (399 respondents) of the sample. This is followed by the 27-33 years age range at 6.8% (37 respondents), the 25-26 years age range at 6.6% (36 respondents), the 34-38 years age range at 6.8% (37 respondents), and the 39-43 years age range at 6.4% (35 respondents). Regarding gender distribution, 61.9% of respondents (337 individuals) are female, while 38.1% (207 individuals) are male.

Regarding domicile, the respondents are predominantly from Bandung, making up 45.6% (249 respondents) of the sample. Jakarta follows with 41.5% (227 respondents). Other areas include Tangerang at 3.5% (19 respondents), Bogor at 3.3% (18 respondents), and Depok at 3.1% (17 respondents). This distribution highlights a significant concentration of respondents in the major urban areas of Bandung and Jakarta. Occupationally, a substantial majority (70.4%) of the respondents (384) are students. This is followed by employees, who constitute 14.5% (79 respondents). Additionally, 7.9% (43 respondents) are unemployed, and 7.2% (39 respondents) are entrepreneurs. This distribution underscores that students represent the largest sample segment, with smaller proportions of employees, unemployed individuals, and entrepreneurs. All respondents (100%) have purchased products or services from brands affiliated with Israel, indicating a universal purchasing behaviour among the sample.

The data also reveal that a majority of respondents, 61.2% (334 respondents), have purchased from these brands for over four years. Additionally, 18.0% (98 respondents) have made these purchases for less than one year. Respondents who have been purchasing for 1-2 years account for 9.4% (51 respondents), those for 2-3 years make up 7.9% (43 respondents), and 3.5% (19 respondents) have been purchasing for 3-4 years. This distribution demonstrates significant long-term engagement with these brands among most respondents.

Table 1 presents the descriptive statistics for the research data. Among the variables, A1 ("I feel angry towards Israel") and A2 ("I will never forgive Israel for what they have done to Palestine") exhibit the highest mean scores, both at 5.441. These high mean values suggest that respondents harbour strong negative feelings towards Israel. Conversely, the lowest mean score is observed for CA4 ("I do not want to participate in the boycott because it is useless"), which is an indicator of the "Counter Argument" variable, scoring 1.991. This low score indicates that respondents do not find the counter-arguments against boycotting persuasive or compelling.

**Table 1. Descriptive Statistics**

Variable	Label	Mean	Std. dev	Median	Min	Max
Brand Loyalty	BL1	2.037	1.440	1.000	1.000	6.000
	BL2	1.971	1.317	1.000	1.000	6.000
	BL3	2.188	1.373	2.000	1.000	6.000
	BL4	1.932	1.386	1.000	1.000	6.000
Animosity	A1	5.441	1.278	6.000	1.000	6.000
	A2	5.441	1.278	6.000	1.000	6.000
	A3	5.327	1.345	6.000	1.000	6.000
Subjective Norms	SN1	4.434	1.546	5.000	1.000	6.000
	SN2	4.493	1.518	5.000	1.000	6.000
	SN3	4.498	1.559	5.000	1.000	6.000
	SN4	4.774	1.399	5.000	1.000	6.000
	SN5	4.656	1.534	5.000	1.000	6.000
Perceived Efficacy	PE1	4.996	1.244	5.000	1.000	6.000
	PE2	5.169	1.291	6.000	1.000	6.000
	PE3	4.938	1.282	5.000	1.000	6.000
	PE4	4.614	1.449	5.000	1.000	6.000
	PE5	5.200	1.101	6.000	1.000	6.000
	PE6	5.136	1.292	6.000	1.000	6.000
Boycott	B1	5.116	1.325	6.000	1.000	6.000
	B2	4.974	1.380	6.000	1.000	6.000
Counter Argument	CA1	2.268	1.557	2.000	1.000	6.000
	CA2	2.721	1.444	2.000	1.000	6.000
	CA3	2.599	1.576	2.000	1.000	6.000
	CA4	1.991	1.382	1.000	1.000	6.000

Source: Research data, 2024

Another crucial data point in Table 1 is the standard deviation. The highest standard deviation is 1.559, observed for SN3 ("People who are important to me will be unhappy if I buy brands affiliated with Israel"), which indicates Subjective Norms. This high standard deviation indicates a wide range of responses and variability in perceptions about the influence of significant others on buying decisions related to brands affiliated with Israel. Conversely, the lowest standard deviation is 1.101, found for PE5 ("Boycott will threaten the sustainability of brands affiliated with Israel"), which indicates Perceived Efficacy. This low standard deviation suggests that responses regarding the perceived impact of boycotts on brand sustainability are closely clustered around the mean. According to Stantic and Jo (2012), a high standard deviation reflects greater dispersion of data points, while a low standard deviation indicates that data points are more concentrated around the mean. Therefore, the statement "People who are important to me will be unhappy if I buy brands affiliated with Israel" (SN3) demonstrates the greatest variability among the variables, whereas "Boycott will threaten the sustainability of brands affiliated with Israel" (PE5) exhibits the least variability.

Table 2 presents the reliability test for the research instrument. The item SN5 was removed due to its redundancy with SN4. While SN5 was moderately reliable, the overlap with SN4 justified its deletion. Additionally, CA2 was excluded due to its low outer loading score. In exploratory research, Cronbach's  $\alpha$  indicates acceptable reliability scores ranging from 0.4 to 0.6; however, scores should ideally be  $\geq 0.7$ . Since CA2 did not meet this criterion, its removal was considered appropriate according to these standards.

**Table 2. Reliability Test**

Variable	Indicators	Outer Loadings
Animosity	A1	0.883
	A2	0.951
	A3	0.963
Boycott	B1	0.966
	B2	0.803
Brand Loyalty	BL1	0.893
	BL2	0.838



Variable	Indicators	Outer Loadings
Counter Argument	BL3	0.909
	BL4	0.827
	CA1	0.874
	CA3	0.921
	CA4	0.770
Perceived Efficacy	PE1	0.819
	PE2	0.886
	PE3	0.816
	PE4	0.802
	PE5	0.875
	PE6	0.702
Subjective Norms	SN1	0.902
	SN2	0.914
	SN3	0.813
	SN4	0.883

Source: Research data, 2024

According to the results, all indicators exceed the minimum standards for both Cronbach's alpha and composite reliability, suggesting they are reliable. Convergent validity assesses the consistency and agreement among multiple indicators used to measure a specific construct. According to Kwong & Wong (2013), each variable's average variance extracted (AVE) should be 0.5 or greater to confirm convergent validity. The convergent validity test results for this study's variables are shown below. Based on the results, all variables have AVE values above 0.5, indicating that all variables are valid. These results confirm that each variable meets the minimum AVE threshold, supporting their convergent validity.

**Table 3. Cronbach Alpha and CR**

Variable	Cronbach's Alpha	Composite Reliability	Reliability
Brand Loyalty	0.884	0.920	Reliable
Boycott	0.925	0.964	Reliable
Animosity	0.921	0.948	Reliable
Subjective Norms	0.846	0.889	Reliable
Perceived Efficacy	0.909	0.929	Reliable
Counter Argument	0.784	0.854	Reliable

Source: Research data, 2024

According to the results, all indicators surpass the minimum standards for both Cronbach's alpha and composite reliability. This indicates that the research instrument is reliable, with each indicator meeting or exceeding the required thresholds for internal consistency.

**Table 4. AVE Test**

Variable	Average Variance Extracted (AVE)	Validity
Brand Loyalty	0.743	Valid
Boycott	0.930	Valid
Animosity	0.859	Valid
Subjective Norms	0.623	Valid
Perceived Efficacy	0.687	Valid
Counter Argument	0.612	Valid

Source: Research data, 2024

Convergent validity evaluates the extent to which multiple indicators used to measure a specific construct are consistent and aligned. According to (Kwong and Wong, 2013), an average variance extracted (AVE) value of 0.5 or greater is required to confirm convergent validity. The results of the convergent validity test for the variables in this study are as follows: Counter Argument: AVE = 0.612 (Valid). All variables have AVE values exceeding the minimum threshold of 0.5, indicating that each variable is valid. These results confirm that the variables meet the required AVE standard, supporting their convergent validity.

**Table 5. HTMT Test**

Correlation	HTMT	Validity
Boycott <-> Animosity	0.401	Valid
Brand Loyalty <-> Animosity	0.347	Valid
Brand Loyalty <-> Boycott	0.781	Valid
Counter Argument <-> Animosity	0.400	Valid
Counter Argument <-> Boycott	0.725	Valid
Counter Argument <-> Brand Loyalty	0.816	Valid
Perceived Efficacy <-> Animosity	0.357	Valid
Perceived Efficacy <-> Boycott	0.852	Valid
Perceived Efficacy <-> Brand Loyalty	0.640	Valid
Perceived Efficacy <-> Counter Argument	0.615	Valid
Subjective Norms <-> Animosity	0.309	Valid
Subjective Norms <-> Boycott	0.653	Valid
Subjective Norms <-> Brand Loyalty	0.473	Valid
Subjective Norms <-> Counter Argument	0.418	Valid
Subjective Norms <-> Perceived Efficacy	0.659	Valid

Source: Research data, 2024

Discriminant validity assesses whether variables that are supposed to be distinct from each other are indeed different. The heterotrait-monotrait ratio (HTMT) is used to evaluate this validity, with a ratio below 0.9 indicating that the variables are sufficiently distinct. The results show that all correlations now fall within the desired HTMT value range, confirming that all variables exhibit valid discriminant validity.

**Table 6. Path Coefficients and Significance Testing for Model Variables**

Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics
Brand Loyalty -> Boycott	-0.228	-0.230	0.056	4.101
Perceived Efficacy x Brand Loyalty -> Boycott	0.150	0.149	0.033	4.607
Animosity x Brand Loyalty -> Boycott	-0.001	-0.000	0.031	0.032
Counter Argument x Brand Loyalty -> Boycott	0.048	0.049	0.030	1.610
Subjective Norms x Brand Loyalty -> Boycott	0.035	0.035	0.035	1.006

Source: Research data, 2024

According to the table, the paths between the variables exhibit varying significance levels. The most significant path is "Perceived Efficacy x Brand Loyalty -> Boycott," with a T Statistic value of 4.607. Conversely, the least significant path is "Animosity x Brand Loyalty -> Boycott," with a T Statistic value of 0.032. Paths with T statistics greater than 1.96 are considered significant at the 5% level. Thus, "Brand Loyalty -> Boycott" and "Perceived Efficacy x Brand Loyalty -> Boycott" are significant, while other paths do not meet the significance threshold in this model.

Additionally, to assess the model's overall fit, this study employs the cross-validated redundancy ( $Q^2$ ) and the coefficients of determination ( $R^2$ ). The goodness of fit (GoF) index is calculated by multiplying the average of  $R^2$  and  $Q^2$  by their square root (Wong, 2013). According to Garson (2016), the GoF index ranges from 0 to 1. As shown in Table 4.8, the GoF index for this research is 0.659. This value, significantly greater than 0.1, indicates that the proposed model effectively represents the data.

**Table 7.  $R^2$  and  $Q^2$**

Variable	$R^2$	$Q^2$
Boycott	0.771	0.750
Average	0.771	0.7750
Goodness of Fit (GoF)	0.659	

Source: Research data, 2024

Cohen's  $f^2$  effect size is utilized to evaluate and quantify the strength of the relationships between latent variables. This measure helps to understand the primary effects and intensity of interactions among the variables. According to (Hair et al., 2019), effect sizes are categorized as follows: Small Effect:  $f^2 > 0.02$ ;

Medium Effect:  $f^2 > 0.15$ ; Large Effect:  $f^2 > 0.35$ . These results illustrate the magnitude of the relationships between the latent variables, providing insights into the strength of the interactions in the model.

**Table 8. Effect Size**

Structural Path	$f^2$	Effect Size
Animosity -> Boycott	0.000	Small
Brand Loyalty -> Boycott	0.072	Small
Counter Argument -> Boycott	0.075	Small
Perceived Efficacy -> Boycott	0.214	Medium
Subjective Norms -> Boycott	0.081	Small
Perceived Efficacy x Brand Loyalty -> Boycott	0.076	Small
Animosity x Brand Loyalty -> Boycott	0.000	Small
Counter Argument x Brand Loyalty -> Boycott	0.009	Small
Subjective Norms x Brand Loyalty -> Boycott	0.004	Small

Source: Research data, 2024

According to Table 8, Cohen's  $f^2$  effect sizes indicate that most structural paths exhibit a small effect size. Specifically: Small Effect Size: The paths "Animosity -> Boycott," "Brand Loyalty -> Boycott," "Counter Argument -> Boycott," "Subjective Norms -> Boycott," "Perceived Efficacy x Brand Loyalty -> Boycott," "Animosity x Brand Loyalty -> Boycott," "Counter Argument x Brand Loyalty -> Boycott," and "Subjective Norms x Brand Loyalty -> Boycott" all demonstrate small effect sizes. Medium Effect Size: The path "Perceived Efficacy -> Boycott" shows a medium effect size, signifying a stronger relationship between perceived efficacy and boycott actions compared to other paths. These results suggest that while perceived efficacy plays a more substantial role in influencing boycott behaviour, the other variables have relatively minor effects. Understanding these varying strengths is essential for grasping the dynamics within the proposed model and identifying which variables have the most significant impact on boycott actions.

The PLS calculation used for hypothesis testing elucidates the significance of the relationships between variables. This includes the T-values and the path coefficients of the inner model. The results of hypothesis testing are summarized below:

**Table 9. Hypothesis Testing**

Hypothesis	Structural Path	Path Coefficient	T Statistic	P Values	Result
H1	Brand Loyalty -> Boycott	-0.228	4.101	0.000	Accepted
H2	Animosity x Brand Loyalty -> Boycott	-0.001	0.032	0.975	Rejected
H3	Subjective Norms x Brand Loyalty -> Boycott	0.035	1.006	0.315	Rejected
H4	Perceived Efficacy x Brand Loyalty -> Boycott	0.150	4.607	0.000	Accepted
H5	Counter Argument x Brand Loyalty -> Boycott	0.048	1.610	0.107	Rejected

Source: Research data, 2024

## Discussion

The results of this study provide insights into the factors influencing boycott actions toward brands affiliated with Israel, with a specific focus on the role of brand loyalty and its interactions with various moderating variables. The first hypothesis posited that brand loyalty negatively affects boycott actions toward brands affiliated with Israel. The analysis confirms this hypothesis, with a T-value of 4.101, which exceeds the threshold of 1.96 at a 5% significance level. This result indicates that higher brand loyalty is associated with a decreased likelihood of participating in boycott actions. This negative relationship suggests that individuals more loyal to a brand are less inclined to engage in boycotts, aligning with the understanding that brand loyalty can mitigate the desire to protest against a brand, even in geopolitical issues.

In contrast, the second hypothesis, which proposed that animosity moderates the negative effect of brand loyalty on boycott actions, was not supported. The T-value for this path was 0.032, significantly below the 1.96 threshold. This implies that animosity does not significantly affect the relationship between brand loyalty and boycott actions. Despite negative feelings towards Israel, animosity does not seem to influence the extent to which brand loyalty impacts boycott behavior. Similarly, the third hypothesis, which suggested

that subjective norms moderate the negative effect of brand loyalty on boycott actions, was also rejected. With a T-value of 1.006, below the critical value, the data do not support the idea that subjective norms significantly alter the influence of brand loyalty on boycott actions. This finding indicates that the perceived social pressures and norms surrounding boycott behaviour do not significantly interact with brand loyalty to affect boycott participation.

The fourth hypothesis, however, was confirmed. It posited that perceived efficacy moderates the negative effect of brand loyalty on boycott actions. The T-value for this relationship was 4.607, well above the significance threshold, indicating that perceived efficacy strengthens brand loyalty's negative effect on boycott actions. This suggests that when individuals believe that their boycott actions are effective and can make a difference, the influence of brand loyalty on their decision to boycott is heightened. Lastly, the fifth hypothesis, which argued that counter-arguments moderate the negative effect of brand loyalty on boycott actions, was not supported. The T-value of 1.610, while above 1.0, did not reach the 1.96 threshold, indicating that counter-arguments do not significantly moderate the relationship between brand loyalty and boycott actions. This suggests that the presence of counter-arguments does not notably alter the impact of brand loyalty on boycott behaviour, reflecting that the persuasive power of counter-arguments in this context is limited.

Overall, these findings underscore the complexity of the relationship between brand loyalty and boycott behaviour, highlighting that while brand loyalty generally reduces the likelihood of boycotting, the effectiveness of various moderating factors varies. Perceived efficacy emerges as a significant factor, while animosity, subjective norms, and counter-arguments do not substantially influence this relationship.

#### **D. CONCLUSION**

This research aimed to investigate how brand loyalty influences Indonesians' decisions to boycott brands affiliated with Israel and to explore the moderating effects of animosity, subjective norms, perceived efficacy, and counter-arguments on this relationship. Data were collected from 546 respondents via an online questionnaire and analyzed using Smart PLS. The study found that brand loyalty significantly negatively impacts boycott actions toward brands affiliated with Israel. Specifically, higher brand loyalty is associated with a decreased likelihood of participating in boycotts, as evidenced by a path coefficient of -0.228 and a T-statistic of 4.101. This finding suggests that loyal consumers are less inclined to engage in boycott actions, consistent with the notion that strong brand attachments can mitigate negative responses to geopolitical issues.

Conversely, the moderating effects of animosity, subjective norms, and counter-arguments on the relationship between brand loyalty and boycott actions were insignificant. The T-values for these variables fell below the critical threshold of 1.96, leading to the rejection of hypotheses H2, H3, and H5. This indicates that while animosity and social pressures are present, they do not significantly alter the impact of brand loyalty on boycott behavior. In contrast, perceived efficacy was found to have a significant moderating effect. With a path coefficient of 0.150 and a T-statistic of 4.607, perceived efficacy strengthens the negative effect of brand loyalty on boycott actions. This highlights that consumers who believe in the effectiveness of boycotts are more likely to participate, even if they are generally loyal to the brand.

#### **Implications for Academia and Industry**

For academia, this study contributes to the literature by demonstrating the substantial impact of brand loyalty on boycott actions and emphasizing the role of perceived efficacy. Future research should explore perceived efficacy further and investigate its role in different consumer contexts. Methodologically, using Smart PLS provides a robust framework for analyzing complex variable relationships, and future studies could replicate this approach in varied settings.

For industry practitioners, the findings underscore the importance of brand loyalty in reducing boycott actions. Brands should foster strong emotional connections with consumers to mitigate boycott risks. Additionally, perceived efficacy is crucial; brands should highlight the positive impacts of their CSR initiatives to reinforce consumers' beliefs in the effectiveness of their actions. Marketing strategies should avoid controversial political or social affiliations and focus on ethical practices. In crises, transparent communication and a demonstrated commitment to ethical standards can help maintain consumer trust.

### **Recommendations for Future Research and Practice**

Future research should expand to other contexts and examine loyalty beyond brands, such as celebrity endorsements. For instance, the recent boycott of BTS due to its association with Starbucks, a brand affiliated with Israel, illustrates a shift in consumer behaviour among highly loyal fan bases. Understanding these dynamics can provide deeper insights into consumer decision-making processes. Brands must continuously separate business operations from contentious issues and uphold humanitarian values. By focusing on ethical practices and CSR initiatives, brands can build a positive public image, foster consumer trust, and enhance long-term sustainability. This approach mitigates boycott risks and strengthens brand reputation and loyalty.

### **REFERENCES**

- Abd-Razak, I. S., & Abdul-Talib, A. N. (2012). Anti-consumption behavior: An overview and research agenda. *World Journal of Social Sciences*, 2(6), 21-31. <https://doi.org/10.5296/jmr.v4i2.1535>
- Abdul-Talib, Azzam N, Adnan, & Mohamed M.M. (2016). Determinants of consumer's willingness to boycott surrogate products. *Journal of Islamic Marketing*, 8(3), 345-360. 10.1108/JIMA-08-2015-0065
- Abdul-Talib, A. N., & Adnan, A. A. (2016). Understanding the boycotts of global brands in Malaysia: The moderating role of the religiosity of consumers. *Journal of Islamic Marketing*, 7(1), 99-124. <https://doi.org/10.1108/JIMA-08-2014-0055>
- Abdul Talib, N., & Adnan, N. (2016). The impact of subjective norms on boycott intention: A case of Malaysian consumers. *Asian Journal of Business Research*, 6(2), 45-59.
- Abosag, I. (2010). The importance of ethical reputation on the boycott of a country-linked brand: The moderating role of brand loyalty and ethnocentrism. *Journal of Marketing Communications*, 16(5), 333-348. <https://doi.org/10.1080/13527260902950531>
- Adekaiyero, A. (2024, March 11). Red Pins at the Oscars 2024 Explained. *Business Insider*. Retrieved March 19, 2024, from <https://www.businessinsider.com/what-red-pins-buttons-oscars-explained-2024-3>
- Ahdiat, A. (2023, December 29). 83 Hari Perang, Korban Jiwa Palestina 21 Ribu Lebih. *Databoks*. Retrieved February 18, 2024, from <https://databoks.katadata.co.id/datapublish/2023/12/29/83-hari-perang-korban-jiwa-palestina-21-ribu-lebih>
- Aji, M. H., & Dharmmesta, B. S. (2019). The effect of subjective norms on purchasing intention of Muslim consumers: The role of halal label. *Journal of Islamic Marketing*, 10(2), 372-392. <https://doi.org/10.1108/JIMA-01-2018-0002>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Albayati, A., Kaboudan, M., & Munas, A. (2012). Consumer boycott in the Islamic perspective: The case of Nestlé. *International Journal of Economics and Management Sciences*, 3(1), 44-54.
- Albayati, A., Othman, N., & Hasnan, N. (2012). The influence of perceived efficacy and attitude on boycott intention. *International Journal of Humanities and Social Science*, 2(4), 191-196.
- Albayati, M. S., Mat, N.K.N., Musaibah, A.S., Aldhaafri, H.S., & Almatari, E.A. (2012).

- Participate in boycott activities toward Danish products from the perspective of Muslim consumer. *American Journal of Economics*, 1, 120-124. 10.5923/j.economics.20120001.27
- Albrecht, C. M., Chadha, M., & Helms, M. M. (2013). Rethinking the marketing mix for organizations in the nonprofit sector: Applying the Six Ws framework. *Journal of Nonprofit & Public Sector Marketing*, 25(4), 295-312. <https://doi.org/10.1080/10495142.2013.815909>
- Albrecht, C. M., Walsh, G., Brach, S., D. D, G., & Grewal, G. (2013). The impact of consumer boycotts on brand loyalty and company reputation: Evidence from Germany. *Journal of Business Research*, 66(12), 2121-2127. <https://doi.org/10.1016/j.jbusres.2012.01.011>
- Albrecht, C. M., Walsh, G., Brach, S., & Gremler, D. D. (2013). The importance of ethical reputation on consumer boycotts. *Journal of Business Ethics*, 112(2), 189-202. <https://doi.org/10.1007/s10551-012-1243-6>
- Aliaga, M., & Gunderson, B. (2002). *Interactive statistics*. Virginia. America: Pearson Education.
- Al-Swidi, A. K., Huque, S. M. R., & Hafeez, M. H. (n.d.). A replication of extended technology acceptance model in predicting students' behavioral intention to use e-learning technology. *Journal of Information Technology Management*, 25(1), 1-21.
- Altintas, M. H., Boyacioglu, E., & Ates, S. (2013). The effects of animosity, religiosity, and ethnocentrism on consumer boycotts: The case of the Danish products in Turkey. *Journal of Euromarketing*, 22(1), 59-77. <https://doi.org/10.9768/0026>
- American Customer Satisfaction Index (ACSI). (2023). *Nondurable Products*. The American Customer Satisfaction Index. Retrieved April 24, 2024, from <https://theacsi.org/industries/manufacturing/nondurable-products/#adidas>
- Ang, S. H., S. M., & Tan, S. J. (2004). Private labels in a socially stigmatized market. *Journal of Marketing Management*, 20(9-10), 1007-1029. <https://doi.org/10.1362/0267257041838733>
- Apuke, O. D. (2017). *Quantitative Research Methods: A Synopsis Approach*. *Arabian Journal of Business and Management Review (Kuwait Chapter)*, 6(10), 40-47. 10.12816/0040336
- Asih, R. (2023, November 14). *Bella Hadid Mengenang Gaza dengan Pilu: Nakba Kembali Terjadi, Secara Terbuka*. *Liputan6.com*. Retrieved March 19, 2024, from <https://www.liputan6.com/showbiz/read/5452919/bella-hadid-mengenang-gaza-dengan-pilu-nakba-kembali-terjadi-secara-terbuka>
- Averill, J. R. (1983). Studies on anger and aggression: Implications for theories of emotion. *American Psychologist*, 38(11), 1145-1160. <https://doi.org/10.1037/0003-066X.38.11.1145>
- Averill, J. R. (1983). Studies on anger and aggression: Implications for theories of emotion. *American Psychologist*, 38(11), 1145-1160. 10.1037/0003-066X.38.11.1145
- Badan Pusat Statistik. (2023). *Jumlah Penduduk Pertengahan Tahun (Ribuan Jiwa), 2021-2023*. Badan Pusat Statistik. Retrieved October 25, 2023, from <https://www.bps.go.id/indicator/12/1975/1/jumlah-penduduk-pertengahan-tahun.html>
- Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16(1), 74-94. <https://doi.org/10.1007/BF02723327>
- Balabanis, G. (2016). Surrogate Boycotts against Multinational Corporations: Consumers' Choice of Boycott Targets. *British Journal of Management*, 24. 10.1111/j.1467-8551.2012.00822.x
- Bandura, A. (1997). *Self-efficacy: the exercise of control*. W.H. Freeman.
- Barakat, A., & Moussa, F. (2017). Using the Expectancy Theory Framework to Explain the Motivation to Participate in a Consumer Boycott. *Journal of Marketing Development and Competitiveness*, 11(3). <https://www.articlegateway.com/index.php/JMDC/article/view/1621>
- Bayu, D. J. (2021, January 30). *Indonesia Didominasi Milenial dan Generasi Z - Infografik*. *Katadata.co.id*. *Katadata*. Retrieved May 8, 2024, from <https://katadata.co.id/infografik/6014cb89a6eb7/indonesia-didominasi-milenial-dan-generasi-z>
- Bicchieri, C. (2006). *The grammar of society: The nature and dynamics of social norms*. Cambridge University Press. <https://doi.org/10.1017/CBO9780511616475>
- Burga, S. (2023, November 13). *Is What's Happening in Gaza a Genocide? Experts Weigh In*. *Time*. Retrieved March 19, 2024, from <https://time.com/6334409/is-whats-happening-gaza-genocide-experts/>

- Carter, N., Bryant-Lukosius, D., DiCenso, A., Blythe, J., & Neville, A. J. (2014). The use of triangulation in qualitative research. *Oncology Nursing Forum*, 41(5), 545-547. doi:10.1188/14.ONF.545-547
- Charmaz, K. (2006). *Constructing Grounded Theory: A Practical Guide Through Qualitative Analysis* (K. Charmaz, Ed.). SAGE Publications.
- Chin, W. W. (1998). The partial least squares approach to structural equation modeling (In G. A. Marcoulides ed.). Lawrence Erlbaum Associates Publishers. ISBN 9780805826777
- CNBC Indonesia. (2023, October 21). Ini Kronologi Awal Konflik Panjang Israel-Palestina. CNBC Indonesia. Retrieved February 18, 2024, from <https://www.cnbcindonesia.com/news/20231021060930-4-482456/ini-kronologi-awal-konflik-panjang-israel-palestina>
- Delistavrou, A., Katsikea, E., & Skarmeas, D. (2020). Consumer boycotts of immoral products: The role of social norms and attitudes. *Journal of Business Ethics*, 162(1), 103-121. <https://doi.org/10.1007/s10551-018-4018-1>
- Delivstavrou, A., Tilikidou, I., & Krysrallis, A. (2020). Ethical consumer behavior in boycott campaigns. *Journal of Business Research*, 110, 329-337. <https://doi.org/10.1016/j.jbusres.2019.11.043>
- Demo Dukung Palestina Menggema di Dunia, Termasuk Negara-negara Barat. (2023, October 23). CNN Indonesia. Retrieved March 19, 2024, from <https://www.cnnindonesia.com/internasional/20231023150357-120-1014849/demo-dukung-palestina-menggema-di-dunia-termasuk-negara-negara-barat>
- Durkheim, É. (1995). *The elementary forms of religious life* (K. E. Fields, Trans.). Free Press.
- Fallahnda, B. (2023, October 30). Siapa Owner Esqa & Rose All Day yang Dituding Pro Zionis-Israel? Tirto.ID. Retrieved March 19, 2024, from <https://tirto.id/esqa-dan-rose-all-day-dituding-dukung-israel-gREc>
- Fansuri, F. (2023, December 8). Starbucks Gencar Lakukan Promosi, Dampak Isu Boikot Mulai Dirasakan? | Republika Online. Ekonomi | Republika Online. Retrieved May 8, 2024, from <https://ekonomi.republika.co.id/berita/s5cbgz468/starbucks-gencar-lakukan-promosi-dampak-isu-boikot-mulai-dirasakan>
- Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research* (I. Ajzen, Ed.). Addison-Wesley Publishing Company.
- Fitriyani, N. (2023, November 29). Brand yang Kena Boikot Berbondong-bondong Donasi untuk Palestina, GAEPi: Gimmick! Arogansi Tak Bisa Dicuci dengan Donasi. YouTube: Home. Retrieved March 19, 2024, from <https://www.bicaranetwork.com/ekonomi/29511030665/brand-yang-kena-boikot-berbondong-bondong-donasi-untuk-palestina-gaepi-gimmick-arogansi-tak-bisa-dicuci-dengan-donasi>
- Friedman, M. (1985). Consumer boycotts in the United States, 1970-1980: Contemporary events in historical perspective. *Journal of Consumer Affairs*, 19(1), 96-117. <https://doi.org/10.1111/j.1745-6606.1985.tb00350.x>
- Gadot, G. (2023, October 7). Gal Gadot | I stand with Israel you should too. The world cannot sit on the fence when these horrific acts of terror are happening! Instagram. Retrieved March 19, 2024, from <https://www.instagram.com/p/CyHF5n1t322/>
- Garson. (2016). *Partial Least Squares : Regression & Structural Equation Models*. New York : Statistical Publishing Associates.
- Gibbs, G. R. (2007). *nalyzing Qualitative Data. Qualitative Research Kit*. London, England: SAGE Publications. <https://doi.org/10.4135/9781849208574>
- Google Trends "Palestine" Keyword. (n.d.). Google Trends. Retrieved March 19, 2024, from <https://trends.google.com/trends/explore?date=today%205-y&q=palestine&hl=en>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. In *European Business Review*, 31(1), 2-24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hendarto, M., Sari, R. N., & Wahyuningsih, D. (2018). Economic and political animosity in consumer boycotts: The Indonesian perspective. *Indonesian Journal of Business and*

- Entrepreneurship, 4(2), 116-126. <https://doi.org/10.17358/IJBE.4.2.116>
- Hendarto, R. N., M., & Wahyuningsih, D. (2017). Consumer boycotts: Determinants and its impact on brand loyalty. *Indonesian Journal of Business and Entrepreneurship*, 3(1), 44-54. <https://doi.org/10.17358/IJBE.3.1.44>
- Hoffman, A. J. (2013). Institutional evolution and change: Environmentalism and the U.S. chemical industry. *Academy of Management Journal*, 56(1), 131-160. <https://doi.org/10.5465/amj.2013.0931>
- Hoffman, L. M. (2013). Managing reputation risk: Social issues, social responsibility and consumer boycotts. *Journal of Brand Management*, 20(1), 25-35. <https://doi.org/10.1057/bm.2012.15>
- Hogarth, R. M. (1980). *Judgment and choice: The psychology of decision* (Vol. 1 ed.). Wiley.
- Hulland, J. (1999). Use of partial least squares (PLS) in strategic management research: a review of four recent studies. *Strategic Management Journal*, 20(2), 195-204. [https://doi.org/10.1002/\(SICI\)1097-0266\(199902\)20:2<195::AIDSMJ13>3.0.CO;2-7](https://doi.org/10.1002/(SICI)1097-0266(199902)20:2<195::AIDSMJ13>3.0.CO;2-7)
- Ishak, S., & Ghani, N. H. A. (2013). A review of the literature on brand loyalty. *Asian Social Science*, 9(3), 14-25. <https://doi.org/10.5539/ass.v9n3p14>
- Israel condemns Bella Hadid for advocating 'throwing Jews into the sea'. (n.d.). Wikipedia. Retrieved March 19, 2024, from <https://www.thenews.com.pk/latest/835938-israel-condemns-bella-hadid-for-advocating-throwing-jews-into-the-sea>
- Jabari, R. (2023, November 7). The West's media influence on conflicts like Israeli-Palestinian war. *Al Arabiya*. Retrieved March 19, 2024, from <https://english.alarabiya.net/views/2023/11/07/The-West-s-media-influence-on-conflicts-like-Israeli-Palestinian-war>
- Japutra, A., Ekinici, Y., & Simkin, L. (2016). Exploring brand attachment, its determinants, and outcomes. *Journal of Strategic Marketing*, 24(3-4), 245-261. <https://doi.org/10.1080/0965254X.2015.1095225>
- Jensen, M. (2008). The politics of market discipline in Japan: A case study of consumer boycotts. *Japanese Journal of Political Science*, 9(3), 339-365. <https://doi.org/10.1017/S1468109908003262>
- John, A., & Klein, J. (2003). The boycott puzzle: consumer motivations for purchase sacrifice. *Management Science*, 49(No. 9), 1196-1209. [10.1287/mnsc.49.9.1196.16569](https://doi.org/10.1287/mnsc.49.9.1196.16569)
- John, D. R., & Klein, J. G. (2003). The value of perceived efficacy: People's beliefs about whether others will act on their attitudes. *Journal of Consumer Research*, 29(4), 385-404. <https://doi.org/10.1086/346341>
- Jung, H. S., Lee, J. A., & Kellaris, J. J. (2002). The role of self-concept in consumer product evaluations. *Journal of Consumer Research*, 29(4), 493-501. <https://doi.org/10.1086/344425>
- Kim, W. (2023, October 28). Israel-Hamas war: What is the boycott, divestment, and sanctions movement? *Vox*. Retrieved April 26, 2024, from <https://www.vox.com/world-politics/23935054/boycott-movement-palestine-against-israel-bds>
- Klein, J. G., & Ettensoe, R. (1999). Consumer animosity: A literature review and a reconsideration. *Advances in Consumer Research*, 26, 162-169. <https://www.acrwebsite.org/volumes/8045/volumes/v26/NA-26>
- Klein, J. G., Ettenson, R., & Morris, M. D. (1998). The animosity model of foreign product purchase: An empirical test in the People's Republic of China. *Journal of Marketing*, 62(1), 89-100. <https://doi.org/10.1177/002224299806200107>
- Klein, J. G., Smith, N. C., & John, A. (2004). Why we boycott: Consumer motivations for boycott participation. *Journal of Marketing*, 68(3), 92-109. <https://doi.org/10.1509/jmkg.68.3.92.34770>
- Knight, J. G., Mitchell, B. S., & Gao, H. (2009). Riding out the Muhammad cartoons crisis: contrasting strategies and outcomes. *Science Direct*, 42(1), 6-22. <https://doi.org/10.1016/j.lrp.2008.11.002>
- Kulsum, K. U. (2023, November 28). Sejarah Konflik Palestina dan Israel – Kompaspedia. *Kompaspedia*. Retrieved April 26, 2024, from <https://kompaspedia.kompas.id/baca/paparan-topik/sejarah-konflik-palestina-dan-israel>
- Kwong, K., & Wong, K. (2013). Partial Least Squares Structural Equation Modeling (PLS-SEM)



- Techniques Using SmartPLS. *Marketing Buletin*, 24(1), 1-32.
- Lange, R. (1990). The determinants and consequences of perceived efficacy in political behavior. *Political Psychology*, 11(1), 45-75. <https://doi.org/10.2307/3791582>
- Lay, T. (2023, November 7). Infographic: Global Demonstrations in Response to the Israel-Palestine Conflict. ACLED. Retrieved April 28, 2024, from <https://acleddata.com/2023/11/07/infographic-global-demonstrations-in-response-to-the-israel-palestine-conflict/>
- Lee, M. J., & Green, R. T. (1991). Cross-cultural examination of the Fishbein behavioral intentions model. *Journal of International Business Studies*, 22(2), 289-305. <https://doi.org/10.1057/palgrave.jibs.8490294>
- Leong, S. M., Ang, S. H., & Tan, S. J. (2008). Ethnocentrism and consumer boycotts: The moderating role of a social identity. *International Marketing Review*, 25(3), 303-331. <https://doi.org/10.1108/02651330810877248>
- Lippke, Sonia & Wiedemann, Amelie & Ziegelmann, Jochen & Reuter, Tabea & Schwarzer, & Ralf. (2009). Self-efficacy Moderates the Mediation of Intentions Into Behavior via Plans. *American journal of health behavior*, 33. 10.5993/AJHB.33.5.5
- Luo, X., Zhang, J., & Marquis, C. (2016). Mobilizing consumer boycotts: Corporate reputational reactions to customer activism. *Journal of Marketing Research*, 53(3), 370-386. <https://doi.org/10.1509/jmr.13.0258>
- Maher, M. T., & Mady, T. M. (2010). The role of subjective norms in shaping Kuwaiti consumers' intentions to boycott Danish products. *Journal of International Consumer Marketing*, 22(5), 417-434. <https://doi.org/10.1080/08961530.2010.499326>
- Mamangkey, T. (2023, November 8). McDonald's, Grab, Rose All Day, dan ESQA Lakukan Klarifikasi akibat Serangan Israel ke Palestina. *Gorontalo Post*. Retrieved April 26, 2024, from <https://gorontalopost.jawapos.com/nasional/313235643/mcdonalds-grab-rose-all-day-dan-esqa-lakukan-klarifikasi-akibat-serangan-israel-ke-palestina>
- McComber, R. (2019). Non-probability sampling in qualitative research. SAGE Publications. [https://study.sagepub.com/sites/default/files/sampling\\_strategies.pdf](https://study.sagepub.com/sites/default/files/sampling_strategies.pdf)
- Mellens, M., Dekimpe, M. G., & Steenkamp, J.-B.E.M. (1995). A review of brand-loyalty measures in marketing. *Time*, 31(9), 341-358. <https://doi.org/10.2307/1252092>
- Memon, M. A., Ting, H., Cheah, J. H., Thurasamy, R., Chuah, F., & Cham, T. H. (2020). Sample Size for Survey Research: Review and Recommendations. *Journal of Applied Structural Equation Modeling*, 4(2), i-xx. [https://doi.org/10.47263/JASEM.4\(2\)01](https://doi.org/10.47263/JASEM.4(2)01)
- Miles, M. B., Huberman, A. M., & Saldana, J. (2014). *Qualitative Data Analysis: A Methods Sourcebook*. SAGE Publications.
- Mohamad, M., Sulaiman, M., Sern, L., & Salleh, K. (2015). Measuring the validity and reliability of research instruments. *Procedia - Social and Behavioral Sciences*, 204, 164-171. doi:10.1016/j.sbspro.2015.08.129
- Mohammadi, H. (2014). Investigating the role of subjective norms in internet banking services adoption: An application of extended technology acceptance model. *Information Systems Frontiers*, 16(2), 247-260. <https://doi.org/10.1007/s10796-013-9431-8>
- Morse, J. M. (Ed.). (1994). *Critical Issues in Qualitative Research Methods*. SAGE Publications.
- Morse, J. M. (2000). Determining Sample Size. *Qualitative Health Research*, 10, 3-5. <https://doi.org/10.1177/104973200129118183>
- Nabilla, F. (2023, October 30). 6 Artis Ini Ketahuan Like Postingan soal Israel, Banjir Hujatan hingga Diboikot Penggemar. *Suara.com*. Retrieved April 26, 2024, from <https://www.suara.com/lifestyle/2023/10/30/171325/6-artis-ini-ketahuan-like-postingan-soal-israel-banjir-hujatan-hingga-diboikot-penggemar>
- Nijssen, E. J., & Douglas, S. P. (2004). Examining the animosity model in a country with a high level of foreign trade. *International Marketing Review*, 21(6), 707-725. <https://doi.org/10.1108/02651330410566722>
- Nix, N. (2023, October 20). Pro-Palestinian social media users turn to algospeak to avoid suppression. *Washington Post*. Retrieved April 26, 2024, from <https://www.washingtonpost.com/technology/2023/10/20/palestinian-tiktok-instagram->

- algospeak-israel-hamas/
- Noor, A. F. (2023, December 6). KFC Indonesia Akui Aksi Boikot Berdampak pada Penurunan Penjualan | *Republika Online. Ekonomi* | *Republika Online*. Retrieved May 8, 2024, from <https://ekonomi.republika.co.id/berita/s58uod490/kfc-indonesia-akui-aksi-boikot-berdampak-pada-penurunan-penjualan>
- Nugraha, D. W. (2023, November 15). Boycotting Israeli Products: Between Humanitarian Solidarity and Local Economic Impact. *Kompas.id*. Retrieved March 19, 2024, from <https://www.kompas.id/baca/english/2023/11/15/en-boikot-produk-israel-antara-solidaritas-kemanusiaan-dan-dampak-ekonomi-lokal>
- Nuramelia, H. (2023, November 3). Pemboikotan produk lokal Rose All Day dan ESQA yang ramai diperbincangkan di TikTok, ini kronologinya. *Hops.id*. Retrieved April 26, 2024, from <https://www.hops.id/trending/29410737288/pemboikotan-produk-lokal-rose-all-day-dan-esqa-yang-ramai-diperbincangkan-di-tiktok-ini-kronologinya>
- Ohlheiser, A. (2023, October 18). Israel-Hamas war propaganda and misinformation is everywhere online. Here's how to avoid spreading it. *Vox*. Retrieved April 26, 2024, from <https://www.vox.com/technology/2023/10/12/23913472/misinformation-israel-hamas-war-social-media-literacy-palestine>
- Omar, K., Rahim, R. A., Zainol, Z., & Amar, A. M. (2019). Corporate social responsibility practices and consumer boycotts in the palm oil industry: The case of Malaysia. *Journal of Business Ethics*, 159(4), 1149-1163. <https://doi.org/10.1007/s10551-018-3782-z>
- Omar Al Serhan, & Elias Boukrami. (2015). Mapping studies on consumer boycotting in international marketing. *Transnational Marketing Journal*, Oxbridge Publishing House, 3(2), 130-151.
- Palestinian BDS National Committee (BNC). (2024, January 5). Act Now Against These Companies Profiting from the Genocide of the Palestinian People. *BDS Movement* |. Retrieved April 28, 2024, from <https://bdsmovement.net/Act-Now-Against-These-Companies-Profiting-From-Genocide>
- Patton, M. Q. (1990). *Qualitative evaluation and research methods*. SAGE Publications.
- Pritha Bandhari. (2020). *What Is Qualitative Research? | Methods & Examples*. Scribbr.
- Qualtrics. (2023, August 30). Which Brands Have the Most Loyal Customers? *Qualtrics*. Retrieved May 1, 2024, from <https://www.qualtrics.com/blog/brands-with-most-loyal-customers/>
- Qualtrics. (2023, August 30). Which Brands Have the Most Loyal Customers? *Qualtrics*. Retrieved May 5, 2024, from <https://www.qualtrics.com/blog/brands-with-most-loyal-customers/>
- Riefler, P., & Diamantopoulos, A. (2007). Consumer animosity: A literature review and a reconsideration. *International Marketing Review*, 24(1), 87-119. <https://doi.org/10.1108/02651330710722533>
- Rimal, R. N., & Real, K. (2005). How behaviors are influenced by perceived norms: A test of the theory of normative social behavior. *Communication Research*, 32(3), 389-414. <https://doi.org/10.1177/0093650205275385>
- Rokom. (2023, November 6). Bantuan Kemanusiaan Indonesia Untuk Palestina Lengkap Diberangkatkan. *Sehat Negeriku*. Retrieved May 8, 2024, from <https://sehatnegeriku.kemkes.go.id/baca/rilis-media/20231106/5744195/bantuan-kemanusiaan-indonesia-untuk-palestina-lengkap-diberangkatkan/>
- Rose, G. M., Bliemel, M. J., & Eisentein, B. (2009). What really matters in retail loyalty programs. *Journal of Retailing*, 85(3), 331-342. <https://doi.org/10.1016/j.jretai.2009.05.002>
- Sachdev, S. B., & Verma, H. V. (2004). Relative importance of service quality dimensions: A multisectoral study. *Journal of Services Research*, 4(1), 93-116.
- Salma. (2023, October 24). Palestine-Israel Conflict Heats Up, Indonesia Remains Consistent in Supporting Palestine. *Universitas Gadjah Mada*. Retrieved April 26, 2024, from <https://ugm.ac.id/en/news/palestine-israel-conflict-heats-up-indonesia-remains-consistent-in-supporting-palestine/>
- Salma, S. Y., & Aji, H. M. (2023). What drives Muslims to boycott French brands? The moderating role of brand judgement and counter-argument. *Journal of Islamic Marketing*, 14(No. 5), 1346-1368. [10.1108/JIMA-04-2021-0128](https://doi.org/10.1108/JIMA-04-2021-0128)

- Sanchez-Franco, M. J., & Roldan, J. L. (2015). Web acceptance and usage model: A comparison between goal-directed and experiential web users. *Internet Research*, 15(1), 21-48. <https://doi.org/10.1108/10662240010311818>
- Sari, R. N., Hendarto, M., & Wahyuningsih, D. (2017). Consumer boycotts: Determinants and its impact on brand loyalty. *Indonesian Journal of Business and Entrepreneurship*, 3(1), 44-54. <https://doi.org/10.17358/IJBE.3.1.44>
- Sasson, T. (2016). Consumer boycotts as a form of peaceful protest. *Journal of Consumer Culture*, 16(2), 345-362. <https://doi.org/10.1177/1469540514536199>
- Selltiz, C., Jahoda, M., Deutsch, M., & Cook, S. W. (1967). *Research Methods in Social Relations*. New York: Holt, Rinehart, and Winston.
- Sen, S. (2001). Achieving effectiveness in cross-cultural marketing: The role of acculturation in immigrant consumer behavior. *Journal of International Consumer Marketing*, 13(2), 7-40. [https://doi.org/10.1300/J046v13n02\\_02](https://doi.org/10.1300/J046v13n02_02)
- Sen, S., Gurhan-Canli, Z., & Morwitz, V. (2001). Withholding consumption: A social dilemma perspective on consumer boycotts. *Journal of Consumer Research*, 28(3), 339-417. <https://doi.org/10.1086/323729>
- Sengupta, S. (2022). The impact of consumer animosity on Indian consumers' intentions towards Chinese products. *International Journal of Consumer Studies*, 46(1), 56-72. <https://doi.org/10.1111/ijcs.12689>
- Shaw, D., & Newholm, T. (2002). Voluntary simplicity and the ethics of consumption. *Psychology & Marketing*, 19(2), 167-185. <https://doi.org/10.1002/mar.10007>
- Shin, H., & Yoon, Y. (2018). Social issues and consumer boycotts: The role of perceived consumer effectiveness. *International Journal of Consumer Studies*, 42(6), 645-655. <https://doi.org/10.1111/ijcs.12462>
- Shoham, Aviv & Davidow, Moshe & Klein, Jill & Ruvio, & Ayalla. (2006). Animosity on the Home Front: The Intifada in Israel and Its Impact on Consumer Behavior. *Science Direct*, 14(3), 92-114. 10.1509/jimk.14.3.92
- Shoham, A., Davidow, M., Goldstein, J., & Ruvio, A. (2006). Animosity on the home front: the intifada in Israel and its impact on consumer behavior. *Journal of International Marketing*, 14(3), 92-114. 10.1509/jimk.14.3.92
- Song, Y. (2020). Consumer ethnocentrism and boycotts: The mediating role of social norms. *Journal of Consumer Behaviour*, 19(2), 145-157. <https://doi.org/10.1002/cb.1801>
- Song, Y. (2020). Understanding consumer animosity and its effects on brand boycotts: The case of Korean consumers' responses to Japanese brands. *Asia Pacific Journal of Marketing and Logistics*, 32(7), 1685-1705. <https://doi.org/10.1108/APJML-04-2020-0174>
- Sorong, T. P. (2023, October 16). Ini Sejarah Panjang Konflik Israel-Palestina, Awal Kronologi. *CNBC Indonesia*. Retrieved November 8, 2023, from <https://www.cnbcindonesia.com/news/20231016071343-4-480765/ini-sejarah-panjang-konflik-israel-palestina-awal-kronologi>
- Strauss, A., & Corbin, J. M. (1990). *Basics of Qualitative Research: Grounded Theory Procedures and Techniques*. SAGE Publications.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Suhud, U. (2017). Understanding consumer boycotts: The impact of animosity towards Israel on Indonesian consumers' behavior. *Journal of Consumer Affairs*, 51(3), 594-620. <https://doi.org/10.1111/joca.12142>
- Suhud, U. (2018). The impact of consumer animosity on purchase unwillingness in a boycott of sari roti. *Binus Business Review*, Vol. 9 No. 2, 87-94. 10.21512/bbr.v9i2.4060.
- Sukmawijaya, A. (2023, November 11). Produk P&G hingga Unilever Diskon Besar-besaran, Imbas Boikot Produk Israel? kumparan. Retrieved May 8, 2024, from <https://kumparan.com/kumparanbisnis/produk-pandg-hingga-unilever-diskon-besar-besaran-imbasm-boikot-produk-israel-21Yb1PoLsw1>
- Tegan George. (2021). *Mixed Methods Research | Definition, Guide & Examples*. Scribbr.
- Trump, R. K. (2014). Connected consumers' responses to negative brand actions: The roles of transgression self-relevance and domain. *Journal of Business Research*, 67(9), 1824-1830.

- <https://doi.org/10.1016/j.jbusres.2013.12.007>
- Utama, A. P., Simon, J. C., Nurlaela, F., Iskandar, & Arsyad, A. A. J. (2023). The Impact of The Boycott Movement on Israeli Products on Brand Perception Among Muslim Consumers: An Analysis of Brand Image and Customer Loyalty. Research Gate. Retrieved April 24, 2024, from [https://www.researchgate.net/publication/376644855\\_The\\_Impact\\_of\\_The\\_Boycott\\_Movement\\_On\\_Israeli\\_Products\\_On\\_Brand\\_Perception\\_Among\\_Muslim\\_Consumers\\_An\\_Analysis\\_Of\\_Brand\\_Image\\_And\\_Customer\\_Loyalty](https://www.researchgate.net/publication/376644855_The_Impact_of_The_Boycott_Movement_On_Israeli_Products_On_Brand_Perception_Among_Muslim_Consumers_An_Analysis_Of_Brand_Image_And_Customer_Loyalty)
- Van Harreveld, E. B., & Zeelenberg, M. (2012). The role of potential loss in the influence of disgust on moral judgment. *Psychological Science*, 23(7), 854-858. <https://doi.org/10.1177/0956797611434747>
- Verma, P. (2021). The effects of animosity on Indian consumers' perceptions of Chinese brands. *Journal of International Consumer Marketing*, 33(5), 465-483. <https://doi.org/10.1080/08961530.2020.1854426>
- VILLASMIL, J. P. (2023, December 11). Why is Gen Z so pro-Palestine and anti-Israel? The Hill. Retrieved March 28, 2024, from <https://thehill.com/opinion/international/4353828-why-is-gen-z-so-pro-palestine-and-anti-israel/>
- Wu, T., Wu, L., & Lee, W. (1978). Sample Size Requirements for Estimating Intraclass Correlation Coefficients. *Educational and Psychological Measurement*, 38(1), 105-110. <https://doi.org/10.1177/001316447803800114>
- Xue, R., G., Qian, Z., & Li, L. (2022). Consumer animosity and its impact on brand affect and purchase intention: Evidence from a national context. *Journal of Business Research*, 141, 499-512. <https://doi.org/10.1016/j.jbusres.2021.08.064>
- Yang, D., & Rhee, M. (2020). Corporate social responsibility and consumer boycotts: The moderating role of consumer identifications with the brand. *Journal of Business Ethics*, 162(1), 123-144. <https://doi.org/10.1007/s10551-018-3985-3>
- Yang, Z., & Mattila, A. S. (2015). How hostels compete with hotels: A resource-based approach. *International Journal of Hospitality Management*, 48, 117-126. <https://doi.org/10.1016/j.ijhm.2015.04.006>
- Yuksel, U. (2013). Non-coercive treatment of relationship problems in consumer boycotts: The case of the Nestlé boycott. *European Journal of Marketing*, 47(11/12), 1982-2000. <https://doi.org/10.1108/EJM-08-2011-0453>
- Yuksel, U., & Mryteza, V. (2009). An evaluation of strategic responses to consumer boycotts. *Journal of Business Research*, 61(2), 248-259. <https://doi.org/10.1016/j.jbusres.2008.01.034>