



# Boycotts and brand perception of mineral water affecting generation Z Muslim purchases

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## Article History

Received : 2024-11-13

Revised : 2024-11-29

Accepted : 2024-11-29

Published : 2024-12-02

## Keywords:

Halal label, Brand perception, promotion, Purchase decision, Gen Z Muslim

## DOI:

<https://doi.org/10.20885/AJIM.vol6.iss2.art6>

## JEL Classification:

M31, D12, D81, Z12

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## Paper type:

Research paper



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## Abstract

**Purpose** – This study aims to identify the determinants of purchasing decisions for bottled mineral water among generation Z Muslims in Indonesia, particularly in light of product boycotts.

**Methodology** – The sample consisted of 189 respondents, with the criteria being generation Z Muslims in Indonesia who have made purchases of mineral water after the boycott actions against several mineral water brands in Indonesia due to the conflict between Israel and Palestine.

**Findings** – Purchasing decisions for mineral water by generation Z Muslims in Indonesia are influenced by halal labeling, brand perception, and promotions related to social and ethical issues, including boycotts against certain brands. The analysis results indicate that consumers not only consider the quality and halal aspects of the product, but also actively respond to the values promoted by the brand, especially in relation to controversies involving brand affiliations with entities that do not align with Islamic principles.

**Implications** – The mineral water industry needs to manage brand image and marketing strategies by considering the cultural and social values of consumers, particularly generation Z Muslims in Indonesia. With the growing awareness of ethical and political issues, the industry must ensure that its products meet quality and halal standards, as well as avoid associations with controversies that could trigger boycotts.

**Originality** – This study integrates social and ethical aspects, such as responses to boycott actions and halal awareness, into consumer behavior analysis, providing a new perspective on understanding market dynamics influenced by cultural values and religious beliefs.

## Cite this article:

Khasanah, M., & Kaha, M.R.S.A.K. (2024). Boycotts and brand perceptions of mineral water affect generation Z Muslim purchases. *Asian Journal of Islamic Management*, 6(2), 159-171. <https://doi.org/10.20885/AJIM.vol6.iss2.art6>

## Introduction

Mineral water has become an important part of modern society's lifestyle, especially amidst growing awareness of the importance of consuming healthy and practical water. Generation Z represents a significant consumer group for bottled mineral water products, providing a deeper understanding of the characteristics and behaviors that influence their purchasing decisions, which is important for further research (Rahma & Farida, 2024).

Mineral water quality is influenced by the water source, processing methods, and packaging materials used (Nazir et al., 2022). Additionally, the storage conditions and distribution processes also affect the quality of mineral water (Gafur et al., 2017). It is important to monitor these factors throughout the supply chain to ensure that water maintains safety and freshness for consumers. Furthermore, regulatory standards play a crucial role in maintaining a consistent quality and protecting public health.

Currently, many mineral water brands are emerging, with a variety of designs, qualities, and competitive prices. This diversity of products encourages consumers to identify the criteria that they consider important when selecting a mineral water brand that meets their expectations. Factors such as taste, brand reputation, and environmental sustainability are becoming increasingly significant in consumer decision making (Wibowo & Teguh Santoso, 2024). Additionally, health-conscious consumers place greater emphasis on the purity and mineral content of their chosen water (Biro, 2019).

The increase in public awareness of halal products has positively impacted the demand for products with halal certification, marked by the presence of halal labels (Putri, 2024). Halal certificates and labels indicate that products meet strict requirements and standards, making them suitable for consumption. Therefore, halal labels have become an important factor in consumers' purchasing decisions regarding mineral water (Putri, 2024).

However, a study conducted by Hatapayo et al. (2024) stated that consumers of bottled mineral water do not necessarily pay attention to the halal label on the water they purchase, especially if the location and producer of the mineral water are in a Muslim environment, as the products are assumed to be halal and safe for consumption. The context of this research is to determine consumer perceptions regarding whether a halal label significantly influences purchasing decisions, even in the presence of boycotts against those products. This research is needed to re-examine whether the halal label affects the purchasing decisions of mineral water, given the interesting phenomenon that has recently emerged: the boycott by the Indonesian Ulema Council (MUI) against products affiliated with Israel, which is perceived as an occupying power, amid the conflict between Israel and Palestine, as outlined in MUI Fatwa No. 83 of 2023 (Fahimah & Yarmunida, 2023).

In addition to halal labeling, brand perception is a highly relevant factor in consumer purchasing decisions. Consumer perception of a brand is one of the key elements in purchasing considerations, especially among generation Z, who are information-savvy and can easily find products with good quality and brand image. For this demographic, the reputation of a brand, as well as its alignment with personal values, such as sustainability and ethical practices, can significantly influence their choices. Consequently, companies need to cultivate a strong and trustworthy brand image to attract and retain this influential consumer group.

Besides brand perception, product promotion also plays a significant role in influencing consumers' perceptions and preferences. In the digital age and social media era, product promotion has undergone significant change in recent years. Product promotion can be carried out through various marketing channels, such as digital advertising, social media advertisements, and digital marketing campaigns, allowing companies to build a positive brand image, highlight product advantages, and explain the benefits offered to a wider audience (Qian et al., 2023).

An effective promotion strategy not only enhances brand awareness, but also creates strong emotional associations between consumers and the product, thereby influencing purchasing decisions (Lim & Guzmán, 2022). Additionally, user testimonials and positive reviews can reinforce consumer trust, making consumers more likely to choose that product over its competitors (Adwan et al., 2020). Thus, the right promotion can directly influence consumer preferences and create loyalty towards the brand.

This study aims to gain a deeper understanding of how halal labels, brand perception, and product promotion influence the purchasing decisions of generation Z Muslims regarding mineral water. This research provides better insights into consumer preferences and behaviors, as well as how these factors interact in the context of purchasing mineral water products. The findings of this study will assist the mineral water industry in understanding changes in consumer preferences, particularly among generation Z Muslims in Indonesia, and in formulating more effective and efficient marketing strategies.

## Literature Review

Boycotting or refusing to purchase products from a particular country has long been a form of protest against policies that are deemed unjust. This act aims to pressurize the targeted country's

economy by reducing exports and investments, potentially influencing its policies (Meyer et al., 2023; Mentari et al., 2023). A notable example is the global boycott of Israeli products, which symbolizes support for Palestine and the rejection of Israeli policies that harm Palestinian people (Margareth et al., 2024). In Indonesia, campaigns advocating for the boycott of Israeli products have gained traction as a demonstration of solidarity with the Palestinian cause and resistance to human rights violations attributed to Israeli policies. Despite its significance as an expression of protests, boycotting raises questions about consumer behavior, including reliance on multinational brands.

Boycotting is defined as refraining from using, purchasing, or engaging with a person, organization, or product as a form of protest or coercion (Aharoni-Goldenberg & Leisman 2023). The Indonesian Dictionary (KBBI) describes it as a collective action to reject or abstain from trade, participation, or other activities, reflecting dissatisfaction or disapproval (Novo Vazquez & Garcia-Espejo, 2021). While calls to replace boycotted products with local alternatives are growing on social media, concerns remain over whether local products can fully substitute established multinational brands (Sari et al., 2017). Multinational brands often position themselves in consumer perception as superior and difficult to replace, making boycotts challenging to sustain (Salma and Aji, 2023). Perception, shaped by both internal thoughts and external stimuli, plays a critical role in influencing consumers' decisions (Solomon, 2020).

Consumer perceptions of halal-labelled products illustrate the interplay between religious values and marketing strategies. Muslim consumers perceive products with halal certification as a guarantee of compliance with Sharia principles, instilling trust, and reflecting cultural identity (Subianto, 2019). This perception influences purchasing decisions because halal products are often associated with higher quality and ethical production standards (Anam et al., 2018; Bonne et al., 2008). Moreover, marketing strategies can capitalize on this perception by emphasizing compliance with halal standards in promotional campaigns, creating a strong emotional bond with Muslim consumers. By leveraging digital platforms and social media, marketers can enhance engagement and brand awareness by connecting halal products with cultural and religious values, which is a crucial factor in today's competitive markets (Jamal & Sharifuddin, 2015).

## Hypothesis development

### *Halal label and purchasing decisions for mineral water products*

Halal labels are indicators that a product or service meets the requirements of Islamic law, with "halal" meaning "permissible" in Arabic. These labels signify that products or services comply with Islamic principles (Yaqub 2015). In Indonesia, the Halal Product Assurance Agency (BPJPH) is responsible for granting halal certification and ensuring that production processes, ingredients, and service methods align with Islamic law. Other countries may have their own agencies or rely on religious bodies for halal certifications (Astuti & Hakim, 2021). In general, labels provide consumers with key information about a product's characteristics and can be in the form of text, images, or a combination of both (Millatina et al., 2022). For generation Z Muslims in Indonesia, halal labels are essential to confirm that the products they consume, such as food, beverages, cosmetics, and medicines, adhere to Islamic principles and are free from ingredients considered haram (forbidden) (Warto & Samsuri, 2020). Research shows that halal labels significantly influence Muslims' purchasing decisions, underscoring their importance in building trust and confidence among Muslim consumers (Vanany et al., 2019; Febrilyantri, 2022; Astuti & Hakim, 2021; Millatina et al., 2022). Therefore, the alternative hypotheses of this study are as follows:

H<sub>1</sub>: Halal labels have a significantly positive effect on purchasing decisions for mineral water products among generation Z Muslims in Indonesia.

### *Brand perception and purchasing decisions for mineral water products*

Brand perception is the way consumers view and understand a brand and encompasses its image, experiences, associations, and reputation (Pina & Dias, 2021). This reflects how consumers perceive the values and emotions associated with the brand, as well as their interactions with the

products and services provided (Cheung et al., 2021). Positive brand perception can significantly influence purchasing decisions and customer loyalty, thereby playing a crucial role in a brand's success in the market (Abbas et al., 2021). Brands that can build strong and positive perceptions are likely to attract and retain customers. In addition, a favorable perception can lead to word-of-mouth recommendations, further amplifying brand visibility and trust. Moreover, the rise of social media and digital platforms has made it easier for consumers to share their experiences, thereby influencing others' perceptions and purchasing decisions. Therefore, it can be said that brand perception plays a key role in shaping consumer purchasing behavior (Ali et al., 2017; Islam et al., 2024). The alternative hypothesis of this study is formulated as follows:

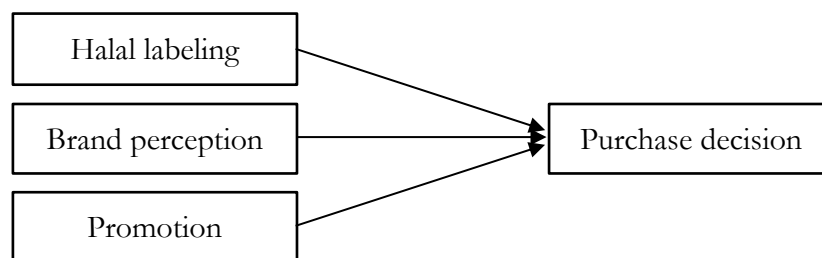
H<sub>2</sub>: Brand perception has a significant positive effect on the purchasing decisions for mineral water products among generation Z Muslims in Indonesia.

#### *Promotion and purchasing decisions for mineral water products*

In an era of globalization and intense competition, promotion is essential for differentiating products or services from competitors and attracting consumer attention. It involves effective communication to convey information to the target market, which can include advertising through print media, television, radio, online platforms, or social media, as well as promotional activities, such as events, discounts, or contests (Juska, 2021). Promotion plays a significant role in shaping a brand's image, and with the right strategy, companies can foster positive consumer perception. A strong brand image builds trust, provides a competitive edge, and encourages repeat purchases (Cham et al. 2021). Additionally, promotions can stimulate impulse buying and motivate consumers to act quickly using strategies such as special discounts, limited-time offers, or purchase bonuses (Shintarani, 2018; Liang & Lin, 2023; Mandolfo et al., 2022). When promotions are tailored to market characteristics and consumer needs, they can strengthen a brand, secure its market position, and enhance its competitive effectiveness (Iyer et al., 2019). Based on this, we formulate the alternative hypothesis as follows:

H<sub>3</sub>: Promotion has a significant positive effect on the purchasing decisions for mineral water products among generation Z Muslims in Indonesia.

Based on the above hypotheses, a conceptual framework can be formulated, as presented in Figure 1.



**Figure 1.** Conceptual Framework

Sumber: Authors' construct

## Research Methods

This study adopts a quantitative research approach to examine the impact of boycotts, brand perception, halal labels, and promotions on the purchasing decisions of generation Z Muslims in Indonesia. The primary data source for this research was a structured questionnaire, which was designed with closed-ended questions using a 5-point Likert scale. This scale allowed respondents to express their level of agreement or disagreement with various statements related to the focus of the study.

The sampling method employed in this research was non-probability sampling, specifically purposive sampling. This approach ensured that the selected respondents met specific criteria relevant to the research objectives. According to Roscoe's theory, as referenced by Memon et al. (2020), the appropriate sample size for such research ranges from 30 to 500 participants. In this study, 200 questionnaires were distributed online via a Google Form link targeting generation Z

Muslims, defined as individuals born between 1995 and the early 2010s (Codrington & Marshall, 2004). This generation is characterized by its upbringing in the digital era, which has instilled a strong reliance on technology and social media for product information and reviews prior to making purchasing decisions. Ultimately, 189 responses were deemed suitable for further analysis.

For data analysis, this study employed structural equation modeling with partial least squares (SEM-PLS) as the primary analytical tool. This methodology includes evaluations of both the inner model, which examines the relationships between latent variables, and the outer model, which assesses the relationships between the observed variables and their corresponding latent constructs. Through this comprehensive approach, this study aims to provide valuable insights into the factors influencing the purchasing decisions of generation Z Muslims in Indonesia.

## Results

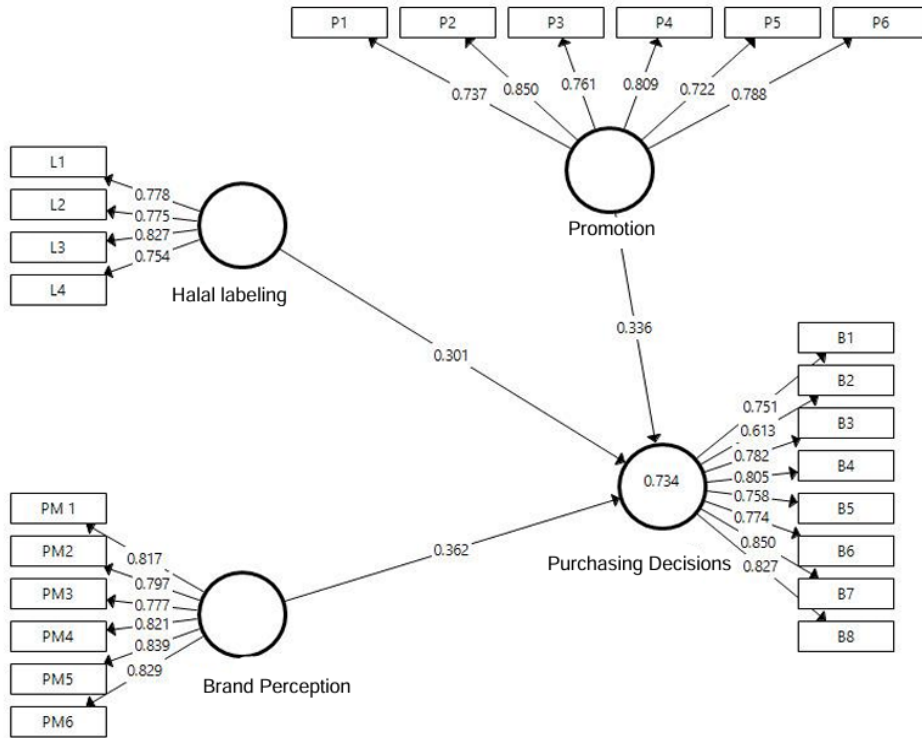
To obtain an overview of the characteristics of the respondents, raw data processing was performed using descriptive statistical calculations. The characteristics of the respondents in this study include gender, occupation, residence, monthly income, and monthly expenditure, which provide a picture of the respondent sample in this research.

**Table 1.** Respondent Characteristics

Character	Category	Frequency	Percentage
Gender	Male	78	41%
	Female	111	59%
Occupation	Student	104	55%
	Workers	74	39%
	Civil servants	11	6%
Domicile	Nanggroe Aceh Darussalam	1	1%
	Sumatera Selatan	1	1%
	Riau	1	1%
	Kepulauan Riau	1	1%
	Lampung	84	44%
	Kalimantan Barat	2	1%
	Banten	2	1%
	D.K.I. Jakarta	3	2%
	Jawa Barat	14	7%
	Jawa Tengah	20	11%
	Daerah Istimewa Yogyakarta	59	31%
Jawa Timur	1	1%	
Monthly income	< IDR.500.000	52	28%
	IDR.500.000 - IDR.1.000.000	63	33%
	IDR.1.000.000 - IDR.2.000.000	41	22%
	IDR.2.000.000 - IDR.5.000.000	24	13%
	> IDR.5.000.000	9	5%
Monthly expenses	< IDR.500.000	77	41%
	IDR.500.000 - IDR.1.000.000	52	28%
	IDR.1.000.000 - IDR.2.000.000	34	18%
	IDR.2.000.000 - IDR.5.000.000	21	11%
	> IDR.5.000.000	5	3%

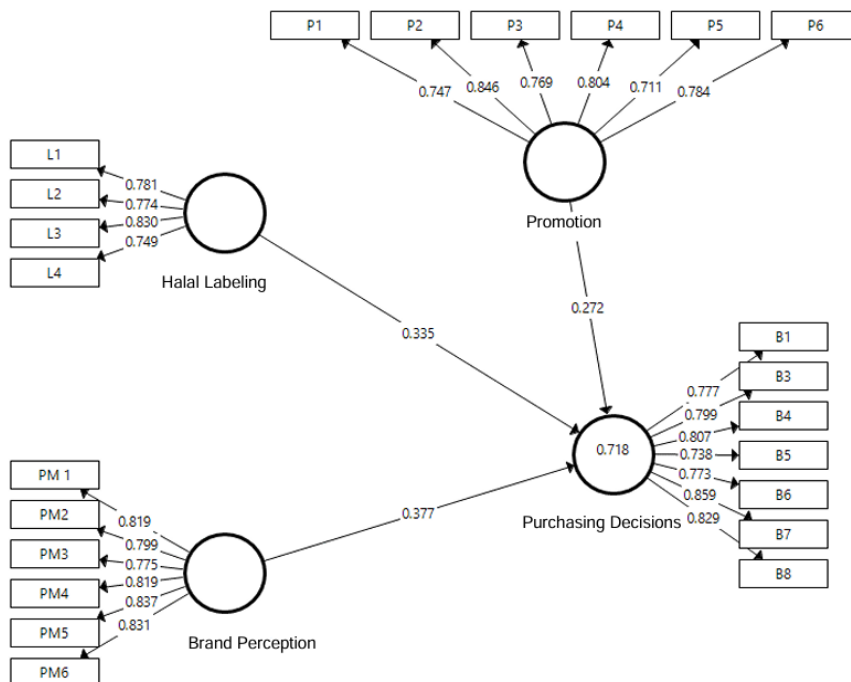
Source: Primary data processed

As shown in Table 1, the majority of respondents were female (59%), while the remainder were male (41%). Most respondents were students (55%), with the rest being workers, including private-sector employees (39%) and civil servants (6%). The majority of the respondents resided in Lampung (44%) and Yogyakarta (31%). The average monthly income or allowance was within the IDR. 500,000.00 and IDR. 1,000,000.00, while the majority of monthly expenditures are less than the IDR. 500,000.00.



**Figure 2.** Results of Outer Model Measurements 1  
Source: Primary data processed

Based on [Figure 2](#), conducted with 189 respondents regarding the variables of halal labeling, brand perception, and product promotion on purchasing decisions for mineral water among generation Z Muslims in Indonesia, the results show that all the statement points in the questionnaire measured the variables of halal labeling (valid), brand perception (valid), and product promotion (valid). However, for the dependent variable, purchasing decisions, the loading factor value for item B2 is less than 0.7, indicating that this item should be removed. The results of the outer model measurement after removing item B2 are shown in [Figure 3](#).



**Figure 3.** Results of Outer Model Measurements 2  
Source: Primary data processed

Convergent validity can be considered fulfilled if the loading factor value of each indicator exceeds 0.7, and the average variance extracted (AVE) value must be greater than 0.5 (Hair Jr et al., 2021). Table 2 shows the AVE values, all greater than 0.5.

**Table 2.** Result of Average Variant Extracted

Variable	AVE	Result
Halal labeling	0.637	Valid
Brand perception	0.615	Valid
Promotion	0.662	Valid
Purchasing decisions	0.606	Valid

Source: Primary data processed

Table 3 shows that a discriminant validity test using the Fornell-Larcker criterion was conducted to ensure that the latent variables had clear distinctions from one another. In the Fornell-Larcker Criterion, the square root of the AVE for each latent variable must be greater than the correlations among other latent variables (highlighted in **bold**), indicating that each latent variable is more correlated with its own indicators than with other variables (Hair Jr. et al., 2021).

**Table 3.** Result of Fornell-Larcker Criterion

	Purchasing Decisions	Halal Label	Brand Perception	Promotion
Purchasing decisions	0.798			
Halal label	0.707	0.784		
Brand perception	0.788	0.668	0.814	
Promotion	0.681	0.445	0.691	0.778

Source: Primary data processed

Referring to Table 4, reliability testing was used to measure the internal consistency of the research measurement tools. According to Cooper and Schindler (2014), an instrument is considered reliable if it produces the same data when measuring the same object multiple times. Reliability was measured using composite reliability and Cronbach's alpha. A composite reliability value greater than 0.7 indicates that the indicators within the latent variable have good internal consistency. Similarly, a Cronbach's alpha value above 0.6 is considered adequate to indicate the reliability of the measurement (Ghozali & Latan, 2015). With these three aspects (convergent validity, discriminant validity, and reliability), researchers can ensure that the measurement model used in the study has adequate reliability and validity.

**Table 4.** Result of Reliability Testing

Variabel	Cronbach's alpha	rho_A	Composite reliability
Halal labeling	0.793	0.806	0.864
Brand perception	0.898	0.898	0.922
Promotion	0.871	0.880	0.902
Purchasing decisions	0.905	0.909	0.925

Source: Primary data processed

In the structural model (inner model) testing using Smart PLS, the R<sup>2</sup> value (coefficient of determination) is an important indicator that describes the extent of the influence of independent variables on the dependent variable. According to Ghozali and Latan (2015), the obtained R<sup>2</sup> value can be used to assess the strength of a model. An R<sup>2</sup> value of 0.75 indicates that the model has a strong influence, meaning that the independent variables can explain 75% of the variance of the dependent variable. Meanwhile, an R<sup>2</sup> value of 0.50 indicates a moderate influence, where the independent variables explain 50% of the variance, and an R<sup>2</sup> value of 0.25 is considered weak, with only 25% of the variance explained. In this study, the R<sup>2</sup> value obtained was 71.8%, indicating that the variables studied had a fairly strong influence, whereas 29.2% was influenced by other variables.

Table 5 shows the significant relationships between the studied variables and the purchasing decisions. First, the relationship between the Halal Label and Purchasing Decision shows a p-value  $< 0.05$ , and a t-statistic of 5.083, which is much greater than the t-table value of 1.96. This indicates that Halal Label has a positive effect on purchasing decisions with an original sample value of 0.335. Next, the relationship between brand perception and purchasing decisions is also significantly positive, as indicated by a t-statistic of 4.100, which exceeds 1.96, and an original sample value of 0.377. This shows that positive brand perceptions can enhance purchasing decisions. Finally, the relationship between product promotion and purchasing decisions is significantly positive, with a t-statistic of 4.012 and an estimated original sample value of 0.272, indicating that product promotion has a positive effect on purchasing decisions. Overall, these three variables contribute positively to consumers' purchasing decisions, emphasizing the importance of halal labels, brand perception, and promotion in influencing purchasing behavior.

**Table 5.** Hypothesis Test Results (Path Coeffisien)

	Original sample	Sample mean	Standard deviation	T stat	P values
Halal label → Purchasing decisions	0,335	0,331	0,066	5,083	0
Brand perception → Purchasing decisions	0,377	0,386	0,092	4,1	0
Promotion → Purchasing decisions	0,272	0,265	0,068	4,012	0

Source: Primary data processed

## Discussion

The significant positive relationship between halal labels and purchasing decisions for packaged mineral water by generation Z Muslims in Indonesia indicates the substantial influence of this variable. This reflects increasing awareness of the importance of product halalness among young consumers (Khasanah, 2020). Generation Z, known for its critical thinking and strong ethical values, tends to choose products that align with Sharia principles, particularly food and beverages (Febriandika & Hakim, 2023).

Halal labels are a key factor in decision-making, as Muslim consumers want to ensure that the products they consume are not only safe, but also meet religious requirements (Millatina et al., 2018; Millatina et al., 2022). A positive original sample value indicates that the clearer the halal label on the packaging, the more likely generation Z Muslims are to choose packaged mineral water. Additionally, awareness of health and sustainability plays a role where halal-certified products are often perceived as more trustworthy and of higher quality (Fauzi, 2023). Through effective promotion and education about the importance of halalness, producers can strengthen brand image and enhance consumer loyalty in this segment, making halal labels not only a symbol of halalness but also quality assurance that significantly influences purchasing decisions.

The significant positive relationship between brand perception and purchasing decisions indicates that positive brand perceptions can substantially affect consumer decisions (Dam, 2020), including among generation Z Muslims in Indonesia. However, the phenomenon of boycotts against certain brands, such as those associated with Israel, adds a complex nuance to this relationship.

In our study, one indicator of brand perception included questions about consumers' willingness to purchase boycotted products, and the results showed that the majority of respondents refused to buy these brands. This reflects that amid rising social and political awareness, consumers are not only considering quality or brand image, but also the ethical and moral values related to global contexts.

The boycott initiated by MUI in response to the conflict situation in the Middle East demonstrates how brand perception can be influenced by broader issues, where brands perceived to be affiliated with entities that do not align with Sharia principles or are involved in international controversies may lose support from Muslim consumers. Therefore, while positive perceptions of a brand can enhance purchasing decisions, dissatisfaction or rejection of brands involved in



sensitive issues can significantly reduce purchase interest, indicating that, in this context, moral values and community solidarity are primary drivers in consumer decision-making.

The positive and significant relationship between product promotion and purchasing decisions, as evidenced by a t-statistic of 4.012 and an original sample value of 0.272, confirms that effective promotional strategies can greatly contribute to consumers' purchasing decisions, especially among generation Z Muslims in Indonesia. In this context, it is essential for brands to design promotional campaigns that not only capture attention, but also align with consumers' values and beliefs to avoid rejection. For instance, promotions emphasizing product halalness, sustainability, and social responsibility can enhance product appeal among increasingly aware and critical consumers (Dashti et al., 2024). Moreover, brands should avoid associations with controversies that could provoke negative reactions, such as boycotts, by transparently communicating their commitment to the ethics and values held by consumers.

Through the use of social media, influencers, and interactive campaigns (Peter & Dalla Vecchia, 2021), brands can strengthen their positive image and build emotional connections with consumers, thereby minimizing the risk of rejection (Khatoon & Rehman, 2021). Thus, intelligent and strategic product promotion not only boosts sales but also plays a crucial role in building trust and consumer loyalty, which in turn contributes to better purchasing decisions.

## **Conclusion**

This study demonstrates that the determinants of purchasing mineral water are positively and significantly influenced by the presence of halal labels on products, brand perception, and promotion, with halal labeling being the construct that has the greatest impact on the purchasing behavior of generation Z in Indonesia. Therefore, the packaged mineral water industry is advised to prioritize halal certification for every product, build a strong brand image through ethical communication, and implement promotional strategies that are relevant to the current social context.

The findings of this study indicate that the relationship between halal labels, brand perception, and product promotion on the purchasing decisions of packaged mineral water by Muslim Gen Z in Indonesia is significantly affected by social and ethical issues, including boycotts against certain brands. The analysis results suggest that consumers not only consider the quality and halal status of products but also actively respond to the values promoted by the brand, especially those related to controversies involving the brand's affiliation with entities that do not align with Sharia principles. The boycott initiated by the Indonesian Ulema Council (MUI) against brands perceived to collaborate with Israel shows that negative perceptions can directly affect purchasing decisions, leading consumers to reject products from brands involved in sensitive issues. Therefore, it is crucial for the industry to focus not only on product quality, but also on building a positive brand image that is responsive to existing social dynamics, thus avoiding the negative impacts of boycotts and maintaining consumer loyalty.

These findings imply that companies in the packaged mineral water industry need to manage brand image and marketing strategies while considering the cultural and social values of consumers, particularly Muslim Gen Z in Indonesia. With increasing awareness of ethical and political issues, brands must ensure that their products meet quality and halal standards and avoid associations with controversies that could trigger boycotts. In addition, companies should employ transparent and educational promotions to build positive relationships with consumers, emphasizing their commitment to social responsibility and sustainability. This will help mitigate the negative impacts of boycotts and enhance consumer loyalty, ultimately positively influencing purchasing decisions and brand competitiveness.

Future research should expand the scope of the study by involving a more diverse demographic group and exploring external factors that influence purchasing decisions. Research could also consider a longitudinal approach to understand changes in consumer behavior over time and conduct in-depth analyses of the impacts of specific promotional campaigns and consumer responses to emerging social and political issues. Thus, future research can provide a more comprehensive and in-depth understanding of consumer behavior in a broader context.

### Author contributions

Conceptualization: Miftakhul Khasanah, M. Radjasa Sing Agul Kusuma Kaha  
 Data curation: Miftakhul Khasanah, M. Radjasa Sing Agul Kusuma Kaha  
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