

# Determinants of Muslim's intention to boycott Israel-affiliated products: Evidence from Indonesia

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## Abstract

**Purpose** – The purpose of this study is to examine the factors that influence the intention to boycott products made or affiliated with Israel among Muslims in Indonesia. This study is grounded in the context of ongoing wars and conflicts in the Middle East, specifically in Palestine.

**Methodology** – This research uses primary data collected from 412 respondents and the partial least squares structural equation model (PLS-SEM) method for data analysis.

**Findings** – The main results show that animosity, intrinsic religious motivation, self-enhancement, product judgment, and attitude toward the boycott influence the intention to boycott. However, brand distrust does not determine the intention to boycott products affiliated with Israel.

**Implications** – Indonesia is one of the largest markets for Muslims worldwide. Understanding the purchasing behavior of Muslim consumers in Indonesia can help marketers and multinational companies anticipate and strategically respond to potential boycotts, minimizing financial losses. This is important because Muslim consumers in Indonesia often opt for alternative products when choosing to avoid those affiliated with Israel.

**Originality** – Animosity was the most influential variable in this study. This reflects deep-seated resentment among Muslim consumers toward Israel, leading to a reluctance to purchase Israeli-affiliated products. They directly targeted Israeli-affiliated companies or products for boycotting as a form of expression of their anger and disapproval of Israel's invasion of Palestine. Interestingly, Muslim consumers in Indonesia still positively and favourably view products affiliated with Israel, even though they are reluctant to buy them.

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## Introduction

Actions calling for a boycott of products made or affiliated with Israel have recently become widespread among Muslims around the world, including Indonesia. Politicians, artists, and clerics carried out actions that called for a boycott of Israeli products in Indonesia. Everyone took part in voicing this to invite people to boycott products made or affiliated with Israel. This boycott action was a reaction to Israel's attack on Palestine, which began on October 7, 2023. This attack destroyed cities in Palestine, and many victims were killed, the majority of whom were children and women.

Israel's war and oppression of Palestine raised concerns, anger, and dissatisfaction from people around the world, especially in countries with a large number of Muslim consumers. Al-hajla et al. (2019) stated that Muslim consumers tend to apply the concept of religion beyond its

limited meaning, but use it to describe beliefs, loyal decisions, paths, and ways of life. Thus, these values can direct consumers to participate in boycott activities on issues close to the belief system.

Many boycotts and campaigns have been launched against Israel in response to the Israeli occupation of Palestine, which has brought much suffering and injustice to Palestinians. However, the lack of awareness and information has made it difficult to identify and boycott Israeli products or brands (Utama et al., 2023). Therefore, boycotting products made or affiliated with Israel seem to be a platform for consumers to express their dissatisfaction and anger towards the Israeli government's actions towards Palestine. Companies linked to and considered linked to Israel have been the target of consumer boycotts in many places around the world, including Muslims in Indonesia.

Indonesia, one of the countries with the largest Muslim population in the world, is taking part in the boycott of products made in Israel or products affiliated with Israel. Ultimately, the Indonesian Ulema Council (MUI) issued fatwa Number 83 of 2023 concerning the Law on Support for the Palestinian Struggle dated November 8, 2023. One of the recommendations of the fatwa is that Muslims are advised to as much as possible avoid transactions and the use of products affiliated with Israel and those that support colonialism and Zionism. As for products made or products affiliated with Israel in Indonesia, there are 121 products, including products in the fields of Soap/Shampoo/Detergent, Beverages, Milk/Cheese/Cereal, Fast Food, Food Condiments, Chocolate/Snacks, Beauty, Clothes/Shoes, The Packaging, Deodorants, Air Fresheners, Impressions, Supermarkets, Health, Baby Diapers/Sanitary Pads, Sauces/Ketchup, and large company brands such as retail, manufacturing, transportation and telecommunications.

Asnawi et al. (2023) defined consumer boycotts as efforts made by one or more parties to achieve certain goals by urging individual consumers to not make certain purchases in the market. Suppose that a boycotted product is not available in the market. In this case, consumers can substitute it with another product that has a direct or indirect link to the boycott target, known as a substitute product. Boycotts such as this are increasingly widespread and are the type of boycott most often carried out by consumers.

In today's business environment, companies that are not directly involved can become targets for boycotts. Typically, this is due to offensive actions taken by the company headquarters or local government policies or actions. The impact of a boycott is a direct mistake that is usually difficult to deal with because it is not the company's fault in the first place. Alternatively, in different situations, it is even more difficult for the company to change the actions of the government or the home country that caused the boycott. An example of a boycott is the boycott of Danish products in the Middle East because of the controversy over the cartoons of Prophet Muhammad (Abdullah et al., 2021).

Regardless, boycotts should not be taken lightly, as their impact can be huge and last for a long time. The American consumer boycott of French wine caused a total loss of \$112 million (Ali, 2021), while the Nestle boycott caused a total loss of \$40 million, and it took Nestle years to rebuild its reputation. According to an Al Jazeera report in 2020, the boycott movement carried out by World Muslims has the potential to cause losses of up to US\$ 11.5 billion or around IDR 180.48 trillion per year for Israel. As pointed out by, Sari and Games (2024) attention to boycotts and consumer boycott behavior is decreasing, even though the number of boycotts and the number of consumers participating in boycotts is increasing.

This study was conducted to test the key factors that predict the Intention to Boycott products affiliated with Israel. The factors or variables used to predict boycott intention are attitude towards the boycott, product judgment, brand distrust, self-enhancement, intrinsic religious motivation, and animosity. Specifically, this research aims to investigate the relationship between attitudes toward boycotts, product judgment, brand distrust, self-enhancement, intrinsic religious motivation, and animosity towards intention to boycott products affiliated with Israel in the Muslim context in Indonesia. In the Muslim community in Indonesia, there may be different emotions, concerns, and reactions to calls to boycott products with direct and indirect ties to Israel. This is important for marketers, managers, and national and multinational companies to help them prepare their strategic actions, considering that Indonesia is one of the largest markets or consumers in the world.

## Literature Review

### Intention to boycott

Beck (2019) defined a consumer boycott as an effort made by one or more parties to achieve certain goals by urging individual consumers to not make certain purchases in the market. In other words, a boycott is the refusal of one party to conduct business or activities with another party because of dissatisfaction that forces the other party to change the source of that dissatisfaction. The sources of dissatisfaction can take various forms and reasons. However, it has given rise to negative emotions and perceptions towards the other party, causing the party to take action against the source of dissatisfaction (i.e., boycott). Boycott actions have various functions and objectives.

Bröckerhoff and Qassoum (2021), classifies boycott objectives into instrumental and expressive objectives. Instrumental boycotts aim to force the target to change a debated policy, whereas expressive boycotts are a form of protest that communicates consumer dissatisfaction with the target's actions. A boycott is considered successful if it has achieved its objectives, while the effectiveness of a boycott is the reduced sales of the boycotted product. Thus, the effectiveness of a boycott depends on the number of boycott participants.

Often, the creator of displeasure or negative action is a government or a country; as in this study, Israel is the initial creator of the offending action. Sometimes, consumers cannot boycott a target directly because they do not have direct contact with it. They boycott third parties who they believe have the power to influence the target (Nurdiani, 2024). Boycotts are often targeted, because a replacement target is expected to pressure the offended party to change its offensive and negative actions. In the case of Israel, purchasing products affiliated with Israel would support the oppression of Palestinians by the Israeli government.

Consumers who participate in boycotts believe that they can turn their consumption into an expression of their ethical or political beliefs (Avcı, 2024), reflecting their inner values and beliefs through what they buy (Awaludin et al., 2023). Consumer boycotts can also serve as a moral act (Nurdiani, 2024). Consumers also realize that their purchasing power can be used to improve their personal lives and that of others. Awaludin et al. (2023), indicate that there is an increasing number of individuals who not only seek to act as consumers but also consider the impact of their choices on society. Because consumers cannot avoid consuming certain products, they can exert influence on companies by supporting or not supporting them, rejecting certain products to achieve certain political or moral goals. Although consumers have various reasons for participating in boycotts, their goals are quite similar, namely, to change certain negative actions or policies that cause them or others dissatisfaction.

### Attitude towards boycott and intention to boycott

Abdullah et al. (2024) explained attitudes towards boycotts that consumers who feel hatred towards state violators may participate in boycotts if they generally have a positive attitude about boycotts and believe that boycotts are efficient. Singh and Chahal (2019) defined attitudes as being caused by an overestimation of the impact of one's actions, for example, perceived effectiveness or the belief that one's actions will cause other people to behave similarly, namely the illusion of control. Palacios Florencio et al. (2019), provide a concept of attitude The concept of attitude, which is the basis of traditional social psychology, is not universally accepted. Disposition to react positively or negatively to a group of objects. These dispositions are often thought to consist of three components: feelings (affective elements), thoughts (cognitive elements), and the tendency to act in certain ways (behavioral elements). That is, a person knows or believes something, has a certain emotional reaction to it, and can therefore be assumed to act on this basis.

Normative beliefs are underlying determinants of subjective norms. These beliefs concern the likelihood that an individual or an important reference group approves or disapproves of carrying out a particular behavior. The decision to carry out a certain behavior is influenced by the individual or group, which is the reference with a tendency to almost double. Choices made by peers or reference groups are found to be normative beliefs, and people also tend to make riskier decisions when in a peer group than when alone (Khairawati & Murtadlo, 2020).

Palacios Florencio et al. (2019) found a significant relationship between consumer attitudes and intention to participate in a company's boycott. While it is important to exploit attitudes toward boycott actions, it is equally important to measure the effects of consumer attitudes on boycott intentions, especially in the context of vicarious boycotts. This research proves that attitude toward a boycott influences the intention to boycott.

H<sub>1</sub>: There is a positive relationship between attitude toward boycotts and the intention to boycott products affiliated with Israel.

### Product judgement and intention to boycott

Boycotting a product assumes a direct relationship between consumer product evaluation and Intention to Boycott. Foreign product assessment refers to consumers' attitudes towards foreign products in general and the interaction between quality assessments based on country of origin and attitudes towards foreign products in general (Sun & Jun, 2022). They state that consumers' attitudes toward purchasing foreign products are affected when the product is intentionally linked to the issue presented to them. Under such circumstances and through such associations, consumers are expected to choose alternative products compared to their initial purchase intentions.

Several studies have assessed consumers' product evaluations and willingness to purchase products (Ltfi, 2021). Sun and Jun (2022) showed that Japanese hatred did not influence product evaluations in Korea. Sun and Jun (2022) also found similar results in Korea in that Koreans' hostility towards Japanese people did not make them reluctant to buy Japanese products. A higher level of product evaluation results in higher willingness to buy. We also propose that Malaysian consumers' evaluations of substitute products are positively related to their willingness to boycott these products.

Yoxon et al. (2024) have shown that product evaluation plays an important role in influencing foreign product purchasing behavior in certain cultural contexts, as evidenced by their research comparing Russian and Chinese products. A study by Ltfi (2021) shows that when a producing country has hostility towards a consuming country, it can change its assessment of the product and intend to boycott it. This study also proves that product judgment influences the intention to boycott.

H<sub>2</sub>: There is a negative relationship between product judgment and intention to boycott products affiliated with Israel.

### Brand distrust and intention to boycott

*Distrust* is defined by Kusumawardani and Yolanda (2021), as a negative belief that leads to protective actions to reduce risks. This is followed by Faza et al. (2022) defining the distrust of consumers' negative expectations regarding electronic vendor behavior, which is characterized by suspicion, wariness, and fear in transactions. Brand Distrust can be defined as bad consumer trust in a brand and is closely related to consumer distrust. Consumer distrust increases negative word-of-mouth and reduces customer satisfaction and loyalty in the context of e-retailing and online shopping. This triggers negative brand attitudes and reduces the purchase intention. Research results Zralek (2022) show that brand distrust influences the intention to boycott in examining company performance in Taiwan because of its involvement in unsafe actions due to food oil spill incidents, which triggers a lack of brand trust.

H<sub>3</sub>: There is a negative relationship between brand distrust and intention to boycott products affiliated with Israel.

### Self-enhancement and intention to boycott

Self-enhancement is defined Chiang and Arif (2024) as the desire to increase the positive traits of self-concept and protect oneself from negative information. Self-enhancement is defined as the motive to pursue, maintain, or strengthen the positivity of one's self-view, which can be justified by impartial benchmarks (e.g., standardized tests and opinions of peer performance observers). Research conducted by Chiang and Arif (2024) shows that people want to confirm what they already believe



in. Thus, consistency is another important motive in human behavior, although it is not as dominant as self-enhancement. This study proves that self-enhancement influences the intention to boycott.

H<sub>4</sub>: There is a positive relationship between self-enhancement and intention to boycott products affiliated with Israel.

### **Intrinsic religious motivation and intention to boycott**

Intrinsic religious motivation is defined by [Roswinanto and Suwanda \(2023\)](#), namely, that the intrinsic dimension must predict that individuals will act congruent or incongruent with their religious beliefs, for example, behaving under moral standards of justice. [Muhamad et al. \(2019\)](#) attempted the challenge of trying to create a unidimensional scale of intrinsic religious motivation, focusing on the difference between essential religious motivation (intrinsic) and instrumental motivation (extrinsic). According to [Arinta and Mutmainah \(2023\)](#), interpreting intrinsic religious motivation as psychosocial accumulated at different levels of mixed religious participation, intrinsic religious motivation for individual welfare, is more straightforward. Intrinsic religious motivation has positive significance for oneself, world attitudes, and coping skills. A study on religion motivating consumers' intentions to boycott consumers was conducted in [Kusumawati et al. \(2020\)](#). The results of this study prove that intrinsic religious motivation influences intention to boycott.

H<sub>5</sub>: There is a positive relationship between intrinsic religious motivation and intention to boycott products affiliated with Israel.

### **Animosity and intention to boycott**

[Krüger et al. \(2024\)](#) introduced the concept of consumer hostility and defined it as the residual antipathy related to previous or ongoing military, political, or economic events. This concept has gained the attention of experts over the years because it reflects a consumer's strong hatred or dislike of the offended country and impacts perceptions and willingness to purchase a product. [Bayir and Osmanoglu \(2022\)](#) categorize hostility into two groups: situational and stable hostility. Specific episodes trigger situational hostility, whereas stable hostility accumulates over time and develops into long-term hostility. Studies on consumer hostility have been conducted in various countries such as China ([Chiang & Arif, 2024](#)), France ([Khraim, 2022](#)), and Russia ([Yoxon et al., 2024](#)).

Resentment is often related to consumers' emotions towards an offended country. Hatred towards Israel as a reaction to the ongoing conflict and injustice towards Palestine is increasing in various parts of the world, including Malaysia. Most Malaysian consumers express anger and displeasure towards the Israeli government ([Tariki & Shukor, 2019](#)). However, because it is difficult for Muslim consumers in Indonesia to identify specific Israeli products, they may target affiliated products or those deemed to support Israel for boycotts. A study by [Akhtar et al. \(2023\)](#) showed that hostility is an important element in consumer boycotts and can influence consumer boycott intentions and behavior.

H<sub>6</sub>: There is a positive relationship between animosity and intention to boycott products affiliated with Israel.

## **Research Method**

### **Research design**

This study uses a quantitative approach using partial least squares structural equation modeling (PLS-SEM). PLS-SEM was used to interpret the data, assess overall model fit, and test the combined structural model ([Hair et al., 2019](#)). This complex multivariate regression method explains and reveals relationships between variables. PLS-SEM can be used when distribution assumptions cannot be met ([Mawardi et al., 2023](#)). The philosophy of using the PLS-SEM method is research on predicting and developing theories. CB-SEM was used to test and confirm the theories. In this study, PLS-SEM predicts the factors that influence the intention to boycott. PLS-SEM often produces robust structural model estimates ([Hair et al., 2019](#)). PLS-SEM has been widely used in research on intention to boycott, including [Muhamad et al. \(2019\)](#) and [Palacios Florencio et al. \(2019\)](#).

The model analysis consists of three stages. First, we examined validity and reliability, as well as item-total reliability. The second step was to check the validity using the convergent validity test. The third step is to test the path coefficient and the combined hypothesis (Hair et al., 2019). This research examines the influence of attitudes toward boycotts, product judgment, brand distrust, self-enhancement, intrinsic religious motivation, and animosity on the intention to boycott products affiliated with Israel. Figure 1 illustrates the framework of the study:

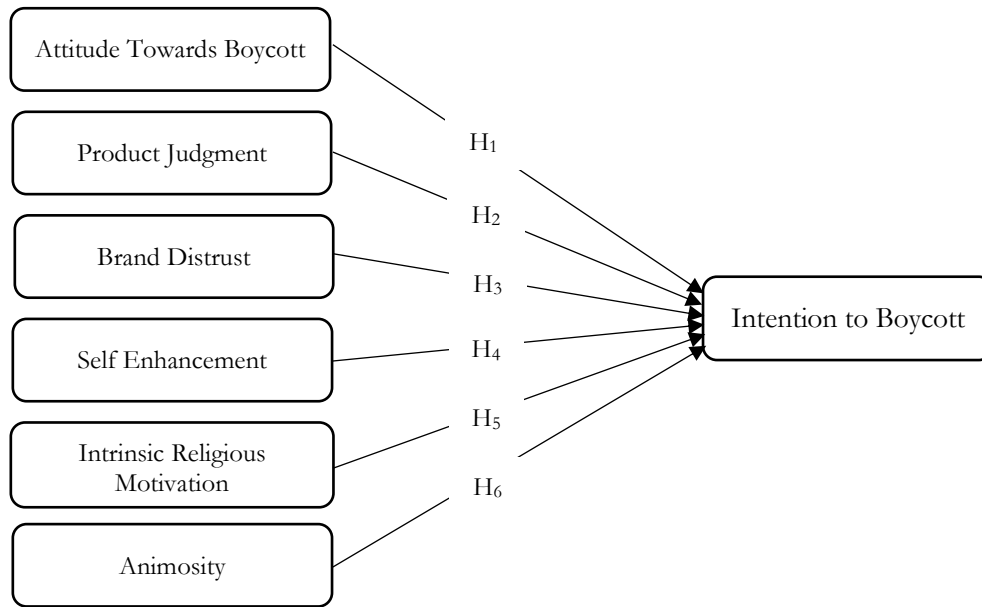


Figure 1. Research model

**Variable measurement**

This study uses attitudes toward boycotts, product judgment, brand distrust, self-enhancement, intrinsic religious motivation, animosity, and intention to boycott. A questionnaire was prepared to obtain the primary data. The structured questionnaire included 29 statements arranged based on the research variables, as shown in Table 1.

Table 1. Variables and questionnaire statement items

Variable	Statement items
Attitude towards boycott, to measure attitudes towards boycott, indicators from Abdullah et al. (2024).	<ol style="list-style-type: none"> <li>1. Israel is a country whose products dominate the world, including Indonesia;</li> <li>2. A country has the right to defend itself from Israeli attacks;</li> <li>3. Israel has treated a country unfairly and disrespectfully;</li> <li>4. I support the struggle of colonized countries to boycott products affiliated with Israel.</li> </ol>
Product judgment, to measure product assessment, indicators from Lifi (2021).	<ol style="list-style-type: none"> <li>1. Products affiliated with Israel are most likely produced with care;</li> <li>2. Products affiliated with Israel tend to have good quality;</li> <li>3. Products affiliated with Israel are likely to have a high level of technological advancement;</li> <li>4. Products affiliated with Israel seem to be quite reliable.</li> </ol>
Brand distrust, to measure brand distrust, indicators from Nurdiani (2024).	<ol style="list-style-type: none"> <li>1. I do not trust brands of products affiliated with Israel;</li> <li>2. The branding of the Israel-affiliated product disappoints me;</li> <li>3. Brands of products affiliated with Israel do not guarantee my satisfaction;</li> <li>4. Brands of products affiliated with Israel do not fill me with confidence.</li> </ol>
Self enhancement, to measure self-enhancement, indicators from Chiang & Arif (2024).	<ol style="list-style-type: none"> <li>1. I would feel guilty if I purchased a product affiliated with Israel;</li> <li>2. I feel uncomfortable if other people who boycott products affiliated with Israel see me while purchasing or consuming products affiliated with Israel;</li> <li>3. My friends or family encourage me to boycott products affiliated with Israel;</li> <li>4. I would feel better if I boycotted products affiliated with Israel.</li> </ol>
Intrinsic religious motivation, to measure	<ol style="list-style-type: none"> <li>1. Religion is very important to me because it answers many questions about the meaning of my life;</li> </ol>

Variable	Statement items
intrinsic religious motivation, indicators from <a href="#">Muhamad et al. (2019)</a> .	2. My religious beliefs are what is really behind my entire approach to life; 3. I strive to bring my religion into all my other affairs in life; 4. If circumstances do not hinder me, I try to worship at the mosque or other places of worship.
Animosity, to measure animosity, indicators from <a href="#">Verma (2022)</a> .	1. I feel anger towards Israel for insulting other religions; 2. I can still be angry about Israel's role in crimes against humanity in Palestine; 3. I will never forgive Israel for committing crimes against humanity in Palestine; 4. Israel is responsible for crimes against humanity in Palestine; 5. When doing business with Israel, you must be careful.
Intention to boycott, to measure intention to boycott from <a href="#">Kim et al. (2022)</a> .	1. I plan to boycott products affiliated with Israel; 2. I will boycott products affiliated with Israel; 3. I want to boycott products affiliated with Israel; 4. I have to boycott products affiliated with Israel.

Source: Author calculation (2024)

### Data collection

This study used a questionnaire and distributed it to respondents online via Google Forms. A total (412) respondents successfully completed the questionnaire following the steps for this research. Respondents were selected using a purposive sampling method with several criteria that had to be met, including a) the minimum age of respondents to fill out the questionnaire was 17 years; b) the respondent was an Indonesian Muslim who was a boycotting product affiliated with Israel; and c) respondents were domiciled in Indonesia.

**Table 2.** Characteristics of respondents

Characteristics	Amount	Percentage
<i>Gender</i>		
Man	278	67.48
Women	134	32.52
<i>Age</i>		
17-23	72	17.48
24-30	137	33.25
31-37	116	28.15
38-44	65	15.78
45 years and over	22	5.34
<i>Last education</i>		
Senior high school	89	21.60
Diploma	54	13.11
Bachelor	171	41.50
Masters	73	17.72
Doctor	25	6.07
<i>Job-status</i>		
Not yet or not working	22	5.34
Work	289	70.15
Businessman	101	24.51
<i>Marital status</i>		
Not married	85	20.63
Marry	310	75.24
Divorced	17	4.13
<i>Domicile</i>		
Sumatra	77	18.69
Java	155	37.62
Bali and Nusa Tenggara	58	14.08
Papua	21	5.10
Sulawesi	62	15.04
Kalimantan	39	9.47

Source: Author calculation (2024)

Table 2 shows that there were 412 respondents in this study. The proportion of male and female respondents was 67.48 percent, and 32.52%, respectively. The majority of respondents were aged 24-30 years (33.25%), followed by those aged 31-37 years (28.15%). Based on their latest education, 41.50 number of the respondents were graduates. The majority of respondents in this study were working; 70.15 percent and 75.24 percent were married, respectively. Meanwhile, the majority of respondents' domiciles were spread throughout Indonesia, the largest being in the Java region (37.62%), followed by the Sumatra region (18.69%).

### Data analysis results

Construct validity (CV) demonstrates how well the results obtained from a measure match the theory used to design the test. CV can be assessed using convergent and discriminant validity. The proposed significant limit value for loading was 0.5 (Husaeni & Ayoob, 2024). In this study, all items measuring a particular construct had loadings higher than 0.5, confirming construct validity. Factor loadings, composite reliability, and mean variance were extracted to assess convergent validity with a recommended value of 0.5 for all indicators.

The composite reliability values in Table 3 describe the extent to which the construct indicators reveal the latent construct, ranging from 0.837 to 0.961. Average variance extracted (AVE) measures the variance captured by an indicator relative to the measurement error. AVE ranged from 0.578 to 0.756. Both indicators confirmed the convergent validity.

**Table 3.** Measurement model assessment

Model constructs	Measurement items	Loadings	Composite reliability (CR)	AVE
Attitude towards boycott	ATB1	0.903	0.837	0.578
	ATB2	0.861		
	ATB3	0.757		
	ATB4	0.789		
Product judgment	PJ1	0.920	0.912	0.686
	PJ2	0.891		
	PJ3	0.883		
	PJ4	0.877		
Brand distrust	BD1	0.932	0.936	0.718
	BD2	0.925		
	BD3	0.919		
	BD4	0.914		
Self enhancement	SE1	0.909	0.878	0.621
	SE2	0.900		
	SE3	0.886		
	SE4	0.757		
Intrinsic religious motivation	IRM1	0.887	0.860	0.610
	IRM2	0.874		
	IRM3	0.825		
	IRM4	0.823		
Animosity	A1	0.877	0.867	0.615
	A2	0.864		
	A3	0.846		
	A4	0.833		
	A5	0.850		
Intention to boycott	IB1	0.952	0.961	0.756
	IB2	0.947		
	IB3	0.945		
	IB4	0.940		

Criteria: Composite reliability > 0.708, AVE > 0.5 (Husaeni et al., 2024)

Source: Author calculation (2024)



**Table 4.** Heterotrait-monotrait (HTMT) criterion

Variable	Attitude towards boycott	Product judgment	Brand distrust	Self enhancement	Intrinsic religious motivation	Animosity	Intention to boycott
Attitude towards boycott	0.702						
Product judgment	0.698	0.712					
Brand distrust	0.639	0.676	0.644				
Self enhancement	0.688	0.660	0.706	0.721			
Intrinsic religious motivation	0.624	0.618	0.670	0.685	0.698		
Animosity	0.612	0.628	0.672	0.650	0.692	0.618	
Intention to boycott	0.676	0.656	0.627	0.716	0.644	0.636	0.639

Source: Author calculation (2024)

Discriminant validity reflects the degree to which items differentiate between the constructs. Table 4 presents the heterotrait-monotrait (HTMT) and Husaeni et al. (2024) suggests that the HTMT value for each construct was lower than 0.9, indicating that no discriminant validity problems were found. In summary, all reliability and validity tests were confirmed, which implies that the measurement model for this study is valid and appropriate for estimating the parameters in the model structure.

Next, Table 5 reveals that the path coefficients between constructs were measured to see the relationship's significance and strength and test the hypothesis. The path coefficient values ranges from -1 to +1. The closer the value is to +1, the stronger the relationship between the two constructs. A relationship closer to -1 indicates that the relationship is negative. The results of the analysis at the inner level are as follows.

**Table 5.** Output path coefficient

Variable	Original sample (O)	Sample mean (M)	Standard deviation	T Statistics ( O/STDEV)	P-Values
ATB → IB	0.380	0.811	0.193	4.824	0.004
PJ → IB	0.417	0.711	0.102	-5.120	0.000
BD → IB	0.010	0.115	0.102	0.911	0.362
SE → IB	0.423	0.786	0.170	6.612	0.000
IRM → IB	0.279	0.704	0.134	3.871	0.004
A → IB	0.482	0.826	0.210	7.187	0.000

Note: ATB = attitude towards boycott, PJ = product Judgment, BD = brand distrust, SE = self-enhancement, IRM = intrinsic religious motivation, A = animosity, IB = intention to Boycott; t-value significant at 1.665 ( $p \leq 0.05$ ).

Source: Author calculation (2024)

Based on Table 5, the first hypothesis ( $H_1$ ), there is a positive relationship between attitude toward boycotts and intention to boycott products affiliated with Israel, is accepted because the p-value  $< 0.05$  is 0.004. The second hypothesis ( $H_2$ ), that there is a negative relationship between product judgment and intention to boycott products affiliated with Israel, is accepted because the p-value  $< 0.05$  is 0.000. The third hypothesis ( $H_3$ ), which states that there is a negative relationship between brand distrust and the intention to boycott products affiliated with Israel, is rejected because the p-value  $> 0.05$  is 0.362. The fourth hypothesis ( $H_4$ ), that there is a positive relationship between self-enhancement and intention to boycott products affiliated with Israel, is accepted

because the  $p$ -value  $< 0.05$  is 0.000. The fifth hypothesis ( $H_5$ ), that there is a positive relationship between intrinsic religious motivation and intention to boycott products affiliated with Israel, is accepted because the  $p$ -value  $< 0.05$  is 0.004. The sixth hypothesis ( $H_6$ ), that there is a positive relationship between animosity and intention to boycott products affiliated with Israel, is accepted because the  $p$ -value  $< 0.05$  is 0.000.

Another test of the model is carried out by looking at the R-squared value. The coefficient of determination ( $R^2$ ) is used to assess how much an exogenous construct can explain an endogenous construct. The coefficient of determination ( $R^2$ ) is expected to be between 0 and 1.  $R^2$  values of 0.75, 0.50, and 0.25 indicate that the model is robust, moderate, and weak, respectively. Chin provided criteria for  $R^2$  values of 0.67, 0.33, and 0.19, which are robust, moderate, and weak, respectively (Hair et al., 2019).

**Table 6.** R-Square

Variable	R Square	R Square adjusted
Intention to boycott	0.770	0.750

Source: Author calculation (2024)

Table 6 depicts the R Square value is 0.770 with an adjusted r square value of 0.750, so it can be explained that the variables attitude towards boycott, product judgment, brand distrust, self-enhancement, intrinsic religious motivation, and animosity simultaneously influence the intention to boycott by 75%. Because the adjusted r square is 75%, the variable's attitude towards the boycott, product judgment, brand distrust, self-enhancement, intrinsic religious motivation, and animosity influence the intention to boycott in the strong category.

Cross-validated redundancy (Q2) or Q-square tests were used to assess predictive relevance (see Table 7). A Q2 value  $> 0.05$  indicates that the model has accurate predictive relevance for a particular construct, while a Q2 value  $< 0.05$  suggests that the model lacks predictive relevance. The relevance of the predictions was to assess whether the predictions obtained were relevant. The calculation in PLS-SEM uses the Q-square. Therefore, based on the Q squared value, the prediction of the intention to boycott variable is appropriate or accurate because the Q squared value (0.680)  $> 0.05$ .

**Table 7.** Construct cross-validated redundancy (Q2 test)

Variable	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
Attitude towards boycott	900.000	900.000	
Product judgment	840.000	840.000	
Brand distrust	410.000	410.000	
Self enhancement	870.000	870.000	
Intrinsic religious motivation	820.000	820.000	
Animosity	930.000	930.000	
Intention to boycott	870.000	677.422	0.680

Source: Author calculation (2024)

## Discussions

This research aims to examine the determinants of the intention to boycott products affiliated with Israel. However, this study obtained mixed results. The first finding relates to the animosity variable regarding the intention to boycott products affiliated with Israel. Researchers found that Muslim consumers in Indonesia in this study hatred towards Israel and are reluctant to buy products or those related to it. Although it is debatable to what extent Indonesian Muslim consumers are reluctant to purchase these Israeli products, the findings of this study are in line with previous research showing that hostility is related to product boycotts (Ali, 2021; Kim et al., 2022; Krüger et al., 2024; Kusumawardani & Yolanda, 2021; Sun & Jun, 2022). The findings of this research may reflect Indonesian Muslim consumers' disapproval of Israel's policies towards Palestine. Since they cannot directly target Israeli companies or products, they do so by target products associated with

Israel to express their anger and disapproval. Buying other products as an alternative can also be a manifestation of this attitude.

The findings further indicate that intrinsic religious motivation influences the intention to boycott products affiliated with Israel. The findings of this study show that Indonesian Muslims play an important role in the daily lives of Muslim communities and greatly influence their social ethics and consumption behavior. Although the literature refers to the influence of religion on consumer behavior in general, these findings emphasize the specific and effective influence of religious symbols on the intention to boycott (Santovito et al., 2023). The results of this study support the findings of previous research, such as Roswinanto and Suwanda (2023) the influence of religious affiliation on consumer behavior. In addition, the role of religion in culture and, subsequently, consumer behavior was identified in Indonesia, which is one of the eastern cultures in which Islam is pervasive and extends to every aspect of society (Atmoko et al., 2022). These findings are consistent with the view that Kusumawardani and Yolanda (2021) religion is an important construct in the study of consumer behavior.

The self-enhancement variable has a significant influence on the intention to boycott; therefore, the hypothesis is accepted. Our next finding was the effect of social pressure on the intention to boycott through the perceived self-enhancement variable. This shows that social pressure, through the self-enhancement variable, determines whether consumers are reluctant to buy products made in or related to Israel. Muslim consumers in Indonesia in this research showed concern for the conflict in Palestine, which was reflected in their purchasing behavior. If the social environment views purchasing Israeli products as negative, they will be reluctant to buy substitute products. This finding is in line with that of Chiang and Arif (2024), which shows that self-enhancement influences consumers' willingness to boycott.

The hypothesis between the product judgment variable and the intention to boycott was accepted. This is unique because Muslim consumers in Indonesia still view products made in or associated with Israel positively even though they are reluctant to buy them. Previous research shows similar results, where consumers have positive product evaluations even though they are reluctant to buy the product because of hostility (Akhtar et al., 2023; Ali, 2021; Kim et al., 2022). However, the relationship between product assessment and willingness or reluctance to buy seems to differ, and Kurdish consumers in different contexts, such as Ali (2021), show that there is no significant relationship between product assessment and willingness to buy. This indicates that Muslim consumers in Indonesia can see and evaluate Israeli-made products without bias, even though they have feelings of hostility towards Israel and do not want to buy products related to Israel. However, their assessment of these products was not influenced by hostility toward Israel.

The attitude toward the boycott factor has a significant influence on the intention to boycott; therefore, the hypothesis is accepted. A Muslim's attitude towards a particular behavior is based on a set of Islamic religious beliefs relevant to the object that is the target of the behavior. These beliefs are considered based on the consequences and impacts that can be obtained from the behavior in question (Suhud et al., 2024). The results of this research are in line with research conducted by Palacios Florencio et al. (2019), which showed that consumer attitudes towards boycott behavior depend on three fundamental beliefs: the perception of the legitimacy of the behavior, ethical idealism towards the behavior, and ethical relativism towards the boycott behavior. This hypothesis is contrary to the research conducted by Singh and Chahal (2019), which examined the behavior towards boycotts from Muslim consumers. One of the hypotheses tested in their research was the influence of attitude toward boycotts on the intention to boycott food brands. Researchers have proven that there is no significant positive influence between attitude toward boycotts and intention to boycott. This shows that the product judgment factor does not influence the intention to boycott.

The hypothesis between brand distrust variables and intention to boycott is rejected. This hypothesis is supported by research conducted by Khraim (2022) examining the distrust of a brand from Jordanian consumers to carry out a boycott. One of the hypotheses tested in their research was the influence of brand distrust on the intention to boycott. Researchers have proven that there

is no significant positive influence between brand distrust and the intention to boycott. This shows that brand distrust is not a factor that influences the intention to boycott.

## **Conclusion**

Muslim consumers in Indonesia believe that the factors that influence their intention to boycott products made or affiliated with Israel are animosity, intrinsic religious motivation, self-enhancement, product judgment, and attitude toward boycotts. Meanwhile, the brand distrust factor had no influence. Muslim consumers in Indonesia have hatred towards Israel and are reluctant to buy related products. This also reflects Indonesian Muslim consumers' disapproval of Israel's policies towards Palestine. Since they cannot directly target Israeli companies or products, they do so by target products associated with Israel to express their anger and disapproval. However, Muslim consumers in Indonesia still view products made in or associated with Israel positively even though they are reluctant to buy them.

Muslims in Indonesia are among the largest Muslim markets in the world, and understanding the purchasing behavior of Muslim consumers in Indonesia can help marketers and multinational companies anticipate and develop strategies against boycotts. This is important because Muslim consumers in Indonesia can choose to use alternative products when deciding not to buy substitute products. Therefore, managers must understand consumers' intentions to purchase products from companies associated with the offending country. In this way, companies can avoid huge losses from something they do not do. Companies need to understand the implications of such boycotts on their sales and take steps to avoid being associated with offending countries, as Muslim consumers in this study appeared to be willing to participate in boycotts. Multinational and local companies must focus on providing better products (i.e., reliable, quality, and better design), because Muslim consumers in Indonesia evaluate products before making purchasing decisions. Understanding the factors that could lead to product boycotts among Muslims in Indonesia can help managers plan and take necessary actions to respond to the crisis. Managers can also position their companies in such a way that they are not associated with the offending country, to prevent them from becoming victims of boycotts.

This research has limitations in that it was only conducted in Indonesia, one of the countries with the most significant number of Muslims in the world, and the majority of respondents (37.62 %) were based on the island of Java. However, researchers believe that the results of this study are valid and represent the factors that influence the intention to boycott. Therefore, future research can be conducted on other Muslim countries in the world that do the same, namely, boycotting products affiliated with Israel. Future research could also add other relevant variables, such as ethnocentrism and religiosity. Relationships between variables can also be developed, especially for variables or hypotheses considered insignificant in this research, namely, brand distrust. Further research can also be carried out using the Theory of Planned Behavior (TPB) variables to measure the factors influencing intention to boycott. This refinement will help to refine the model and enrich the analysis and literature related to the intention to boycott.

## **Author contribution**

Conceptualization: Uus Ahmad Husaeni

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Formal analysis: Uus Ahmad Husaeni

Investigation: Uus Ahmad Husaeni

Methodology: Uus Ahmad Husaeni

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