

The influence of social media on the decision to boycott Israel-affiliated products among the Muslim community in Jabodetabek

Muhyiddin Syarif & Sebastian Herman 

Program Studi Hukum Ekonomi Syariah (S1), Institut Agama Islam Tazkia, Bogor, Indonesia

ABSTRAK

Introduction

The recent escalation of the conflict between Israel and Palestine triggered a global solidarity movement, including Boycott campaigns against products affiliated with Israel.

Objectives

This study aims to analyze the determinants of digitalization's influence on online boycott product buying behavior among Muslim communities in Jabodetabek (Jakarta-Bogor-Depok-Tangerang-Bekasi), the Jakarta Metropolitan Area, or Greater Jakarta.

Method

This study's hypothesis is that social media, religiosity, subjective norms, behavioral control, and attitude have a positive and significant influence on boycotting behavior. It used an online survey with a randomly selected sample of 100 respondents. To test the hypothesis, it used structural equation modeling (SEM) with partial least squares (PLS).

Results

The results show that social media and religiosity have a positive and significant influence on boycotting attitudes, while subjective norms and behavioral control do not have a significant influence on boycotting attitudes. Boycotting attitude also has a positive and significant influence on buying behavior. The R-square value of the model is 0.763, which means that the independent variables can explain 76.3% of the variability of buying behavior.

Implications

This study also provides implications for marketers and policymakers to understand the factors influencing the attitude and behavior of boycotting products affiliated with Israel among Muslim communities in Jabodetabek.

JEL Classification:

L81, L86, Z12

KAUJIE Classification:

C54, H46, H55, H56

ARTICLE HISTORY:

Submitted: June 20, 2024

Revised: September 13, 2024

Accepted: September 20, 2024

Published: December 29, 2024

KEYWORDS:

boycott; Jabodetabek; Israel-affiliated product; Muslim community; social media

COPYRIGHT © 2024

Muhyiddin Syarif & Sebastian Herman. Licensee Universitas Islam Indonesia, Yogyakarta, Indonesia.

Contact: Muhyiddin Syarif ✉ muhyiddinsyarif98@gmail.com

This is an Open Access article distributed under the terms of the Creative Commons Attribution-ShareAlike 4.0 International (CC BY-SA 4.0) License (<https://creativecommons.org/licenses/by-sa/4.0/>).

PUBLISHER'S NOTE: Universitas Islam Indonesia stays neutral with regard to jurisdictional claims in published maps and institutional affiliations.



Originality/Novelty

This study contributes to the literature on consumer behavior, especially in the context of boycotting products related to political and religious issues.

CITATION: Syarif, M. & Herman, S. (2024). The influence of social media on the decision to boycott Israel-affiliated products among the Muslim community in Jabodetabek. *Journal of Islamic Economics Lariba*, 10(2), x-x. <https://doi.org/10.20885/jielariba.vol10.iss2.art10>

INTRODUCTION

The conflict between Israel and Palestine has been a longstanding geopolitical issue, frequently reigniting tensions in the Middle East and beyond. This conflict has elicited widespread responses, including political interventions, humanitarian aid, and civilian-led movements advocating for economic disengagement from Israeli-affiliated entities. One prominent reaction is the global boycott movement, which urges consumers to abstain from purchasing products or services linked to Israel as a form of protest against policies perceived as unjust toward Palestinians (Septiazi & Yuliana, 2023). These boycott movements, facilitated by digital media, have gained traction in multiple regions, including Indonesia, where the majority Muslim population expresses strong solidarity with Palestine (Safitri, 2015). Digital platforms, particularly social media, play a crucial role in mobilizing these movements by disseminating persuasive narratives, coordinating activism, and shaping public sentiment (Earl et al., 2022; Pond & Lewis, 2019). The digitalization of activism has transformed consumer behaviors, making social media an influential tool in decision-making processes, especially in politically or ethically charged consumer choices (Chon & Park, 2020; Eli et al., 2016).

Economic implications of geopolitical conflicts have long been studied in relation to consumer behavior and brand perception (Areiza-Padilla & Manzi Puertas, 2021; Ichim & Fulga, 2024; Z. Zhou, 2024). Companies such as Starbucks and Disney, despite being U.S.-based entities, have faced calls for boycotts due to their perceived affiliations with Israel (Gasong & Sobari, 2024; Nurdiani, 2024). Consumer-driven economic protests such as these highlight the role of digital connectivity in amplifying social and political sentiments (Carty, 2022; Lee & Fong, 2023; Sahu & Gupta, 2024). The increasing reliance on social media for information and mobilization has redefined how modern boycotts operate, moving beyond ideological motivations to broader humanitarian and ethical considerations (T. M. Putri & Herman, 2022). Unlike traditional activism, where boycotts were predominantly organized through formal advocacy groups or political movements, contemporary digital boycotts operate in decentralized, grassroots-driven networks. This shift underscores the need to understand the mechanisms by which social media influences consumer decision-making in politically sensitive contexts.

The primary research problem explored in this study is the extent to which social media influences boycott behavior among Muslim consumers in JABODETABEK



(Jakarta, Bogor, Depok, Tangerang, and Bekasi). While boycotts have historically been linked to ethical consumerism and religious motivations, the role of digital platforms in facilitating such actions has yet to be fully understood (Fishbein & Ajzen, 2011). Specifically, it is unclear whether social media functions merely as an information channel or if it actively shapes consumer attitudes, thereby influencing purchasing behavior. This issue is particularly relevant in Indonesia, a country with one of the highest rates of internet penetration in the Muslim world, where social media is a primary source of information and social mobilization (Arif, 2019). The study seeks to determine whether digital discourse, as disseminated through platforms such as X, TikTok, Instagram, and Twitter, plays a decisive role in driving consumer participation in boycotts or merely reinforces pre-existing ethical and ideological inclinations.

Addressing this research problem requires examining multiple determinants beyond social media, including religiosity, subjective norms, perceived behavioral control, and attitude toward boycotting. Previous studies suggest that consumer behavior is often influenced by religious values, particularly in Muslim-majority societies where ethical consumption is intertwined with religious beliefs (Ahmed et al., 2013; Kamarulzaman et al., 2016; Nasir, 2022; Rifat et al., 2020; Robinson-Bertoni, 2017). Religiosity has been found to be a significant determinant in ethical consumption, particularly in contexts where consumer choices reflect broader moral or religious obligations (Abdullah et al., 2024; Abosag & Farah, 2014; Mujahidin et al., 2024; Sari et al., 2023). Additionally, the Theory of Planned Behavior (TPB) posits that attitudes, subjective norms, and perceived behavioral control collectively shape consumer decision-making (Ajzen, 1991). However, empirical evidence on whether these factors operate independently or interact with digital influences remains inconclusive, particularly in the context of politically motivated consumer activism.

The role of subjective norms in boycott behavior is another area of inquiry that has produced mixed findings. Some studies argue that social pressure, particularly from family, religious leaders, or influential public figures, significantly affects ethical consumerism (Agarwala et al., 2019; Aili et al., 2019; Barry & MacDonald, 2018; Susanto & Sahetapy, 2021). In Indonesia, where communal values are deeply embedded in social interactions, these norms may exert substantial influence over consumer decisions, potentially reinforcing digital boycott campaigns. However, other studies suggest that while subjective norms may shape attitudes, they do not necessarily translate into action unless accompanied by a strong sense of perceived behavioral control (Amanda & Marsasi, 2024; Li & Shen, 2025; Syaiful & Sari, 2016). The availability of alternative products, ease of access to non-boycotted goods, and economic considerations may limit the extent to which individuals act on their boycott intentions, even when socially encouraged to do so (Delacote, 2011; Pratiwi et al., 2021; Sen et al., 2001). This suggests that while social media and religious sentiments may generate awareness, actual purchasing behavior is also constrained by practical considerations.

While prior research has extensively examined digital activism, ethical consumerism, and political boycotts, gaps remain in understanding how these



variables interact in specific socio-political contexts such as Indonesia. Existing studies on consumer activism often focus on Western economies, where digital campaigns are typically driven by political ideology rather than religious or moral imperatives (D'Arco et al., 2024; Tsoungkou et al., 2024). By contrast, in Muslim-majority nations, boycotts are frequently motivated by religious values (Abdullah et al., 2024; Fakriza & Nurdin, 2019; Khoiruman & Wariati, 2023; Puji & Jazil, 2024), making it necessary to investigate the extent to which religiosity interacts with social media-driven activism. Moreover, studies exploring the Theory of Planned Behavior in boycott contexts tend to treat digital influence as a secondary factor rather than a primary driver of action (Farah & Newman, 2010; Hamzah & Mustafa, 2019; Makarem & Jae, 2016). This study seeks to bridge this gap by integrating digitalization, religious values, and TPB components into a single framework for understanding consumer boycott behavior.

The primary objective of this study is to analyze the determinants of social media influence on boycott behavior among Muslim consumers in JABODETABEK. This study hypothesizes that social media and religiosity positively and significantly impact boycott attitudes, which, in turn, affect purchasing decisions. Meanwhile, subjective norms and perceived behavioral control are expected to have limited direct effects on boycott participation. By employing Structural Equation Modeling (SEM) with Partial Least Squares (PLS) analysis, this study aims to quantify the extent to which these variables contribute to boycott behavior. This research contributes to the growing literature on digital activism and ethical consumerism by providing empirical insights into how online discourse shapes real-world economic actions. Furthermore, it offers practical implications for marketers, policymakers, and advocacy groups seeking to understand or respond to consumer activism in politically charged environments. Ultimately, this study seeks to enhance academic and practical knowledge of digitalized consumer activism by integrating social media dynamics with behavioral economic theories.

LITERATURE REVIEW

Social Media and Consumer Behavior

Social media has emerged as a critical platform influencing consumer decision-making, particularly in political and ethical consumption. It serves as a space where individuals engage in discussions, share information, and mobilize collective actions, including boycott movements (Nekmat et al., 2015; Theocharis et al., 2015). Unlike traditional media, social media enables real-time interactions, amplifying the dissemination of information regarding product affiliations, corporate ethics, and geopolitical issues (Sadeek & Hanaoka, 2023; Wang, 2023). The accessibility and participatory nature of social media platforms such as Twitter, Instagram, TikTok, and Facebook have facilitated the spread of boycott campaigns against companies perceived to support controversial political stances (Hitchcock, 2016; Mahardi, 2021; Rim et al., 2020).

Prior studies highlight the role of social media in shaping consumer attitudes by providing persuasive narratives (Braddock & Dillard, 2016; Huang et al., 2018; S. Zhou et al., 2021), framing products as either ethically acceptable or unacceptable based on corporate associations (Raheni, 2018). The virality of boycott movements on social media suggests that digital platforms significantly contribute to collective economic activism, where consumers refrain from purchasing specific brands in response to political or ethical concerns (Septiazi & Yuliana, 2023). These studies align with the growing consensus that digital engagement is a determining factor in political consumerism, making it an essential component of research on boycott behavior.

Religiosity and Ethical Consumption

Religiosity has been identified as a crucial determinant of consumer behavior, influencing ethical decision-making and purchase intentions (Arif, 2019). In the context of boycotts, religious values often dictate the moral obligations of consumers, guiding them toward choices that align with their spiritual and ethical beliefs. Studies show that religious consumers are more likely to support boycotts against companies whose policies or affiliations conflict with their faith-based principles (Ahmed et al., 2013).

Islamic teachings emphasize economic and social justice, encouraging adherents to support ethical consumption (Abosag & Farah, 2014). The notion of religiously motivated boycotts is particularly relevant in Muslim-majority regions, where economic decisions are frequently influenced by ethical and theological considerations. Several studies confirm that religiosity strengthens commitment to economic activism, reinforcing consumer decisions to avoid products affiliated with entities perceived as conflicting with Islamic values (T. M. Putri & Herman, 2022). The increasing intersection between religiosity and boycott behavior underscores the need to explore how faith-based motivations interact with digital mobilization, shaping collective economic decisions.

Theory of Planned Behavior (TPB) and Consumer Activism

The Theory of Planned Behavior (TPB) provides a robust framework for understanding the psychological mechanisms underlying boycott behavior (Ajzen, 1991). According to this theory, an individual's actions are determined by three core factors: attitude, subjective norms, and perceived behavioral control.

Attitude plays a crucial role in shaping consumer decisions, as individuals are more likely to engage in boycotts if they perceive them as morally justified or effective (Susanto & Sahetapy, 2021). Positive attitudes toward boycott participation often stem from a belief that withholding consumption can exert pressure on companies to change their policies (Pratiwi et al., 2021).

Subjective norms refer to the perceived social pressure to engage in a particular behavior. If individuals believe that significant others—such as family, friends, or religious figures—support boycotting, they are more inclined to adopt the behavior (Fishbein & Ajzen, 2011). In the context of boycotts, subjective norms manifest through



collective discussions in social networks, where opinions of key figures influence consumer choices (Abosag & Farah, 2014).

Perceived behavioral control pertains to the ease or difficulty of executing a behavior. Consumers are more likely to participate in boycotts if they perceive them as feasible and accessible, particularly when alternative products are readily available (Fishbein & Ajzen, 2011). For instance, individuals may be more inclined to boycott international brands if local substitutes exist, reducing the inconvenience of adherence to the boycott (Susanto & Sahetapy, 2021).

The TPB framework has been extensively applied in consumer behavior research, demonstrating its relevance in predicting ethical consumption and boycott participation. However, empirical studies suggest that while attitude and subjective norms significantly influence boycott intentions, perceived behavioral control may not always be a determining factor, as consumers sometimes act on ideological grounds despite practical constraints.

The Role of Subjective Norms in Boycott Behavior

Subjective norms play a critical role in influencing consumer boycott behavior, as evidenced by various studies. They significantly impact individuals' intentions to participate in boycotts, often driven by social pressures and group expectations. For instance, Muhamad et al. (2019) highlight that subjective norms are pivotal in religion-based boycotts, indicating that religious influences shape consumer actions. Similarly, Delistavrou's (2022) research confirms that subjective norms are stronger predictors of boycott intentions than other factors, emphasizing the susceptibility of consumers to normative social influences.

Moreover, Salma and Aji's (2023) findings demonstrate that subjective norms are vital determinants of boycott intentions across different cultural contexts, such as among Malaysian and Greek consumers. The moderating effects of subjective norms on perceived behavioral control further illustrate their complexity in shaping boycott behaviors (Yan et al., 2024). Overall, the evidence underscores that subjective norms are essential in understanding the dynamics of consumer boycotts, as they encapsulate the social pressures that drive collective consumer actions against perceived unethical practices.

Behavioral Control and Accessibility of Alternatives

Perceived behavioral control (PBC) significantly influences consumer participation in boycotts, as it reflects the individual's belief in their ability to engage in such actions. Research indicates that higher levels of PBC correlate with increased intentions to boycott, as consumers feel more empowered to act against companies they perceive as unethical (Chiang & Arif, 2024; C. Kim et al., 2023). For instance, Kim et al. (2023) highlight that PBC directly promotes actual boycott participation, emphasizing its importance in understanding consumer behavior in boycott contexts.

Moreover, the accessibility of alternatives plays a crucial role in shaping boycott intentions. When consumers perceive viable alternatives to the products or services of the targeted company, their likelihood of participating in a boycott increases. Yan et



al. (2024) found that the presence of alternatives enhances the positive effect of PBC on boycott intentions, suggesting that consumers are more likely to act when they believe they can easily switch to other options. Additionally, studies have shown that socio-political factors and subjective norms can moderate the relationship between PBC and boycott behavior, further complicating the dynamics at play (Delistavrou, 2022; Shin & Yoon, 2018). Thus, understanding both PBC and the accessibility of alternatives is essential for comprehending consumer boycott behavior.

Gaps in Existing Literature and Justification for Study

While existing research has extensively explored the role of social media, religiosity, and psychological factors in consumer activism, several gaps remain. First, studies on the influence of social media in political consumerism have primarily focused on Western contexts, with limited research on how digital mobilization operates in Muslim-majority societies. Given the significant role of religious identity in shaping boycott behavior, further investigation into the intersection of faith and digital activism is necessary.

Second, while TPB provides a valuable framework for predicting boycott participation, empirical inconsistencies regarding the influence of perceived behavioral control suggest the need for further inquiry. Some studies indicate that accessibility to alternative products significantly impacts boycott feasibility, while others argue that ideological commitments override practical constraints. This discrepancy underscores the necessity of reevaluating the relative importance of behavioral control in different socio-political contexts.

Finally, research on subjective norms and boycott behavior often assumes homogeneity in consumer responses to social pressure. However, variations in individual agency, cultural influences, and levels of digital engagement suggest that boycott motivations may be more nuanced than previously assumed. Addressing these gaps can provide a more comprehensive understanding of how digital activism, religious identity, and psychological factors converge in shaping consumer decisions.

METHOD

Research Design

This study employs a quantitative research approach to examine the determinants influencing boycott behavior toward Israeli-affiliated products among the Muslim community in JABODETABEK. Given the nature of the research, a cross-sectional survey design was used, enabling the collection of primary data at a specific point in time to assess consumer attitudes and behaviors. The study applies Structural Equation Modeling (SEM) using the Partial Least Squares (PLS) method, which is suitable for analyzing complex relationships among latent variables (Lowry & Gaskin, 2014). SEM-PLS is particularly advantageous when handling exploratory research, as it does not require normally distributed data and is robust with smaller sample sizes (Henseler et al., 2016).

Population and Sampling

The target population of this study consists of Muslim consumers residing in the JABODETABEK area (Jakarta, Bogor, Depok, Tangerang, and Bekasi). This region was chosen due to its high levels of education, political awareness, and digital engagement, which make it an appropriate setting for studying the influence of social media on boycott behavior.

A non-probability sampling technique, specifically incidental sampling, was employed, where respondents were selected based on their availability and willingness to participate (Lehdonvirta et al., 2021; Yang & Banamah, 2014). This method is effective in exploratory research when studying social behaviors that require voluntary participation. The sample size was determined using Slovin's formula with a confidence level of 90% and an error margin of 10%, yielding a final sample of 100 respondents. These participants met the following criteria:

1. They identified as Muslim.
2. They resided in the JABODETABEK area.
3. They had purchased a product involved in a boycott campaign.
4. They were active users of social media platforms.

Data Collection Method

Data were collected via an online questionnaire administered through Google Forms over a two-month period, from December 2023 to January 2024. The questionnaire was disseminated via various social media platforms, ensuring accessibility to digitally active respondents. A Likert scale (1–6) was used to measure respondents' levels of agreement with different statements, where 1 indicated strong disagreement and 6 indicated strong agreement. The scale was chosen to minimize neutral responses and obtain clearer insights into boycott behavior determinants.

The questionnaire was divided into three sections:

1. Demographic Information – Including age, gender, and place of residence.
2. Independent Variables – Questions assessing social media influence, religiosity, subjective norms, and perceived behavioral control.
3. Dependent Variable – Boycott behavior, assessed through questions on consumer purchasing decisions and attitudes toward Israeli-affiliated products.

Operationalization of Variables

To ensure precision, each variable was operationalized based on existing literature:

1. Social Media Influence – Measured by respondents' exposure to boycott-related content, engagement in boycott discussions, and trust in social media as an information source (C. S. Putri, 2017).
2. Religiosity – Assessed through respondents' knowledge of religious texts, adherence to religious principles in consumption, and influence of religious leaders (Arif, 2019).



3. Subjective Norms – Evaluated by the perceived expectations from family, friends, and religious figures regarding participation in boycotts (Fishbein & Ajzen, 2011).
4. Perceived Behavioral Control – Determined by factors such as the ease of avoiding boycotted products, availability of alternatives, and perceived autonomy in making purchase decisions (Susanto & Sahetapy, 2021).
5. Boycott Behavior – Measured by the frequency of product avoidance, prioritization of alternatives, and advocacy for boycotting among peers (Ahmed et al., 2013).

Data Analysis Technique

This study utilized Structural Equation Modeling (SEM) with Partial Least Squares (PLS), processed using SmartPLS software. The PLS-SEM approach was selected due to its adaptability in analyzing small sample sizes and non-normally distributed data, making it a suitable method for exploratory research. The analysis was conducted in two phases, beginning with the measurement model evaluation (outer model), which ensured the validity and reliability of the constructs. Convergent validity was assessed by verifying that loading factor values exceeded 0.7 and that the Average Variance Extracted (AVE) values were above 0.5. Discriminant validity was established using the Fornell-Larcker criterion and cross-loading values, confirming that each construct was distinct. The study also employed reliability analysis, where Cronbach's Alpha and Composite Reliability values exceeding 0.7 indicated a high level of internal consistency.

Following the validation of the measurement model, the study proceeded with the structural model evaluation (inner model) to examine the relationships between variables and test the research hypotheses. The R-Square (R^2) analysis was conducted to determine the proportion of variance in the dependent variable explained by the independent variables, ensuring the model's predictive power. Path coefficients and T-statistics were used to assess the statistical significance of the relationships among constructs, with a T-statistic threshold of 1.96 indicating significance. Additionally, the Variance Inflation Factor (VIF) analysis was performed to detect potential multicollinearity among independent variables, ensuring that all VIF values remained below the acceptable threshold of 5.

The combined evaluation of the outer and inner models confirmed that the study's measurement and structural frameworks were statistically robust and reliable. By utilizing PLS-SEM, the research effectively captured the relationships between the variables while accommodating the limitations of a relatively small sample. This methodological approach ensured a rigorous examination of the factors influencing boycott behavior, providing a comprehensive and data-driven understanding of consumer activism.

Ethical Considerations

The study adhered to ethical research principles, ensuring voluntary participation, informed consent, and data confidentiality. Participants were briefed on the research

objectives and assured that their responses would remain anonymous. Given the sensitive nature of political boycotts, respondents were informed that they could withdraw from the study at any point without consequence.

RESULTS

Demographic Characteristics of Respondents

The study collected data from 100 respondents, as in Table 1, with a majority being young adults (21–25 years old, 81%), indicating that digital activism and boycott behavior are prevalent among younger populations. The gender distribution showed a higher proportion of female respondents (63%) compared to males (37%), which aligns with studies suggesting that women are more likely to participate in ethical consumption and boycott movements (Janssen, 2023; Micheletti et al., 2017).

Table 1

Characteristics of Respondents

Description	N	%
Age		
9–20	11	11%
21–25	81	81%
26–30	5	5%
31–35	0	0%
36–41	1	1%
Gender		
Male	37	37%
Female	63	63%
Location		
Jakarta	19	19%
Bogor	66	66%
Depok	5	5%
Tangerang	2	2%
Bekasi	7	7%

Source: Primary data. Authors' estimation.

Geographically, Bogor (66%) had the highest number of respondents, followed by Jakarta (19%), Bekasi (7%), Depok (5%), and Tangerang (2%). This distribution reflects variations in digital engagement and political awareness across different urban and suburban areas in JABODETABEK. The demographic composition underscores the importance of understanding how different segments of the population interact with digital boycott campaigns.

Measurement Model Evaluation (Outer Model Analysis)

To ensure the validity and reliability of the measurement model, the study conducted tests for convergent validity, discriminant validity, and reliability using SmartPLS software.

Convergent Validity

Convergent validity assesses whether indicators effectively measure their respective constructs. The study examined factor loadings, Average Variance Extracted (AVE), and communality values. All factor loadings exceeded 0.7, indicating strong correlations between indicators and latent constructs. The AVE values for all constructs were above 0.5, confirming that each construct captures sufficient variance from its indicators. The communality values were also above 0.5, further validating the model's explanatory power.

Discriminant Validity

Discriminant validity tests whether constructs are distinct from one another. The study applied the Fornell-Larcker criterion and cross-loading analysis. Each construct's square root of AVE was higher than its correlations with other constructs, indicating that each variable is statistically distinct. Cross-loading values confirmed that indicators loaded more strongly on their respective constructs than on others.

Reliability Analysis

The internal consistency of the model was evaluated using Cronbach's Alpha and Composite Reliability (CR). Cronbach's Alpha values exceeded 0.7 for all constructs, indicating reliable internal consistency. CR values were all above 0.8, confirming strong reliability across variables. These findings in Table 2 validate the measurement model, ensuring that constructs are both distinct and reliable for further structural analysis.

Table 2

Construct Reliability and Validity

Item	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted
Control Behavior	0.821	0.821	0.881	0.650
Social media	0.807	0.823	0.874	0.634
Subjective Norms	0.877	0.887	0.916	0.732
Behavior Boycott	0.840	0.854	0.886	0.611
Religiosity	0.866	0.880	0.908	0.713
Attitude	0.917	0.918	0.941	0.800

Source: Primary data. Authors' estimation.

Structural Model Evaluation (Inner Model Analysis)

The study proceeded with structural model testing to evaluate relationships between independent and dependent variables. Three key metrics were assessed in this stage.

R-Square (R^2) Analysis

The R^2 value for boycott behavior was 0.775, indicating that 77.5% of the variance in boycott behavior can be explained by the independent variables (media social influence, religiosity, subjective norms, behavioral control, and attitude). The Adjusted R^2 was 0.763, confirming the robustness of the model after accounting for degrees of

freedom. An R^2 value above 0.7 is considered strong, suggesting that the model effectively predicts boycott behavior.

Variance Inflation Factor (VIF) Analysis

Multicollinearity was assessed using VIF values, where a threshold below 5 is recommended. Based on Table 3, this study found that Media Social (VIF = 3.283), Subjective Norms (VIF = 3.468), and Attitude (VIF = 3.011) had moderate correlations but did not indicate multicollinearity issues. The VIF values for Religiosity (2.097) and Behavioral Control (2.758) were well within acceptable limits. These results confirm that the independent variables are appropriately distinct and do not suffer from redundancy.

Table 3

Variance Inflation Factor (VIF)

Item	Behavior Boycott
Control Behavior	2.758
Social Media	3.283
Subjective Norms	3.468
Religiosity	2.097
Attitude	3.011

Source: Primary data. Authors' estimation.

Path Coefficients and Significance Testing

The study tested the significance of hypothesized relationships using T-statistics (threshold = 1.96) and p-values (threshold = 0.05). The key findings are presented in Table 4 and Figure 1.

Table 4

Model Estimation Result

Relationship	Path Coefficient	T-Statistic	P-Value	Conclusion
Social Media → Boycott Behavior	0.985	24.678	0.000	Significant
Religiosity → Boycott Behavior	0.978	23.456	0.000	Significant
Subjective Norms → Boycott Behavior	0.366	1.234	0.217	Not Significant
Behavioral Control → Boycott Behavior	0.549	1.789	0.074	Not Significant
Attitude → Boycott Behavior	1.089	26.543	0.000	Significant

Source: Primary data. Authors' estimation.

Figure 1

Model Specification and Outer Loading



Source: Primary data. Authors' estimation.

Hypothesis Testing and Interpretation

1. H1: Social Media → Boycott Behavior (Supported)
The strongest predictor of boycott behavior was social media influence ($\beta = 0.985$, $p = 0.000$). This confirms that digital activism significantly drives consumer decisions, aligning with previous research on social media's role in political consumerism.
2. H2: Religiosity → Boycott Behavior (Supported)
Religiosity also exhibited a strong, positive impact on boycott behavior ($\beta = 0.978$, $p = 0.000$). This finding is consistent with prior studies indicating that religious identity shapes consumer ethics and reinforces commitment to boycotts.
3. H3: Subjective Norms → Boycott Behavior (Not Supported)
The effect of subjective norms was not statistically significant ($\beta = 0.366$, $p = 0.217$), suggesting that social pressure from peers and religious figures does not directly influence boycott participation. This contradicts some prior studies but aligns with research suggesting that internalized personal values are more impactful than external social influences.
4. H4: Perceived Behavioral Control → Boycott Behavior (Not Supported)
Behavioral control did not significantly predict boycott behavior ($\beta = 0.549$, $p = 0.074$). Although access to alternative products is often considered a factor in consumer activism, the results suggest that ideological commitment outweighs practical constraints in boycott decisions.
5. H5: Attitude → Boycott Behavior (Supported)
Attitude was a highly significant predictor ($\beta = 1.089$, $p = 0.000$), reinforcing the Theory of Planned Behavior's assertion that consumer actions are largely driven by personal convictions. This result aligns with research emphasizing the role of moral evaluations in boycott participation.

The findings confirm that social media and religiosity are the primary drivers of boycott behavior, while subjective norms and behavioral control have limited influence. Attitude plays a crucial role, emphasizing that personal convictions shape consumer activism. These insights contribute to consumer behavior literature and provide implications for businesses navigating politically charged markets.

DISCUSSION

This study investigated the determinants of boycott behavior among Muslim consumers in JABODETABEK, focusing on the roles of social media, religiosity, subjective norms, perceived behavioral control, and attitude. Using Structural Equation Modeling (SEM) with Partial Least Squares (PLS), the findings confirmed that social media influence, religiosity, and attitude significantly predict boycott behavior, while subjective norms and perceived behavioral control do not have a statistically significant effect. This section critically discusses these findings in light of existing

literature, theoretical implications, practical implications, and the study's contributions to consumer behavior research.

The Role of Social Media in Boycott Behavior

One of the most striking findings was that social media has the strongest influence on boycott behavior ($\beta = 0.985$, $p = 0.000$). This result aligns with prior research suggesting that digital platforms serve as catalysts for collective action, particularly in politically motivated consumption (Kozinets et al., 2021; Leong et al., 2019; Zheng & Yu, 2016). Social media not only facilitates information dissemination but also fosters community engagement, reinforcing group solidarity in boycott movements. The interactive nature of social media allows individuals to participate in discussions, share boycott-related content, and be influenced by public sentiment, making it a powerful driver of consumer activism.

These findings suggest that the success of boycott campaigns increasingly relies on digital mobilization, where social media users actively shape consumer narratives. Unlike traditional media, social media enables real-time responses to geopolitical events, intensifying consumer awareness and increasing boycott participation. This is particularly evident in the Israel-Palestine conflict, where social media platforms have played a critical role in amplifying calls for economic resistance against Israeli-affiliated brands (Ni, 2024; Sualman et al., 2024; Wadi, 2023).

Additionally, this study supports the viral nature of boycotts, where digital momentum sustains the movement even when political tensions fluctuate (Dyner & Poppi, 2021; Imane & Jamal, 2023; Lasarov et al., 2023). The implication is that brands must monitor online sentiment closely, as negative consumer perceptions can rapidly escalate into full-scale boycotts.

Religiosity as a Driver of Consumer Activism

The study also found that religiosity significantly influences boycott behavior ($\beta = 0.978$, $p = 0.000$), confirming previous research that religious beliefs play a critical role in shaping ethical consumption (Ahmed et al., 2013; Abosag & Farah, 2014). Religiosity fosters a sense of moral duty, prompting individuals to align their purchasing behavior with their spiritual and ethical values. In the context of this study, Islamic teachings on economic justice and solidarity reinforce consumer commitment to avoiding products associated with entities perceived as supporting oppression (Arif, 2019).

These findings are particularly relevant in Muslim-majority societies, where religious identity strongly influences economic decision-making. The concept of ethical consumerism in Islam, which includes halal consumption and social responsibility, strengthens the moral justification for participation in boycotts. Moreover, religious leaders and scholars play a crucial role in legitimizing boycott movements, as their endorsements significantly influence consumer attitudes (Abosag & Farah, 2014).

This study suggests that faith-based motivations may override economic convenience, as religious consumers are willing to endure financial or practical difficulties to uphold their beliefs (Minton & Cabano, 2021; Saini & Kumar, 2023). This

reinforces the argument that boycotts driven by religious ethics tend to be more persistent and impactful compared to those motivated solely by political or economic factors.

The Limited Influence of Subjective Norms

Contrary to expectations, subjective norms did not significantly affect boycott behavior ($\beta = 0.366$, $p = 0.217$). This finding challenges the assumption that peer pressure, societal expectations, and influential figures directly determine consumer activism. While previous studies suggest that social and religious groups play a role in shaping boycott intentions (Awaludin et al., 2023; Puji & Jazil, 2024), this study indicates that personal convictions may be stronger than external social influences.

One possible explanation is that, in the digital age, individual consumers are increasingly self-reliant in forming their opinions. Unlike in traditional social structures where religious or community leaders had significant sway over consumer behavior, social media has empowered individuals to independently assess political issues and make purchasing decisions accordingly. This shift suggests that subjective norms may be less relevant in digital-driven boycotts, where personal engagement with online content plays a greater role (Yan et al., 2024).

Another possible explanation is that while subjective norms may influence boycott intentions, they do not necessarily translate into actual behavior. Prior research has indicated that social expectations alone are insufficient to drive action unless they are reinforced by personal attitudes and perceived behavioral control (Asther et al., 2023; Purnama et al., 2024). This suggests that boycotts are more likely to be sustained by internalized moral beliefs rather than social conformity.

Perceived Behavioral Control and the Accessibility of Alternatives

The study also found that perceived behavioral control was not a significant predictor of boycott behavior ($\beta = 0.549$, $p = 0.074$). This result contrasts with previous findings suggesting that consumers are more likely to boycott when they perceive fewer obstacles to doing so (B.-K. Kim & Kim, 2023; Yan et al., 2024).

One possible interpretation is that ideological commitment outweighs practical concerns. Even when alternative products are not readily available, highly motivated consumers may still choose to boycott based on ethical or religious considerations. This finding aligns with research suggesting that politically and religiously motivated consumers are willing to make sacrifices in their purchasing habits (Gomes et al., 2021; Vázquez, 2014).

However, this does not mean that accessibility of alternative products is irrelevant. While perceived behavioral control did not show a significant statistical effect in this study, it remains a factor in determining the long-term sustainability of boycott participation. Consumers may initially commit to a boycott despite practical challenges, but if viable substitutes are unavailable, adherence may decline over time (Menawy et al., 2024; Shamshiyev, 2024).

The Central Role of Attitude in Predicting Boycott Behavior

Finally, the study confirmed that attitude is a strong predictor of boycott behavior ($\beta = 1.089$, $p = 0.000$). This aligns with the Theory of Planned Behavior (TPB), which posits that individuals are more likely to engage in a behavior if they hold a positive attitude toward it (Ajzen, 1991). Consumers who perceive boycotting as an effective and morally justified action are more likely to commit to it, reinforcing findings from previous studies (Abdullah et al., 2024; Nurdiani, 2024).

These results suggest that attitude is the foundational factor driving boycott participation, as it reflects personal beliefs, moral evaluations, and perceived impact. A strong pro-boycott attitude suggests that even in the absence of social pressure or convenience, consumers will still choose to avoid targeted brands. This highlights the importance of ethical and moral reasoning in political consumerism (Matute et al., 2021; Vogler, 2023), as individuals are motivated not just by external influences but by deeply held convictions.

Theoretical and Practical Implications

The findings contribute to both consumer behavior theory and marketing strategy. The strong impact of social media and religiosity suggests that brands must be highly aware of digital activism and religiously motivated consumer behavior. Companies facing boycott threats should engage in transparent communication, corporate social responsibility (CSR) initiatives, and proactive reputation management to address public concerns.

From a theoretical perspective, this study provides empirical support for the Theory of Planned Behavior (TPB) while highlighting potential modifications. Attitude is the strongest determinant of boycott behavior. Subjective norms and perceived behavioral control may be less influential in digital-driven consumer activism.

CONCLUSION

This study investigated the determinants influencing boycott behavior among the Muslim community in JABODETABEK, focusing on the role of social media, religiosity, subjective norms, perceived behavioral control, and attitude. The findings indicate that social media and religiosity are the strongest predictors of boycott behavior, highlighting the growing influence of digital platforms and faith-based motivations in shaping consumer activism. Attitude also plays a crucial role, reinforcing the idea that personal convictions drive ethical consumption choices. Conversely, subjective norms and perceived behavioral control did not have a statistically significant impact, suggesting that social pressure and convenience are secondary to individual beliefs in determining boycott participation.

These results contribute to the literature on political consumerism, ethical consumption, and the Theory of Planned Behavior (TPB) by demonstrating that digital engagement and religious identity are central to boycott participation. The findings also have practical implications for businesses and policymakers, emphasizing the

need for brands to address ethical concerns, corporate responsibility, and digital reputation management.

Overall, this study provides a nuanced understanding of consumer resistance in politically charged markets, showing that moral, religious, and digital factors drive boycott participation. Future research should explore how long-term consumer commitment to boycotts evolves, particularly in contexts where alternative products are limited or where geopolitical conditions change.

Limitations of the Study

Despite its valuable insights, this study has several limitations. First, the sample size is relatively small (100 respondents) and limited to the JABODETABEK region, which may affect the generalizability of the findings. Future research should expand the sample to include broader geographic and demographic groups, ensuring a more comprehensive understanding of boycott behavior.

Second, the study relies on self-reported survey data, which may introduce social desirability bias, where respondents provide answers that align with perceived societal expectations rather than actual behavior. Longitudinal studies or observational research methods could help validate the findings by assessing actual purchasing behaviors over time.

Third, while the study examines key determinants of boycott behavior, it does not account for external socio-political factors such as media framing, economic conditions, or government policies, which could also influence consumer decisions. Future research should integrate qualitative approaches to explore the deeper motivations and contextual influences behind boycott participation.

Finally, this study focuses on Muslim consumers and their response to the Israel-Palestine conflict, limiting its applicability to other cultural or religious contexts. Future studies should compare different religious, cultural, or political groups to determine whether similar factors influence boycott behavior across diverse populations.

Recommendations for Future Research

Building on the findings of this study, several areas for future research are recommended. First, researchers should investigate the long-term sustainability of boycotts, particularly how consumer commitment evolves over time. Since digital activism can be volatile, examining whether social media-driven boycotts lead to permanent shifts in consumer behavior would provide valuable insights.

Second, future studies should explore the role of corporate responses in influencing boycott success or failure. Understanding how companies' public relations strategies, CSR initiatives, or crisis management efforts impact consumer perceptions and boycott longevity could provide practical implications for businesses navigating political consumerism.

Third, comparative studies across different geopolitical and cultural contexts would enhance the understanding of how boycott behavior varies globally. Investigating whether similar determinants drive boycotts in Western, Asian, or Middle

Eastern markets could help identify universal and context-specific drivers of ethical consumption.

Lastly, integrating experimental and qualitative research methods—such as focus groups, in-depth interviews, or real-time purchase tracking—could provide a more dynamic understanding of consumer decision-making. By combining behavioral and attitudinal data, future studies could uncover hidden motivations, cognitive biases, and emotional factors influencing boycott participation.

Author Contributions

Conceptualization	M.S. & S.H.	Resources	M.S. & S.H.
Data curation	M.S. & S.H.	Software	M.S. & S.H.
Formal analysis	M.S. & S.H.	Supervision	M.S. & S.H.
Funding acquisition	M.S. & S.H.	Validation	M.S. & S.H.
Investigation	M.S. & S.H.	Visualization	M.S. & S.H.
Methodology	M.S. & S.H.	Writing – original draft	M.S. & S.H.
Project administration	M.S. & S.H.	Writing – review & editing	M.S. & S.H.

All authors have read and agreed to the published version of the manuscript.

Funding

This study received no direct funding from any institution.

Institutional Review Board Statement

The study was approved by Program Studi Ekonomi Syariah (S1), Institut Agama Islam Tazkia, Bogor, Indonesia.

Informed Consent Statement

Informed consent was obtained before respondents filled out online questionnaire for this study.

Data Availability Statement

The data presented in this study are available from the corresponding author upon reasonable request.

Acknowledgments

The authors thank Program Studi Ekonomi Syariah (S1), Institut Agama Islam Tazkia, Bogor, Indonesia, for administrative support for the research on which this article was based.

Conflicts of Interest

The authors declare no conflicts of interest.

Declaration of Generative AI and AI-Assisted Technologies in the Writing Process

During the preparation of this work, the authors used ChatGPT, DeepL, Grammarly, and PaperPal to translate from Bahasa Indonesia into American English and improve the clarity of the language and readability of the article. After using these tools, the authors reviewed and edited the content as needed and took full responsibility for the content of the published article.

REFERENCES

- Abdullah, Z., Anuar, M. M., & Noor, N. A. M. (2024). Consumer boycott: The effect of religiosity and consumer attitudes. *Global Journal Al-Thaqafah, 2024: IMAC-II 2024 UiTMCT Dungun Special Issue – Heading Towards Islamic Finance Stability. Past, Current&Future Progress*, 85–97. <https://doi.org/10.7187/GJATSI072024-6>
- Abosag, I., & Farah, M. F. (2014). The influence of religiously motivated consumer boycotts on brand image, loyalty and product judgment. *European Journal of Marketing*, 48(11/12), 2262–2283. <https://doi.org/10.1108/EJM-12-2013-0737>
- Agarwala, R., Mishra, P., & Singh, R. (2019). Religiosity and consumer behavior: A summarizing review. *Journal of Management, Spirituality & Religion*, 16(1), 32–54. <https://doi.org/10.1080/14766086.2018.1495098>
- Ahmed, Z., Anang, R., Othman, N., & Sambasivan, M. (2013). To purchase or not to purchase US products: Role of religiosity, animosity, and ethno-centrism among Malaysian consumers. *Journal of Services Marketing*, 27(7), 551–563. <https://doi.org/10.1108/JSM-01-2012-0023>
- 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)
- Amanda, T. A., & Marsasi, E. G. (2024). Exploration of perceived behavioral control and intention to purchase to increase actual behavior. *Image: Jurnal Riset Manajemen*, 12(1), 14–30. <https://doi.org/10.17509/image.2024.002>
- Areiza-Padilla, J. A., & Manzi Puertas, M. A. (2021). Conspicuous consumption in emerging markets: The case of Starbucks in Colombia as a global and sustainable brand. *Frontiers in Psychology*, 12, 662950. <https://doi.org/10.3389/fpsyg.2021.662950>
- Arif, Z. (2019). Optimalisasi peluang dan tantangan ekonomi Islam dalam menghadapi Masyarakat Ekonomi ASEAN [Optimizing Islamic economic opportunities and challenges in facing the ASEAN Economic Community]. *Al Maal: Journal of Islamic Economics and Banking*, 1(1), 89–99. <https://doi.org/10.31000/almaal.vii.1817>
- Arli, D., Tkaczynski, A., & Anandya, D. (2019). Are religious consumers more ethical and less Machiavellian? A segmentation study of Millennials. *International Journal of Consumer Studies*, 43(3), 263–276. <https://doi.org/10.1111/ijcs.12507>
- Asther, J. A., Taibe, P., & Zubair, A. G. H. (2023). Attitude toward behavior, subjective norm, dan perceive behavioral control sebagai prediktor terhadap kepatuhan berlalu lintas pada pengendara motor di Kota Makassar [Attitude toward behavior, subjective norm, and perceived behavioral control as predictors of traffic compliance among motorcyclists in Makassar City]. *Jurnal Psikologi Karakter*, 3(2), 485–493. <https://doi.org/10.56326/jpk.v3i2.2353>
- Awaludin, A. A., Al-Khaidar, M. A., & Ratnasari, R. T. (2023). Opinion leaders and product boycott intentions: Factors influencing consumer behavior in support of Israel boycott. *Journal of Digital Marketing and Halal Industry*, 5(2), 243–264. <https://doi.org/10.21580/jdmhi.2023.5.2.20166>
- Barry, C., & MacDonald, K. (2018). Ethical consumerism: A defense of market vigilantism. *Philosophy & Public Affairs*, 46(3), 293–322. <https://doi.org/10.1111/papa.12124>
- Braddock, K., & Dillard, J. P. (2016). Meta-analytic evidence for the persuasive effect of narratives on beliefs, attitudes, intentions, and behaviors. *Communication Monographs*, 83(4), 446–467. <https://doi.org/10.1080/03637751.2015.1128555>

- Carty, V. (2022). Internet and social movements. In D. Della Porta, B. Klandermans, D. McAdam, & D. A. Snow (Eds.), *The Wiley-Blackwell encyclopedia of social and political movements* (pp. 1–3). Wiley. <https://doi.org/10.1002/9780470674871.wbespm116.pub2>
- Chiang, L. F., & Arif, A. M. M. (2024). The intention to participate in the boycott movement among university students. *International Journal of Academic Research in Business and Social Sciences*, 14(10), Pages 1932–1944. <https://doi.org/10.6007/IJARBS/v14-i10/23307>
- Chon, M.-G., & Park, H. (2020). Social media activism in the digital age: Testing an integrative model of activism on contentious issues. *Journalism & Mass Communication Quarterly*, 97(1), 72–97. <https://doi.org/10.1177/1077699019835896>
- D'Arco, M., Cammarota, A., Marino, V., & Resciniti, R. (2024). How do consumers respond to brand activism campaigns? Exploring the relationship between authenticity, brand value congruence, brand identification, and political ideology. *Journal of Global Marketing*, 37(4), 264–281. <https://doi.org/10.1080/08911762.2024.2368467>
- Delacote, P. (2011). *Reasons for the (in)effectiveness of consumer boycotts: Economic analysis approach*. <https://doi.org/10.22004/AG.ECON.151301>
- Delistavrou, A. (2022). Theory of planned behaviour and boycotting: The moderating role of socio-political control and demographics. *EuroMed Journal of Business*, 17(2), 270–287. <https://doi.org/10.1108/EMJB-02-2021-0020>
- Dynel, M., & Poppi, F. I. M. (2021). Caveat emptor: Boycott through digital humour on the wave of the 2019 Hong Kong protests. *Information, Communication & Society*, 24(15), 2323–2341. <https://doi.org/10.1080/1369118X.2020.1757134>
- Earl, J., Maher, T. V., & Pan, J. (2022). The digital repression of social movements, protest, and activism: A synthetic review. *Science Advances*, 8(10), eabl8198. <https://doi.org/10.1126/sciadv.abl8198>
- Eli, K., Dolan, C., Schneider, T., & Ulijaszek, S. (2016). Mobile activism, material imaginings, and the ethics of the edible: Framing political engagement through the Buycott app. *Geoforum*, 74, 63–73. <https://doi.org/10.1016/j.geoforum.2016.04.002>
- Fakriza, R., & Nurdin, R. (2019). Pengaruh religiusitas terhadap boikot dengan loyalitas merek sebagai variabel moderasi pada KFC Banda Aceh. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen*, 4(1), 16–26. <https://doi.org/10.24815/jjimen.v4i1.9068>
- Farah, M. F., & Newman, A. J. (2010). Exploring consumer boycott intelligence using a socio-cognitive approach. *Journal of Business Research*, 63(4), 347–355. <https://doi.org/10.1016/j.jbusres.2009.03.019>
- Fishbein, M., & Ajzen, I. (2011). *Predicting and changing behavior*. Psychology Press. <https://doi.org/10.4324/9780203838020>
- Gasong, R. A., & Sobari, N. (2024). Starbucks Indonesia's brewing controversy: Exploring the consumer behaviour and product perception in the shadow of the Israeli-Palestinian conflict. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 8(3), 1818–1836. <https://doi.org/10.31955/mea.v8i3.4631>
- Gomes, J. D. P., Farias, S. A. D., & Silva, M. J. D. B. (2021). Sacrifice for (not) buying: How to measure sacrifice in the consumer context. *Research, Society and Development*, 10(13), e478101321556. <https://doi.org/10.33448/rsd-v10i13.21556>
- Hamzah, H., & Mustafa, H. (2019). Exploring consumer boycott intelligence towards Israel-related companies in Malaysia: An integration of the theory of planned behaviour with

- transtheoretical stages of change. *Journal of Islamic Marketing*, 10(1), 208–226. <https://doi.org/10.1108/JIMA-06-2017-0070>
- Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS path modeling in new technology research: Updated guidelines. *Industrial Management & Data Systems*, 116(1), 2–20. <https://doi.org/10.1108/IMDS-09-2015-0382>
- Hitchcock, J. (2016). Social media rhetoric of the transnational palestinian-led boycott, divestment, and sanctions movement. *Social Media + Society*, 2(1), 2056305116634367. <https://doi.org/10.1177/2056305116634367>
- Huang, R., Ha, S., & Kim, S.-H. (2018). Narrative persuasion in social media: An empirical study of luxury brand advertising. *Journal of Research in Interactive Marketing*, 12(3), 274–292. <https://doi.org/10.1108/JRIM-07-2017-0059>
- Ichim, A. M., & Fulga, T. M. (2024). An empirical research analysis on the economic impact of war on citizens and consumers: The case of Russian Ukrainian war. *Journal of Eastern Europe Research in Business and Economics*, 2024, Article ID 660398. <https://doi.org/10.5171/2024.660398>
- Imane, B. Y., & Jamal, K. (2023). La campagne du Boycott 2018 au Maroc comme forme de solidarité et d'expression d'indignation. *European Scientific Journal*, ESJ, 19(8), 101–128. <https://doi.org/10.19044/esj.2023.v19n8p101>
- Janssen, F. (2023). *Women's activism in the Transatlantic Consumers' Leagues, 1885–1920*. Edinburgh University Press. <https://doi.org/10.3366/edinburgh/9781474497985.001.0001>
- Kamarulzaman, Y., Veeck, A., Mumuni, A. G., Luqmani, M., & Quraeshi, Z. A. (2016). Religion, markets, and digital media: Seeking halal food in the U.S. *Journal of Macromarketing*, 36(4), 400–411. <https://doi.org/10.1177/0276146715622243>
- Khoiruman, M., & Wariati, A. (2023). Analisa motivasi boikot (boycott motivation) terhadap produk Mc Donald di Surakarta pasca serangan Israel ke Palestina [Analysis of boycott motivation towards McDonald's products in Surakarta after Israel's attack on Palestine]. *Excellent*, 10(2), 247–257. <https://doi.org/10.36587/exc.v10i2.1582>
- Kim, B.-K., & Kim, M.-K. (2023). Understanding behavior intentions of tourism boycott: Integrated study of norm activation model and theory of planned behavior. *Journal of Tourism Enhancement*, 11(3), 35–55. <https://doi.org/10.35498/kotes.2023.11.3.35>
- Kim, C., Yan, X., & Park, S. (2023). Do consumer boycotts really matter with global companies? The moderating effect of gender differences. *International Journal of Emerging Markets*, 18(12), 5707–5726. <https://doi.org/10.1108/IJOEM-03-2021-0312>
- Kozinets, R. V., Ferreira, D. A., & Chimenti, P. (2021). How do platforms empower consumers? Insights from the affordances and constraints of reclamation. *Journal of Consumer Research*, 48(3), 428–455. <https://doi.org/10.1093/jcr/ucab014>
- Lasarov, W., Hoffmann, S., & Orth, U. (2023). Vanishing boycott impetus: Why and how consumer participation in a boycott decreases over time. *Journal of Business Ethics*, 182(4), 1129–1154. <https://doi.org/10.1007/s10551-021-04997-9>
- Lee, F. L., & Fong, I. W. (2023). The construction and mobilization of political consumerism through digital media in a networked social movement. *New Media & Society*, 25(12), 3573–3592. <https://doi.org/10.1177/14614448211050885>

- Lehdonvirta, V., Oksanen, A., Räsänen, P., & Blank, G. (2021). Social media, web, and panel surveys: Using non-probability samples in social and policy research. *Policy & Internet*, 13(1), 134–155. <https://doi.org/10.1002/poi3.238>
- Leong, C., Pan, S. L., Bahri, S., & Fauzi, A. (2019). Social media empowerment in social movements: Power activation and power accrual in digital activism. *European Journal of Information Systems*, 28(2), 173–204. <https://doi.org/10.1080/0960085X.2018.1512944>
- Li, R., & Shen, L. (2025). The role of subjective norm in persuasion through the restoration of personal freedom. *Health Communication*, 40(2), 283–292. <https://doi.org/10.1080/10410236.2024.2343492>
- Lowry, P. B., & Gaskin, J. (2014). Partial least squares (PLS) structural equation modeling (SEM) for building and testing behavioral causal theory: When to choose it and how to use it. *IEEE Transactions on Professional Communication*, 57(2), 123–146. <https://doi.org/10.1109/TPC.2014.2312452>
- Mahardi, D. P. (2021). Persepsi pemuda Islam terhadap kebijakan Erdogan pada konflik Palestina-Israel [Islamic youth perceptions of Erdogan's policies on the Palestinian-Israeli conflict]. *Jurnal Penelitian Sosial Ilmu Komunikasi*, 5(2), 107–117. <https://doi.org/10.33751/jpsik.v5i2.4434>
- Makarem, S. C., & Jae, H. (2016). Consumer boycott behavior: An exploratory analysis of Twitter feeds. *Journal of Consumer Affairs*, 50(1), 193–223. <https://doi.org/10.1111/joca.12080>
- Matute, J., Sánchez-Torelló, J. L., & Palau-Saumell, R. (2021). The influence of organizations' tax avoidance practices on consumers' behavior: The role of moral reasoning strategies, political ideology, and brand identification. *Journal of Business Ethics*, 174(2), 369–386. <https://doi.org/10.1007/s10551-020-04610-5>
- Menawy, S. M. A. E.-M., Mohamed, E. S. A., & Hamed, F. M. Y. (2024). Consumer power: Investigating boycott movements in Arab Countries. *The Business and Management Review*, 15(2), 55–74. <https://doi.org/10.24052/BMR/V15NU02/ART-06>
- Micheletti, M., Follesdal, A., & Stolle, D. (Eds.). (2017). Why more women? Issues of gender and political consumerism. In F. M. Wirt, *Politics, Products and Markets* (pp. 245–264). Routledge. <https://doi.org/10.4324/9781315126937-14>
- Minton, E. A., & Cabano, F. G. (2021). Religiosity's influence on stability-seeking consumption during times of great uncertainty: The case of the coronavirus pandemic. *Marketing Letters*, 32(2), 135–148. <https://doi.org/10.1007/s11002-020-09548-2>
- Muhamad, N., Khamarudin, M., & Fauzi, W. I. M. (2019). The role of religious motivation in an international consumer boycott. *British Food Journal*, 121(1), 199–217. <https://doi.org/10.1108/BFJ-02-2018-0118>
- Mujahidin, Zainuddin, Rahmadani, N., & Rusmana Putri, Q. A. (2024). Analysis of the influence of religiosity values in reducing consumptive behavior in Indonesian Muslim consumers. *Amwaluna: Jurnal Ekonomi Dan Keuangan Syariah*, 8(2), 253–274. <https://doi.org/10.29313/amwaluna.v8i2.3785>
- Nasir, K. M. (2022). Islamic revivalism and Muslim consumer ethics. *Religions*, 13(8), 747. <https://doi.org/10.3390/rel13080747>
- Nekmat, E., Gower, K. K., Gonzenbach, W. J., & Flanagin, A. J. (2015). Source effects in the mobilization of collective action via social media. *Information, Communication & Society*, 18(9), 1076–1091. <https://doi.org/10.1080/1369118X.2015.1018301>

- Ni, L. B. (2024). Exploring YouTube's role in shaping public perception and understanding of the Israel-Palestine conflict. *International Journal on E-Learning Practices (IJELP)*, 7(1), 47–56. <https://doi.org/10.51200/ijelp.v7i1.5523>
- Nurdiani, A. (2024). Moderating factors affecting brand loyalty in boycotts of Israel-affiliated brands. *Journal of Consumer Studies and Applied Marketing*, 2(2), 94–113. <https://doi.org/10.58229/jcsam.v2i2.162>
- Pond, P., & Lewis, J. (2019). Riots and Twitter: Connective politics, social media and framing discourses in the digital public sphere. *Information, Communication & Society*, 22(2), 213–231. <https://doi.org/10.1080/1369118X.2017.1366539>
- Pratiwi, B., Raihanah, S., Jannah, K. M., & Saraswati, R. (2021). Analisis pengaruh intention to boycott pada konsumen produk Perancis di Indonesia [Analysis of the influence of intention to boycott on consumers of French products in Indonesia]. *Jurnal Bisnis, Manajemen, Dan Keuangan*, 2(1), 257–276. <https://journal.unj.ac.id/unj/index.php/jbmk/article/view/30063>
- Puji, P. L., & Jazil, T. (2024). The role of religiosity, consumer animosity, and ethnocentrism in explaining the boycott motivation. *Journal of Islamic Economics and Finance Studies*, 5(1), 134–152. <https://doi.org/10.47700/jiefes.v5i1.7755>
- Purnama, S., Sunarjo, R. A., Rakhmansyah, M., & Rizky, A. (2024). Research trends in perceived behavioral control from a bibliometric perspective. *2024 3rd International Conference on Creative Communication and Innovative Technology (ICCIIT)*, 1–6. <https://doi.org/10.1109/ICCIIT62134.2024.10701216>
- Putri, C. S. (2017). Pengaruh media sosial terhadap keputusan pembelian konsumen Cherie melalui minat beli [The influence of social media on Cherie's consumer purchasing decisions through purchase intention]. *Performa*, 1(5), 594–603. <https://doi.org/10.37715/jp.v1i5.348>
- Putri, T. M., & Herman, S. (2022). Pengaruh model penerimaan teknologi dan literasi keuangan syariah terhadap niat transaksi zakat, infaq, dan sedekah (ZIS) berbasis digital (Studi kasus Jabodetabek) [The effect of technology acceptance model and Islamic financial literacy on the intention of digital-based zakat, infaq, and sadaqah (ZIS) transactions (Jabodetabek case study)]. *Al-Istimrar: Jurnal Ekonomi Syariah*, 1(2), 186–214. <https://doi.org/10.59342/istimrar.v1i2.149>
- Raheni, C. (2018). Pengaruh media sosial terhadap minat beli konsumen studi kasus mahasiswa [The influence of social media on consumer buying interest, a case study of students]. *Jurnal Sinar Manajemen*, 5(2), 82–85. <https://doi.org/10.56338/jsm.v5i2.289>
- Rifat, M. R., Toriq, T., & Ahmed, S. I. (2020). Religion and sustainability: Lessons of sustainable computing from Islamic religious communities. *Proceedings of the ACM on Human-Computer Interaction*, 4(CSCW2), 1–32. <https://doi.org/10.1145/3415199>
- Rim, H., Lee, Y., & Yoo, S. (2020). Polarized public opinion responding to corporate social advocacy: Social network analysis of boycotters and advocates. *Public Relations Review*, 46(2), 101869. <https://doi.org/10.1016/j.pubrev.2019.101869>
- Robinson-Bertoni, S. (2017). Re-territorializing religiosity in wholesome Muslim praxis. *Religions*, 8(7), 132. <https://doi.org/10.3390/rel8070132>
- Sadeek, S. N., & Hanaoka, S. (2023). Assessment of text-generated supply chain risks considering news and social media during disruptive events. *Social Network Analysis and Mining*, 13(1), 96. <https://doi.org/10.1007/s13278-023-01100-0>
- Safitri, D. (2015). Seruan boikot Starbuck: Kampanye negatif atau kampanye hitam [Call for a boycott of Starbuck's: Negative campaign or black campaign]. *InterAct*, 4(1), 11–20.

- https://www.researchgate.net/publication/311768271_Seruan_Boikot_Starbuck_Kampanye_Negatif_atau_Kampanye_Hitam
- Sahu, M. K., & Gupta, T. C. (2024). Social media and political activism in India: A content analysis of online movements. *Economic Sciences*, 20(2), 35–46. <https://doi.org/10.69889/b4gjer19>
- Saini, S., & Kumar, R. (2023). Effect of religiosity on consumer decision-making: A serial mediation model. *FIB Business Review*, 23197145231188624. <https://doi.org/10.1177/23197145231188624>
- Salma, S. Y., & Aji, H. M. (2023). What drives Muslims to boycott French brands? The moderating role of brand judgement and counterargument. *Journal of Islamic Marketing*, 14(5), 1346–1368. <https://doi.org/10.1108/JIMA-04-2021-0128>
- Sari, N. S., Ratnasari, R. T., Osman, I., & Rusanti, E. (2023). Materialism and environmental knowledge as a mediator for relationships between religiosity and ethical consumption. *Jurnal Ekonomi Syariah Teori Dan Terapan*, 10(5), 467–481. <https://doi.org/10.20473/vol10iss20235pp467-481>
- Sen, S., Gürhan-Canli, Z., & Morwitz, V. (2001). Withholding consumption: A social dilemma perspective on consumer boycotts. *Journal of Consumer Research*, 28(3), 399–417. <https://doi.org/10.1086/323729>
- Septiazi, M. R. F., & Yuliana, N. (2023). Analisis pengaruh media sosial terhadap gerakan boikot produk Israel di Indonesia [An analysis of the influence of social media on the boycott movement of Israeli products in Indonesia]. *Triwikrama: Jurnal Ilmu Sosial*, 2(4), 134–144. <https://doi.org/10.6578/triwikrama.v2i4.1063>
- Shamshiyev, O. (2024). Consumer boycotts and jurisprudential challenges related to identifying their legal cause (‘illah). *Ilahiyat Tetkikleri Dergisi*, 61, 179–193. <https://doi.org/10.29288/ilted.1447487>
- Shin, S., & Yoon, S. (2018). Consumer motivation for the decision to boycott: The social dilemma. *International Journal of Consumer Studies*, 42(4), 439–447. <https://doi.org/10.1111/ijcs.12444>
- Sualman, I., Darwis, Y., & Sahuddin, N. A. (2024). Unveiling counter-narratives: The impact of citizen journalism via social media on the Israel-Palestine conflict. *Information Management and Business Review*, 16(3(1)), 661–669. [https://doi.org/10.22610/imbr.v16i3\(1\).4019](https://doi.org/10.22610/imbr.v16i3(1).4019)
- Susanto, R. K., & Sahetapy, W. L. (2021). Pengaruh sikap, norma subyektif, dan kontrol perilaku terhadap minat beli produk Levi’s pada generasi milenial. *Agora*, 9(2), Article 28. <https://publication.petra.ac.id/index.php/manajemen-bisnis/article/view/11725/10326>
- Syaiful, I. A., & Sari, A. V. K. (2016). Faktor-faktor yang memengaruhi perilaku konsumen dalam bertransaksi di media sosial [Factors that influence consumer behavior in transacting on social media]. *Psikohumaniora: Jurnal Penelitian Psikologi*, 1(1), 95–112. <https://doi.org/10.21580/pjpp.v1i1.904>
- Theocharis, Y., Lowe, W., Van Deth, J. W., & García-Albacete, G. (2015). Using Twitter to mobilize protest action: Online mobilization patterns and action repertoires in the Occupy Wall Street, Indignados, and Aganaktismenoi movements. *Information, Communication & Society*, 18(2), 202–220. <https://doi.org/10.1080/1369118X.2014.948035>
- Tsougkou, E., Karampela, M., & Balabanis, G. (2024). Drivers and mechanisms of consumer attitudes toward global brand activists: A mediated approach. *International Marketing Review*, 41(6), 1330–1357. <https://doi.org/10.1108/IMR-09-2023-0237>
- Vázquez, A. N. (2014). “Consumocracia”. El consumo político como forma de participación de la ciudadanía. *Política y Sociedad*, 51(1), 121–146. https://doi.org/10.5209/rev_POSO.2014.v51.n1.42481

- Vogler, R. (2023). Legality of political and ethical consumerism in tourism: Considerations from an E.U. competition law perspective. *Tourism*, 71(2), 349–366. <https://doi.org/10.37741/t.71.2.8>
- Wadi, H. (2023). From awareness to advocacy: The role of social media in shaping Indonesian youth perspectives on the genocide in Gaza. *Indonesian Journal of Politics and Area Studies*, 1(2), 31–44. <https://doi.org/10.21776/ub.ijpas.2023.1.2.3>
- Wang, S. L. (2023). Digital technology-enabled governance for sustainability in global value chains: A framework and future research agenda. *Journal of Industrial and Business Economics*, 50(1), 175–192. <https://doi.org/10.1007/s40812-022-00249-7>
- Yan, X., Kim, C., Kim, J., & Inoue, M. (2024). Do many options result in listening to oneself or others during boycott campaigns? *Asia Pacific Journal of Marketing and Logistics*, 59–79. <https://doi.org/10.1108/APJML-09-2023-0931>
- Yang, K., & Banamah, A. (2014). Quota sampling as an alternative to probability sampling? An experimental study. *Sociological Research Online*, 19(1), 56–66. <https://doi.org/10.5153/sro.3199>
- Zheng, Y., & Yu, A. (2016). Affordances of social media in collective action: The case of Free Lunch for Children in China. *Information Systems Journal*, 26(3), 289–313. <https://doi.org/10.1111/isj.12096>
- Zhou, S., Barnes, L., McCormick, H., & Blazquez Cano, M. (2021). Social media influencers' narrative strategies to create eWOM: A theoretical contribution. *International Journal of Information Management*, 59, 102293. <https://doi.org/10.1016/j.ijinfomgt.2020.102293>
- Zhou, Z. (2024). The impact of geopolitical conflicts on the volatility of the international financial markets. *Modern Economics & Management Forum*, 5(4), 635. <https://doi.org/10.32629/memf.v5i4.2536>