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Why do they avoid it? Factors behind brand avoidance related to the Boycott, Divestment, and Sanctions (BDS) Movement

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ABSTRAK

Introduction

The escalation of the Israel–Palestine conflict in late 2023, coupled with a religious decree in Indonesia prohibiting the purchase of products affiliated with Israel, has intensified consumer-driven avoidance of certain brands. Unlike organized boycotts, brand avoidance reflects individual decisions rooted in moral, ideological, and emotional considerations. In this politically sensitive context, the Boycott, Divestment, and Sanctions movement has amplified public calls to reject brands linked to perceived human rights violations.

Objectives

This study aims to examine the antecedents of brand avoidance among Indonesian consumers toward brands perceived to support Israel, focusing on the roles of ideological incompatibility, undesired self-congruence, social influence, and negative word of mouth, with negative emotion as a mediating variable.

Method

The research employed a quantitative approach using an online survey of 260 Indonesian respondents aged 17 years and above, selected through purposive sampling. Data were analyzed using Partial Least Squares Structural Equation Modeling to assess measurement validity, reliability, and the strength of hypothesized relationships.

Results

All proposed hypotheses were supported. Negative word of mouth was the most influential factor in generating negative emotions, followed by undesired self-congruence, ideological incompatibility, and social influence. Negative emotions—such as anger, moral discomfort, and disappointment—were found to significantly predict brand avoidance, explaining 37.4% of its variance. The predictors

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collectively explained 44.7% of the variance in negative emotions, indicating moderate explanatory power.

Implications

The findings highlight the critical role of emotional responses in transforming ideological and social triggers into active brand avoidance. For brand managers, maintaining value alignment, monitoring public discourse, and engaging in transparent, ethically responsible practices are essential to mitigate reputational risks in socio-political controversies.

Originality/Novelty

This study advances understanding of brand avoidance by clarifying the mediating role of negative emotions in politically and ethically charged contexts. It provides empirical evidence from Indonesia, a Muslim-majority market, demonstrating how moral identity, social pressures, and public communication shape consumer rejection of brands tied to contentious global issues.

INTRODUCTION

In October 2023, the conflict between Palestine and Israel escalated once again, resulting in thousands of Palestinian casualties, the majority of whom were civilians, including children and infants. This period marked the most severe attack ever recorded, with a remarkably high number of victims. According to the Palestinian Central Bureau of Statistics (PCBS), a total of 45,005 Palestinians were killed and 110,817 were injured due to Israel's aggression in Palestinian territories from October 7, 2023, to November 24, 2024 (PCBS, 2024). This situation must not be ignored, as the actions carried out by Israel constitute human rights violations. One of the responses voiced by Palestinians is the Boycott, Divestment, Sanctions (BDS) Movement, which aims to apply economic and political pressure on Israel in response to its policies and actions (Palestinian Civil Society, 2005). The BDS movement represents not only an economic campaign, but also an expression of ethical, political, and humanitarian values, and has influenced consumer behavior on a global scale.

Alongside the intensifying conflict, the BDS social movement, which has been active since 2005, has experienced a significant surge. Numerous calls have been made to boycott products from Israeli and international companies involved in violations of Palestinian rights. The boycott movement gained further momentum after the Indonesian Ulema Council (Majelis Ulama Indonesia/MUI) issued a *fatwa* on October 8, 2023, declaring it "haram" (forbidden) to purchase products affiliated with Israel (Mahmudah, 2023). This *fatwa* was issued as a form of commitment to support the Palestinian struggle for independence. Examples include calls to boycott franchises

such as Starbucks, McDonald's, and other pro-Israel companies. As a result, sales of these companies declined due to international solidarity, particularly from Indonesia and other Muslim-majority countries, in support of Palestine. According to a survey by GoodStats.id, 77.2% of 1000 respondents reported actively boycotting Israel-affiliated products in their daily lives (Lubis, 2024).

The boycott activities encompass both the avoidance and rejection of products affiliated with Israel, as a form of protest or objection against political policies, humanitarian violations, or specific conflicts involving Israel. This ongoing conflict has influenced consumer behavior, particularly in the context of brand avoidance (Friedman, 1985; Lee et al., 2009; Lee & Conroy, 2009) toward products associated with the BDS movement. According to Lee et al. (2009), boycott behavior shares similarities with brand avoidance in terms of consumer actions, yet the two are conceptually different. Brand avoidance is an individual decision to disengage from a brand due to psychological discomfort, while boycotts are typically part of organized political resistance (Friedman, 1985). Therefore, this study specifically focuses on brand avoidance, which is often driven by emotional and ideological triggers.

Brand avoidance is defined as a phenomenon in which consumers deliberately choose to distance themselves from or reject a brand (Lee & Conroy, 2009). Several previous studies have identified key factors that lead to brand avoidance, such as ideological incompatibility (Lee et al., 2009; Rodrigues et al., 2021; Sandikci & Ekici, 2009), undesired self-congruence (Khan & Lee, 2014; Lee et al., 2009; Wolter et al., 2016), and social influence (Khan & Lee, 2014; Lee & Conroy, 2009). In addition, negative word of mouth has also been identified as a factor contributing to brand avoidance (Kandil et al., 2022; Yuksel & Mryteza, 2009). Furthermore, negative emotions such as dislike, shame, anxiety, sadness, anger, or dissatisfaction serve as mechanisms linking these antecedent factors to consumer decisions to avoid certain brands (Romani et al., 2012). Previous researchers have also explored the role of negative emotions as an important mediator between these factors and brand avoidance behavior (Amarasinghe & Jayasinghe, 2021; Kavaliauskė & Simanavičiūtė, 2015).

Earlier studies, such as Lee et al. (2009), found that ideological incompatibility is a primary factor driving consumers to avoid brands, while emphasized the significant role of self-incongruity in brand avoidance behavior. On the other hand, Khan and Lee (2014) found that social influence has a significant impact on brand avoidance. Moreover, prior research investigating the role of negative emotions as a mediator has yielded mixed results. For instance, Khan and Lee (2014) found that negative emotions play a crucial mediating role between antecedent factors and brand avoidance behavior. In line with this, studies by Amarasinghe and Jayasinghe (2021) and Dalli et al. (2007) concluded that the stronger the negative emotions experienced, the stronger the intention to avoid the brand. However, a study by Zarantonello et al. (2016) did not find a significant mediating effect of negative emotions.

These conflicting findings, along with limited research that focuses specifically on brand avoidance in the context of the BDS movement, highlight the need for further exploration. Despite increasing interest in ethical and political consumption, many

previous studies have focused on boycott behavior or anti-consumption in general, rather than on the individual emotional and ideological mechanisms behind brand avoidance particularly among Muslim consumers in countries like Indonesia. In addition, how consumers' personal values, identity, and social environment interact to trigger negative emotions that lead to brand avoidance has not been sufficiently explained in past research. This study seeks to fill this gap by examining how ideological incompatibility, undesired self-congruence, social influence, and negative word of mouth contribute to brand avoidance, through the mediating role of negative emotions. The findings are expected to provide new insights for marketers and scholars in understanding how personal values, emotional responses, and socio-political contexts influence consumer behavior related to brand avoidance especially in ethically charged issues such as the Israel–Palestine conflict and the global BDS movement.

LITERATURE REVIEW

Brand Avoidance and BDS Movement

Brand avoidance is conceptualized as a specific form of anti-consumption, focusing on the deliberate and active rejection of brands (Kim et al., 2013; Lee et al., 2009; Thompson et al., 2006). Consumers may avoid a brand due to reasons such as overt commercialism, involvement in unethical business practices, violations of human rights or environmental standards (Friedman, 1985; Sandikci & Ekici, 2009). Scholars have classified brand avoidance into several categories, including experiential avoidance, identity avoidance, moral avoidance, deficit-value avoidance, and advertising avoidance (Knittel et al., 2016; Lee et al., 2009; Lee & Conroy, 2009). Although boycott behavior shares similarities with brand avoidance in terms of consumer actions, the two are conceptually different. Brand avoidance refers to an individual's decision to reject or distance themselves from a brand due to psychological discomfort, emotional disconnection, or ideological concerns. In contrast, boycotts are typically collective actions that are politically organized as a form of resistance (Friedman, 1985; Lee et al., 2009). In brand avoidance, individuals intentionally distance themselves from a brand due to strong aversion or disapproval, although this sentiment does not necessarily amount to hatred (Rodrigues et al., 2021). Consumers may choose to avoid a brand based on their ethical or personal convictions, even in the absence of direct hostility. Identity avoidance occurs when the symbolic representation of a brand does not correspond with a consumer's self-identity. Conversely, moral avoidance takes place when there is a clash between the consumer's ideological stance and the values or affiliations associated with the brand (Lee et al., 2009). Moral avoidance, in particular, stems from a misalignment of values between the consumer and the brandespecially when the brand is associated with actions or affiliations that are perceived as socially, politically, religiously, or morally objectionable (Berndt et al., 2019; Lee et al., 2009). For instance, the support of certain companies for Israeli policies toward Palestine has triggered public criticism and contributed to widespread brand avoidance among

ethically conscious consumers. This moral dimension of brand avoidance becomes especially prominent in the context of the Boycott, Divestment, and Sanctions (BDS) movement.

The BDS movement, initiated by Palestinian civil society in 2005, is a global, non-violent campaign that calls for economic, academic, and cultural boycotts of institutions complicit in Israel's occupation of Palestinian territories (Barghouti, 2011; Wetzer et al., 2007). While economic boycotts are the most publicly recognized, the movement also urges divestment from businesses and universities, and discourages cultural collaborations with Israeli institutions. Therefore, BDS represents not only an economic strategy but also a broader political and ethical initiative grounded in international law and human rights. In Muslim-majority countries like Indonesia, many consumers engage in brand avoidance as a personal and moral response aligned with BDS principles, rather than formal political participation. Avoiding brands perceived to be affiliated with Israel becomes a symbolic gesture of solidarity with the Palestinian cause and a reflection of opposition to injustice. However, it is important to distinguish political resistance from religious or ethnic prejudice. Although some critics have accused BDS of fostering anti-Semitism, the movement explicitly condemns all forms of racism, including anti-Semitism, and focuses its opposition solely on state policies not on Jewish people or Judaism as a religion (BDS Movement, 2024). Accordingly, this study situates brand avoidance within that ethical and political framework, emphasizing the role of consumer responses to perceived injustice without supporting any form of discrimination or hate.

Ideological Incompatibility and Negative Emotion

Ideological incompatibility arises when a brand's values, actions, or affiliations conflict with the personal beliefs and ethical standards of consumers. Such misalignment often creates cognitive and moral discomfort, leading to emotional reactions such as anger, guilt, and disappointment (Demirbag-Kaplan et al., 2015; Lee et al., 2009). Moral avoidance occurs when consumers distance themselves from a brand because it contradicts their ideological stance, reflecting socially driven concerns that extend beyond individual interests (Lee et al., 2009). Brand scandals or affiliations with controversial political agendas can significantly undermine brand equity and erode consumer trust. While a timely and appropriate response may help restore public confidence, poor management of these issues often results in a prolonged deterioration of brand image and consumer engagement (Lin et al., 2020). Rindell et al. (2013) emphasize that some consumers adopt a value-driven approach to consumption, making purchase decisions based on the extent to which a brand aligns with their personal principles and beliefs. When a brand is perceived to engage in unfair or unethical practices, strong negative emotions such as anger, frustration, and moral disapproval are likely to emerge, ultimately motivating brand avoidance (Demirbag-Kaplan et al., 2015). In the context of the Boycott, Divestment, and Sanctions (BDS) movement, ideological incompatibility becomes even more salient. In Muslim-majority countries such as Indonesia, brands affiliated with Israel or companies perceived to

support Israeli policies are often viewed as conflicting with consumers' moral and ideological values. This perception frequently triggers intense emotional responses such as anger, guilt, discomfort, or rejection toward these brands (Berndt et al., 2019; Kavaliauskė & Simanavičiūtė, 2015). Ideological incongruity is therefore perceived as a threat to core personal values, eliciting strong negative emotions and encouraging consumers to distance themselves from the brand. In other words, the greater the ideological incompatibility, particularly in ethically and politically sensitive contexts such as the BDS movement, the stronger the negative emotions experienced by consumers. Therefore, based on the above arguments, the following hypothesis is proposed:

H1: Ideological Incompatibility has a significant effect on Negative Emotion

Undesired Self-Congruence and Negative Emotion

Consumers construct their self-identity and define their social affiliations not only through the products they choose to purchase but also through the products they consciously avoid (Khan & Lee, 2014). As Englis and Solomon (1995, p.24) note, *"Consumers may eschew purchase, ownership, and use of such products and activities owing to their reluc tance to be identified with an avoidance group".* In a similar vein (Hogg, 1998; Hogg and Michell, 1996) describe how consumers shape the "not-me" by rejecting "anti-constellations" to distance themselves from unwanted stereotypes. The concept of the undesired self, introduced by Ogilvie (1987) refers to the least preferred identity comprising negatively valenced traits, unpleasant memories, embarrassing situations, and feared events. These aspects are associated with negative emotions that individuals are consistently motivated to avoid (Bosnjak & Rudolph, 2008). Phillips et al. (2007) explain that the undesired self is part of an identity structure, reflecting the facets of the self that individuals strongly wish to avoid. When individuals perceive that their own characteristics, actions, or brand associations resemble aspects of the undesired self, strong negative emotional responses may occur. The concept of the undesired self serves as a psychologically significant framework for explaining brand avoidance. Several researchers suggest that individuals tend to have a more defined understanding of who they do not want to become, rather than who they aspire to be. As a result, the motivation to distance oneself from the undesired self may be stronger than the drive to achieve the ideal self (Ogilvie, 1987; Lee & Conroy, 2009). In ethically and politically sensitive contexts, such as the Boycott, Divestment, and Sanctions (BDS) movement, undesired self-congruence becomes even more relevant. Brands affiliated with or perceived to support Israeli policies may symbolize values, actions, or affiliations that consumers actively reject to maintain their moral identity. For many consumers in Muslim-majority countries like Indonesia, such associations are seen as conflicting with their personal and religious principles, which can evoke deep negative emotions such as anger, shame, or moral discomfort. These emotional responses intensify their motivation to avoid such brands as a way of preserving their desired self-concept. Based on this rationale, the following hypothesis is proposed:

H2: Undesired Self-Congruence has a significant effect on Negative Emotion

Social Influence and Negative Emotion

Consumers often perceive their decisions as independent; however, in reality, their choices are frequently shaped by the opinions and attitudes of others, particularly individuals or groups that hold critical views (Duhachek et al., 2007). The growth of social media platforms such as Facebook, Twitter, and Instagram has further strengthened interpersonal connections, thereby amplifying the role of social influence in shaping consumer attitudes and behaviors. Social influence is defined as the extent to which members of a reference group affect one another's behaviors and feel compelled to perform or avoid certain actions (Kulviwat et al., 2009). Within this context, social pressure can encourage consumers to avoid brands that are perceived as misaligned with the values or moral standards of their reference groups. Duhachek et al. (2007) emphasize that negative opinions shared by influential individuals or communities have a significant impact on shaping consumer attitudes, including brand avoidance, particularly when a brand is associated with entities such as those linked to Israel that are perceived as violating humanitarian or ethical values. This perspective is further supported by Zhang and Laroche (2020), who found that social pressure from communities or peer networks can intensify feelings of brand hatred and negative affect, especially when a brand is viewed as breaching collective moral norms. Negative information about brands disseminated through digital platforms often triggers emotional responses, as consumers internalize the attitudes of others, especially when they lack in-depth knowledge of the product or brand. Under such conditions, consumers become more susceptible to group influence and more likely to develop negative attitudes and emotions toward the targeted brand (Iranzo-Barreira et al., 2024). In ethically and politically sensitive contexts, such as the Boycott, Divestment, and Sanctions (BDS) movement, social influence serves as a critical driver of negative emotional responses. When reference groups, religious leaders, or online communities advocate avoiding brands affiliated with Israel, consumers often experience heightened emotional reactions such as anger, moral anxiety, or discomfort and this reinforces their motivation to reject those brands. Furthermore, consumers exposed to negative brand information are likely to share it with others, thereby extending the influence and intensifying negative emotions within their social circles. Based on this reasoning, the following hypothesis is proposed:

H3: *Social Influence has a significant effect on Negative Emotion*

Negative Word of Mouth and Negative Emotion

Word of mouth (WoM) is a form of non-commercial, interpersonal communication in which consumers share information, opinions, or recommendations about brands, products, or services with others. WoM influences consumers throughout the decision-making process by providing product information, suggestions, and post-purchase experiences, making it a powerful channel that can shape both positive and negative perceptions of a brand (Ng et al., 2011; Zhang et al., 2017). Consumers tend to place greater trust in WoM because it often comes from individuals with firsthand experience and is perceived as more credible than firm-generated messages (Foroudi

et al., 2021; Moliner-Velázquez et al., 2015). Within this broader concept, negative word of mouth (NWOM) refers specifically to unfavorable messages shared among consumers about a brand, product, or service (Romaniuk & Hartnett, 2017). Unlike positive WoM, which strengthens brand attachment, NWOM often arises from dissatisfaction, anger, or moral disapproval and carries these emotions to others through the act of sharing (Wetzer et al., 2007). Exposure to NWOM not only informs recipients but also heightens their negative emotional responses, such as moral outrage, resentment, and disappointment, which can ultimately lead to brand avoidance (Hegner et al., 2017; Zarantonello et al., 2016). In the context of brand avoidance related to affiliations with Israel, the circulation of NWOM through social media discussions, boycott movements, and public testimonials does more than simply transmit critical information. It actively shapes consumers' moral evaluations and deepens their emotional involvement with broader socio-political issues. When consumers are exposed to repeated NWOM about brands perceived to support controversial policies, feelings of anger, frustration, or moral discomfort are intensified. These emotional reactions, reinforced through interpersonal networks and online communities, strengthen the motivation to distance themselves from such brands as an expression of ethical stance and solidarity. Based on the aforementioned discussion, the following hypothesis is proposed:

H4: Negative Word of Mouth has a significant effect on Negative Emotion

The Role of Negative Emotion in Brand Avoidance

Emotion is understood as a condition that encompasses feelings, physiological responses, expressive behaviors, and a predisposition to act (Frijda et al., 2000). Negative emotions experienced by consumers may include anger, dissatisfaction, aversion, embarrassment, sadness, and anxiety (Romani et al., 2012). Various studies have examined how such emotions influence behavioral outcomes, especially in relation to brand avoidance. Researchers generally concur that emotions mediate the relationship between external stimuli and behavioral responses (Dalli et al., 2007). When a brand fails to fulfill consumer expectations, emotional reactions toward the brand are likely to arise (Kavaliauskė & Simanavičiūtė, 2015). Brand avoidance behavior often occurs when intensified negative perceptions of a brand generate emotional responses that serve as obstacles to purchase decisions (Romani et al., 2008). Feelings of disappointment or a gap between expectations and actual brand performance can foster attitudes that motivate consumers to reject or avoid the brand entirely. Prior studies also emphasize that brand avoidance can emerge when a brand is perceived to have harmful societal impacts that contradict consumers' moral or ethical values (Lee et al., 2009; Lee & Conroy, 2009). In morally charged contexts such as brands perceived to support Israeli policies that are opposed by the Boycott, Divestment, and Sanctions (BDS) movement negative emotions like anger, moral outrage, and frustration become particularly salient. These emotions, triggered by perceived ethical violations and reinforced by ongoing discussions within social and digital networks, strengthen consumers' determination to distance themselves from the brand as a form

of moral and political expression. Moreover, Hegner et al. (2017) emphasize that negative emotion mediates the relationship between such perceived violations and the resulting avoidance behavior. Based on these findings, the following hypothesis is proposed:

H5: *Negative Emotion has a significant effect on Brand Avoidance*

Figure 1

Research Framework
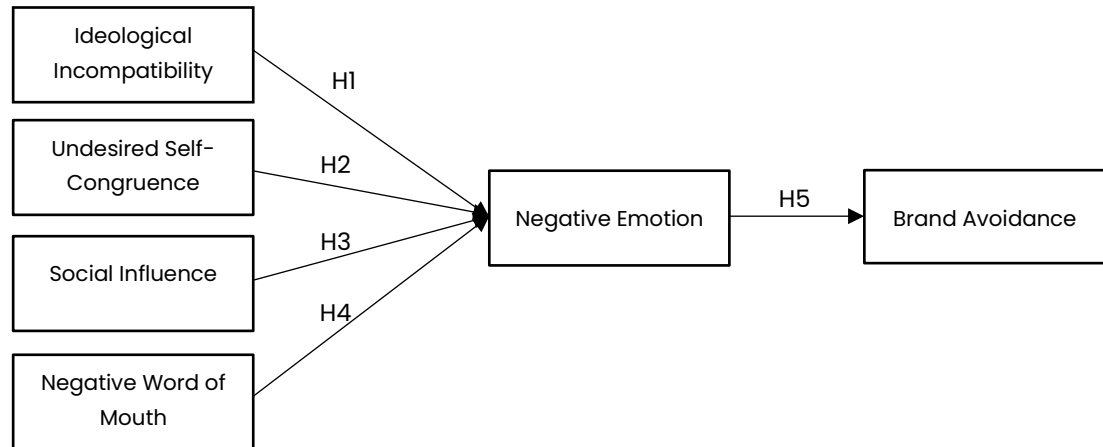
Source: Authors' analysis.

METHOD

This study utilizes a quantitative research design. Primary data will be gathered through an online questionnaire administered via Google Forms. The survey link will be distributed through various social media channels, including WhatsApp, X, Instagram, and Telegram, employing a Likert scale for response measurement. The responses were captured using a 5-point Likert scale, with 1 indicating strong disagreement and 5 indicating strong agreement.

The population targeted in this study comprises Indonesian individuals aged 17 years older. A nonprobability purposive sampling technique was employed to select respondents who are knowledgeable about products associated with Israel. The sample size was determined following Hair et al. (2021), which is calculated as the number of indicators multiplied by 5 to 10. Based on this calculation, 26 indicators × 10 = 260, thus requiring 260 respondents.

This study employs Structural Equation Modeling using the Partial Least Squares (SEM-PLS) approach, analyzed with SmartPLS 4 software. The measurement model's validity and reliability will be assessed through several tests. Convergent validity is confirmed when outer loadings exceed 0.7 and the Average Variance Extracted (AVE) is above 0.5. Discriminant validity will be evaluated by verifying that cross-loadings are higher than 0.7 and by applying the Fornell-Larcker criterion. Reliability will be examined using Cronbach's alpha and composite reliability, with values above 0.7 indicating acceptable reliability. The structural model's explanatory power will be measured by

the R-squared (R^2) value. Hypotheses will be tested via bootstrapping to analyze the relationships between variables, where effects are considered statistically significant if the p-value is below 0.05.

The questionnaire in this study is developed using constructs and items from previous literature (Table 1). The measurement items for Ideological Incompatibility are adopted from (Odoom et al., 2019). The measurement items for Undesired Self-Congruence, Negative Social Influence, and Brand Avoidance are adopted from (Mostert & Naude, 2022). The measurement items for Word of Mouth are adopted from (Hegner et al., 2017). The measurement items for Negative Emotion are adopted from (Romani et al., 2012).

Table 1

Variables Measurement

Variables	Codes	Statement
Ideological Incompatibility (Odoom et al., 2019)	II1	My personal beliefs are inconsistent with the values represented by the brands I intentionally avoid
	II2	Various local and global initiatives have emerged that encourage consumers to engage in brand avoidance toward companies perceived to be affiliated with Israel
	II3	I feel that the brand is socially irresponsible because it is perceived to support Israel's actions that violate human rights.
	II4	I consider that these brands are indirectly supporting the political policies of the Israeli government
	II5	I hold ideological or religious beliefs that are in conflict with the policies and actions of the State of Israel
Undesired Self-Congruence (Mostert & Naude, 2022)	USC1	I think that this brand does not reflect who I am
	USC2	I feel that the products or services offered by this brand are inconsistent with my identity, values, or personal preferences
	USC3	I perceive that this brand does not represent my self-concept or the person I strive to be
Social Influence (Clark et al., 2019)	SI1	I learn about the brands to be avoided from others
	SI2	I learn about the brand-avoidance issues from others
	SI3	I discuss brands to be avoided with others
	SI4	I discuss issues related to brand avoidance with others
	SI5	I avoid certain brands because of information or influence from others
	SI6	I receive information about brands to be avoided from my friends
Negative Word of Mouth (Hegner et al., 2017)	WoM1	I have heard negative things about this brand from other people
	WoM2	People around me have said bad things about this brand
	WoM3	I have been told negative information about this brand
Negative Emotion (Romani et al., 2012)	NE1	In this situation, I would feel Dislike
	NE2	In this situation, I would feel Anger
	NE3	In this situation, I would feel Sadness

Variables	Codes	Statement
	NE4	In this situation, I would feel Worry
	NE5	In this situation, I would feel Embarrassment
	NE6	In this situation, I would feel Discontent
Band Avoidance (Mostert & Naude, 2022)	BA1	I prefer not to use or purchase products from this brand in the future
	BA2	I intentionally avoid using or purchasing products or services from these brands
	BA3	I am willing to stop using or buying these brands as a way to contribute to the brand-avoidance movement

Source: Authors' analysis.

RESULTS

Respondents' Characteristics

This study categorizes respondent characteristics based on gender, domicile, age, educational background, occupation, and income. All respondents were over 17 years old, in accordance with the inclusion criteria. As shown in Table 2, a total of 260 Indonesian participants from diverse backgrounds took part in this study. The majority of respondents were female (76.15%), while male respondents accounted for 23.85%. In terms of domicile, most respondents resided on the island of Java (55.77%), followed by Sumatera (27.69%), with the remainder located in Sulawesi, Kalimantan, Bali–Nusa Tenggara, and Maluku–Papua. Regarding educational background, most respondents were high school graduates (54.62%), followed by those with a bachelor's degree (35.38%), and a smaller proportion holding diploma or postgraduate degrees. In terms of occupation, the largest group comprised students (48.08%), followed by employees or civil servants (16.92%), entrepreneurs (13.46%), and others such as part-time workers, housewives, and various professions (9.61%). Most respondents reported a monthly income of IDR 1,000,000-3,000,000 (63.46%), with the remainder in the middle to high income brackets: IDR 3,000,001-5,000,000 (15.38%), IDR 5,000,001-10,000,000 (11.92%), and above IDR 10,000,000 (9.23%). This distribution reflects the economic diversity among the respondents.

Table 2

Respondents' Characteristics

Category		Number	%
Gender	Male	62	23.85
	Female	198	76.15
Domicile	Java Island	145	55.77
	Sumatera Island	72	27.69
	Bali dan Nusa tenggara	9	3.46
	Sulawesi Island	18	6.92
	Kalimantan Island	11	4.23
	Maluku dan Papua	5	1.92
Educational Background	Elementary School	0	0
	Junior High School	0	0

Category		Number	%
	Senior High School	142	54.62
	Diploma	14	5.38
	Bachelor's Degree	92	35.38
	Postgraduate Degree	12	4.62
Occupation	Student	125	48.08
	Employee/Civil Servant	44	16.92
	Part-Time Worker	21	8.08
	Entrepreneur	35	13.46
	Housewife	10	3.85
	Others	25	9.61
Income	Rp. 1.000.000–3.000.000	165	63.46
	Rp. 3.000.001–5.000.000	40	15.38
	Rp. 5.000.001–10.000.000	31	11.92
	> Rp. 10.000.000	24	9.23

Source: Primary data. Authors' analysis.

Validity and Reliability Test

The measurement model was evaluated through validity and reliability assessments to confirm that the research instrument accurately and consistently measures the intended constructs. Table 3 displays the outcomes of convergent validity, indicated by outer loadings and Average Variance Extracted (AVE), along with reliability results assessed by Cronbach's alpha and composite reliability.

Table 3

Validity and Reliability Test Result

Construct	Codes	Outer Loadings	Composite Reliability	Cronbach's alpha	AVE
Ideological Incompatibility (II)	II1	0.708	0.828	0.725	0.546
	II2	0.737			
	II4	0.770			
	II5	0.739			
Undesired Self-Congruence (USC)	USC1	0.874	0.905	0.844	0.760
	USC2	0.874			
	USC3	0.867			
Social Influence (SI)	SI1	0.756	0.879	0.832	0.593
	SI2	0.752			
	SI3	0.796			
	SI4	0.806			
	SI6	0.740			
Negative Word of Mouth (WoM)	WoM1	0.871	0.904	0.841	0.758
	WoM2	0.861			
	WoM3	0.879			
Negative Emotion (NE)	NE1	0.841	0.926	0.905	0.677
	NE2	0.826			
	NE3	0.819			
	NE4	0.816			

Construct	Codes	Outer Loadings	Composite Reliability	Cronbach's alpha	AVE
	NE5	0.819			
	NE6	0.818			
Band Avoidance (BA)	BA1	0.858	0.905	0.842	0.761
	BA2	0.917			
	BA3	0.840			

Source: Primary data. Authors' analysis.

Based on the data analysis results, it was found that indicators II3 and SI5 did not meet the minimum criteria for validity and reliability, so they could not be used in the subsequent analysis stages. As illustrated in Table 3, the factor loading values for the remaining items exceed 0.7, demonstrating that the criteria for discriminant validity have been satisfied. Additionally, all constructs exhibit Average Variance Extracted (AVE) values greater than 0.5, confirming that the instrument meets the standards for convergent validity and can be deemed both valid and reliable in measuring the intended constructs. The results of the reliability tests further indicate that all constructs possess Cronbach's Alpha and Composite Reliability values exceeding the 0.7 benchmark, thereby establishing their internal consistency.

Discriminant validity was further verified using the Fornell-Larcker criterion, where the square roots of the AVE values for each construct are higher than the correlations between constructs, as shown in Table 4. These findings affirm that the discriminant validity requirement has been successfully met. Overall, the outcomes of the validity and reliability evaluations indicate that the measurement instrument employed in this study adheres to the established psychometric standards.

Table 4

Fornell-Larcker Criterion (Korelasi antar Construct)

Construct	BA	II	NE	SI	USC	WoM
Brand Avoidance (BA)	0.872					
Ideological Incompatibility (II)	0.517	0.739				
Negative Emotion (NE)	0.612	0.471	0.823			
Social Influence (SI)	0.400	0.359	0.428	0.770		
Undesired Self-Congruence (USC)	0.338	0.405	0.454	0.208	0.872	
Negative Word of Mouth (WoM)	0.604	0.429	0.561	0.482	0.314	0.871

Source: Primary data. Authors' analysis.

R-Square (R^2) Test

The R-Square (R^2) coefficient indicates the extent to which variance in the dependent variable can be explained by the independent variables in the model. As stated by Hair et al. (2021) an R^2 value ranging from 0.25 to 0.50 is considered to demonstrate a moderate level of explanatory power, which remains acceptable especially within the fields of social sciences and consumer behavior studies.

This value plays an important role in evaluating the structural model (inner model) as it determines the predictive power of the relationships between the variables in the

study. The higher the R² value, the better the model explains the variation in the dependent variable. However, in social and behavioral studies, a moderate R² value is considered acceptable because the real-world phenomena being studied can be influenced by many uncontrollable external factors.

Tabel 5

R-Square Test

Variabel	R-square	R-square adjusted
Brand Avoidance	0.374	0.372
Negative Emotion	0.447	0.438

Source: Primary data. Authors' analysis.

The results presented in Table 5 reveal that the R-Square value for Brand Avoidance is 0.374, indicating that 37.4% of the variance in brand avoidance is accounted for by negative emotions as a mediating variable. Additionally, the R-Square value for Negative Emotion is 0.447, which means that 44.7% of the variance in negative emotions is explained by factors including Ideological Incompatibility, Undesired Self-Congruence, Social Influence, and Word of Mouth. Collectively, these R-Square values suggest that the research model demonstrates a moderate level of predictive power, indicating that the model is sufficiently relevant and acceptable for explaining the relationships among the variables.

Hypotheses Testing

The hypothesis testing in this study was conducted to examine the relationships among variables and assess the impact of each variable. The analysis employed the bootstrapping method, using p-values to decide whether to accept or reject each hypothesis. The results of the direct effect tests are summarized in Table 6.

Table 6

Direct Effect

Direction	Original sample (O)	Standard deviation (STDEV)	T statistics	P values	Conclusion
II → NE (H1)	0.172	0.058	2.945	0.003	Accepted
USC → NE (H2)	0.247	0.056	4.402	0.000	Accepted
SI → NE (H3)	0.153	0.051	3.002	0.003	Accepted
WOM → NE (H4)	0.335	0.060	5.572	0.000	Accepted
NE → BA (H5)	0.612	0.049	12.550	0.000	Accepted

Source: Primary data. Authors' analysis.

Table 6 displays the results of direct effect testing between variables in the research model. All proposed hypotheses were supported at the 5% significance level ($p < 0.05$), indicating that Hypotheses 1 through 5 are accepted. Hypothesis 1 examined the impact of Ideological Incompatibility (II) on Negative Emotion (NE), showing a significant effect with a p-value of 0.003 and a T-statistic of 2.945. Hypothesis 2 tested the influence of Undesired Self-Congruence (USC) on NE, which was also significant ($p = 0.000$; T = 4.402). For Hypothesis 3, the effect of Social Influence (SI) on NE was significant ($p =$

0.003; T = 3.002). Hypothesis 4 assessed the relationship between Word of Mouth (WoM) and NE, with results indicating a significant positive effect (p = 0.000; T = 5.572). Finally, Hypothesis 5 proposed that NE affects Brand Avoidance (BA), and this relationship was strongly supported (p = 0.000; T = 12.550).

DISCUSSION

The Effect of Ideological Incompatibility on Negative Emotion

The hypothesis test results show that Ideological Incompatibility significantly affects Negative Emotion, thus Hypothesis 1 is accepted. This finding indicates that the greater the ideological incompatibility between an individual and another party (such as institutions, groups, or certain figures), the more likely the individual is to experience negative emotions, such as dislike, anger, worry, and shame. This finding is in line with the study by Kavaliauskė and Simanavičiūtė (2015) which also concluded that ideological incompatibility between consumers and brands can trigger overall negative emotional responses. This is supported by Berndt et al. (2019) who showed that individuals tend to give stronger emotional responses to groups with opposing ideological views, especially when it involves core values such as religion or humanity. Therefore, in the case of products affiliated with Israel, negative emotions such as anger, disappointment, or sadness may arise as a form of rejection against an incompatible ideology. When consumers feel that a brand conflicts with their personal values or beliefs, discomfort in the form of negative emotions arises, indicating that the stronger the negative emotions experienced by consumers, the higher their tendency to avoid a brand. These emotions not only influence brand perception but also drive active rejection attitudes, such as boycotting or avoiding consumption. Therefore, ideological alignment between brands and consumers is critical, especially when moral and political values are key considerations in consumption. In this model, Ideological Incompatibility together with the other predictors explains 44.7% of the variance in Negative Emotion (R^2 = 0.447).

The Effect of Undesired Self-Congruence on Negative Emotion

The analysis shows that Undesired Self-Congruence significantly affects Negative Emotion, thus Hypothesis 2 is accepted. This means that the greater the congruence between an individual and the undesired self-image, the higher the level of negative emotions felt, such as shame, anger, worry, and others. In the context of brand avoidance associated with products linked to Israel, the undesired self-image is related to the consumer's identity as an individual who rejects injustice, oppression, or human rights violations. When a brand is associated with entities perceived to support aggression or occupation, consumers feel that using such a product contaminates their moral identity. This finding aligns with the research by Ogilvie (1987) who stated that the undesired self-image has a stronger influence on life satisfaction compared to the ideal self-image. Consumers not only pursue an ideal image, such as being religious or socially conscious, but also make strong efforts to avoid characteristics that contradict these values, such as indifference or injustice. When a brand is associated

with Israel, which some consumers perceive as a symbol of oppression, using that product can be seen as tainting their moral identity. This triggers negative emotions such as guilt, anger, and disgust, as consumers feel that their moral and religious values are threatened. Phillips et al. (2007) also supports this, suggesting that congruence with the undesired self triggers more negative emotions than incongruence with the ideal self. Thus, brand avoidance towards brands affiliated with Israel is not only based on rational reasons but also serves as a means of protecting one's self-identity from values that are emotionally and ideologically rejected. In this model, Undesired Self-Congruence is one of the predictors that collectively explain 44.7% of the variance in Negative Emotion (R^2 = 0.447).

The Effect of Social Influence on Negative Emotion

The analysis shows that Social Influence significantly affects Negative Emotion, so Hypothesis 3 is accepted. This means that the stronger the social pressure perceived by an individual from their social environment, the more likely they are to experience negative emotions such as anger, guilt, or shame. Social influence in this context includes encouragement from communities, family, religious figures, and social media environments that call for boycotts of certain products. This finding aligns with the study by Zhang and Laroche (2020) which states that social influence from the community or surrounding environment can strengthen hatred or dislike towards a brand, especially if the brand is considered to violate social norms or moral values held by the group. Iranzo-Barreira et al. (2024) also supports this, showing that social influence in online environments can significantly trigger negative emotions towards a brand, especially through the emotional channels of consumers exposed to negative opinions from others. In this study, consumers with lower expertise on the product tend to be more easily influenced emotionally by social pressure, which is consistent with the characteristics of consumers in the context of brand avoidance related to Israel, relying on social opinions to form attitudes. Thus, it can be concluded that social influence plays an important role in driving the formation of negative emotions towards a brand, particularly in situations where the brand is involved in controversial issues or conflicts with the consumer's moral values. These negative emotions act as a catalyst for further behaviors, such as avoidance or boycotting, making social influence one of the main determinants in the affective mechanisms of consumer brand avoidance related to political conflicts or human rights violations. In this model, Social Influence is one of the predictors that collectively explain 44.7% of the variance in Negative Emotion (R^2 = 0.447).

The Effect of Negative Word of Mouth on Negative Emotion

The data analysis shows that Word of Mouth (WoM) has a significant effect on consumers' Negative Emotion, so Hypothesis 4 is accepted. The higher the intensity of negative WoM received, the stronger the negative emotions felt by consumers, such as disappointment, anger, and distrust. Previous studies support this finding, Wetzer et al. (2007) explain that consumers often engage in NWOM after experiencing strong

negative emotions such as frustration, dissatisfaction, or moral disapproval and these emotions are transmitted to others through interpersonal communication. Furthermore, Martensen and Grønholdt (2016) asserts that NWOM has a direct influence on the formation of consumers' negative emotions, which ultimately affects their attitudes and purchasing decisions. In the context of this study, NWOM circulating about a brand's involvement with Israel whether in the form of social media comments, boycott campaigns, or testimonials from public figures can create strong negative perceptions, especially when linked to humanitarian issues that emotionally engage consumers. NWOM triggers an emotional reaction that is not only cognitive but also affective, where consumers feel a moral and social responsibility in the brand avoidance action. Thus, it can be concluded that NWOM not only functions as a source of information but also as an emotional trigger that plays a significant role in shaping consumer responses to brands, especially in sensitive issues such as political conflicts and human values. In this model, Negative Word of Mouth is one of the predictors that collectively explain 44.7% of the variance in Negative Emotion ($R^2 = 0.447$).

The Effect of Negative Emotion on Brand Avoidance

The data analysis shows that Negative Emotion has a significant effect on Brand Avoidance, so Hypothesis 5 is accepted. Consumers who experience negative emotions such as anger, disappointment, sadness, or shame due to a brand's involvement in humanitarian and political issues tend to have a stronger intention to avoid that brand. Negative emotions become the main driving force in forming rejection attitudes towards the brand. This finding is consistent with the study by Kavaliauskė and Simanavičiūtė (2015) which states that negative emotions play an important role in shaping brand avoidance behavior. Romani et al. (2008) strengthens this argument by showing that the negative emotions consumers feel towards a brand, particularly specific emotions such as anger and disappointment, directly contribute to the emergence of avoidance behaviors. Furthermore, Lee et al. (2009) states that negative emotions such as anger and disappointment are major factors driving brand avoidance behavior, especially in the context of consumers who feel their personal values have been violated by a brand. Consumers do not only consider functional aspects but also evaluate whether the brand represents values aligned with their own. Additionally, Hegner et al. (2017) also argues that negative emotions act as a mediator between the perception of moral violations by a brand and brand avoidance behavior. In the context of brand involvement with Israel, consumers feel a moral responsibility to not support brands affiliated with entities considered to violate principles of justice or humanity. Thus, this study reinforces that negative emotions not only affect attitudes but also trigger concrete actions in the form of brand avoidance. Overall, the results of this direct effect test emphasize that Negative Emotion plays a central role as a mediating variable that links various external and psychological factors to consumer tendencies in performing Brand Avoidance. In this model, Negative Emotion explains 37.4% of the variance in Brand Avoidance ($R^2 = 0.374$).

CONCLUSION

This study seeks to explore the factors that drive brand avoidance within the framework of the Boycott, Divestment, and Sanctions (BDS) movement, particularly concerning brands linked to political and humanitarian issues, such as the Israel–Palestine conflict. The findings indicate that all proposed hypotheses were significantly supported. Ideological incompatibility, undesired self-congruence, social influence, and negative word of mouth were found to positively influence the emergence of negative emotions among consumers. Among these, negative word of mouth emerged as the most influential factor, emphasizing the critical role of public discourse, social media commentary, and personal testimonials in shaping consumer perceptions of brands involved in controversial matters. These negative emotional responses, in turn, significantly contribute to consumers' decisions to avoid such brands. Consumers who feel anger, disappointment, or moral discomfort toward a brand tend to avoid that brand as an expression of their emotional and ethical stance. Overall, these findings reinforce the understanding that brand avoidance in the context of the BDS movement is a multidimensional reaction. It is not only driven by rational evaluations but is also deeply shaped by personal values, social pressures, environmental perceptions, and emotional responses.

Practical Implications

The results of this study provide practical insights for companies and brand managers. Firms are encouraged to monitor and evaluate their affiliations, partnerships, and corporate actions in light of socio-political issues that may trigger public sensitivities. Transparent communication and adherence to ethical standards can reduce the likelihood of becoming the target of boycott campaigns or negative word of mouth. Moreover, brands should proactively engage in corporate social responsibility initiatives that align with the values of their target markets to build trust and resilience in the face of socio-political controversies.

Limitations

Despite these findings, this study has several limitations. Nearly half (48%) of the respondents were students, which may limit the generalizability of the results to the broader population. Future research should include more diverse demographic and socioeconomic groups to better capture variations in consumer behavior. Additionally, the study focused on specific variables and did not examine other potential drivers of brand avoidance, such as brand hate, perceived hypocrisy, or cultural differences.

Recommendations for Future Research

Future studies are recommended to expand the scope by including longitudinal data to observe changes over time, especially as global political dynamics evolve. Researchers could also explore additional mediators or moderators, such as trust, perceived justice, or cultural identity, that might influence the relationship between negative emotions and brand avoidance. Examining different cultural contexts beyond

Indonesia would further strengthen the generalizability of the findings and contribute to a deeper understanding of how ethical and political issues impact consumer behavior.

Author Contributions

Conceptualization	P.A.R.E. & L.A.	Resources	P.A.R.E. & L.A.
Data curation	P.A.R.E. & L.A.	Software	P.A.R.E. & L.A.
Formal analysis	P.A.R.E. & L.A.	Supervision	P.A.R.E. & L.A.
Funding acquisition	P.A.R.E. & L.A.	Validation	P.A.R.E. & L.A.
Investigation	P.A.R.E. & L.A.	Visualization	P.A.R.E. & L.A.
Methodology	P.A.R.E. & L.A.	Writing – original draft	P.A.R.E. & L.A.
Project administration	P.A.R.E. & L.A.	Writing – review & editing	P.A.R.E. & L.A.

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Informed Consent Statement

Informed consent was not required for this study.

Data Availability Statement

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

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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.

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