

Boycott Appeals and Local Purchase Intentions: The Role of Campaign Intensity in Indonesia's Consumer Behavior

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Abstract

This study employs a quantitative, cross-sectional explanatory design to assess whether boycott appeals against Israel-affiliated products translate into interest in purchasing local products in Indonesia. Data were collected through an online, closed-ended Likert-scale survey distributed via Google Forms using snowball sampling among adult consumers aware of boycott campaigns. The model was estimated using partial least squares structural equation modeling (PLS-SEM) with reliability/validity assessment and bootstrapping (5,000 resamples). Results indicate that boycott campaign intensity does not significantly predict boycott intention or buy-local interest, while attitudes and subjective norms increase boycott intention but do not strengthen buy-local interest (attitude shows a negative direct effect). Animosity significantly increases both boycott intention and buy-local interest, whereas boycott intention does not significantly predict buy-local interest and does not mediate antecedent effects. The findings imply that effective "buy local" outcomes require credible moral-emotional framing and accessible substitutes beyond exposure-driven campaigning.

Keywords:

Consumer boycotts; Buy-local interest; Consumer animosity; Indonesia; PLS-SEM.

1. INTRODUCTION

1.1. Background

The war in Gaza at the end of 2023 triggered a wave of international condemnation of human-rights violations attributed to Israel. One of the main responses from the global public was a consumer movement in the form of boycotts against products and brands perceived to be affiliated with Israel. A boycott is a form of political and ethical consumer activism; consumers voluntarily refrain from buying or using certain products as a protest against the behavior of corporations, governments, or particular groups (Elshaer et al., 2025). In political contexts, boycotts are viewed as effective non-violent actions to pressure policy changes or to sanction firms considered culpable (Elshaer et al., 2025). Recent studies further indicate that boycott behavior has become an important form of political consumerism, not only in Western markets but also in non-Western and Muslim-majority settings where moral, religious, and geopolitical concerns shape marketplace responses (Shah et al., 2024; Elshaer et al., 2025).

Boycott movements are often triggered by internal factors such as attitudes, hostility (animosity), and feelings of betrayal, as well as external factors such as evidence of corporate involvement in conduct that conflicts with moral values (Elshaer et al., 2025; Shah et al., 2024). Among these drivers, animosity deserves particular attention because it reflects a deep emotional response to a perceived offending country or affiliated actors, and such hostility can shape consumption choices beyond purely economic or functional considerations. In politically charged consumption contexts, animosity may therefore not only strengthen boycott intention but also encourage consumers to seek substitute products that are perceived as morally safer or nationally aligned.

In Indonesia, support for Palestine has long been rooted in religious and humanitarian solidarity. The 2023–2024 Gaza conflict strengthened these sentiments, prompting the Indonesian Ulema Council (Majelis Ulama Indonesia, MUI) to issue Fatwa No. 83 of 2023 concerning the lawfulness of supporting the Palestinian struggle. The fatwa appeals to Muslims to boycott products and companies affiliated with Israel and encourages support for local products. In addition to the MUI fatwa, community organizations, influencers, and mass media actively disseminated lists of products to avoid. Various groups formed online communities to share information regarding corporate links to Israel and to provide alternatives from local brands. This context makes Indonesia an important non-Western setting for studying boycott behavior because political, religious, and ethical considerations are closely intertwined with everyday consumption choices. This boycott decision is not merely a political act; it also shifts consumption patterns. Many consumers move to local brands, creating opportunities for domestic industry growth.

The effectiveness of boycott appeals in changing consumer behavior therefore becomes an important question. On the one hand, news and reports suggest that sales of global brands decreased in several Muslim-majority countries. For example, an Al Jazeera case report noted that boycotts of McDonald's and Starbucks in Indonesia and Malaysia led to significant revenue declines. Consumers in Medan reportedly stopped visiting McDonald's after learning of the brand's perceived support for the Israeli military (Llewellyn, 2024). Many consumers also reportedly abandoned Aqua bottled water and switched to local products as part of solidarity actions. The same report added that consumers replaced Pepsodent toothpaste with Ciptadent and Sunlight dishwashing liquid with Mama Lemon (Llewellyn, 2024). These developments suggest that political boycotts may generate not only avoidance behavior but also substitution behavior, in which consumers actively redirect purchases toward domestic alternatives.

Consequently, McDonald's acknowledged that international sales growth declined sharply in Q4 2023, and Unilever reported double-digit sales decreases in Indonesia amid boycott campaigns (Llewellyn, 2024). These developments reinforce that boycotts can have tangible financial impacts on firms and can open space for local products to gain market share.

On the other hand, there remains limited scientific research that examines causal links between boycott campaigns and interest in purchasing local products in Indonesia. Most studies on consumer boycotts focus on moral motivations, boycott intentions, or brand-image impacts with much of the literature still concentrated in Western settings, while evidence from developing and non-Western contexts remains comparatively limited (Shah et al., 2024). This gap is particularly important in Indonesia, where boycott appeals are reinforced not only by consumer activism but also by religious endorsement, digital mobilization, and national support for local industry. Research on boycott impacts on local demand and market dynamics in developing countries is still scarce. It remains unclear whether boycott campaigns genuinely increase interest in buying local products, or whether consumers only switch temporarily without forming long-term preferences. This study aims to bridge that gap by analyzing the effectiveness of boycott appeals from anti-Israel-affiliated product campaigns on interest in buying local products, particularly in Indonesia.

1.2. Literature Review

1.2.1. Boycott Concept and Consumer Activism

A boycott is a voluntary and conscious avoidance by consumers of purchasing certain products, brands, or services as a form of protest (Shah et al., 2024). This activity is part of political consumerism, namely the use of purchasing power to encourage behavioral changes by firms or governments (Shah et al., 2024). Prior work argues that boycotts are a social dilemma: individual participation generates collective benefits, but entails personal costs such as loss of convenience or product quality (Sen et al., 2001).

Recent research emphasizes two motivational types in boycotts: instrumental motives (focused on effectiveness and outcomes) and expressive motives (expressing personal values and identity) (Braunsberger & Buckler, 2011; Friedman, 1999; Park & Jang, 2024). For instance, tourism boycotts in South Korea were primarily driven by expressive motives such as self-esteem and guilt rather than perceived efficacy (Park & Jang, 2024).

Internal factors that influence boycott intentions include attitudes toward boycotts, subjective norms, and animosity toward a country or company. This study adopts the Theory of Planned Behaviour (TPB) framework, which posits that positive attitudes, strong subjective norms, and strong perceived behavioral control increase intention to participate in a boycott. Research among Malaysian university students found that attitude was the strongest predictor of boycott intention, followed by subjective norms, behavioral control, animosity, and religious belief (Ajzen, 1991). These findings support the view that boycotting is planned behavior influenced by social pressure.

Beyond internal factors, external factors such as campaign intensity, access to information, and the availability of substitute products also shape boycott participation. Campaign intensity significantly increases boycott intention by raising awareness and moral urgency (Isalman et al., 2025). However, campaign intensity does not always translate intention into actual participation (Isalman et al., 2025), constraints such as skepticism and campaign fatigue can inhibit action (Isalman et al., 2025). The same study reports that boycott intention strongly affects participation, especially among consumers motivated by moral and social values. Access to substitute products strengthens the link between intention and participation. The

availability of local alternatives lowers personal costs, making it easier for consumers to switch to local products (Isalman et al., 2025).

1.2.2. Economic and Reputational Impacts of Boycotts

Boycott impacts are not limited to behavior change but extend to corporate economic performance and reputation. Boycotts targeting international fast-food chains such as McDonald's and Starbucks affect revenues and brand loyalty (Elshaer et al., 2025). Boycotts triggered by issues of social and political justice can reduce sales and profits, and may even force closures. Financial losses also encourage firms to adjust communication strategies and corporate social responsibility to rebuild consumer trust.

McDonald's in Egypt reportedly experienced a 70% sales decline and a significant decrease in net profit due to boycotts (Elshaer et al., 2025). Boycotts also reduce consumer trust and long-term loyalty. The research underscores that boycotts often draw on political consumerism theory and social-justice theory, which explain how consumers use purchasing power to demand ethical changes and human-rights accountability (Elshaer et al., 2025). Boycotts as moral actions can create a domino effect: as global brands face pressure, consumers may switch to local brands, strengthening domestic industry. However, deeper analysis of how far boycotts stimulate interest in buying local products remains limited.

1.2.3. Campaign Intensity and Boycott Sustainability

Boycott campaigns leverage social media, influencers, and religious organizations to disseminate boycott messages widely. High campaign intensity increases awareness, moral sensitivity, and boycott intention (Isalman et al., 2025). Even so, intensity alone may not guarantee participation; the combination of campaign intensity and availability of local substitutes influences boycott success. Conversely, overly intense campaigns may trigger fatigue or cynicism among consumers. Therefore, campaigns should be managed to remain relevant without burdening audiences.

1.2.4. The Role of Consumer Sentiment, Social Norms, and Advertising

Research on consumer sentiment, social norms, advertising, perceived quality, and local demand suggests that negative sentiment toward imported products and strong social norms significantly reduce attitudes toward imports, while increasing demand for local products (Shah et al., 2024). Advertising that emphasizes social awareness also increases local demand, while perceived local-product quality directly influences demand without necessarily operating through attitudes. This highlights the importance of emotions, values, and social norms in designing boycott campaigns.

1.2.5. Institutional Trust and Sustainable Consumption

Boycotts also involve institutional trust (e.g., trust in the legal system and scientists) and individual variables such as gender, age, education, political interest, and subjective well-being. Logistic regression evidence indicates that institutional trust is positively associated with boycott tendencies (Jesus-Silva et al., 2023). People who believe institutions will sanction environmental or social violations are more likely to use boycotts as protest tools. Demographic factors such as gender and education also affect boycott intensity, suggesting social background influences participation. Although the context differs, this is relevant to Indonesia, as trust in authorities (e.g., MUI or government) may increase the legitimacy of boycott appeals.

1.3. Theoretical Framework and Research Hypotheses

Based on the literature review, this study develops a conceptual framework explaining how boycott appeals against Israel-affiliated products affect interest in buying local products. The framework integrates the Theory of Planned Behaviour, local–global identity concepts, political consumerism theory, and empirical findings on boycott campaign intensity. In addition, the framework gives particular attention to animosity as a central explanatory variable because boycott behavior in politically charged contexts is often driven not only by rational evaluation and social pressure, but also by strong emotional hostility toward a country or its perceived affiliates. This emphasis is especially relevant in the present study because hostility toward Israel-affiliated products may shape both boycott intention and consumers' tendency to favor local alternatives.

The variable Boycott Campaign Intensity refers to how frequently and widely boycotts messages are communicated via social media, sermons, fatwas, or organizational campaigns. Campaign intensity increases boycott intention by building awareness and moral urgency (Isalman et al., 2025).

H1: Boycott Campaign Intensity positively influences Boycott Intention.

H2: Boycott Campaign Intensity positively influences Interest in Buying Local Products.

Attitude toward boycotts reflects individuals' evaluations of whether boycotting is a correct and effective action. TPB posits that positive attitudes increase intention to perform a behavior (Chiang & Arif, 2024).

- H3: Attitude positively influences Boycott Intention.
 H4: Attitude positively influences Interest in Buying Local Products.

Subjective Norms refer to perceived social support or pressure from family, friends, religious figures, or communities regarding boycotting. A study of Malaysian university students found subjective norms significantly predicted boycott intention (Chiang & Arif, 2024).

- H5: Subjective Norms positively influence Boycott Intention.
 H6: Subjective Norms positively influence Interest in Buying Local Products.

Animosity refers to feelings of hostility or anger toward a country or companies perceived as unethical. In the Israel-boycott context, animosity can arise from solidarity with Palestine.

- H7: Animosity positively influences Boycott Intention.
 H8: Animosity positively influences Interest in Buying Local Products.

Boycott Intention (NB) is the psychological tendency to stop purchasing Israel-affiliated products. Boycott intention mediates the relationships between antecedent variables (e.g., attitude, norms, animosity) and boycott participation (Isalman et al., 2025).

- H9: Boycott Intention positively influences Interest in Buying Local Products.

This framework will be tested using Structural Equation Modeling (SEM), where Boycott Campaign Intensity, Attitude, Subjective Norms, and Animosity are exogenous variables. Boycott Intention is a mediating and endogenous variable, while Interest in Buying Local Products is an endogenous variable.

2. RESEARCH METHOD

2.1. Research Design

This study uses a quantitative approach with a cross-sectional survey design. The survey targets Indonesian consumers aged 18 years and above who are aware of boycott campaigns against Israel-affiliated products and who have purchased local products within the past year. The questionnaire is distributed online via Google Forms using snowball sampling. Although this method does not yield a fully random sample, it enables researchers to reach dispersed groups across multiple regions.

Sample size is determined using the minimum rule for PLS-SEM (Partial Least Squares Structural Equation Modelling), namely 10 times the maximum number of indicators among constructs. Assuming a maximum of 7 indicators per construct, the minimum number of respondents is $10 \times 7 = 70$. To improve reliability, this study targets 150 respondents (Sarstedt et al., 2017).

2.2. Research Instrument

The instrument is a closed-ended questionnaire with a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). The questionnaire includes:

- Demographic data: age, gender, education, occupation, monthly income, and residence region.
- Exposure and campaign intensity: frequency of encountering boycott appeals via social media, mosques, or other channels in the past month.
- Construct indicators: statements measuring the variables described in the research dimensions section.

A pilot test will be conducted with 30 respondents to test validity and reliability. However, 41 respondents were obtained and all were included in the validity and reliability tests. Items that do not meet validity criteria will be revised or removed.

2.3. Data Analysis Techniques

Data processing involves several stages:

- Reliability and validity tests. Construct reliability is assessed using Cronbach's Alpha (> 0.70) and Composite Reliability (CR > 0.70). Convergent validity is assessed using Average Variance Extracted (AVE > 0.50), while discriminant validity is assessed using the Heterotrait–Monotrait Ratio (HTMT < 0.90) (Chin & Dibbern, 2010).
- Structural Equation Modeling (SEM). PLS-SEM is used because it suits predictive models with relatively small samples and can handle non-normal data. The analysis tests paths among exogenous variables, mediators/moderators, and endogenous variables. Significance is tested via bootstrapping with 5,000 resamples.

2.4. Data Collection Procedure

The researcher distributes the online questionnaire link (Google Form) and asks respondents to forward it to friends or family members. At the beginning of the questionnaire, respondents receive a brief explanation of the research purpose, confidentiality assurances, and voluntary participation consent. Screening questions ensure respondents have heard of boycott campaigns against Israel-affiliated products. The number of respondents obtained in this study was 134 respondents, however, 4 respondents were declared not to be part of the sample and were therefore excluded from the research sample. So that the data processed is 130.

2.5. Research Dimensions and Measurement Indicators

The following provides the definition of each construct and its indicators. Questionnaire statements are written in Indonesian using a 1–5 Likert scale.

- Boycott Campaign Intensity, these variable measures respondents' exposure to boycott messages, adapted from "Boycott Campaign Intensity on Consumer Boycott Intentions and Participation: The Role of Access to Substitute Products" (Isalman et al., 2025).
- Attitude toward Boycotts, measures respondents' positive/negative evaluation of boycotting, adapted from TPB-based research and Malaysian studies such as "The Intention to Participate in the Boycott Movement among University Students" (Chiang & Arif, 2024).
- Subjective Norms, is a perception of social support/pressure regarding boycotting.
- Animosity, is about hostility and anger due to actions attributed to Israel or affiliated companies, adapted from the consumer animosity literature.
- Boycott Intention, measures the tendency to stop purchasing Israel-affiliated products (Isalman et al., 2025).
- Interest in Buying Local Products, measures the tendency to purchase and support local products.

3. RESULTS AND DISCUSSION

3.1. Measurement Evaluation

The PLS-SEM model consists of exogenous variables (Boycott Campaign Intensity, Attitude, Subjective Norms, and Animosity), a mediating variable is Boycott Intention, and an endogenous variable is Interest in Buying Local Products. Reliability and validity tests indicate that all constructs meet the criteria. The reliability–validity table (Cronbach's alpha, rho_A, composite reliability, and AVE) shows each variable has Cronbach's alpha ≥ 0.70 and AVE > 0.50 , indicating valid and reliable indicators (Chin & Dibbern, 2010). The Fornell–Larcker matrix shows that the square root of AVE (diagonal values) exceeds inter-construct correlations, meeting discriminant validity. Variance Inflation Factor (VIF) values for each indicator are below 5.0, indicating no multicollinearity (Sarstedt et al., 2017). Overall, the measurement model is suitable.

Table 1. Discriminant Validity

| Variable | Cronbach Alpha | Rho_A | Composite Reability | AVE |
|-----------------------------------|----------------|-------|---------------------|-------|
| Intensity of the Boycott Campaign | 0.848 | 0.865 | 0.897 | 0.686 |
| Attitude | 0.935 | 0.939 | 0.958 | 0.885 |
| Subjective Nomrs | 0.814 | 0.859 | 0.889 | 0.729 |
| Animosity | 0.859 | 0.879 | 0.914 | 0.780 |
| Boycott Intention | 0.945 | 0.946 | 0.965 | 0.901 |
| Interest in Buying Local Products | 0.904 | 0.907 | 0.940 | 0.839 |

Source: Data Processed by SmartPLS3

Table 2. AVE (Fornell Larcker)

| | Animosity | Intensity of the Boycott Campaign | Interest in Buying Local Products | Boycott Intention | Subjective Norms | Attitude |
|-----------------------------------|-----------|-----------------------------------|-----------------------------------|-------------------|------------------|----------|
| Animosity | 0.883 | | | | | |
| Intensity of the Boycott Campaign | 0.741 | 0.829 | | | | |
| Interest in Buying Local Products | 0.644 | 0.601 | 0.916 | | | |
| Boycott Intention | 0.829 | 0.761 | 0.626 | 0.949 | | |
| Subjective Norms | 0.768 | 0.736 | 0.582 | 0.815 | 0.854 | |
| Attitude | 0.818 | 0.751 | 0.520 | 0.867 | 0.783 | 0.941 |

Source: Data Processed by SmartPLS3

3.2. Explanatory Power and Effect Sizes

R-square values describe the ability of exogenous variables to explain dependent variables. The path X1–X4 to Boycott Intention has $R^2 = 48.9\%$. This illustrates that the ability of exogenous variables to explain dependent variables is of moderate strength. Meanwhile, the correlation between boycott intention and interest in purchasing local products yielded an R^2 of 82.2%. This indicates that boycott intention can strongly explain the variable of interest in purchasing local products. f^2 values indicate effect sizes: Animosity has a moderate effect on Interest in Buying Local Products ($f^2 = 0.080$), Attitude has a moderate effect on Boycott Intention ($f^2 = 0.244$), Subjective Norms have a moderate effect on Boycott Intention ($f^2 = 0.096$), while Boycott Campaign Intensity has relatively small effects on the two dependent variables.

Table 3. R Square

| Variable | R Square |
|-----------------------------------|----------|
| Boycott Intention | 0.822 |
| Interest of Buying Local Products | 0.489 |

Source: Data processed by SmartPLS3

Table 4. F Square

| | Boycott Intention | Interest of Buying Local Products |
|----------------------------|-------------------|-----------------------------------|
| Boycott Campaign Intensity | 0.023 | 0.040 |
| Attitude | 0.244 | 0.056 |
| Subjective Norms | 0.096 | 0.006 |
| Animosity | 0.084 | 0.080 |
| Boycott Intention | | 0.042 |

Source: Data processed by SmartPLS3

3.3. Hypothesis Testing

3.3.1. Direct Effects

Boycott Campaign Intensity does not significantly affect either Boycott Intention or Interest in Buying Local Products. Theoretically, campaign intensity should increase Boycott Intention via heightened awareness and moral urgency. However, the results show non-significant relationships, consistent with the notion that mass campaigns do not always change preferences or actions when audiences experience fatigue or question campaign messages. Therefore, exposure needs to be supported by credible information and the availability of alternatives.

Attitude has a significant positive effect on Boycott Intention ($\beta = 0.413$; $p = 0.000$) but a significant negative effect on Interest in Buying Local Products ($\beta = -0.375$; $p = 0.047$). Subjective Norms have a significant positive effect on Boycott Intention ($\beta = 0.234$; $p = 0.000$) but are not significant for Interest in Buying Local Products ($\beta = 0.106$; $p = 0.392$). Under TPB, attitude and subjective norms are primary determinants of intention. These findings align with the argument that boycotting is planned behavior driven by moral evaluation (attitude) and social pressure/support (subjective norms), especially in the context of religious/community appeals.

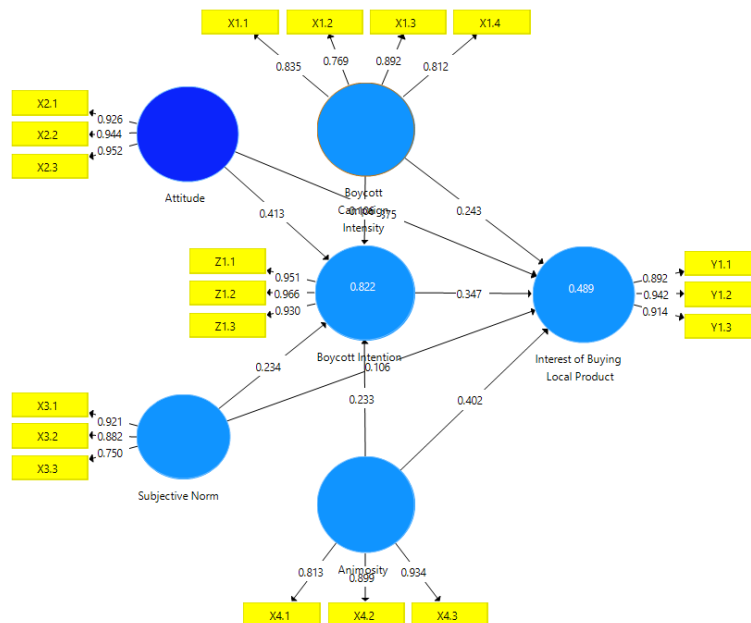


Figure 1. Hypothesis Testing

Animosity has a significant positive effect on Boycott Intention ($\beta = 0.233$; $p = 0.006$) and on Interest in Buying Local Products ($\beta = 0.402$; $p = 0.007$). Political consumerism theory positions boycotting as a consumption-based expression of moral values and collective identity. A key result here is that animosity directly increases interest in buying local products and also increases boycott intention. This is consistent with the logic that moral emotions/hostility can directly trigger “buy local” as solidarity expression, even when the mediator (boycott intention) does not operate strongly.

The path from Boycott Intention to Interest in Buying Local Products is also not significant ($\beta = 0.347$; $p = 0.063$), indicating that intention does not always translate into local purchase interest. Indirect effects also show that intention does not significantly mediate X1–X4 effects on local purchase interest. Theoretically, this suggests that the transition from boycotting to buying local is not a single pathway. In the Indonesian context—connected to fatwas, social norms, and collective emotions—interest in buying local products may be driven more directly by animosity and moral attitudes than by boycott intention as an intermediate mechanism.

Table 5. Direct Effect Test

| No. | Path | Original Sampe | P Values |
|-----|--|----------------|----------|
| 1 | Boycott Campaign => Interest of Buy Local Product | 0.243 | 0.072 |
| 2 | Boycott Campaign => Boycott Intention | 0.106 | 0.174 |
| 3 | Attitude => Interest of Buy Local Product | -0.375 | 0.050 |
| 4 | Attitude => Boycott Intention | 0.413 | 0.000 |
| 5 | Subjective Norms => Interest of Buy Local Product | 0.106 | 0.395 |
| 6 | Subjective Norms => Boycott Intention | 0.234 | 0.001 |
| 7 | Animosity => Interest of Buy Local Product | 0.402 | 0.009 |
| 8 | Animosity => Boycott Intention | 0.233 | 0.008 |
| 9 | Boycott Intention => Interest of Buy Local Product | 0.347 | 0.060 |

Source: Data processed by SmartPLS3

3.3.2. Indirect Effects – Mediator Role

Indirect effect tests show that Boycott Intention does not act as a significant mediator between Boycott Campaign Intensity, Attitude, Subjective Norms, Animosity, and Interest in Buying Local Products ($p > 0.05$ for all paths). The absence of mediation suggests that although individuals may hold negative attitudes or animosity toward a product, the desire to boycott does not necessarily reduce (or transform into) local purchase interest. Consumers may experience dissonance between moral principles and practical needs or the availability of alternatives.

Table 6. Indirect Effect Test

| No. | Path | Original Sampe | P Values |
|-----|--|----------------|----------|
| 1 | Boycott Campaign => Boycott Intention => Interest of Buy Local Product | 0.037 | 0.315 |
| 2 | Attitude => Boycott Intention => Interest of Buy Local Product | 0.143 | 0.094 |
| 3 | Subjective Norm => Boycott Intention => Interest of Buy Local Product | 0.081 | 0.152 |
| 4 | Animosity => Boycott Intention => Interest of Buy Local Product | 0.081 | 0.118 |

Source: Data processed by SmartPLS3

3.4. Comparison with Prior Studies

These results differ from some recent research. Husaeni & Ayoob (2025) found that consumer animosity not only increased interest in buying local halal products but also mediated the effects of boycott attitudes and religiosity; subjective norms even strengthened the animosity–purchase intention relationship (Zeerak et al., 2025). Another study in the Philippine fashion industry reported that animosity, legitimacy, and boycott attitudes significantly influenced boycott intention, and boycott attitudes mediated the relationship between legitimacy and intention (Balatbat et al., 2023). Indonesian research on boycotting Israel-linked products found that animosity, intrinsic religious motivation, self-enhancement, and product evaluation positively affected boycott intention, with animosity being the most dominant variable (Husaeni & Ayoob, 2025). Differences may stem from cultural context, product categories, or consumer involvement levels. In this study, boycott intention could not reduce (or translate into) interest in buying local products, whereas in other studies intention served as a significant mediator.

This inconsistency can also be explained through TPB (Ajzen, 1991). In theory, intention is the strongest predictor of behavior, but intention depends on perceived behavioral control. If consumers find it difficult to locate substitutes or perceive foreign products as higher quality, boycott intention may not be implemented. This aligns with Husaeni & Ayoob (2025), which noted that Indonesian consumers may still evaluate Israel-affiliated products positively even if they are reluctant to buy them. Thus, mediation success is highly context-dependent.

4. CONCLUSION

Based on the Theory of Planned Behavior and the concept of political consumerism, this research explains how calls to boycott products affiliated with Israel can influence the interest in purchasing local products through psychological and social mechanisms. In the conceptual framework, the Intensity of the Boycott Campaign is positioned as an external factor that builds moral awareness/urgency, while Attitude, Subjective Norm, and Animosity are internal factors that drive the Boycott Intention. Furthermore, Boycott Intention is hypothesized to be the main mediator directing the shift in consumption toward local products.

Attitude and Subjective Norm act as determinants of the Boycott Intention. According to the TPB, attitude represents an individual's evaluation of the boycott (morally right/effective), while subjective norms reflect the support or social pressure from family, friends, religious figures, and the community. These findings are consistent with the theory that a boycott is a planned action influenced by social pressure, especially when the boycott message comes from a trusted authority.

In Political Consumerism and the Social Dilemma, intention does not always translate into "Buy Local" behavior. Political consumerism views boycotts as expressions of values and identity, but the literature also emphasizes boycotts as a social dilemma. Collective benefits will emerge, but individuals bear the "personal costs" (convenience, quality, access). This condition emphasizes that the intensity of campaigns/intention does not always translate into actual participation due to barriers such as skepticism, campaign fatigue, and especially substitution limitations.

The theory positions animosity as an emotion of hostility/anger that arises from Palestinian solidarity and the assessment of the unethicity of the company/state. Moral emotions can drive the tendency to "punish" affiliated brands while also triggering a preference for local products without the need for a boycott intention. This reinforces the argument of political consumerism that consumption decisions often serve as a channel for expressing values rather than merely a rational conduit between intention and behavior.

High exposure alone will not be enough to drive someone's behavior. The intensity of the boycott campaign is seen to increase the intention to boycott through awareness and moral urgency. However, campaign exposure by itself may not always produce a corresponding change in consumer preferences or actions. In some cases, highly intensive campaigns can generate message fatigue, skepticism, or selective disengagement, particularly when consumers question the credibility of the information or face limited access to viable substitute products. Therefore, the influence of campaign intensity is likely to be stronger when boycott messages are perceived as credible and when local alternatives are sufficiently available to support behavioral change.

Theoretically, the results of this study affirm the relevance of the Theory of Planned Behavior framework in the context of boycotts, attitudes and subjective norms have been shown to shape boycott intentions, thus making boycott decisions understandable as planned behaviors influenced by moral evaluations and social pressure/support. However, the insignificance of the boycott intention with the interest in buying local products and the lack of support for the mediation effect indicate the presence of an intention–behavior gap and the limitations of the TPB if the behavioral control components (such as perceived behavioral control, situational barriers, and availability of substitutes) are not included. The finding that animosity significantly affects both the intention to boycott and the interest in buying local products indicates that in the context of political consumerism, emotional factors can directly drive the shift in consumption preferences without having to go thru intention as the sole mediator.

Practically, these results imply that boycott campaigns are not sufficient to merely increase message exposure, as the intensity of the campaign does not automatically change preferences for purchasing local products. To truly shift consumption thru a boycott, stakeholders need to strengthen the "buy local" ecosystem: increasing the availability and accessibility of local products, maintaining quality and competitive prices, and building trust thru credible communication. For local business actors, the greatest opportunity lies in the momentum of collective emotions (animosity/solidarity) by strengthening value propositions and product differentiation, while for companies affected by the boycott, mitigation can be achieved thru trust recovery strategies, transparency, and reputation management, as emotional factors have been proven to strongly influence consumer preferences.

This study has several limitations. First, the relationship between the boycott intention and the interest in purchasing local products is not significant, so the role of the boycott intention as the main mediator has not convincingly explained the shift in consumption toward local products.

Second, the endogenous variable used is purchase interest, not actual purchase behavior, so the results may be influenced by the intention–behavior gap (intention does not always translate into action). Third, the model does not yet include important components in the TPB such as Perceived Behavioral Control or situational constraints (price, access, availability of local substitutes) that can weaken the relationship between boycott intention and preference for buying local products. Fourth, the construct of boycott campaign intensity has the potential to capture the general level of exposure but has not yet assessed the quality of the message, source credibility, and type of persuasion, so its impact on intention/behavior might not be optimally captured.

Future research is recommended to expand the model to more comprehensively explain the relationship between boycott intentions and the purchase of local products. First, complement the TPB by incorporating PBC and barrier/facilitator variables such as the availability of local alternatives, price sensitivity, and ease of access as direct predictors or moderators on the path from boycott intention to interest in purchasing local products.

Second, test the moderated mediation model to determine whether the mediation of boycott intention only works under certain conditions, such as when local substitutes are available, product involvement is high, or trust in the campaign source is strong. Third, separating the outcome into two stages: (1) the tendency to avoid affiliated products and (2) the decision to switch to buying local products, because both may have different determinants. Fourth, using stronger behavioral measures such as actual purchases, or a longitudinal design (pre-post) to capture the dynamics of consumption changes. Lastly, clarify the definition of "local products" based on specific categories so that substitution rates and the context of purchasing decisions can be analyzed more precisely.

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