



Does Boycott Participation Influence Purchasing Decisions for American Beverage Products?

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Abstract

Geopolitical tensions arising from the Israel-Palestine conflict have intensified boycott movements against American products among Muslim consumers, influencing their purchasing behavior. This study examines the effects of consumer animosity, consumer ethnocentrism, religiosity, and brand image on purchase decisions regarding American beverage products in Surabaya, Indonesia, with boycott participation serving as a moderating variable. A quantitative approach was employed, and data were collected from 270 respondents and analyzed using Structural Equation Modeling (SEM) with SmartPLS 4.0. The findings indicate that consumer animosity and consumer ethnocentrism have significant positive effects on purchase decisions, whereas brand image has a significant negative effect. Religiosity does not significantly influence purchase decisions. Furthermore, boycott participation weakens the relationship between consumer animosity and purchase decisions while strengthening the relationship between consumer ethnocentrism and purchase decisions. However, boycott participation does not significantly moderate the relationships between religiosity and purchase decisions or between brand image and purchase decisions. These findings demonstrate that consumer responses to American beverage products during periods of geopolitical conflict are shaped by a complex interaction of political hostility, ethnocentric tendencies, and boycott participation. The study contributes to the growing literature on consumer behavior in politically sensitive contexts by highlighting the moderating role of boycott participation in shaping purchasing decisions towards foreign products.

Keywords : Consumer Animosity, Consumer Ethnocentrism, Religiosity, Brand Image, Purchase Decision.

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INTRODUCTION

Consumer behavior in the context of purchasing international products has been extensively studied using various theoretical frameworks, one of including the Theory of Planned Behavior (Ajzen 1991). TPB posits that an individual's intention and behavior are influenced by attitudes, subjective norms, and perceived behavioral control. In the context of purchase decisions affected by geopolitical sentiment, variables such as consumer animosity, religiosity, and consumer ethnocentrism can serve as attitudes and subjective norms that shape consumer intentions and behavior. Previous studies have confirmed that negative attitudes toward a particular country can influence purchasing decisions through mechanisms consistent with TPB constructs (J. G. Klein et al. 1998; Shimp and Sharma 1987).

However, several gaps remain in the literature. Most prior research has focused on general product categories or the fast-food industry (Ahmed et al., 2002; Serrano-Arcos et al., 2025), while studies specifically examining the influence of these variables on American beverage products in the Indonesian context remain still limited. Similarly, other studies have either overlooked boycott participation or treated it as an antecedent or dependent variable, rather than as a moderating variable capable of strengthening or weakening the relationship between consumer attitudes and actual purchase decisions. For instance, studies by (J. Klein and Dawar 2004) treated boycott participation as a direct consequence of consumer animosity, thereby positioning it as a dependent variable.

Meanwhile, (Puji and Jazil 2024) and (Abosag and Farah 2014) positioned boycott motivation as a variable that precedes the formation of attitudes and purchase intentions. In the same vein, studies by (Albrecht et al. 2013) and (Hoffmann and Müller 2009) also treated boycott tendency as a direct predictor of consumer attitudes. Although valuable, these approaches have not yet captured the possibility that boycott participation may serve as a reinforcing mechanism, moderating the strength of the relationship between pre-existing attitudes and purchasing behavior. This study seeks to address these gaps by consistently integrating the Theory of Planned Behavior (TPB), in which consumer attitudes (animosity, religiosity, and ethnocentrism) are positioned as antecedents influencing intention and behavior, while also testing boycott participation as a

moderating factor that strengthens or weakens this relationship, specifically in the context of American beverage products in Indonesia.

The novelty of this research lies in: 1) Its focus on the American beverage product category, which possesses distinct characteristics compared to other categories, such as fast food or durable goods. 2) The examination of boycott participation as a moderator in the relationship between consumer attitudes and purchase decisions—an aspect largely unexplored in prior literature. 3) The specific temporal and geographical context, namely the boycott movement against US products in Indonesia following the 2023 Israel-Palestine conflict, provides a current and relevant empirical context.

Additionally, previous research has yielded mixed findings regarding the influence of consumer animosity on purchase decisions. Some studies demonstrate a strong negative effect (Sánchez et al. 2018), while others find that factors such as product quality or consumption habits can mitigate this influence (Jiménez-Guerrero et al. 2014), while others find that factors such as product quality or consumption habits can mitigate this influence (Jiménez-Guerrero et al., 2014). Consequently, this study also aims to clarify these contradictions through empirical testing within a more specific and contemporary context.

To address these contradictory findings, this study conducts empirical testing through a quantitative approach, utilizing a consumer survey in Surabaya and SEM-PLS analysis. Accordingly, this study contributes both theoretically and practically to uncovering the dynamics of consumer behavior in the context of evolving geopolitical issues.

LITERATUR REVIEW

Consumer Animosity

Consumer animosity is a strong emotion, dislike, and hatred based on beliefs arising from past or current military, political, or economic factors (Saputri 2020). Consumer animosity (CA) refers to the attitude of consumers in one country toward products from another country. It reflects the negative feelings or emotions held by people toward products originating from that country, which make them hostile.

Research on CA offers literature that provides evidence of the widespread negative effects of animosity. Such animosity can even produce negative impacts

when negative feelings toward a nation are at a low level (Taqi 2022). According to Guliyev (2023), there are six indicators of consumer animosity, namely: 1) Perception of the country of origin, 2) Emotions toward products from the country of origin, 3) Purchase intention toward products from the country of origin, 4) Consumer ethnocentrism, which is a sense of group superiority by considering the group's own preferences, or as a tool in international marketing activities to encourage economic nationalism by refusing to buy foreign products and preferring domestic products; personal experience, 5) Media and news effects, and 6) Stereotypes and generalization.

Consumer Ethnocentrism

Consumer Ethnocentrism (CE) is defined as consumers' belief regarding the appropriateness and morality of purchasing foreign-made products (Ferrín et al. 2015a) CE reflects a sense of superiority within a group, using its own preferences as a benchmark, while also serving as a tool in international marketing to promote economic nationalism by discouraging the purchase of imported goods and encouraging the preference for domestic products (Nguyen et al. 2023). Consumers with high levels of ethnocentrism tend to perceive domestic products as superior and are more likely to prefer them over foreign alternatives (Sharma 2014a) According to (Sharma 2014), CE is an "individual personality trait" that influences consumer attitudes and behavior toward both domestic and foreign products, yet it remains a distinct construct from these attitudes.

(Ferrín et al. 2015a) identify three key characteristics of CE: (1) arising from love and concern for the country, as well as fear of losing economic interests due to imports, which drives the intention to buy local products; (2) a strong preference for domestic products over imported ones; and (3) a personal level of prejudice against imported products, which may stem from cultural, economic, or political factors. Most CE-related factors are associated with broad social norms concerning the purchase of domestic versus foreign products and their impact on the national economy.

Religiosity

Religiosity is defined as the extent to which an individual is committed to their religion, reflected in their attitudes and behavior (Saputri 2020). Religiosity provides individuals with both a personal and

social identity, and serves as a key determinant in consumer decision-making (Kalliny et al. 2017). In the context of economic and cultural hostility, religious and cultural factors play a significant role, as seen in boycotts of foreign products driven by religious sentiment.

Ahmed et al. (2013) identified six dimensions of religiosity: belief, religious experience, religious practice, religious knowledge, individual moral consequences, and social consequences. Although their study shares thematic proximity with the present research, both examining religiosity, animosity, and ethnocentrism in the context of American products, several fundamental differences justify conducting this study in the Indonesian context of 2024. The aforementioned study was carried out in Malaysia during the post-9/11 period, where anti-American sentiment was triggered by terrorism issues and the invasions of Iraq and Afghanistan.

Meanwhile, the Indonesian context of 2024 is characterized by different dynamics, namely the escalation of the Israel-Palestine conflict following October 2023, which has sparked a global wave of boycotts against pro-Israeli products, including many American brands. The fatwa issued by the Indonesian Islamic Scholar Council (MUI) Number 83 of 2023 on the Law on Support for Palestine, along with boycott calls by various Islamic mass organizations, has created a qualitatively different religion-political landscape from that of Malaysia in 2013. Consequently, prior to this study, it remained unknown whether the findings of Ahmed et al. (2013) would still hold true within a socio-political context that has undergone such significant transformation.

Brand Image

A brand is widely recognized as an extrinsic cue that buyers use to infer quality. In many industrial markets, a corporate brand effectively serves as the product brand, meaning the company's reputation is transferred to the brand. A strong brand, whether corporate or product-specific, is expected to positively impact on industrial buyers' perceptions of quality. Buyers' evaluations of a brand reflect a set of attributes, including the brand image in a particular country (Guliyev 2023).

Brand image refers to consumers' perceptions of a brand and its specialization as reflected in the various brand associations they hold. It can also be defined as the consumer's perception of a brand as stored in

their memory. A trademark is a name, phrase, sign, symbol, or a combination of designs used to distinguish a seller's goods or services from those of competitors.

Brand image consists of a collection of associations organized into a meaningful whole. It is based on consumers' memories of a product and is shaped by their experiences with the brand. Positive or negative feelings toward a brand contribute to its image and become embedded in consumers' memory. Associations with various brand attributes can manifest as specific thoughts and images linked to a brand (Labitta 2023). The measurement of this variable utilizes brand image indicators, which include: 1) Brand identity, 2) Brand personality, 3) Brand association, 4) Brand attitudes and behaviors, 5) Brand utility and benefits (Hidayat et al. 2023).

Purchase Decision

The concept of purchase decision originates from the notion of intention in behavioral theories, such as the Theory of Planned Behavior. Thus, intention is viewed as an individual's willingness or capacity to engage in a specific behavior. The decision to purchase foreign products reflects a consumer's willingness to buy and use those products. In marketing, purchase intention is used as a predictive concept for long-term buying behavior, indicating a potential customer's willingness to make a purchase (Nguyen et al. 2023). A purchase decision is the process by which consumers identify a problem, seek information about a specific product or brand, and evaluate how well each option resolves the issue, ultimately leading to a purchase. A purchase decision implies that consumers have the freedom to choose what they want, when, where, and how they want a particular brand (Hidayat et al. 2023). The indicators of purchase decision include: 1) Need identification, 2) Product information search, 3) Making a purchase, 4) Post-purchase behavior (Guliyev 2023).

Boycott Participation

Boycott participation is defined as a voluntary refusal by one or more parties to engage in relationships with a specific target as a form of disapproval or to pressure change on political, economic, or social issues ((Dekhil et al. 2017). (Lasarov and Hoffman 2021) define it as an individual consumer's decision to respond to a collective boycott call by refraining

from purchasing from a particular company or brand, with the aim of achieving the boycott's objectives. Such participation may incur subjective costs, including information costs, research costs, and switching costs associated with alternative brands. However, a positive brand image and high levels of trust can reduce consumers' willingness to participate, as they would need to build the same level of trust with an alternative brand. According to (Dekhil et al. 2017), indicators of boycott participation can be measured through three key dimensions: (1) expectation of the boycott's success, (2) alienation and perceived power of participants, and (3) participants' values (freedom and wisdom).

Conceptual Framework

Based on the literature review discussed above, a theoretical framework can be developed to describe the relationships between the independent variables (consumer animosity, consumer ethnocentrism, religiosity, and brand image) and the dependent variable (purchase decisions for American beverage products), as well as the moderating variable (boycott participation). This framework assumes that the independent variables influence consumer decisions to purchase American beverage products, with boycott participation serving as a moderating variable in the relationship toward purchase decisions.

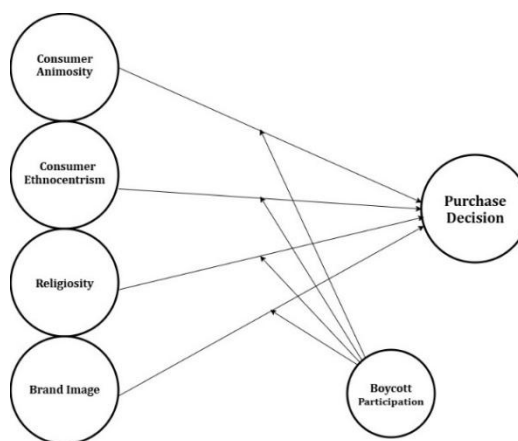


Figure 1. Conceptual Framework

RESEARCH METHOD

This research will adopt an empirical experience approach, specifically conducting a survey of respondents' experiences to examine

the relationships between variables and their cause and effects using path analysis. The object of this study is consumers of American products in Surabaya. The selection of Surabaya is not without reason, as it contributes the most to East Java's Gross Regional Domestic Product (GRDP) of East Java, serves as the economic center of East Java, and is the city/regency with the largest population in East Java. The list of American beverage brands is shown in Table 1.

Table 1. Brand Name and Company of Origin

Brand	Company
Coca Cola	Coca Cola Co
Pepsi	PepsiCo Inc.
Fanta	The Coca Cola Company
Sprite	The Coca Cola Company
McDonald's	McDonald's Corporation
KFC	Yum! Brands, Inc.
Starbucks	Starbucks Corporation

Data: processed by the researcher (2025)

Data and Sample

The population of this study comprises all consumers in Surabaya who have ever consumed American beverage products. Given the large and heterogeneous population size, the researcher employed a Disproportionate Stratified Random Sampling technique. This method was chosen because it allows the researcher to allocate the sample disproportionately across strata, with the aim of ensuring adequate representation of specific sub-groups (strata) deemed most theoretically and contextually relevant to the phenomenon under study, even if their proportion in the actual population is small (Cooper and Schindler 2013; Sekaran and Bougie 2016).

The strata in this study were determined based on two main criteria: kecamatan (sub-district) and age group. This determination is based on the following rationale: 1) Kecamatan (Sub-District) Strata: Surabaya consists of 31 sub-districts with diverse socio-economic characteristics. To ensure the data captures variations in consumption behavior across city centers, commercial areas, and residential neighborhoods, the study focused its sampling more heavily on five districts identified as economic

and culinary hubs with a high prevalence of American beverage outlets: Genteng, Gubeng, Tegalsari, Wonokromo, and Surabaya Pusat (Central Surabaya). The sample allocation for each of these districts was set larger than their actual population proportions to capture behavioral variations in locations with high product exposure intensity.

2) Age Group Strata: Consumer age groups are an important factor influencing attitudes toward global brands and sensitivity to geopolitical issues (Sharma 2014). The age strata were divided into three groups: Group 1: <25 years old (Gen Z & Young Millennials), Group 2: 25–40 years old (Millennials), Group 3: >40 years old (Gen X & Baby Boomers). The sample allocation was intentionally weighted more heavily toward Group 1 and 2 (< 40 years old). The reason is that, based on literature, these age groups are known as the primary market segment for contemporary beverage products, are more active on social media where boycott narratives spread, and are assumed to have a greater variation in attitudes (from acceptance to rejection) towards Western products in a political context (J. G. Klein et al. 2004).

To determine the minimum sample size, this study refers to the rule of thumb for Structural Equation Modeling (SEM) analysis using Partial Least Squares (PLS), which is 10 times the number of indicators in the construct with the most indicators (Hair et al. 2019). At the initial planning stage, the construct with the most indicators, Purchase Decision, served as the basis for calculation, yielding a minimum sample size of $10 \times 7 = 70$ respondents. However, during the instrument development and validation stage, which involved a readability test (pre-test) and content validation by experts, the Religiosity construct underwent refinement with the addition of one indicator to capture the social consequences dimension more contextually within the Indonesian setting. Consequently, the final instrument used for data collection shows that the construct with the most indicators is Religiosity, with 8 indicators. Based on this final instrument, the required minimum sample size is $10 \times 8 = 80$ respondents. To anticipate this instrument development, enhance statistical power, and ensure the stability of parameter estimates, this study targeted a sample size substantially larger than the minimum threshold.

Based on to standards in similar research and the analytical technique employed, the final sample size was determined to be 270 respondents. This number substantially exceeds both minimum thresholds

(70 and 80), such that any refinement of the instrument that occurred between the planning and implementation stages does not affect the adequacy of the sample size or the validity of the analysis results. Data collection was conducted from May 10 to June 25, 2024, using a structured questionnaire distributed both online and offline at selected locations. From this process, 270 complete and valid questionnaires were obtained for further analysis. Details of the final indicators for each construct are presented in Table 2.

This study will have 5 latent variables: Purchase Decision (Guliyev 2023), Consumer Animosity (Saputri 2020), Consumer Ethnocentrism (Ferrín et al. 2015b), Religiosity (Ahmed et al. 2013), Brand Image (Hidayat et al. 2023), and Boycott Participation (Dekhil et al. 2017).

Table 2. Research Instrument

Variable	Indicator	Items
<i>Purchase Decision</i>	Needs identification	<i>I buy products to fulfill my daily needs</i>
	Product information search	<i>I look for information about the product before buying</i>
	Making a purchase	<i>I compare product prices before buying I buy with careful consideration</i>
	Post-purchase behavior	<i>I leave a review after buying a product I recommend products to others based on experience</i>
<i>Consumer Animosity</i>	Perception of product of origin	<i>Products from the US are of good quality</i>
	Emotion towards origin product	<i>I am not happy to see products from the US</i>
	Origin Purchase Decision	<i>I intend to choose Indonesian products over US products.</i>
	Personal experience	<i>I have had a bad experience with products from the US</i>
	Media and news effects	<i>Information and media influence my trust in products from the U.S.</i>
<i>Consumer Ethnocentrism</i>	Stereotypes and generalizations	<i>The general views of a group can influence my views on products from the U.S.</i>
	Arising from love and concern for the country	<i>I love and care about Indonesia</i>
	and fear of losing economic interests due to	<i>I am afraid of economic loss due to imports</i>

Variable	Indicator	Items
	imports Intention or willingness to prefer domestic products over imported products Level of personal prejudice against imported products	<i>I choose domestic products</i> <i>I like imported products</i>
Religiosity	Confidence Experience Religious practice Religious knowledge Individual moral consequences Social consequences	<i>Religion influences my views on certain products</i> <i>Certain products or brands are in line with my religious values</i> <i>Religious beliefs influence my purchasing decisions</i> <i>I consider my religious values when making a purchase decision</i> <i>My religion influences my preference in choosing products</i> <i>I buy certain products to implement the concept of almsgiving</i> <i>I will avoid products or brands that go against religious values</i> <i>I will choose products that support or come from my religious community</i>
Brand Image	Brand identity Brand personality Brand association Brand attitude and behavior Brand utility and benefits	<i>The U.S. product brand reflects the value or purpose of the product well</i> <i>The US product brand matches my values and preferences</i> <i>I have an emotional connection with the US product brand</i> <i>I believe the US product brand is a quality product provider</i> <i>The US product brand responds to my needs and questions</i> <i>US products are superior to other products</i> <i>I gained benefits after deciding to buy US products</i>
Boycott Participation	Expectations of successful action Alienation and perceived power Participants' values (freedom and discretion)	<i>I believe participation in a boycott brings about change</i> <i>I feel marginalized or unheard by the government or authorities.</i> <i>I believe boycott participation is in support of important values in society</i>

Source: Author (2025)

RESULTS AND DISCUSSION

Results

Demographic Characteristics

According to this study's findings, the majority of respondents are women (170), while the remaining are men (100). Additionally, another finding indicates that respondents are predominantly aged 20–29 years, totaling 150 individuals. In terms of education level, most respondents in Surabaya have completed high school or an equivalent level, with 105 individuals. This suggests that consumers with higher levels of education may have a deeper understanding of global issues, making them more likely to be influenced by them. Similarly, the most common income level among respondents in Surabaya is below 1 million IDR, with 103 individuals. Regarding occupation, the majority of respondents in Surabaya are students, with 80 individuals. Finally, regarding religion, most respondents in Surabaya identify as Muslim, with 229 individuals. This finding indicates that consumers from certain religious groups may be more motivated to boycott products from countries they perceive as conflicting with their religious beliefs. (Table 3)

Table 3. Characteristics of Respondents

Respondent Characteristics	Frequency	Percentage
Gender		
Woman	170	62,96
Man	100	37,04
Total	270	100
Age		
<19	13	4,81
20-29	150	55,56
30-39	92	34,07
40-49	13	4,81
>50	2	0,74
Total	270	100
Education		
Junior High School	11	4,07
High School	105	38,89
D1-D4	47	17,41
Bachelor	93	34,44
Master	13	4.81
Doctor	1	0.37

Respondent Characteristics	Frequency	Percentage
Total	270	100
Income		
<1 Million	103	38.15
1-3 Million	72	26.67
3-5 Million	66	24.44
5-7 Million	20	7.41
>7 Million	9	3.33
Total	270	100
Occupation		
Executive	1	0.37
Teacher/Lecturer	38	14.07
Housewife	28	10.37
Engineer/Lawyer	6	2.22
Student	80	29.63
Civil Servant	33	12.22
Professional	12	4.44
Entrepreneur	60	22.22
Other	12	4.44
Total	270	100
Religion		
Atheist	2	0.74
Buddhist	1	0.37
Hindu	2	0.74
Islam	229	84.81
Catholic	12	4.44
Christian	24	8.89
Total	270	100

Source: Author (2025)

As shown in Table 3, the majority of respondents are female (62.96%), and most are in the 20-29-year age group (55.56%). In addition, high school graduates represent the largest education segment (38.89%), while the most common income level is below 1 million IDR (38.15%). These demographic patterns indicate that the sample is dominated by young, educated consumers who may be more exposed to global socio-political issues.

This study aims to examine the moderating effect of boycott participation on four variables: Consumer Animosity, Consumer Ethnocentrism, Religiosity, and Brand Image, as well as to analyze the relationship between these variables and the purchase decision of

American beverage products. Therefore, to test the relationships between the constructs, including the moderating role within the model, the results will be presented in Figure 3 below.

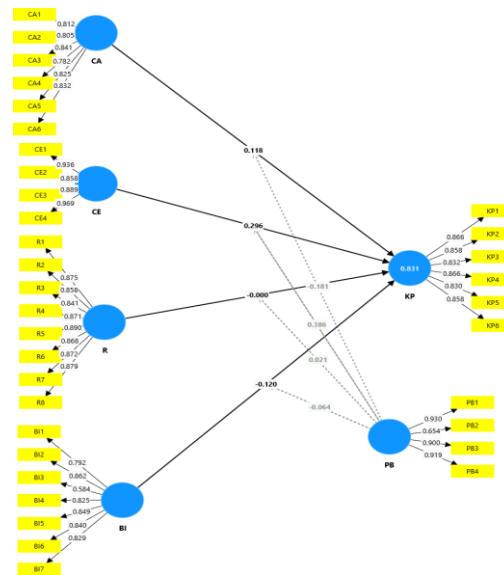


Figure 3: Research Model

Before proceeding to the measurement and structural model evaluations, descriptive statistics were analyzed to provide an overview of respondents' responses toward each construct in this study. The results are presented in Table 4.

Table 4. Descriptive Statistics

Variable	Mean	Standard Deviation	Minimum	Maximum
Consumer Animosity (CA)	2.63	0.54	1.33	4.00
Consumer Ethnocentrism (CE)	2.14	0.50	1.00	3.50
Religiosity (R)	2.44	0.56	1.25	3.75
Brand Image (BI)	2.36	0.63	1.00	3.57
Purchase Decision (PD)	2.59	0.58	1.33	3.67
Boycott Participation (BP)	2.28	0.53	1.00	3.75

Source: Processed data, 2024



Before evaluating validity and reliability, descriptive statistics were assessed to understand respondents' general tendencies toward each construct. Table 4 summarizes the mean, standard deviation, and minimum and maximum values for all variables. As shown in Table 4, Consumer Animosity (mean = 2.63) and Purchase Decision (mean = 2.59) exhibit moderate levels, while Consumer Ethnocentrism (mean = 2.14) shows the lowest tendency among the constructs.

Table 5. Correlation Matrix among Constructs

Variable	CA	CE	R	BI	KP
Consumer Animosity (CA)	1.00	0.64	0.84	-0.63	0.64
Consumer Ethnocentrism (CE)	0.64	1.00	0.71	-0.52	0.85
Religiosity (R)	0.84	0.71	1.00	-0.66	0.67
Brand Image (BI)	-0.63	-0.52	-0.66	1.00	-0.60
Purchase Decision (PD)	0.64	0.85	0.67	-0.60	1.00
Boycott Participation (BP)	0.81	0.56	0.73	-0.51	0.55

Source: Data processing results, 2024

To observe initial associations between constructs, Pearson correlations were examined. Table 5 displays the correlation matrix for all variables. As seen in Table 5, Consumer Animosity is strongly correlated with Religiosity ($r = 0.84$) and moderately correlated with Consumer Ethnocentrism ($r = 0.64$). These correlations indicate the need for further assessment of discriminant validity.

The findings of this study indicate that a correlation test has been conducted on all surveyed items, and the results confirm that all items meet the discriminant validity threshold across the five variables. Consumer Animosity comprises six indicators, while Consumer Ethnocentrism comprises three. Religiosity comprises six indicators: Brand Image (five), Boycott Participation (three); and Purchase Decision (four). Based on the overall composition of the selected items and the subsequent measurement model testing, the results show values exceeding 0.5.

**Table 6. Measurement Model
Summary of Measurement Model**

Constructs	Item	Loading Factor	Alpha	CR	AVE
<i>Consumer Animosity</i>	CA1	0.812	0.901	0.923	0.666
	CA2	0.805			
	CA3	0.841			
	CA4	0.782			
	CA5	0.825			
	CA6	0.832			
<i>Consumer Ethnocentrism</i>	CE1	0.936	0.934	0.953	0.836
	CE2	0.858			
	CE3	0.889			
	CE4	0.969			
<i>Religiosity</i>	R1	0.875	0.954	0.961	0.756
	R2	0.858			
	R3	0.841			
	R4	0.871			
	R5	0.89			
	R6	0.868			
	R7	0.872			
	R8	0.879			
<i>Brand Image</i>	BI1	0.792	0.907	0.926	0.644
	BI2	0.862			
	BI3	0.584			
	BI4	0.825			
	BI5	0.849			
	BI6	0.84			
	BI7	0.829			
<i>Boycott Participation</i>	BP1	0.93	0.876	0.917	0.737
	BP2	0.654			
	BP3	0.9			
	BP4	0.919			
<i>Purchase Decision</i>	PD1	0.866	0.924	0.941	0.726
	PD2	0.858			
	PD3	0.832			
	PD4	0.866			
	PD5	0.83			
	PD6	0.858			

(Schlegelmilch et al. 2016)

Based on the findings in Table 6, all variables have composite reliability and Cronbach's alpha values greater than 0.7. Therefore, it can be concluded that each research variable is reliable and meets the necessary criteria. To complement the reliability test results, the Average

Variance Extracted (AVE) is required to assess the level of variance in each construct component, as measured by its indicators, while accounting for measurement error. The recommended AVE threshold is 0.5, although 0.4 is generally acceptable, provide the composite reliability exceeds 0.6 (Chang et al. 2013).

Although the loading values of BI3 (0.584) and BP2 (0.654) fall below the 0.70 threshold, both indicators were retained not only for statistical reasons but also due to their significant conceptual roles. BI3 reflects an emotional connection to the brand, which is a core dimension of brand image (Keller 1993; Aaker 2011). Removing it would eliminate the affective aspect of the construct, particularly in the context of American products that have become deeply embedded in the daily lives of Indonesian consumers (Neekhra 2022). Meanwhile, BP2 captures a sense of political alienation, which drives consumers to channel their frustration through boycotts when formal channels of aspiration are perceived as ineffective (Albrecht et al. 2013; Hoffmann and Müller 2009; Farah and Newman 2010). Removing BP2 would discard the structural dimension of boycott participation, thereby rendering the construct theoretically incomplete.

Table 7. Discriminant Validity

Construct	BI	CA	CE	PD	BP	R
BI	0.802					
CA	-0.644	0.816				
CE	-0.541	0.681	0.914			
PD	-0.622	0.68	0.848	0.852		
BP	-0.537	0.824	0.577	0.554	0.859	
R	-0.665	0.86	0.716	0.669	0.755	0.869

Source: Data processing results, 2024

As shown in Table 7, this study used Partial Least Squares Structural Equation Modeling (PLS-SEM). The measurement model evaluation demonstrated that all constructs satisfied reliability and validity criteria. Composite Reliability values exceeded the recommended threshold of 0.70, and AVE values surpassed 0.50 for all constructs. Discriminant validity was confirmed using HTMT. The structural model results showed that Consumer Animosity, Consumer Ethnocentrism, and Brand Image

significantly influenced Purchase Decision, whereas Religiosity did not. Furthermore, Boycott Participation significantly moderated the relationships between Consumer Animosity and Purchase Decision and between Consumer Ethnocentrism and Purchase Decision. The moderating effects were visualized through simple slope analyses to aid interpretation.

Table 8. R² (Coefficient of Determination)

	R-square	R-square adjusted
PD	0.831	0.826

The model's explanatory power is summarized in Table 8. As shown in Table 8, the R² value for Purchase Decision is 0.831, indicating that 83.1% of its variance is explained by the exogenous variables and their interactions

Table 9. F² (Effect Size)

	BI	CA	CE	PD	BP	R	BP x BI	BP x R	BP x CE	BP x CA
BI				0.038						
				0.01						
CA				4						
				0.10						
CE				9						
PD										
				0.02						
BP				7						
R				0						
BP x BI				0.01						
				0.00						
BP x R				1						
BP x										
CE				0.31						
BP x				0.03						
CA				7						

Source: Data processing results, 2024

As shown in Table 9, the results indicate that consumer ethnocentrism ($f^2 = 0.109$) and the interaction term between boycott participation and consumer ethnocentrism (BP x CE; $f^2 = 0.310$) have the most substantial effects on purchase decision, representing medium to large effect sizes. Meanwhile, brand image ($f^2 = 0.038$), consumer animosity ($f^2 = 0.014$), boycott participation ($f^2 = 0.027$), and the interaction boycott participation x consumer animosity ($f^2 = 0.037$) exhibit small effects. Conversely, religiosity ($f^2 = 0.000$) and its interaction terms, namely boycott participation x brand image ($f^2 = 0.010$) and boycott participation x religiosity ($f^2 = 0.001$), make negligible contributions to the model. These findings indicate that consumer ethnocentrism is the strongest direct predictor of purchase decision, while the moderating role of boycott participation significantly amplifies this relationship. Other constructs, although statistically significant, exert relatively smaller influences on the variation in consumer purchase decisions for American beverage products.

Table 10. Regression Models and Factor Analysis

	Original sample (O)	Sample mean (M)	Standard Deviation (STDEV)	T statistics (O/STDEV)	P values
BI → PD	-0.12	-0.12	0.039	3.049	0.001
CA → PD	0.118	0.118	0.072	1.645	0.05
CE → PD	0.296	0.293	0.067	4.444	0.01
BP → PD	0.133	0.132	0.059	2.252	0.012
R → PD	0	0.008	0.077	0.006	0.498
BP x BI → PD	-0.064	-0.063	0.045	1.416	0.078
BP x R → PD	0.021	0.012	0.073	0.291	0.386
BP x CE → PD	0.386	0.39	0.051	7.572	0
BP x CA → PD	-0.181	-0.18	0.066	2.718	0.003

Source: Data processing results, 2024

As shown in Table 10, Consumer Animosity, Consumer Ethnocentrism, and Brand Image significantly influence Purchase Decision, while Religiosity does not. In addition, Boycott Participation significantly moderates the effects of Consumer Animosity and Consumer Ethnocentrism.

Through the description above, the findings in this study will be explained as follows:

H1: Consumer Animosity → Purchase Decision (Significant positive)

The path coefficient of consumer animosity on purchase decision is 0.118 with a significance level of 0.05, indicating a statistically significant effect.

H2: Consumer Ethnocentrism → Purchase Decision (Significant positive)

The path coefficient of consumer ethnocentrism on purchase decision is 0.296 ($p = 0.010$), indicating a positive and significant effect.

H3: Religiosity → Purchase Decision (Not significant)

The path coefficient of religiosity on purchase decision is 0.006 ($p = 0.498$), indicating a non-significant effect.

H4: Brand Image → Purchase Decision (Significant negative)

The path coefficient for brand image on purchase decision is -0.120 ($p = 0.001$), indicating a negative, significant effect.

H5: Boycott Participation × Consumer Animosity → Purchase Decision (Significant negative moderation)

The moderating effect of boycott participation on the relationship between consumer animosity and purchase decision is -0.181 ($p = 0.003$), indicating a negative and significant effect.

H6: Boycott Participation × Consumer Ethnocentrism → Purchase Decision (Significant negative moderation)

The moderating effect of boycott participation on the relationship between consumer ethnocentrism and purchase decision is 0.386 ($p < 0.000$), indicating a positive and significant effect.

H7: Boycott Participation × Religiosity → Purchase Decision (Not significant)

The moderating effect of boycott participation on the relationship between religiosity and purchase decision is -0.035 ($p = 0.638$), indicating a non-significant effect.

H8: Boycott Participation × Brand Image → Purchase Decision (Not significant)

The moderating effect of boycott participation on the relationship between brand image and purchase decision is 0.058 ($p = 0.317$), indicating a non-significant effect.

Discussion

The findings of this study indicate that consumer animosity and consumer ethnocentrism positively influence purchase decisions toward American beverage products in Surabaya, whereas brand image has a significant negative effect. In contrast, religiosity does not significantly affect purchase decisions. These results suggest that consumer responses to American beverage products are shaped by a complex interaction of political attitudes, ethnocentric tendencies, and socio-political considerations.

As presented in Table 6, consumer animosity and ethnocentrism display significant path coefficients, confirming their dominant role in shaping purchasing behavior. This aligns with the Theory of Planned Behavior (Ajzen 1991), which suggests that attitudes and perceived norms are key determinants of behavioral intention.

Further analysis of the table reveals that Consumer Animosity has a significant positive influence on purchase decisions, whereas the previously proposed hypothesis (H1) predicted a negative influence. This finding was not anticipated in the initial research design; therefore, the interpretation presented is post-hoc and should be approached with caution. Nevertheless, similar phenomena have been documented in the literature, where animosity does not always culminate in product rejection (Fong et al. 2014). In the context of everyday consumer products that are deeply embedded in consumers' lifestyles, several explanations may account for this finding. First, brand familiarity and long-established consumption habits may override hostile attitudes toward a foreign country (Chaudry et al. 2020). Second, consumers may perceive animosity primarily as a political sentiment that is not directly associated with specific consumer products, allowing them to separate political evaluations from purchasing behavior. Third, widespread availability and strong market presence of American beverage products in Surabaya may reduce consumers' willingness to alter their consumption patterns despite holding negative political attitudes. These findings suggest that political hostility does not necessarily translate into reduced consumption when products have become integrated into consumers' daily routine and lifestyle preferences.

American-origin beverage products (such as Coca-Cola, Starbucks, and Pepsi) are deeply entrenched in the Indonesian market and embedded in the urban lifestyle of Surabaya (Neekhara 2022). The strength of brand image and consumption habits may have overcome the potential negative effects of animosity. 2) Surabaya, as a metropolitan city, has a young population exposed to globalization. In this segment, animosity may be more abstract or political and does not automatically translate into a rejection of popular culture symbols or global consumption, including American beverages. 3) Animosity is multidimensional (e.g., war animosity, economic animosity, social animosity). It is possible that the specific dimension of animosity felt by respondents in Surabaya is not directly linked to consumer products, or that its intensity is not strong enough to outweigh other driving factors such as brand familiarity or perceived product quality.

Consumer ethnocentrism also shows a positive, significant relationship with purchase decisions. This finding supports the work of Ferrin et al. (2015) and Farah Mehdi (2021), who argue that ethnocentric consumers tend to favor domestic products as an expression of loyalty and economic nationalism. In the context of boycott movements, support for local products may also represent a symbolic response to geopolitical issues, reinforcing consumers' preference for domestic alternatives over foreign brands.

In contrast, religiosity does not significantly influence purchase decisions. Although Table 6 shows a non-significant coefficient for religiosity, this result aligns with contextual interpretations from Ahmed et al. (2013) and (Dekhil et al. 2017), suggesting that religious identity may act more as a moral orientation than a behavioral determinant. However, this differs from the findings of Syarif and Herman (2024), who state that religious leaders and scholars play an important role in legitimizing boycott movements, as their endorsements significantly influence consumer attitudes.

In addition, a high level of religiosity does not automatically result in a uniform consumer response. There is variation in interpreting religious obligations concerning global political and economic issues. Some consumers may view a boycott as a strict religious duty (as reflected in the fatwa of the Indonesian Islamic Scholar Council/MUI), while others may adopt a more pragmatic approach, separating worship from everyday

economic transactions, or believing that individual impact is too negligible to be meaningful. This fragmentation in normative interpretation can "cancel out" a significant aggregate effect in the model.

Brand image has a negative, significant effect on purchase decisions. As shown in Table 6, this finding suggests that favorable perceptions of American beverage brands do not necessarily translate into stronger purchasing decisions in the context of geopolitical tensions and boycott movements (Zahabiyyah 2025). Consumers may place greater emphasis on political and moral considerations than brand-related attributes when evaluating products associated with controversial issues.

Consequently, even brands with strong reputations may experience lower consumer support when geopolitical concerns become more salient. This finding indicates that consumer evaluations of foreign brands are shaped not only by marketing factors but also by broader socio-political considerations.

Furthermore, the significant negative moderating effect of boycott participation on the relationship between consumer animosity and purchase decisions (H5 supported) suggests that boycott engagement weakens the influence of animosity on purchasing behavior. Although consumers may hold hostile attitudes towards the United States, participation in boycott activities appears to alter how these sentiments translate into purchasing decisions. This finding indicates that boycott participation functions not merely as an expression of political hostility but also as a collective behavioral mechanism shaped by social norms, group identity, and moral considerations.

One possible explanation is that consumers with strong animosity may already have formed negative attitudes toward American products, leaving limited room for boycott participation to further strengthen their purchasing responses. In contrast, consumers who actively engage in boycott movements may be motivated by broader social and ethical concerns rather than hostility alone. Consequently, boycott participation reduces the direct influence of animosity on purchase decisions by channeling consumer behavior through collective action and shared social values rather than individual political sentiments.

As illustrated in Figure 3, the structural model confirms the direction and magnitude of all significant relationships, while Table 8 presents the

model's explanatory power, showing an R^2 value of 0.831 for the purchase decision and strong effect sizes (f^2) for consumer ethnocentrism and boycott participation. The findings underscore the importance of incorporating socio-political and cultural dimensions into consumer behavior analysis, especially in markets influenced by collective moral actions such as boycotts.

The findings contribute to the literature on consumer behavior by demonstrating that consumer animosity does not necessarily lead to reduced purchasing behavior in all contexts. The study also highlights the importance of boycott participation as a moderating mechanism that shapes the influence of consumer attitudes on purchasing decisions. These results suggest that socio-political factors should be considered alongside traditional marketing variables when examining consumer responses to foreign products.

CONCLUSION

The findings of this study confirm that participation in boycotts has a direct moderating effect on consumer purchase decisions regarding American beverage products in Surabaya. This suggests that boycott participation strengthens the relationship between consumer animosity and consumer ethnocentrism. These findings are driven by the fact that most consumers in Surabaya are more critical of foreign products and strongly support local products. As a result, consumers with high ethnocentrism who participate in a boycott tend to be more resistant to purchasing American beverage products. Therefore, it is reasonable to conclude that boycott participation serves as a strong moderating factor for these two variables. On the other hand, boycotting participation fails to strengthen the relationship between religiosity and brand image in shaping purchase decisions for American beverage products. This may be due to the varying levels of religiosity among individuals, as not everyone with a high level of religiosity is necessarily motivated to participate in a boycott. Boycott participation may not reflect an individual's religious identity directly but rather be a complex manifestation of various identity factors and social contexts. Additionally, consumers may not always act rationally or consistently with their beliefs, especially when faced with choices involving moral or ethical considerations. Another key finding of this study is that consumer animosity, consumer ethnocentrism, and

brand image all have a significant direct influence on purchase decisions, whereas religiosity does not.

This study is limited to data obtained from consumers who have previously consumed American beverage products. For a more comprehensive and accurate representation in future research, data collection could be expanded to other product categories such as electronics, automotive, and the fashion industry, where brand image may play a more significant role in purchase decisions. Another limitation that should be addressed in future research is the need to conduct studies in other cities, both domestically and internationally, to examine whether the same findings apply in regions with different demographic, social, and economic characteristics. Additionally, future research should consider incorporating other variables, such as the influence of social media, environmental awareness, or price preferences. This would provide a broader understanding of the factors influencing consumer purchase decisions in the digital era. This study has several limitations. The sample was limited to consumers in Surabaya and focused only on American beverage products, which may limit the generalizability of the findings. In addition, the cross-sectional design captures consumer perceptions at a single point in time and may not fully reflect changes in consumer behavior as geopolitical conditions evolve. Future studies are encouraged to examine different regions, product categories, and research contexts.

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