



## Driving Factors the Buddhist Community's Intention to Boycott Israeli-Affiliated Products in Indonesia

Saifudin<sup>1\*</sup>, Dyah Kusumawati<sup>2</sup>, Sepia Hartiningsih<sup>3</sup>  
<sup>1,3</sup> State Islamic University of Salatiga, Salatiga, Indonesia  
<sup>2</sup> Sultan Fatah University, Demak, Indonesia  
\*Email: [saifudin@uinsalatiga.ac.id](mailto:saifudin@uinsalatiga.ac.id)

**Abstract:** *The spirit of caring for fellow human beings is a universal value that transcends ethnic, racial, national and religious barriers to create social harmony. This research is motivated by the war between Israel and Palestine. The purpose of this study is to determine the influence of subjective norms, anticipated positive emotions, and product judgment on the willingness to boycott Israeli-affiliated products by Buddhists. The data sample used in this research was 142 respondents from 17 provinces in Indonesia. Samples are taken using purposive sampling. To analyze survey data and interpret research results, Partial Least Squares Structural Equation Modeling (PLS-SEM) was used for the model. The test results show the favorable and strong impact of subjective norms on the willingness to boycott. Positive anticipated emotions also have a positive and significant effect on willingness to boycott. However, product judgment does not affect willingness to boycott. Future research can be developed using a longitudinal study design to examine how changes in social norms affect boycott behavior in the long term.*

**Keywords:** *subjective norms; positive anticipated emotions; product judgment; willingness to boycott*

### Introduction

The conflict that occurred between Israel and the Hamas organization from Palestine in the months at the end of 2023 has caught the attention of all mankind in the world, including Indonesia. Hundreds of thousands of people in various regions, various groups and even the government called for support for the Palestinian people. They pushed for immediate peace considering that many people had become victims of the incident (Hudiyana, 2023).

So far, activities in defending Palestine have been synonymous with the same religion they adhere to because up to now this has been believed to be an important aspect, which can ignite enthusiasm for action. But the action to defend Palestine does not only involve Muslims but also interfaith organizations and communities. Many similar actions were carried out by non-Muslim communities, they wanted Israel's attacks on Palestine to stop immediately (Hudiyana, 2023).

In Colombo, the capital of Sri Lanka, Buddhists protested against Israel's attack on Gaza, Palestine. In the states of the United States (where the government supports Israel), interfaith communities took to the streets to

protest the attitude of US President Joe Biden. In Britain, which is also an ally of Israel, thousands of its citizens in various regions did the same thing to support Palestine and demand a ceasefire. Even support for Palestine comes from Jewish Voice for Peace, a Jewish community organization which believes that Israel has caused many Palestinians to suffer and experience injustice. These actions are proof of the phenomenon of collective solidarity, not only based on a shared identity (Hudiyana, 2023).

Meanwhile in Indonesia, apart from Muslims, there are also Buddhists who actively provide support for Palestine. They are concerned about the conflict there. There have been many victims, especially the elderly, women and children. Buddhist communities pray together at the monastery for the safety of the Palestinian people. They hope that the conflict will end soon and the Palestinian people can live freely, understand and love each other.

In their action to defend Palestine, Buddhists also raised donations to help the Palestinian people a little. Apart from that, about the haram MUI fatwa on goods thought to encourage Israeli military aggression against Palestine, Buddhists also took part in this as a

form of humanitarian solidarity and protest against Israel's military attacks on Palestine (Pradana, 2023).

As stated by the Head of the Teaching Division of the Representative of Indonesian Buddhists (Walubi), Suhadi Sendjaja, Buddhists support the government in boycotting all forms of policies of any party that are colonial, including Israel because this is the same as colonialism in the world. Calls for a boycott of Israeli products are increasing, such as fast food (McDonald's, Burger King), soft drinks (Coca-Cola, Pepsi), beauty products (Ahava, L'Oreal Israel), and technology (HP, Google). The willingness of Buddhists to boycott Israeli-affiliated products cannot be isolated from the impact of arbitrary standards, anticipated positive emotions and evaluation of the product itself (Akbar, 2016).

Discussing the issue of subjective norms, as fellow religious human beings, Buddhists also have the same assessment as other people regarding colonialism. That every human being has the right to live in freedom, peace and happiness. This is certainly not achieved by the Palestinian people who are currently facing attacks from Israel. This situation made Buddhists also protest by joining in boycotting products from Israel (Nurdin & Zulfikar, 2023). This instance aligns with the findings of the investigation from Farah & Newman, (2010) entitled *Exploring Consumer Boycott Intelligence Using a Socio-Cognitive Approach*, specifically that, despite the fact that Muslim participants seem more likely to take part in the boycott, attitudes, arbitrary standards, and the impression of behavioral control are both populations' intentions were significantly predicted by all of them, with the attitudinal component bearing the greatest weight. On the other hand, many Israeli products are circulating on the Indonesian market, some have even become a necessity. However, with this boycott, feelings of joy, satisfaction, enthusiasm and enthusiasm for a product become the opposite. People should immediately look for local products as a substitute. This is what is called anticipated positive emotions (Nugraha, 2023). This condition does not support the results of

research by Talib *et al.* (2017), who found that the influence of consumers' predicted emotions on their propensity to boycott was the subject of positive anticipated emotions and product judgment. The lack of a substantial link between positive anticipated emotions and product judgment indicated by the results supported neither hypothesis between the expected favorable feelings of avoiding the boycott and the expected negative feelings of opposing the surrogate product boycott.

There are several reasons why research on product boycott intention is important, including factors beyond product quality such as norms that develop in society and anticipated emotions (Abdul-Talib & Adnan, 2017). First, subjective norms reflect the social pressure a person feels from family, friends, or community in making certain decisions (Ajzen, 1991). If many people around an individual support a boycott, then it is likely that the individual will participate in the boycott even if they do not initially have the intention to do so.

Second, anticipated positive emotions, individuals often consider how they will feel after performing an action before actually performing it (Bagozzi & Pieters, 2010). If someone anticipates feeling proud, satisfied, or relieved after boycotting, they will likely be more motivated to do so. Third, product judgment, consumer decisions are often influenced by consideration of product quality with competitors (Engel *et al.*, 1995). If an individual's product perception and evaluation of the product is positive, it is likely that they will continue to use the product.

Apart from that, in product assessment, there are factors of experience, evaluation and consumer opinion about a product. It also contains reviews or reviews which are a form of product assessment, while the rating is part of the review which uses star symbols to express the level of buyer satisfaction. If people are disappointed with the Israeli invasion of Palestine, this could affect the assessment of products originating from there (Lackermair *et al.*, 2013). However, this turns out to be contrary to the results of research by Pratiwi *et*

*al.*, (2021) entitled Analysis of the Influence of Intention to Boycott on Consumers of French Products in Indonesia with the result that product judgment does not have a favorable and noteworthy impact on the decision to boycott French products. This research gap is the reason for researchers to delve deeper into the factors that influence the willingness of community boycotts on Israeli-affiliated products in Indonesia.

The background of the Israeli-Palestinian conflict has triggered various boycott movements around the world, including in Indonesia. This study specifically seeks to understand the factors that drive Buddhists to engage in the movement to boycott Israeli products. Through this research, we will examine the connection between the propensity to boycott products associated with Israel and subjective norms, the connection between willingness and anticipated happy feelings to boycott Israeli-affiliated products, and the correlation between one's inclination to boycott Israeli-affiliated products and their assessment of the product. This study uses several theories to examine the research model developed, namely Theory of Planned Behavior (Ajzen, 1991), Theory of Anticipated Emotions (Bagozzi & Pieters, 2010), and Theory of Consumer Decision Making (Engel *et al.*, 1995).

It is novel and contributes to science that subjective norms and boycott behavior related to Palestine only focus on the context of Muslim consumers, whereas this study focuses on the Buddhist community. This will extend the Theory of Planned Behavior (TPB) by showing that social norms have an impact across cultures and religions. In addition, most previous research has focused on negative emotions such as anger and hatred as the main drivers of boycotts. This research reverses that paradigm with anticipated positive emotions such as pride and moral satisfaction in the boycott decision.

## Literature Review

### *Subjective Norm*

Subjective norms are under the category of social elements. This subjective norm

explains the societal constraints that people experience while deciding whether or not to undertake particular things. (Ajzen, 1991 in Hasan & Suciarto, 2020). Subjective norms are the social factors that surround people with regard to a perspective, which results in an expectation to carry out or refrain from carrying out specific behaviors (Ramdhani, 2016). Individual views are referred to as subjective norms because the reference group will observe them when particular behaviors are carried out. The majority of his group members likewise do it (Al-Swidi *et al.*, 2014). Subjective norms arise from personal conviction in specific contexts, The formation of subjective norms is influenced by those in one's immediate surroundings, as well as presumptions that are made about people based on their own experiences, which may persuade them to use technology (Adriansyah *et al.*, 2022). Because beliefs also affect attitudes and behavior, this perception is subjective (Angellina, 2018).

The definition of the subjective norm in this research is an individual's view of a behaviour or action that is influenced by other individuals who are considered important so that the behaviour is carried out by that individual (Siaputra & Isaac, 2020). Some indicators of subjective norms include the influence of partners, the influence of parents, friends, reference groups, and siblings (Blackwell *et al.*, 2012).

### *Positive Anticipated Emotions*

Positive anticipated emotions are a state of mind that can influence and determine the level of consumers in making decisions (Nurlinda & Christina, 2020). Positive emotions include peace, love, joy, joy and also happiness. Positive emotions describe how people feel enthusiasm, drive, and excitement, which in these conditions involve feelings of high energy with full concentration (Fazri *et al.*, 2020 in Andriani & Harti, (2021)). The indicators are feeling happy, feeling satisfied, feeling comfortable, feeling excited also feeling enthusiastic (Imbayani & Novarini, 2018). However, in this research, positive emotions must be anticipated or not carried out because they are related to solidarity in boycotting

products, so the indicators will also be negative such as feelings of displeasure, dissatisfaction, discomfort, no spirit, and unenthusiasm (Andriani & Harti, 2021).

#### *Product Judgment*

Product judgment is a consumer's experience, evaluation and opinion about a product (Bae & Lee, 2011). This makes potential consumers see product judgment as something that can be trusted and be taken into consideration when making purchasing decisions (Sekarini et al., 2023). Halila & Trizunarno, (2020) explain that reviews are a form of product assessment, while ratings are part of reviews that use star symbols to express the level of buyer satisfaction. The more star ratings you get, it means the seller has a good product rating. This product rating can result in changes in consumer attitudes so that it can influence consumers in making purchasing decisions (Sekarini et al., 2023).

In this research, product judgment can be interpreted as a person's opinion and experience in assessing a product which can influence other people in making a purchasing decision (Sekarini et al., 2023). Referring to Lackermair et al. (2013) the indicators for product assessment are: awareness, frequency, comparison, influence, and experience.

#### *Willingness to Boycott*

In the Indonesian Dictionary (KBBI), the willingness to boycott means the willingness to conspire to refuse to cooperate (trade deals, talk, participate, and so on). This can be done in several ways, including by preventing the continuity of a business by forcing people not to buy the company's products or by forcing people not to do business with certain parties (Faradilla, 2024). The characteristic of a boycott is a coordinated, though voluntary, rejection by a set of individuals (the agents) to engage in marketing communications with one or more additional actors (the target) expressing disagreement with specific target policies and making an effort to pressure the target to change those policies (Unterholzner, 2013).

A boycott is a form of protest by a group of people against a certain person or organization by refusing to use, buy or deal with the boycotted party. Usually, this boycott is carried out in an organized or planned manner and does not involve harsh treatment with the aim of forcing the boycotted party to change a policy (Faradilla, 2024). We conclude that boycott is an action or activity of a group of people or certain organizations to refuse to cooperate, deal, use or buy products from certain parties.

To put it another way, a boycott is when one party refuses to engage in commerce or other activities with another party out of unhappiness in an effort to pressure that party to alter the source of their grievance. The reasons and forms of the source of the unhappiness are numerous. However, it has damaged the party's reputation and unpleasant feelings to force them to take action against the source of their unhappiness (Abdul-Talib & Adnan, 2017).

In this research, willingness to boycott can be interpreted as a rejection of something, either activity or business, as a result of disappointment felt due to colonial behaviour or policies. The indicators of willingness to boycott are stop referring the product to others, refuse to buy the product, refuse to use the product, look for alternative replacement products, and influence other people to reject the product.

#### **Hypothesis Development**

*The effect of subjective norms on the propensity to boycott products associated with Israel*

According to Delistavrou & Krystallis, (2020), consumers who have a strong intention subjective standards have a greater influence on boycott decisions than attitudes and perceived behavioral control. These consumers are more confident that boycotting "unethical" products will provide valuable results, will meet consumer expectations, and will not be deterred by any obstacles. From the description above, the hypothesis that can be formed is:

H1: There is a noteworthy and beneficial impact of subjective norms on the willingness to boycott Israeli-affiliated products.

*The effect of willingness and anticipated happy feelings to boycott Israeli-affiliated products*

Research has indicated that feelings have a big impact on how customers feel about goods made in other nations. (Laroche *et al.*, 2005). It has been discovered that anticipated feelings affect decision-making in a variety of situations (McGlothlin & Killen, 2010). From the description above, the hypothesis that can be formed is:

H2: There is a noteworthy and beneficial impact of anticipated positive emotions on the willingness to boycott Israeli-affiliated products.

*The effect of the assessment of the product on one's inclination to boycott Israeli-affiliated products*

A consumer's attitude toward foreign products in general as well as the way that quality judgments based on the country of origin and attitudes toward foreign products in general interact are referred to as foreign product judgments. Klein *et al.*, 1998 in Talib *et al.*, (2017) based on the preceding description, the following hypothesis can be made:

H3: There is a noteworthy and beneficial impact of product judgment on the willingness to boycott Israeli-affiliated products.

## Method

This study employs an explanatory research design. Data were collected through an online questionnaire distributed across provinces in Indonesia. The research adopts a quantitative approach and survey design. The questionnaire was disseminated online using a purposive sampling technique.

The total population of Buddhists in Indonesia is 2 million (Permana, 2024), so the researcher decided to take a sample with a 92% significance level. Based on calculations using the Slovin formula, 157 samples were needed. However, after the data was collected, only 142 data were complete and could be processed. To

obtain representative data, this study involved 142 respondents with the following restrictions: at least 17 years old, Buddhist, domiciled in Indonesia, living side by side with the Muslim community. Of the 38 provinces in Indonesia, respondents who were willing to participate in this study only came from 17 provinces (see Table 1).

The variable subjective norm indicator was adopted from the research of Delistavrou *et al.* (2020). Indicators of positive anticipated emotions were adopted from Bagozzi and Pieters (2010). The product judgment indicator was adopted from Abdul-Talib *et al.* (2016). While the indicator of the willingness to boycott was adopted from Abdul-Talib & Adnan (2017).

PLS-SEM was used for the model to test the effect of subjective norms, positive anticipated emotions, and product judgment on the willingness to boycott. The measurement scale uses a Five Points Likert scale. The data sources used are primary data, namely data obtained directly through questionnaires and secondary data obtained as documents.

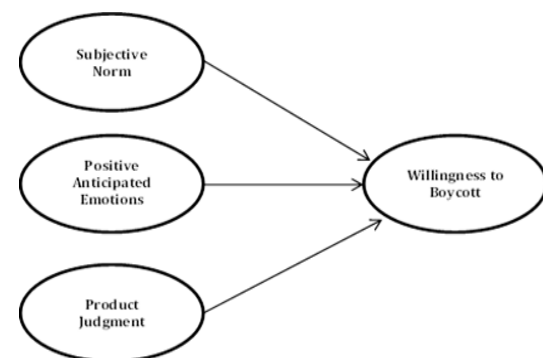


Figure 1. Research Framework

## Result

### Respondent Profile

Table 1. shows the demographic profile of the respondents.

**Table 1. Demographic Information**

<b>Description</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Gender</b>		
Male	73	51.4
Female	69	48.6
<b>Age</b>		
17-21	77	54.2
21-25	36	25.4
26-30	10	7
31-35	6	4.2
36-40	3	2.1
41-45	4	2.8
46-50	3	2.1
More than 50 years	3	2.1
<b>Religion</b>		
Buddha	142	100
<b>Province</b>		
Bali	9	6.3
Bangka Belitung	1	0.7
Banten	3	2.1
Bengkulu	4	2.8
Daerah Istimewa Yogyakarta	5	3.5
DKI Jakarta	11	7.7
Jawa Barat	9	6.3
Jawa Tengah	72	50.7
Jawa Timur	11	7.7
Kalimantan Barat	6	4.2
Kalimantan Tengah	2	1.4
Kalimantan Timur	1	0.7
Lampung	1	0.7
Nusa Tenggara Barat	2	1.4
Sulawesi Selatan	1	0.7
Sulawesi Utara	1	0.7
Sumatera Utara	3	2.1
<b>Last education</b>		
Under high school	16	11.3
High school	92	64.8
Diploma	2	1.4
Bachelor	32	22.5
<b>Work field</b>		
Financial Services Sector	7	4.9
Tourism Services Sector	5	3.5
General Services Sector	2	1.4
Health	1	0.7
Construction Field	3	2.1
Manufacturing Sector	9	6.3
Social Work Field	3	2.1
Field of education	5	3.5
Trade Sector	6	4.2
Mining Sector	2	1.4
Agriculture, Plantation, Animal Husbandry	14	9.9

**Table 1. Demographic Information**

Description	Frequency	Percentage
Telecommunications Sector	1	0.7
Students	62	43.7
Other	22	15.5
<b>Income</b>		
Less than 2 million	68	47.9
2-5 million	52	36.6
6-10 million	16	11.3
More than 10 million	6	4.2

Source: Primary Data, processed (2024)

The gender of the respondents in this study was 73 males and 69 females. As many as 77 (54,2%) respondents are between 17-21 years old, 36 (25,4%) are between 21-25 years old, 10 (7%) are between 26-30 years old, 6 (4,2%) is between 36-40 years old, 3 (2,1%) are between 41-45 years old, and 4 (2.8%) are between 50 years old and above. Most respondents come from Central Java 72 (50.7%).

The highest level of education is Under high school 16 (11.3%) respondent, below high school 92 (64.8%) respondents, Diploma 2 (1.4%) respondents, and S2/32 (22.5%) respondents. While the most occupations are in the financial services sector 7(4.9%) respondents, Tourism services sector 5 (3.5%) respondent, General Services sector 2 (1.4%), Manufacturing 9 (6.3%) respondents, Field of education 5 (3.5%) respondents, Mining 2 (1.4%%) respondents, and Husbandry, Agriculture, Plantation, Animal 14 (9.9%). Based on their income, 68 (47.9%) respondents have income below 2 million, 52 (36.6%) respondents with income between 2-5

million, 16 (11.3%) respondents with income between 6-10 million, and 6(4.2%) respondents with income above 10 million.

#### *Outer Model Analysis*

To evaluate this research instrument, validity and reliability testing was carried out (see Table 2).

This study examined the validity of the constructs used in the research. As shown in Table 2, the loading factor for each construct exceeds 0.50, meeting the criteria for convergent validity established by (Sarstedt et al., 2014). Figure 3 likely presents these loading factors visually.

Furthermore, if we look at the value of discriminant validity testing, as shown in Table 3, it can be explained that the constructs in this study have achieved the specified requirements. This is to the statement of Dijkstra and Henseler (2015) that the square root of the AVE for each latent construct must be higher than the correlation of other latent constructs.

**Table 2. Construct Validity and Reliability**

Construct and items	FL	CA	rho_A	CR	AVE
<b>Subjective Norm</b>		0.887	0.889	0.918	0.692
SN1	0.812				
SN2	0.868				
SN3	0.879				
SN4	0.864				
SN5	0.726				
<b>Positive Anticipated Emotions</b>		0.947	0.948	0.959	0.824
PAE1	0.898				
PAE2	0.906				
PAE3	0.913				

PAE4	0.931				
PAE5	0.891				
<b>Product Judgment</b>		0.899	0.903	0.925	0.713
PJ1	0.858				
PJ2	0.869				
PJ3	0.816				
PJ4	0.821				
PJ5	0.856				
<b>Willingness to Boycott</b>		0.916	0.919	0.937	0.748
WTB1	0.877				
WTB2	0.878				
WTB3	0.893				
WTB4	0.799				
WTB5	0.875				

Source: Primary data, Processed (2024)

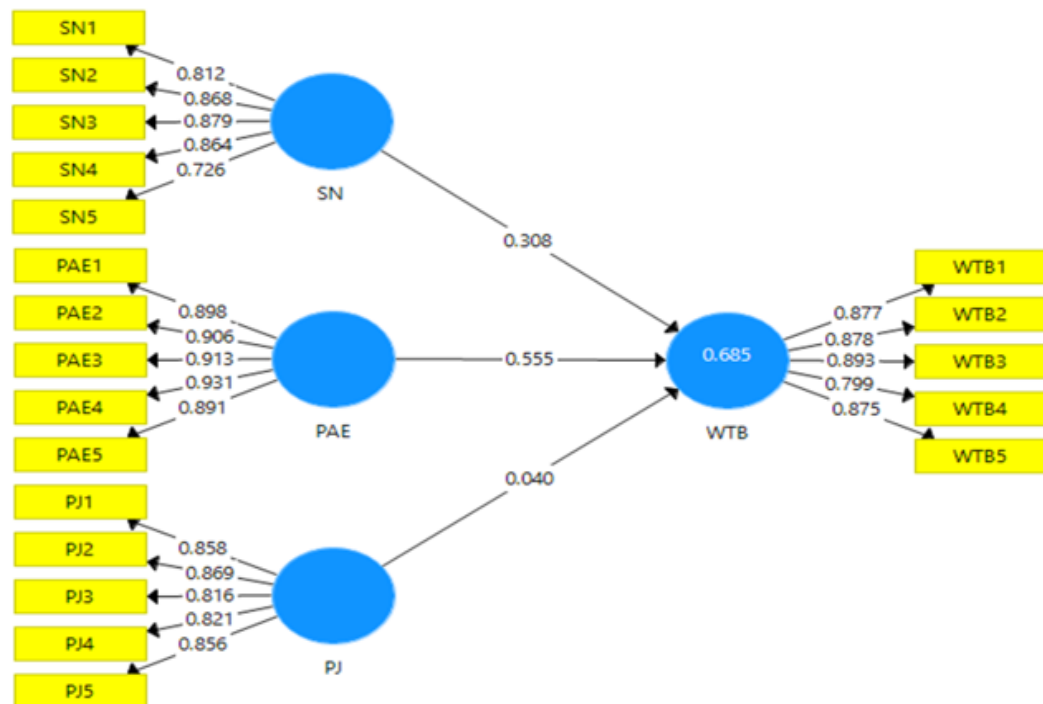


Figure 3. Measurement Model

Table 3. Discriminant Validity

	PAE	PJ	SN	WTB
PAE	0.908			
PJ	0.637	0.844		
SN	0.692	0.686	0.832	
WTB	0.793	0.604	0.719	0.865

Source: Primary data, Processed (2024)

#### Inner Model Analysis

To assess the quality of the inner model, we analyzed the R-Square value, SRMR, and NFI. The results of these tests are summarized in Table 4.

The R-square ( $R^2$ ) value for willingness to boycott is 0.685, indicates a strong model because it exceeds 0.50 (Ghozali, 2021). Additionally, the model fit is supported by the SRMR value of 0.054, which is well below the recommended threshold of 0.10. Furthermore, the fit model test is based on the SRMR value of 0.054, less than 0.10 (Ghozali, 2021).



**Table 4. Goodness of Fit Index**

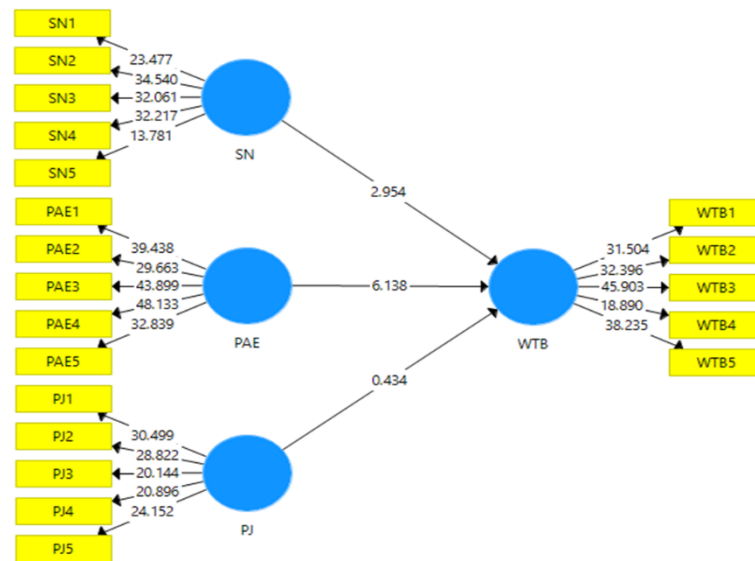
	Value
R Square	0.685
Adjusted R Square	0.678
SRMR	0.054
NFI	0.822

Source: Primary data, Processed (2024)

*Hypothesis Testing*

however,  $PJ \rightarrow WTB$  is 0.434 smaller than in the t-table.

Table 5. shows that the original sample estimate value of  $SN \rightarrow WTB$  is positive at 0.308 with a significance of 0.000 smaller than 0.05, with a significance value that is less than 0.05, it means that hypothesis 1 is accepted, meaning that subjective norm positively affects willingness to boycott. Likewise, the original sample estimate values of  $PAE \rightarrow WTB$  are

**Figure 4. Structural Model**

Source: Primary data, Processed (2024)

To understand the direction and strength of the relationships between the independent and dependent variables, we conducted hypothesis testing. This analysis was performed using path analysis on the constructed model. The results for the path coefficients are presented in the Figure 4.

The T Statistics value of  $SN \rightarrow WTB$  is 2.954 and  $PAE \rightarrow WTB$  is 6.138, which is greater than the t-table value of 1.6477,

positive at 0.555 and significant at 0.000, with a significance value that is less than 0.05, it means that hypothesis 2 is accepted. This shows that positive anticipated emotions also positively and significantly affect willingness to boycott. This is different from the original sample value  $PJ \rightarrow WTB$  of 0.040 with a significance level of 0.665 which is greater than 0.05, with a significance value greater than 0.05, it means that hypothesis 3 is rejected.

**Table 5. Path Coefficients**

	Original Sample (O)	Sample Mean (M)	STDEV	T Statistics ( O/STDEV )	P Values	Conclusion
SN → WTB	0.308	0.310	0.104	2.954	0.003	Accepted
PAE → WTB	0.555	0.553	0.090	6.138	0.000	Accepted
PJ → WTB	0.040	0.041	0.091	0.434	0.665	Rejected

Source: Primary data, Processed (2024)

This means that product judgment cannot influence willingness to boycott.

## Discussion

### *The Effect of Subjective Norm on Willingness to Boycott Israeli-Affiliated Products*

Theory of Planned Behavior (TPB) reveals that subjective norms in the form of social pressure from others play a role in increasing one's intention (Ajzen, 1991). The social pressure felt by Buddhists in Muslim-majority countries will be a driving factor in forming the intention to boycott Israeli-affiliated products.

This study's analysis reveals that Buddhists' subjective norm or perceptions of social pressure have a positive and significant influence on their desire to boycott Israeli-affiliated products. In simpler terms, feeling pressure from others can significantly increase a Buddhist's desire to boycott. This finding aligns with research by Delistavrou & Krystallis, (2020) who found a positive relationship between subjective norms and willingness to boycott in general.

The results of this analysis can be said, that when individuals or communities have strong beliefs in values that teach not to support Israeli-affiliated products, this will create strong actions towards individuals. In turn, this support by Buddhists towards Muslims will be able to strengthen solidarity between religious groups and reduce potential tensions.

### *The Effect of Anticipated Positive Emotion on Willingness to Boycott Israeli Affiliated Products*

The Theory of Anticipated Emotions (TAE) emphasizes that anticipated emotions can influence one's intention to perform an action (Bagozzi & Pieters, 2010). When Buddhists can anticipate the emotions of boycotting, they become more motivated to do so.

The results of the research analysis show that positive anticipated emotions felt by Buddhists have a positive and significant relationship with the desire to boycott Israeli-affiliated products. This illustrates that a person's positive anticipated emotions have a

positive effect on the desire to boycott Israeli-affiliated products. The results of this study supports the research of Verna (2021) and Shim et al. (2021).

Based on the results of this study, it can be concluded that negative anticipated emotions are a strong trigger that motivates Buddhists in Indonesia to take action to boycott Israeli-affiliated products in response to anticipated dissatisfaction or injustice. When a person anticipates negative emotions in common with others, they will feel more motivated to join in the boycott as a form of support and solidarity. Furthermore, this influence will have an impact on economic activities, such as decreasing sales and triggering negative impacts on related companies.

### *The Effect of Product Judgment on Willingness to Boycott Israeli-Affiliated Products*

Theory of Consumer Decision Making explains that a consumer's decision is influenced by several factors including product perception and evaluation. If someone evaluates a product negatively, it is likely that consumers will increasingly avoid the product (Engel et al., 1995). If a consumer considers that Israeli-affiliated products have negative aspects that are considered incompatible with ethical aspects, they tend to want to boycott.

The results of the study showed that there was no influence between product judgement and willingness to boycott Israeli-affiliated products. So this study goes backwards from a study conducted by Talib et al., (2017) with the result that there is a positive relationship between product judgement and willingness to boycott Israeli products.

Power (2013) revealed that product judgment is not the highlight of a person in making ethical decisions. It can then be concluded that high product ratings are incapable of influencing Buddhists in their desire to boycott Israeli-affiliated products. Because, normally, people who boycott products are often influenced by a greater political or humanitarian factor than the quality of the product. Thus, high product judgment does not necessarily change views on

the decision to boycott Israeli-affiliated products.

This result is rejected because in the context of boycotts, consumer decisions are often influenced by moral and ideological factors rather than the quality of the product itself. Respondents in this study were more influenced by social norms and anticipated emotions, so even if they judged Israeli-affiliated products to be of good quality, it would not influence their decision to boycott.

#### *Implication*

The findings of this study have theoretical implications for the Theory of Planned Behavior (TPB), that subjective norms play an important role in shaping one's intentions. When a person is in a larger community, group norms will usually form that can influence individual decisions, including in the context of boycotts. The findings of this study also have theoretical implications for The Theory of Anticipated Emotions, that in the context of boycotts, it is not only rational factors that play a role, but also expectations of moral and emotional satisfaction obtained from certain actions. As for the Theory of Consumer Decision Making, the research has theoretical implications that in the context of boycotts moral and ideological values are considered more important than the quality of the product itself.

The findings of this study also have practical implications for corporate marketing. Companies affected by the boycott movement need to understand that product quality factors are not the main determinants of product success, but companies need to also understand ideological, moral, and social factors. To reduce the impact of boycotts, companies need to improve their ethical and social image through a strategic approach that matches the values that consumers respect. Companies need to emphasize the values of justice and solidarity to be more easily accepted by consumers.

#### **Conclusion**

This study explores the factors influencing Indonesian Buddhists' support for boycotting

Israeli-affiliated products. The analysis using a structural model reveals two key predictors of willingness to boycott: Subjective Norms has a positive and significant effect on the likelihood of boycotting. Negative Anticipated Emotions, the expectation of negative emotions associated with not boycotting also positively influences the willingness to boycott. Interestingly, the study found that product judgment, positive or negative evaluation of the product itself, does not significantly influence willingness to boycott.

This research can enrich the literature on the factors that determine the willingness of Buddhists to boycott Israeli-affiliated products. This research provides recommendations for companies in providing a better understanding of market dynamics and the importance of building strong relationships with consumers. Companies affected by boycotts need to pay attention to the subjective norms in society so that the company's vision is in line with the values of local consumers. Companies also need to understand that negative emotions are anticipated to be the trigger that motivates consumers to take boycott action. In addition to companies focusing on improving product quality, companies should also pay attention to social factors such as ideology and ethics.

The total Buddhist population in Indonesia by June 2024 reached 2 million, but only 142 respondents were involved. This sample is not enough to represent such a large population. Suggestions for future researchers to increase the significance value to 99% or as many as 9,951 respondents. The thing that needs more attention in this research is that this research is only limited to Buddhists in Indonesia. Therefore, it is hoped that future researchers will be able to expand the object of research and not be limited to one region. This study also only uses three variables from related theories, so it is also hoped that future researchers will further modify and develop other variables that are more varied. Thus, future researchers are expected to be able to obtain maximum and more varied results.

#### **References**

Abdul-Talib, A.-N., Abd-Latif, S.-A., & Ili-

- Salsabila Abd-Razak. (2016). A study on the boycott motivations of Malaysian Non-Muslims. *Journal of Islamic Marketing Article*, 4(1), 2013–2014.
- Abdul-Talib, A.-N., & Adnan, M. M. M. (2017). Determinants of consumer's willingness to boycott surrogate products. *Journal of Islamic Marketing*, 4(1), 1–21. <https://doi.org/10.1108/JIMA-08-2015-0065>
- Adriansyah, Badina, T., & Fakhrudin, M. (2022). The Effect Of Subjective Norms And Riba Knowledge Interest In Using Conventional E-Money. *International Conference on Islamic Economics, Islamic Finance, & Islamic Law (ICIEFIL)*, 103–114. [www.bi.go.id](http://www.bi.go.id)
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Process*, 50(2), 179–211.
- Akbar, M. (2016). Walubi Dukung Presiden Boikot Kebijakan Israel. *Republika.Co.Id*. <https://news.republika.co.id/berita/o3vpa3336/walubi-dukung-presiden-boikot-kebijakan-israel>
- Al-Swidi, H., Hafeez, M., & Shariff, M. (2014). The Role of Subjective Norms in Theory of Planned Behavior in The Context of Organic Food Consumption. *British Food Journal*, 116(10), 1561–1580.
- Andriani, L. A., & Harti. (2021). Pengaruh Emosi Positif, Potongan Harga, dan Kualitas Website terhadap Pembelian Impulsif. *Forum Ekonomi*, 23(3), 454–462.
- Angellina. (2018). Effect of Total Quality Management, Reward Systems and Organization Commitment to Managerial Performance in Hospital in Pekanbaru. *Jurnal FE Universitas Riau*.
- Bae, S., & Lee, T. (2011). Gender differences in consumers' perception of online consumer reviews. *Electronic Commerce Research*, 11(2), 201–214.
- Bagozzi, R. P., & Pieters, R. (2010). Goal-directed Emotions. *May 2013*, 37–41.
- Delistavrou, A., Krystallis, A., & Tilikidou, I. (2020). Consumers' decision to boycott "unethical" products: the role of materialism/post materialism. *International Journal of Retail and Distribution Management*, 48(10), 1121–1138. <https://doi.org/10.1108/IJRDM-04-2019-0126>
- Dijkstra, T. K., & Henseler, J. (2015). Consistent Partial Least Squares Path Modeling. *MIS Q.*, 39(2), 297–316. <https://doi.org/10.25300/MISQ/2015/39.2.02>
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Consumer Behavior* (6 th). Dryden Press.
- Faradilla, R. (2024). Boikot: Pengertian, Bentuk dan Faktor yang Mempengaruhi. *Idntimes.Com*. <https://www.idntimes.com/business/finance/rinda-faradilla/apa-itu-boikot>
- Farah, M., & Newman, A. J. (2010). Exploring Consumer Boycott Intelligence Using a Socio-cognitive Approach. *Journal of Business Research*, 63(4), 347–355.
- Ghozali, I. (2021). *Structural Equation Modeling Dengan Metode Alternatif Partial Least Squares (PLS)* (5th ed.). Badan Penerbit Undip.
- Halila, T. H., & Trizunarno, L. (2020). Analisis Pengaruh Online Customer Review, Online Customer Rating, dan Star Seller terhadap Kepercayaan Pelanggan Hingga Keputusan Pembelian pada Toko Online di Shopee. *Jurnal Teknik ITS*, 9(2), 234–239.
- Hasan, H. N., & Suciarto, S. (2020). The Influence of Attitude, Subjective Norm and Received Behavioral Control Towards Organic Food Purchase Intention. *Journal Of Management and Business Environment*, 1(2).
- Hudiyana, J. (2023). 4 penjelasan psikologis terjadinya aksi solidaritas kolektif bela Palestina: bukan hanya tentang agama. *The Conversation*. <https://theconversation.com/4-penjelasan-psikologis-terjadinya-aksi->

- solidaritas-kolektif-bela-palestina-bukan-hanya-tentang-agama-217091
- Imbayani, I. G. A., & Novarini, N. N. A. (2018). Pengaruh Shopping Lifestyle, Fashion Involvement dan Positive Emotion Terhadap Impulse Buying Behavior. *Jurnal Ilmiah Manajemen & Bisnis*, Volume 3,(2), 199–210.
- Lackermair, G., Kailer, D., & Kanmaz, K. (2013). Importance of Online Product Reviews from a Consumer's Perspective. *Advances in Economics and Business*, 1(1), 1–5. <https://doi.org/10.13189/aeb.2013.010101>
- Laroche, M., Papadopoulos, N., Heslop, L. A., & Mourali, M. (2005). The influence of country image structure on consumer evaluations of foreign products. *International Marketing Review*, 22(1), 96–115. <https://doi.org/10.1108/02651330510581190>
- McGlothlin, H., & Killen, M. (2010). Special issue article How social experience is related to children's intergroup attitudes. *European Journal of Social Psychology Eur.*, 40(June 2009), 625–634. <https://doi.org/10.1002/ejsp>
- Nugraha, D. W. (2023). Aksi Boikot Israel Mulai Memukul Ritel Domestik. *Kompas.Id*. <https://www.kompas.id/baca/ekonomi/2023/11/26/perdagangan-ritel-mulai-terdampak-aksi-boikot-israel-menunggu-wawancara-ekonom>
- Nurdin, S., & Zulfikar, S. (2023). Umat Non Muslim Ikut Aksi Solidaritas untuk Palestina di Lombok. *Viva.Co.Id*. <https://www.viva.co.id/berita/nasional/1661391-umat-non-muslim-ikut-aksi-solidaritas-untuk-palestina-di-lombok>
- Nurlinda, R. A., & Christina, D. (2020). Peran Positive Emotion Sebagai Mediator Hedonic Shopping Dan Shopping Lifestyle Terhadap Impulse Buying Di Lazada. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 5(1), 231–244. <http://jrmb.ejournal-feuniat.net/index.php/JRMB/article/view/380>
- Permana, R. M. R. (2024). Data Lengkap Sebaran Jumlah Penduduk Beragama Buddha di Indonesia pada Semester I/2024. *DataIndonesia*. <https://dataindonesia.id/varia/detail/data-lengkap-sebaran-jumlah-penduduk-beragama-buddha-di-indonesia-pada-semester-i2024>
- Power, C. R. (2013). On the Problem of Ethnicity in Multicultural Theory: Patriotism and Diaspora Reconsidered.
- Pradana, W. (2023). Saat Umat Buddha-Islam di KBB Berdampingan Dukung Palestina. *Detik.Com*. <https://www.detik.com/jabar/berita/d-7043617/saat-umat-buddha-islam-di-kbb-berdampingan-dukung-palestina>
- Pratiwi, B., Jannah, Khoirunnisa Miftahul Raihanah, S., & Suhud, U. (2021). Analisis Pengaruh Intention to Boycott pada Konsumen Produk Perancis di Indonesia. *Jurnal Bisnis, Manajemen, Dan Keuangan*, 2(1).
- Ramdhani. (2016). Preparation of Measurement Tools Based on Theory of Planned Behavior. *Bulletin Psychology*, 19(2), 55–69.
- Sarstedt, M., Ringle, C. M., Smith, D., Reams, R., & Hair, J. F. (2014). Partial least squares structural equation modeling (PLS-SEM): A useful tool for family business researchers. *Journal of Family Business Strategy*, 5(1), 105–115. <https://doi.org/https://doi.org/10.1016/j.jfbs.2014.01.002>
- Sekarini, R. A., Wiwin, & Farhani, H. (2023). Pengaruh promosi, penilaian produk terhadap keputusan pembelian di marketplace Shopee pada mahasiswa di Jakarta. *Jurnal Ekonomi Dan Industri*, 24(3), 920–930. <https://doi.org/10.35137/jei.v24i3.220>
- Shim, K., Cho, H., Kim, S., & Yeo, S. L. (2021). Impact of Moral Ethics on Consumers' Boycott Intentions: A Cross-

- Cultural Study of Crisis Perceptions and Responses in the United States, South Korea, and Singapore. *Communication Research*, 48(3), 401-425. <https://doi.org/10.1177/0093650218793565>
- Siaputra, H., & Isaac, E. (2020). Pengaruh Attitude, Subjective Norm, Dan Perceived Behavior Control Terhadap Purchase Intention Makanan Sehat Di Crunchaus Surabaya. *Jurnal Manajemen Perhotelan*, 6(1), 9-18. <https://doi.org/10.9744/jmp.6.1.9-18>
- Talib, Abdul, A.-N., & Adnan, M. M. (2017). Determinants of Consumer's Willingness to Boycott Surrogate Products. *Journal of Islamic Marketing. Journal of Islamic Marketing*.
- Unterholzner, L. (2013). The interferon response to intracellular DNA: Why so many receptors? *Immunobiology*, 218(11), 1312-1321. <https://doi.org/10.1016/j.imbio.2013.07.007>
- Verna, P. (2021). Animosity leads to boycott and subsequent reluctance to buy: evidence from Sino Indian disputes. *Review of International Business and Strategy*, 32(3). <https://doi.org/https://doi.org/10.1108/RIBS-07-2020-0075>