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**Perspectives on Consumer Attitudes and Actions: The Impact of
Political and Social Factors on the Pro-Israel Products Boycott
Movement (Case Study in Indonesia)**

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Abstract

This study explores the extent to which political and social factors drive consumer participation in the boycott movement against Pro-Israel products in Indonesia, using a qualitative research approach. Data were collected through an online survey involving 65 respondents, focusing on their awareness, motivations, actions, and perceptions regarding the boycott. The results indicate a high level of awareness and active participation, with 100% of respondents engaging in the boycott movement. Ethical considerations, particularly concerns over human rights (60%) and personal values (40%), were identified as the primary motivators. While half of the participants believed that boycotting is an effective way to influence political decisions, a significant portion remained neutral, highlighting some uncertainty about the impact of such actions. The study also reveals that a company's stance on political issues significantly affects consumer perceptions, with 60% of respondents viewing brands that support the boycott more positively. Additionally, 50% of participants expressed a willingness to pay a premium for products not associated with Israel. These findings suggest a growing trend toward value-based consumerism, where political and social factors heavily influence purchasing decisions. The research concludes that businesses must adapt to this shift by aligning with ethical and socially responsible practices to maintain positive brand perception and consumer loyalty. This study contributes to a deeper understanding of how political and social factors shape consumer behavior and the implications for corporate strategies in a global context.

Keyword: boycott movement, consumer activism, consumer behavior, political factors.

1. INTRODUCTION

In recent years, there has been a significant rise in global awareness and activism regarding political and social issues. One of the prominent movements is the boycott of products and companies perceived to be supporting Israel, particularly in response to its policies towards Palestinians. This movement has gained traction in various parts of the world, particularly among Muslim communities, as a response to the ongoing Israeli-

Palestinian conflict. The motivations behind these boycotts are multifaceted, often rooted in religious, ethical, and political sentiments. One significant aspect of the boycott movement is the endorsement it receives from religious authorities. For instance, the issuance of fatwas by Muslim scholars advocating for the boycott of pro-Israel products highlights the religious dimension of this consumer action. This aligns with the broader Islamic principle of jihad, which is interpreted by some as a call to support Palestinian rights through economic means (Samudra, Zaman, & Mukti, 2024). The socio-religious behaviour of consumers, particularly in Muslim-majority countries, reflects a strong connection between religious values and consumption patterns, as evidenced by changes in buying habits during periods of heightened conflict (Airlangga PH et al., 2024).

Moreover, consumer animosity plays a crucial role in shaping attitudes towards boycotting. Research indicates that political animosity, particularly in developing countries, can lead to sustained consumer boycotts against perceived aggressors, such as Israel (Ali, 2021). This animosity is often fuelled by a lack of awareness about specific Israeli products, leading to surrogate boycotts where consumers target alternative brands that are associated with Israel or its allies (Abdul-Talib & Adnan, 2017). The psychological underpinnings of these actions are further complicated by factors such as consumer ethnocentrism and perceived efficacy, which influence individuals' willingness to participate in boycotts (Awaludin, Al-Khaidar, & Ratnasari, 2023).

The impact of social media cannot be overlooked in this context. The rhetoric surrounding the Boycott, Divestment, Sanctions (BDS) movement has been shaped significantly by online platforms, where emotional appeals are crafted to mobilize support while navigating the delicate balance of avoiding accusations of anti-Semitism (Hitchcock, 2016). This digital activism has transformed how consumers engage with political issues, allowing for a rapid dissemination of information and mobilization of collective action against companies perceived to support Israeli policies.

Furthermore, the socio-political environment in which consumers operate also affects their boycott behaviours. In developed nations, economic factors often drive consumer boycotts, while in developing nations, religious and political triggers are more prevalent (Serhan & Boukrami, 2015). This distinction is crucial for understanding the varying degrees of consumer engagement in boycott activities across different cultural contexts. For instance, in Malaysia, the intention to boycott products from companies perceived to support Israel is influenced by a combination of religious beliefs and socio-political sentiments (Hamzah & Mustafa, 2019). In general, the pro-Israel products boycott movement is a complex interplay

of political, social, and religious factors that shape consumer attitudes and actions globally. The motivations for participation in such boycotts are deeply rooted in cultural contexts, with significant implications for international trade and corporate practices. Understanding these dynamics is essential for comprehending the broader implications of consumer activism in the context of global political conflicts.

The central problem this research addresses is the understanding of how and why consumers across different regions and demographics choose to participate in or oppose such boycott movements. It seeks to uncover the underlying political, social, and economic factors that drive consumer behaviour in relation to the boycott of Israeli products. The research aims to provide insights into whether these factors significantly influence consumer decisions and how companies and policymakers might respond to the shifting landscape of consumer activism. By investigating these dynamics, the research contributes to a broader understanding of the role of consumer activism in global politics and its implications for businesses, governments, and advocacy groups. The findings are expected to shed light on the complexities of consumer behaviour in the context of politically charged issues and the potential impact of such movements on international trade and relations.

One significant aspect of this study is the role of ethical consumption and the influence of materialism versus post-materialism on consumer decisions. Some research highlights that consumers often engage in boycotts as a response to perceived unethical practices by brands, suggesting that communication strategies should aim to align consumer values with ethical consumption (Delistavrou, Krystallis, & Tilikidou, 2020). This aligns with the findings of, who emphasize that consumer intentions to boycott are significantly influenced by their attitudes and subjective norms, particularly in contexts where political affiliations and ethical considerations are at play (Hamzah & Mustafa, 2019). The interplay of these factors illustrates how consumers navigate their purchasing decisions within a framework of moral and ethical considerations. Religious motivations also play a critical role in shaping consumer attitudes towards boycotting pro-Israel products. assert that religious beliefs significantly influence consumer behavior, particularly in the context of boycotts that are framed within religious narratives (Muhamad, Khamarudin, & Fauzi, 2018). This is further supported by 's research, which identifies religiosity as a primary motivator for consumers participating in boycotts against companies perceived to support Israel (Awaludin et al., 2023).

Moreover, the dynamics of social influence and group behavior are pivotal in understanding the pro-Israel boycott movement. Research by indicates that social networks significantly impact individual decisions to participate in boycotts, as consumers often follow

the actions of peers to maintain social acceptance (Sari, Mizerski, & Fang, 2017). This social aspect is echoed in the work of, who note that the proliferation of boycott discussions on social media can paradoxically lead to decreased individual participation due to perceived collective action (Dalakas, Melancon, & Szczytyński, 2022). Thus, the social context in which consumers operate is critical to understanding their motivations and actions regarding boycotts. In summary, the motivations to study global perspectives on consumer attitudes towards the pro-Israel products boycott movement are rooted in the complex interplay of ethical considerations, religious beliefs, and social influences. These factors collectively shape consumer behavior and highlight the importance of contextualizing consumer actions within broader political and social frameworks.

The research gap concerning global perspectives on consumer attitudes and actions, particularly in relation to the pro-Israel products boycott movement, is multifaceted and requires a nuanced understanding of the interplay between political, social, and religious factors. While existing literature has explored various dimensions of consumer boycotts, there remains a significant gap in synthesizing these perspectives to fully comprehend the motivations and implications of the pro-Israel boycott movement. Firstly, studies such as those by Awaludin et al (2023) and Muhamad et al (2018) highlight the role of religious motivation and subjective norms in influencing consumer boycott intentions. However, they often do not address how these factors interact with broader political contexts. For instance, emphasize the influence of religious norms on boycott participation but do not explore how these norms are shaped by political narratives surrounding the Israeli-Palestinian conflict. Similarly, 's focus on religiosity and opinion leaders in the context of boycotting Israeli-supporting companies lacks a comprehensive analysis of how these elements are influenced by global political dynamics and consumer perceptions across different cultures. Moreover, the literature often presents fragmented insights into consumer motivations. For example, (Braunsberger & Buckler, 2011) discuss the ethical dimensions of consumer behavior, suggesting that consumers view their purchasing decisions as a form of political expression.

However, this perspective does not adequately consider how these motivations might differ in various geopolitical contexts, particularly in relation to the pro-Israel boycott movement. The need for a unified model that integrates these diverse motivations into a coherent framework is evident, as highlighted by (Andorfer & Liebe, 2013), who call for a deeper exploration of the social embeddedness of consumer behavior in moral markets. Additionally, the socio-religious behaviors influencing consumption patterns during conflicts, as discussed by (Airlangga PH et al., 2024), indicate a gap in understanding how

these behaviors translate into boycott actions specifically against Israeli products. While this study provides valuable insights into the socio-religious context of consumer behavior, it does not sufficiently address the implications of these behaviors on a global scale, particularly in regions with varying degrees of political engagement and consumer activism. Furthermore, the role of nationalistic sentiments in shaping consumer behavior, as explored by (Yan & Hyman, 2020), presents another layer of complexity that is often overlooked in discussions about the pro-Israel boycott. The historical context of consumer boycotts in different nations suggests that similar dynamics may be at play in the context of the Israeli-Palestinian conflict, yet this has not been thoroughly investigated. In conclusion, while there is a growing body of literature addressing consumer boycotts, significant gaps remain in understanding the interplay of political, social, and religious factors that drive consumer attitudes and actions in the context of the pro-Israel products boycott movement. Future research should aim to synthesize these perspectives, exploring how global political narratives, religious motivations, and socio-cultural contexts converge to shape consumer behavior in this complex landscape.

1.1. Objective

The research aims to explore how political and social factors shape consumer attitudes and actions towards the boycott of pro-Israel products on a global level. It seeks to understand why consumers support or oppose such boycotts, considering political beliefs, human rights concerns, religious views, and economic factors. Additionally, the study evaluates the effectiveness of these boycotts as a form of consumer activism in influencing political decisions and corporate behavior, especially in the context of the Israeli-Palestinian conflict. It also examines how different demographics and regions perceive and participate in the boycott movement. Ultimately, the research provides insights into the implications of these actions for businesses and policymakers, offering recommendations on how to navigate politically motivated consumer behavior. The central question it addresses is:

"How do political and social factors influence consumer participation in the boycott of pro-Israel products, and what impact does this have on global consumer behavior and corporate responses?"

2. METHOD

This study uses a qualitative research design to explore how political and social factors drive consumer participation in the boycott of Pro-Israel products, focusing on Indonesia. Data was collected through an online survey (google form) distributed via digital platforms, targeting respondents who were aware of the boycott movement. A total of 65 valid responses

were gathered using purposive sampling to ensure that participants had relevant knowledge of the topic. The survey included questions on awareness, motivations, actions, and perceptions of corporate responses, as well as demographic information.

The data were analyzed using thematic analysis, which involved identifying, coding, and grouping key themes from the survey responses to understand patterns in consumer attitudes and behaviors. This approach allowed for the exploration of common themes such as ethical considerations, human rights concerns, and the influence of company stances on political issues. Triangulation was employed by cross-referencing survey findings with existing literature and reports to ensure the accuracy and reliability of the analysis.

Ethical considerations were prioritized by ensuring participant confidentiality and informed consent. The survey was conducted anonymously, and respondents were informed about the purpose of the study and their rights to withdraw. Although the study is geographically focused on Indonesia, it provides valuable insights into the broader impact of political and social factors on consumer behavior and corporate responses globally.

3. RESULTS AND DISCUSSION

Results

The qualitative research, based on responses from 65 participants in Indonesia, reveals several key findings on how political and social factors drive consumer participation in the boycott movement of Pro-Israel products:

High Awareness and Active Participation

All respondents were aware of the global boycott movement against Pro-Israel products, indicating widespread knowledge of this issue. Moreover, every participant had personally engaged in boycotting such products, demonstrating a strong connection between awareness and action. This suggests that political and social factors are powerful motivators for consumers to align their purchasing behaviors with their beliefs.

Ethical Considerations as the Primary Motivation

The main reasons for supporting the boycott were identified as concerns over "Human Rights Issues" (mentioned by 60% of participants) and "Personal Values and Principles" (40%). These findings indicate that ethical considerations, particularly regarding human rights, play a central role in driving consumer behavior. Respondents expressed that their boycott participation reflected their desire to take a stand against perceived injustices.

Perceptions of the Boycott's Effectiveness

Half of the respondents (50%) strongly agreed that boycotting Pro-Israel products is an effective way to influence political decisions, while 30% remained neutral. This mix of views suggests that while many believe in the impact of consumer activism, some are uncertain about its actual influence on political outcomes.

Influence on Corporate Perceptions

The study found that 60% of respondents held a more positive view of companies that supported the boycott movement, indicating that corporate stances on political issues significantly influence consumer attitudes. In contrast, 20% felt it had no impact, and another 20% had a negative view, reflecting diverse opinions on this matter.

Willingness to Pay a Premium and Information-Gathering

Approximately 50% of participants were willing to pay more for products not associated with Israel, while 30% indicated their willingness depended on the product type, and 20% were unwilling. Most respondents (60%) relied on online research to verify product origins, highlighting the importance of digital platforms in shaping consumer choices.

Discussion

The findings of this study highlight the profound impact that political and social factors have on consumer behavior in Indonesia, particularly regarding the boycott movement against Pro-Israel products. The high level of awareness and active participation among respondents underscores the effectiveness of global campaigns in raising consciousness and driving ethical consumerism. The emphasis on human rights issues as a primary motivator aligns with the trend of value-based purchasing, where consumers are increasingly making decisions that reflect their ethical beliefs and principles.

The mixed perceptions regarding the effectiveness of boycotting as a political tool suggest that while many consumers feel empowered by such actions, there remains some skepticism about their broader impact. This indicates that for consumer activism to be more effective, it may require greater visibility of tangible outcomes or evidence of influence on political and corporate decisions.

The influence of a company's stance on political issues on consumer attitudes also demonstrates the growing importance of corporate social responsibility (CSR). Companies that align with consumer values can enhance their brand reputation and loyalty, as evidenced by the 60% of respondents who viewed such companies more positively. However, the

diverse opinions on this matter suggest that while a significant segment of consumers values corporate engagement with political issues, others may be indifferent or even view it negatively, depending on their personal beliefs.

However, this study confirms that political and social factors significantly shape consumer behavior in Indonesia, particularly regarding the boycott of Pro-Israel products. The willingness of consumers to adapt their purchasing habits, pay a premium for ethical products, and rely on digital platforms for information signifies a shift towards more conscious consumerism. For businesses, this trend presents both challenges and opportunities, emphasizing the need to be transparent, socially responsible, and aligned with consumer values in an increasingly ethical marketplace.

4. CONCLUSION AND IMPLICATIONS

This study demonstrates that political and social factors play a significant role in driving consumer participation in the boycott movement against Pro-Israel products in Indonesia. The findings reveal that a high level of awareness and active engagement in the boycott are strongly influenced by ethical considerations, particularly concerns about human rights and personal values. Consumers are increasingly making purchasing decisions that reflect their beliefs, showing a clear trend toward value-based consumerism.

The research also highlights that while many consumers view boycotting as an effective means of influencing political decisions, there is still some uncertainty about its real impact, suggesting that greater visibility of outcomes could strengthen this form of activism. Additionally, the study indicates that a company's stance on political and social issues significantly affects consumer perceptions, with many respondents expressing a preference for brands that align with their values.

Overall, the research underscores the growing importance of ethical considerations in consumer behavior, suggesting that companies must be aware of and responsive to political and social factors to maintain positive brand perceptions and consumer loyalty. As global consumer consciousness continues to rise, businesses that prioritize transparency, social responsibility, and alignment with consumer values will be better positioned to succeed in this evolving marketplace.

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