MARKETING BOYCOTT MODEL IN INDONESIA: A STUDY USING SOCIAL IDENTITY AND PLANNED BEHAVIOR THEORIES

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ABSTRACT

This study examines the role of self-identity expressiveness and social-identity expressiveness in marketing boycotts of products perceived to be affiliated with Israel in Indonesia. An extended model of the Theory of Planned Behavior (TPB), incorporating identity and social influences, is developed and tested. The study utilizes a sample of 571 individuals from Jakarta, Bogor, Depok, Tangerang, and Bekasi, selected through purposive sampling. Data analysis is conducted using structural equation modeling (SEM) with IBM SPSS AMOS software. The findings confirm that self-identity expressiveness and social-identity expressiveness significantly influence behavioral intentions. Additionally, the study explores the relationship between self-identity expressiveness and attitudes, as well as between social-identity expressiveness and subjective norms. The results indicate that subjective norms alone are sufficient to capture the broader range of identity and social influences shaping boycott intentions. Theoretical and managerial implications are discussed, offering insights for marketing practitioners and scholars.

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1. INTRODUCTION

The Israel-Palestine conflict extends beyond regional borders, shaping global socio-political tensions (Macdonald, 2002). Understanding the Palestinian diaspora, radicalization, and political media reveals that this is not an isolated event but one with significant policy implications for Western nations (Kirchofer, 2016). Western Europe, home to 1.3 million Jews and 23 million Muslims, including 100,000 Palestinians, has seen heightened tensions. Jewish communities face collective blame for Israel's actions, while divisions among Muslim communities have fueled increased support for Hamas (Smith, 2023). Protests urging governments to sever diplomatic ties with Israel have intensified (Ibrahim, 2024).

Public sentiment toward this conflict varies globally. Many in the West remain indifferent—73% of Germans, 56% of Britons, and 35% of Italians express no interest (Smith, 2023). However, in Indonesia, a Muslim-majority country, the response has been more active. The boycott movement against Israeli-affiliated products has gained traction, bolstered by institutional support, notably MUI Fatwa No. 83 (Ibrahim, 2024). A Populix survey found that 65% of Muslim respondents supported the fatwa and adjusted their purchasing behavior accordingly. These findings underscore how religious and cultural factors shape consumer activism, demonstrating that economic boycotts are not merely political gestures but also moral and ideological statements in collectivist societies like Indonesia (Aqilla & Laidey, 2022; Roswinanto & Suwanda, 2023).

1.1. Economic Impact of the Boycott in Indonesia

The boycott of Israeli-linked products has had a significant economic impact on businesses operating in Indonesia. Rachman (2023) notes that Roy Nicholas Mandey, Chairman of the Indonesian Retail Entrepreneurs Association (Aprindo), reported a 40% decline in sales of fast-moving consumer goods (FMCG) due to the boycott. Tirto Creative Lab (2024) similarly found that sales of products on social media declined by 15-20%, forcing several companies to downsize operations (Rachman, 2023). For instance, KFC Indonesia and Pizza Hut Indonesia—companies accused of supporting Israel—became primary targets of the boycott. In 2024, KFC Indonesia closed 47 outlets and laid off 2,274 employees, reducing its workforce to 13,715 as of September 30, 2024 (Tirto Creative Lab, 2024). Pizza Hut Indonesia closed 20 outlets, laying off 371 employees, bringing its total workforce to 4,651 by November 2024 (Tirto Creative Lab, 2024). These cases exemplify the financial consequences of consumer activism amid ongoing geopolitical tensions.

Despite widespread support for the boycott, Indonesian imports from Israel paradoxically surged by 340% between January and April 2024 (Amanda, 2024). Interviews with 30 individuals in Jakarta revealed that 19 respondents continued purchasing Israeli-affiliated products, perceiving the conflict as irrelevant to their personal consumption choices (Amanda, 2024).

1.2. Cultural and Social Dimensions of Boycotts

Boycotts in Indonesia are driven by humanitarian solidarity (Ibrahim, 2024). Subjective norms play a key role, as social group influences shape purchasing behavior (Yusriani et al., 2024;

Roswinanto & Suwanda, 2023). Indonesia's collectivist culture fosters in-group loyalty, making marketing boycotts highly effective (Smith, 2023).

1.3. Theoretical Framework: Social Identity and Consumer Behavior

Social Identity Theory (SIT) (Tajfel & Turner, 1979) explains how individuals align with social groups to shape identity (Hogg, 2007). In Indonesia, consumer choices reflect group affiliation, making boycotts symbolic demonstrations of solidarity with marginalized communities (Biddle et al., 1987). For example, boycotting Israeli-linked brands is not merely an economic action but a symbolic demonstration of solidarity with marginalized groups. Marketers must recognize that in Indonesia, a single misstep—whether political, ethical, or cultural—can trigger a widespread boycott, affecting both sales and brand perception.

1.4. Extending Consumer Behavior Models

The Theory of Planned Behavior (TPB) (Ajzen, 1991) and Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975) highlight the role of subjective norms in shaping consumer behavior. In collectivist societies like Indonesia, purchasing decisions prioritize group affiliation over personal choice (Triandis, 2001). This study enhances the TPB model by incorporating self-identity and social identity expressiveness to better explain boycott behavior (Sparks & Guthrie, 1998; Armitage & Conner, 2001; Fekadu & Kraft, 2001). This study aims to develop and analyze an enhanced TPB model to examine the social and identity-related influences on marketing boycotts in Indonesia, specifically against products perceived as affiliated with Israel. The research draws upon Identity Theory (Stryker, 1968, 1980) and Social Identity Theory (Tajfel, 1974; Tajfel & Turner, 1979) to provide a comprehensive framework for understanding boycott behavior in a collectivist society.

2. LITERATURE REVIEW

Consumption Trends in Marketing Boycotts

Consumer activism has become an increasingly influential force in shaping corporate policies and business strategies. Marketing boycotts, in particular, have emerged as a prevalent form of consumer-driven accountability, targeting businesses based on ethical concerns, corporate social responsibility (CSR), environmental sustainability, and labor practices (Sen et al., 2001; Iacobucci, 2013; Delistavrou et al., 2020).

Global connectivity and access to information have amplified consumer scrutiny, allowing individuals to research brand ethics, supply chains, and corporate behavior before making purchasing decisions (Iacobucci, 2013). Boycotts now extend beyond punitive measures, instead serving as mechanisms to promote corporate reform and ethical business models (Sen et al., 2001).

Examples of Marketing Boycotts

Historically, boycotts have targeted companies accused of unethical business practices. Some of the key areas of concern include:

- Environmental Violations – Companies involved in deforestation, carbon emissions, or unsustainable resource use face boycotts from environmentally conscious consumers.
- Labor Exploitation – The fast fashion industry has been criticized for poor working conditions, unfair wages, and child labor, leading to global calls for ethical production.
- Political and Social Controversies – Brands associated with discriminatory policies, controversial figures, or political affiliations frequently experience consumer backlash.

This shift in consumer behavior demonstrates that boycotts are no longer passive reactions but deliberate, organized forms of activism. Consumers are demanding transparency, accountability, and ethical commitment from corporations, compelling businesses to adapt to higher ethical and social standards (Triandis, 2001).

The Role of Social Media in Boycotts

Social media plays a critical role in accelerating boycott movements by spreading information about corporate misconduct, environmental violations, and unethical labor practices (Iacobucci, 2013). Viral posts, hashtags, and influencer activism can mobilize consumers quickly, applying pressure on companies to align with social and ethical expectations. This rapid dissemination of boycott movements has fundamentally altered brand-consumer relationships, making corporate reputation management an essential business strategy.

Identity Expressiveness in Consumer Behavior

Consumer behavior is heavily influenced by identity expressiveness, which encompasses both self-identity and social identity (Dolich, 1969; Sirgy, 1982). This concept has been explored in research on symbolic consumption (Hirschman & Holbrook, 1981), brand-personality congruence (Johar & Sirgy, 1991), and corporate identification (Bhattacharya et al., 1995). Consumers use brands and consumption choices to express personal and group identities, making boycotts a means of reinforcing their values.

Self-Identity Expressiveness

Identity Theory (Stryker, 1980) suggests that individuals hold multiple role identities that influence their behavior (Terry et al., 1999; Reed, 2004; Theodorakis, 1994). In the context of marketing boycotts, consumers affirm their ethical stances through conscious purchasing decisions.
The Theory of Planned Behavior (TPB) (Ajzen, 1991) has been expanded to include self-identity expressiveness, improving its ability to predict consumer activism (Conner & Armitage, 1998). Traditional TPB models often underestimate identity's influence, explaining only 1% of behavioral intention variance (Conner & Armitage, 1998). Thus, this study integrates self-identity expressiveness into TPB, leading to:

H$_1$: Self-identity expressiveness influences the intention to engage in marketing boycott actions.

Self-Identity Expressiveness and Attitudes

According to the Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975), attitudes are shaped by personal beliefs and values, influencing behavioral intentions. Self-identity expressiveness contributes to attitude formation by reinforcing ethical convictions.

Emotional responses—such as anger, disappointment, or moral obligation—can heighten the strength of attitudes toward boycotts (Sparks & Shepherd, 1992). Research suggests a causal link between self-identity expressiveness and attitudes, leading to:

H2: Self-identity expressiveness will influence attitudes toward marketing boycott actions.

The Influence of Attitudes on Behavioral Intentions

The conative component of attitudes—or behavioral intention—is the strongest predictor of actual behavior (Fishbein & Ajzen, 1975). Individuals who view boycotts as meaningful ethical actions are more likely to participate (Vanlandingham et al., 1995).

H3: Attitudes toward marketing boycott actions influence the intention to engage in boycott actions.

Social Identity Expressiveness and Boycotts

Social Identity Theory (SIT) (Tajfel & Turner, 1979) suggests that group membership shapes individual behavior (Reed, 2002). Unlike self-identity, which reflects individual values, social identity is derived from in-group affiliations (Thoits & Virshup, 1997; Stets & Burke, 2000). Boycotts reinforce social identity expressiveness by promoting in-group loyalty and out-group opposition (Tajfel & Turner, 1979). Thus:

H4: Social identity expressiveness will influence the intention to engage in marketing boycott actions.

Social Identity Expressiveness and Subjective Norms

Social identity influences subjective norms, which represent perceived social pressure to conform (Fishbein & Ajzen, 1975). Individuals often align with group expectations, reinforcing participation in boycotts (Terry & Hogg, 1996). Thus:

H5: Subjective norms regarding marketing boycott actions influence social identity expressiveness.

The Influence of Subjective Norms on Behavioral Intentions

Although subjective norms are a fundamental construct in TPB, their predictive power varies across different contexts (Bagozzi et al., 2000; Ajzen, 1991). Some studies have found that subjective norms have limited influence on behavioral intentions (Thompson et al., 1994; Andrykowski et al., 2006), while others emphasize their significance in group-driven behaviors,

such as boycotts (Terry & Hogg, 1996). The extent to which subjective norms predict behavior depends on social context and the salience of group identification.

H₆: Subjective norms regarding marketing boycott actions influence the intention to engage in such actions.

The Influence of Perceived Behavioral Control on Behavioral Intentions

Perceived Behavioral Control (PBC) differentiates TPB from TRA by incorporating external constraints on behavior (Ajzen & Driver, 1992). Individuals with high PBC—who perceive fewer barriers, such as product availability, financial constraints, or social resistance—are more likely to act on their intentions (Ajzen, 2005; Ajzen, 1991). A higher level of PBC strengthens behavioral intentions and increases the likelihood of actual boycott participation.

H₇: Perceived behavioral control influences the intention to engage in marketing boycott actions.

Figure 1: Research Model
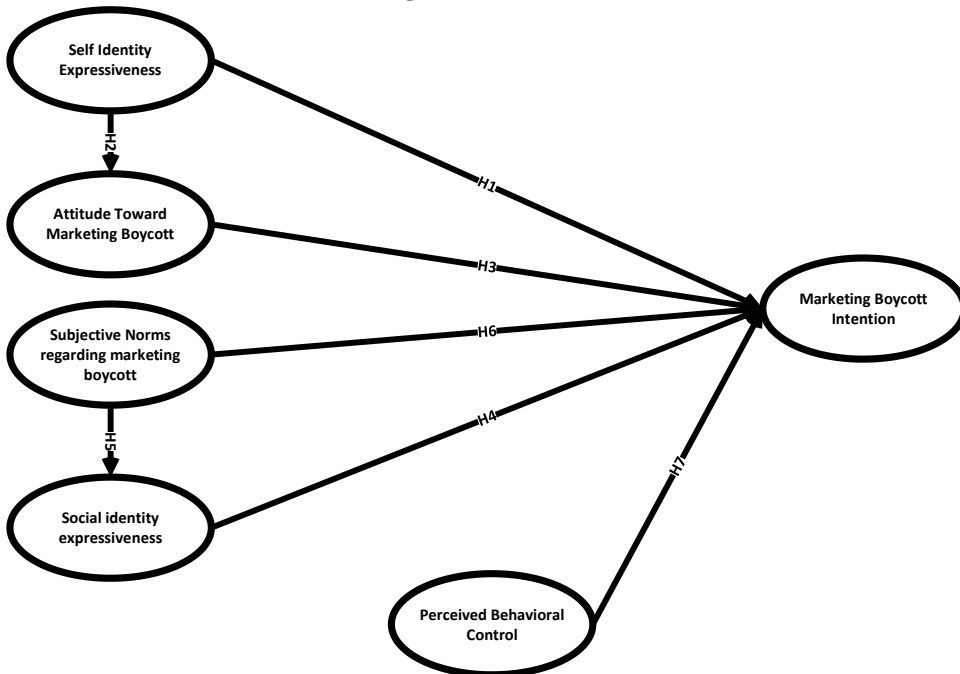
3. METHODOLOGY

3.1. Research Design

This study employs a quantitative approach to examine the influence of attitude, self-identity expressiveness, social identity expressiveness, subjective norms, and perceived behavioral control on the intention to engage in marketing boycotts. A quantitative method is chosen for its ability to provide objective measurements and statistical analysis, ensuring reliable and generalizable results (Creswell & Creswell, 2017). A cross-sectional survey design is adopted, where data is collected at a single point in time from a large sample of Indonesian consumers. The target population comprises individuals from major urban areas—Jakarta, Bogor, Depok, Tangerang, and Bekasi—who are aware of or have participated in marketing boycotts against Israeli-affiliated products.

Sample Size Determination

This study applies purposive sampling, selecting participants based on their boycott experience and awareness, as their perspectives are critical to the research objectives. According to Hair et al. (2014), the recommended sample size for Structural Equation Modeling (SEM) depends on model complexity and the number of estimated parameters. General guidelines suggest:

1) Minimum Sample Size: At least 10 observations per estimated parameter (e.g., for 10 parameters, at least 100 respondents).
2) Absolute Minimum: A sample size of 200 for basic SEM models.
3) Complex Models: More complex models require at least 300 respondents to ensure statistical power.

Given the complexity of the model, 600 respondents were surveyed, ensuring robust statistical analysis (Hair et al., 2014; Kline, 2015).

3.2. Data Collection

Data collection took place over seven months (November 2023 – May 2024), assisted by three research assistants in each city. To encourage participation, respondents received a data voucher worth IDR 100,000 as a token of appreciation.

A structured questionnaire was used to measure key constructs. The items were adapted from validated scales in consumer behavior, social identity theory, and the Theory of Planned Behavior (Ajzen, 1991; Terry et al., 1999). The questionnaire included:

- Self-identity expressiveness – 5 indicators
- Social identity expressiveness – 5 indicators
- Subjective norms – 3 indicators
- Attitudes – 3 indicators
- Perceived behavioral control – 3 indicators
- Intentions to engage in boycott actions – 4 indicators

Responses were recorded on a Likert scale (1 = strongly disagree, 5 = strongly agree).

3.3. Measurement of Social Identity Expressiveness

Social identity expressiveness is measured using scales from prior marketing and consumer behavior research, including Arnett (2015), Leung and Wei (1999) and Thorbjørnsen et al. (2007). These studies assess how individuals align their behavior with group norms and express their social identity through collective actions such as marketing boycotts.

3.4. Measurement of Self-Identity Expressiveness

Self-identity expressiveness is assessed based on research in ethical and environmentally conscious consumer behavior. Studies by Stryker and Burke (2000), Fekadu and Kraft (2001), and Arnett et al. (2003) demonstrate that expressing personal values is central to self-identity. Participants indicate the extent to which they identify with and express their personal values in consumer decisions.

3.5. Measurement of Attitude, Subjective Norms, Perceived Behavioral Control, and Behavioral Intentions

For the measurement of attitudes toward behavior, subjective norms, perceived behavioral control, and behavioral intention, this study utilizes the well-established scales developed by Ajzen (2005), Ajzen (1991), Ajzen et al. (2018), and Ajzen and Fishbein (2000). These scales have been extensively validated in the context of the Theory of Planned Behavior and are considered reliable tools for predicting consumer intentions and behaviors.

3.6. Pilot Test of Measurement Scale

This study employs purposive sampling, utilizing key informants in each target city to distribute the questionnaire. Before data collection, a content validity test was conducted by consulting consumer behavior experts to ensure the measurement items' accuracy. Once validated, the questionnaire was back-translated into English to maintain consistency with the original constructs. A confirmatory factor analysis (CFA) was performed to assess construct validity, including both discriminant and convergent validity.

The pilot test aimed to:
- Identify ambiguous wording (Lugtig et al., 2011; Cooper & Schindler, 2015).
- Assess whether instructions were clear (Sekaran & Bougie, 2010).
- Determine the time needed to complete the questionnaire (Steenkamp et al., 2010).

A small group of 5 to 10 respondents participated in this pre-test phase (Steenkamp et al., 2010; Lugtig et al., 2011), ensuring that the final questionnaire was well-structured and understandable.

Social Desirability Response (SDR) Test

To control social desirability bias (SDR)—where respondents provide socially acceptable answers rather than truthful ones (Sjostrom & Holst, 2002)—this study applied both direct and indirect questioning techniques (Fisher, 1993, 2000). Direct questions measured individual opinions, while

indirect questions assessed respondents' perceptions of others' opinions. Given that marketing boycotts can be a sensitive topic in Indonesia, SDR was measured using non-paired samples.

The Mann-Whitney test was conducted to compare direct and indirect responses. A p-value above 0.05 indicated no significant difference, confirming that the questionnaire did not elicit normative responses. Thus, the SDR results were deemed valid and unbiased.

Tabel 1: Results of Social Desirability Response Test

Constructs	Indicators	p value
Attitudes	Att1	0.590
	Att2	0.427
	Att3	0.490
Subjective Norms	SN1	0.441
	SN2	0.773
	SN3	0.289
Perceived Behavioral Control	PBC1	0.276
	PBC2	0.713
	PBC3	0.636
Self Identity Expressiveness	SeI1	0.240
	SeI2	0.416
	SeI3	0.317
	SeI4	0.290
	SeI4	0.646
	SeI5	0.731
Social Identity Expressiveness	SocI1	0.129
	SocI2	0.142
	SocI3	0.096
	SocI4	0.372
	SocI5	0.795
Behavioral Intention	I1	0.085
	I2	0.320
	I3	0.714
	I4	0.154

Source: Output of data analysis using IBM SPSS AMOS, 2024.

3.7. Validity and Reliability Test Results

Validity Test

The discriminant validity test, conducted using IBM SPSS, confirmed that all constructs were statistically distinct, ensuring that each variable measured a unique concept. Factor loadings ranged between 0.7 and 0.9, indicating strong indicator reliability (Hair et al., 2014).
For convergent validity, the Average Variance Extracted (AVE) was computed using Fornell & Larcker's (1981) formula. A value above 0.5 signified that the constructs adequately explained variance in their indicators.

$$\text{AVE} = \frac{\sum(\text{Factor Loading}_i)^2}{n}$$

Where:
- n is the number of items (indicators) for the construct.
- Factor Loading$_i$ represents the factor loading of the ith indicator.

Reliability Test

Composite reliability (CR) was calculated to measure the internal consistency of constructs using Fornell & Larcker's (1981) formula:

CR = ($\sum$ factor loadings)^2 / (($\sum$ factor loadings)^2 + ($\sum$ Error variance))

Where:
- CR is the composite reliability. The numerator is the square of the sum of the factor loadings of the indicators.
- The results confirmed high reliability, with Cronbach's alpha values ranging from 0.79 to 0.90, indicating strong internal consistency.

Tabel 2: Validity and Reliability Test Results

Constructs (Cronbach Alpha)	Indicators	Factor Loading	AVE	CR
Attitudes (0.881)	Att1	0.790	0.573	0.919
	Att2	0.827		
	Att3	0.890		
Subjective Norms (0.792)	SN1	0.841	0.611	0.899
	SN2	0.773		
	SN3	0.989		
Perceived Behavioral Control (0.837)	PBC1	0.876	0.569	0.883
	PBC2	0.713		
	PBC3	0.736		
Self Identity Expressiveness (0.897)	SeI1	0.740	0.669	0.911
	SeI2	0.816		
	SeI3	0.717		
	SeI4	0.890		
	SeI4	0.746		
	SeI5	0.731		
Social Identity Expressiveness (0.888)	SocI1	0.829	0.555	0.933
	SocI2	0.842		
	SocI3	0.896		
	SocI4	0.972		
	SocI5	0.795		
Behavioral Intention (0.790)	I1	0.885	0.648	0.880
	I2	0.820		
	I3	0.714		
	I4	0.854		

Source: Output of data analysis using IBM SPSS AMOS, 2024.

3.8. Data Analysis

The study employs Structural Equation Modeling (SEM) to analyze relationships between independent and dependent variables. SEM is preferred due to its ability to test complex models, direct and indirect effects, and mediation effects (Hair et al., 2014).

Key Analytical Steps

1) Software Used: IBM SPSS AMOS.
2) Normality Test: The dataset met the multivariate normality assumption, with skewness values below ±2.58 (Tabachnick & Fidell, 2001).
3) Two-Step Approach:

Measurement Model: Assessed construct validity and reliability (Byrne, 2016).
Structural Model: Evaluated hypothesized relationships.
The results confirm that the measurement model is statistically sound, supporting hypothesis testing on identity expressiveness, attitudes, subjective norms, and boycott intentions.

4. RESULTS AND DISCUSSION

4.1. Data Analysis and Results

The number of questionnaires distributed in this study was 600. However, only 571 were returned and deemed suitable for further analysis. The response rate achieved was 95.17 percent, which is considered good. According to Aaker (1999), a minimum response rate of 80 percent is acceptable in consumer behavior research.

Table 3: Demographic Characteristics of Respondents

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	281	49.21
	Female	290	50.79
Age Group	18-24 years	200	35.03
	25-34 years	100	17.51
	35 years and above	217	38
Education	Senior High School	320	56.04
	Bachelor	200	35.03
	Post Graduate	40	7.01
	Other	11	1.93

Demographic Variable	Category	Frequency	Percentage (%)
Occupation	ASN/ Civil Servant	271	47.46
	Other	300	52.54
Location	Jakarta	150	26.27
	Bogor	84	14.71
	Depok	47	8.23
	Tangerang	200	35.03
	Bekasi	90	15.76
Expenses (IDR)	< 1000000	87	15.24
	1000001 – 5000000	99	17.34
	5000001– 10.000.000	317	55.52
	>10.000.000	68	11.91
Marital Status	Single	273	47.81
	Married	298	52.19

Source: Data analysis conducted by the researchers, 2024.

Based on Table 3, the majority of respondents in this study reside in Tangerang, followed by Jakarta and other locations. This suggests that the sample includes a diverse geographical representation, with a higher concentration in urban and suburban areas. Regarding monthly expenses, most respondents report spending between 5 to 10 million Rupiah, accounting for 55.52% of the sample. A smaller proportion of respondents (17.34%) have monthly expenses ranging from 1 million to 5 million Rupiah, while only 11.91% report spending over 10 million Rupiah per month. This indicates that the sample primarily consists of middle-income individuals. In terms of marital status, the sample is nearly evenly split between married individuals (52.19%) and single individuals (47.81%), suggesting that the study captures perspectives from both demographic groups.

Additionally, based on demographic trends not explicitly detailed in the table, a significant portion of respondents are likely female, married, and over the age of 35, with most having completed high school education. A notable percentage of participants work as entrepreneurs, reflecting their financial independence and active economic participation.

These demographic insights provide valuable context for understanding the behavioral patterns observed in this study, particularly in relation to marketing boycotts and ethical consumer decision-making.

Measurement Model

The measurement model was evaluated using confirmatory factor analysis (CFA) to ensure construct reliability and validity. This assessment involved examining factor loadings, with a threshold of 0.7 or higher considered acceptable (Sarstedt et al., 2019). Internal consistency was measured using Cronbach's alpha, where values above 0.7 indicated satisfactory reliability (Nunnally & Bernstein, 1994).

Convergent validity was assessed through the average variance extracted (AVE), with values above 0.5 considered acceptable (Fornell & Larcker, 1981). These statistical tests confirmed that the constructs were valid and reliable for further analysis.

Structural Model

Once the measurement model demonstrated a satisfactory fit, the structural model was tested to examine the relationships between the independent variables (self-identity expressiveness, social identity expressiveness, subjective norms, and perceived behavioral control) and the dependent variable (intention to engage in marketing boycott actions).

Figure 2: Structural Model
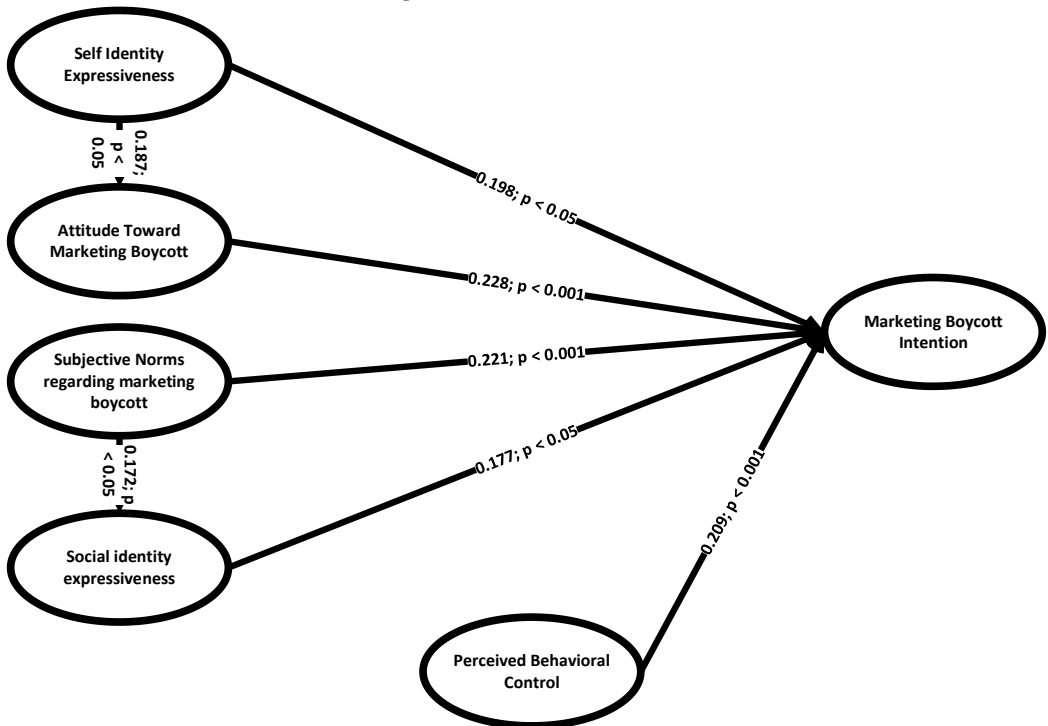
Source: Output of SEM AMOS, data processed, 2024; Total sample size = 571
CMIN/DF = 2.799; GFI = 0.911; AGFI = 0.903; RMSEA = 0.067; CFI = 0.898
Squared Multiple Correlations (Attitude Toward Marketing Boycott = 0.311; Social Identity Expressiveness = 0.239; Marketing Boycott Intention = 0.211)

Table 4: Structural Model Results

Hypotheses	Standardized Beta Coefficient	P Value	T Statistics	Confidence Interval	Conclusions
H1: Self Identity Expressiveness ⟶ Marketing Boycott Intention	0.198	p < 0.05	2.107	-1.009 – 0.973	Supported
H2: Self Identity Expressiveness ⟶ Attitude toward Marketing Boycott	0.187	p < 0.05	2.090	-0.983 – 1.761	Supported
H3: Attitude toward Marketing Boycott Intention ⟶	0.228	p < 0.001	3.203	-1.579 – 1.002	Supported
H4: Social Identity Expressiveness ⟶ Marketing Boycott Intention	0.177	p < 0.05	2.067	-1.005 – 1.071	Supported
H5: Subjective Norms Regarding Marketing Boycott ⟶ Social Identity Expressiveness	0.172	p < 0.05	2.058	-0.886 – 0.997	Supported
H6: Subjective Norms Regarding Marketing Boycott ⟶ Marketing Boycott Intention	0.221	p < 0.001	3.109	-1.720 – 1.410	Supported
H7: Perceived Behavioral Control ⟶ Marketing Boycott Intention	0.209	p < 0.001	2.877	-1.148 – 1.813	Supported

Source: Data analysis conducted by the researchers using IBM SPSS AMOS, 2024.

Model fit indices, including the chi-square statistic (χ^2), the comparative fit index (CFI), and the root mean square error of approximation (RMSEA), were used to evaluate the adequacy of the model fit. A CFI value above 0.90 and an RMSEA value below 0.08 indicate a good fit. The Goodness of Fit Index (GFI) measures how well a proposed model aligns with the observed data in structural equation modeling (SEM) (Hair et al., 2014). A GFI value above 0.90 suggests an acceptable fit, while values above 0.95 indicate an excellent fit.

The Adjusted Goodness of Fit Index (AGFI) is a modified version of the GFI that accounts for the number of parameters in a model, providing a more refined assessment of model fit in SEM. AGFI values range from 0 to 1, with values above 0.90 considered acceptable and those above 0.95 indicating a strong model fit.

CMIN/DF (chi-square divided by degrees of freedom) is another widely used fit index in SEM, aiding in the evaluation of model fit. A CMIN/DF value below 3 generally indicates a good fit, while values below 5 may still be acceptable depending on the context (Wheaton et al., 1977).

Lower values suggest a closer alignment between the model and the observed data (Wheaton et al., 1977). Based on these criteria, the model fit indices in this study confirm that the research model achieves a good fit, demonstrating that it is parsimonious. This model exhibits three key strengths:

1) Efficiency – A parsimonious model balances good fit and simplicity, ensuring a reasonable fit to the data without overfitting.
2) Interpretability – The model is easier to interpret, enabling researchers and practitioners to draw clear conclusions and make informed decisions.
3) Theoretical Alignment – Parsimonious models are often preferred when they align with theoretical principles, as simpler, theory-driven models are favored over excessively complex ones.

4.2. Discussion

Hypothesis One proposed that self-identity expressiveness influences the intention to engage in marketing boycotts against Israeli-affiliated products in Indonesia, and the results support this hypothesis. These findings align with research by Fournier (1998), Malär et al. (2011), and van der Linden (2015), which suggest that consumers who strongly identify with social or ethical values are more likely to boycott brands that contradict those values. For instance, individuals who prioritize sustainability may boycott companies perceived as environmentally harmful. Self-identity expressiveness enhances feelings of moral responsibility, making boycotting an extension of personal values. Furthermore, strong emotions such as disappointment, anger, or betrayal can intensify boycott intentions when consumers perceive a misalignment between a brand and their identity.

Hypothesis Two stated that self-identity expressiveness influences attitudes toward marketing boycotts of Israeli-affiliated products in Indonesia, and this hypothesis is also supported. These findings align with Schor (1999), Bennett and Savani (2011), and Tynan and McKechnie (2009), who argue that consumers develop negative attitudes toward brands that contradict their personal or social values. Emotional reactions such as anger or disappointment reinforce these attitudes, while group influences further shape them. Individuals are more likely to develop positive attitudes toward boycotts when their social circles endorse such actions.

Hypothesis Three posited that attitudes toward marketing boycotts influence the intention to participate in boycotts, and the results support this hypothesis. These findings are consistent with Kozinets and Handelman (2004), Bennett and Savani (2011), and Klein et al. (2004). Positive attitudes toward boycotts strengthen participation intentions, driven by moral obligation, solidarity, and value alignment. Social norms further shape these attitudes, while emotional engagement, particularly anger, can heighten boycott intentions.

Hypothesis Four proposed that social identity expressiveness influences marketing boycott intentions, and this hypothesis is also supported. These findings align with Cova and Cova (2002), Klein et al. (2004), and van der Linden (2015), which highlight that individuals with strong social group identification are more likely to boycott brands that contradict group values. Social identity

expressiveness reinforces group norms, fostering social pressure and collective efficacy, which increases boycott participation.

Hypothesis Five posited that subjective norms regarding marketing boycotts influence social identity expressiveness, and the findings support this claim. This aligns with research by Ajzen (1991), Klein et al. (2004), and Aqilla and Laidey (2022)., which assert that social expectations strengthen social identity expressiveness. Individuals who strongly identify with a boycott-supporting group align their purchasing decisions accordingly, motivated by emotional connections and peer validation.

Hypothesis Six stated that subjective norms influence the intention to boycott, and this hypothesis is supported. These findings align with Cova and Cova (2002), Mann and Batra (2014), and Farah and Newman (2010). emphasizing that social expectations create a sense of obligation, encouraging individuals to conform to group behavior. When boycotts are widely supported within a community, individuals feel social pressure to participate.

Hypothesis Seven proposed that perceived behavioral control influences marketing boycott intentions, and this hypothesis is also supported. Findings align with Ajzen (1991), Parker et al. (1995), and Smith and Klein (2006), indicating that consumers are more likely to participate in boycotts when they feel capable of taking action, overcoming barriers, and finding alternative products. Additionally, social support from peers or family further reinforces confidence in engaging in boycotts.

Social Identity Theory and the Theory of Planned Behavior in the Indonesian Context

The marketing boycott model in Indonesia, framed by Social Identity Theory (SIT) and the Theory of Planned Behavior (TPB), provides valuable insights into marketing strategies and consumer behavior in this culturally diverse market.

The findings align with TPB, as participants who experienced strong social pressure (subjective norms) and identified with certain social or political groups (e.g., religious communities) were more likely to express boycott intentions and follow through with action. Subjective norms and brand-related attitudes emerged as significant predictors of boycott behavior. Moreover, perceived behavioral control—the belief that a boycott could make a difference—was a key determinant in empowering individuals to act.

From the SIT perspective, behavior is strongly influenced by group membership and shared values. Consumers in this study identified with in-groups (e.g., religious, cultural, or political communities) and aligned their consumption choices with collective values. The research demonstrated that strong in-group identification fueled boycott participation, particularly against brands perceived to support Israel in the Middle Eastern conflict. In-group favoritism and out-group discrimination, fundamental concepts in SIT, significantly contributed to boycott motivation.

Interestingly, individuals with stronger social group identification were more likely to participate in boycotts, even when facing personal financial consequences. This aligns with SIT's assertion that social identity influences group behaviors. However, not all participants felt equally compelled

to boycott, particularly those who lacked a personal connection to the cause, suggesting that social identity dynamics are not universally binding.

Theoretical Contributions and Future Directions

This study highlights how TPB and SIT complement each other in explaining marketing boycotts:
1. TPB provides insight into the behavioral intention to boycott by considering attitudes, social norms, and perceived control. However, collective efficacy—the belief that a group, rather than an individual, can drive change—may further enhance TPB's explanatory power in the context of boycotts.
2. SIT effectively explains how social identity motivates group-based actions like boycotts. However, further research could explore how weak group identification reduces boycott impact, particularly among individuals who feel less aligned with the cause.

Thus, this research both supports and extends these theories, shedding light on how social identity and behavioral control interact in the Indonesian marketing boycott landscape.

Comparing Boycott Movements in Indonesia and the West

Boycott movements in Indonesia and Western countries share commonalities but also exhibit distinct cultural, political, and economic differences.

Similarities
1) Ethical Consumerism – In both regions, boycotts are driven by increasing consumer awareness of ethical, environmental, and social justice issues (e.g., corporate accountability, sustainability, and human rights).
2) Social Media Influence – Platforms like Twitter, Instagram, and Facebook play a pivotal role in mobilizing and amplifying boycott movements through hashtags, viral content, and influencer advocacy.
3) Shared Issues – Western and Indonesian boycotts often stem from concerns about human rights, labor exploitation, and environmental sustainability.

Differences
In the West:

- Boycotts are typically secular, focusing on political, environmental, or social movements (e.g., climate activism, labor rights, or racial justice).
- Boycotts align with broader social movements like LGBTQ+ rights, Black Lives Matter, or feminist causes.
- Western boycott culture emphasizes individual rights and freedom of expression, with activism often driven by grassroots organizing and digital mobilization.

In Indonesia:

- Religion, particularly Islam, plays a dominant role in shaping boycott movements. Companies violating Islamic values (e.g., non-halal products, alcohol, or controversial affiliations) are frequently targeted.

- Religious leaders have significant influence, shaping public opinion and driving boycott momentum.
- Boycotts often carry political dimensions, particularly against foreign companies perceived to undermine national interests or Indonesian sovereignty

.4.2.1. Managerial and Theoretical Implications

Managerial Implications

Brands must align corporate practices with consumer values to mitigate boycott risks and maintain consumer trust. Transparent corporate social responsibility (CSR) initiatives foster trust by bridging the gap between consumer identities and brand actions. Moreover, companies must engage with ethical commitments authentically, as brands perceived as unethical face a higher risk of being boycotted.

Theoretical Implications

This study applies the Theory of Planned Behavior (TPB) and Social Identity Theory (SIT) to examine the psychological and social factors influencing boycott decisions.
By integrating TPB and SIT, this study provides a comprehensive framework for understanding marketing boycotts in a highly collectivist society, highlighting the interaction between personal beliefs and group identity in shaping consumer activism.

4.2.2. Limitations

This study has several limitations, particularly in applying Social Identity Theory (SIT) and the Theory of Planned Behavior (TPB) within Indonesia, where cultural norms strongly influence consumer behavior. The findings may not be generalizable to other products or contexts, as different issues elicit varying consumer responses. The reliance on self-reported data introduces potential biases, such as social desirability bias, affecting response accuracy. Additionally, external factors—including socio-economic status, political affiliation, and group dynamics—were not fully controlled, potentially influencing the results. The cross-sectional design limits causal inferences; a longitudinal approach could offer deeper insights into evolving boycott behaviors.

Moreover, focusing solely on Indonesia may limit applicability to regions with different socio-political environments. The dynamic nature of social identity, shaped by social media and political shifts, may also affect the model's stability over time. Future research should employ a longitudinal design to track changes in boycott behavior and examine how political, economic, and social factors influence consumer activism. Comparative studies across diverse cultural settings would further enhance the generalizability of these findings.

5. CONCLUSION

This study confirms that boycotts function as expressions of consumer identity and collective action. While Western and Indonesian boycotts share motivations, they reflect distinct socio-cultural values. Understanding these differences is essential for marketers and policymakers

managing brand reputation and consumer activism in a globalized market. The findings demonstrate that the Theory of Planned Behavior (TPB) and Social Identity Theory (SIT) effectively explain and predict marketing boycotts against Israeli-affiliated products in Indonesia. By applying SIT beyond Western contexts, this study extends its applicability, highlighting how social group dynamics shape boycott behavior.

Additionally, the study reveals that self-identity expressiveness influences both attitudes and subjective norms, while social identity expressiveness clarifies the link between subjective norms and boycott participation. The strong predictive role of subjective norms in boycott intentions further reinforces this model. Integrating self-identity and social identity expressiveness into TPB enhances its explanatory power, offering deeper insights into the psychological and social factors driving boycott behavior. These findings contribute to both theoretical development and practical strategies for businesses and policymakers navigating consumer activism.

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