

ANALYSIS OF THE INFLUENCE OF SUBJECTIVE NORMS AND CONSUMER ANIMOSITY ON THE DECISION TO BOYCOTT ISRAEL-AFFILIATED PRODUCTS WITH BRAND JUDGMENT AS A MODERATING VARIABLE: A STUDY ON WEST JAVA MUSLIM COMMUNITY

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Abstract

The crimes committed by Israel on an international scale have a global impact that directly influences how Muslim consumers view and evaluate products affiliated with Israel. The aim of the research is to analyze the influence of Subjective Norms and Consumer Animosity on the West Java Muslim community's decision to boycott Israel- affiliated products with Brand Judgment as a moderating variable. This research uses a quantitative approach and collects data through survey methods. The purpose of the selection method is to select 150 respondents based on the West Java Muslim community for research purposes. This research uses the Structural Equation Modeling method assisted by SmartPLS software for data processing. The results show that Subjective Norms have a positive and significant effect on Consumer Animosity, Subjective Norms and Consumer Animosity have a significant positive effect on the Boycott Decision, while Brand Judgment is able to moderate the relationship between Consumer Animosity negatively and significantly on the Boycott Decision. Keywords: Subjective Norms, Consumer Animosity, Brand Judgment, Boycott Decision

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Introduction

Indonesia is the country with the largest Muslim population in the world with 231 million followers of Islam, accounting for 86.7% of all Indonesians and accounting for 13% of Muslims in the world according to the World Population Review 2024. Indonesia's status as the country with the largest Muslim population in the world makes Indonesia have a vital role in the Islamic world. One of the most important issues in the Islamic world that concerns Indonesia is the colonization of Palestine by an entity called Israel.

Various efforts were made by the UN to resolve the problems in Palestine but never produced results and Jewish immigrants continued to arrive by establishing new settlements during the period 1940-1948 and contributed to the conflict between Jews and Arabs. The UN issued the Partition Plan 1947 which divided the Palestinian territories into two states, Israel and Palestine with Jerusalem being under the direct auspices of the UN. The division of the territory was considered to benefit Jews and marginalize Palestinians from the right to their own homeland, which triggered the 1948 Arab-Israeli War between the American-backed Israelis and the Arab coalition supported by Arab countries with Egypt as Palestine's most important ally (Pratama et al, 2023). After the end of the war, Israel declared the establishment of the state of Israel as the home of the Jewish people in May 1948 with the approval of the United States and the Soviet Union.

In 1948, the Zionist forces had expelled about three-quarters of the indigenous Palestinian population from their own homeland, their homes were confiscated, their rights to their own country were forcibly taken away and they became refugees in their own homeland where some others fled to other countries. The tragedy is referred to as Nakba which is derived from the Arabic word for catastrophe (Sayigh, 2023). In 2023, it happened again where Israel committed human rights violations in the form of genocide. During the period of October 7, 2023 - February 25, 2024, the Organization of Islamic Cooperation reported 29,700 deaths, 70% of which were children and women, and 69,800 injuries due to airstrikes, artillery and naval attacks on civilian areas, according to the Palestinian Ministry of Health (OIC, 2024).

Based on the fatwa of the Indonesian Ulema Council (MUI) Number 83 of 2023, it is stated that it is haram to support Israeli aggression against Palestine and it is haram to support those who support Israeli aggression against Palestine and it is obligatory to support the Palestinian struggle against Israeli aggression. Therefore, the path that must be taken by Indonesian Muslims is to participate in supporting the Palestinian struggle for their homeland and not to participate in supporting Israel or those who support Israel in carrying out its crimes.

Boycott movements are the result of economic or political resentment. Rejection of a product is influenced by consumer animosity where this factor, to a certain extent, influences a person's participation in a boycott (Abdul-Talib & Mohd Adnan, 2017). The subjective norms factor is also known to be one of the factors driving an individual to make a decision, including boycott decisions because humans are social creatures whose behavior is influenced by the people around them (Delistavrou et al, 2020). An individual's decision to boycott also goes through a consideration process that involves an assessment of the product or brand to be boycotted so that the assessment of a product or brand will moderate an individual's decision to boycott (Salma & Aji,

2022). This research will be conducted to analyze how products affiliated with Israel become the target of boycotts by Muslim communities, especially within the scope of West Java Province.

Crimes committed by Israel on an international scale that have a global impact directly affect how Muslim consumers see and assess products affiliated with Israel. Specifically, this study aims to analyze the relationship between consumer animosity, subjective norms, and brand judgement with the decision of Muslim communities in West Java to participate in boycotting products affiliated with Israel.

Methods

This study uses quantitative approach through Structural Equation Modeling – Partial Least Square (SEM-PLS). The data is collected from survey or questionnaire distributed to Muslim community in West Java Province in Indonesia through social media with purposive sampling method as primary data source. The criteria for this study are Muslim living in West Java Province with minimum age of 17 years or old and participated in boycotting Israel-affiliated products (KFC, Starbucks, Pizza Hut, Unilever). The questionnaire used Likert Scale measurement with the range of 1 – 5 where 1 represents strongly disagree to 5 represents strongly agree. This study used SEM-PLS with model testing and model estimation testing followed by Goodness of Fit and hypothesis testing (Hair et al, 2022).

Results and Discussion

The survey collected 150 responds within required criteria, namely Muslim community in West Java whom participated in boycotting Israel-affiliated products with minimum age of 17 years old. The majority of respondents are men at 55,3% and women at 44,7% with the majority aged 17-25 years. The majority of the respondents are students with high school diploma that received monthly income ranging from IDR 1.000.000 – IDR 2.900.000.

Table 1. Respondent Demographic

Questions	Range	Frequency	Percentage (%)
Gender	Male	67	44,7
	Female	83	55,3
Age	17-25	113	75.3
	26-35	29	19.3
	36-45	2	1.3
	46-55	4	2.7
	56-65	2	1.3
	> 65	0	0
	Jobs	Student	75
Civil Servant		3	2
Private Sector		43	28.7
Entrepreneur		6	4
Housekeeping		2	1.3
Retired		1	0.7
Unemployed		20	13.3
Income (IDR)		<1.000.000	19
	1.000.000 – 2.900.000	48	32
	3.000.000 – 4.900.000	42	28
	5.000.000 – 6.900.000	20	13.3
	7.000.000 – 8.900.000	13	8.7
	9.000.000 – 10.000.000	4	2.7
	>10.000.000	4	2.7
Education Level	Never Receive Formal Education	0	0
	Elementary School	0	0
	Junior High School	0	0
	Senior High School	72	48
	Diploma	5	3.3
	Bachelor	63	42
	Postgraduate	10	6.7

Source: Data Collected by Researcher (2024)

Measurement Model Test

This study uses convergent validity test to determine the extent of the positive relationship between indicators used to measure the variables. Average Variance Extracted (AVE) are utilized to asses convergent validity (Hair et al., 2022).

Table 2. Results of Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)	Standard	Criteria
Subjective Norms	0.643	>0.5	Valid
Consumer Animosity	0.513	>0.5	Valid
Boycott Decision	0.651	>0.5	Valid
Brand Judgement	0.686	>0.5	Valid

Source: Data Collected by Researcher (2024)

Based on the table 2 above, it can be concluded that all variables used in the study meet the criteria for convergent validity by showing an AVE value above the 0.50 standard. Based on table 3, it is concluded that the result Average Variance Extracted (AVE) testing on all indicators and variables are convergently valid and acceptable where all indicators and variables meet the required criteria. According to Hair et al (2022), discriminant validity test is used to assesses whether the indicators in this study are distinct from those in other constructs measured. Discriminant validity uses HTMT and Cross Loading test.

Table 3. Result of Cross Loading

	X1	X2	Y1	Z1	Z1 x X2
X1.1	0.799	0.631	0.488	0.711	-0.022
X1.2	0.825	0.608	0.543	0.491	0.068
X1.3	0.778	0.571	0.522	0.534	0.099
X1.4	0.813	0.663	0.617	0.531	0.179
X1.5	0.794	0.609	0.598	0.539	0.044
X2.1	0.738	0.742	0.584	0.558	0.115
X2.2	0.614	0.753	0.480	0.501	0.216
X2.3	0.559	0.697	0.586	0.496	0.058
X2.4	0.408	0.718	0.472	0.347	0.222
X2.5	0.461	0.725	0.479	0.358	0.271
X2.6	0.386	0.714	0.441	0.340	0.272
X2.7	0.573	0.663	0.523	0.594	-0.054
Y1.1	0.578	0.581	0.824	0.513	0.173
Y1.2	0.487	0.554	0.834	0.413	0.203
Y1.3	0.570	0.589	0.836	0.430	0.159
Y1.4	0.543	0.596	0.843	0.516	0.170
Y1.5	0.597	0.574	0.686	0.508	0.075
Z1.1	0.627	0.591	0.504	0.879	-0.112
Z1.2	0.583	0.578	0.548	0.870	-0.074
Z1.3	0.522	0.447	0.414	0.727	0.037
Z1 x X2	0.095	0.205	0.193	-0.067	1.000

Source: Data Collected by Researcher (2024)

Based on the table 3 above, it can be concluded that all indicators used in the study show a more significant correlation with the construct. Therefore, the research model used meets the required criteria of discriminant validity test. The reliability test is used to test the consistency of the indicators used in measuring each variable (Cooper & Schindler, 2014). Reliability testing uses two approaches, namely Composite Reliability (CR) and Cronbach Alpha (CA). Measurement indicators to get reliable results are > 0.70 for CR and CA (Hair et al., 2022)

Table 4. Result of Reliability Test

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Criteria
Subjective Norms	0.861	0.863	0.900	Reliable
Consumer Animosity	0.844	0.848	0.881	Reliable
Boycott Decision	0.864	0.863	0.903	Reliable
Brand Judgement	0.769	0.789	0.867	Reliable

Source: Data Collected by Researcher (2024)

Based on the table 4 above, it can be concluded that the value of all variables used in this study meet the required criteria above the Cronbach Alpha criterion of 0.70. The Composite Reliability measurement results also show that all variables show values above the 0.70 standard. Therefore, all variables used in this study meet the required criteria of reliability test.

Table 5. Result of R-Square

	R-square	R-square adjusted	Description
Boycott Decision	0.582	0.570	Moderate

Source: Data Collected by Researcher (2024)

Based on the table above, the R-square shows a value of 0.582, which means that the Boycott Decision variable can be explained by the subjective norms, consumer animosity, and brand judgment moderation variables by 58.2% and the rest is influenced by other factors outside the research model. The 58.2% figure shows that the predictive ability of this research model is moderate.

Table 6. Result of F-Square

Path Coefficient	F-Square	Description
Subjective Norms -> Boycott Decision	1.455	Big
Subjective Norms -> Boycott Decision	0.064	Small
Consumer Animosity -> Boycott Decision	0.125	Small
Brand Judgement -> Boycott Decision	0.025	Small
Brand Judgement x Consumer Animosity -> Boycott Decision		

Source: Data Collected by Researcher (2024)

From the table 6 above, we can conclude that the brand judgment variable that moderates the consumer animosity variable has a small relationship in predicting boycott decisions. Similar results also occur in subjective norms and consumer animosity variables where both variables have a small relationship in predicting boycott decisions while subjective variables have a large relationship in predicting consumer animosity.

Table 7. Result of Q-Square

	Q ²
Boycott Decision	0.485

Source: Data Collected by Researcher (2024)

From table 8 above, it can be concluded that the research model used has good and adequate predictive ability because it has a q-square value above 0.

Table 7. Result of Q-Square

Variable	(AVE)	R-Square
Subjective Norms	0.643	
Consumer Animosity	0.513	
Boycott Decision	0.651	
Brand Judgement	0.686	
Mean	0.623	0.582

Source: Data Collected by Researcher (2024)

$$GoF = \sqrt{0.623 \times 0.086}$$

$$GoF = 0,459$$

The results of the GoF calculation carried out a value of 0,459. This value falls into the large category. Thus it can be concluded that the model used in the study adequately describes the data variation of the research sample.

Table 8. Result of Hypothesis Test

Variable	Path Coefficients	t-Statistic	P-Value	Description
Subjective Norms Positive and -> Consumer Animosity	0.770	21.173	0.000	Positive and significant
Subjective Norms -> Positive and Boycott Decision	0.576	7.384	0.000	Positive and significant
Consumer Animosity -> Positive and Boycott Decision	0.385	4.285	0.000	Positive and significant
Brand Judgement -> Negative and Boycott Decision	-0.154	2.104	0.035	Negative and significant
Brand Judgement x Consumer Animosity -> Boycott Decision	-0.102	2.357	0.018	Negative and significant

Source: Data Collected by Researcher (2024)

Based on the analysis, subjective norms variables have a significant positive effect in encouraging the

decision of the West Java Muslim community to boycott Israel-affiliated products. The result of this study is supported by research by Salma and Aji (2022) which shows that where social expectations in the form of perceptions of people around individuals can intervene or encourage an individual's decision to make a decision including boycott decisions. In the context of this study, if an individual buys a product affiliated with Israel, the individual is considered to support Israel's invasion of Palestine.

Based on the analysis, consumer animosity variable have a significant positive effects in encouraging the decision of the West Java Muslim community to boycott Israel-affiliated products. The result of this study is supported by Abdul-Talib and Adnan's research (2017) that the indicator of not being allowed to establish diplomatic relations has a significant effect on boycott decisions. This research shows that the animosity felt by the West Java Muslim community reaches the macro level, namely the reluctance to have diplomatic relations with Israel as a sovereign state, not only limited to relationships at the individual level. Similar results were also found in the research of Knight et al (2009) listed in Salma and Aji's research (2022) which explained th at consumer animosity has a significant effect on boycott decisions where similar cases not only occur in Israeli products but also Denmark due to one of the Danish newspapers insulting the Prophet Muhammad. Therefore, companies must pay attention to Muslim consumers because Muslims strongly uphold their religion and tend to provide resistance when the dignity of their religion is denigrated, including when part of their people is victimized as happened in Palestine.

Based on the analysis, consumer animosity variable have a significant positive effects on the consumer animosity variable. The result of this study is supported by the research of Salma and Aji (2022) where the subjective norms variable has a significant positive effect in influencing the consumer animosity of Indonesian Muslims towards French products. Perceived animosity is influenced by social expectations in the form of perceptions of people close to individuals, perceptions of individual friends, and perceptions of individual families. Similar results were also found in Knight et al (2009) research where the phenomenon of boycotting Danish products was triggered by insults against the Prophet Muhammad. Insults to respected figures trigger subjective norms of society which result in negative emotions that lead to boycotting Danish products.

Based on the analysis, the brand judgment variable moderates the relationship between the consumer animosity variable and the boycott decision significantly negatively. The result of this study is supported by the research of Salma and Aji (2022) where the brand judgement variable is able to moderate the effect of consumer animosity on boycott decisions. It was found that the brand judgment variable weakened the relationship between consumer animosity and the boycott decision of Muslim individuals in West Java. The interpretation concluded is that the worse the assessment of a brand, the higher the influence of consumer animosity on the decision to boycott the product, while the better the assessment of a brand, the lower the influence of consumer animosity on the decision to boycott the product.

Conclusion

Based on the results of the tests and analysis that has been carried out, subjective norms variable has a significant positive effect on boycott decisions, which means that the stronger the social expectations in the form of perceptions from people around individuals, friends, and individual families, the more likely the individual will boycott products affiliated with Israel. Futhermore, consumer animosity variable has a significant positive effect on boycott decisions, which means that the stronger the negative emotions that a person feels caused by economic or military factors towards a company or country, the more likely the individual will boycott products affiliated with Israel and then, subjective norms variables have a significant positive effect on consumer animosity, which means that the stronger the social expectations in the form of perceptions from people around individuals, friends, and individual families, the greater the negative emotions felt by these individuals due to economic or military backgrounds. The brand judgment variable has a significant negative effect in moderating the relationship between consumer animosity and boycott decisions, which means that individuals who judge products affiliated with Israel negatively will experience higher consumer animosity and the higher the perceived consumer animosity, the higher the likelihood of the individual deciding to boycott products affiliated with Israel.

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