

INTENTION TO BOYCOTT PRODUCTS THAT SUPPORT ISRAEL: BASED ON THE THEORY OF REASONED ACTION

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ABSTRACT

The Israeli-Palestinian conflict has resulted in the loss of tens of thousands of lives and forced millions of people to flee as a result of colonial actions that occurred more than a hundred years ago. From October 7 to November 24, there were at least 7,283 pro-Palestinian protests taking place in more than 118 countries, as well as expressing condemnation by choosing to Boycott products and services that support Israel, which in turn sparked the Boycott, Divestment and Sanctions (BDS) movement. The main objective of this research is to analyze the essential role of the Theory of Reason Action (TRA) in explaining the intention to boycott products affiliated with Israel by including the humanitarian variable as the originality of this research. The unit of analysis for this research is individuals, with a sample size of 205 respondents selected using a purposive sampling technique with the criteria that respondents are Muslim and intend to boycott products affiliated with Israel. The data analysis technique used is structural equations modeling (SEM) analysis with the help of Smart PLS 4 software. The results reveal that consumer attitudes can be active when consumers have a high level of religiosity and a sense of humanity. Thus, this impact formed an intention to boycott products affiliated with Israel. The study further examined how consumers reacted to the consumerism of various product categories or brands, expanding the scope of respondents beyond those of the Islamic faith.

Keywords: Theory of Reason Action, Religiosity, Humanity, Intention to Boycott.

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INTRODUCTION

The Israeli-Palestinian conflict has resulted in the loss of tens of thousands of lives and forced millions to flee, as a result of colonial actions that occurred more than a hundred years ago (Aljazeera.com, 2023). According to the Palestinian Central Bureau of Statistics (2023), until December 2023, Israeli attacks on Palestinians in the Gaza Strip Gaza has killed more than 22,141 people and injured 60,273 (The Associated Press, 2023).

According to the Location & Event Data *Project*, a non-governmental organization specializing in conflict data collection, there were at least 7,283 demonstrations in support of Palestine in more than 118 countries and territories between October 7 and November 24 (Chughtai *et al.*, 2023). Many people chose to show their disapproval by not purchasing products and services that support Israel. This action sparked the Boycott, Divestment, and Sanctions (BDS) movement founded in 2005 by a coalition of Palestinian civil society groups. A major reason behind the boycott is that the company's branches or franchises in Israel openly provided support and donations of goods to the Israeli military during the attacks (Chughtai *et al.*, 2023).

The BDS action is intended to economically pressure Israel to provide equal rights to Palestine. In Indonesia, this movement has gained further impetus after the Majelis Ulama Indonesia (MUI) issued Fatwa Number 83 of 2023 concerning the Law on Support for Palestine. This fatwa states that supporting the Palestinian struggle for independence against Israeli aggression is considered a legal obligation. Conversely, supporting Israel and products that support Israel are considered haram. The impact of the Boycott, Divestment and Sanctions (BDS) Movement on products affiliated with Israel is reflected in declining sales, plummeting stocks and even store closures.

This phenomenon has become a concern for companies, one of which is Starbucks, which is one of the targets of the boycott. *Starbucks Corp* shares fell 1.6%, falling for 11 consecutive sessions, which is the longest decline since Starbucks' public debut in 1992 (Compoli & Freund, 2023).

Theory of reasoned action (TRA), proposed by Ajzen & Fishbein (1980), assumes that behavior is influenced by an individual's desire to do or not do a certain action (Mahyarni, 2013). There are several recent studies on boycotting a product (eg: Shaban & Awais, (2023); Hitchcock, (2020); Bot, (2019). However, some of these studies have not used the *Theory of reasoned action* (TRA) basis in explaining consumer intentions to boycott products. Based on *the Theory of reasoned action* (TRA), this study aims to examine the influence of knowledge, religiosity and adding humanitarian variables as an update to attitudes, to encourage the intention to boycott products affiliated with Israel using *the theory of reasoned action* (TRA).

MATERIALS AND METHODS

Boycott

A boycott is the act of rejecting or avoiding a particular product, service, or entity (Pitaloka, 2023). A boycott is a form of protest against actions taken by a group, company, or organization. Usually, boycott actions are carried out in an organized manner and involve mass participation. Boycotts generally involve efforts to prevent, reject, or close a specific business, policy, or issue (Abdi, 2022).

Theory of Reason Action (TRA)

TRA is the most relevant theoretical model in the context of making decisions to boycott Israeli products and not to buy Israeli products. First, it explicitly embeds subjective norms in the attitude formation process (Ajzen & Fishbein, 1980). In other words, it does not only measure an individual's attitude towards an object, but also explains the role of reference groups in

forming and reinforcing that attitude (Lada et al., 2009). It is a fact that religion is an integral part of the state in most Islamic societies, leaving secularism on the periphery, therefore it is very important to take subjective influences into account when investigating religious issues in such societies (De Run et al., 2010).

Knowledge

In general, knowledge refers to facts, feelings, or experiences that are known to a person or group of people. This term can also be interpreted as awareness, understanding, or familiarity gained through experience or learning. More specifically, knowledge refers to the expertise and skills acquired by an individual or group of people through theoretical or practical understanding of a subject (Che Ahmat et al., 2011).

Religiosity

Refers to a person's belief in the absolute certainty and quality of truth inherent in religious teachings and holy books (Moschis & Ong, 2011). Religiosity is an important issue in this study because religion is the main reason why Muslim consumers do this and make certain decisions and has an important role in influencing purchasing behavior (Alam et al., 2011). Fauzi et al (2016) are of the same opinion that religiosity influences Muslim consumers' purchasing decisions because they are more positive and more motivated. to visit stores that offer products that align with their values. The more religious Muslim consumers are, so they shop not only for consumption needs but also for religious reasons. Different results are shown in the influence of religiosity on the intention to donate money, which shows that religiosity does not have a significant effect (Pasaribu & Tanjung, 2022).

Humanity

Humanity is a virtue related to the basic ethic of altruism, which derives from the human condition. Humanity differs from mere justice in that there is a degree of altruism toward individuals who are included in humanity that is higher than the

justice found in justice. That is, humanity, and acts of love, altruism, and social intelligence are usually person-to-person powers, while justice is generally extended to all people (English, 2016).

Humanity is the human race or the quality that makes us human. It is the quality of being human; kindness; virtue. It is an attitude of kindness and sympathy towards others, especially when they suffer in some way, in fact it is the state of being human, and behaving and thinking in the same way as others (Longdom.org, 2013). In religious matters, humanity can be included in the *ihsan* variable, where research results show that *ihsan* significantly influences the intention to donate money (Pasaribu & Tanjung, 2022).

Attitude

Attitude refers to an individual's view of a behavior, whether it is considered favorable or unfavorable (Werner, 2004). In psychology, attitude refers to a set of emotions, beliefs, and behaviors toward a particular object, person, thing, or event (Cherry, 2023). According to TRA, consumer attitudes have a positive impact on their intention to buy a product (Madden et al., 1992). A strong and positive attitude towards halal products will have a further influence on the intention to choose halal products. (Mukhtar & Butt, 2012).

Intention

Intention is a good determinant for predicting a person's behavior (Wang et al., 2019). Intention is defined as the motivation, willingness, and effort of an individual to demonstrate certain behavior (Setiawan et al., 2020). Behavioral intention is a direct psychological determinant of actual behavior (Huang & Ge, 2019).

Research Methods

The unit of analysis of this study is the individual, with a sample size of 200 and using the Hair formula et al., (2018) where the sample can be calculated based on the number of indicators multiplied by 5 to 10. Based on these guidelines, the number of samples for this study is: $n = \text{number of}$

indicators × 6. The number of indicators in this study is 29. Based on this formula, the sample obtained is as follows: $n = 29 \times 7 = 203$, but rounded up to 205 respondents. Respondents selected using purposive sampling techniques (certain criteria): Muslim respondents aged over 18 years and who have the intention or have carried out a boycott movement of products affiliated with Israel are used for further analysis. This study uses a questionnaire with 29 closed questions via Google form .

Likert scale, point 1 = strongly disagree to 5 strongly agree. Primary data collection was carried out using a questionnaire instrument. This instrument was created and distributed online through various social media platforms. The instrument is divided into two parts. The first part contains items from five variables, while the second part contains demographic information. Respondents who meet the criteria can voluntarily participate in filling out the research questionnaire. The data analysis technique used is *Structural Analysis Equations Modeling* (SEM), with three important stages. First, it is carried out measurement model analysis to analyze the reliability of internal consistency, construct reliability, convergent validity and discriminant validity of the model. Second, a structural model analysis was performed. Third, hypothesis testing was performed. Data analysis was performed using the help of the Smart PLS 4.0 computer program.

Table 1. Operational variables

Variables	Indicator	Source
Knowledge (PN)	I understand about the movement to boycott products related to Israel based on the MUI fatwa.	Abd Rahman et al. (2015)
	I feel I have sufficient knowledge about products related to Israel.	

	I have enough knowledge to distinguish which products are related, and which are not Israeli products	
	I am aware of the current issues regarding the movement to boycott products related to Israel	
	I am aware of Fatwa Number 83 of 2023 concerning the Law on Support for Palestine issued by the MUI	
Religiosity (RS)	I am happy and willing to not purchase any products related to Israel .	Abd Rahman et al. (2015)
	I support other Muslims in the movement to boycott products that support Israel.	
	I often attend religious lectures at the mosque	
	I support the liberation of the State of Palestine on religious grounds.	
	I follow the news regarding the boycott movement against products related to Israel.	
Humanity (KN)	I am a sincere person towards others	(McGrath, 2019)
	I love sharing and am willing to accept kindness from others.	

	I am able to socialize and get along with other people	
	I do good for other people	
	I have a sense of caring and am willing to help others.	
	I am generous and loving	
	I pay attention to the social and emotional aspects of other people.	
	I have an understanding of the factors that motivate people.	
	I have knowledge of appropriate actions in various social situations.	
Attitudes towards boycotted products (SP)	I like to choose products that are not associated with Israel.	Abd Rahman et al. (2015)
	I always look for products that are not associated with Israel when purchasing products.	
	I am very enthusiastic about participating in the movement to reject products related to Israel.	

	I choose not to use products associated with Israel.	
	I respect individuals who do not use Israeli products	
Intention to Boycott Products (NT)	I am willing to pay more for products that are not associated with Israel.	Abd Rahman et al. (2015)
	I am willing to wait longer to buy products that are not associated with Israel.	
	I am willing to shop around for products that are not related to Israel.	
	I am willing to travel far just to buy products that are not related to Israel.	
	I intend to purchase products that are not related to Israel.	

The model in this study refers to *theory of reasoned action* and modified as follows:

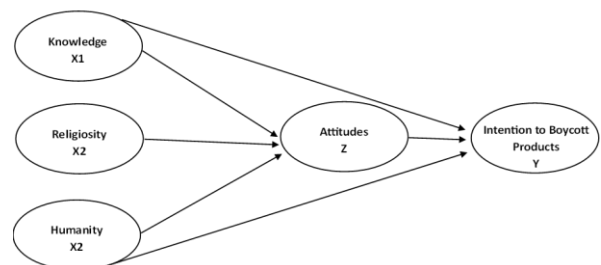


Figure 1. Research framework

RESULTS AND DISCUSSION

The respondents of the study were more dominated by female respondents (54.1 %), compared to male respondents (45.9 %). The age range >41 years is the age range of respondents with the highest frequency compared to other age ranges (39 %). This reflects that the respondents of this study are dominated by consumers who are in generation X. Based on education level, most respondents have graduated from S1 (39 %). Most respondents work as ASN/TNI Polri (78 %). The average income of respondents is >6,500,000 (23 %).

The complete results of the respondent profile are presented in Table 2.

Table 2. Respondent Characteristics

Category	N (205)	%
Gender		
Man	94	45.9%
Woman	111	54.1%
Age		
18-20 Years	18	9%
21-25 Years	22	11%
26-30 Years	18	9%
31-35 Years	34	17%
36-40 Years	34	17%
>41 Years	79	39%
Last Education (Graduated and has a diploma)		
High School/Degree	69	34%
Diploma	25	12%
S1	80	39%
S2	26	13%
S3	5	2%
Monthly Income (Rupiah)		
less than 2,000,000	37	18%
2,000,000 - 3,500,000	43	21%
3,500,000 - 5,000,000	46	22%
5,000,000 - 6,500,000	31	15%
> 6,500,000	48	23%

Work		
Businessman	9	4%
Private sector employee	32	16%
ASN/TNI Polri	78	38%
BUMD/BUMN employees	4	2%
Teacher/Lecturer	19	9%
Medical personnel	0	0%
Students	15	7%
Casual Daily Worker	10	5%
Housewife	11	5%
Others	27	13%

Outer Model Test Results / Evaluation of the Measurement Model

The measurement model examines the relationship between observational data and latent variables and defines the measurement of constructs. To evaluate the reliability and validity of constructs, it is necessary to conduct the following series of tests: convergent validity, discriminant validity and internal consistency reliability.

1. Convergent Validity

Outer loading is used to test convergent validity. The results are in Figure 1 shows that there are four indicators that do not meet the requirements of convergent validity, the value of the four indicators has a loading factor value below 0.7, the recommended value should be 0.7 (see Table 3 and Figure 2; Abdillah *et al.* (2015). Furthermore, in Figure 2, the calculation model is presented after recalculation by removing or deleting items that do not meet the requirements of convergent validity. Convergent validity includes the average variance extracted (AVE), which ranges from 0.638 (Humanity) to 0.830 (Attitude), meeting the recommended value of > 0.05 (see Table 3; Fornell & Larcker (1981).

Table 3. Convergent Validity and Internal Consistency Reliability

Variables	Indicator	Loading Factor	AVE
Knowledge	PN2	0.827	0.670
	PN3	0.884	
	PN4	0.801	
	PN5	0.757	
Religiosity	RS 1	0.843	0.711
	RS 2	0.900	
	RS5	0.783	
Humanity	KN 1	0.818	0.638
	KN 2	0.758	
	KN 3	0.777	
	KN4	0.842	
	KN5	0.837	
	KN6	0.815	
	KN7	0.794	
	KN8	0.777	
	KN9	0.765	
Attitude	SP1	0.865	0.830
	SP 2	0.936	
	SP 3	0.921	
	SP4	0.919	
Intention to Boycott Products	NT1	0.840	0.742
	NT2	0.903	
	NT3	0.924	
	NT4	0.870	
	NT5	0.760	

2. Discriminant Validity

Discriminant validity ensures that each construct of the latent model is unique. The Heterotrait-Monotrait Ratio (HTMT) is used to evaluate the measurement model. According to the Heterotrait-Monotrait Ratio (HTMT) criterion, if the HTMT value is above 0.85 Kline (2015) or 0.90 (Gold et al., 2001), this raises certain problems in

discriminant validity. As shown in Table 4, all HTMT values are lower than 0.85. Therefore, all constructs have met discriminant validity.

Table 4. HTMT

Variables	Humanity	Intention to Boycott Products	Knowledge	Religiosity	Attitude
Humanity					
Intention to Boycott Products	0.586				
Knowledge	0.566	0.502			
Religiosity	0.652	0.728	0.649		
Attitude	0.564	0.744	0.581	0.828	

This test meets the discriminant validity standard if the HTMT between constructs is less than 0.90. Table 4 shows that all constructs meet the discriminant validity standard because their HTMT values are less than 0.90.

Table 5 shows that *the Composite Reliability* ranges from 0.881 (Religiosity) to 0.951 (Attitude), which shows that the CR value exceeds the threshold value of 0.7 (Chin, 2010).

Table 5. Composite Values Reliability & Cronbach's Alpha

Variables	Composite Reliability	Cronbach's Alpha
Knowledge	0.835	0.890
Religiosity	0.881	0.795
Humanity	0.941	0.929
Attitude	0.951	0.931
Intention to Boycott Products	0.913	0.935

Inner Model Test Results / Evaluation of the Structural Model

R square value (R²)

R² value test (Coefficient of determination) shows the strength of the model in predicting endogenous variables. This R square value ranges from 0-1 and is categorized into three categories, namely strong, moderate, and weak. According to Chin (1998), an R square value > 0.67 indicates that the PLS model is in the strong category, and an R Square value between 0.33 - 0.67 indicates that the PLS model is in the moderate category. The results of the analysis in Table 6 show that the model is in the moderate category when used to predict the intention to boycott a product (R square = 0.562). In predicting Attitude, the model is in the moderate category (R Square = 0.546).

Based on the test results in Table 6 above, it shows that the R2 value adjusted to the Attitude variable is 0.546 or 54.6%. This value indicates that the attitude variable can explained by the variables of knowledge, religiosity and humanity by 54.6% and the remaining 45.4% is explained by other variables that are not in this study. The R2 value adjusted to the variable of intention to boycott the product is 0.562 or 43.8%. This value shows that the variable of intention to boycott the product can be explained through knowledge, religiosity and humanity by 56.2% and the remaining 43.8% is explained by other variables not present in this study.

Predictive Relevance (Q²)

Based on the results of table 6 above, it shows that the Q-square value for attitude is 0.428 and for the variable of intention to boycott the product is 0.496. So it can be concluded that the model in this study has a relevant predictive value, because the Q-square value in this study > 0 which indicates that the model has a predictive relevance value.

SRMR Model

SRMR is also one of the parameters for assessing *the goodness of fit of the model*, namely the model with SRMR < 0.08 is stated to be very suitable, while the model with SRMR between 0.08 – 0.10 is stated to be suitable and is stated to be fit. The results of the analysis in Table 6 show that the PLS-SEM model is fit because The SRMR model of 0.081 is in the range of 0.08 – 0.10.

Table 6. R Square, Adjusted R Square, Q Square and SRMR Model

Endogenous Variable	The Goodness of fit Model Parameter			
	R Square	Adjusted R Square	Q Square	SRMR Model
Intention to Boycott Products	0.571	0.562	0.428	0.081
Attitude	0.553	0.546	0.496	

Direct and Indirect Effect Analysis

Based on Table 7, the results of the direct effect analysis show that consumer knowledge does not have a significant effect on their attitudes toward Israeli-related products (H1) or their intention to boycott these products (H5), with a p-value greater than 0.05. This finding contradicts several previous studies that show that knowledge can strengthen boycott intentions. This suggests that although consumers may have knowledge about Israeli-related products or issues, this knowledge alone is not enough to change attitudes or motivate boycott intentions. In contrast, religiosity and humanity were shown to have a very significant effect on consumer attitudes and intentions to boycott Israeli products. The results of the analysis show that the higher a person's level of religiosity, the more likely they are to have an attitude that supports a boycott of Israeli-related products (H2). Likewise, a high sense of humanity, reflected in concern for the suffering of others, also influences consumers' attitudes to reject Israeli-related products (H3), and ultimately strengthens their intention to boycott (H7).

Table 7. Direct Effect

Hypothesis	Connection	Path coefficients	Standard Deviation	T - value	P - value	Caption
H1	Knowledge -> Attitude	0.149	0.109	1,368	0.171	Not supported by data
H2	Religiosity -> Attitude	0.553	0.101	5.459	0.000	Supported by data
H3	Humanity -> Attitude	0.147	0.063	2.311	0.021	Supported by data
H4	Attitude -> Intention to Boycott the Product	0.468	0.074	6,300	0.000	Supported by data
H5	Knowledge -> Intention to Boycott the Product	0.008	0.060	0.140	0.889	Not supported by data
H6	Religiosity -> Intention to Boycott Products	0.190	0.082	2.309	0.021	Supported by data
H7	Humanity -> Intention to Boycott Products	0.198	0.071	2,805	0.005	Supported by data

Table 8. Indirect Effect

Hypothesis	Connection	Path coefficients	Standard Deviation	T - value	P - value	Information
H8	Knowledge -> Attitude -> Intention to Boycott Products	0.070	0.050	1,380	0.168	Not supported by data
H9	Religiosity -> Attitude -> Intention to Boycott the Product	0.259	0.067	3,884	0.000	Supported by data
H10	Humanity -> Attitude -> Intention to Boycott Products	0.069	0.034	2,032	0.042	Supported by data

Furthermore, based on Table 8, consumer attitudes are shown to play a key role as mediators in the relationship between religiosity and humanitarianism on the intention to boycott Israeli-related products. The results of the indirect effect analysis indicate that religiosity (H9) and

humanitarianism (H10) have a significant influence on boycott intention through changes in consumer attitudes. This indicates that religiosity and humanitarianism serve as the main drivers in shaping consumer attitudes which in turn drive the intention to boycott. In

contrast, knowledge does not mediate this relationship in the same way, indicating that although knowledge is important in shaping understanding, it is not sufficient to drive attitude change or boycott intention directly.

Using TRA, this study assesses the relationship between knowledge, religiosity, and humanity on attitudes to encourage the intention to boycott products affiliated with Israel. In the context of consumer intention to boycott products affiliated with Israel, consumer knowledge has not been proven to have a significant influence. This study contradicts Aziz & Chok (2013) who found a positive relationship between knowledge and intention, but this study is in line with Hamdan et al (2013) found a weak relationship between knowledge and attitude. Based on the results of the study (Abd Rahman et al., 2015) who tested the existence of a relationship between knowledge and intention to purchase halal products but the relationship was not significant. However, consumer attitudes can be active when consumers have a religious nature, the more religious the Muslim consumer is, the more devout they are, so they shop not only for consumption needs but also for religious reasons.

The intention to boycott is also based on the consumer's sense of humanity, which can be interpreted as an attitude of kindness and sympathy towards others, especially when they suffer in some way, in fact it is a state as a human being, and behave and think in the same way as others. In other words, in this context, the attitude of consumers will be more activated through religiosity and humanity. This is in line with the results of a study in Lebanon in looking at consumer reactions in boycotting Israeli products with Muslim and Christian respondents (Farah, 2020).

In general, the study describes the findings of a dissertation in which respondents, especially Muslim consumers, emphasized the importance of taking action in response to their

consumption choices. Many of them feel responsible for their decisions in this regard. An interesting result, the respondents not only wanted to express their dissatisfaction, but also intended to apply their religious values or religiosity and influence the lives of others through what they consume. Basically, they are trying to align their actions with their beliefs, using consumption choices as a way to have a positive impact on society (Farah, 2020).

Consumer attitudes can encourage the intention to boycott products affiliated with Israel. When buying a product, consumers have the desire to look for products that are not related to Israel, not to buy products affiliated with Israel and not to use products associated with Israel. This study found that with an active attitude from religiosity and humanitarian stimuli, it will encourage the intention not to buy products affiliated with Israel. In line with the research of Abd Rahman et al (2015), which states that there is a positive relationship between attitudes towards halal cosmetic products and the intention to buy halal cosmetic products.

Consumer attitudes are also proven to be able to mediate the indirect effect of religiosity on the intention to boycott products affiliated with Israel, and are also able to mediate from humanity to the intention to boycott products affiliated with Israel. Unfortunately, attitudes are not supported by adequate empirical data, in mediating the indirect effect of knowledge on the intention to boycott products affiliated with Israel. This reveals the finding that religiosity and humanity are essential factors in shaping consumer attitudes, which ultimately have a mediating effect essential role.

CONCLUSION AND IMPLICATIONS

The results of the study revealed that consumer attitudes will be active when formed by the presence of religiosity and a sense of humanity compared to consumer

knowledge in boycotting a product. Active consumer attitudes are proven to be able to form consumer intentions to boycott products affiliated with Israel. The results of this study reveal the essential role of consumer attitudes in forming boycott intentions. Attitudes are not only able to form boycott intentions directly, but also have an important role in mediating the influence of religiosity and humanity on the intention to boycott products affiliated with Israel. Thus, the effort to boycott products affiliated with Israel begins with the activation of consumer attitudes, through having a religious nature, the more religious the more devout Muslim consumers are, so that they shop not only for consumption needs but also for religious reasons. Then supported by a sense of humanity, an attitude of kindness and sympathy for others, especially when they suffer in some way, actually that is a state as a human being.

The results of this study also raise important practical implications. Because there is a positive relationship between religiosity and humanity, a Muslim's attitude in supporting the Boycott, Divestment and Sanctions (BDS) movement can be successful if it is aimed at Muslim consumers who have a high level of religiosity and have a sensitive sense of humanity. Although this study has produced new insights and seems to be useful for practitioners, there are limitations to this study that should be considered. The findings of this study cannot be generalized to the wider community based on this study alone. This is due to the relatively small sample size and only targeting Muslim consumers.

Future researchers may consider examining how consumers react to boycotting different product categories or brands, such as cars, electronic gadgets and clothing; with different underlying issues and reasons. These examples will help provide valuable information and results for researchers to capture the 'diversity of consumer boycotts in Indonesia'.

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