



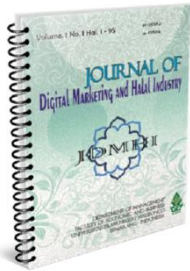
Opinion Leaders and Boycott Intentions: Factors Influencing Consumer Behavior in Support of Israel Boycott

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ABSTRACT

This study aims to identify the factors driving consumers to boycott companies that support the occupation of Israel, with an emphasis on the role of religiosity and religious values as the main motivating factors. This is motivated by contradictory results from previous research, especially related to the influence of religiosity and opinion leaders in boycotting companies that support Israel. The variables under investigation include opinion leaders, religiosity, consumer animosity, consumer ethnocentrism, and perceived efficacy, measured using a 5-point Likert scale. The research method is quantitative, employing SEM-PLS for model evaluation. A total of 156 respondents were selected through the purposive sampling technique. The research findings conclude that, among the five independent variables, religiosity, consumer animosity, and opinion leaders do not have a direct influence on the intention to boycott. However, opinion leaders indirectly influence the boycott intention through consumer ethnocentrism. Meanwhile, consumer ethnocentrism and perceived efficacy positively influence the intention to boycott. This research contributes to the literature on the role of opinion leaders in shaping consumer behavior and provides an actual understanding of the boycott phenomenon. In practical terms, this research makes an implication contribution to supporting local products by utilizing opinion leaders as promoters.

Introduction

It is believed that the motivation for boycotts carried out by consumers is often related to religious reasons. This could be due to misuse or abuse of religious symbols (Jensen, 2008).

For example, French President Emanuel Macron made statements insulting the Prophet Muhammad as a symbol of Islam. This action sparked anger among Muslim consumers in Indonesia which led to a boycott of French products (Salma & Aji, 2023). Apart from that, boycott actions can occur because

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of actions of a country that are considered immoral (Haidt, 2003). Examples include acts of colonialism and genocide carried out by Israel against Palestine which resulted in global boycotts. The issue of boycotting products affiliated with Israel has been going on for a long time, but was carried out massively during the attack in October 2023.

One of the initiators of the boycott movement in Indonesia is the Indonesian BDS Movement. BDS Indonesia mobilizes society to carry out boycotts, divestment and sanctions. The main targets of this movement currently are large companies that are proven to directly support Israel financially. A list of these companies can be seen in the account instagram their official, that is @gerakanbds. The boycott movement became stronger when the MUI issued MUI fatwa No. 83 of 2023, one of which prohibited support for Israel. This fatwa was also supported by the ulama and published by the influencer via social media. The fatwa is implicitly believed to be an order to boycott products affiliated with Israel.

The views expressed by opinion leaders, including ulama and influencers in the context of this research, influence the way people view a problem, so they tend to participate in boycotts. Research conducted (Mohamad Saleh et al., 2023) shows that opinion leaders has a significant impact in shaping a person's opinions, behavior and attitudes in making decisions. Trust in them arises from their competence in influencing other people's decisions regarding choices or rejection of certain things, as is happening in the ongoing boycott action. The issuance of the MUI Fatwa is also concrete evidence that ulama play an important role in this phenomenon.

MUI Fatwa No. 83 of 2023 increasingly urges

Muslim consumers to boycott products affiliated with Israel. This indicates that conflicting religious values serve as a motivation for Muslim consumers to engage in boycotts (Cruz & Botelho, 2015). This assertion is further supported by research findings from (Dekhil et al., 2017; Roswinanto & Suwanda, 2021), which highlight the role of religiosity in motivating Muslim consumers to boycott. Additionally, (Muhamad et al., 2018) study reveals that religiosity has only an indirect impact on the motivation to boycott, while lacking a direct influence on the decision to boycott. The inconsistent findings in these studies can be explained by previous research suggesting that religiosity is not the sole motivation driving consumers to participate in boycotts.

Previous studies (Abdul-Talib & Adnan, 2017; Albayati et al., 2012; Salma & Aji, 2023) have indicated that consumers' attitudes, shaped by animosity towards specific countries, play a pivotal role in influencing the decision to engage in a boycott. This inclination is often triggered by ongoing or past economic, military, or political events (Klein et al., 2004). Muslim consumers, in particular, exhibit a higher susceptibility to emotional influences in their purchasing decisions compared to other consumer groups (Bailey & Sood, 1993). This susceptibility is evident in the research conducted by (Sari et al., 2017), which suggests that the boycott actions undertaken by Indonesian Muslims were instigated by a sense of animosity, fueled by the belief that every action taken would contribute to achieving success.

This belief is operationalized through the variable of perceived efficacy, defined by (Klein et al., 2004) as consumers' beliefs in the practicality of certain actions and the positive

impact of their involvement. Consequently, perceived efficacy serves as a driving force behind boycott movements, as highlighted by (Albayati et al., 2012; Albrecht et al., 2013; Sen et al., 2001), who emphasize that consumers are more likely to participate in a boycott when they believe that specific goals can be accomplished through their involvement. This belief is further reinforced by the availability of local products, presenting an alternative choice often referred to as consumer ethnocentrism.

Consumer ethnocentrism refers to the tendency or attitude of consumers to place higher value on products or services originating from their own country of origin, while devaluing or placing less value on products or services originating from other countries. In this context, consumer ethnocentrism reflects nationalistic or patriotic views or preferences in consumer decisions (Shimp & Sharma, 1987). Research conducted (Khan et al., 2019) revealed that consumer ethnocentrism has a positive effect on the unwillingness to buy foreign products. In the context of this research, consumer ethnocentrism is defined as the tendency of consumers to choose local products compared to foreign products affiliated with Israel.

Much research has been done on boycotts but there is still much that needs to be explored. For example, there are still some conflicting research results. Like research (Dekhil et al., 2017; Roswinanto & Suwanda, 2021) which reveals that religiosity has a positive influence on the decision to participate in the boycott. However, research (Muhamad et al., 2018) reveals the opposite religiosity has no direct influence on the decision to participate in a boycott. This statement is also supported by qualitative research conducted (Sari et al.,

2017). Previous studies collected in this research extensively discuss internal factors as motivations for boycott, including religious values represented as the religiosity variable. This study explores the motivations of Muslim consumers in Indonesia in engaging in a boycott, incorporating external factors such as the role of opinion leaders. Questions arise: Is the boycott significantly influenced by religious values, or do external factors such as opinion leaders (religious leaders, influencers) also serve as motivators? This research contributes to the literature by investigating the motivations of consumers in Indonesia to participate in a boycott and the role of opinion leaders in influencing consumer behavior in Indonesia.

Literature Review

Boycott, in a narrower sense, refers to acts of resistance that involve limiting consumption or refusing to purchase a product (Gould et al., 1997; Stammerjohan & Webster, 2002). Friedman defines a boycott as an attempt by one or several parties to achieve certain goals by encouraging individual consumers not to buy products from the boycotted party in the market (Friedman, 1985). Garret expands this definition by stating that a boycott not only includes an unwillingness to consume the products of the boycotted party, but also includes a refusal to participate in business transactions with that party (Garrett, 1987).

The purpose of carrying out a boycott is to influence the practices of companies that are deemed not to behave socially and responsibly (John & Klein, 2003). In short, a boycott can cause a decline in a company's sales performance, while in the long term it can damage the brand image (Ettenson & Gabrielle Klein, 2005) and the company's

reputation (Abdul-Talib & Abdul-Latif, 2015). Boycott actions encourage companies to change their marketing strategies in order to reduce the negative impact of boycotts (Knudsen et al., 2008). The negative impact of boycotts occurs because boycotts involve organized collective action. The parties involved in a boycott are generally united in purpose or have strong ties to each other. According to (Ettenson et al., 2006), boycott actions can be triggered by various factors such as geopolitical tensions, religious aspects, or moral incompatibility of an institution or company. From several previous studies, boycotts were carried out because of several issues such as product halal issues (Delistavrou et al., 2020), ethnocentrism (Song, 2020), social issues (Albrecht et al., 2013). Motivations for boycotts vary, but boycotts originating from religious aspects tend to strengthen the relationship between the perpetrators because of the bond of similar belief values (Abdul-Talib & Abdul-Latif, 2015; Abdul-Talib & Adnan, 2017; Albayati et al., 2012; Jensen, 2008).

Opinion leaders and boycott intention

Opinion leaders defined as an individual or group that plays a role in influencing decisions regarding the selection or rejection of a product, service, or idea (García-Avilés, 2020; Turcotte dkk., 2015). Opinion leaders actively share their opinions and knowledge to influence others (Eastman dkk., 2014). In some situations, people often rely on opinion leaders to make decisions (Mohamad Saleh dkk., 2023). They are trusted because they have the competence to influence other people's decisions regarding choices or rejection of certain things, such as the boycott that occurred recently.

In the context of this research, opinion leaders

refers to influencers and scholars who have high credibility. In the modern era, they have the ability to influence a large number of internet users due to easier access for their followers (Lyons & Henderson, 2005). Opinion leaders not only influences other people's opinions, but also other people's attitudes and behavior (Li & Du, 2011). There is evidence that opinion leaders has a significant impact on a person's purchase intention towards a product (Haron et al., 2016). Opinions expressed by opinion leaders can be a motivation for someone to boycott a product. Therefore, the first hypothesis of this research is:

H1: *Opinion leaders has a positive effect on the intention to participate in a boycott of products affiliated with Israel*

The mediating effect of consumer animosity and consumer ethnocentrism

This research aims to test the relationship between opinion leaders and the intention to boycott products affiliated with Israel. As emphasized in previous research, mediation analysis is needed to understand why one variable can have an impact on other variables, such as opinion leaders towards intentions to boycott (Pieters, 2017; Zhao et al., 2010). Therefore, this research uses theory consumer animosity and consumer ethnocentrism as a basis for formulating hypotheses about influence opinion leaders against the intention to boycott. Thus, this study proposes several hypotheses that need to be tested to further understand how opinion leaders may influence intentions to boycott products affiliated with Israel.

H1a: *Consumer animosity mediating influence opinion leaders to boycott intention*

H1b: *Consumer ethnocentrism mediating*

influence opinion leaders to boycott intention

Opinion leaders and its relationship with consumer animosity

As shown in previous research, opinion leaders (Islamic scholars and influencer) which have widespread influence on social media, can influence the opinions and behavior of others (Eastman et al., 2014). In the context of a boycott of products affiliated with Israel, opinion from opinion leaders can create animosity consumers and encourage intentions to boycott certain products (Salma & Aji, 2023). Thus, this study hypothesizes:

H2: *Opinion leaders has a positive effect on consumer animosity*

Opinion leaders and its relationship with consumer ethnocentrism

Importance of role opinion leaders The boycott action is reflected in their efforts to encourage consumers to switch to local products as an alternative. This is clearly visible through active activity on the social media accounts opinion leaders in Indonesia which is massively building awareness of the importance of supporting local products. This phenomenon reflects the existence consumer ethnocentrism, namely the tendency to give priority to local products over foreign products. This attitude can be the main driver in directing boycott behavior or fostering a strong preference for local products as a form of support for domestic values (Khan et al., 2019). Thus, this study hypothesizes:

H3: *Opinion leaders has a positive effect on consumer ethnocentrism*

Religiosity and boycott intention

Religion is something that is difficult to define precisely. However, that doesn't mean there

isn't an agreed definition. According to (Koenig et al., 2012), religion is an organized system consisting of beliefs, practices, rituals and symbols that influence a person to be closer to something transcendent. Religion has a big impact in shaping society's value system, habits and morals. For example, religion plays an important role in shaping consumption ethics (Dekhil et al., 2017). This influence also creates an impact on individual lifestyles, where religious teachings can be a major consideration in making purchasing decisions and shaping consumption behavior. The purpose of taking religion into consideration is to provide meaning to the lives of its adherents (Petersen & Roy, 1985).

Islam, as a religion that is considered perfect, provides guidance regarding consumption behavior through the verses of the Koran and the Hadith of the Prophet. The strong influence of a Muslim's consumption behavior can be seen in the market (Dekhil et al., 2017). Muslim individuals with a high level of religiosity tend to pay more attention to market issues that have a religious basis (Winston, 2011). Therefore, those who have a high level of religiosity will be more sympathetic towards boycotts related to religious issues (Muhamad & Mizerski, 2013).

Religiosity refers to the extent to which a person believes, obeys and practices religious values in life (Fam et al., 2004). These religious values greatly influence Muslim consumer behavior (Putra et al., 2017). Religiosity has two dimensions, namely intrinsic and extrinsic. The intrinsic dimension is related to belief or faith, while the extrinsic dimension is related to practical matters (Allport & Ross, 1967), these two dimensions were tested by (Roswinanto & Suwanda, 2021) on boycott intentions, and it is proven that religiosity has

a significant influence on boycott actions. Research by (Dekhil et al., 2017) also shows that the level of religiosity has a positive impact on the decision to boycott. (Muhamad et al., 2018) in their research highlighted that religiosity has a significant indirect (mediation) effect on boycott intentions. Therefore, the second hypothesis of this research is:

H4: *Religiosity has a positive effect on the intention to participate in a boycott of products affiliated with Israel*

Consumer animosity and boycott intention

Consumer animosity refers to consumers' angry attitudes towards a country, which results in consumers avoiding products from that country and may even be a motivation to boycott products originating from that country (Klein & Ettensoe, 1999). In view of (Haidt, 2003), animosity is a consumer response to the actions of other countries that are considered immoral. Animosity give rise to negative sentiments and carry the potential for serious threats to companies or countries, manifested in rejection, negative assessments, and participation in boycott movements. Animosity is often a variable studied in research regarding factors that influence boycott actions. Not only that, several studies show consistent results, that animosity has a significant influence on the intention to boycott.

A journalistic report by (Anderson, 2012) explains that animosity which is based on religious aspects is the factor that most often motivates community groups to carry out boycotts. However, research conducted by (Sari et al., 2017) found different results, stating that the motivation of Indonesian Muslim consumers in carrying out boycotts

was not only based on religious aspects, but was also influenced by other factors such as concerns about product halalness. However, it is important to note that the research method used was qualitative in the form of FGD, so the results cannot be generalized.

(Abdul-Talib & Adnan, 2017) found that animosity Malaysian society's attitude towards Israel is the main motivating factor in the product boycott movement, so it is a variable that has a very significant influence on consumers' intentions to boycott. Similar findings were also expressed by (Khan et al., 2019), who found that animosity has a strong impact in motivating consumers to be reluctant to buy foreign products. (Salma & Aji, 2023) states that animosity had a significant influence on the intention of Muslims to boycott French products, which was triggered by insults made by the President of France against the Prophet Muhammad. This is relevant to the current case that the boycott action was triggered by the company's stance in supporting Israeli atrocities against Palestinians. Thus, this study hypothesizes:

H5: *Consumer animosity has a positive effect on the intention to participate in a boycott of products affiliated with Israel*

Perceived efficacy and boycott intention

Perceived efficacy, according to (Lange, 1990), is an individual's belief that every action they take makes a significant contribution to achieving a common goal. Klein in line with that, defining perceived efficacy as consumers' beliefs that the practical actions they take will succeed in achieving certain goals (Klein et al., 2004). In the context of the boycott in this research, perceived efficacy is the belief of a person or group of consumers that the boycott action they take has an impact and can achieve

the desired goals (Sen et al., 2001).

Perceived efficacy is one of the variables that is often used in research related to boycotts. Previous research also shows that perceived efficacy could influence the boycott movement. According to (Ettenson & Gabrielle Klein, 2005), perceived efficacy is one of the motivations for consumers to engage in boycotts; The higher the consumer's confidence in the success of their actions, the higher their intention to participate in a boycott. Similar findings were expressed by (Hoffman, 2013), who confirmed that perceived efficacy played an important role in influencing participation in the boycott. Research by (Salma & Aji, 2023) also supports this finding by showing that perceived efficacy became a strong motivation for Muslim consumers to boycott French products. Therefore, in line with previous research, the hypothesis in this study states that:

H6: *Perceived efficacy positively influence the*

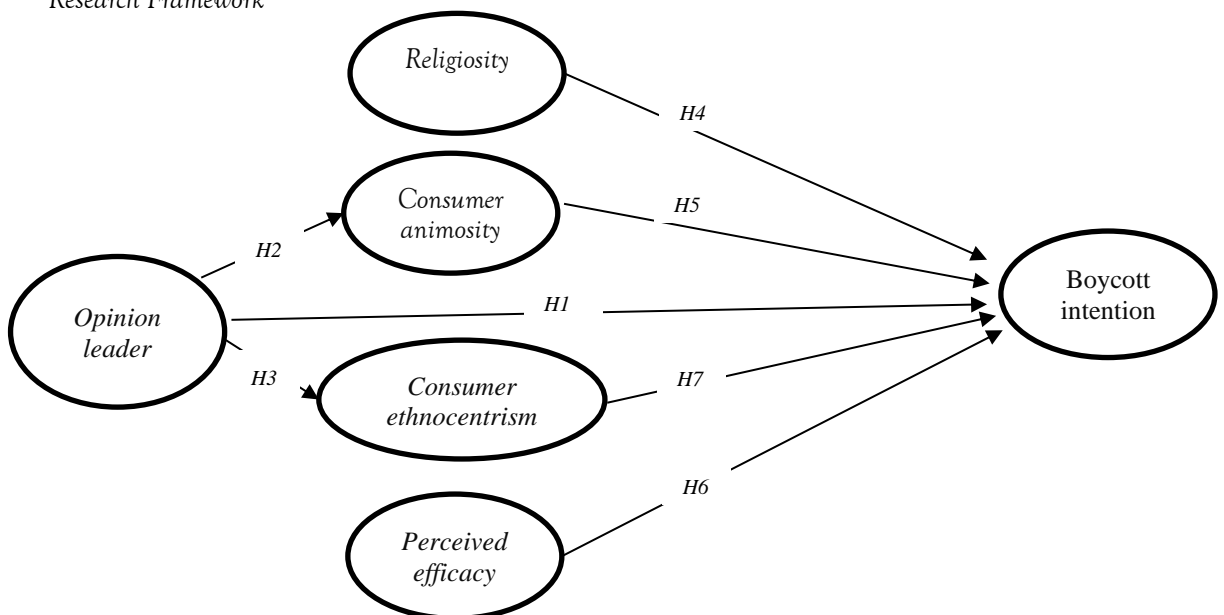
decision to participate in a boycott of products affiliated with Israel

Consumer ethnocentrism and boycott intention

Consumer ethnocentrism is the inclination of consumers to assign higher value to products from their own country, while devaluing those from other nations (Shimp & Sharma, 1987). It reflects a strong consumer preference for and support of local products (Siamagka & Balabanis, 2015). In certain instances, consumer ethnocentrism can lead to behaviors such as boycotting foreign products or favoring local ones. (Khan et al., 2019) study indicates that consumer ethnocentrism contributes positively to the reluctance to purchase foreign products. In the context of this study, consumer ethnocentrism is defined as the preference of Muslim consumers for local products over foreign ones associated with Israel.

Figure 1

Research Framework



Method, Data, and Analysis

This study uses a quantitative approach. Data was collected through distributing questionnaires on various social media platforms, such as WhatsApp, Instagram, and X, in October 2023 when the boycott issue emerged. The questionnaire was prepared using Google Form and contains statements that are measured using a Likert scale, where respondents give a score from 1 (strongly disagree) to 5 (strongly agree), as has been done in previous research (Salma & Aji, 2023). The population in this research is consumers throughout Indonesia. This research uses a sampling method non-probability sampling, with techniques purposive sampling. According to (Sugiyono, 2021), non-probability sampling is a method in which all members of the population do not have an equal chance of being selected. Meanwhile, purposive sampling is determining a sample that involves determining certain criteria.

The criteria for respondents in this research are consumers aged 18 years or older and who know or understand the phenomenon of boycotting products that support Israel. The determination of the age range was based on the results of researchers' observations while participating in the peaceful demonstration to defend Palestine in Surabaya. The majority of the action participants were in this age range, and in this age range, people tend to have more understanding about the boycott actions that are taking part. The number of samples in this study was determined based on the formula (Hair Jr et al., 2011) which multiplies the number of indicators by a range of 5 to 10. In this study, there were 26 indicators, so the minimum number of samples in this study was

156. The data analysis technique uses partial least squares structural equation modeling (PLS-SEM) using SmartPLS 4 software (Hair Jr et al., 2017)

Previous research conducted (Abdul-Talib & Adnan, 2017) used products from four large companies on the market. These companies are Starbucks, McDonald's, L'Oreal, and Coca-Cola. However, the product coverage in this research is wider than previous research. This research places greater emphasis on all products produced by companies affiliated with or supporting Israeli atrocities, both local and foreign. All variables in this study were assessed using items adapted from prior research and adjusted to fit the specific research context. The variable of opinion leaders was gauged using items from studies by (Eastman et al., 2014; Xiong et al., 2018). Religiosity was measured utilizing items from research by (Ratnasari et al., 2021; Roswinanto & Suwanda, 2021). Animosity was assessed using items from research conducted by research (Mishra et al., 2023; Salma & Aji, 2023). Perceived efficacy was evaluated based on items from the research by (Salma & Aji, 2023). Consumer ethnocentrism was measured using items from the study by (Khan et al., 2019). The dependent variable, boycott intention, was measured using items from the research by (Salma & Aji, 2023)

Result and Discussion

This research collects demographic data from respondents through questionnaires. In terms of gender, the majority of respondents were male with a total of 79 (50.64%), while female respondents were 77 (49.36%). The majority of respondents were aged 21-30 years, reaching 61 (39.10%). In terms of recent education, the majority of respondents had recent education,

namely 92 (58.97%) (Table 1),

Table 1.

Respondent Characteristics

Profile	Amount	Percentage (%)
Gender		
Man	79	50,64
Woman	77	49,36
Age		
18-20	25	16,03
21-30	61	39,10
31-40	45	28,85
>40	25	16,03
last education		
SMA/SMK	54	34,62
D3	10	6,41
D4/S1	92	58,97

Source: Data analysis by the Author

Outer Model Test

Some standards that are generally used regarding outer loading values are the opinions of (Hair Jr et al., 2017) and (Ghozali, 2008). According to (Hair Jr et al., 2017), an outer loading value above 0.7 is considered acceptable, so items with a value below 0.7 are recommended for elimination. Meanwhile, according to (Ghozali, 2008), the outer loading value is acceptable if it is above 0.5, and items with a value below 0.5 should be eliminated. Even though (Ghozali, 2008) has a slightly lower standard, both opinions can be used as a guide in assessing the value of outer loading.

This research uses a minimum outer loading standard of 0.5 in accordance with (Ghozali, 2008). Based on test results outer loading in table 2, all items of the variables are known opinion leaders, cosumer animosity perceived efficacy, and boycott intention has a value above 0.5, which means it meets the validity requirements. Two items on the variable religiosity eliminated because it has a value below 0.5. Similarly, one item on the variable consumer ethnocentrism must be eliminated because it gets a value below 0.5, as seen in the test results in Table 1.

Table 2.

Loading factor test

Measurement Instrument	Loading Factor
Opinion leaders	
O1- Opinion leaders (influencers/ulama) are figures who are competent and trustworthy in providing information	0.861
O2- Opinion leaders (influencers/ulama) play a role in shaping my views on the Israeli-Palestinian conflict	0.902
O3- The opinions of opinion leaders (influencers/ulamas) influenced me to participate in	0.860

the boycott

Religiosity

Re2- I am committed to helping people in trouble because my religion teaches me that	0.696
Re4- I try not to consume foods or drinks that are prohibited according to religion.	0.747
Re5- My religious beliefs are truly the basis of my entire approach to life	0.750

Consumer Animosity

Ca1- I am angry at Israel's atrocities against Palestinians	0.821
Ca2- Israel deprives Palestinian citizens of their rights	0.825
Ca3- I will never forgive Israel for its atrocities against Palestinians	0.839
Ca4- Israel does not care what Muslims think about their heinous acts	0.701
Ca5- Israel will continue to create new problems	0.753

Perceived efficacy

Pe1- By participating in a boycott against Israel, I am confident it can impact their business performance.	0.900
Pe2- My decision to boycott is an expression of my anger, and I want Israel to be aware of it.	0.909
Pe3- Boycotts can effectively lead to change	0.921
Pe4- A boycott would put the business continuity of Israel-related brands at risk	0.877
Pe5- Participation in the boycott is encouraged as every contribution, regardless of its size, holds significance	0.868

Consumer Ethnocentrism

Ce1- Indonesian citizens should prefer local products	0.830
Ce2- We should buy local products instead of letting other countries take advantage of us	0.829
Ce3- Indonesians should not buy foreign products, as this harms Indonesian businesses and causes unemployment	0.789
Ce4- Indonesian consumers who like to buy foreign products are responsible for unemployment	0.684

Boycott Intention

Bi1- I have every intention of participating in a boycott of brands that support Israel	0.960
Bi2- I will try to join in boycotting brands that support Israel	0.971
Bi3- I will definitely join in boycotting brands that support Israel	0.969

Source: Data processed using SmartPLS 4

Table 3.

Outer Model Test

Items	Cronbach's Alpha	RhoA	Composite Reliability	Ave
Opinion leaders	0.847	0.847	0.907	0.765
Religiosity	0.770	0.780	0.775	0.535
Consumer animosity	0.849	0.864	0.892	0.623
Perceived efficacy	0.938	0.939	0.953	0.801
Consumer ethnocentrism	0.794	0.809	0.865	0.617
Boycott intention	0.965	0.966	0.977	0.935

Source: Data processed using SmartPLS 4

Cronbach's Alpha test

Reliability coefficient value Cronbach's Alpha according to (Rouf & Akhtaruddin, 2018) is 0-

1. According to (Ghozali, 2008), reliability tests Cronbach Alpha acceptable if the value is above 0.70. The calculation results Cronbach's Alpha Table 2 shows that all

variables have values > 0.7 , which means that the variable measurements have good reliability.

Composite Reliability

The accepted value for composite reliability in the test is 0.7 or higher, as stated by (Hair Jr et al., 2017). As indicated in Table 2, all variables exhibit values surpassing 0.7, indicating that the measurements for the variables possess commendable reliability.

Average Variance Extract (AVE) Test

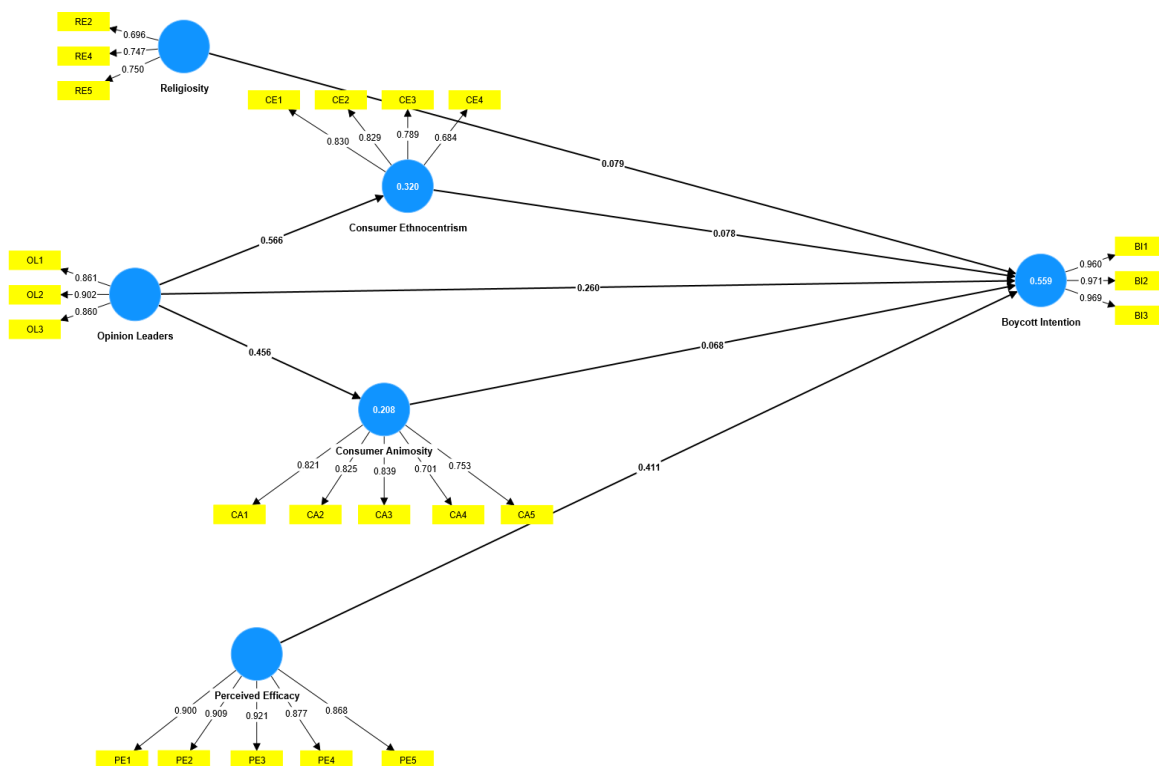
The AVE value is acceptable if the value is above 0.5 (Ghozali, 2008). Based on table 2, all variables have an AVE value above 0.5,

which means the variable measurement has good reliability.

Discriminant Validity

Test discriminant validity refers to the ability to differentiate or separate a concept or variable from other concepts or variables. This indicates that two concepts or variables measured by an instrument or research tool should not overlap or be too similar to each other. Discriminant validity in this study is evaluated using the Heterotrait-Monotrait Ratio (HTMT) criteria. The HTMT value complies with the discriminant validity standards if it does not exceed 0.85. (Henseler et al., 2015).

Figure 2.
Loading Value Construct



Source: Data processed using SMARTPLS

Uji Bootstrapping

The Bootstrapping Test in SEM-PLS serves to assess the relationship between variables. The influence between variables is determined by examining T and P values. When the calculated T value surpasses the T table value,

it signifies that the variable influences variable Y. Conversely, if the calculated T value is smaller than the T table value, the variable does not influence variable Y. In this study, the T table is set at 1.97. Variables with a P value exceeding 0.05 indicate a positive influence on variable Y, while those with a P value below 0.05 do not significantly influence variable Y.

Table 4.

Direct hypothesis testing

Direct Hypothesis Testing	T statistics (O/STDEV)	P values	Hypothesis
Opinion leaders -> Boycott intention	1.941	0.052	H1rejected
Opinion leaders -> Consumer animosity	7.544	0.000	H2accepted
Opinion leaders -> Consumer ethnocentrism	14.026	0.000	H3accepted
Religiosity -> Boycott intention	0.815	0.415	H4rejected
Consumer animosity -> Boycott intention	0.434	0.664	H5rejected
Perceived efficacy -> Boycott intention	2.426	0.015	H6 accepted
Consumer ethnocentrism -> Boycott intention	3.015	0.003	H7accepted

Source: Data processed using SMARTPLS 4

Table 3 reveals that the opinion leaders variable does not exert an influence on boycott intention. This is evident from the T-count value being lower than the T-table ($1.941 < 1.98$), and the P-values exceeding 0.05 ($0.052 > 0.05$), leading to the rejection of the first hypothesis. However, the opinion leaders variable demonstrates a positive impact on consumer animosity, as evidenced by the T-value surpassing the T-table ($7.544 > 1.98$) and the P-values being below 0.05 ($0.000 < 0.05$). Additionally, the opinion leaders variable also positively affects consumer ethnocentrism, indicated by the T-value exceeding the T-table ($14.026 > 1.98$) and the P-values being less than 0.05 ($0.000 < 0.05$).

Moving on, the religiosity variable does not influence boycott intention, as indicated by the T-value being lower than the T-table (0.815

< 1.98) and the P-values exceeding 0.05 ($0.415 > 0.05$). Similarly, consumer animosity does not impact boycott intention, with the T-count lower than the T-table ($0.434 < 1.98$) and the P-values exceeding 0.05 ($0.664 > 0.05$). Meanwhile, perceived efficacy positively influences the intention to boycott, as reflected by the T-count exceeding the T-table ($2.426 > 1.98$) and the P-values being below 0.05 ($0.015 < 0.05$). Finally, consumer ethnocentrism positively impacts the intention to boycott, as indicated by the T-value surpassing the T-table ($3.015 > 1.98$) and the P-values being below 0.05 ($0.003 < 0.05$).

Test Effect Size (F square)

Test effect size This was done to find out how big the influence between variables is. According to (Cohen, 2013), valuef square interpreted as follows: 0.02 indicates a weak

influence; 0.15 indicates a moderate effect; and 0.35 indicates a strong influence at the structural level.

Table 5.

Uji size effect

	f-square
Opinion leaders -> Consumer animosity	0.382
Opinion leaders -> Consumer ethnocentrism	1.200
Perceived efficacy -> Boycott intention	0.075
Consumer ethnocentrism -> Boycott intention	0.060

Source: Data processed using SmartPLS 4

Test results effect size listed in Table 4 shows several variables that have been proven to have an influence. Value f-square between variables opinion leaders and consumer animosity of 0.382, indicating a strong influence. Next, the f-square value between variables opinion leaders and consumer ethnocentrism reached 1.2, indicating a strong influence too. Meanwhile, the influence of variables perceived efficacy to boycott intention is considered small because it has an f-square value of 0.075. Likewise with influence

consumer ethnocentrism to boycott intention, which is considered weak because it has an f-square value of 0.060.

Uji indirect effect

Table 5 shows the existence of two indirect effect relationships on the variables analyzed in this study. The conditions for identifying indirect effect relationships are seen from the values P-Values, if it is less than 0.05 then the hypothesis is accepted, and vice versa.

Table 6.

Uji indirect effect

	T statistics (O/STDEV)	P values	Result
Opinion leaders -> Consumer animosity -> Boycott intention	0.420	0.674	H1a Rejected
Opinion leaders -> Consumer ethnocentrism -> Boycott intention	2.742	0.006	H1b Accepted

Source: Data processed using SmartPLS 4

In the first relationship, no mediation occurs consumer animosity between opinion leaders and boycott intention because it has a p-value of 0.674 (> 0.005). Meanwhile, in the second relationship, consumer ethnocentrism positively mediate the relationship between

opinion leaders and boycott intention. This can be seen from the p-values of 0.006 (< 0.05).

Discussion

The influence of opinion leaders on boycott intention

The research results show that opinion leaders has no effect on boycott intention. This can be seen from the T-count value which is smaller than the T-table ($1.941 < 1.98$) and P-values which are greater than 0.05 ($0.052 > 0.05$). This means that the first hypothesis is rejected. The research results are consistent with research (Xiong et al., 2018) which states that opinion leaders has no direct influence in influencing someone's intentions. Opinion leaders can only have an indirect effect on someone's intentions if there is a variable that acts as an intermediary. The same thing was also stated by (Eastman et al., 2014; Mohamad Saleh et al., 2023) that opinion leaders has no direct influence in shaping someone's intentions or decisions, unless only strengthen or weaken the relationship between variables

The majority of respondents, most of whom are adults, have mature considerations in carrying out a boycott. In making decisions, they tend to form their own views regarding the phenomena that occur by managing information independently and not haphazardly choosing figures. As stated by (Salma & Aji, 2023) there are other factors such as brand judgment which can influence a person's decision because they are comfortable with a particular product or brand. Therefore, the research findings show that opinion leaders has no influence on consumer intentions in boycotting. They tend to rely on their own personal thoughts and evaluations in determining their attitude towards something. These findings reflect the complex dynamics of understanding consumer behavior in the context of today's boycotts.

The influence of opinion leaders on consumer animosity

The research results show that opinion leaders influence on consumer animosity. This can be

seen from the T-count value which is greater than the T-table ($7.544 > 1.98$) and P-values which are smaller than 0.05 ($0.000 < 0.05$). This means that the second hypothesis is accepted. This is in line with research (Eastman et al., 2014) which states that opinion leaders can shape a person's perception like animosity. That is, people who are considered to be opinion leaders within a community or group of people can influence the level of consumer animosity towards a particular product or brand that is the object of a boycott.

In the current context, the implications of these findings can lead to a better understanding of the role of opinion leaders in shaping consumers' negative perceptions of a product or brand during a boycott phenomenon. Organizations or companies may consider the impact of opinion leaders in their communication strategies and find ways to manage consumer animosity more effectively. These implications underscore the importance of understanding the dynamics of the role of opinion leaders in shaping consumer opinions and designing appropriate strategies to address boycott situations.

The influence of opinion leaders on consumer ethnocentrism

Research results show that opinion leaders influence on consumer ethnocentrism. This can be seen from the T-count value which is greater than the T-table ($14.026 > 1.98$) and P-values which are smaller than 0.05 ($0.000 < 0.05$). This means that the third hypothesis is accepted. Opinion leaders has an important role in forming consumer awareness to support local products.

Moments like this are a golden opportunity for local business actors to collaborate with

opinion leaders like influencer to promote their products. The results suggest that opinion leaders play a crucial role in shaping consumer awareness and promoting local products, presenting a golden opportunity for collaboration between local businesses and influencers. Additionally, the government can contribute to this effort by engaging influencers to endorse and support the purchase of local products over foreign ones, especially those associated with companies openly supporting Israel. The findings underscore the potential for leveraging opinion leaders to drive consumer preferences and the importance of strategic collaboration for the promotion of local products in the future.

The influence of religiosity on boycott intention

The research results show that the level of religiosity has no influence on the intention to boycott products that support Israel. This can be seen from the T-count value which is smaller than the T-table ($0.815 < 1.98$) and P-values which are greater than 0.05 ($0.415 > 0.05$), so hypothesis four is rejected. This finding contradicts several previous studies (Dekhil et al., 2017; Muhamad et al., 2018; Roswinanto & Suwanda, 2021) which stated that religiosity has an influence on a person's boycott intentions.

However, this research is in line with the findings of (Sari et al., 2017) which show that religiosity is not the main factor encouraging consumers to boycott. The intention to boycott by Muslims is not solely motivated by religious issues. The dominant motivation involves factors such as awareness of supporting local products and actions of humanitarian solidarity against human rights violations by Israel. Narratives related to

humanitarian solidarity are also more widely spread on the internet than narratives about religious factors in this boycott. Therefore, this time the boycott movement was carried out globally without regard to religious background.

The Indonesian BDS movement, as an advocate for the boycott movement, emphasizes the need for cooperation from various levels of society who care about humanitarian issues, regardless of differences in religion or belief (BDS, 2023b). Therefore, it can be concluded that the solidarity factor towards the Palestinian humanitarian tragedy has a greater influence than the factor religiosity in forming the intention to boycott.

The influence of consumer animosity on boycott intention

The research results show that consumer animosity does not affect boycott intention, as reflected by the T-count which is smaller than the T-table ($0.434 < 1.98$) and P-values which are greater than 0.05 ($0.664 > 0.05$). This means that hypothesis five is rejected. This is in line with the findings in research conducted by (Albayati et al., 2012). Consumer animosity does not always have an influence on boycott intentions. In fact, it can be influenced by considerations such as brand judgement and counter-arguments (Salma & Aji, 2023). Consumer animosity does not always have an impact on boycott intentions because there are considerations such as the difficulty of finding substitute products that have equivalent quality to the products that are the object of the boycott.

The influence of perceived efficacy on boycott intention

The research results show that perceived efficacy influence on boycott intention. This

can be seen from the T-count value which is higher than the T-table ($2.426 > 1.98$) and P-values which are smaller than 0.05 ($0.015 < 0.05$). This means that hypothesis six is accepted. This finding is in line with research conducted by (Salma & Aji, 2023), which shows that consumers' belief in the success of their boycott actions can be a strong motivation. In this context, these beliefs have a real impact on the companies that are the object of the boycott. For example, PUMA, a global sportswear company, is involved in violations of human rights and international law by being the main sponsor of the Israeli Football Association. In response to the boycott movement, PUMA decided to cancel its status as the main sponsor of the Israeli Football Association (BDS, 2023a). Although the impact may not be very large, this action shows the position and influence of Muslim consumers in supporting or opposing an issue.

The influence of consumer ethnocentrism on boycott intention

The research results show that consumer ethnocentrism have a positive impact on boycott intention which is indicated by the T-count value which is higher than the T-table ($3.015 > 1.98$) and p-values which are smaller than 0.05 ($0.003 < 0.05$). This finding is consistent with previous research (Khan et al., 2019; Mishra et al., 2023) which confirms that consumers' tendency to use local products can influence their reluctance to buy imported products. In the context of this research, boycott actions are triggered by consumer behavior who prefer local products as substitute products. This provides an opportunity for local business actors and the government to work together to strengthen local industry, increase its competitiveness in the national market, and even prepare to

compete in the global market.

Conclusion

The results of the discussion concluded that opinion leaders has no direct influence on boycott intention. However, indirectly, opinion leaders influence boycott intention through variables consumer ethnocentrism. Besides that, opinion leaders direct influence on consumer animosity and consumer ethnocentrism. Opinion leaders may shape consumers' negative perceptions of products that support Israel, but such animosity has no impact boycott intention because of considerations such as: product judgement and counterargument. Opinion leaders also plays a role in shaping consumer ethnocentrism, which in turn has an effect on boycott intention. In conclusion, the current moment is an opportunity for local business actors and the government to work together to promote local products and increase competitiveness. The recent boycott actions are not solely triggered by religious issues, because the results show that religiosity does not affect boycott intention significantly. The main motivation involves awareness of supporting local products and humanitarian solidarity against human rights violations by Israel. The narrative of humanitarian solidarity is more dominant on the internet than the narrative of religious factors in this boycott, so the boycott movement is carried out globally without regard to religious background.

This study contributes to the literature by enhancing our understanding of the influence of opinion leaders in shaping consumer behavior and uncovering the genuine motivations behind individuals engaging in

boycotts. In practical terms, the research implies that local businesses and governments can enhance their support for local products and improve competitiveness by leveraging opinion leaders as effective promoters.

Suggestion

This research has limitations, such as the inability to include respondents from various regions in Indonesia. Therefore, future research can be expanded by involving respondents from a wider area or using other techniques sampling different and adding other factors that can be developed to obtain more general and representative research results. It is also recommended to include additional variables, such as knowledge contribution and product judgment, into the research model to evaluate their influence on motivation for boycott intentions.

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