

DO ANIMOSITY, PRODUCT JUDGMENT, AND BOYCOTT PARTICIPATION INFLUENCE PURCHASE UNWILLINGNESS?

Annisa Fitri¹, Erna Listiana², Barkah³, Ana Fitriana⁴

Faculty of Economics and Business, Tanjungpura University, Indonesia

E-mail: annsfitrini@gmail.com¹ erna.listiana@Ekonomi.untan.ac.id² barkah@Ekonomi.untan.ac.id³
anafitriana@Ekonomi.untan.ac.id⁴

Abstract: This study aims to examine the effect of animosity, product judgment, and boycott participation on purchase unwillingness of KFC products in Indonesia which is considered affiliated with Israel. The background of this study is the increasing consumer boycott movement in Indonesia due to the Israeli-Palestinian conflict. This study uses a survey method with a questionnaire distributed to 182 respondents selected through purposive sampling techniques. Data were analyzed using the Structural Equation Modeling (SEM) method. The results of the study indicate that animosity has a significant effect on product judgment, boycott participation, and purchase unwillingness. This study found that boycott participation was proven to be a significant mediator in the relationship between animosity and purchase unwillingness. However, product judgment can't mediate the relationship between animosity and purchase unwillingness.

Keywords: *Animosity, Product Judgment, Boycott Participation, Purchase Unwillingness*

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1. Introduction

The conflict between Israel and Palestine has attracted international attention, reaching its peak on October 7, 2023, when Israel committed a large-scale genocide against the Palestinian people (CNN Indonesia, 2023). Israel's actions were condemned by many people in various parts of the world, giving rise to a boycott movement against pro-Israel products as a form of protest against the ongoing social conflict issue. As a form of solidarity with Palestine, the Indonesian people participated in the boycott movement against products affiliated with Israel (Zaky, 2024).

The industries affected by the boycott of pro-Israel products show that this movement has had a major impact on various sectors, including the FMCG (Fast Moving Consumer Goods) industry which experienced a decline in sales of up to 40-45%, the retail industry with a decline in sales of up to 15-20%, and the food and beverage franchise industry (Indraini, 2023). One of the franchises affected by this boycott phenomenon is KFC. The KFC boycott is considered a way to express disapproval of Israeli policies and an effort to pressure entities directly or indirectly involved in the conflict. This boycott action involves refusing to use or buy products originating from or related to Israeli entities as a form of protest against political policies, humanitarian issues, or certain conflicts involving Israel (Jaelani & Nursyifa, 2024).

This study examines the KFC boycott phenomenon in Indonesia, which is important considering that KFC has a large market share in Indonesia and strong brand equity among

consumers. Based on the 2022 Top Brand Award survey, KFC was recorded as the most popular fast food restaurant in Indonesia with the highest Top Brand Index (TBI) compared to other brands, including McDonald's (Databox, 2022). The selection of KFC as the object of research is supported by its significant position in the Indonesian market and the perception of its affiliation with the United States which is considered pro-Israel by some. As a US product affiliated with Israel, this brand faces pressure from consumer groups who view its affiliation as a form of support for attacks on Palestine, resulting in a reaction in the form of a boycott that has an impact on consumer preferences and purchasing decisions. The reason for this boycott is very clear, namely to weaken the Israeli economy and pressure the country to end its oppression of the Palestinian people. The chairman of the MUI, Professor Sudarnoto, emphasized that the sale of Israeli products brings economic benefits to Israel, which can be used to strengthen its military power (MUI, 2024).

In supporting this research, several previous relevant studies have been analyzed (Antonetti et al., 2019) Found that animosity can trigger negative emotions such as anger towards products associated with countries involved in conflict. Animosity can increase consumers' desire to boycott and often results in purchase unwillingness (Yu et al., 2020). Animosity can be a serious threat to certain companies or countries and can cause several problems, including negative product evaluations, refusal to purchase, and boycott participation (Suhud, 2018). A person's feeling of animosity towards a country will reduce their willingness to purchase regardless of the product and its quality (Klein et al., 1998; Martati et al., 2019). This finding strengthens the relevance of the current study linking animosity toward Israel to consumers' decision to boycott KFC which may result in decreased sales.

Referring to previous studies, this study decided to include four main variables to analyze the factors that influence consumer decisions. First, animosity is defined as "*the remnants of antipathy related to previous or ongoing military, political, or economic events will affect consumers' purchase behavior in the international marketplace*" (Klein et al., 1998). Animosity can result in a desire to insult someone or something, as well as anger and fear (Antonetti et al., 2019). In this context, the animosity of Indonesian society towards Israel is interpreted as a negative attitude towards KFC which is considered to be associated with the country.

Second, product judgment is related to the popularity of a product's brand. The more popular a brand is, the better the quality of its product (Suhud & Allan, 2021). Consumers tend to choose products from brands that have a positive image and are considered to be of good quality (Romanisti et al., 2024). Brand image plays an important role in shaping consumer perceptions of a product's quality and standards. The way consumers view a product's quality and standards is greatly influenced by its brand image (Priyanto & Heriyadi, 2023). The better consumers' assessment of a brand's country of origin, the more positive their associations with the brand. This is because consumers tend to associate product quality with the reputation of the country of origin (Listiana, 2014). If the country of origin is viewed positively by consumers, they tend to give good ratings and show interest in purchasing products from that country. Conversely, if the image of the country of origin is not good, consumers tend to give negative ratings and show low purchase intentions (Abosag & Farah, 2014). In this study, product judgment includes consumer evaluation of KFC's quality and brand image. This evaluation is important because even though KFC has high popularity, its affiliation with the United States may create a negative perception amid the Israeli-Palestinian conflict.

Third, boycott participation is seen as an action in which consumers collectively refuse to purchase products or services from a particular company or brand, with the express purpose of

achieving the desired outcome of the boycott (Lasarov et al., 2023). Participation in boycotts measures the extent to which consumers engage in boycott actions, which aim to exert economic and political pressure on the boycotted country to comply with international law (El-Saha, 2023). This boycott can spread quickly through social media, especially among young consumers (Djafarova & Bowes, 2021). Boycott participation in this study demonstrates consumer solidarity with Palestine and resistance to brands associated with Israel.

The psychological activity of buying interest arises from feelings (affective) and thoughts (cognitive) toward a desired item or service. Before deciding to buy something, consumers are faced with 3 stages, namely cognitive which includes knowledge about objects that can be known through advertising, affective which involves feelings towards objects, and conative which includes interest and action towards the object (Setiawan et al., 2024). Purchase willingness can be defined as a positive attitude towards a particular object that motivates people to try to obtain the object by paying for it with money or sacrifice (Martati et al., 2019). However, this study uses the purchase unwillingness variable to describe the extent to which negative attitudes toward the brand affect consumers' intention not to purchase KFC products. In the context of this study, factors such as animosity, product judgment, and boycott participation play an important role in shaping consumers' unwillingness to purchase certain products. These four variables are the basis for analyzing how the dynamics of global political conflict impact consumer decisions in Indonesia.

To the researcher's knowledge, literature related to boycott participation and measurement of purchase unwillingness is still very limited. This limitation opens up an opportunity to explore the phenomenon more deeply, especially in the context of the boycott of KFC products in Indonesia which is affiliated with Israel. Nahdlatul Ulama (NU) and Muhammadiyah, the two largest Islamic organizations in Indonesia, emphasize that the Palestine-Israel conflict is not a religious war (kespangpol, 2023). The General Secretary of Muhammadiyah, Abdul Mu'ti, stated that the victims of this conflict include Palestinians from various religions, including Druze, Christians, and Jews so that this conflict is not merely a dispute between Islam and Judaism (Muhammadiyah, 2023). Therefore, this study does not use the religiosity variable like previous studies (Afrilinda & Yolanda, 2021; Khoiruman & Wariati, 2023; Roswinanto & Suwanda, 2023; Sari & Games, 2024). This study aims to measure the factors that influence purchase unwillingness to buy KFC products affiliated with Israel. To test the dependent variable, the researcher uses the variables animosity, product judgment, and boycott participation. This study also examines how participation in the boycott acts as a mediator between hostility and purchase unwillingness

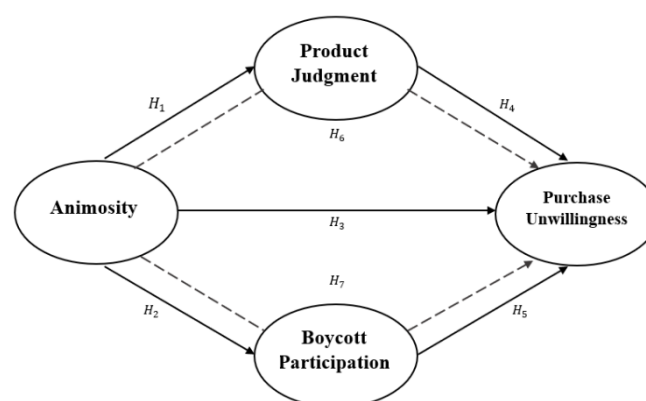


Figure 1. Research Framework

Based on the problem formulation and conceptual framework above, the research hypothesis proposed by the researcher is as follows:

1. Animosity has a negative effect on product judgment.
2. Animosity has a positive effect on boycott participation.
3. Animosity has a positive effect on purchase unwillingness.
4. Product judgment has a negative effect on purchase unwillingness.
5. Boycott participation has a positive effect on purchase unwillingness.
6. Animosity influences purchase unwillingness through product judgment.
7. Animosity influences purchase unwillingness through boycott participation.

2. Research methods

This study is included in causal associative research based on its level of explanation. Data collection was carried out using a questionnaire given to respondents who met certain criteria. The questionnaire used a likert scale with a range of 1 to 5 with answer choices strongly agree (5), agree (4), neutral (3), disagree (2), and strongly disagree (1). The population in this study were KFC consumers in Indonesia who knew about KFC's support for Israel. The number of valid samples was 182 respondents referring to the study (Hair et al., 2021) that the minimum recommended sample size is between 100-300 respondents. The sampling technique uses non-probability sampling in the form of purposive sampling, with the following criteria: 1) KFC consumers are at least 17 years old; 2) Domiciled in Indonesia; 3) Knowing and listening to information about the Israeli aggression against Palestine; 4) Knowing information about KFC's support for Israel; 5) Showing concern for the humanitarian tragedy in Palestine. The data analysis technique in this study uses Structural Equation Modeling (SEM).

In testing all variables in this study, the researcher made adjustments to the indicators taken from previous studies. The animosity indicator was adapted from (Klein et al., 1998). Product judgment indicator modified from (Klein et al., 1998). Furthermore, indicators from (Suhud, 2017) were adapted to measure boycott participation. From (Rose et al., 2009) researchers used the variable to measure purchase unwillingness.

3. Results and Discussion

3.1. Results

Based on the data obtained, the majority of respondents were aged between 21-30 years (53.1%). When viewed from gender, the majority of respondents were female (62.1%), while only 37.9% were male. When viewed from the type of work, the majority of respondents were students (26.1%), followed by private employees (21.7%). And finally, when viewed from the place of residence, most respondents came from Kalimantan (37.4%), then Java (19.9%), and Jabodetabek (15.2%). Several other respondents came from Sumatra (9%), Sulawesi (3.8%), and other areas such as Maluku, Irian Jaya, Bali, and Nusa Tenggara which were smaller in number, each less than 3%.

Measurement Model (Outer Model)

Tabel 1. Validity and Reliability Test Results

Variables	IC	Item	Mean	LF	CR	AVE
Animosity	AN1	I don't like the actions taken by Israel	4.615	0.903	0.954	0.838
	AN2	I feel angry at the actions taken by Israel	4,527	0.939		
	AN3	I will never forgive KFC and Israel for what they did to Palestine	4.401	0.896		

	AN4	Israel must pay a heavy price for what it has done to Palestine in the past, present, and future.	4,566	0.924		
Product Judgment	PJ1	KFC food and drinks are made to high-quality standards.	2,374	0.876	0.951	0.765
	PJ2	KFC uses quality raw materials to ensure the taste and quality of their products.	2.495	0.858		
	PJ3	KFC uses modern technology in cooking and processing to ensure optimal quality and taste.	2.407	0.868		
	PJ4	KFC products are designed to provide a pleasant eating experience.	2.209	0.905		
Boycott Participation	BP1	Boycotts can bring about effective changes to KFC's declining sales	4.407	0.846	0.930	0.769
	BP2	Naturally, many parties also boycotted KFC	4.286	0.873		
	BP3	With a boycott, KFC's business continuity will be threatened	4.346	0.841		
	BP4	I feel guilty if I continue to buy and consume KFC products	4.319	0.896		
	BP5	An uncomfortable feeling arose within me when other people saw me buying and consuming KFC products.	4.308	0.879		
	BP6	Friends/family or people in my daily environment support me in boycotting KFC products.	4.242	0.912		
Purchase Unwillingness	PU1	I would feel guilty if I bought a pro-Israel KFC product	4.335	0.887	0.903	0.756
	PU2	I currently avoid buying pro-Israeli KFC products.	4.170	0.839		
	PU3	If there are two products of the same quality, where one supports Israel and the other does not support Israel, I choose the product that does not support Israel even if I have to pay more.	4.286	0.881		

Source: Processed with SmartPLS 4, 2024

Based on Table 2, the results of the validity and reliability tests show that all measurement items and model indicators meet the validity and reliability requirements. The indicators and measurement items in the table have loading factor (LF) values above 0.70, composite reliability (CR) more than 0.70, and average variance extracted (AVE) more than 0.50 (Hair et al., 2021). This shows that all metrics in the table above are valid and adequate to measure the overall composition of the resulting model and all instruments are reliable and can measure the structure consistently in all models built.

Table 2. Fornell Larcker

	Animosity	Participation Boycott	Product Judgment	Purchase Unwillingness
Animosity	0.915			
Boycott Participation	0.861	0.875		

Product Judgment	-0.316	-0.300	0.877	
Purchase	0.872	0.836	-0.348	0.869
Unwillingness				

Source: Processed with SmartPLS 4, 2024

The Fornell-Larcker criterion is determined by comparing the values in the initial table that are higher than the values in the lower table. Based on this table, each variable in this study has good discriminant validity, meaning that each variable can be clearly distinguished from each other. Thus, there is no significant overlap between variables, so that the results of the study can be declared statistically valid and reliable for further analysis (Hair et al., 2021).

Structural Model (Inner Model)

Tabel 3. R-Square (R^2)

	R-squared	Adjusted R-squared
Boycott Participation	0.741	0.740
Product Judgment	0.100	0.095
Purchase Unwillingness	0.793	0.790

Source: Processed with SmartPLS 4, 2024

In the structural model, the relationship between variables is examined by analyzing the path coefficient value for each variable through the R-Square test and hypothesis testing. The R-square and Adjusted R-square values indicate how well the regression model explains the variability of the dependent variable. Based on the results table above, the R-square value of boycott participation is 0.741, product assessment is 0.100, and purchase reluctance is 0.793. Thus, it can be interpreted that the variables of boycott participation and purchase reluctance have relevance or predictive influence on the independent variable and are stated to have a strong influence. While the product assessment variable has relevance or predictive influence on the independent variable, and is stated to have a weak influence.

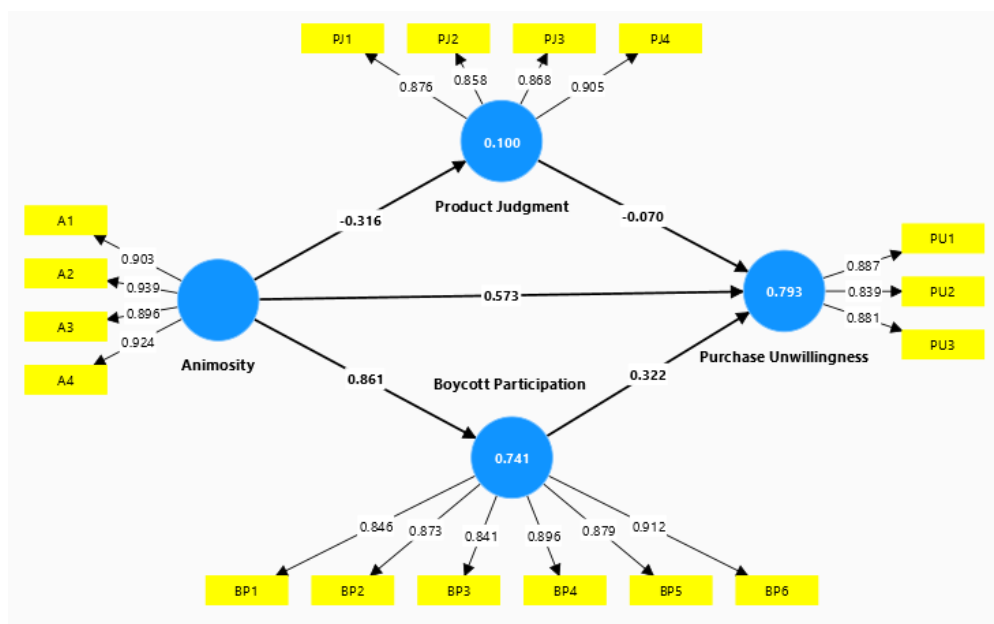


Figure 2. Model Result

The purpose of this analysis is to evaluate the theory that exogenous and endogenous variables directly influence each other. A relationship is considered important and statistically significant if the p-value is less than 0.05. The t-statistic value is used to determine whether a hypothesis is accepted or rejected; If the t-value is higher than 1.96, or in other words, indicates a significance level of 5%, the hypothesis is accepted and considered significant (Hair et al., 2021).

Tabel 4. Hypothesis Test Results

Hypothesis	Original sample	Average example	Standard deviation	T Statistics	P Value	Results
Animosity -> Boycott Participation	0.861	0.859	0.029	30.135	0.000	Accepted
Animosity -> Product Judgment	-0.316	-0.318	0.079	3.988	0.000	Accepted
Animosity -> Purchase Unwillingness	0.573	0.574	0.064	8.998	0.000	Accepted
Product Judgment -> Purchase Unwillingness	-0.070	-0.070	0.036	1.965	0.049	Accepted
Boycott Participation -> Purchase Unwillingness	0.322	0.318	0.067	4,822	0.000	Accepted
Animosity -> Product Judgment -> Purchase Unwillingness	-0.022	-0.022	0.012	1,792	0.073	Unmediated
Animosity -> Boycott Participation -> Purchase Unwillingness	0.277	0.273	0.058	4.803	0.000	Mediated

Source: Processed with SmartPLS 4, 2024

Based on the results of the hypothesis test in Table 5, the structural model shows a significant influence between animosity, product judgment, and boycott participation on purchase unwillingness. This finding provides empirical support for the hypothesized relationship in the model. T-statistics > 1.96 and p-value < 0.05 further confirm the strength and statistical significance of this relationship. The findings reveal that the first hypothesis (H1) (H2), (H3), (H4), and (H5) show a significant impact on the relationship. Since the criteria for t-value > 1.96 are met, this hypothesis is accepted and considered significant.

Based on statistical analysis with an indirect influence test, product judgment can't mediate the influence of animosity on purchase unwillingness because the t value < 1.96, leads to the rejection of the hypothesis (H6). On the other hand, the influence of animosity on purchase unwillingness can be mediated by boycott participation, because the t value > 1.96, leads to the acceptance of the hypothesis (H7).

3.2. Discussion

Most respondents in this study showed a high level of hostility towards Israeli policies and KFC's affiliation as an American product associated with Israel. This is reflected in the average score on the animosity variable which reached 4.527. Respondents expressed anger and dislike towards the genocidal actions carried out by Israel and expected severe consequences for Israel

for these actions, both in the past, present, and future. This high level of animosity has the potential to influence respondents' desire to boycott products associated with Israel, which in turn results in negative product judgment and purchase willingness the product as a form of protest. These results are consistent with previous research presented in (Chaudhry et al., 2021; Khan et al., 2019; Trong et al., 2022) which shows that animosity has a negative and significant effect on product judgment. In addition, animosity can positively and significantly affect boycott participation and purchase unwillingness (Antonetti et al., 2019; Raman & Aashish, 2020; Roswinanto & Suwanda, 2023; Salma & Aji, 2023).

The results of this study indicate that many respondents are actively involved in the boycott of products from the United States related to Israel, as seen from the average score of the boycott participation variable of 4.318. Respondents considered this boycott to be effective in suppressing KFC sales and considered support for the boycott as an action that needs to be expanded. In addition, there is a feeling of guilt in respondents if they buy or consume KFC products, as well as discomfort if others find out. Support from the social environment including friends and family encouraged respondents to participate in this boycott. High participation in the boycott reflects a strong sense of animosity, which is significantly related to purchase unwillingness, thus confirming that hostility towards Israeli policies and certain affiliations can have a direct impact on consumer attitudes and purchasing decisions. This finding is in line with previous studies that found a positive and significant influence between boycott participation and purchase unwillingness (Suhud, 2018; Verma, 2022).

The findings of this study indicate that boycott participation mediates the relationship between animosity and purchase unwillingness. A high sense of animosity drives respondents to be purchase unwillingness products from the entity in question, with boycotting as one way to express their disapproval. Therefore, boycott participation plays an important role in mediating the relationship between animosity and purchase unwillingness. This result is in line with previous studies showing that boycott participation can mediate the relationship between animosity and purchase unwillingness (Ali, 2020; Verma, 2022). However, previous studies used purchase aversion and reluctance to buy variables as dependent variables.

Most respondents in this study gave low ratings to KFC products because the products are affiliated with Israel. This is seen from the average score on the product judgment variable which only reached 2.371. This negative assessment is related to the quality of raw materials, taste, processing, and modern technology used, which are considered to be influenced by KFC's support for state policies that are viewed negatively by consumers. The decline in product judgment is influenced by consumers' hostility towards Israeli policies, which is also reflected in active participation in boycotting products affiliated with Israel. This decline creates a strong correlation between poor product ratings and high levels of purchase reluctance, where consumers tend to avoid purchases as a form of protest against the policy. These results are in line with previous studies which found that product judgment have a positive and significant role in purchasing willingness, meaning that product judgment have a negative and significant role in purchase purchasing unwillingness (Danilwan et al., 2020; Jaelani & & Nursyifa, 2024; Krüger et al., 2024; Sari & Games, 2024).

The findings of this study prove that product judgment does not mediate the effect of animosity on purchase unwillingness. The animosity felt by the respondents of this study was responded to with an average value of 4.527 which is in the very high response category. Such a high sense of animosity from the respondents of this study significantly directly encouraged respondents to be purchasing unwillingness KFC products, by ignoring their assessment of KFC products. So product judgment does not have a significant role in mediating this

relationship. These results are in line with previous findings. The country of origin of a product can influence consumer purchasing decisions regardless of the product judgment (Klein et al., 1998). A person's feeling of animosity towards a country can reduce the purchase unwillingness of Korean Dramas, regardless of the product and its quality (Martati et al., 2019).

The majority of respondents in this study showed a high level of purchase unwillingness towards KFC products associated with Israel, as reflected by the average score of the purchase unwillingness variable of 4.272. Respondents stated that they felt guilty when purchasing KFC products that were considered pro-Israel, actively avoided such purchases, and preferred alternative products that did not support Israel, even if they had to pay more. Respondents had various product alternatives, including Richeesse Factory (62.1%), Rocket Chicken (54.5%), Burger King (41.2%), CFC (40.3%), and Subway (39.3%), as well as other brands. This shows that respondents do not rely entirely on KFC products, but rather have other options that can meet their needs. This high level of unwillingness appears to be closely correlated with animosity towards Israeli policies and strong involvement in boycotting products associated with the country. This ultimately leads to a decrease in the assessment of KFC products and strengthens the intention not to purchase them as a form of protest against Israeli policies.

4. Conclusion

This study examines the influence of animosity, boycott participation, and product judgment on purchase unwillingness, with the object of the study being KFC products in Indonesia which were the target of boycott actions related to international political conflicts. The results of the study indicate that animosity and boycott participation have a positive and significant influence on purchase unwillingness. This means that the higher the feelings of animosity of Indonesian consumers towards entities related to KFC, and the higher their participation in boycott actions, the greater the purchase unwillingness KFC products. On the other hand, animosity has a significant negative influence on product judgment, This result is in line with previous research presented by (Chaudhry et al., 2021; Martati et al., 2019) which shows that animosity has a negative and significant effect on product judgment. However, this study contradicts (Klein et al., 1998) who found that animosity had no significant effect on product judgment. Thus, previous research on consumer animosity revealed heterogeneous findings regarding the effects of animosity on product judgment (Krüger et al., 2024). Product judgment also has a significant negative effect on purchase unwillingness. This shows that increasing feelings of hostility reduce consumers' positive perceptions of KFC product quality, which ultimately reduces their purchase intention. From the analysis of indirect effects, product judgment cannot mediate the effect of animosity on purchase unwillingness, so the perception of KFC products is not strong enough to change the effect of animosity on purchase intention.

This study found that boycott participation has a role as a mediator between animosity and purchase unwillingness. This finding provides a new contribution to the literature, considering that previous studies have not directly examined the mediation relationship. Thus, this study enriches our understanding of how animosity can influence consumer purchasing decisions through the channel of participation in boycotts, which has not been widely explored in previous research.

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