

## Analysis of the Influence of Consumer Animosity, Religiosity, and Social Media Sentiment on Product Boycott Decisions

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### ARTICLE INFO

*Keywords:* Consumer Animosity, Religiosity, Social Media Sentiment, Product Boycott Decisions

*Received :* 06, December

*Revised :* 23, December

*Accepted:* 29, January

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### ABSTRACT

This study examines the impact of Consumer Animosity, Religiosity, and Social Media Sentiment on Product Boycott Decisions. Using purposive sampling, data were collected from 100 respondents who were aware of Boycott campaigns against pro-Israel products and actively use social media. The research employed a questionnaire to gather data, which was tested for validity and reliability. Classical assumption tests confirmed that the data were normally distributed and free from multicollinearity and heteroscedasticity. The findings reveal that Consumer Animosity, Religiosity, and Social Media Sentiment each have a positive and significant effect on Product Boycott Decisions. These results suggest that these factors play a crucial role in shaping consumer behavior in Boycott campaigns.

## **INTRODUCTION**

Marketing dynamics are currently facing a consumer paradigm shift. Today, consumers are not only pursuing instant gratification by purchasing goods according to their wishes, but also paying attention to the values carried by a brand. In the era of globalization, consumers are no longer passive buyers; they play an active role in seeking information, exchanging opinions, and taking collective action through social media platforms. This phenomenon has triggered new dynamics in consumer behavior, including how their feelings and opinions about a particular country influence purchasing decisions. The ethical consumerism movement continues to grow rapidly, with consumers increasingly concerned about social and environmental issues. Consumers are starting to find out about a company's business practices, from the source of raw materials to the environmental impacts they produce. The Palestine-Israel conflict is one example that influences the purchasing decisions of consumers who care about social and humanitarian issues. Consumers are now aware of their ability to take action against company practices that are considered unethical through boycotts (Aish et al., 2013)

A boycott is a deliberate act of refusing to buy or use certain products and services, often triggered by political, economic, or ethical motives that have a direct impact on brand perception. In the case of boycotting pro-Israel products, the motive is often associated with moral support for the Palestinian people. Boycotts encourages consumers to cut ties with companies deemed unethical, while motivating businesses to change their policies ( (Delistavrou et al., 2020); (Kakashekh et al., 2021). The impact is not only limited to brand image, but also to declining sales in local and international markets (Sulaeman et al., 2024). Boycotts of pro-Israel products target various brands in the FMCG (Fast Moving Consumer Goods) industry. Based on data from CNBC Indonesia, brands such as Rose All Day Cosmetics, ESQA Cosmetics, Scarlett, McDonald's, Starbucks, ZARA, Pizza Hut, and Bath and Body Works are among those affected by the (Salsabilla, 2024). Compas research shows that the boycott has a significant impact on declining sales of various brands on e-commerce platforms such as Shopee and Tokopedia during the period of May-June 2024. This data reflects the domino effect of the boycott that extends to various product categories in the FMCG industry (Ahdiat, 2024)

In the context of marketing, the Boycott movement is one of the effective anti-consumption strategies against companies that are considered unethical (Makarem & Jae, 2016). One of the factors that influences the decision to boycott is consumer animosity or consumer hostility. Consumer animosity is defined as feelings of anger and antipathy towards a particular country due to political, economic, or military events (Kim et al., 2022). Previous research has shown that consumer enthusiasm has a positive influence on consumer motivation towards boycott products (Suhud, 2017). However, the results of other studies show that this influence is not always significant ( Affrialiana et al., 2023).

In addition, religiosity is also known to play a role in motivating consumers to support the Boycott movement. (Dekhil et al., 2017). Research

shows that the higher a person's level of religiosity, the more likely they are to support a boycott campaign (Dekhil et al., 2017; (Mirza et al., 2020)). However, different results were found by Affrialiana (2023), who stated that religiosity did not have a significant effect on the intention to boycott a product. In addition to consumer enthusiasm and religiosity, social media sentiment is an important factor influencing boycott decisions. With billions of users, platforms such as Twitter, TikTok, and Instagram have changed the way consumers access information and interact with global issues. Social media sentiment plays a role in shaping public opinion and mobilizing collective action, including in campaigns to boycott products that are considered unethical. This phenomenon presents challenges as well as opportunities for companies to understand consumer preferences and adjust their marketing strategies. This study aims to analyze the influence of consumer animosity, religiosity, and social media sentiment on consumer decisions to boycott pro-Israel products in Indonesia. This study is expected to contribute to the enrichment of consumer behavior theory, especially in the context of the Boycott movement, as well as providing practical insights for companies facing marketing challenges in a market that is increasingly sensitive to global issues.

## **LITERATURE REVIEW**

### ***Boycott Decision***

Decision boycott is form behavior consumer Where they are collective to drop choice For choose No will buying products, brands or products from a country (Khoiruman & Wariati, 2023). Meanwhile, according to Sulaeman (2024) Boycott is an action not to use, buy or deal with a person, organization or country. Boycott is carried out as a form of protest of dissatisfaction from one party towards another party who is considered to have committed action Which No should, Which usually realized through acts of rejection (Sulaeman et al., 2024)

### ***Consumer Animosity***

Consumer animosity is a strong negative feeling that consumers have towards a brand, product, company or industry. This feeling can arise for various reasons such as bad experiences, ethical violations or dissatisfaction with products or services. This is in accordance with (Ali, 2021) who defines consumer animosity as a negative emotion or hostility felt by consumers towards a foreign country, which is often caused by political, economic or historical conflict. This hostility can affect consumer behavior, especially in the context of product boycotts, where it can reduce consumers' willingness to buy products from the target country or products that support the country. There are several previous studies that discuss the influence of consumer animosity on consumer consumer decisions. From the results of research conducted by Suhud (2016), it was stated that hostility or animosity has positively and significantly influenced consumer participation and motivation towards the decision of Indonesian consumers to boycott Israeli products (Suhud, 2016)

This is supported by research conducted by Ali (2021) which also shows that consumer enthusiasm significantly drives participation in boycotts and influences of Turkish-made products. Then, research conducted by Khoiruman & Wariati (2023) showed that consumer enthusiasm had a positive influence on the motivation to boycott McDonald's products in Surakarta after the Israeli attack on Palestine. Likewise, research conducted by Suhud (2017) stated that customer hostility or consumer animosity has a positive effect on boycott participation and boycott motivation.

Based on the description of the results of previous studies, the hypothesis that will be built in this study is as follows:

*H1: Consumer Animosity has a positive and significant effect on the decision to boycott pro-Israel products in Indonesia*

### ***Religiosity***

Religiosity is the degree to which a person is committed to religious beliefs and practices and the extent to which religion influences a person's life as a whole. Dekhil (2017) stated that as one dimension of culture, religion plays a role in influencing the value system, habits and attitudes of society. Where this will also have an impact on the style. Religious values have been shown to have a significant influence on consumer behavior and desire to take boycott actions. In a study conducted by Dekhil (2017) found a strong influence between religiosity and boycotting decisions, this is supported by data stating that the higher the level of religiosity of a person, the more he will participate in boycotting a brand (Dekhil et al., 2017).

Previous studies have also shown that religiosity is one of the antecedents of the decision to participate in a boycott, especially in a religion-based boycott. The level of religiosity affects consumer motivation to participate in a boycott, and this decision has a negative effect on attitudes towards the boycotted brand (Muhamad et al., 2019). Supporting this, (Abdullah et al., 2021) in their research, showed that religiosity has a significant role in motivating consumer behavior, especially in the context of boycotting products based on moral or religious beliefs. , research conducted by Mirza et al (2020) stated that consumers who have high levels of religiosity also tend to participate in boycotting products that are not in accordance with their religious values. This participation is motivated by the belief that the boycott is a form of manifestation of their religious principles and commitments. This shows that there is a link between a person's religiosity and their behavior in consumption. This finding highlights that it is important to consider religiosity as a factor in predicting consumer boycott behavior (Khoiruman & Wariati, 2023).

Therefore, this leads to the formulation of the second hypothesis as follows:

*H2: Religiosity has a positive and significant influence on the decision to boycott pro-Israel products in Indonesia*

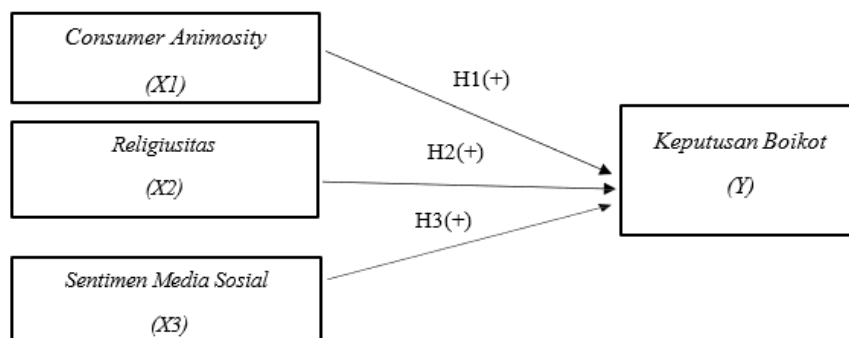
### ***Social Media Sentiment***

Social Media Sentiment refers to the analysis and understanding of emotions, opinions or feelings expressed by users on social media platforms

towards a particular topic, product, brand or phenomenon. Sentiment can be positive, negative or neutral and is an important indicator in understanding public perception and its influence on consumer behavior. A study conducted by (Klein, 2024) showed that the intention to boycott can be influenced by perceptions of injustice and identification with the victim. The sentiment that develops on social media has quite a lot of influence on consumers in making purchasing decisions or purchasing behavior. This also agrees with (Hennig-Thurau et al., 2004) who said that sentiment on social media can influence a brand due to the responses that arise on social media or opinions that are formed to influence purchasing decisions (Hennig-Thurau et al., 2004). The influence of social media sentiment on product decisions is considered very significant, because it shapes consumer perceptions and actions. This is supported by previous research by (Munandar, 2023) which states that social media sentiment has a significant influence on boycott decisions among Indonesian netizens. This study reveals that sentiments that develop on social media, both positive and negative, can influence consumer perceptions and actions towards certain products. Then, research conducted by (Makarem & Jae, 2016) which explored the relationship between consumer boycotts and message intensity on the Twitter platform, provided results that social media sentiment has a significant influence on consumer decisions to participate in product boycotts. Negative emotions (anger, disappointment) expressed through platforms such as Twitter can mobilize consumers to join the boycott movement.

Based on the results of previous studies, this study leads to the formulation of the third hypothesis as follows:

*H3: Social Media Sentiment has a positive and significant influence on decisions to boycott pro-Israel products in Indonesia*



**Figure 1. Conceptual Framework**

## METHODOLOGY

### *Population , sample and sampling*

Population in study This is The population in this study was all consumers who were aware of the issue of boycotting pro-Israel products on the social media platforms TikTok, Instagram and X (Twitter). with The population whose number is not known with certainty . Whereas Respondent study This is consumers who know issue boycott pro-Israel products totaling 100 people with minimum criteria of 17 years . The sampling technique chosen

is random sampling with request in a way direct every Respondent For participate in filling out the scale shaped Gform .

**Instrument Measurement**

Study This use four scale researcher namely scale *Consumer Animosity*, scale religiosity , scale Social Media Sentiment and the Scale of Boycott Decisions . Entire scale made by the researcher himself with use draft theory from each variables . Likert scale used by researchers with five choice criteria answer namely = Very Agree (SS), Agree (S), Neutral (N), Disagree (No) Agree (TS) and Very No Agree (STS)

**Validity and Reliability**

Study This conduct validity test with using SPSS. Decision making is based on the significance value of each indicator, with the provision if mark significance on number  $\leq 0.05$  so instrument item r considered valid, on the contrary If mark significance on number  $> 0.05$ , then grain The instrument is considered invalid . Reliability Test done For show as far as the instrument used in study This can reliable For measurement . On study This reliability measured with test statistics *Cronbach Alpha*, the basis for decision making in reliability testing referring to on value *Cronbach Alpha*  $> 0.6$  (Ghozali, 2018). Score Reliability For scale Consumer Animosity exposure is 0.942, scale Exposure Religiosity is 0.861, scale Exposure Social Media Sentiment 0.869 and Exposure Scale of Boycott Decision is 0.852.

**Assumption Test Classical and Hypothesis Testing**

Normality test done For know whether the data is normally distributed , can known If mark significant more big from 0.05, then the research data This can it is said normally distributed (Sig  $> 0.05$ ) as well on the contrary . After it is done testing all data is normally distributed with score normality of 0.189 ( $>0.05$ ). Heteroscedasticity test was also performed with the Glesjer test with criteria sig value  $>0.05$  then No happen symptom heteroscedasticity, results testing known data not own symptom heteroscedasticity . Hypothesis testing is done by Multiple Regression test. Requirements that can be used as guidelines in making a decision to reject H0 based on the level of significance obtained in statistical results exceeding 0.05 (Sig.  $> 0.05$ ) and also based on the calculated t produced in the t test To reject H0 in the t test hypothesis test, the calculated t must be greater than the total t table (calculated  $t > t$  table )

**RESEARCH RESULT**

**Validity And Reliability Test**

Table 1. Validity Test Results

VALIDITY TEST RESULTS			
Variables	Sig	Criteria	Information
<i>Consumer Animosity (X1)</i>			
X1.1	0,000	0.05	Valid
X1.2	0,000	0.05	Valid

X1.3	0,000	0.05	Valid
X1.4	0,000	0.05	Valid
Religiosity (X2)			
X2.1	0,000	0.05	Valid
X2.2	0,000	0.05	Valid
X2.3	0,000	0.05	Valid
Social Media Sentiment (X3)			
X3.1	0,000	0.05	Valid
X3.2	0,000	0.05	Valid
X3.3	0,000	0.05	Valid
X3.4	0,000	0.05	Valid
Boycott Decision (Y)			
Y1.1	0,000	0.05	Valid
Y1.2	0,000	0.05	Valid
Y1.3	0,000	0.05	Valid
Y1.4	0,000	0.05	Valid
Y1.5	0,000	0.05	Valid
<b>RELIABILITY TEST RESULTS</b>			
<b>Variables</b>	<b>Cronbac h's Alpha</b>	<b>Criteria</b>	<b>Information</b>
Consumer Animosity (X1)	0.942	0.60	Reliable
Religiosity (X2)	0.861	0.60	Reliable
Social Media Sentiment (X3)	0.869	0.60	Reliable
Boycott Decision	0.852	0.60	Reliable

Source : Process primary data (2024)

Based on the results of the validity and reliability tests in Table 1. It is known that the results of the validity test, the significance value of each item is 0.000, which is  $<0.05$ , and the results of the reliability test show that the Cronbach's Alpha value on the four variables tested is  $>0.60$ . So it can be said that each question item in the questionnaire is valid and reliable and is suitable for use as a questionnaire measuring tool in research.

### *Classical Assumption Test Results*

#### *Normality Test Results*

Tabel 2. Normality Test Results  
 One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.73172095
Most Extreme Differences	Absolute	.075
	Positive	.057
	Negative	-.075
Test Statistic		.075
Asymp. Sig. (2-tailed)		.189 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Process primary data (2024)

Based on above known the results of the *Kolmogorov Smirnov* test show results significance in the line *Asymp.Sig. (2-tailed)* is 0.189. So from the results of the test can said research data is normally distributed.

**Multicollinearity Test Results**

Tabel 3. Multicollinearity Test Results

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.498	.943		2.648	.009		
	Consumer Animosity	.211	.081	.206	2.602	.011	.313	3.192
	Religiusitas	.339	.112	.219	3.035	.003	.375	2.668
	Sentimen Media Sosial	.637	.092	.545	6.901	.000	.313	3.193

a. Dependent Variable: Keputusan Boikot

Source : Process primary data (2024)

Based on Table 3, it is known variable *Consumer Animosity* has mark *tolerance* and VIF of 0.313 and 3.192, variables *Religiosity* own mark *tolerance* of 0.375 and VIF value of 2.668, and the variable *Social Media Sentiment* own *tolerance* value of 0.313 with VIF value of 3.193. From the results said , shows No There is variable independent who has *tolerance* value >0.10 and VIF value <10, then can conclude that in this study there was no multicollinearity between variable free on research This

**Heteroscedasticity Test Results**

Table 4. Heteroscedasticity Test Results

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.087	.590		3.540	.001
	Consumer Animosity	-.029	.051	-.100	-.566	.573
	Religiusitas	.114	.070	.262	1.626	.107
	Sentimen Media Sosial	-.104	.058	-.318	-1.803	.075

a. Dependent Variable: ABS\_RES

Source : Process primary data (2024)

Based on Table 4 , results of heteroscedasticity test with method *glesjer* obtained mark significance every variable free more big from 0.05. Where base taking decision is if mark significance >0.05, so that can concluded that the regression model there is no existence heteroscedasticity ,which means in study This mark *residual variance* from observation One each other is of a similar nature still .

**Multiple Linear Regression Analysis Result**

Table 5. Multiple Linear Regression Analysis Result

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.498	.943		2.648	.009
	Consumer Animosity	.211	.081	.206	2.602	.011
	Religiusitas	.339	.112	.219	3.035	.003
	Sentimen Media Sosial	.637	.092	.545	6.901	.000

a. Dependent Variable: Keputusan Boikot

Source: Process Primary Data (2024)

Based on Table 4.10, the multiple linear regression equation is as follows:

$$Y = 2.498 + 0.206 X_1 + 0.219 X_2 + 0.545 X_3 + e$$

The regression model can be interpreted as follows:

1. The constant value ( $\beta_0$ ) of 2.498 indicates that if the variables Consumer Animosity ( $X_1$ ), Religiosity ( $X_2$ ), and Social Media Sentiment ( $X_3$ ) are equal to 0, the Boikot Decision variable will have a value of 2.498.
2. The regression coefficient of the Consumer Animosity variable ( $X_1$ ) is 0.206 and positive, which means that if Consumer Animosity increases by 1 unit, the Boikot Decision variable will increase by 0.206 units, assuming other variables remain constant.
3. The regression coefficient of the Religiosity variable ( $X_2$ ) is 0.219 and positive, which implies that if Religiosity increases by 1 unit, the Boikot Decision variable will increase by 0.219 units, holding other variables constant.
4. The regression coefficient of the Social Media Sentiment variable ( $X_3$ ) is 0.545 and positive, indicating that if Social Media Sentiment increases by 1 unit, the Boikot Decision variable will increase by 0.545 units, assuming other variables are constant.

**T-test ( Partial )**

Table 6. T-Test Results ( Partial)

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.498	.943		2.648	.009
	Consumer Animosity	.211	.081	.206	2.602	.011
	Religiusitas	.339	.112	.219	3.035	.003
	Sentimen Media Sosial	.637	.092	.545	6.901	.000

a. Dependent Variable: Keputusan Boikot

Source : Process primary data (2024)

Based on the results of the t-test in table 5, then can concluded :

1. Hypothesis First

From the results of the t-test in Table 5 it is known that variable *Consumer Animosity* has mark significance  $0.011 < 0.05$ . With Thus Ho1 is rejected and Ha1 is accepted , then variable *Consumer Animosity* has an effect positive and significant against the Boycott Decision product .

2. Hypothesis Second

From the results of the t-test in Table 5 it is known that variable Religiosity own mark significance  $0.003 < 0.05$ . With Thus Ho2 is rejected and Ha2 is accepted , then variable Religiosity influential positive and significant against the Boycott Decision product .

3. Hypothesis Third

From the results of the t-test in Table 5 it is known that variable Social Media Sentiment own mark significance  $0.000 < 0.05$ . With Thus Ho3 is rejected and Ha3 is accepted , then variable Social Media Sentiment influential positive and significant against the Boycott Decision

**Analysis Results Coefficient Determination**

Table 6. Coefficient Test Results Determination  $R^2$

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.901 <sup>a</sup>	.812	.807	1.759

a. Predictors: (Constant), Sentimen Media Sosial , Religiusitas , Consumer Animosity

Source : Process primary data (2024)

Based on results from analysis coefficient determination , obtained mark *Adjusted R Square* of 0.807 or 80.7%. This result show that , *Consumer Animosity* (X1), Religiosity (X2) and Social Media Sentiment (X3) can explains the Boycott Decision (Y) by 80.7%, and the rest 19.3 % is influenced by the variable others who don't studied in research This .

**DISCUSSION**

***Influence Consumer Animosity Against the Boycott Decision Product***

Based on the results of the t-test ( partial ), are known that *consumer animosity* has an effect positive and significant to decision boycott pro-Israel products . With thus , the more tall level *consumer animosity* against the state or party certain , then the more big possibility consumer participate in boycott pro-Israel products .From the results analysis descriptive , known indicator with the highest average is a “sense of justice and revenge ” thing This show that important for Respondent For show feeling punish to the party considered guilty as one of the form protest enforcement justice . While evaluation lowest on the " revenge " indicator or desire For No forgive ” thing This to show that although Respondent own emotion negative , but No pushed by prolonged grudges and hatred. Evaluation This correlated with characteristics majority respondents included generation young with range

age 17-25 years , where known in the group age the known with idealism height and sensitivity with issues social . Moral support is also strengthened with fact that majority Respondent various sex Woman allow existence influence from side *gender* which is emotional easy moved by the touching narrative so that increase sympathy and strengthen encouragement For participate in campaign boycott pro-Israel products .The level of *animosity* possessed respondents , influenced by various feeling emotional like anger , dislike and desire For No forgive a country or organization certain . Feelings This capable push consumer in a way positive For avoid use or purchase products from associated companies support policy or actions that are considered No give impact positive for society . Attitude This reflect form rejection consumer to policy a country, at the same time as form protest symbolic to policies that are considered No in line with hope they .

Research result This in line with study previously conducted by Ali (2021), Suhud (2016), Suhud (2017) and Khoiruman & Wariati (2023 ) who argued that *Consumer Animosity* has influence positive and significant against the Boycott Decision.

### ***Influence Religiosity Against the Boycott Decision Product***

Based on the results of the t-test ( partial ), are known religiosity influential positive and significant to decision boycott pro-Israel products , meaning the more tall religiosity that is owned consumer so the more Certain consumer For boycott pro-Israel products .

From the results analysis descriptive known indicator with the highest average is “ commitment to religion” thing This show how much big Respondent undergo life , consistent and appropriate with religious teachings that are adhered to , and how Respondent show commitment in action real as in support to boycott product moment this . While Indicator with the lowest average is “ belief towards religion as view life ” thing This show that although Respondent show strong commitment towards religion, but make religion as view life Not yet fully become base all over aspect decision they including in consumption or anti- consumption product .

Fact that majority respondents (77%) in study This is consumer with background behind the Islamic religion, can be one of factor main in to form decision boycott product . Supported by the majority respondents who use social media (76%) as source information they , things This allow existence narrative that combines issue humanity and values religious consumers who can strengthen commitment to action boycott . So that important for company For understand sensitivity religious in strategy marketing especially when target the market with majority Muslim consumers .

The religiosity that is possessed consumer show level commitment and views life based on religion, as well awareness will presence Lord in life they. Religiosity can influence method view and capture decision consumer in determine What only one will consumed and connected something that happened from side religious they . Where when there is a issues that are not in line with values religious consumer , thing This can Motivate consumer For

avoid product from companies that do not in line with principle they , like No use product from companies that support Israel.

Research result This in accordance with study previously conducted by Abdullah (2021 ), Dekhil et al (2017), Muhamad et al (2019) , Mirza et al (2020) and Khoiruman & Wariati (2023) who stated that Religiosity influential positive and significant to participation boycott or decision For boycott product.

#### *Influence Social Media Sentiment Against the Boycott Decision Product*

Based on T test results ( partial ), proven that social media sentiment influential positive and significant to decision boycott pro-Israel products , meaning the more often consumer see and interact with the topic that discuss boycott product or issue certain , the more big its influence in push consumer For participate in action boycott product .

Indicator with score highest in research This is “ topic frequent boycotts discussed on social media ”, indicating that discussion *intensive* which discusses about boycott product , become one of factor main in influence behavior consumer For boycott pro-Israel products . While that , on the score lowest with “ expression ” indicator or emotion personal to issues on social media ” shows that No all consumer show reaction emotional like to reveal feeling angry disappointed or sadness on social media in a way directly , even though can influenced by opinion growing public .

According to Makarem (2015) causes boycott can trigger motivation non-instrumental consumer boycott like outlet for frustration and expression anger . So that existence sentiments growing on social media play role important in to form view consumer to issues certain . When sentiment on social media dominated by emotions and opinions negative , consumer tend pushed For involved in action boycott as form response from existence pressure social and narratives that develop on social media .

The majority of respondents (76%) in study this is getting information about the boycott pro-Israel products through social media , relevant to the respondent profile which is dominated by the young age group in the 17-25 year range . Group age This known more active use social media and tend to critical in respond issues latest . Besides That majority Respondent Work as employee private (49%) with income in the range of Rp3,100,000 – Rp5,000,000 maybe more choose For observe and take action like switch to brand alternative , with without too Lots express yourself on social media platforms.

In general overall results study This confirm that social media no only become source information but also as tool effective mobilization in push action boycott pro-Israel products by consumers . The sentiment that is growing on social media play a role big in build awareness and motivation consumer For take attitude . Research results This strengthen results study previously conducted by Munandar (2023) and Makarem & Jae (2026) which provided results that Social Media Sentiment own influence significant to decision consumer For participate in action boycott pro-Israel products .

## CONCLUSIONS AND RECOMMENDATIONS

From the results analysis and testing hypothesis that has been conducted in research This regarding “ The Influence of *Consumer Animosity*, *Religiosity* and *Social Media Sentiment* Against the *Boycott Decision Product* ”, then obtained conclusion in study This as following :

1. *Consumer Animosity* has an effect positive and significant to decision boycott pro-Israel products . This is show that the more high level of hostility consumer like feeling angry , no likes and desires For No forgive , then will the more increase decision consumer For boycott pro-Israel products .
2. *Religiosity* influential positive and significant to decision boycott product . This is show that the more tall level religiosity held by consumers so will the more push consumer For decide boycott pro-Israel products rated No in line with values religious consumers .
3. *Social Media Sentiment* influential positive and significant to decision boycott product . This is show the more often consumer see , know development issues and interact on social media regarding Topic boycott pro-Israel products , then will will increase motivation consumer For participate participate in the boycott product .

## FURTHER STUDY

In the research This known Still there is shortcomings and limitations , where this research only considers three variables free , namely *consumer animosity* , *religiosity* , and *social media sentiment* in influence decision boycott products , while based on results analysis coefficient determination leaving mark by 19.3% which can influenced by other factors such as *ethnocentrism* , *local product preferences* , *product judgment* , use of product replacement or other factors that have not been involved in study this . So that Still required researches furthermore for can find more factors general use to obtain results more representative research.

## ACKNOWLEDGEMENT

Praise be to God Almighty for His blessings, which enabled me to complete this journal. I would like to express my gratitude to the Management Study Program, Faculty of Economics, Universitas Mercu Buana Yogyakarta, for their support and facilities provided during the preparation of this journal. My sincere appreciation also goes to Mrs. Titik Desi Harsoyo, S.E., M.Si., as my supervisor, for her invaluable guidance, advice, and feedback throughout the process. I extend my gratitude to all parties who have offered their support, both directly and indirectly, in completing this journal. I hope this journal will contribute to the field of knowledge and benefit its readers..

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