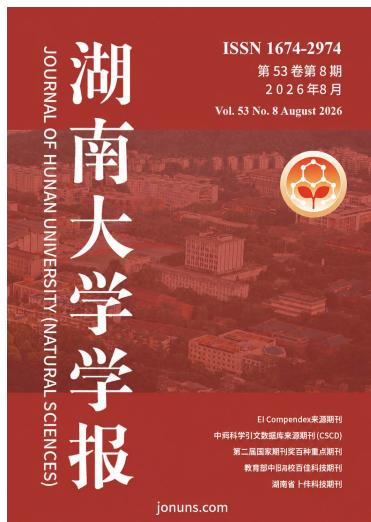




Journal of Hunan University (Natural Sciences)

Vol. 53 No. 8

August 2026

Available online at

<https://jonuns.com>



Open Access Article

 <https://doi.org/10.55463/issn.1674-2974.53.8.10>

Extending the Theory of Planned Behavior in Consumer Boycott Intentions During Geopolitical Conflict

Jeremy Alexander ¹, Erika Yohana ¹, Margaretha Pink Berlianto ^{1*}

¹Department of Management, Faculty of Economics and Business, Pelita Harapan University, Jakarta, Indonesia,

* Corresponding author: margaretha.berlianto@uph.edu

Article History:

Received: August 2, 2026

Revised: September 7, 2026

Accepted: September 11, 2026

Published: September 25, 2026

Abstract: This study examines consumers' intentions to boycott brands associated with the Israel–Palestine conflict by extending the Theory of Planned Behavior (TPB) to include anticipated emotions, consumer animosity, perceived efficacy, and social media influence. Data were collected from 179 Indonesian consumers through a cross-sectional survey using five-point Likert-scale items and analyzed using partial least squares structural equation modeling (PLS-SEM). Negative anticipated emotions were the strongest predictor of boycott intention, suggesting that anticipated guilt, regret, and moral discomfort about not participating are associated with a greater intention to boycott. Consumer animosity, however, was not significantly associated with boycott intention. The model explained 78.5% of the variance in boycott intention. These findings highlight the relevance of anticipated emotions and perceived efficacy to the study of consumer boycott intentions in geopolitical contexts. They may also help organizations understand consumer responses to socially sensitive issues.

Keywords: consumer boycott intention; Theory of Planned Behavior; consumer animosity; perceived efficacy; social media influence; anticipated emotions; Indonesia.



Copyright: © 2026 by the authors. Licensee JHU

This article is an open-access article distributed under the terms and conditions of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0/>)

地缘政治冲突背景下的消费者抵制意愿：计划行为理论的拓展

摘要： 本研究以计划行为理论 (TPB) 为基础，纳入预期情绪、消费者敌意、感知效能和社交媒体影响，考察消费者抵制与巴以冲突相关品牌的意愿。研究采用横断面问卷调查，使用五点李克特量表收集了179名印度尼西亚消费者的数据，并运用偏最小二乘结构方程模型 (PLS-SEM) 进行分析。结果表明，消极预期情绪是抵制意愿最强的预测因素；消费者预想到不参与抵制可能产生的内疚、后悔和道德不安，与更强的抵制意愿相关。然而，消费者敌意与抵制意愿之间的关联未达到统计显著水平。该模型解释了抵制意愿78.5%的变异。本研究凸显了预期情绪和感知效能在地缘政治背景下研究消费者抵制意愿的价值，也有助于组织理解消费者对社会敏感议题的反应。

关键词： 消费者抵制意愿；计划行为理论；消费者敌意；感知效能；社交媒体影响；预期情绪；印度尼西亚。

1. Introduction

The globalization of markets has transformed consumer decision-making beyond traditional evaluations of product quality and price. Increasingly, purchasing decisions are influenced by ethical values, political beliefs, and societal concerns [1]. Within this context, consumer boycotts have emerged as a prominent form of marketplace activism through which individuals deliberately avoid products or services associated with organizations, brands, or countries involved in controversial issues. Earlier studies attributed boycott participation to consumer animosity, which reflects feelings of anger, resentment, or hostility arising from political or historical conflicts [2]. Such emotional reactions may discourage consumers from purchasing targeted products while simultaneously affecting firms through declining consumer trust, reputational damage, and weakened market performance.

A notable example of contemporary consumer activism can be observed in the boycott campaigns associated with the Israel-Palestine conflict. Following the escalation of violence in Gaza in late 2023, boycott initiatives expanded rapidly across many countries, particularly among communities expressing humanitarian and political support for Palestine [3]. Unlike conventional boycotts driven by dissatisfaction with product quality or corporate practices, these campaigns are primarily motivated by ethical values and political convictions. As a result, purchasing decisions have increasingly become a means through which consumers communicate moral identity, social responsibility, and political solidarity [3]. Several multinational companies, including McDonald's, Starbucks, Coca-Cola, and Zara, have consequently become targets of boycott campaigns because of consumers' perceptions regarding their association with the conflict [4].

Indonesia provides a particularly relevant context for examining this phenomenon, given its sizable consumer market and pronounced public engagement with the Palestinian cause. As the world's largest Muslim-majority country, Indonesia has witnessed widespread boycott campaigns amplified via social media and grassroots movements [4]. Consumer reactions have transcended transient dissatisfaction, influencing brand perceptions, purchasing behaviors, and shifts towards alternative products. These developments indicate that geopolitical boycott behavior transcends mere hostility towards specific brands, encompassing broader psychological mechanisms involving emotions, social influence, and perceived consumer efficacy.

Although consumer boycott behavior has attracted increasing scholarly attention, important theoretical and empirical questions remain unresolved. Existing studies have primarily regarded consumer animosity as the principal psychological explanation for consumers' willingness to engage in boycott activities. Nevertheless, empirical findings concerning the role of animosity remain inconsistent [2,5,6]. While several studies report that stronger animosity encourages boycott participation and discourages product purchases, others indicate that hostile attitudes alone do not necessarily translate into consumers' intentions to boycott [4,7]. These inconsistent findings suggest that contemporary boycott behavior is likely to be influenced by a broader set of psychological and social mechanisms beyond conflict-related hostility alone.

Another limitation of the existing literature concerns the relatively limited attention given to anticipated emotions as drivers of boycott behavior. Although previous studies have acknowledged the emotional dimension of consumer decision-making, positive anticipated emotions (PAE) and negative anticipated emotions (NAE) are frequently examined as

a single affective construct rather than as two conceptually distinct motivational processes. Guided by the anticipated emotion framework and affective forecasting theory, this study argues that both dimensions influence boycott intention through different psychological pathways. Positive anticipated emotions reflect expectations of pride, satisfaction, and moral fulfillment that arise from participating in boycott activities. In contrast, negative anticipated emotions represent the anticipation of guilt, regret, or psychological discomfort that may occur when consumers fail to act in accordance with their ethical values.

By integrating anticipated emotions and perceived efficacy into the TPB framework, this study addresses literature gaps, providing a more robust model for understanding consumer boycott behavior. In this configuration, subjective norms serve as a proxy for external social pressure, while efficacy beliefs encapsulate the agentic conviction that collective action serves as a catalyst for substantive change. Furthermore, this study delineates positive (PAE) and negative (NAE) anticipated emotions as heterogeneous psychological constructs, postulating that they operate through divergent motivational architectures. Ultimately, by shifting the analytical lens away from a sole reliance on animosity, this study substantiates a multidimensional framework that captures the confluence of emotional, social, and efficacy-driven variables essential for interpreting consumer activism within geopolitical contexts [8,9]. This research also evaluates the contribution of each determinant while assessing whether an extended Theory of Planned Behavior better explains consumer boycott behavior in a geopolitical context.

2. Theoretical Foundation and Research Hypotheses

Anchored in the Theory of Planned Behavior (TPB), this study conceptualizes boycott intention as an outcome driven by three distinct pillars: rigorous cognitive appraisal, the internalization of perceived social expectations, and the extent of perceived behavioral control exercised by the consumer [10]. Participation in boycotts is a deliberate, value-driven decision in which consumers assess not only their personal beliefs but also social expectations and the anticipated impact of their actions [11]. Subjective norms (SN) thus capture external social pressures exerted by reference groups that encourage boycott participation, while perceived efficacy (PE) extends the perceived behavioral control construct by reflecting consumers' beliefs that their collective actions can contribute to meaningful social, political, or economic change [12,13]. It should be noted that the present model does not include attitude as a discrete TPB construct. Rather than capturing a generalized attitude toward

boycotting, this study represents consumers' evaluative and affective orientation toward the boycott target through the anticipated emotion constructs (PAE and NAE) and consumer animosity (CA), which provide a more context-specific account of affect within geopolitically motivated consumption than a general attitude measure would [13,14]. Perceived behavioral control (PBC) is likewise not retained in its conventional form; it is represented instead through perceived efficacy (PE), grounded in self-efficacy theory [29], which captures consumers' belief that their individual or collective participation can meaningfully contribute to a desired outcome, rather than their general sense of control over performing the behavior. This substitution reflects the study's broader theoretical emphasis on outcome-oriented efficacy beliefs over generic behavioral-control beliefs when explaining participation in collective, socially and politically motivated consumer action.

Although TPB effectively explains intentional behavior, its cognitive focus provides limited insight into the emotional processes underlying moral consumer decisions. Boycott participation is influenced not only by rational evaluation but also by consumers' anticipated emotional outcomes. Consequently, this study extends TPB by integrating the Anticipated Emotion Framework, which theorizes that individuals forecast emotional consequences prior to engaging in specific behaviors [14]. Positive anticipated emotions (PAE) represent an approach-oriented motivation wherein consumers expect feelings of pride, satisfaction, and moral fulfillment from participating in a boycott. Conversely, negative anticipated emotions (NAE) reflect avoidance-oriented motivation characterized by anticipated guilt, regret, or discomfort arising from failing to act in accordance with one's moral values [13].

Building on this extended TPB perspective, the study incorporates cognitive, emotional, and contextual factors to provide a comprehensive account of boycott intentions. Consumer animosity (CA) denotes conflict-related hostility directed at a nation, organization, or brand stemming from geopolitical disputes; however, previous research reports inconsistent findings on whether animosity alone sufficiently explains boycott behavior [13]. Additionally, social media influence (SMI) embodies the digital environment that facilitates information dissemination, emotional engagement, and collective mobilization. By combining TPB, anticipated emotions, consumer animosity, and social media influence, this study proposes an integrated framework to explain how social pressures, perceived efficacy, moral emotions, and geopolitical perceptions collectively shape consumers' intentions to participate in boycott movements [4].

2.2. Conflict-Related Driver of Boycott Intentions

Defined as a localized form of reactive hostility, consumer animosity (CA) denotes the negative

emotional orientation—often manifesting as anger or enmity—that individuals harbor toward foreign nations, organizations, or brands. This phenomenon is fundamentally rooted in the perceived injustices or tensions stemming from entrenched political, economic, or social conflicts [13]. In geopolitical consumption contexts, consumers may generalize unfavorable perceptions of a nation or organization to affiliated products and brands, resulting in avoidance behaviors [15]. Distinct from conventional product dissatisfaction, animosity-driven responses are often rooted in moral judgments and perceptions of injustice. Consumers experiencing heightened animosity may regard boycotting as a symbolic act to articulate dissent and dissociate from entities perceived as misaligned with their values. Amidst the volatility surrounding the Israel-Palestine conflict, the association of a brand with polarizing geopolitical stances may act as a potent driver for consumer-led boycott participation. Grounded in this premise, the following hypothesis is advanced.

H1: Consumer animosity (CA) positively influences intention to boycott (IB).

2.3. Affective Drivers of Boycott Intentions

Positive anticipated emotions (PAE) refer to the expected positive emotional outcomes individuals foresee experiencing upon engaging in a specific behavior, such as pride, satisfaction, and moral fulfillment [14]. According to the Anticipated Emotion Framework, individuals evaluate anticipated emotional consequences prior to deciding whether to undertake certain actions [16]. In the context of ethical consumption and boycotts, PAE functions as an approach-oriented mechanism, whereby consumers are motivated by the expectation that participation will affirm their moral identity and evoke a sense of contribution to a social cause [17]. Consumers anticipating positive emotional rewards from supporting humanitarian efforts are thus more likely to exhibit stronger boycott intentions. Hence, the following hypothesis is proposed:

H2: Positive anticipated emotions (PAE) positively influence intention to boycott (IB).

Negative anticipated emotions (NAE) refer to the expected unpleasant feelings, such as guilt, regret, and discomfort, that individuals foresee experiencing when they fail to act in alignment with their values [14]. Whereas positive anticipated emotions (PAE) motivate behavior through anticipated emotional rewards, NAE functions as an avoidance mechanism that drives individuals to prevent undesirable emotional states. In morally charged consumption contexts, consumers may anticipate guilt if they persist in purchasing products linked to controversial actions or perceived injustices. This motivation to avoid negative self-evaluation consequently strengthens consumers' intentions to participate in boycott behavior [6]. Therefore, the

following hypothesis is proposed:

H3: Negative anticipated emotions (NAE) positively influence intention to boycott (IB).

2.4. Social and Efficacy Drivers of Boycott Intentions

Within the Theory of Planned Behavior (TPB), subjective norms (SN) are defined as the social impetus derived from significant others, reflecting the extent to which an individual's behavioral intentions are influenced by the perceived expectations of their reference groups [10]. Within collective consumer movements, individuals often take into account the expectations and behaviors of family, friends, communities, and social groups prior to deciding whether to engage in boycott actions. Unlike anticipated emotions, which arise from internal self-assessment, subjective norms represent external social influences that promote conformity to collective expectations [18-20]. In geopolitical boycott contexts, social approval and shared communal values may enhance consumers' willingness to participate. Accordingly, the following hypothesis is proposed:

H4: Subjective norms (SN) positively influence intention to boycott (IB).

Social media influence (SMI) refers to the extent to which digital platforms shape consumer perceptions, attitudes, and behavioral decisions through information dissemination and social interaction. Contemporary boycott movements increasingly rely on social media, where consumers are exposed to campaign messages, moral narratives, and collective opinions. Digital engagement heightens awareness of social issues, intensifies emotional responses, and reinforces the perception that boycott participation constitutes collective action. Consequently, consumers more influenced by boycott-related content on social media are expected to exhibit stronger boycott intentions. Thus, the following hypothesis is advanced:

H5: Social media influence (SMI) positively influences intention to boycott (IB).

Perceived efficacy (PE) reflects consumers' beliefs regarding the extent to which their individual or collective actions can contribute to achieving desired outcomes. Within the extended TPB framework, PE expands the notion of perceived behavioral control by emphasizing the perceived impact rather than mere behavioral capability. In boycott contexts, consumers may demonstrate greater willingness to participate when they believe collective purchasing decisions can exert pressure on companies, affect organizational practices, or foster broader social change [8,9]. Therefore, higher perceived efficacy of boycott actions is hypothesized to strengthen consumers' intentions to engage in boycott behavior. Accordingly, we propose:

H6: Perceived efficacy (PE) positively influences

intention to boycott (IB).

2.5. Research Model

Grounded in the Theory of Planned Behavior (TPB) and the Anticipated Emotion Framework, this study proposes an integrated cognitive-affective model to explain consumers' boycott intentions within the context of geopolitical conflict [10,14]. Within the extended TPB perspective, subjective norms (SN) and perceived efficacy (PE) are conceptualized as cognitive and social evaluative mechanisms, whereby consumers weigh social expectations and the perceived effectiveness of their actions prior to engaging in boycott behavior. Positive anticipated emotions (PAE) and negative anticipated emotions (NAE) function as affective drivers, encompassing consumers' expected emotional outcomes such as anticipated pride and moral fulfillment, as well as anticipated guilt and regret. Additionally, consumer animosity (CA) captures conflict-related negative sentiments directed toward targeted entities, while social media influence (SMI) reflects the digital environment facilitating information dissemination, emotional amplification, and collective mobilization. The research model posits that these six antecedent constructs directly dictate individuals' intention to boycott (IB). A visual representation of the hypothesized paths is provided in Figure 1.

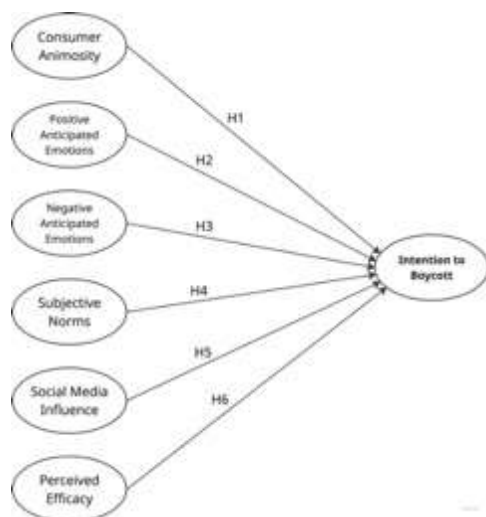


Figure 1. Proposed research model (the authors' elaboration).

3. Method and Materials

Adopting a quantitative methodology, this study examines the multifaceted drivers spanning cognitive, affective, and social domains that compel Indonesian consumers toward boycott participation in the context of the Israel-Palestine conflict. By employing a cross-sectional survey, the research maps the complex linkages between animosity, emotional anticipation, normative social pressures, digital influence, and efficacy beliefs as predictors of boycott intention (IB).

The study's empirical model evaluates how these psychological and social constructs collectively facilitate the formation of boycott-oriented behavioral intentions.

In accordance with standard empirical practices, measurement items were adapted from validated literature on ethical consumption and political consumerism, using reflective constructs rated on a five-point Likert scale. These items were carefully contextualized to ensure alignment with the specific nuances of the Israel-Palestine conflict without compromising semantic validity. Positive and negative anticipated emotions (PAE and NAE) were each measured using a single-item indicator, consistent with the anticipated-emotion framework applied in this study [14]. A single-item approach was adopted for these two constructs because each represents a concrete, unidimensional affective judgment, the overall positive or negative valence a respondent anticipates feeling for which single-item measures have been argued to be psychometrically. This design choice is acknowledged as a limitation in Section 5. The target population was defined by purposive criteria: Indonesian nationality, documented awareness of boycott activities, and prior exposure to boycott-related information. Data acquisition was executed through a targeted digital dissemination strategy across WhatsApp, Instagram, and various online interest groups—a design choice necessitated by the heterogeneous geographic distribution of the population and the inherently digital landscape of current boycott movements.

A final dataset of 179 observations was utilized, having successfully passed quality assurance checks for consistency and completeness. This sample is statistically robust for the application of PLS-SEM, adhering to established criteria for predictive modeling in complex theoretical frameworks [21]. The study proactively mitigated common method bias through intentional questionnaire design, including the assurance of anonymity, the deployment of neutrally-toned items, and the strategic distribution of variables to reduce respondent-induced correlations. Subsequent verification through Harman's single-factor test and an evaluation of full collinearity VIFs confirmed that common method variance was effectively minimized, ensuring the integrity of the structural model's findings.

Analytical procedures were conducted via PLS-SEM using SmartPLS, a decision driven by the study's focus on theory advancement and predictive modeling. PLS-SEM was prioritized over CB-SEM due to its distinct suitability for exploratory research involving intricate conceptual models. Furthermore, its algorithmic flexibility allows for the analysis of data that may lack multivariate normality, making it a highly effective tool for investigating consumer boycott intentions—a domain where predictive, rather than strictly confirmatory, findings are of paramount importance [22]. Hence, PLS-SEM was deemed appropriate for

examining the proposed extended TPB model integrating cognitive, affective, and contextual factors.

The measurement model demonstrated psychometric rigor through confirmed reliability (loadings ≥ 0.70), internal consistency (α , ρ_A , $CR > 0.70$), and convergent validity ($AVE > 0.50$), justifying its adequacy for subsequent structural model analysis [23,24].

4. Result and Discussion

4.1. Respondents' Characteristics

Table 1 summarizes the demographic characteristics of the 179 respondents. The sample was predominantly female, with 127 respondents (70.9%), while males accounted for 52 respondents (29.1%). Most participants were between 28 and 43 years old (78.2%), resided in Jakarta (76.5%), were employed full-time (81.0%), and held a bachelor's degree (74.9%). The complete demographic profile is presented in Table 1.

Table 1. Respondents' characteristics (the authors' elaboration).

Items	Components	Numbers	Percentage
Gender	Female	127	70.9%
	Male	52	29.1%
Age	18-27	34	19.0%
	28-43	140	78.2%
	44-59	4	2.2%
	>59	1	0.6%
Domicile	Jakarta	137	76.5%
	Bogor	8	4.5%
	Depok	6	3.4%
	Tangerang	12	6.7%
	Bekasi	12	6.7%
	Lampung	1	0.6%
	Surabaya	1	0.6%
	Bali	1	0.6%
	Bandung	1	0.6%
Occupation	Unemployed	3	1.7%

Education	Students	18	10.1%
	Employed	145	81.0%
	Entrepreneur	13	7.3%
	Bachelor's	134	74.9%
	Master's	12	6.7%
	High School	33	18.4%
Religion	Muslim	118	65.9%
	Christian	36	20.1%
	Catholic	14	7.8%
	Hindu	2	1.1%
	Buddhist	3	1.7%
	Others	6	3.4%

4.2. Measurement Model Assessment

Table 2 indicates the psychometric adequacy of all constructs, meeting requisite thresholds for internal consistency (α , ρ_A , $CR \geq 0.70$) and convergent validity ($AVE > 0.50$). This empirical evidence affirms the integrity of the measurement model, confirming its suitability for transition into the assessment of discriminant validity and subsequent structural path testing.

Table 2. Measurement model assessment (the authors' elaboration).

Construc t	Cronbac h's alpha	rho_a	rho_c	AVE
CA	0.801	0.819	0.870	0.627
IB	0.898	0.900	0.929	0.767
PE	0.775	0.775	0.899	0.816
SMI	0.781	0.801	0.901	0.819
SN	0.737	0.743	0.883	0.791

Notes: Outer loadings ≥ 0.70 ; Cronbach's alpha ≥ 0.70 ; $\rho_A \geq 0.70$; composite reliability (ρ_C) ≥ 0.70 ; $AVE \geq 0.50$. Abbreviations: CA = Consumer Animosity; IB = Intention to Boycott; PE = Perceived Efficacy; SMI = Social Media Influence; SN = Subjective Norms. PAE and NAE were measured using single-item indicators; therefore, internal consistency reliability statistics are not applicable for these constructs.

4.3. Discriminant Validity

Table 3 confirms discriminant validity through the Fornell-Larcker criterion and HTMT ratio [21,25,26]; notably, the square root of the AVE for each latent variable surpasses all off-diagonal correlations. This result provides empirical evidence of the distinctiveness of the model's constructs, validating their suitability for subsequent structural analysis. With values spanning from 0.792 to 1.000, these findings demonstrate that each construct exhibits sufficient empirical separation from others in the model. Even in the instance of the highest inter-construct correlation ($r = 0.798$ between NAE and IB), the integrity of the discriminant validity was preserved, as the value did not exceed the square root of the AVE for the respective variables, confirming that each construct captures a unique dimension of the research model.

Table 3. Fornell-Larcker criterion matrix (the authors' elaboration).							
	CA	IB	NAE	PAE	PE	SMI	SN
CA	0.792						
IB	0.689	0.876					
NAE	0.657	0.798	1.000				
PAE	0.663	0.768	0.750	1.000			
PE	0.658	0.753	0.700	0.673	0.903		
SMI	0.605	0.736	0.694	0.681	0.683	0.905	
SN	0.633	0.695	0.565	0.611	0.604	0.550	0.889

Table 4 provides evidence of discriminant validity via the HTMT ratio; all values fall below the 0.90 threshold [21,26], demonstrating that all latent constructs are sufficiently distinct. The HTMT values ranged from 0.654 (Negative Anticipated Emotions–Subjective Norms, NAE-SN) to 0.873 (Perceived Efficacy–Social Media Influence, PE-SMI), demonstrating no excessive conceptual overlap between construct pairs. Although some construct pairs, such as Social Media Influence–Intention to Boycott (SMI-IB, HTMT = 0.871), Perceived Efficacy–Intention to Boycott (PE-IB, HTMT = 0.867), and Subjective Norms–Intention to Boycott (SN-IB, HTMT = 0.851), exceeded the more conservative threshold of 0.85, they remained within the acceptable criterion of 0.90. Given the theoretical associations among these constructs in explaining boycott intentions, these values are deemed acceptable and do not raise concerns regarding discriminant validity. Therefore, the HTMT assessment supports the conclusion that the constructs exhibit

satisfactory discriminant validity, although a few construct pairs (e.g., PE-SMI, HTMT = 0.873) approached the more conservative 0.85 threshold and should be interpreted with appropriate caution.

Table 4. Heterotrait-Monotrait (HTMT) ratios (the authors' elaboration).							
	CA	IB	NAE	PAE	PE	SMI	SN
CA							
IB	0.802						
NAE	0.734	0.842					
PAE	0.734	0.810	0.750				
PE	0.829	0.873	0.795	0.765			
SMI	0.759	0.871	0.778	0.767	0.873		
SN	0.813	0.851	0.654	0.709	0.800	0.716	

Collectively, the Fornell-Larcker and HTMT results support the discriminant validity of the measurement model, providing a reasonable foundation for the structural model assessment.

4.4. Hypothesis Testing and Structural Model Results

Hypothesis testing was conducted utilizing a bootstrapping routine comprising 5,000 resamples, with the outcomes summarized in Table 5. The data indicate that both negative and positive anticipated emotions (NAE and PAE) are significant predictors of the intention to boycott (IB) ($\beta = 0.305$, $t = 4.299$, $p < 0.001$ for H3; $\beta = 0.170$, $t = 2.517$, $p = 0.012$ for H2). Additionally, perceived efficacy (PE) significantly influences boycott intentions ($\beta = 0.174$, $t = 2.478$, $p = 0.013$), thereby confirming the validity of H6. Furthermore, social media influence (SMI) had a positive and significant effect on intention to boycott (IB) ($\beta = 0.163$, $t = 2.549$, $p = 0.011$), supporting H5. Subjective norms (SN) also significantly influenced intention to boycott (IB) ($\beta = 0.215$, $t = 3.367$, $p = 0.001$), supporting H4. However, consumer animosity (CA) had a positive but non-significant effect on intention to boycott (IB) ($\beta = 0.014$, $t = 0.186$, $p = 0.852$). Consequently, H1 was not supported. Overall, negative anticipated emotions (NAE) exerted the strongest effect on intention to boycott (IB), followed by subjective norms (SN), perceived efficacy (PE), positive anticipated emotions (PAE), and social media influence (SMI), underscoring the role of anticipated emotions and social influences in boycott behavior. Consumer animosity (CA), by contrast, did

not significantly predict boycott intentions. The estimated structural relationships are depicted in Figure 2.

Table 5. Hypothesis testing (the authors' elaboration).

Path	Original sample (O)	Sample mean (M)	STDEV	T statistics	P values
CA -> IB	0.014	0.017	0.075	0.186	0.852
NAE -> IB	0.305	0.299	0.071	4.299	<0.001
PAE -> IB	0.170	0.164	0.068	2.517	0.012
PE -> IB	0.174	0.172	0.070	2.478	0.013
SMI -> IB	0.163	0.170	0.064	2.549	0.011
SN -> IB	0.215	0.222	0.064	3.367	0.001

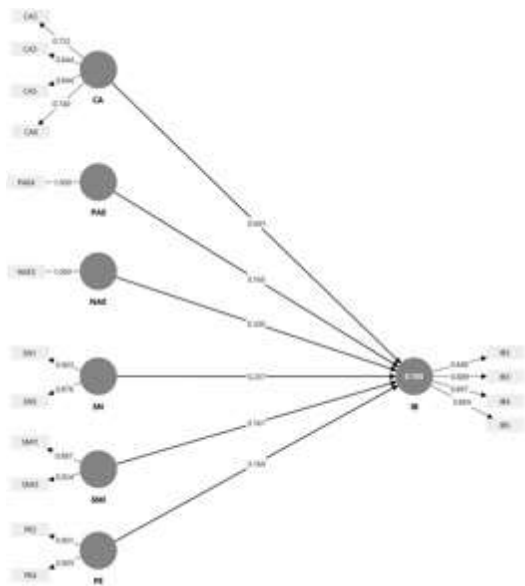


Figure 2. Structural model with standardized path estimates (the authors' elaboration).

4.5. Model Fit and Predictive Power

As summarized in Table 6, the structural model demonstrates significant predictive power, accounting for 78.5% of the variance in boycott intention (IB). This explanatory strength remains substantial even after adjusting for model complexity, as confirmed by an adjusted R^2 of 0.777. The high coefficient of determination signifies that the independent variables effectively map the dynamics of consumer boycott behavior, with the remaining 21.5% of unexplained variance suggesting potential avenues for future research into additional antecedents of geopolitical boycott intentions.

Table 6. Explained variance of endogenous constructs (the authors' elaboration).

Construct	R-square	R-square adjusted
IB	0.785	0.777

In accordance with PLS-SEM diagnostic standards, Table 7 reports the global fit indices for the proposed model. The model exhibits a satisfactory fit, evidenced by an SRMR of 0.057 and an NFI of 0.824, while the proximity of the dULS (0.497) and dG (0.334) measures between the saturated and estimated models underscores the absence of significant model misspecification. Consistent with the methodological focus on predictive power, this global fit assessment is complemented by the analysis of R^2 values and predictive relevance, fulfilling the requirement for a holistic assessment of the research framework [21].

Table 7. Model fit indices, PLS-SEM (the authors' elaboration).

Index	Saturated model	Estimated model
SRMR	0.057	0.057
d_ULS	0.497	0.497
d_G	0.334	0.334
Chi-square	363.411	363.411
NFI	0.824	0.824

Taken together, these findings indicate that the structural model achieves an appropriate balance between adequate approximate fit and strong predictive capability, thereby supporting the interpretation of the proposed structural relationships.

4.6. Discussion

Applying an augmented TPB model, this study offers a multi-dimensional perspective on the determinants of political consumerism in Indonesia. The findings demonstrate that perceived efficacy, subjective norms, social media influence, and both positive and negative anticipated emotions exert a significant influence on boycott participation. A significant theoretical takeaway is the lack of a direct effect for consumer animosity; this suggests a transition in boycott motivations, where the intent to boycott is increasingly driven by a complex interplay of personal efficacy and social-emotional anticipation, rather than by inherent animosity.

Among all explanatory variables, negative

anticipated emotions produced the largest effect on boycott intention. Consumers who expected feelings of guilt, regret, or moral discomfort if they chose not to participate in boycott activities reported stronger intentions to support the movement. These findings suggest that avoiding negative emotional consequences represents an important motivational process in ethical consumption decisions. Rather than responding solely to dissatisfaction with targeted companies, consumers appear motivated by the desire to remain consistent with their personal moral values. This interpretation is consistent with previous studies emphasizing the role of anticipated emotions in guiding ethical consumer behavior [14,27]. Within politically motivated consumption contexts, boycotting serves not only as a response to dissatisfaction but also as a mechanism to avoid negative emotional outcomes associated with perceived moral inaction, indicating that emotional appraisal is important in translating moral concerns into behavioral intentions [27].

Positive anticipated emotions were also found to increase boycott intention. Consumers who expected feelings of pride, satisfaction, or moral fulfilment after participating in boycott activities expressed greater willingness to support the movement. This finding indicates that participation in a boycott is not driven only by opposition toward a particular issue but also by the expectation of achieving positive emotional outcomes. Supporting boycott campaigns may therefore become a way for consumers to express personal values while reinforcing their sense of moral responsibility. These findings are consistent with earlier studies on ethical consumption and prosocial decision-making [12,28].

Perceived efficacy was identified as a significant predictor of boycott intention, indicating that the belief in the transformative potential of consumer action is a key driver of participation. Consumers who perceive their actions as influential in achieving social or economic change are markedly more inclined to support boycott movements. By demonstrating that confidence in collective influence fosters greater engagement, this study provides further empirical support for the established relationship between efficacy beliefs and political consumer behavior [13,29]. In boycott contexts, consumers who perceive that reducing purchases, raising awareness, or supporting campaigns can pressure targeted companies are more likely to convert intentions into action.

Social media influence constitutes a significant determinant of boycott intentions, reaffirming the growing importance of digital platforms in facilitating consumer activism. Social media enables the dissemination of information, emotional engagement, and collective awareness, exposing consumers to boycott narratives and mobilization efforts. The interactive nature of these platforms fosters opinion exchange, reinforces shared values, and amplifies participation in both online and offline activism. This

finding corroborates prior studies highlighting the critical role of digital communication in accelerating consumer movements and shaping ethical consumption behaviors [30,31].

Subjective norms also exert a significant positive effect on boycott intentions, emphasizing the role of social pressure and interpersonal influence in consumer decision-making. Encouragement from family, friends, communities, and broader social groups strengthens individuals' willingness to participate in boycotts. From the lens of the Theory of Planned Behavior, perceived expectations from salient social referents shape behavioral intentions by defining socially acceptable actions [10]. In collectivist cultures like Indonesia, social approval and group conformity are particularly salient, as consumer choices are often influenced by community values and shared moral standards [32].

Interestingly, consumer animosity did not exert a significant direct effect on boycott intentions. While negative attitudes or hostility toward specific countries, organizations, or brands may exist, such affective hostility alone appears insufficient to directly motivate boycott participation. This suggests that animosity alone may not be sufficient to translate into boycott behavior, and that its influence may instead operate indirectly through other mechanisms, such as anticipated emotional outcomes, perceived efficacy, or social reinforcement. As the present study did not directly test such a mediated pathway, this interpretation should be regarded as a plausible explanation rather than a confirmed mechanism, and is offered as a direction for future research. In politically sensitive consumption settings, consumers may hold negative sentiments yet remain passive if they doubt the efficacy of their actions or lack emotional and social incentives. This finding extends the boycott literature by highlighting animosity as more of an attitudinal disposition than a direct behavioral antecedent [33,34].

Overall, Indonesian consumers' boycott intentions are predominantly shaped by emotional anticipation, perceived collective efficacy, and social influences rather than animosity alone, with the model explaining a substantial proportion of the variance in boycott intention ($R^2 = 0.785$).

5. Conclusion

To identify the drivers of consumer activism, this study applied an extended Theory of Planned Behavior to the Indonesian market amid the Israel-Palestine conflict. The results indicate that consumers' boycott intentions are significantly shaped by a combination of normative social pressures, the influence of social media, their perceived efficacy, and both positive and negative anticipated emotions. Notably, consumer animosity did not demonstrate a significant direct relationship with boycott intent, indicating that social influence and emotional anticipation are more primary catalysts for consumer boycott behavior than animosity

in this research context. Among these factors, negative anticipated emotions have the strongest influence, suggesting that expectations of guilt, regret, and moral discomfort encourage consumers to participate in boycott activities.

Taken together, boycott intention cannot be explained solely by negative attitudes toward the targeted entities; it is instead shaped by emotional expectations, beliefs about the effectiveness of collective action, and support from the surrounding social environment. Consumers are more likely to participate when they anticipate positive emotional outcomes, seek to avoid guilt or regret associated with inaction, believe collective action can make a meaningful difference, and perceive encouragement from others.

The structural model demonstrates strong explanatory power, accounting for 78.5% of the variance in boycott intention; as no out-of-sample predictive assessment (e.g., PLSpredict) was performed in this study, this finding is best interpreted as evidence of explanatory strength rather than predictive accuracy. Several limitations should nonetheless be acknowledged. First, the study's scope is constrained by a cross-sectional design and a singular geographical and political context. Second, the sample was geographically concentrated, with 76.5% of respondents residing in Jakarta, which may limit the generalizability of the findings to consumers in other Indonesian regions with potentially different levels of exposure to boycott-related discourse. Third, positive and negative anticipated emotions were measured using single-item indicators; while conceptually justified, this precludes an assessment of their internal consistency reliability. To address these limitations, future research should broaden the scope of investigation to include different social movements, product categories, and more geographically diverse or international samples, and should consider multi-item measures for anticipated emotions. Finally, longitudinal studies or the incorporation of objective behavioral metrics are recommended to better illuminate the bridge between stated intention and actual consumer boycott performance.

5.1. Theoretical Contributions

This study contributes to the consumer boycott literature in three ways. First, it integrates emotional, cognitive, and social factors into a single framework for explaining boycott intention. Whereas previous studies have primarily emphasized consumer animosity as the main predictor of boycott behavior, the present findings indicate that anticipated emotions provide greater explanatory value: both positive and negative anticipated emotions significantly influence boycott intention, suggesting that consumers' decisions are shaped not only by opposition toward the targeted entity but also by expectations of avoiding guilt, experiencing

moral satisfaction, and fulfilling personal values [14,35].

Second, by empirically linking perceived efficacy to boycott intention, this study extends current understanding of collective action. Consumers are significantly more inclined to engage in boycott activities when they perceive their actions as instrumental in driving broader social or economic change, validating efficacy as a central motivational construct that links personal beliefs to collective action and translates individual concern into active support for boycott movements [13,29].

Third, social media influence and subjective norms significantly explain boycott intention: digital interaction serves as a critical catalyst for participation by enabling information sharing and collective engagement, while in collectivist societies such as Indonesia, social approval and community-oriented values further reinforce consumers' willingness to support ethical consumption initiatives [10,32]. The measurement and structural models also demonstrated satisfactory validity and strong explanatory capability, supporting the suitability of the proposed framework [21,26].

5.2. Managerial Implications

The findings provide practical guidance for companies, policymakers, and advocacy organizations in responding to consumer reactions toward socially sensitive issues. The results indicate that boycott intention is influenced not only by consumer animosity but also by anticipated emotions, perceived efficacy, and social influence. Therefore, organizations should strengthen ethical business practices, maintain transparent communication, and implement meaningful corporate social responsibility initiatives to preserve consumer trust. Advocacy organizations may also encourage public participation by emphasizing the potential impact of collective action and using social media to communicate reliable information. Furthermore, companies should monitor online discussions and respond to emerging public concerns, as digital platforms strongly influence consumers' attitudes and boycott participation.

6. Acknowledgment

The authors are deeply grateful to all participants for their time and cooperation in this study. We also wish to acknowledge the guidance and assistance received from numerous individuals throughout the research process. Finally, we thank everyone who contributed to this research.

7. Declarations

7.1. Author Contributions

Conceptualization, J.A.A. and E.Y.S.; methodology, J.A.A. and E.Y.S.; software, J.A.A.; validation, J.A.A.,

E.Y.S. and M.P.B.; formal analysis, J.A.A. and E.Y.S.; investigation, J.A.A. and E.Y.S.; resources, J.A.A. and E.Y.S.; data curation, J.A.A.; writing—original draft preparation, J.A.A. and E.Y.S.; writing—review and editing, M.P.B.; visualization, J.A.A.; supervision, M.P.B.; project administration, M.P.B. All authors have read and agreed to the published version of the manuscript.

7.2. Data Availability Statement

The data presented in this study are available on request from the corresponding author. The data are not publicly available due to participant confidentiality agreements established during ethical approval.

7.3. Funding

This research received no specific grant or financial support from any funding agency, institution, or organization. Funding information is not available.

7.4. Institutional Review Board Statement

The study was conducted in accordance with the Declaration of Helsinki and approved by the Research Ethics Committee (KEP FEB) of the Faculty of Economics and Business, Universitas Pelita Harapan (protocol code 040/MM/EC/VI/2026, approved June 2026).

7.5. Informed Consent Statement

Informed consent was obtained from all subjects involved in the study.

7.6. Conflicts of Interest

The authors declare that they have no conflicts of interest. In addition, the ethical issues, including plagiarism, informed consent, misconduct, data fabrication and/or falsification, double publication and/or submission, and redundancies have been completely observed by the authors.

7.7. Use of Artificial Intelligence (AI)

The authors declare that no generative artificial intelligence (AI) tools were used for data analysis, interpretation of the results, or preparation of the manuscript.

References

- [1] SYARIF A. S. and FATHIYAH A. B. ALL EYES ON RAFAH: Understanding the Indonesian Boycott Movement Through the Lens of Parasocial Relationships with Social Media Influencers. *Jurnal EMPATI*, 2025, 14(4): 338-349. <https://doi.org/10.14710/empati.2025.51665>
- [2] PASRYB A. S. U., MUNIR A. R., ASWAN A., and BALELE A. B. The Perspectives on Consumer Attitudes and Actions: The Impact of Political and Social Factors on the Pro-Israel Products Boycott Movement (Case Study in Indonesia). *AMAR (Andalas Management Review)*, 2024, 8(2): 35-43. <https://doi.org/10.25077/amar.8.2.35-43.2024>
- [3] CEVHER M. F. Investigating Consumers' Boycott Behavior in the Context of Israeli-Palestinian Conflict: Social Media, Consumer Animosity and Perceived Efficacy Perspectives. *Fırat Üniversitesi Sosyal Bilimler Dergisi*, 2025, 35(2): 449-466. <https://doi.org/10.18069/firsbed.1572026>
- [4] ULFAH M., SABRINA N., and PUTRI A. L. Psychological Drivers of Consumer Boycott: Understanding Emotional and Social Identity Influences in Batam. *Journal of Applied Business Administration*, 2025, 9(1): 36-51. <https://doi.org/10.30871/jaba.v9i1.9152>
- [5] FITRI A., LISTIANA E., BARKAH B., and FITRIANA A. Do animosity, product judgment, and boycott participation influence purchase unwillingness? *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 2024, 8(4). <https://doi.org/10.29040/ijebar.v8i4.15547>
- [6] FITRI A., NURWAHIDIN, FITRIANSYAH R., and ALFIAN A. M. Muslim Consumer Intentions Towards Boycotted Products Affiliated with Israel in Indonesia. *INNOVATIVE: Journal of Social Science Research*, 2024, 4(3): 13926-13945. <https://doi.org/10.31004/innovative.v4i3.11407>
- [7] ISALMAN I., ILYAS I., ISTIANANDAR F. R., and ITTAQULLAH N. Boycott Campaign Intensity on Consumer Boycott Intentions and Participation: The Role of Access to Substitute Products. *Journal of Economics, Business, and Accountancy Ventura*, 2025, 27(3): 430-444. <https://doi.org/10.14414/jebav.v27i3.4737>
- [8] AFRILLANA A. and AL-KHAIDAR M. A. Opinion Leaders and Boycott Intentions: Factors Influencing Consumer Behavior in Support of Israel Boycott. *Journal of Digital Marketing and Halal Industry*, 2023, 5(2): 243-264. <http://dx.doi.org/10.21580/jdmhi.2023.5.2.20166>
- [9] AVCI I. Factors Influencing the Boycott Intentions of Turkish Consumers amid the Israel-Palestine Conflict. *Revista Brasileira de Gestão de Negócios*, 2024, 26(4): e20240035. <https://doi.org/10.7819/rbgn.v26i4.4282>
- [10] AJZEN I. The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 1991, 50(2): 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- [11] PALACIOS-FLORENCIO B., REVILLA-CAMACHO M. A., GARZON D., and PRADO-ROMAN C. Explaining the Boycott Behavior: A Conceptual Model Proposal and Validation. *Journal of Consumer Behavior*, 2021, 20(5): 1313-1325. <https://doi.org/10.1002/cb.1937>
- [12] FRIEDMAN M. Consumer Boycotts in the United States, 1970-1980: Contemporary Events in Historical Perspective. *Journal of Consumer Affairs*, 1985, 19(1): 96-117. <https://doi.org/10.1111/j.1745-6606.1985.tb00346.x>

- [13] KLEIN J. G., ETTENSON R., and MORRIS M. D. The Animosity Model of Foreign Product Purchase: An Empirical Test in the People's Republic of China. *Journal of Marketing*, 1998, 62(1): 89-100. <https://doi.org/10.1177/002224299806200108>
- [14] BAGOZZI R. P., BAUMGARTNER H., and PIETERS R. Goal-Directed Emotions. *Cognition and Emotion*, 1998, 12(1): 1-26. <https://doi.org/10.1080/026999398379754>
- [15] AFIFI M. Z., MUHAMMAD D., HARIS N., TAUFUQURRAHMAN A., and ELIDA S. S. Study of Religiosity Animosity and Consumer Efficacy on Participation in Boycott Affiliation of Israeli Products: The Moderating Role of Xenocentrism. *ASEAN Marketing Journal*, 2025, 17(1). <https://doi.org/10.7454/amj.v17i1.1280>
- [16] MANSYUR F., MALIK A., and ALRASYID H. Boycott of Israel Products in Islamic Economic Perspective: An Analysis of Muslim Consumers in Makassar City. *OIKONOMIKA: Jurnal Kajian Ekonomi Dan Keuangan Syariah*, 2025, 6(1): 1-12. <https://doi.org/10.53491/oikonomika.v6i1.1012>
- [17] PATIRO S. P. S., YUSRIANI S., HENDARTO K. A., and GUNARTO M. Marketing Boycott Model in Indonesia: A Study Using Social Identity and Planned Behavior Theories. *International Journal of Business and Society*, 2025, 26(1): 211-233. <https://doi.org/10.33736/ijbs.9559.2025>
- [18] HAJ-SALEM N. and ISHAQ M. I. How anticipated pride and guilt influence green consumption in the Middle East: The moderating role of environmental consciousness. *Journal of Retailing and Consumer Services*, 2022, 68: 103062. <https://doi.org/10.1016/j.jretconser.2022.103062>
- [19] KRÜGER T., HOFFMANN S., NIBAT I. N., MAI R., TRENDL O., GÖRG H., and LASAROV W. How consumer animosity drives anti-consumption: A multi-country examination of social animosity. *Journal of Retailing and Consumer Services*, 2024, 81: 1-12. <https://doi.org/10.1016/j.jretconser.2024.103990>
- [20] SARI D. K. and GAMES D. Investigating young consumer's boycott behavior in an emerging market. *Cogent Business & Management*, 2024, 11(1). <https://doi.org/10.1080/23311975.2024.2362444>
- [21] HAIR J. F., RISHER J. J., SARSTEDT M., and RINGLE C. M. When to Use and How to Report the Results of PLS-SEM. *European Business Review*, 2021, 31(1): 2-24. <https://doi.org/10.1108/EBR-11-2018-0203>
- [22] SARSTEDT M., RINGLE C. M., and HAIR J. F. Partial Least Squares Structural Equation Modeling. In: HOMBURG C., KLARMANN M., and VOMBERG A. (eds.) *Handbook of Market Research*. Springer International Publishing, Cham, 2022: 587-632. https://doi.org/10.1007/978-3-319-57413-4_15
- [23] SHARMA P. N., LIENGAARD B. D., HAIR J. F., and SARSTEDT M. Predictive Model Assessment and Selection in Composite-Based Modeling Using PLS-SEM. *Industrial Management & Data Systems*, 2022, 122(6): 1307-1332. <https://doi.org/10.1108/EJM-08-2020-0636>
- [24] SHMUELI G., SARSTEDT M., HAIR J. F., CHEAH J.-H., TING H., VAITHILINGAM S., and RINGLE C. M. Predictive Model Assessment in PLS-SEM: Guidelines for Using PLSpredict. *European Journal of Marketing*, 2019, 53(11): 2322-2347. <https://doi.org/10.1108/EJM-02-2019-0189>
- [25] FORNELL C. and LARCKER D. F. Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, 1981, 18(1): 39-50. <https://doi.org/10.2307/3151312>
- [26] HENSELER J., RINGLE C. M., and SARSTEDT M. A New Criterion for Assessing Discriminant Validity in Variance-Based Structural Equation Modeling. *Journal of the Academy of Marketing Science*, 2015, 43(1): 115-135. <https://doi.org/10.1007/s11747-014-0403-8>
- [27] HOFFMANN S., BALDERJAHN I., SEEGBARTH B., MAI R., and PEYER M. Under Which Conditions Are Consumers Ready to Boycott or Buycott? The Roles of Hedonism and Simplicity. *Ecological Economics*, 2018, 147: 167-178. <https://doi.org/10.1016/j.ecolecon.2018.01.004>
- [28] KOCK N. Harman's Single Factor Test in PLS-SEM: Checking for Common Method Bias. *Data Analysis Perspectives Journal*, 2021, 2(2): 1-6. https://scriptwarp.com/dapj/2021_DAPJ_2_2/Kock_2021_DAPJ_2_2_HarmansCMBTest.pdf
- [29] BANDURA A. *Self-Efficacy: The Exercise of Control*. W. H. Freeman, New York, 1997. https://books.google.com/books/about/Self_Efficacy.html?id=eJ-PN9g_o-EC
- [30] BRAUNSBERGER K. and BUCKLER B. What motivates consumers to participate in boycotts: Lessons from the ongoing Canadian seafood boycott. *Journal of Business Research*, 2011, 64(1): 96-102. <https://doi.org/10.1016/j.jbusres.2009.12.008>
- [31] ZDRAVKOVIC S., MAGNUSSON P., MIOCEVIC D., and WESTJOHN S. A. Vicarious animosity: Taking sides on provocative issues. *Journal of Business Research*, 2021, 124: 77-85. <https://doi.org/10.1016/j.jbusres.2020.11.019>
- [32] HOFSTEDE G., HOFSTEDE G. J., and MINKOV M. *Cultures and Organizations: Software of the Mind (3rd ed.)*. McGraw-Hill, New York, 2010. https://books.google.com/books/about/Cultures_and_Organizations_Software_of_t.html?id=o4OqTgV3V00C
- [33] SCHNEIDER C. R., ZAVAL L., WEBER E. U., and MARKOWITZ E. M. The Influence of Anticipated Pride and Guilt on Pro-Environmental Decision Making. *PLOS ONE*, 2017, 12(11): e0188781. <https://doi.org/10.1371/journal.pone.0188781>
- [34] ZEJJARI I. Predicting the determinants of consumer's intention to boycott surrogate Israeli products - evidence on nonlinear relationships from Morocco. *Journal of Islamic Marketing*, 2025, 16.

<https://doi.org/10.1108/JIMA-02-2024-0096>

[35] ONWEZEN M. C., ANTONIDES G., and BARTELS J. The Norm Activation Model: An Exploration of the Functions of Anticipated Pride and Guilt in Pro-Environmental Behavior. *Journal of Economic Psychology*, 2013, 39: 141-153. <https://doi.org/10.1016/j.joep.2013.07.005>

参考文献

- [1] SYARIF A. S. 和 FATHIYAH A. B. “所有目光聚焦拉法”：从与社交媒体影响者的拟社会关系视角理解印度尼西亚抵制运动. *Jurnal EMPATI*, 2025, 14(4): 338-349. <https://doi.org/10.14710/empati.2025.51665>
- [2] PASRYB A. S. U., MUNIR A. R., ASWAN A. 和 BALELE A. B. 消费者态度与行为的视角：政治和社会因素对抵制亲以色列产品运动的影响——以印度尼西亚为例. *AMAR (Andalas Management Review)*, 2024, 8(2): 35-43. <https://doi.org/10.25077/amar.8.2.35-43.2024>
- [3] CEVHER M. F. 巴以冲突背景下消费者抵制行为研究：社交媒体、消费者敌意与感知效能的视角. *Fırat Üniversitesi Sosyal Bilimler Dergisi*, 2025, 35(2): 449-466. <https://doi.org/10.18069/firatsbed.1572026>
- [4] ULFAH M., SABRINA N. 和 PUTRI A. L. 消费者抵制的心理驱动因素：理解巴淡岛消费者的情绪与社会认同影响. *Journal of Applied Business Administration*, 2025, 9(1): 36-51. <https://doi.org/10.30871/jaba.v9i1.9152>
- [5] FITRI A., LISTIANA E., BARKAH B. 和 FITRIANA A. 敌意、产品评价和参与抵制是否会影响消费者的购买意愿? *International Journal of Economics, Business and Accounting Research (IJEBAAR)*, 2024, 8(4). <https://doi.org/10.29040/ijebar.v8i4.15547>
- [6] FITRI A., NURWAHIDIN, FITRIANSYAH R. 和 ALFIAN A. M. 印度尼西亚穆斯林消费者对遭抵制的以色列关联产品的购买意愿. *INNOVATIVE: Journal of Social Science Research*, 2024, 4(3): 13926-13945. <https://doi.org/10.31004/innovative.v4i3.11407>
- [7] ISALMAN I., ILYAS I., ISTIANANDAR F. R. 和 ITTAQULLAH N. 抵制宣传活动强度对消费者抵制意愿及参与行为的影响：替代产品可获得性的作用. *Journal of Economics, Business, and Accountancy Ventura*, 2025, 27(3): 430-444. <https://doi.org/10.14414/jebav.v27i3.4737>
- [8] AFRILLANAA. 和 AL-KHAIDAR M. A. 意见领袖与抵制意愿：影响消费者支持抵制以色列行为的因素. *Journal of Digital Marketing and Halal Industry*, 2023, 5(2): 243-264. <http://dx.doi.org/10.21580/jdmhi.2023.5.2.20166>
- [9] AVCI I. 巴以冲突期间影响土耳其消费者抵制意愿的因素. *Revista Brasileira de Gestão de Negócios*, 2024, 26(4): e20240035.

<https://doi.org/10.7819/rbgn.v26i4.4282>

- [10] AJZEN I. 计划行为理论. *Organizational Behavior and Human Decision Processes*, 1991, 50(2): 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- [11] PALACIOS-FLORENCIO B., REVILLA-CAMACHO M. A., GARZON D. 和 PRADO-ROMAN C. 解释抵制行为：概念模型的提出与验证. *Journal of Consumer Behavior*, 2021, 20(5): 1313-1325. <https://doi.org/10.1002/cb.1937>
- [12] FRIEDMAN M. 1970—1980年美国的消费者抵制：从历史视角考察当代事件. *Journal of Consumer Affairs*, 1985, 19(1): 96-117. <https://doi.org/10.1111/j.1745-6606.1985.tb00346.x>
- [13] KLEIN J. G., ETTENSON R. 和 MORRIS M. D. 外国产品购买的敌意模型：在中华人民共和国进行的实证检验. *Journal of Marketing*, 1998, 62(1): 89-100. <https://doi.org/10.1177/002224299806200108>
- [14] BAGOZZI R. P., BAUMGARTNER H. 和 PIETERS R. 目标导向情绪. *Cognition and Emotion*, 1998, 12(1): 1-26. <https://doi.org/10.1080/026999398379754>
- [15] AFIFI M. Z., MUHAMMAD D., HARIS N., TAUFIQURRAHMAN A. 和 ELIDA S. S. 宗教性、敌意和消费者效能对参与抵制以色列关联产品的影响：崇外倾向的调节作用. *ASEAN Marketing Journal*, 2025, 17(1). <https://doi.org/10.7454/amj.v17i1.1280>
- [16] MANSYUR F., MALIK A. 和 ALRASYID H. 伊斯兰经济视角下的以色列产品抵制：对望加锡市穆斯林消费者的分析. *OIKONOMIKA: Jurnal Kajian Ekonomi Dan Keuangan Syariah*, 2025, 6(1): 1-12. <https://doi.org/10.53491/oikonomika.v6i1.1012>
- [17] PATIRO S. P. S., YUSRIANI S., HENDARTO K. A. 和 GUNARTO M. 印度尼西亚的营销抵制模型：基于社会认同理论和计划行为理论的研究. *International Journal of Business and Society*, 2025, 26(1): 211-233. <https://doi.org/10.33736/ijbs.9559.2025>
- [18] HAJ-SALEM N. 和 ISHAQ M. I. 预期自豪感和内疚感如何影响中东地区的绿色消费：环境意识的调节作用. *Journal of Retailing and Consumer Services*, 2022, 68: 103062. <https://doi.org/10.1016/j.jretconser.2022.103062>
- [19] KRÜGER T., HOFFMANN S., NIBAT I. N., MAI R., TRENDL O., GÖRG H. 和 LASAROV W. 消费者敌意如何驱动反消费行为：针对社会性敌意的多国研究. *Journal of Retailing and Consumer Services*, 2024, 81: 1-12. <https://doi.org/10.1016/j.jretconser.2024.103990>
- [20] SARI D. K. 和 GAMES D. 新兴市场年轻消费者抵制行为研究. *Cogent Business & Management*, 2024, 11(1). <https://doi.org/10.1080/23311975.2024.2362444>
- [21] HAIR J. F., RISHER J. J., SARSTEDT M. 和 RINGLE C. M. 何时使用偏最小二乘结构方程模型以及如何报告其结果. *European Business Review*, 2021,

- 31(1): 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- [22] SARSTEDT M., RINGLE C. M. 和 HAIR J. F. 偏最小二乘结构方程模型. 载: HOMBURG C., KLARMANN M. 和 VOMBERG A. (编), *Handbook of Market Research*. Springer International Publishing, Cham, 2022: 587–632. https://doi.org/10.1007/978-3-319-57413-4_15
- [23] SHARMA P. N., LIENGAARD B. D., HAIR J. F. 和 SARSTEDT M. 使用偏最小二乘结构方程模型进行基于组合模型的预测模型评估与选择. *Industrial Management & Data Systems*, 2022, 122(6): 1307–1332. <https://doi.org/10.1108/EJM-08-2020-0636>
- [24] SHMUELI G., SARSTEDT M., HAIR J. F., CHEAH J.-H., TING H., VAITHILINGAM S. 和 RINGLE C. M. 偏最小二乘结构方程模型中的预测模型评估: PLSpredict使用指南. *European Journal of Marketing*, 2019, 53(11): 2322–2347. <https://doi.org/10.1108/EJM-02-2019-0189>
- [25] FORNELL C. 和 LARCKER D. F. 对包含不可观测变量和测量误差的结构方程模型进行评估. *Journal of Marketing Research*, 1981, 18(1): 39–50. <https://doi.org/10.2307/3151312>
- [26] HENSELER J., RINGLE C. M. 和 SARSTEDT M. 评估基于方差的结构方程模型中区分效度的新准则. *Journal of the Academy of Marketing Science*, 2015, 43(1): 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- [27] HOFFMANN S., BALDERJAHN I., SEEGBARTH B., MAIR R. 和 PEYER M. 消费者在什么条件下愿意抵制或通过购买表达支持? 享乐主义与简朴生活方式的作用. *Ecological Economics*, 2018, 147: 167–178. <https://doi.org/10.1016/j.ecolecon.2018.01.004>
- [28] KOCK N. 偏最小二乘结构方程模型中的哈曼单因子检验: 检查共同方法偏差. *Data Analysis Perspectives Journal*, 2021, 2(2): 1–6. https://scriptwarp.com/dapj/2021_DAPJ_2_2/Kock_2021_DAPJ_2_2_HarmansCMBTest.pdf
- [29] BANDURA A. *自我效能: 控制的实践*. W. H. Freeman, New York, 1997. https://books.google.com/books/about/Self_Efficacy.html?id=eJ-PN9g_o-EC
- [30] BRAUNSBERGER K. 和 BUCKLER B. 是什么促使消费者参与抵制? 来自持续进行的加拿大海产品抵制运动的启示. *Journal of Business Research*,

- 2011, 64(1): 96–102. <https://doi.org/10.1016/j.jbusres.2009.12.008>
- [31] ZDRAVKOVIC S., MAGNUSSON P., MIOCEVIC D. 和 WESTJOHN S. A. 代理性敌意: 在争议性问题上选边站队. *Journal of Business Research*, 2021, 124: 77–85. <https://doi.org/10.1016/j.jbusres.2020.11.019>
- [32] HOFSTEDE G., HOFSTEDE G. J. 和 MINKOV M. *文化与组织: 心智的软件* (第3版). McGraw-Hill, New York, 2010. https://books.google.com/books/about/Cultures_and_Organizations_Software_of_t.html?id=o4OqTgV3V00C
- [33] SCHNEIDER C. R., ZAVAL L., WEBER E. U. 和 MARKOWITZ E. M. 预期自豪感和内疚感对环境友好型决策的影响. *PLOS ONE*, 2017, 12(11): e0188781. <https://doi.org/10.1371/journal.pone.0188781>
- [34] ZEJJARI I. 预测消费者抵制以色列替代性产品意愿的决定因素: 来自摩洛哥的非线性关系证据. *Journal of Islamic Marketing*, 2025, 16. <https://doi.org/10.1108/JIMA-02-2024-0096>
- [35] ONWEZEN M. C., ANTONIDES G. 和 BARTELS J. 规范激活模型: 预期自豪感和内疚感在环境友好行为中的作用探析. *Journal of Economic Psychology*, 2013, 39: 141–153. <https://doi.org/10.1016/j.joep.2013.07.005>

Manuscript Information

Word count: 9,015 words (excluding references).

Peer-Review Record

Fast-track status: Not fast-tracked.

First-round reviews received: 3 reports.

Revision cycles completed: 3 rounds.

Final version submitted: September 11, 2026

Disclaimer / Publisher's Note

The statements, opinions, and data contained in this article are solely those of the authors and do not necessarily represent the views of the *Journal of Hunan University (Natural Sciences)* or its editorial team. The journal and its editors disclaim any responsibility for injury to persons or property resulting from any ideas, methods, instructions, or products referred to in the content of this article.