

Social Identity and Consumer Boycott Participation in Indonesia: An Extension of Theory of Planned Behavior

Evelyn¹

¹Faculty of Psychology,
Universitas Indonesia, Indonesia
Email: nmsteev@gmail.com

Laras Sekarasih²

²Faculty of Psychology,
Universitas Indonesia, Indonesia
Email: laras.sekarasih@ui.ac.id

Correspondence:

Evelyn

Faculty of Psychology, Universitas Indonesia, Indonesia
Email: nmsteev@gmail.com

Abstract

Consumers around the world are increasingly turning to boycotts as a means of expressing their concerns or protests toward corporate practices perceived as unethical. In Indonesia, this form of activism has gained momentum, particularly among Muslims, where consumer boycotts have been in place in response to the Israel-Palestine conflict, especially since the conflict escalation in the last quarter of 2023. Using the extended version of the theory of planned behavior (TPB) by integrating social identity, this study examined how Muslim identification corresponds with consumers' attitudes and perceptions to predict intention to boycott and actual boycott participation among Indonesian Muslims. The study employed an online survey distributed to a sample of 372 Muslim consumers from an online market research panel in Indonesia. Muslim identification was found to significantly predict attitude, subjective norms, and perceived behavioral control, both directly and indirectly. Of the three components of TPB, attitude emerged as the most influential predictor and mediating factor linking Muslim identity to both intention and behavior. The findings suggest the significant role of social identity which underlies consumer attitudes, subjective norms, and perceived behavioral control in predicting their intention and engagement in boycott behavior. Furthermore, this study offers practical implications for non-profit organizations, grassroots activists, and consumer educators who intend to run initiatives based on consumer activism. Abstracts are written in Indonesian and English with a space of 1.0 lines and a maximum of 200 words summarizing the contents of the paper, including hypotheses, research subjects, methodologies, and results.

Keyword : boycott behavior, social identity, theory of planned behavior.

Abstrak

Konsumen di seluruh dunia semakin menjadikan aksi boikot sebagai sarana untuk menyuarakan protes mereka terhadap praktik perusahaan yang dianggap tidak etis. Di Indonesia, bentuk aktivisme ini mendapatkan momentum di kalangan Muslim, terutama sejak eskalasi konflik pada akhir tahun 2023, di mana aksi boikot dilakukan oleh para konsumen sebagai respons terhadap konflik Israel-Palestina. Dengan mengadopsi Theory of Planned Behavior (TPB) dan mengintegrasikannya dengan identitas sosial, penelitian ini bertujuan mengkaji bagaimana identifikasi individu sebagai seorang Muslim berasosiasi dengan sikap dan persepsi konsumen dalam memprediksi intensi memboikot serta partisipasi boikot aktual di Indonesia. Penelitian ini dilaksanakan dengan survei daring yang disebarkan kepada 372 konsumen Muslim yang tergabung dalam panel sebuah perusahaan survei daring di Indonesia. Hasil analisis menunjukkan bahwa identifikasi sebagai Muslim secara signifikan memprediksi sikap, norma subjektif, dan persepsi kontrol perilaku konsumen, baik secara langsung maupun tidak langsung. Dari ketiga komponen TPB, sikap merupakan prediktor yang paling berpengaruh sekaligus faktor mediasi utama yang menghubungkan identitas sosial sebagai Muslim dengan niat dan perilaku memboikot. Temuan ini menekankan pentingnya identitas sosial dalam membentuk sikap konsumen, norma subjektif, dan persepsi kontrol perilaku konsumen para Muslim di Indonesia, yang pada akhirnya berasosiasi dengan niat serta keterlibatan mereka dalam perilaku boikot. Selain itu, studi ini juga memberikan implikasi praktis bagi organisasi non-profit, aktivis akar rumput, dan pendidik konsumen yang ingin menjalankan inisiatif berbasis aktivisme konsumen.

Kata Kunci : perilaku boikot, identitas sosial, theory of planned behavior.

Copyright (c) 2025 Evelyn & Laras Sekarasih

Received 01/07/2025

Revised 15/08/2025

Accepted 20/09/2025



BACKGROUND

Globalization has allowed more consumers to be exposed to international conflicts and engage actively to express their dissatisfaction toward corporate practices that are deemed unethical through the means of consumer boycotts. A boycott can be understood as “an attempt by one or more parties to achieve certain objectives by urging individual consumers to refrain from making selected purchases in the marketplace” (Friedman, 1985, pp. 97). Through boycotting, consumers can use their collective power to punish targeted business or countries by exerting pressure, either economically—by reducing sales, shares, or revenue—or socially, through negative publicity that may impact the image of the boycotted party.

One example of a widely organized boycott movement is the Boycott, Divestment, and Sanction (BDS) Movement. Since 2005, BDS movement has been advocating for freedom, equality, and justice for the Palestinians by encouraging international consumers to boycott Israel and international companies that are affiliated with violations of Palestinian rights. In Indonesia, the intensity of boycotts, particularly regarding the Israel-Palestine conflict, has become increasingly prominent especially since the last quarter of 2023 (Dini & Astuti, 2024). This event triggered widespread protests and social activism from various groups and international communities, especially among Muslim communities, urging Israel to implement a ceasefire and abide by the international law. Community groups from distinct backgrounds, including religious organizations, students, NGOs, and activists, have also come forward to support the boycott movement. Until the end of 2024, the call to boycott brands and products that are deemed to support the genocide was still being widely promoted in Indonesia.

The boycott of products affiliated with Israel in Indonesia is frequently perceived as a form of activism aimed at showing support and solidarity with the Palestinian Muslim community. Similarly, the Israel-Palestine conflict is often viewed as an issue exclusively concerning the Muslim community, particularly by non-Muslims in Malaysia (Abdul-Talib et al., 2016). This perception may be based on the shared religious identity between most Palestinians and the people of Malaysia and Indonesia. Religious affiliation can indeed influence various aspects of consumer decision making, including the decision to participate in a boycott (Essoo & Dibb, 2004). In Muslim-majority societies like Indonesia, individual behavior as a consumer can be strongly influenced by the moral values, as well as the social and cultural norms, that apply within the Islamic religion (Dekhil et al., 2017). For instance, although not legally enforceable, fatwas issued by Majelis Ulama Indonesia (MUI) are regarded as morally binding and hold significant informational and normative influence on Muslim (Pelu, 2019). Therefore, religious organizations, foundations, or institutions, such as the MUI or Yayasan Konsumen Muslim Indonesia (YKMI), which have publicly advocated for the boycott, may serve as influential reference groups for most Muslims living in Indonesia.

In literature, consumer boycotts have received considerable attention, particularly in the field of economics and marketing, given that effective boycott movements may greatly impact business practices and prompt companies to take corrective actions. Although consumer boycotts often encounter various obstacles that can result in low participation and failures (Delacote, 2009; Yuksel, 2013) as the actions strongly rely on joint collective efforts, boycotting remains a relevant topic in consumer behavior studies due to its potential to impact the behavior of targeted firms, especially in today's increasingly interconnected world. Previous empirical studies on boycotts have shown that 25 to 35 percent of successful boycotts were able to encourage management to improve corporate decisions due to reputational damage or revenue loss caused by the ongoing boycott action (Pruitt & Friedman, 1986). However, most studies examining the boycott action have largely concentrated on understanding the motivations or why consumers choose to boycott (e.g., Klein et al., 2004; Muhamad et al., 2019; Palacios-Florencio et al., 2021; Sen et al., 2001). Other aspects, such as the verifying or critically evaluating the conceptual frameworks that have been adopted to investigate boycotting, have received little attention in the literature.

One theoretical framework from social psychology that has been widely adopted by researchers to understand and predict human social behavior is the Theory of Planned Behavior (TPB; Ajzen, 1991), an extension of the Theory of Reasoned Action (TRA; Ajzen & Fishbein, 1980). TPB is based on the idea that individuals' behavior can be reliably predicted by intention, and this intention is influenced by attitude, subjective norms, and the perceived behavioral control associated with the behavior. Thus, intention serves as a mediating variable linking each predictor to actual behavior. The stronger the intention to perform the behavior, the greater the likelihood that one will carry out the behavior. Each component of TPB is based on the individual's underlying behavioral, normative and control beliefs about the behavior. The attitudinal component relates to the individual's favorable beliefs toward the behavior, whereas the subjective norms pertain to the perception of whether one's significant others approve or endorse the behavior in question. Lastly, the perceived behavioral control reflects the belief in one's ability to carry out the behavior voluntarily (Terry et al., 1999).

In general, TPB has gained growing and consistent support in research across various types of behaviors, including consumer behavior studies (Nardi et al., 2019; Permasih et al., 2024; Raj et al., 2024; Rozenkowska, 2023; Syarif et al., 2025), even in various Indonesian contexts (Arliansyah & Yovita Setiawan, 2022; Muntafi, 2022; Shaviratri & Pramadi, 2023). As a flexible socio-cognitive model, TPB has also been utilized and modified in several studies on boycott to test its predictive ability (Delistavrou et al., 2020; Farah & Newman, 2010; Nordin et al., 2024). Unfortunately, most of the studies have limited the scope of their discussion on consumers' intentions or willingness to boycott, leaving the

relationship between the psychological predictors and actual boycott participation largely unexplored.

In fact, the gap between intentions and actual behavior, particularly in the domain of ethical consumption, has also been documented and debated in the literature (Carrington et al., 2005; Hassan et al., 2016), as the intention expressed by consumers do not always translate into performed behavior (Ajzen, 2020). This substantial discrepancy between intention and actual behavior was one of the important criticisms faced by the theory despite its influential contribution (Ajzen, 2020). Previous meta-analytic evidence has also suggested that intention only accounts for about 28% of the variance in behavior (Sheeran, 2005). While many researchers have justified using intention as a proxy for behavior, especially when there is evidence for a strong intention-behavior correlation and compatibility in terms of the action, population, context, and time elements, this study will try to address the empirical gap by including measures of actual boycott behavior to test the intention-behavior relationship in the context of consumer boycott participation.

Due to the complexity of human behavior, the TPB model has also been extended by adding context-related variables to improve the understanding of human intent and behavior (Raj et al., 2024). Despite the assumption of the sufficiency of the TPB, which posits that the theory adequately captures all theoretical determinants of intention and behavior, it is, in principle, open to the inclusion of additional predictors, provided that they are carefully considered and empirically supported (Ajzen, 1991, 2020). Research by Terry et al. (1999) demonstrated support for the need to consider the role of social identity in the theory of planned behavior and found that social influence, conceptualized as self-identity and perceived norms, was related to behavioral intention, particularly for those who highly identified with their group. Individuals who strongly identify with a group are more likely to exhibit greater intentions to conform to group norms than those with weaker group identification (Terry & Hogg, 1996). In line with this reasoning, social identity has also been shown to significantly affect individuals' attitude, subjective norms, and perceived behavioral control in the context of binge drinking (Hagger et al., 2007) as well as sports events participation (Wang et al., 2018).

Social identities, derived from individuals' memberships in social groups, are mentally represented as group prototypes, which define and guide one's beliefs, attitudes, emotions, and behaviors. When individuals belong to a group, there may be a strong tendency to adjust their belief, perceptions, or behaviors to be consistent with the group norms (Levine & Prislín, 2013). Literature on consumer behavior has shown the importance of social identity in predicting consumers' choice and decision. Religious identity, in particular, has been found to strongly influence both social and consumer behaviors, including participation in boycotts. For instance, Muhamad et al. (2019) found that religious motivations among Muslim consumers were closely linked to

key drivers of boycotting behavior, such as attitude toward boycotts and subjective norms. In collectivist cultures like Saudi Arabia and Indonesia, religiosity had been shown to have a strong impact on consumers' boycott decisions (Al-Hyari et al., 2012; Dekhil et al., 2017; Roswinanto & Suwanda, 2023). Furthermore, in the context of boycotting American products in the Middle East, religious affiliation appeared to influence boycott participation, as Muslim participants were significantly more likely to support the boycott compared to their Christian counterparts (Farah & Newman, 2010).

Taking the context of the ongoing consumer boycott of Israel-affiliated brands and products in Indonesia, this study aims to examine the psychological mechanism of boycott action by identifying predictors of actual boycott participation among the Muslim consumers within the TPB as a conceptual framework. Furthermore, it extends TPB by including Muslim identification as a predictor of attitude, subjective norm, and perceived behavioral control. Therefore, the hypothesis of this research are as follows: (1) Attitude toward boycott positively influences the intention to boycott, (2) Subjective norms positively influence the intention to boycott, (3) Perceived behavioral control positively influences the intention to boycott, (4) Intention to boycott positively influences boycott behavior, (5) Muslim identification positively influences attitude toward boycott, (6) Muslim identification positively influences subjective norms, and (7) Muslim identification positively influences perceived behavioral control.

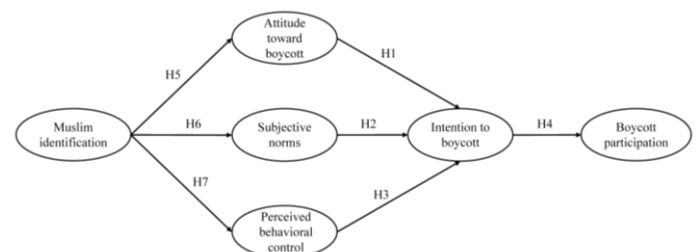


Figure 1. The Hypothesized Research Model

RESEARCH METHODS

This study employed a survey method that was conducted online on Populix, an online survey platform provider in Indonesia. Data collection was carried out by distributing a questionnaire on the platform, specifically targeting active and verified respondents from the Populix online panel. Internet panels were used as the data collection method because they allowed the researcher to access large and diverse samples more efficiently, offering a more representative group compared to convenience sampling (Hays et al., 2015).

The research protocol has been approved by the ethics committee of the authors' institution. Prior to completing the survey, the respondents were provided with an introduction presenting brief information about the research and were required to fill out an informed consent form. Only respondents who consented to participate in the

study proceeded to the subsequent section of the survey, which contained a brief explanation about the context of the boycott of Israel-affiliated products and brands in Indonesia. Subsequently, the respondents proceeded to the next part of the questionnaire, which inquired about their participation in boycotting several pro-Israel brands over the past six months. Upon completing the questions on their boycott participation, the respondents completed the remaining part of the questionnaire which covered attitude, subjective norms, perceived behavioral control, and Muslim identification. Demographic information, which includes gender, age range, city of residence, and socio-economic status, was also obtained through the survey.

The selection criteria for respondents were Indonesian Muslim consumers who were at least 18 years old. The respondents were recruited through the online panel available on Populix using a probability sampling method, ensuring that each member of the Populix panel pool had an equal chance of being selected as a respondent. Based on a two-tailed t-test power analysis for linear bivariate regression conducted using GPower (Faul et al., 2007), the minimum required sample size was estimated to be 343, assuming a slope regression of 0.15, a significance level of 0.05, and a statistical power of 0.80. According to the existing literature, a minimum sample of 200 to 300 is recommended to achieve a good fit for a complex model like TPB (Wolf et al., 2013). Taking into account the possibility of missing data and careless responses, 400 respondents were recruited to participate in this study. After the data cleaning process, which involved identifying outliers and assessing response consistency based on the Mahalanobis Distance parameter (Ward & Meade, 2018), a total of 372 valid responses were included in the analysis.

The study adapted the scales of existing TPB measurements and modified them to the current context. All adapted instruments were translated from English to Indonesian by a sworn translator. Except for the boycott participation, all responses from the latent variables were measured using 7-point Likert scale, ranging from a score of 1 (strongly disagree/not at all) to 7 (strongly/extremely agree). A quantitative pilot study was conducted with a sample size of 85 in convenience sampling to assess the construct validity and reliability. No corrections were necessary for the research instruments used in the main study.

Attitude toward boycott reflects an individuals' subjective evaluation of engaging in boycott behavior. Consisting of six items, this scale was adapted from Farah and Newman (2010) and Kim et al. (2022). One example of the item is "Boycotting products affiliated with Israel is good". Subjective norms, which assess perceived social pressure to take part in boycott, were measured using five items adapted from Abdul-Talib & Mohd Adnan (2017) and Delistavrou et al. (2020). A sample item is "People who are important to me would approve my participation in boycotting". Perceived

behavioral control, which measures perceived ease or difficulty of participating in boycott, included five items that were adapted from Delistavrou et al. (2020) and Farah and Newman (2010). One example of the item is "I have total control over whether I do or do not boycott products affiliated with Israel". Boycott intention was assessed using four items adapted from Kim et al. (2022). One example of the item is "I plan to boycott products that are related to Israel". Muslim identification, which measure the extent to which individuals perceived themselves as belonging to Muslim identity, was measured using a four-item scale adapted from Doosje et al. (1995). An example of the item is "I see myself as a Muslim."

Lastly, boycott participation was measured by the number of Israel-affiliated products that were reported had been boycotted or avoided by the respondents over the past six months. The brands included in this measurement were consumer goods identified as boycott targets by BDS during the data collection period, such as Hewlett Packard (HP), Intel, PUMA, McDonald's, Pizza Hut, Burger King, Domino's Pizza, Disney, Amazon, Booking.com, and Airbnb (BDS, 2025). Additionally, other brands, such as Coca-Cola, Sprite, and Kecap Bango were included due to their widespread organic boycotts and media coverage (Anggraeni, 2023). These brands were familiar and represented commonly found everyday retail consumer products, including fast-food restaurants, beverages, personal care items, clothing, entertainment, technology, and other daily goods, making them easily accessible to Indonesian consumers and more likely to be influenced by boycott campaigns.

The analysis was performed using Covariance-Based Structural Equation Modeling (CB-SEM) in R version 4.4.3 (R Core Team, 2025), which was run on R Studio version 12.0.467 (Posit Team, 2025), utilizing the SEMinR package (Hair Jr. et al., 2021) and Lavaan (Rosseel, 2012) packages. SEM analysis enabled the researchers to examine complex models such as TPB and test theories and hypothesis constituting multiple variables while accounting for the relationships between the variables. In the SEM analysis, two models were evaluated: 1) measurement model, and 2) structural model or path analysis (Dash & Paul, 2021).

RESEARCH RESULTS

Based on the respondents' profile presented in Table 1, most respondents who boycotted were female, aged 25 to 30 (35.21%), and came from a high socioeconomic status. The second highest age group participating in the boycott consisted of individuals aged 18-24 (29.3%). Most respondents who boycotted belonged to Generation Z, born between 1997 and 2012 (Pew Research Center, 2019), followed by Millennials and Generation X. It was also observed that the majority resided in West Java (28.22%) and DKI Jakarta (23.92%).

Table 1. Demographic characteristics of respondents (N = 372)

Characteristics	Category	Frequency (n)	Percentage (%)
Gender	Male	127	34.14
	Female	245	65.86
Age range (years)	18–24	109	29.30
	25–30	131	35.21
	31–35	64	17.2
	36–40	28	7.53
	41–45	20	5.38
	46–50	11	2.96
	51–55	4	1.07
	> 55	5	1.34
Socio economic status	Low	55	14.78
	Moderate	145	38.98
	High	172	46.24
Domicile	Banten	17	4.57
	DKI Jakarta	89	23.92
	West Java	105	28.22
	Central Java	36	9.68
	East Java	65	17.47
	Others	60	16.12

Note: The classification of socio-economic status (SES) was determined using a scoring system developed by Populix, which considered several parameters, such as monthly household expenditure, family size, type of cooking fuel used, and source of drinking water.

Table 2. Mean, standard deviation, and correlations between variables (N = 372)

Variable	M	SD	1	2	3	4	5
1. Attitude toward boycott	5.88	1.03					
2. Subjective norms	5.55	1.10	0.78**				
3. Perceived behavioral control	6.02	0.89	0.76**	0.73**			
4. Boycott intention	6.03	0.99	0.88**	0.82**	0.82**		
5. Boycott participation	2.35	1.69	0.39**	0.37**	0.37**	0.37**	
6. Muslim identification	6.40	0.71	0.56**	0.56**	0.63**	0.59**	0.24**

Note. (*) significant at $p < 0.05$, ** $p < 0.01$, dan *** $p < 0.001$.

Descriptive statistics, including mean values, standard deviations, and correlations among all research variables are presented in Table 2. All antecedents of TPB, namely attitude toward boycott, subjective norms, and perceived behavioral control, correlate positively and significantly with boycott intention. In general, Muslim consumers in Indonesia showed strong intentions and a high sense of control over their participation in the boycott. Moreover, there was also a significant positive correlation between Muslim identification and all variables of TPB, suggesting that stronger Muslim identification corresponded to higher levels of attitude, subjective norms, perceived control, intention, and boycott participation.

Before performing the structural analysis, the measurement model was assessed for the reliability and

validity. Reliability of each construct was assessed using McDonald's Omega and Average Variance Extracted (AVE). Construct validity was evaluated based on convergent and discriminant validity. The composite reliability value of all latent variables analyzed exceeds 0.70, demonstrating a well-accepted and satisfactory level of internal consistency, based on the guidelines of Hair Jr. et al. (2021). Each indicator of the latent variables also has a loading value above 0.5, confirming good convergent validity (Cheung et al., 2024; Hair Jr. et al., 2021). Moreover, validity based on AVE meets the recommended criteria, where all constructs have an AVE value greater than 0.50 (see Table 3).

Table 3. Construct, standardized factor loading, reliability, and validity

Variable and indicator	Factor Loading	ω	AVE	R ²	Adjusted R ²
Muslim identification		0.854	0.599		
ID1	0.744				
ID2	0.800				
ID3	0.728				
ID4	0.808				
Attitude toward boycott		0.936	0.698		
AT1	0.853				
AT2	0.835				
AT3	0.709				
AT4	0.911				
AT5	0.871				
AT6	0.861				
Subjective norms		0.916	0.667		
SN1	0.709				
SN2	0.782				
SN3	0.895				
SN4	0.881				
SN5	0.851				
Perceived behavioural control		0.909	0.668		
PBC1	0.773				
PBC2	0.794				
PBC3	0.842				
PBC4	0.854				
PBC5	0.817				
Boycott intention		0.955	0.844	0.921	0.920
IT1	0.915				
IT2	0.864				
IT3	0.944				
IT4	0.946				
Boycott participation		0.914	0.663	0.148	0.145
FF	0.596				
SD	0.829				
HH	0.761				
BC	0.891				
FS	0.860				
ET	0.838				

Note: ω = McDonald's omega; AVE = Average Variance Extracted.

After assessing the measurement model, the next step or the analysis was evaluating the structural model to examine the relationships between constructs and test the hypotheses. The fit indices in the extended model also indicated that the theoretical model had an acceptable fit ($\chi^2 = 1033.716$, $p < 0.001$, $df = 398$, $TLI = 0.916$, $CFI = 0.923$, $RMSEA = 0.066$ [90% CI 0.061-0.070], $SRMR = 0.064$).

As shown by the standardized regression weights for the path coefficients in Table 4, all antecedents variables of TPB, namely attitude, subjective norms, and perceived behavioral control, had a direct and significant positive effect

on the intention to boycott, leading to the acceptance of H1, H2, and H3. Specifically, among the three predictors of intention, attitude toward boycott ($\beta = 0.595$; $p < 0.001$) was found to have the strongest influence on boycott intention compared to perceived control ($\beta = 0.197$; $p < 0.001$) and subjective norms ($\beta = 0.235$; $p < 0.001$). Furthermore, boycott intention was found to correspond positively and significantly with actual boycott participation ($\beta = 0.384$; $p < 0.001$), supporting H4. Referring to Table 5, The R-square value of the dependent variable indicated that 92% of the variance in boycott intention can be explained by the

variance in attitude, subjective norms, and perceived behavioral control combined in the proposed model, while

only 14.8% of the variance in boycott participation is explained by its direct predictor, which is boycott intention.

Table 4. Path coefficient values and hypothesis testing (N = 372).

Path	β	SE	95% CI		Hypothesis	Conclusion
			Lower	Upper		
Direct effect						
AT \rightarrow IT	0.595***	0.043	0.462	0.632	H1	Supported
SN \rightarrow IT	0.235***	0.044	0.135	0.308	H2	Supported
PBC \rightarrow IT	0.197***	0.067	0.104	0.368	H3	Supported
IT \rightarrow BP	0.384***	0.061	0.298	0.538	H4	Supported
ID \rightarrow AT	0.869***	0.122	1.113	1.591	H5	Supported
ID \rightarrow SN	0.879***	0.132	1.079	1.594	H6	Supported
ID \rightarrow PBC	0.909***	0.097	0.893	1.273	H7	Supported
Indirect effect						
ID \rightarrow AT \rightarrow IT \rightarrow BP	0.199***	0.056	0.200	0.419		
ID \rightarrow SN \rightarrow IT \rightarrow BP	0.079***	0.032	0.062	0.185		
ID \rightarrow PBC \rightarrow IT \rightarrow BP	0.069**	0.035	0.038	0.176		
Total effect	0.347***	0.091	0.361	0.718		

Note: ID: Identification; AT: Attitude toward boycott; SN: Subjective norms; PBC: Perceived behavioral control; IT: Boycott intention; BP: Boycott participation. (*) significant at $p < 0.05$, ** $p < 0.01$, and *** $p < 0.001$.

H5, H6, and H7 suggested that the degree of Muslim identification was positively associated with attitudes, subjective norms, and perceived behavioral control. As shown in Table 5, all proposed relationships were supported. Identification with the Muslim group emerged as a powerful predictor of the three TPB components. Moreover, Muslim identification showed significant indirect effects on boycott participation through attitude, subjective norms, perceived behavioral control, and intention, revealing that Muslim identity had an effect on boycott behavior by shaping the beliefs and intention as outlined in the TPB framework. Among the mediated relationships, the influence of identity of boycott participation was strongest via attitude ($\beta = 0.199$; $p < 0.001$), followed by subjective norms ($\beta = 0.079$; $p < 0.001$), and perceived behavioral control ($\beta = 0.069$; $p < 0.001$). The total effect of Muslim identification on boycott participation was also significant ($\beta = 0.347$; $p < 0.001$), demonstrating that identity contributed meaningfully to boycott participation through its influence on all TPB predictors, which in turn shape boycott intention. Therefore, the more strongly an individual identifies with the Muslim group, the more likely they are to develop favorable attitude, subjective norms, and feel a greater sense of control regarding their intention and participation of boycott. These findings support H5, H6, and H7.

DISCUSSION

The findings indicate that the TPB framework accounted for a substantial portion (92%) of the variance in consumer intentions to boycott pro-Israel brands, surpassing the 85-90% variance reported by Farah and Newman (2010). This high level of variance highlights the model's predictive ability, offering satisfactory evidence for the instrumental role TPB components play in shaping individuals' intention. In this case, boycott intention was strongly predicted by attitude, subjective norms, and perceived behavioral control, aligning with the core principles of TPB. Although actual boycott behavior was also significantly influenced by intention, the explained variance was notably lower (14.8%). This result is typically expected in TPB studies, as intention has more direct predictors compared to actual behavior. As noted by Ajzen (2020), although intention serves as an important driver, there are possibilities that other additional factors or barriers, such as customer satisfaction (Natalia et al., 2021), consumer affinity (Asseraf & Shoham, 2017; Kim et al., 2022), or procedural switching costs (Blut et al., 2015), that may influence individuals' actual decision to boycott as boycott is considered a costly action. It underscores the presence of intention-behavior discrepancy, where having the intention alone does not always translate into corresponding action.

Among the three components of TPB, attitude toward boycott emerged as the strongest predictor of the boycott intention among Muslim consumers in Indonesia.

According to TPB, attitude is shaped by individuals' beliefs regarding the evaluation and potential outcomes of boycott participation. In this context, personal beliefs about whether boycotting pro-Israel products is good or bad, along with the perceived consequences of such actions, may serve as key motivating factors underlying individuals' intention to boycott. This finding aligns with Farah and Newman (2010), who also found attitude as the most influential factor in consumers' intention to boycott American products related to the Palestinian issue. The more consumers perceive that boycotting is a good, fair, beneficial, and favorable action, the greater their intention to avoid purchasing products affiliated with Israel.

Additionally, both subjective norms and perceptions of control also contribute to consumer boycott participation, suggesting that Muslim consumers in Indonesia are likely to engage in boycott when they feel that their significant others approve their participation. Since boycott actions are typically driven by collective and socially driven motivations, subjective norms have been widely recognized as important antecedents of boycott behavior in the consumer boycott literature (Kim et al., 2025). This aligns with the finding of this study, which revealed a positive and significant relationship between subjective norms and intention to boycott. As Ajzen (1991) stated, these norms are influenced by an individual's beliefs about others' expectation related to the behavior and the motivation to comply to the expectations. Furthermore, such beliefs are formed by cultural beliefs and values, and may stem from various references, such as peers, family members, media, or social groups to which one belongs and perceives as important. Consumers who have stronger intention to boycott also exhibited higher level of confidence in their ability to boycott and access to adequate information about the action. These findings reinforce the continued relevance of attitude, subjective norms, and perceived behavioral control from the TPB model in explaining the factors that drive Muslim consumers in Indonesia to boycott Israel-affiliated products.

Social identity as a motivating factor was also found to influence the underlying mechanism of consumers' boycott participation in Indonesia. This study found that Muslim identification positively predicts attitude, subjective norms, and perceived behavioral control. In other words, consumers who strongly identify with their Muslim identity are associated with more favorable attitudes, perceive more social pressure, and have a higher sense of control related to boycotting. Furthermore, the indirect effects of identity on boycott participation were also found to be significant, with attitude serving as the strongest mediating pathway, followed by subjective norms and perceived behavioral control. These results indicate that consumers' favorable attitudes toward boycott emerged as the most powerful factor contributing to the development of boycott intention, compared to the other TPB factors.

Consumers with a stronger level of identification with Muslim group were more likely to engage in boycott, primarily due to the positive attitudes they developed. The

more one identifies with fellow Muslim group, the more likely one is to support and view the boycott as meaningful and justified. As demonstrated by the findings of Munandar et al. (2023), the issuance of the MUI Fatwa recommending a boycott of pro-Israel products had amplified public sentiment, prompting more Muslim consumers to adopt favorable attitudes toward the boycott movement. Participating in the boycott may reinforce individuals' self-image as committed and moral Muslims in Indonesia. This further emphasizes the critical role of social identity as a preceding factor of how Muslim consumers in Indonesia may develop a supportive stance toward the boycott, driven by a sense of solidarity and collective concerns over the Israel-Palestinian conflict.

Overall, the results support the importance of considering the role of social identity while examining human behavior, particularly in the contexts involving group dynamics and collective identities such as the pro-Israel boycott. Salient social identities help define and direct individuals to align their beliefs, perceptions, and behaviors with the group norms. In Indonesia, the ongoing boycott of pro-Israel brands was often perceived as an act of consumer activism driven by sympathy and solidarity with the Muslim community in Palestine. The release of the MUI Fatwa, which encouraged Muslims in Indonesia to engage in the boycott, further heightened the issue's significance and salience among Muslim consumers. In this context, the more consumers feel connected to the relevant religious group, the more likely they are to develop positive attitudes toward boycotts and perceive themselves as capable of participating in such actions, especially when supported by their reference groups. In addition, identification with a group can instill confidence that collective actions, such as boycotts, can contribute to achieving shared goals, including social change (Ysseldyk et al., 2010). This is in line with the study by Abdul-Talib et al. (2016) in Malaysia, which found that Muslim participants exhibited a stronger motivation and willingness to boycott US products compared to non-Muslim participants, as the Israeli-Palestinian conflict was perceived as an issue tied to religious identity.

This study presents several managerial implications. Based on the findings, attitude toward boycotts is consistently highlighted as the most influential psychological predictor in motivating Muslim consumers in Indonesia to participate in boycotts, both directly and indirectly. This underscores the need for companies, institutions, or relevant stakeholders targeted by boycotts to actively listen and actively engage with consumer concerns as they arise. Efforts to manage corporate crisis and mitigate the negative consequences of boycotts should focus on developing strategies, initiatives, or communication approaches that emphasize on disseminating positive messaging to build favorable consumer attitudes, particularly concerning the prevailing issues that had led to the boycott.

For instance, businesses may focus on crafting messages or campaigns that reaffirm their brand's core values, demonstrate their commitment to ethical practices,

and clarify their stance regarding the ongoing boycott issue. Transparency is also crucial in rebuilding consumers' trust, alongside taking visible corrective measures, such as engaging in consumer social responsibility or implementing policy changes, to redirect attention from the crisis toward future improvement. Involving key influencers or credible third parties to endorse messages can also help shift public attitudes toward the brands. Companies can also incorporate empathy-driven narratives, such as sharing stories of fellow Indonesians affected by job losses due to the boycott, to influence consumers' perspectives and beliefs about the situation.

Furthermore, consumer groups, including communities, organizations, or activists, can develop communication strategies or boycott messages that strengthen narratives about the positive impacts of the boycott movement. This approach aims to shape positive consumer attitudes and perceptions regarding the effectiveness and success of boycotts. Additionally, consumers should be encouraged with messages emphasizing that participating in a boycott is feasible, along with solutions to overcome potential challenges, such as finding alternative products or engaging in boycotts.

CONCLUSION

The research confirms that the TPB model remains a relevant and effective theoretical framework in understanding consumer intentions and decisions regarding the boycott of Israeli-affiliated brands in Indonesia. Attitude, subjective norms, and perceived behavioral control related to boycotting directly shape boycott intentions, which subsequently influence actual boycott participation. Among the three predictors of intention, attitude toward boycott stands out as the most powerful and consistent predictor of both boycott intentions and participation among Muslim consumers. Furthermore, social identity, specifically the degree of identification with the Muslim community, significantly impacts the TPB components, either directly or indirectly. Consumers who more strongly identify with their Muslim identity tend to develop more favorable attitudes, perceived greater social pressure, and feel a stronger sense of control related to their boycott participation.

One limitation of this study is the reliance on self-reported measures of boycott behavior or participation. Critics of self-report argue that such measures can be subjective and unreliable due to potential biases, as respondents may overstate their behavior to align with socially desirable responses. Future research could employ other methods to measure boycott behavior or participation that can overcome potential biases that may arise from social desirability factors. This could include using a diary method, tracking participants' consumption patterns over time, or designing simulations to observe brand choices.

Additionally, online survey participants generally skew younger, are more technologically proficient, and live in urban areas, which may affect the survey outcomes. The demographic characteristics of the respondents, who were

predominantly from Generation Z and Millennials, could likely be influenced by the survey company's panel distribution. Furthermore, potential differences in boycott mechanisms and participations across different generational groups as well as the comparison between Muslims and non-Muslims have yet to be explored. Therefore, future research could further examine variations in boycott mechanisms and participation across different generations.

The findings of this study are also grounded in the specific context of the Israel-Palestinian conflict, therefore generalization to other contexts is limited. Moreover, a review by Hassan et al. (2016) suggests that TPB may operate differently across cultures and countries. Thus, discussions of previous findings may need to take the study's country of origin or context into account. As different contexts may require different approaches depending on the specific research background, scholars could also modify the framework of TPB by integrating other relevant theories or variables to offer a more comprehensive understanding of the consumer behavior under investigation.

REFERENCES

- Abdul-Talib, A. N., Abd-Latif, S. A., & Abd-Razak, I. S. (2016). A study on the boycott motivations of Malaysian non-Muslims. *Journal of Islamic Marketing*, 7(3), 264–287. <https://doi.org/10.1108/JIMA-11-2014-0071>
- Abdul-Talib, A. N., & Mohd Adnan, M. M. (2017). Determinants of consumer's willingness to boycott surrogate products. *Journal of Islamic Marketing*, 8(3), 345–360. <https://doi.org/10.1108/JIMA-08-2015-0065>
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50, 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human Behavior and Emerging Technologies*, 2(4), 314–324. <https://doi.org/10.1002/hbe2.195>
- Ajzen, I., & Fishbein, M. (1980). *Understanding Attitudes and Predicting Social Behavior*. <https://api.semanticscholar.org/CorpusID:142061533>
- Al-Hyari, K., Alnsour, M., Al-Weshah, G., & Haffar, M. (2012). Religious beliefs and consumer behaviour: From loyalty to boycotts. *Journal of Islamic Marketing*, 3(2), 155–174. <https://doi.org/10.1108/17590831211232564>
- Anggraeni, R. (2023, November 6). Daftar 118 Produk Israel yang Diboikot di Indonesia. <https://economy.okezone.com/read/2023/11/29/320/2929327/daftar-118-produk-israel-yang-diboikot-di-indonesia?page=all>
- Ariansyah, E., & Yovita Setiawan, Y. (2022). The Use of Theory of Planned Behavior Framework in Improving Self-Adherence of Rheumatoid Arthritis Patients. *Psikostudia*, 11(1), 45–58. <https://doi.org/10.30872/psikostudia>
- Asseraf, Y., & Shoham, A. (2017). Destination branding: The role of consumer affinity. *Journal of Destination*

- Marketing and Management, 6(4), 375–384. <https://doi.org/10.1016/j.jdmm.2016.06.004>
- BDS. (2025). Get Involved. BDS Movement. <https://bdsmovement.net/get-involved/what-to-boycott>
- Blut, M., Frennea, C. M., Mittal, V., & Mothersbaugh, D. L. (2015). How procedural, financial and relational switching costs affect customer satisfaction, repurchase intentions, and repurchase behavior: A meta-analysis. *International Journal of Research in Marketing*, 32(2), 226–229. <https://doi.org/https://doi.org/10.1016/j.ijresmar.2015.01.001>
- Carrington, P. J., Scott, John., & Wasserman, Stanley. (2005). *Models and methods in social network analysis*. Cambridge University Press.
- Cheung, G. W., Cooper-Thomas, H. D., Lau, R. S., & Wang, L. C. (2024). Reporting reliability, convergent and discriminant validity with structural equation modeling: A review and best-practice recommendations. *Asia Pacific Journal of Management*, 41(2), 745–783. <https://doi.org/10.1007/s10490-023-09871-y>
- Dash, G., & Paul, J. (2021). CB-SEM vs PLS-SEM methods for research in social sciences and technology forecasting. *Technological Forecasting and Social Change*, 173. <https://doi.org/10.1016/j.techfore.2021.121092>
- Dekhil, F., Jridi, H., & Farhat, H. (2017). Effect of religiosity on the decision to participate in a boycott: The moderating effect of brand loyalty – the case of Coca-Cola. *Journal of Islamic Marketing*, 8(2), 309–328. <https://doi.org/10.1108/JIMA-01-2013-0008>
- Delacote, P. (2009). On the sources of consumer boycotts ineffectiveness. *Journal of Environment and Development*, 18(3), 306–322. <https://doi.org/10.1177/1070496509338849>
- Delistavrou, A., Krystallis, A., & Tilikidou, I. (2020). Consumers' decision to boycott "unethical" products: the role of materialism/post materialism. *International Journal of Retail and Distribution Management*, 48(10), 1121–1138. <https://doi.org/10.1108/IJRDM-04-2019-0126>
- Dini, S. A., & Astuti, R. D. (2024). From Flash in the Pan to Continuous Ban: How the Power of Theory of Planned Behavior in Continuous Boycott Intention. *Asian Journal of Management, Entrepreneurship and Social Science*, 4(03), 778–805. <https://ajmesc.com/index.php/ajmesc/article/view/902>
- Doosje, B., Ellemers, N., & Spears, R. (1995). Perceived intragroup variability as a function of group status and identification. *Journal of Experimental Social Psychology*, 31(5), 410–436. <https://doi.org/10.1006/jesp.1995.1018>
- Essoo, N., & Dibb, S. (2004). Religious Influences on Shopping Behaviour: An Exploratory Study. *Journal of Marketing Management*, 20(7–8), 683–712. <https://doi.org/10.1362/0267257041838728>
- Farah, M. F., & Newman, A. J. (2010). Exploring consumer boycott intelligence using a socio-cognitive approach. *Journal of Business Research*, 63(4), 347–355. <https://doi.org/10.1016/j.jbusres.2009.03.019>
- Faul, F., Erdfelder, E., Lang, A. G., & Buchner, A. (2007). G*Power 3: A flexible statistical power analysis program for the social, behavioral, and biomedical sciences. *Behavior Research Methods*, 39(2), 175–191. <https://doi.org/10.3758/BF03193146>
- Friedman, M. (1985). Consumer Boycotts in the United States, 1970-1980: Contemporary Events in Historical Perspective. *The Journal of Consumer Affairs*, 19(2), 96–117.
- Hagger, M. S., Anderson, M., Kyriakaki, M., & Darkings, S. (2007). Aspects of identity and their influence on intentional behavior: Comparing effects for three health behaviors. *Personality and Individual Differences*, 42(2), 355–367. <https://doi.org/10.1016/j.paid.2006.07.017>
- Hair Jr., J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook* (1st ed.). Springer Cham. <https://doi.org/https://doi.org/10.1007/978-3-030-80519-7>
- Hassan, L. M., Shiu, E., & Parry, S. (2016). Addressing the cross-country applicability of the theory of planned behaviour (TPB): A structured review of multi-country TPB studies. *Journal of Consumer Behaviour*, 15(1), 72–86. <https://doi.org/10.1002/cb.1536>
- Hays, R. D., Liu, H., & Kapteyn, A. (2015). Use of Internet panels to conduct surveys. *Behavior Research Methods*, 47(3), 685–690. <https://doi.org/10.3758/s13428-015-0617-9>
- Kim, C., Kim, W. Bin, Lee, S. H., Baek, E., Yan, X., Yeon, J., Yoo, Y., & Kang, S. (2025). Relations among consumer boycotts, country affinity, and global brands: The moderating effect of subjective norms. *Asia Pacific Management Review*. <https://doi.org/10.1016/j.apmr.2024.11.005>
- Kim, C., Yan, X., Kim, J., Terasaki, S., & Furukawa, H. (2022). Effect of consumer animosity on boycott campaigns in a cross-cultural context: Does consumer affinity matter? *Journal of Retailing and Consumer Services*, 69. <https://doi.org/10.1016/j.jretconser.2022.103123>
- Klein, J. G., Smith, N. C., John, A., Bagozzi, R. P., Bone, P., Chandon, P., Ellen, P. S., Drumwright, M. E., Heeb, R., Lynch, J. G., & Vilcassim, N. (2004). Why We Boycott: Consumer Motivations for Boycott Participation. In *Journal of Marketing* (Vol. 68).
- Levine, J. M., & Prislun, R. (2013). Majority and minority influence. In *Group processes*. (pp. 135–163). Psychology Press.
- Muhamad, N., Khamarudin, M., & Fauzi, W. I. M. (2019). The role of religious motivation in an international consumer boycott. *British Food Journal*, 121(1), 199–217. <https://doi.org/10.1108/BFJ-02-2018-0118>
- Munandar, A., yaasin, M. syafaat, & Firdaus, R. A. (2023). Analisis Sentimen Netizen Indonesia Mengenai Boikot

- Produk. *Tauhidinomics: Journal of Islamic Banking and Economics*, 3(1), 23–40.
- Muntafi, M. S. (2022). Speeding Behavior Among Young Motorcyclists: The Role of Theory of Planned Behavior Variables and Willingness. *Psikostudia*, 11(1), 158–168. <https://doi.org/10.30872/psikostudia>
- Nardi, V. A. M., Jardim, W. C., Ladeira, W., & Santini, F. (2019). Predicting food choice: a meta-analysis based on the theory of planned behavior. *British Food Journal*, 121(10), 2250–2264. <https://doi.org/10.1108/BFJ-08-2018-0504>
- Natalia, D., Elgeka, H. W. S., & Tjahjoanggoro, A. J. (2021). Consumer-Brand Identification and Brand Loyalty: Analysis on Customer Satisfaction and Brand Trust as Mediators. *Psikostudia*, 10(3). <https://doi.org/10.30872/psikostudia>
- Nordin, F. S. S., Khalid, N. R., & Hassan, R. (2024). Beyond Purchase Decisions: Understanding The Drivers of Consumer Boycott Intentions in Malaysia. *Advanced International Journal of Business, Entrepreneurship and SMEs*, 6(22), 260–275. <https://doi.org/10.35631/AIJBS.622019>
- Palacios-Florencio, B., Revilla-Camacho, M. Á., Garzón, D., & Prado-Román, C. (2021). Explaining the boycott behavior: A conceptual model proposal and validation. *Journal of Consumer Behaviour*, 20(5), 1313–1325. <https://doi.org/10.1002/cb.1937>
- Pelu, I. E. A. S. (2019). Kedudukan Fatwa dalam Konstruksi Hukum Islam. *El-Mashlahah Journal*, 9(2), 167–181. <https://doi.org/https://doi.org/10.23971/maslahah.v9i2.1692>
- Permasih, D., Suroso, A. I., & Hasanah, N. (2024). Intention to Use and Over-Ordering in Online Food Delivery Services: An Extension of the Theory of Planned Behavior. *Journal of Consumer Sciences*, 9(3), 315–337. <https://doi.org/10.29244/jcs.9.3.315-337>
- Pruitt, S. W., & Friedman, M. (1986). *Determining the Effectiveness of Consumer Boycotts: A Stock Price Analysis of Their Impact on Corporate Targets*.
- Raj, V. A., Jasrotia, S. S., & Rai, S. S. (2024). Role of Privacy Concerns and Trust in Consumers' Intention to Use Buy-Now, Pay-Later (BNPL): An Extended TPB Model. *International Journal of Human-Computer Interaction*, 40(22), 7731–7742. <https://doi.org/10.1080/10447318.2023.2269005>
- Rosseel, Y. (2012). {lavaan}: An {R} Package for Structural Equation Modeling. *Journal of Statistical Software*, 48(2), 1–36.
- Roswinanto, W., & Suwanda, S. N. (2023). Religious boycott in Indonesia: investigation of antecedents and the effect of religiosity dimensions. *Journal of Islamic Marketing*, 14(1), 174–195. <https://doi.org/10.1108/JIMA-08-2020-0246>
- Rozenkowska, K. (2023). Theory of planned behavior in consumer behavior research: A systematic literature review. In *International Journal of Consumer Studies* (Vol. 47, Issue 6, pp. 2670–2700). John Wiley and Sons Inc. <https://doi.org/10.1111/ijcs.12970>
- Sen, S., Gürhan-Canli, Z., & Morwitz, V. (2001). Withholding consumption: A social dilemma perspective on consumer boycotts. In *Journal of Consumer Research* (Vol. 28, Issue 3, pp. 399–417). <https://doi.org/10.1086/323729>
- Shaviratri, A. M., & Pramadi, A. (2023). The Effectiveness of K3S Psychoeducation on Changes Community Habits in Managing Waste. *Psikostudia*, 12(3), 423–431. <https://doi.org/10.30872/psikostudia.v12i3>
- Sheeran, P. (2005). Intention-Behavior Relations: A Conceptual and Empirical Review. In *European Review of Social Psychology* (Vol. 12, pp. 1–36). wiley. <https://doi.org/10.1002/0470013478.ch1>
- Syarif, R., Sucipto, K. R. R., Rimakka, A. I. D., & Pratama, A. A. D. M. (2025). Social Media Food Influencers and Follower's Local Food Purchase Intention: A Parasocial Relationship Perspective. *Journal of Consumer Sciences*, 10(1), 173–196. <https://doi.org/10.29244/jcs.10.1.173-196>
- Terry, D. J., & Hogg, M. A. (1996). Group norms and the attitude-behavior relationship: A role for group identification. *Personality and Social Psychology Bulletin*, 22(8), 776–793. <https://doi.org/10.1177/0146167296228002>
- Terry, D. J., Hogg, M. A., & White, K. M. (1999). The theory of planned behaviour: Self-identity, social identity and group norms. In *British Journal of Social Psychology* (Vol. 38).
- Wang, S., Wang, W., & Lee, S. (2018). Interactive roles of social identity and evaluative attitudes in sports events participation. *Journal of Convention and Event Tourism*, 19(4–5), 327–346. <https://doi.org/10.1080/15470148.2018.1488640>
- Ward, M. K., & Meade, A. W. (2018). Applying Social Psychology to Prevent Careless Responding during Online Surveys. *Applied Psychology*, 67(2), 231–263. <https://doi.org/10.1111/apps.12118>
- Wolf, E. J., Harrington, K. M., Clark, S. L., & Miller, M. W. (2013). Sample Size Requirements for Structural Equation Models: An Evaluation of Power, Bias, and Solution Propriety. *Educational and Psychological Measurement*, 73(6), 913–934. <https://doi.org/10.1177/0013164413495237>
- Ysseldyk, R., Matheson, K., & Anisman, H. (2010). Religiosity as identity: Toward an understanding of religion from a social identity perspective. *Personality and Social Psychology Review*, 14(1), 60–71. <https://doi.org/10.1177/1088868309349693>
- Yuksel, U. (2013). Non-participation in Anti-consumption: Consumer Reluctance to Boycott. *Journal of Macromarketing*, 33(3), 204–216. <https://doi.org/10.1177/0276146713484153>