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Boycott Calls, Brand Image on Loyalty and Purchasing Decisions of Israel-Affiliated Products

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Abstract

This study aims to analyze the impact of boycott calls on consumer loyalty and purchase decisions for products affiliated with Israel, as well as the role of brand image in these relationships. The study employs a mixed-methods approach, utilizing quantitative data collected through questionnaires and qualitative data through interviews. The findings indicate that boycott calls have a positive influence on consumer loyalty and purchase decisions, suggesting that some consumers remain loyal and continue to purchase despite the boycott pressure. Additionally, brand image was found to have a negative impact on consumer loyalty, though loyalty remains stable despite the boycott pressure. Consumer loyalty also serves as a mediator, influencing purchase decisions even in the presence of boycott calls. This study provides insights into the complex dynamics between boycott calls, brand image, loyalty, and purchasing decisions within the context of sensitive social and political issues.

Keywords: Boycott Calls, Brand Image, Consumer Loyalty, Purchase Decisions, Israel-Affiliated Products

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INTRODUCTION

In recent decades, the phenomenon of boycott calls has emerged as an increasingly influential mechanism in shaping corporate behavior and consumer purchasing decisions. These calls, which often arise in response to political, ethical, or economic concerns, have the potential to significantly affect a brand's reputation and consumer loyalty (Afego & Alagidede, 2021). The power of these boycotts lies not only in their ability to draw attention to specific issues but also in how they resonate with consumers' values, ethics, and perceptions (Salma & Aji, 2023). As such, understanding the underlying dynamics of these calls is crucial in assessing their impact on brands. In this context, brand image plays a central role in determining both customer loyalty and purchasing behavior. It is a multi-dimensional construct shaped by a combination of consumer experiences, corporate actions, and public opinion (Al-Hyari et al., 2012). A strong, positive brand image creates emotional bonds between consumers and the brand, making it resilient to negative influences, such as boycott campaigns (Öberseder et al., 2011). In fact, Ishak et al. (2018) argues that a favorable brand image can act as a buffer against the damaging effects of boycott calls, preserving customer loyalty even when external pressures mount.

Customer loyalty itself is a complex construct that involves consumers' consistent preference and commitment to repurchase a particular brand, often driven by factors such as product quality, brand reputation, and emotional attachment (Aprila et al., 2023). However, the effectiveness of loyalty in withstanding the pressure of boycott calls is a key area of concern. Boycotts, particularly those that stem from political or humanitarian issues, can severely test the strength of this loyalty. In such instances, loyalty is not simply a matter of preference but becomes entangled with broader societal and ethical considerations (Cissé-Depardon & N'Goala, 2009). Boycott calls often leverage social and political pressures to influence consumer behavior, prompting a reevaluation of their brand affiliations. For example, when a brand is perceived as affiliated with a controversial or politically charged issue, such as the Israel-Palestine conflict, consumer loyalty may be weakened or even entirely displaced by the moral or ethical imperatives that fuel the boycott (Saeed et al., 2023).

Purchasing decisions, the ultimate manifestation of consumer behavior, are similarly affected by boycott calls, as they are influenced by a range of cognitive and emotional processes. Factors such as personal values, societal expectations, and the

perceived ethical stance of the brand play significant roles in determining whether a consumer will continue to purchase from a brand amidst a boycott campaign (Muhamad et al., 2019). The complexity of this decision-making process is compounded when the boycott calls are politically or socially motivated, as these types of calls often invoke strong emotions and challenge consumers' ethical beliefs. Research has shown that when a brand becomes embroiled in a politically sensitive issue, the purchasing decisions of its consumers may be swayed by broader socio-political dynamics rather than solely by the brand's intrinsic qualities (Sari & Games, 2024). This dynamic is particularly evident in the case of Israel-affiliated products, where global boycotts driven by political stances against Israel can significantly disrupt purchasing patterns, as consumers feel compelled to align their purchases with their political views.

The novelty of this research lies in its focus on Israel-affiliated products, an area that has not been extensively explored in existing consumer behavior literature. While boycott campaigns have been studied in various contexts, few studies have examined the intersection of boycott calls, brand image, customer loyalty, and purchasing decisions in relation to politically sensitive products, particularly those associated with the Israel-Palestine conflict. This research aims to bridge this gap by exploring the specific ways in which political activism manifested through boycott calls affects consumer behavior in such sensitive markets. By investigating the interplay between boycott calls, brand image, and consumer loyalty, the study seeks to shed light on the mechanisms through which these boycott campaigns influence purchasing decisions. Furthermore, it will examine the moderating role of brand image, identifying how a brand's image may either exacerbate or mitigate the adverse effects of these calls.

The findings from this research are expected to provide valuable insights into the challenges that brands face when navigating the complex socio-political landscapes that accompany boycott calls. Specifically, it will contribute to our understanding of how companies can manage their brand image to mitigate the effects of political activism on consumer behavior. This study will also offer a deeper understanding of consumer motivations, helping brands anticipate and respond more effectively to boycott campaigns. By examining the conditions under which consumers remain loyal to a brand despite boycott calls, this research will provide actionable insights for brands operating in politically charged environments, enabling them to better navigate the tensions between business interests and political activism.

This study aims to analyze how boycott calls influence consumer perceptions and their subsequent purchasing behavior, examine the role of brand image in moderating the relationship between boycott calls and customer loyalty, and identify the factors that motivate consumers to remain loyal and continue purchasing despite active boycott campaigns. Ultimately, the study seeks to provide a comprehensive framework for understanding the influence of political activism on consumer behavior and brand dynamics, contributing to the broader field of brand management in politically sensitive contexts.

METHODS

The researcher adopts a mixed-methods approach that integrates both quantitative and qualitative data collection techniques to provide a comprehensive understanding of the relationships between boycott calls, brand image, consumer loyalty, and purchasing decisions. The quantitative component of the study involves the distribution of structured questionnaires to respondents in Makassar, a key location for the research. The questionnaire is designed to capture respondents' perceptions and attitudes regarding boycott campaigns, their loyalty to Israel-affiliated brands, and their purchasing behavior. The responses are then analyzed using AMOS software for path analysis, which allows for a clear understanding of the causal relationships and direct and indirect effects among the study variables. This approach ensures that the quantitative findings are robust and statistically significant, providing a solid foundation for the research conclusions.

The qualitative method, complementing the quantitative analysis, involves conducting in-depth interviews with a select group of 8 informants who represent different perspectives on the study's focus. These informants are chosen based on their knowledge of boycott movements, brand loyalty, and consumer behavior, ensuring that their insights enrich the understanding of the quantitative data. The interviews are semi-structured, allowing for flexibility in exploring themes such as personal values, emotional connections to brands, and the perceived ethical implications of boycott campaigns. By incorporating these qualitative insights, the study seeks to capture the complexities of consumer behavior and provide a more nuanced interpretation of how boycott calls affect brand image and purchasing decisions.

This research is conducted over a period of three months, from October to December 2024, providing ample time to carefully gather data, analyze findings, and ensure thorough triangulation between the quantitative and qualitative results. The study's population consists of approximately 300 people, with 205 respondents completing the questionnaire, and 8 informants participating in the interviews. The three-month timeline allows the researcher to refine the data collection process, manage participant engagement effectively, and ensure a high level of data reliability and validity. By employing this mixed-methods approach, the researcher aims to generate a comprehensive and well-rounded analysis of the factors influencing consumer behavior in response to boycott calls targeting Israel-affiliated products.

RESULTS

Demographic Distribution

Most of the respondents are female, with a diverse age range, making up 55.12% respondents with a higher education background amount to 111 people, or 54.14%, followed by those with an undergraduate education at 59 people, or 24.12%. Additionally, the majority of respondents are employed as students and employees, comprising 32.68% and 30.24%, respectively.

Validity and Realibility

A questionnaire is considered valid if its questions can reveal what is being measured by the questionnaire (Sugiyono, 2024). The validity level of an indicator or questionnaire can be determined if the r score is greater than the r table value. The reliability test of the research instrument is conducted by calculating the Cronbach's Alpha value, which requires a minimum of 0.50.

Table 1. Validity and Realibility

Variable	Item	R	The result of validity	The result of reliability
Boycott calls	X1.1	0,889	Valid	0,954 >0,5 reliable
	X1.2	0,854	Valid	
	X1.3	0,900	Valid	
	X1.4	0,793	Valid	

	X1.5	0,874	Valid	
	X1.6	0,912	Valid	
Brand Image	X2.1	0,642	Valid	0,508>0,5 reliable
	X2.2	0,631	Valid	
	X2.3	0,718	Valid	
	X2.4	0,521	Valid	
Loyalty	Y1.1	0,882	Valid	0,948>0,5 reliable
	Y1.2	0,927	Valid	
	Y1.3	0,928	Valid	
	Y2.1	0,848	Valid	0,940>0,5 reliable
Purchase Decisions	Y2.2	0,922	Valid	
	Y2.3	0,926	Valid	

Sources: Data Processed, 2024

Normality Test

Univariate and multivariate normality of the data used in this analysis were tested using AMOS 24. The critical measure for testing normality is the c.r. (critical ratio), which is influenced by sample size and skewness. Referring to the values in the c.r. column in Appendix 4, if the c.r. value is greater than 2.58 or less than -2.58 (normality distribution at the 1 % alpha level), there is evidence that the data distribution is not normal. Conversely, if the c.r. values fall within this range, it indicates that the data distribution is normal.

Table 2. Normality test

Variable	Skew	c.r	Kurtosis	c.r
Boycott Calls	-1,154	-6,748	1,582	4,623
Brand Image	0,061	0,357	3,204	9,363
Loyalty	-0,371	-2,167	-0,414	-1,211
Purchase Decisions	-0,009	-0,050	-0,397	-1,161
Multivariate			12,992	13,424

Sources: Data Processed, 2024

Using the above criteria, it can be concluded that the skewness values are within the standard range, but the c.r., kurtosis, and multivariate values do not meet the standards. However, in practice, the assumption of normality can be relaxed for large datasets. According to the Central Limit Theorem, with large sample sizes, residuals tend to

distribute themselves normally. Since the data used in this study is considered large, this test can be disregarded.

Hypothesis Test

Based on the results of the analysis, the path model and hypothesis testing are used to examine both direct and indirect effects.

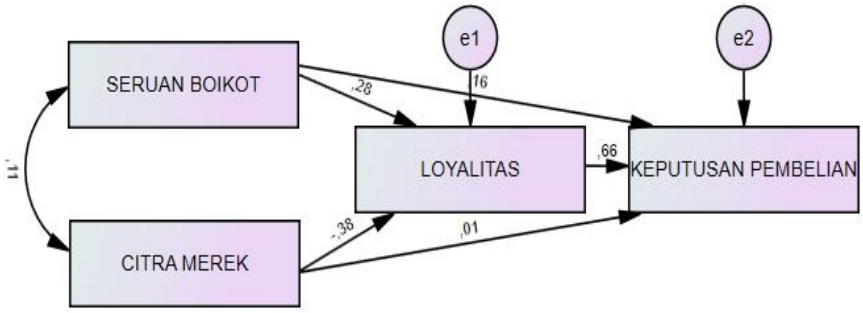


Figure 1. Path Diagram

Sources: Data Processed, 2024

Table 3. Direct Effect Test

Hyp	Dependent Variable	Dependent Variable	Standardize	CR	p-value
H1	Boycott Calls	Loyalty	0,276	4,384	0,000
H2	Brand Image	Loyalty	-0,383	-6,071	0,000
H3	Loyalty	Purchase Decisions	0,660	12,017	0,000
H4	Boycott Calls	Purchase Decisions	0,156	3,070	0.002
H5	Brand Image	Purchase Decisions	0,005	0,101	0,920

Sources: Data Processed, 2024

Direct effect testing was conducted using AMOS software. A relationship between variables is considered significant if the p-value is <0.05 and the CR is >1.96 (Ghozali, 2014). Based on the table, it can be concluded that H1-H4 are accepted because they have p-values <0.05 and CR >1.96. However, the analysis for H5 shows values that do not meet the standards, so it can be concluded that H5 is rejected.

Table 4. Indirect Effect Test

Hyp	Independent Variable	Dependent Variable	Intervening Variable	standardize	p-value
H6	Boycott Calls	Purchase Decisions	Loyalty	0.182	0,000
H7	Brand Image	Purchase Decisions	loyalty	-0,253	0,000

Sources: Data Processed, 2024

Indirect effect testing was performed using the Sobel test with the help of an online test calculator. The results indicate that loyalty can mediate the relationship between boycott calls and brand image on purchase decisions.

DISCUSSION

The results of this study reveal that boycott calls have a positive influence on consumer loyalty and purchase decisions. The hypothesis suggesting that boycott calls would decrease consumer loyalty and purchases is rejected, as the data indicates that, in some cases, these calls actually encourage consumers to remain loyal to the brand and continue making purchases. This finding aligns with Cossio-Silva et al (2019), which posited that boycott calls can trigger consumer solidarity, motivating consumers to support the boycotted brand as a form of resistance or ideological attachment. From a theoretical perspective, this phenomenon can be explained through the lens of consumer resistance theory, which emphasizes that consumers may resist external pressures when they have a strong emotional or ideological bond with a brand. The implications of this finding suggest that brands facing boycott calls should be aware that some consumers may interpret these calls as a challenge to their loyalty, ultimately reinforcing their commitment to the brand. In comparison with previous studies, this result offers a contrast to the more commonly observed pattern where boycott calls decrease loyalty (Hendarto et al., 2018). The unexpected positive effect could be attributed to the strong emotional ties that some consumers have to brands, particularly those with an ideological component.

Regarding the effect of brand image on consumer loyalty, the hypothesis is accepted with the finding that brand image has a negative and significant effect on customer loyalty, though consumer loyalty remains stable despite boycott calls. While a negative brand image typically reduces consumer loyalty, as per Hendarto et al (2018), this research shows that the effect may not be as pronounced in the context of boycott

campaigns. This result highlights the complexity of brand perception, where consumers may not easily abandon a brand even in light of negative associations, particularly when they have other reasons to remain loyal, such as product quality or personal values. This finding is consistent with Nguyen et al (2018), who emphasized that poor brand image influences loyalty in small and medium enterprises. However, the implication here is that brands with a negative image still have an opportunity to maintain consumer loyalty if they have established strong relationships or offer high-quality products. In comparison to past studies, this research suggests that consumer loyalty can sometimes transcend the immediate negative effects of brand image, particularly when the consumer has a deep attachment to the product or company.

In terms of the effect of brand image on purchase decisions, the hypothesis is not fully supported. Although brand image shows a positive effect on purchase decisions, the impact is not significant. This suggests that while brand image might have some influence on a consumer's choice, it is overshadowed by other factors such as product quality, price, and convenience (Kotler, P., & Keller, 2016). This finding reflects the notion that while a positive brand image can enhance the likelihood of a purchase, consumers often prioritize other more tangible factors when making purchasing decisions. The implication for marketers is that investing in brand image alone may not be sufficient to drive purchasing behavior; a holistic approach that also addresses product quality, pricing strategies, and convenience is essential. This result contrasts with Seyfi et al (2023), who found that brand image has a significant impact on purchasing decisions. The discrepancy could arise from differences in consumer behavior across regions or industries, indicating the need for further research to explore contextual factors.

The hypothesis that consumer loyalty positively impacts purchase decisions is confirmed with a positive and significant relationship between loyalty and purchasing decisions for products affiliated with Israel. This result suggests that loyalty plays a major role in influencing consumer decisions, particularly for products tied to contentious political issues. The findings align with the works of Hamzah & Mustafa (2019), who emphasized that consumer satisfaction and previous experiences with a brand heavily influence repeat purchase behavior. This insight underscores the importance of cultivating long-term relationships with consumers, as loyalty can act as a buffer against the impact of external factors like boycott calls. In comparison to research by Zeng et al. (2021), who found that loyalty does not influence purchasing decisions, this study offers a contrasting

view by demonstrating that loyalty can indeed override external pressures, especially when consumers feel a personal connection to the brand.

Boycott calls have a positive and significant impact on purchasing decisions of Israel-affiliated products, as the hypothesis suggests. Despite high awareness of boycott calls, consumers continue to purchase these products, likely due to their strong brand loyalty. This finding is supported by Hamzah & Mustafa (2019), who argue that boycott calls often influence purchasing decisions but may be mitigated by factors such as consumer loyalty or a lack of alternatives. Field observations and interview data, such as the account from NJ, a 22-year-old student, further reinforce this idea, where the difficulty of finding alternatives to the boycotted product plays a crucial role in maintaining purchasing behavior. This aligns with the theory of consumer convenience proposed by Putri et al (2022), which suggests that consumers are inclined to continue purchasing products that they have become accustomed to, especially when alternatives are hard to come by. The study's findings thus highlight the resilience of consumer purchasing behavior when loyalty and convenience are strong factors in decision-making.

Regarding the hypothesis that brand image impacts purchasing decisions, the results indicate that brand image has a positive but not significant effect on purchase decisions, rejecting the hypothesis that brand image plays a decisive role. This finding suggests that while brand image may shape initial consumer perceptions, it does not significantly influence the final purchase decision, especially in the context of products with strong consumer loyalty. This aligns with the theory proposed by Kottler and Keller (2016), who highlighted that other factors, such as product quality and price, are more influential in driving purchase decisions. The results diverge from Hamzah & Mustafa (2019), who found brand image to be a significant factor in purchase decisions, underscoring the variability of consumer behavior across different contexts. The study suggests that, in certain situations, loyalty or product-related factors may outweigh the importance of brand image in determining purchase behavior.

In the case of loyalty mediating the impact of boycott calls on purchasing decisions, the hypothesis is strongly supported. The Sobel test confirms that loyalty plays a crucial mediating role in consumer decision-making, ensuring continued purchases despite the presence of boycott calls. This finding is consistent with Zeng et al. (2021), who indicated that high levels of consumer loyalty could mediate the impact of boycott calls, allowing

consumers to maintain their purchasing habits despite political pressures. This result implies that brands with loyal consumer bases are less likely to be significantly impacted by external boycott movements, highlighting the importance of cultivating deep emotional and ideological connections with consumers.

Lastly, loyalty mediates the effect of brand image on purchasing decisions. The results indicate that while brand image has an insignificant direct effect on purchase decisions, loyalty can significantly alter this relationship. This supports the view that consumer loyalty can amplify or negate the impact of brand image, making loyalty a critical factor in purchase decisions. As Zeng et al. (2021) suggested, practical factors like product quality often influence purchasing decisions more than brand image alone. The finding underscores the complex and multi-faceted nature of consumer behavior, where loyalty can sometimes outweigh the effects of negative brand image, especially when consumers find the product's functional benefits compelling.

CONCLUSION

This study provides valuable insights into the impact of boycott calls, brand image, and consumer loyalty on purchasing decisions for products affiliated with Israel. The findings reveal that boycott calls positively influence consumer loyalty and purchase decisions, suggesting that, contrary to the expectation that boycotts would reduce loyalty and purchases, some consumers demonstrate solidarity or a strong ideological attachment to the boycotted brand. Furthermore, brand image has a negative impact on consumer loyalty, though loyalty remains stable even in the face of boycott calls. Consumer loyalty was found to be a crucial mediator, as it significantly influences purchase decisions despite the presence of boycott campaigns. This highlights the importance of emotional and ideological connections between consumers and brands in overcoming the negative effects of boycott calls.

Despite its contributions, this study has several limitations that should be considered. First, the research was conducted with a sample from Makassar, which may not fully represent the perspectives of consumers in other regions with different socio-political contexts. Second, although the study employed a mixed-methods approach, the sample size was limited to 205 respondents for the quantitative data and 8 informants for qualitative interviews, which may restrict the generalizability of the findings. Third, the study focused

solely on loyalty and brand image in the context of boycott calls related to Israel-affiliated products and did not account for other factors such as company policies, pricing, and distribution channels, which may also affect consumer purchase decisions.

Based on the findings of this study, it is recommended that companies operating in markets vulnerable to boycott campaigns, particularly those involving sensitive political issues, focus on building strong consumer loyalty and enhancing emotional connections with their brand. Additionally, companies should be mindful of the factors that contribute to a positive brand image and work to strengthen these perceptions, even when faced with boycott pressures. Future research could expand the sample to other regions or include additional variables that might influence purchase decisions in the context of boycotts, such as broader social, political, and economic factors. Further studies could also explore the role of other mediators or moderating factors in the relationship between boycott calls, brand image, and consumer behavior.

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