CONSUMER ANIMOSITY, XENOCENTRISM AND BOYCOTT MOTIVATION: EXPLORING THEIR INFLUENCE ON UNWILLINGNESS TO BUY PRO-ISRAEL PRODUCTS

THESIS

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ANIMOSITAS KONSUMEN, XENOCENTRISM DAN MOTIVASI BOIKOT: MENELITI PENGARUHNYA TERHADAP KEENGGANAN UNTUK MEMBELI PRODUK-PRODUK PRO-ISRAEL

Yatisya Khanifa Aidha

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ABSTRAK

Globalisasi telah mendorong perusahaan multinasional untuk mencari pasar, sumber daya, dan peluang baru di luar batas negara. Bisnis memiliki baik kemungkinan maupun risiko. Boikot konsumen semakin umum terjadi, menimbulkan ketidakpastian strategis dan taktis bagi bisnis. Perjuangan yang sedang berlangsung di Timur Tengah, khususnya antara Israel dan kelompok Hamas Palestina, telah mendapatkan perhatian global kembali dengan serangan Israel pada 7 Oktober 2023 terhadap Palestina. Kejahatan-kejahatan mengerikan terhadap Palestina menyebabkan kejut besar dan menarik perhatian banyak negara di seluruh dunia, termasuk Indonesia. Masyarakat Indonesia yang pro-Palestina telah mulai memboikot produk-produk dunia yang terkait dengan Israel sebagai tanda kebencian mereka terhadap negara tersebut. Selain itu, gerakan menentang dukungan terhadap Israel dan sekutunya telah menyebabkan banyak orang Indonesia beralih ke produk non-Israel. Tujuan dari studi ini adalah untuk menentukan bagaimana xenocentrisme dan permusuhan konsumen mempengaruhi keengganan pelanggan untuk membeli barang-barang yang berafiliasi dengan Israel dengan mengurangi kemungkinan mereka termotivasi untuk memboikot barang-barang tersebut. Kurangnya informasi tentang motivasi boikot di Indonesia mendukung tujuan studi ini. Data dikumpulkan melalui survei terhadap 264 orang Indonesia, terutama di Indonesia, dan analisis statistik dilakukan menggunakan SmartPLS 4.0. Kesimpulan investigasi menunjukkan bahwa permusuhan konsumen, xenocentrisme, dan keinginan untuk menghindari pembelian memiliki dampak besar dan positif terhadap pemboikotan produk yang terkait dengan Israel. Selain itu, gerakan boikot bertindak sebagai faktor mediasi parsial antara dampak efikasi konsumen dan permusuhan terhadap ketidakbersediaan untuk membeli. Temuan ini menekankan pentingnya perusahaan dan pemasar untuk menyadari kejadian terus-menerus dari xenocentrisme dan kebencian pelanggan, karena hal ini telah terbukti mempengaruhi keinginan konsumen untuk melakukan pembelian.

Kata kunci: animositas konsumen, xenocentrisme, motivasi boikot, ketidakbersediaan untuk membeli, produk Israel

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ABSTRAK

Globalization has led multinational firms to seek new markets, resources, and opportunities beyond national borders. Businesses have both possibilities and risks. Consumer boycotts are becoming more common, posing a strategic and tactical uncertainty for businesses. The ongoing struggle in the Middle East, particularly between Israel and the Palestinian Hamas group, has regained global attention with Israel's October 7, 2023 attack on Palestine. The horrific atrocities on Palestinians caused widespread shock and attracted a lot of attention from countries all over the world, including Indonesia. The people of Indonesia, who are pro-Palestine, have begun to boycott worldwide products linked to Israel as a sign of their hatred for the country. Additionally, the movement against supporting Israel and its allies has caused many Indonesians to switch to non-Israeli products. The goal of this study is to determine how xenocentrism and consumer hostility impact customers' reluctance to purchase Israeli-affiliated items by decreasing their likelihood of being motivated to boycott them. The lack of information on boycott motivation in Indonesia furthers the study's objective. Data was collected by a survey of 264 Indonesians, primarily in Indonesia, and statistical analysis was performed using SmartPLS 4.0. The investigation's conclusions show that consumer hostility, xenocentrism, and the desire to avoid buying have a large and positive impact on boycotting products linked to Israel. Furthermore, the boycott drive acts as a partial mediating factor between the impact of consumer efficacy and animosity on unwillingness to purchase. These findings emphasize the importance of companies and marketers being aware of the continual incidence of customer xenocentrism and hatred, as it has been shown to impact consumers' desire to make a purchase.

Kata kunci: consumer animosity, xenocentrism, boycott motivation, unwillingness to buy, israel product

ANIMOSITAS KONSUMEN, XENOCENTRISM DAN MOTIVASI BOIKOT: MENELITI PENGARUHNYA TERHADAP KEENGGANAN UNTUK MEMBELI PRODUK-PRODUK PRO-ISRAEL

RINGKASAN

1. Latar Belakang dan Tujuan Penelitian

Globalisasi telah mendorong perusahaan multinasional untuk mencari pasar, sumber daya, dan peluang baru di luar batas negara. Bisnis memiliki baik kemungkinan maupun risiko. Boikot konsumen semakin umum terjadi, menimbulkan ketidakpastian strategis dan taktis bagi bisnis. Perjuangan yang sedang berlangsung di Timur Tengah, khususnya antara Israel dan kelompok Hamas Palestina, telah mendapatkan perhatian global kembali dengan serangan Israel pada 7 Oktober 2023 terhadap Palestina. Kejahatan-kejahatan mengerikan terhadap Palestina menyebabkan kejut besar dan menarik perhatian banyak negara di seluruh dunia, termasuk Indonesia. Masyarakat Indonesia yang pro-Palestina telah mulai memboikot produk-produk dunia yang terkait dengan Israel sebagai tanda kebencian mereka terhadap negara tersebut. Selain itu, gerakan menolak dukungan terhadap Israel dan sekutunya telah menyebabkan banyak orang Indonesia beralih ke produk non-Israel. Tujuan dari penelitian ini adalah sebagai berikut:

a. Uji dan analisis dampak signifikan dari animositas konsumen terhadap motivasi boikot.

b. Uji dan analisis dampak signifikan dari xenocentrisme konsumen terhadap motivasi boikot.

c. Uji dan analisis dampak signifikan dari animositas konsumen terhadap ketidakbersediaan untuk membeli.

d. Uji dan analisis dampak signifikan dari xenocentrisme konsumen terhadap ketidakbersediaan untuk membeli.

e. Uji dan Analisis dampak signifikan motivasi boikot sebagai mediasi memiliki dampak signifikan terhadap ketidakbersediaan untuk membeli.
f. Uji dan Analisis dampak signifikan motivasi boikot yang memediasi pengaruh antara animositas konsumen dan ketidakbersediaan untuk membeli
g. Uji dan Analisis dampak signifikan motivasi boikot yang memediasi pengaruh antara xenocentrisme dan ketidakbersediaan untuk membeli

2. Metode Penelitian

SmartPLS 4.0 digunakan dalam jenis penelitian ini untuk meneliti data kuantitatif. Pada bulan Oktober 2024, survei dilakukan di komunitas Twitter Indonesia. Data tersebut dikumpulkan melalui kuesioner atau survei dalam bentuk formulir online. Penduduk lokal yang menyadari konflik Israel-Palestina merupakan mayoritas dari peserta studi ini. Ukuran sampel untuk penelitian ini adalah 264 orang. Kriteria berikut digunakan untuk memilih sampel penelitian:

1. Warga negara Indonesia berusia minimal 18 tahun ke atas
2. memahami dan mengetahui tentang produk yang berafiliasi dengan Israel
3. telah mengonsumsi produk yang berafiliasi dengan Israel.

Hipotesis berikut telah diajukan sebagai pendekatan sementara untuk mengatasi masalah ini:

H1: animositas konsumen memiliki dampak signifikan terhadap motivasi boikot
H2: xenocentrisme konsumen memiliki dampak signifikan terhadap motivasi boikot
H3: animositas konsumen memiliki dampak signifikan terhadap ketidakbersediaan untuk membeli
H4: xenocentrisme konsumen memiliki dampak signifikan terhadap ketidakbersediaan untuk membeli
H5: motivasi boikot sebagai mediasi memiliki dampak signifikan terhadap ketidakbersediaan untuk membeli
H6: motivasi boikot memediasi pengaruh antara animositas konsumen dan

ketidakbersediaan untuk membeli

H7: motivasi boikot memediasi pengaruh antara xenocentrisme dan ketidakbersediaan untuk membeli

3. Hasil Penelitian

Menurut analisis statistik dari data yang dikumpulkan dari 264 orang, semua item dan variabel telah memenuhi setiap model penilaian dari kerangka reflektif. Mayoritas responden, yang ditanya tentang karakteristik mereka, adalah perempuan, berusia antara 18 dan 25 tahun, memiliki penghasilan antara 3 dan 4 juta rupiah per bulan, dan telah menyelesaikan S1. Provinsi DKI Jakarta dan Jakarta adalah rumah bagi sebagian besar responden. Produk yang paling dihindari oleh responden adalah restoran cepat saji. Responden memberikan jawaban yang moderat untuk setiap pertanyaan variabel, dengan sebagian besar memilih "3" atau "tidak yakin." Setelah itu, analisis hipotesis mengungkapkan bahwa eksentrisisme xenocentrisme konsumen Indonesia, motivasi boikot, dan permusuhan konsumen semuanya secara signifikan dan menguntungkan mempengaruhi keputusan mereka untuk memboikot produk yang memiliki hubungan dengan Israel. Ini menunjukkan bahwa konsumen akan kurang cenderung membeli barang jika mereka lebih bersikap bermusuhan, xenocentris, dan berorientasi pada boikot. Selain itu, pengaruh permusuhan pelanggan dan xenocentrisme terhadap keengganan untuk membeli dapat sebagian dikurangi oleh motivasi boikot.

4. Kesimpulan dan Implikasi

Menurut temuan studi tersebut, motivasi boikot, xenocentrisme, dan permusuhan pelanggan semuanya memiliki dampak positif terhadap keengganan konsumen untuk membeli barang-barang yang terkait dengan Israel. Ini dapat diartikan sebagai berikut: semakin banyak xenocentrisme, motivasi boikot, dan permusuhan pelanggan, semakin besar keengganan untuk membeli. Xenocentrisme konsumen dan permusuhan terhadap

pembelian dapat sebagian dikurangi oleh motivasi boikot. Penelitian ini menyarankan untuk organisasi Memahami akar kemarahan atau ketidakpuasan konsumen terhadap produk tertentu memungkinkan perusahaan mengembangkan metode yang lebih baik untuk menangani kesulitan ini. Mengingat tren xenocentrisme, perusahaan harus memodifikasi tema dan nilai yang mereka promosikan dalam promosi produk mereka. Kemudian, bagi para pemasar, mereka harus menyadari sikap negatif yang mungkin dimiliki konsumen terhadap barang-barang pro-Israel. Penelitian pasar yang mendalam untuk mengungkap sumber kemarahan konsumen dapat membantu dalam pengembangan taktik komunikasi dan pemasaran yang lebih efektif. Untuk penelitian mendatang, mereka dapat membantu kita lebih memahami bagaimana elemen-elemen ini berinteraksi dan berkontribusi pada keraguan orang untuk membeli produk tertentu, terutama di masa perang atau gejolak politik.

CONSUMER ANIMOSITY, XENOCENTRISM AND BOYCOTT MOTIVATION: EXPLORING THEIR INFLUENCE ON UNWILLINGNESS TO BUY PRO-ISRAEL PRODUCTS

SUMMARY

1. Background and Research Objective

Globalization has led multinational firms to seek new markets, resources, and opportunities beyond national borders. Businesses have both possibilities and risks. Consumer boycotts are becoming more common, posing a strategic and tactical uncertainty for businesses. The ongoing struggle in the Middle East, particularly between Israel and the Palestinian Hamas group, has regained global attention with Israel's October 7, 2023 attack on Palestine. The horrific atrocities on Palestinians caused widespread shock and attracted a lot of attention from countries all over the world, including Indonesia. The people of Indonesia, who are pro-Palestine, have begun to boycott worldwide products linked to Israel as a sign of their hatred for the country. Additionally, the movement against supporting Israel and its allies has caused many Indonesians to switch to non-Israeli products. The objectives of this research are as follows:

a. Test and analyze the significant impact of consumer animosity have a on boycott motivation.

b. Test and analyze the significant impact of consumer xenocentrism have a on boycott motivation.

c. Test and analyze the significant impact of consumer animosity have a on unwillingness to buy.

d. Test and analyze the significant impact of consumer xenocentrism have a on unwillingness to buy.

e. Test and Analyze the significant impact boycott motivation as mediation have a significant impact on unwillingness to buy.

f. Test and Analyze the significant impact boycott motivation meditates the influence

between consumer animosity and unwillingness to buy

g. Test and Analyze the significant impact boycott mtivation madetates the influence between xenocentrism and unwillingness to buy

2. Research Method

SmartPLS 4.0 is used in this type of research to examine quantitative data. In October 2024, the survey was conducted in the Indonesian Twitter community. The data was gathered via an online form questionnaire or survey. Locals who are aware of the Israeli-Palestinian conflict make up the majority of the study's participants. The sample size for this study is 264 people. The following criteria were used to select the study's samples:

1. Indonesia citizens aged at least 18 years and over
2. understand and know about products affiliated with Israel
3. had consumed products affiliated with Israel.

The following hypothesis have been put forth as a temporary approach to address the issue:

H1: consumer animosity have a significant impact on boycott motivation

H2: consumer xenocentrism have a significant impact on boycott motivation

H3: consumer animosity have a significant impact on unwillingness to buy

H4: consumer xenocentrism have a significant impact on unwillingness to buy

H5:boycott motivation as mediation have a significant impact on unwillingness to buy

H6: boycott motivation meditates the influence between consumer animosity and unwillingness to buy

H7: boycott mtivation madetates the influence between xenocentrism and unwillingness to buy

3. Research Result

According to statistical analysis of data gathered from 264 people, all of the items and variables have satisfied every assessment model of the reflective framework. The majority of respondents, who were asked about their characteristics, were female, between the ages of 18 and 25, had earned between 3 and 4 million rupiah per month, and had completed S1. The DKI Jakarta province and Jakarta are home to the majority of responders. The product that respondents avoid the most is fast food restaurants. Respondents give a moderate answer to each variable question, with most choosing "3" or "undecided." Following that, the hypothesis analysis reveals that Indonesian consumers' xenocentrism, boycott motivation, and consumer hostility all significantly and favorably influence their decision to boycott product that has ties to Israel. This suggests that consumers will be less inclined to purchase goods if they are more hostile, xenocentric, and boycott-oriented. Furthermore, the influence of customer hostility and xenocentrism toward reluctance to purchase can be partially mitigated by boycott motivation.

4. Conclusion and Implication

According to the study's findings, boycott motivation, xenocentrism, and customer hostility all have a beneficial impact on consumers' reluctance to purchase goods associated with Israel. It can be interpreted as follows: the more xenocentrism, boycott motivation, and customer hostility, the greater the reluctance to purchase. Consumer xenocentrism and hostility toward purchases can be partially mitigated by boycott motivation. This research suggest for organizations Understanding the roots of consumer anger or unhappiness with a specific product allows firms to develop better methods to handle these difficulties. Given the trend for xenocentrism, firms must modify the themes and values they promote in their product promotion. Then, for marketers, they must realize the negative attitudes that consumers may have against pro-Israel items. In-depth market research to uncover the sources of consumer anger can aid in the development of more effective communication and marketing tactics . For future research, they can help us better understand howthese elements interact and

contribute to people's hesitancy to buy certain products, particularly in times of war or political turmoil.

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CHAPTER I
INTRODUCTION

1.1 Background

Globalization has led multinational firms to seek new markets, resources, and opportunities beyond national borders. Businesses have both possibilities and risks. Consumer boycotts are becoming more common (Friedman, 1985), posing a strategic and tactical uncertainty for businesses (Ettenson & Klein, 2005, p. 200). The ongoing struggle in the Middle East, particularly between Israel and the Palestinian Hamas group, has regained global attention with Israel's October 7, 2023 attack on Palestine. The attacks on Palestinians were devastating and sparked global alarm. Since the attack, Palestinians have faced enormous economic, physical, social, and humanitarian challenges (Khoiruman & Wariati, 2023). Since 1948, Palestine has faced multiple military occupations, resulting in one of the greatest humanitarian disasters. The ongoing military occupation has resulted in an unlivable environment for Palestinians, causing physical, psychological, and social harm (Farhat et al., 2023). In 2023, Israel plans to conduct another genocide, the worst in history, after Hamas defended their country from Israeli oppression. The Gaza war has reached its 100th day, resulting in the bloodiest and most catastrophic bloodbath between Israelis and Palestinians in decades of strife.

Palestine has faced multiple battles, revolutions, and intifadas against military occupation, culminating in one of the greatest humanitarian disasters. In four military offensives (2006, 2008-09, 2012, and 2014), over 4,000 Palestinians were killed and over 17,000 were injured (Hezlein et al. 2018). Between 2018 and 2020, Palestinians organized weekly rallies on Israel's border, dubbed as the "Great Marches of Return." The 70th anniversary of the Nakba commemorates the right of Palestinians to return to their homes and lands. UNRWA reports that over 35,000 Palestinians have been injured as a result of the ongoing conflict (2019). During the Great Marches of Return, Israeli snipers deliberately wounded protesters, targeting their limbs, abdomen, and pelvis. In May 2021, an 11-day conflict in Gaza claimed the lives of almost 200 Palestinians, including 60 children (Farhat et al., 2023). According to (Kompas, 2023), Hamas fighters

launched attacks against Israel on October 7, 2023, in retaliation to recent atrocities against Palestinians. Palestinian society has faced persecution and bloodshed for 76 years, beginning on October 6, 2023 and continuing daily since October 7, 2023. Israel committed massacres against civilians on land, sea, and in the air. According to Kompas figures, Israel's genocide in Gaza, Palestine, claimed the lives of 24,000 people within 100 days. The genocide in 100 days was the bloodiest and most damaging crisis between Israelis and Palestinians in decades of history. The United Nations Office for the Coordination of Humanitarian Affairs (OCHA) of Gaza's Ministry of Health reported a death toll of 23,968.

According to Replubika, boycotts of Israel-related products are gaining traction on social media. The boycott of major businesses, including Starbucks, McDonald's, Burger King, Pizza Hut, and others, stems from their direct support for Israel's Defense Forces following the October 7 attacks. The boycott is a response against Israel's genocide against Palestinians. The community supported the boycott as a form of solidarity. Concerned individuals believe the United Nations' solutions to the atrocity are inadequate. People boycotted Israel for several causes, including ending the occupation and granting Palestinians full rights. Engaging global consumers through market forces is a powerful method to demonstrate support for Palestine. The world society is frustrated by the lack of support for Palestine and other Muslim countries from Arab countries, as well as Israel's considerable economic and political power (Ari, 2024). Al Jazeera reported the magnitude of losses suffered by Israel. According to a 2008 estimate, the boycott campaign might result in annual losses of up to US$11.5 billion, or Rs.180.48 trillion for Israel. In recent years, Israel has prioritized diplomatic missions in defiance of the boycott, divestment, and sanctions movement. (BDS). Israeli Prime Minister Benjamin Netanyahu has also banned organizations that promote the boycott movement. It is because thousands of individuals in Israel are at risk of losing sight of their search when the Zionist country is completely shunned by the international community (infobank, 2023)

Meanwhile, according to CNBC, Israel disputes that a boycott movement may have a negative impact. Indeed, Israel optimistically claims that it will only add to the Palestinian people's misery, not alleviate it. According to the Brookings Institution, a Washington-based non-profit organization, the BDS movement has little impact on the Israeli economy because 40 percent of Israeli exports are "intermediates" or hidden products used in the manufacturing process elsewhere, such as semiconductors. However, data from the World Bank reveal that exports of "intermediate" items fell dramatically between 2014 and 2016. This resulted in losses of approximately US$6 billion, or almost Rs94.16 trillion (CNBC,2024). Boycotts of Israeli enterprises have emerged as an effective tactic for change. This has resulted in significant economic impact on Israel. Boycotts targeting Israeli companies have an impact on the country's economy. According to recent estimations, Israel has experienced significant financial losses due to a reduction in worldwide trade. Construction and food industries have experienced significant income drops, with over 70% of enterprises reporting such losses (Muzzamil, 2023).

Table 1. 1 Products that Affiliated with Israel in Indonesia

No.	Product Categories	Brand
1.	Personal Care	Axe, Clear, Vaseline, St. Ives and Tresemme
2.	Fastfood Restaurant	McDonald's, Burger King and Pizza Hut
3.	Food and Beverages	Coca Cola, Sprite, Fanta, Pepsi, Nestle, Soda Stream and Sabra

4.	Cosmetics	L'Oreal and Dr Fischer
5.	Condiments	Royco, Kecap Bango and Maggi
6.	Ice Cream	Walls
7.	Baby Care	Pampers
8.	Sports Equipment	Puma, Adidas and Nike
9.	Coffee Shop	Starbucks and Dunkin
10.	Milk	Dancow and Bear Brand
11.	Detergent and Cleaner	Downy, Molto, Rinso and Sunlight
12	Technology	HP, Google and Siemens

Source: https://www.detik.com/bali

A boycott is a kind of protest that entails refraining from using, purchasing, or doing business with a person, organization, or business under pressure (Wuryanti et al., 2017), while a boycott is an act of avoiding or refraining from doing something (product purchase) (Rahmawati et al., 2020). This type of boycott has both beneficial and negative effects on the parties involved. Kalliny et al. (2018) found that a person's level of religiosity influences their willingness to participate in religious boycotts. According to Muhammad et al. (2019), customers' religiosity influences their readiness to boycott and negatively impacts their perception of the boycotted brand. Ali (2021) found that customer hostility significantly influences boycotts. Research suggests that unfavorable customer sentiment can impact motivation, product appraisal, and participation in boycotts (Suhud, 2018). According to Tian (2010), boycott incentives are the sole factor influencing consumer antipathy

and purchase intent. These findings suggest that consumer antagonism plays a substantial role in the decision to boycott a product or brand.

Xenocentrism, or a preference for foreign goods and cultures over one's own, has a huge impact on global consumer behavior, especially in Indonesia. This choice frequently undermines local enterprises and cultural practices, generating concerns about national identity and economic independence (Siswanto & Hartono, 2020). Historically, Indonesia has seen waves of xenocentrism, particularly during the colonial era, when Western products and lifestyles were regarded as superior. Following independence, this trend continued, propelled by globalization and the influx of foreign media and products. This historical context is critical for understanding modern sentiments toward boycotts of foreign products, as Indonesians manage their postcolonial identity in a globalized world (Nurhadi & Sudarto, 2019). Xenocentrism has a huge impact on both the local economy and culture. On the economic front, a preference for foreign items can stifle the growth of domestic industries that struggle to compete with imported goods. This can lead to trade deficits and a reliance on foreign goods. Culturally, xenocentrism can undermine national cultural identity and reduce appreciation for local traditions. According to Ardianto and Kurniawan's (2021) research, xenocentrism can stifle innovation and domestic industrial progress while also affecting the country's economic well-being. (Ardianto and Kurniawan, 2021).

Accroding to (Umar Adiwinoto; Albert Widjaja, 1995) The carbonated soft drink business in Indonesia is rapidly expanding. With a growth rate of 15% per year, this business piques the interest of both foreign and domestic firms. Foreign companies such as Coca-Cola and Pepsi must compete with new brands and even house brands created by local distributors. Coca-Cola brands like Coke, Sprite, and Fanta account for 95% of the Indonesian soft drink market. Fanta, one of Coca-Cola's products in Indonesia, has enormous growth potential. Despite its relatively consistent sales, it accounts for only 27% of the company's overall sales, compared to Sprite's 43.7% and Coke's 29.3%.

The Boycott, Divestment, and Sanctions (BDS) movement is driving the boycott of Fanta, Sprite, and Coca-Cola, which targets corporations directly or

indirectly involved in Israel's funding or activities. Coca-Cola, with its long history of refusing to comply with the Arab League's boycott of Israel since 1966, has emerged as a main target in this campaign. This puts further pressure on the corporation, particularly in the international market, where consumer knowledge of the Palestinian situation is growing (al-aqsa, 2023). Coca-Cola, a firm that manufactures and packages beverages, is one of the items or companies targeted by the boycott. Coca-Cola is reported to operate a facility in Atarot, which is considered an illegal Israeli settlement in Palestine. Coca-Cola is claimed to be supporting Israel's bombing of Gaza and transferring funding to its armed forces. The Turkish parliament moved rapidly to eliminate Coca-Cola products from its restaurant menus. The action followed allegations that the corporation supported Israel. Coca-Cola has not yet replied to a request for comment (Republika, 2023).

According to the British-based pro-Palestinian group Friends of al-Aqsa, the pressure on the Atarot production plant has prompted an American company, General Mills, to quit the settlement. They are raising awareness about a Coke boycott on November 18, 2023. Nonetheless, Coca-Cola's stock performance has been relatively solid over the last four months, with an overall upward trend. (Republica, 2024). Since January 1st, the company has been marginally falling, and it is 0.75 percent in the red this year. KO shares dipped 0.60 percent last week, but on Friday, the penultimate trading day, they closed 0.35 percent in the positive zone at $59.37. (Finbold 2024)

Fanta, a well-known beverage brand owned by Coca-Cola, has become the target of a global boycott because of its ties to Israel. This boycott was prompted by Coca-Cola's involvement in commercial activities in Israel's contentious region, particularly the operating of a plant in illegal settlements in Atarot, an occupied Palestinian area (depkes.org, 2024). Many consumers interpret this as indirect support for Israel's policies in internationally contested territory. (Ulastempat, 2023). The boycott against Fanta is spreading as consumers become more aware of the brand's role in global political concerns. Activists argue that purchasing Fanta goods indirectly contributes to the funding of controversial illegal settlements in Palestinian territory. As a result,

this boycott appeal is not a one-time occurrence, but rather a long-term demand for change. (Depkes, 2024).

In this environment, Fanta and Coca-Cola confront a difficult decision: continue business in the region at the risk of losing worldwide customer support, or reevaluate their strategies to fit with larger ethical standards. This boycott indicates that customers wield significant power in demanding openness and responsibility from huge firms such as Coca-Cola. (Al-Aqsa, 2023). Sprite, a well-known beverage brand owned by Coca-Cola, has become the object of an international boycott due to suspected involvement in helping Israel, particularly through business interests in legally contested territories. This boycott is part of a larger campaign aimed at large corporations perceived to support Israel's contentious practices in Palestine. Coca-Cola, which includes Sprite, is accused of indirectly subsidizing operations in occupied regions (Forbes, 2024).

The boycott campaign against Sprite has grown in intensity since the conflict between Israel and Hamas erupted in 2023, when Israeli-related items have come under increased scrutiny. Applications like "No Thanks" even advise users not to buy products perceived to support Israel, such as Sprite, as part of efforts to encourage major corporations to cut links with Israel (No Thanks, 2023). Although many activists and consumers around the world support the boycott, there is some controversy regarding whether it is successful or ethical. Some parties see this boycott as a legitimate form of protest against Israel's policies, while others see it as a potential source of antisemitism, particularly if the campaign fails to distinguish between criticism of state policies and hatred for a specific national or religious identity (DW, 2024).

Consumer hatred is becoming an increasingly serious issue in the context of globalization, since multinational corporations are frequently threatened with boycotts in international markets. Consumer boycotts can have a big influence on sales and brand image. According to research, customers who have a strong dislike for a country are more likely to shun products from that country and encourage others to do the same. (Riefler and Diamantopoulos,

2007). Furthermore, businesses can demonstrate social responsibility and dedication to matters of customer concern. Rose, et al. (2009). It has the potential to lessen negative attitude and boost product adoption in markets where antagonism was previously prevalent. However, it should be noted that the efficiency of such techniques is greatly influenced by the environment and unique qualities of the market and customer in question. For example, in countries with high levels of nationalism, efforts to alleviate customer antipathy may necessitate a more cautious and sensitive approach. Klein et al. (1998). As a result, a thorough understanding of the causes influencing consumer animosity is critical for businesses competing in international marketplaces.

A boycott of a specific country's products may occur in response to diplomatic conflict or activities deemed harmful to national sovereignty or dignity. This phenomena demonstrates how emotional factors and national identity influence consumer behavior in Indonesia. (Nuroho et al., 2018). In some situations, a social media boycott effort can be quite effective, resulting in a large decrease in sales for the boycotts. It demonstrates the importance of technology in altering the dynamics of consumer boycotts in the digital era. (subiakto et al., 2020). If the boycotted product does not have a comparable replacement in the local market, the boycott may be ineffective because customer needs must still be addressed. As a result, the effectiveness of a boycott is typically determined by the market situation and the availability of local alternatives. (Hadi et al. 2021). Strategies such as exhibiting social responsibility, engaging in local communities, and developing a brand image responsive to national issues can assist to reduce resentment and rebuild consumer relationships. This undertaking necessitates a serious and continuous strategy to regaining the trust and support of Indonesian consumers. (Wijaya and Firdaus, 2019). The preference for imported goods has important economic consequences for Indonesia. Furthermore, local producers may encounter difficulties in selling their products as attractive when consumers favor overseas brands. Studies have demonstrated that xenocentric views might hamper domestic industry growth and innovation (Ardianto & Kurniawan,

2021). Boycotts of foreign products emerge as a counter-movement to xenocentrism, trying to promote local goods while protecting national interests. In Indonesia, several initiatives have been created to urge consumers to prioritize local items, ranging from traditional crafts to cutting-edge technology. These programs frequently emphasize the quality, tradition, and economic advantages of supporting local enterprises (Santoso & Wibowo, 2018). Consumer unwillingness to buy a specific product in Indonesia is frequently driven by a number of variables, including anger against the product's country of origin, ethnocentrism, and nationalist emotion. This feeling highlights the significance of emotional considerations and national identity in influencing consumer purchase decisions. (Nugroho 2016). Social media campaigns encouraging boycotts of specific brands can potentially exacerbate consumers' hesitation to buy. Campaigns that capitalize on nationalism and xenocentrism can be useful in rallying support for a boycott, especially when combined with messages reminding consumers of the necessity of supporting local products for national economic interests. (Hadi, 2019). Foreign enterprises intending to operate in Indonesia must understand the dynamics of customer unwillingness and devise tactics to overcome such obstacles. Companies can improve their interactions with Indonesian consumers by developing a positive brand image and displaying social responsibility (Wijaya, 2018).

Based on the current phenomenon of boycotts of Israel-affiliated products in Indonesia, as well as a lack of research into boycotts in Indonesia, the primary goal of this study is to determine the effects of consumer animosity and consumer xenocentrism towards unwillingness to buy using boycott motivation as a mediator.

1.2 Problem Formulation

1.2.1 Problem Statement

The title of this study highlights significant problems concerning consumer perceptions toward products affiliated with a specific country or entity. In this context, there is a phenomena known as Consumer Animosity, which refers to consumer antagonism or hatred for a specific country that

influences their purchasing decisions. Xenocentrism, an attitude in which customers prefer foreign items over home products, is also a significant influence on consumer behavior. The study seeks to investigate how these two elements, combined with the motive for a boycott, lead to consumer reluctance to purchase pro-Israel soft drinks such as Coca-Cola. A better grasp of these dynamics can assist businesses in developing marketing strategies that are more responsive to global events and consumer opinion.

The rationale for a boycott also influences consumer purchasing decisions, particularly in complex political and social circumstances. Dissatisfaction with the policies or conduct of the product's native country is typically the catalyst for a consumer boycott. In the case of Coca-Cola products affiliated with Israel, a boycott might be motivated by a variety of considerations, including humanitarian, political, and economic concerns. This study aims to investigate how the motivation for boycott, as well as consumer anger and xenocentrism, affects consumer reluctance to purchase this product. Thus, the study not only gives insights into consumer behaviour in the setting of geopolitical conflict, but it also provides practical assistance for businesses dealing with market issues driven by political and social factors.

1.2.2 Research Question

Based on the research background and problem statement above, the research questions can be identified as follows:

1. Does consumer animosity have a significant impact on boycott motivation?
2. Does consumer xenocentrism have a significant impact on boycott motivation?
3. Does consumer animosity have a significant impact on unwillingness to buy?
4. Does consumer xenocentrism have a significant impact on unwillingness to buy?
5. Does boycott motivation as mediation have a significant impact on unwillingness to buy?

6. Does boycott motivation meditates the influence between consumer animosity and unwillingness to buy?
7. Does boycott mtivation madetates the influence between xenocentrism and unwillingness to buy?

1.3 Research Objective

Based on the research background, problem statement, and research question above, the research objectives can be identified as follows:

1. Test and analyze the significant impact of consumer animosity have a on boycott motivation.
2. Test and analyze the significant impact of consumer xenocentrism have a on boycott motivation.
3. Test and analyze the significant impact of consumer animosity have a on unwillingness to buy.
4. Test and analyze the significant impact of consumer xenocentrism have a on unwillingness to buy.
5. Test and Analyze the significant impact boycott motivation as mediation have a significant impact on unwillingness to buy.
6. Test and Analyze the significant impact boycott motivation meditates the influence between consumer animosity and unwillingness to buy
7. Test and Analyze the significant impact boycott mtivation madetates the influence between xenocentrism and unwillingness to buy

1.4 Research Contribution

1.4.1 Theoretical Contribution

The findings of this study will serve to supplement and fill gaps in past and future research, particularly for academics interested in the impact of customer anger and xenocentrism on unwillingness to buy via boycott motivation. They are optimistic that they will gain new insights for their studies.

1.4.2 Practical Contribution

This research confidently will contribute to the organization and the marketers.

1. The Organization

   This study is divided into five major sections to investigate the impact of customer anger, xenocentrism, and boycott motivation on Indonesians' refusal to purchase pro-Israel soft drink products, particularly Coca-Cola. The first section presents a thorough overview of the research subject, emphasizing the importance and significance of consumer opinion in the context of global political crises. The second portion examines existing literature on consumer anger, xenocentrism, and boycott behavior, focusing on Coca-Cola. The third section describes the study methodology, which includes data gathering and analytic methodologies for determining the elements impacting consumer behavior. The fourth section includes the study's findings, which provide insights into how these characteristics influence purchasing decisions. Finally, the final section explores the findings' consequences, makes recommendations for marketers and legislators, and finishes with ideas for further research in this field.

2. Marketers

   Understanding the interplay between consumer hatred, xenocentrism, and boycott motive is critical for marketers navigating the complicated global branding landscape, particularly in politically sensitive nations such as Indonesia. Marketers must understand that antipathy toward a country, in this case Israel, can have a substantial impact on the perception and sales of products linked with it, even indirectly. To combat unfavorable perceptions, strategies could include strengthening local relationships and promoting the brand's dedication to local values and community welfare. Furthermore, marketers should participate in open communication to address consumer concerns and distinguish their brand identity from geopolitical issues. Companies like Coca-Cola can mitigate the negative effects of consumer

animosity and xenocentrism by implementing culturally sensitive marketing strategies and demonstrating corporate social responsibility, resulting in consumer loyalty and market share retention in such challenging environments.

1.5 Research Contextual Overview

According to figures acquired from the website Detik Bali, Table 1.1 shows that 37 Indonesian-derived items are imported and related to Israel. These products are well-known in Indonesia, are widely available, and have a large following. This shows that the two countries have a considerable economic relationship in these products. The popularity of these items in Indonesia provides an opportunity for academics to delve more into the elements that influence customer perceptions of foreign products, particularly those originating in Israel. As a result, our study is focused on Israeli-related products. The study's goal is to investigate the effect of customer animosity and xenocentrism on unwillingness to buy, with boycott motivation serving as a mediator. In other words, this study tries to understand how consumers' negative opinions against a country influence their decision not to purchase things made in that country. The findings of this study are intended to provide deeper insights for businesses and governments as they develop more successful marketing tactics and trade policies.