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CONSUMER MOTIVATIONS IN POLITICALLY CHARGED BOYCOTTS: ANALYSIS OF BRAND ATTITUDE DYNAMICS AND IMPACT ON BOYCOTT INTENTIONS

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Abstract
The Israeli-Palestinian conflict has exerted significant socio-political influence globally, notably affecting consumer behavior in Indonesia through boycotts of products perceived to be associated with Israel. This study critically investigates the impact of consumer efficacy, self-enhancement, brand distrust, and animosity on boycott intention, mediated by brand attitude, while assessing religiosity as a moderating factor in this relationship. Employing a quantitative causal research design, data were collected via online surveys from Indonesian consumers of goods and services linked to Israel and analyzed using Structural Equation Modeling (SEM) with WARPPLS. Contrary to expectations, findings reveal that religiosity does not significantly moderate the brand attitude–boycott intention relationship, challenging common assumptions about the role of religious identity in consumer activism within this context. The study advances theoretical understanding of the psychological antecedents driving politically motivated boycotts and offers valuable managerial insights for brands navigating complex socio-religious landscapes. Implications highlight the need for nuanced marketing strategies that account for consumer efficacy perceptions, brand trust issues, and identity-driven motives amid geopolitical conflicts.

Keywords: Consumer boycott, brand attitude, consumer efficacy, animosity, religiosity, political consumerism, Indonesia.
JEL Codes: M31, D91, Z12

INTRODUCTION

The Israeli-Palestinian conflict is one of the most enduring and contentious geopolitical struggles of modern times, transcending territorial disputes to embody profound narratives of identity, justice, and human rights. Far from being confined to diplomatic corridors or contested borders, this conflict permeates global socio-economic spheres, profoundly reshaping consumer behavior patterns worldwide (Shi & Wei, 2023). At the heart of this transformation lies a burgeoning and strategically orchestrated boycott movement, targeting products and corporations linked, whether directly or indirectly, with Israel. These boycotts do not merely represent economic actions; they are potent socio-political statements, wielded by pro-Palestinian advocates as instruments of resistance and symbolic defiance. This shift highlights an evolving landscape in which consumption transcends traditional notions of purchasing decisions, evolving instead into acts of political expression and moral positioning (Babu et al., 2025).

Historically, consumer boycotts have served as incisive mechanisms of social change, leveraged against enterprises implicated in ethically or politically contentious practices, even those companies only tangentially connected to the root issues (Hamzah & Mustafa, 2019). In this light, the current Israeli-Palestinian boycott campaigns exemplify how global brands often become unintended battlegrounds for ideological conflicts, compelling marketers and corporate strategists to navigate unforeseen reputational hazards. Beyond the immediate economic stakes, such movements illuminate the intricate nexus between consumer identity, ethical consciousness, and political activism, challenging firms to reconcile profitability with the imperatives of social responsibility (Josiassen et al., 2024).

The polarizing nature of the Israeli-Palestinian crisis generates a bifurcation of global consumer publics, wherein affiliation and empathy translate into marketplace actions capable of inflicting substantive financial and operational impacts on targeted entities (Bela & Sabilla, 6). Boycotts, therefore, are not merely symbolic protests but have tangible consequences for organizational viability, influencing employment, investor confidence, and broader market dynamics. A nuanced understanding of these boycott determinants assumes critical urgency for stakeholders steering brands through volatile political terrains marked by entrenched historical grievances and potent religious identities. These identities deeply embedded in the conflict infuse consumer choices with layers of moral and spiritual significance rarely observed in conventional market research (Dogan, 2025).

While prior studies underscore factors such as consumer animosity, efficacy beliefs, and self-enhancement as pivotal antecedents to boycott intentions (Herani & Angela, 2025), the distinctive role of religiosity remains underexplored despite its profound influence in this context. Religiosity, encompassing devout spiritual adherence, ethical mandates, and ritualistic commitments, profoundly colors how individuals interpret and respond to geopolitical injustices. Its inclusion as a moderating variable promises to fill a critical lacuna in understanding how complex interrelations between faith, identity, and political sentiment converge in consumer decision-making frameworks.

Moreover, animosity characterized by deeply entrenched antipathy from historical and ongoing conflicts (Hamzah & Mustafa, 2019) emerges as a formidable motivational force driving boycott activism. Parallelly, self-enhancement motives, focused on maintaining a positive self-image and minimizing cognitive dissonance, may counterbalance boycott tendencies by shaping how individuals negotiate their political and consumer identities (Hendarto et al., 2018). The belief in consumer efficacy, the conviction that individual actions can effectuate meaningful change, similarly conditions the propensity to engage in boycott behaviors (Giat & Manes, 2023). Central to these dynamics are brand attitudes, pivotal evaluative judgments that mediate how political and ethical considerations translate into concrete purchase or boycott decisions (Abdul-Talib & Mohd Adnan, 2017). Negative brand perceptions, often linked to countries' geopolitical narratives or corporate complicity, enhance boycott susceptibility, further entrenching the marketplace as an arena of contestation.

Against this intricate backdrop, the present research dissects the interplay between animosity, self-enhancement, consumer efficacy, brand distrust, brand attitude, and, critically, religiosity in shaping boycott intentions related to the Israeli-Palestinian conflict. By foregrounding religiosity's moderating influence, this study advances theoretical discourses in consumer activism and furnishes practical insights for multinational corporations navigating the fraught intersection of politics, religion, and commerce (Dekhil et al., 2017). Ultimately, this inquiry seeks to inform sophisticated marketing strategies attuned to global consumer behavior's ethical and socio-political dimensions, enabling brands to anticipate boycott risks and cultivate resilient, ethically grounded brand equity amid persistent and polarizing geopolitical conflicts.

METHODS

This study adopts a quantitative research methodology with a causal research design to rigorously explore and test the hypothesized causal relationships among the variables implicated in consumer boycott intentions within the socio-political context of the Israeli-Palestinian conflict. The conceptual framework grounding this investigation was meticulously constructed based on an extensive literature review (Herani & Angela, 2025; Ishak et al., 2018; Muhamad et al., 2019), wherein prior empirical findings and theoretical propositions informed the development of specific research hypotheses.

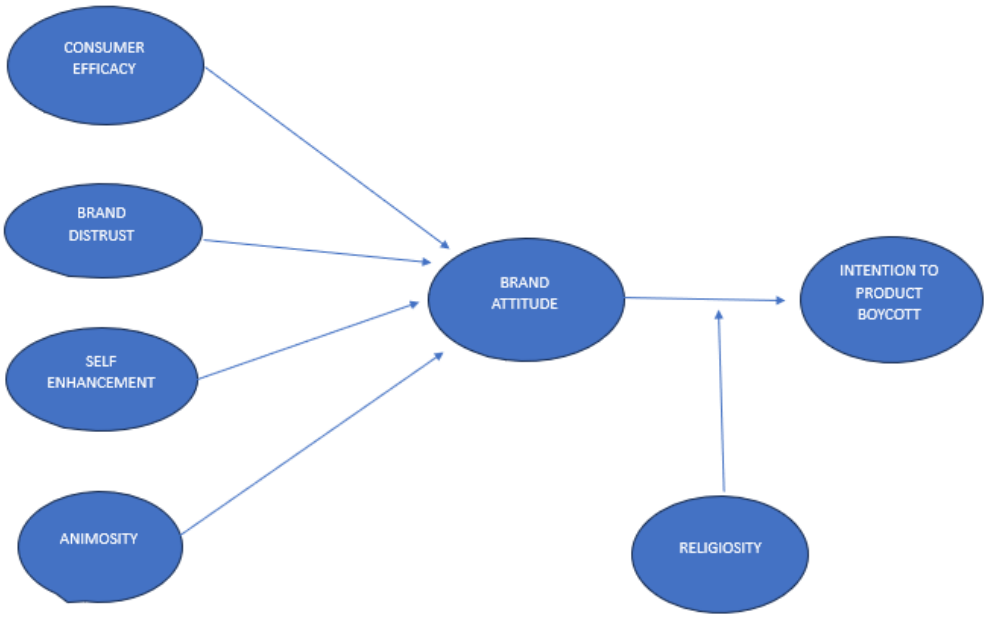

Figure 1. Conceptual Model

The targeted population for this research consists of Indonesian consumers who are aware and understand the ongoing Israeli-Palestinian war and its associated political ramifications, recognizing that consumer perceptions and behaviors around boycotting are likely influenced by knowledge and engagement with the conflict. Employing purposive sampling, participants were deliberately selected to ensure they met these inclusion criteria, which was critical for the validity and relevance of the responses. Adhering to methodological best practices for structural equation modeling, a minimum sample size was determined to be ten times the total number of observed indicators for the latent variables. It resulted in a purposive sample of 200 respondents to provide sufficient statistical power for the analysis (Hair et al., 2019).

Data were collected by administering an online questionnaire disseminated via the Google Forms platform, chosen for its widespread accessibility and convenience in reaching a geographically dispersed population. The instrument was carefully constructed by adapting measurement scales validated in previous related studies and subsequently contextualized to reflect the unique dimensions and sensitivities of the Israeli-Palestinian conflict regarding consumer attitudes and boycott intentions (Muhamad et al., 2019). It ensured both content validity and cultural relevance of the items. The questionnaire operationalized multiple constructs: independent variables including consumer efficacy, the belief in the effectiveness of boycotts to induce change, self-enhancement, brand distrust, and animosity towards Israel; a mediating variable represented by brand attitude, which captures consumers' overall evaluative disposition towards brands perceived to be linked to the conflict, religiosity as a moderating variable, conceptualized in terms of individuals' devoutness and alignment with religious values; and finally, intention to boycott as the primary dependent variable, reflecting the behavioral predisposition to participate in boycott activities (Herani & Angela, 2025).

The analytical phase employed Structural Equation Modeling (SEM) utilizing the WARPPLS software, a variance-based SEM technique well-suited for testing complex models involving mediation and moderation effects (Hair et al., 2021). This method allowed for the simultaneous estimation of multiple direct and indirect relationships, providing nuanced insights into how the independent variables influence boycott intentions through brand attitudes, and how religiosity potentially moderates these effects (Hair et al., 2019). Before

hypothesis testing, the dataset underwent rigorous screening for reliability, validity, and standard method bias to ensure that the constructs were measured consistently and accurately, and that the results would be free from significant systematic error. Through this robust methodological approach, the study aims to contribute to both theoretical understandings of boycott behavior in politically charged contexts and practical knowledge for marketers seeking to navigate the challenges posed by consumer activism intertwined with geopolitical and religious sensibilities.

RESULTS

Demographic Characteristics

Table 1. Demographic Characteristics of Respondents (N = 200)

Characteristic	Category	Frequency (n)	Percentage (%)
Gender	Male	96	48
	Female	104	52
Age (years)	18–24	50	25
	25–34	80	40
	35–44	40	20
	45–54	20	10
	55 and above	10	5
Education Level	High School or below	40	20
	Undergraduate Degree	110	55
	Postgraduate Degree	50	25
Employment Status	Employed	140	70
	Student	40	20
	Unemployed/Other	20	10
Geographical Area	Urban	160	80
	Suburban	30	15
	Rural	10	5

The sample consisted of 200 respondents with a balanced gender distribution (48% male, 52% female). The majority of participants were aged between 25 and 34 years (40%), followed by those between 18 and 24 years (25%). Regarding educational attainment, over half of the sample held an undergraduate degree (55%), while 25% had completed postgraduate studies. Most respondents were employed (70%), with the remainder being students (20%) or unemployed/other (10%). The geographic distribution was predominantly urban (80%), with fewer respondents from suburban (15%) and rural (5%) areas.

Outer Model Results

In Partial Least Squares (PLS), the results of the outer model test aim to evaluate the quality of the indicators in reflecting the measured construct. There are several tests conducted to measure the validity and reliability of the outer model.

Validity Test

Convergent Validity

Convergent validity was evaluated by examining the factor loadings of each indicator on its respective construct. Indicators with loading factors equal to or greater than 0.70 were considered valid, consistent with established measurement standards. Indicators with loadings between 0.50 and 0.70 were also deemed acceptable, provided that the Average Variance Extracted (AVE) and construct reliability criteria were satisfactorily met. Additionally, statistical significance of the factor loadings was assessed using p-values; factor loadings with p-values less than the 0.05 α level indicated that the indicators are statistically valid measures of their constructs. The AVE was further considered, with values equal to or exceeding 0.50 confirming that the construct explains at least half of the variance in its indicators, thereby supporting the adequacy of convergent validity within the measurement model (Hair et al., 2021).

Table 2. Results of the convergent validity test

	Question Indicator	*Loading Factor* Value	P - *Value*	Conclusion
Consumer efficacy	EFF1	0.579	<0.05	Valid
	EFF2	0.590		
	EFF3	0.566		
Brand distrust	Dist1	0.536		
	Dist2	0.544		
	Dist3	0.513		
	District 4	0.532		
Self enhancement	Self1	0.582		
	Self2	0.548		
	Self3	0.593		
	Self4	0.553		
Animosity	ANIM1	0.510		
	ANIM2	0.586		
	ANIM3	0.564		
	ANIM4	0.524		
	ANIM5	0.556		
Brand attitude	ATT1	0.560		
	ATT2	0.576		
	ATT3	0.562		
Religiousness	REL1	0.583		
	REL2	0.541		
	REL3	0.528		
	REL4	0.593		
Intent to boycott	INT1	0.560		
	INT2	0.572		
	INT3	0.574		
	INT4	0.562		

The results of the loading factor values on all indicators for each variable are shown in this table. Each indicator has an outer loading value > 0.5, which indicates that each indicator used has met the convergent validity test.

Discriminant Validity

Discriminant validity assesses the degree to which indicators of a particular construct are truly distinct and uncorrelated with indicators measuring different constructs. It ensures that each construct captures unique aspects of the phenomenon under study, thereby confirming that the measures do not overlap conceptually or statistically with other constructs in the model (Hair et al., 2021).

Table 3. Discriminant Validity

	efficacy	distrust	selfenhance	animo	attitude	religious	inboycot
EFF1	0.579	-0.135	0.015	-0.081	-0.040	0.022	0.198
EFF2	0.590	-0.001	-0.073	0.098	0.005	0.049	-0.203
EFF3	0.566	0.186	0.098	-0.050	0.047	-0.111	0.062
DIST1	-0.102	0.536	0.231	0.423	-0.334	-0.164	-0.073
DIST2	-0.148	0.544	-0.182	-0.011	-0.127	0.067	0.296
DIST3	0.227	0.513	-0.159	-0.279	0.370	0.043	-0.121
DIST4	0.090	0.532	0.126	-0.256	0.220	0.086	-0.181
SELF1	0.211	-0.110	0.582	-0.060	0.008	0.046	-0.080
SELF2	-0.099	0.032	0.548	0.258	-0.298	-0.013	-0.196
SELF3	-0.071	0.151	0.593	-0.206	0.031	-0.044	0.118
SELF4	-0.018	-0.088	0.553	-0.192	0.563	0.014	0.377
ANIM1	0.070	-0.183	-0.143	0.510	-0.097	-0.052	0.154
ANIM2	-0.132	-0.144	-0.045	0.586	0.421	-0.075	-0.027
ANIM3	-0.338	0.019	-0.021	0.564	0.176	-0.050	0.436
ANIM4	0.114	0.098	0.236	0.524	-0.193	-0.064	-0.478
ANIM5	0.226	0.218	-0.157	0.556	-0.268	0.320	0.237
ATT1	0.044	-0.151	0.190	-0.089	0.560	0.056	0.031
ATT2	-0.071	-0.101	0.008	0.139	0.576	-0.068	-0.082
ATT3	0.047	0.285	-0.205	-0.090	0.562	0.031	0.075
REL1	0.017	0.075	-0.027	0.404	-0.204	0.583	-0.158
REL2	0.173	-0.063	-0.083	0.146	-0.072	0.541	0.034
REL3	0.103	-0.229	0.085	-0.363	0.125	0.528	0.196
REL4	-0.244	0.203	0.005	-0.103	0.106	0.593	-0.080
INT1	-0.038	0.030	0.096	0.044	0.017	-0.009	0.560
INT2	0.148	0.031	-0.086	0.011	-0.131	-0.063	0.572
INT3	0.061	-0.083	-0.008	-0.038	-0.020	0.027	0.574
INT4	-0.185	0.027	0.015	-0.010	0.143	0.046	0.562

The table 3 explains that each indicator's *loading cross value* on its variable is greater than the cross-loading value of other variables. This shows that each indicator used in this study has met the *discriminant validity* test criteria.

Table 4. AVE Value (Average Variance Extracted)

Variables	**AVE Value**	**Conclusion**
Consumer efficacy	0.883	Valid
Brand distrust	0.807	Valid
Self enhancement	0.764	Valid
Animosity	0.742	Valid
Brand attitude	0.870	Valid
Religiousness	0.810	Valid
Intention to boycott	0.937	Valid

According to Table 4, the whole constructs have met the requirements for convergent validity testing. The results are seen from the AVE value for each construct of more than 0.5, where all variables are considered valid (Hair et al., 2019). Therefore, based on the loading factor and AVE values, the variables in this study have met the requirements for convergent validity.

Reliability Test

Table 5. Composite Reliability & Cronbach's Alpha Values

Variables	***Composite Reliability***	***Cronbach's Alpha***	**Criteria**	**Conclusion**
Consumer efficacy	0.958	0.934	>0.7	*Reliable*
Brand distrust	0.944	0.920	>0.7	*Reliable*
Self enhancement	0.928	0.896	>0.7	*Reliable*
Animousity	0.935	0.911	>0.7	*Reliable*
Brand attitude	0.953	0.925	>0.7	*Reliable*
Religiousness	0.945	0.922	>0.7	*Reliable*
Intention to boycott	0.983	0.978	>0.7	*Reliable*

Based on Table 5, it can be seen that all variables meet the criteria of composite reliability and Cronbach's alpha. This is indicated by the composite reliability and Cronbach's alpha values on each variable > 0.7, so it can be said that all variables have met the reliability test and are declared reliable (Hair et al., 2019).

Table 6. Goodness of fit

Measurement	**Value**	**Criteria**
Average path coefficient (APC)	(APC)=0.208, P<0.001	Accept if p-value < 0.05
Average R-squared (ARS)	(ARS)=0.842, P<0.001	Accept if p-value <0.05
Average adjusted R-squared (AARS)	(AARS)=0.838, P<0.001	Accept if <0.05
Average Block VIF (AVIF)	(AVIF)=2.978	Accept if p-value <5
Average full collinearity VIF	(AFVIF)=4.600	Accept if <5
GOF Tenenhaus	(GoF)=0.847	Low>0.1, med>0.25, high> 0.36
Symson's paradox ratio (SPR)	(SPR)=0.900	Accept if>0.7
R-squared contribution ratio (RSSR)	(RSCR)=0.997	Accept if>0.9
Statistical suppression ratio (SSR)	(SSR)=1.000,	Accept if >0.7
Non-linear bivariate causality direction ratio	(NLBCDR)=1.000	Accept if>=0.7

Based on Table 6, all values resulting from the model goodness of fit test meet the minimum criteria set, thus the model built in this study is good and fit.

***Inner Model* Results**

***Coefficient of Determination* (R2) Test**

Table 7. Results of The Coefficient of Determination (R2) Test

Variables	**R-*Square***	**Status**
Model 1	0.811	Strong
Model 2	0.872	Strong

According to Table 7, it can be seen that the results of *the coefficient of determination* (R2) test for the brand attitude variable are 0.811, which means that the brand attitude variable can be influenced by the consumer affectivity, brand distrust, self-enhancement, and animosity variables, worth 81.1% and the rest worth 18.9% is influenced by other variables outside this research. Furthermore, the coefficient of determination (R2) test results for the intention to boycott variable are 0.872, which means that the intention to boycott variable can be influenced by the brand attitude variable, worth 87.2% and the remaining other variables outside this study influence 12.8%.

Hypothesis Testing

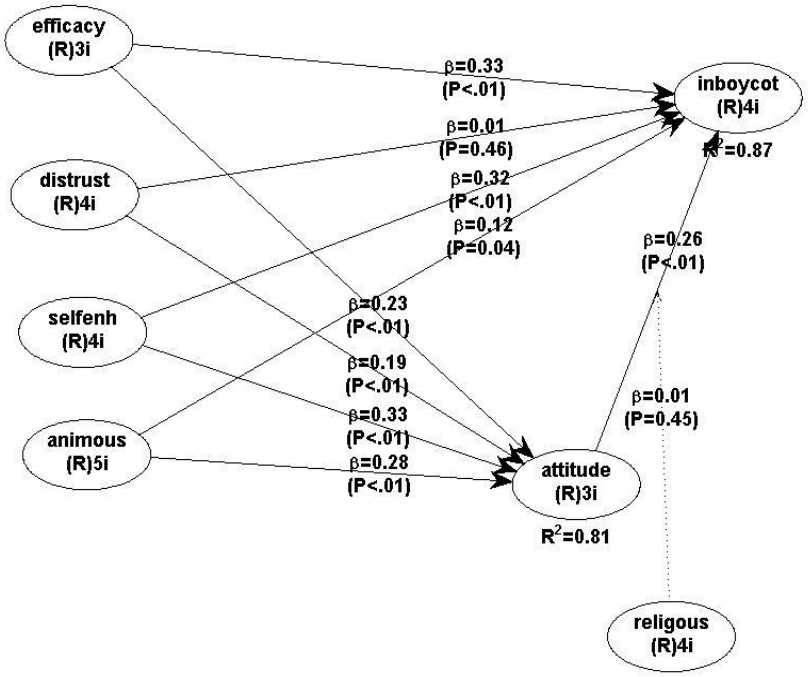

Figure 2. Research Model Results

DISCUSSION

The influence of consumer efficacy on brand attitude

The analysis reveals a significant positive relationship between consumer efficacy and brand attitude ($\beta = 0.33$, $p < 0.05$), indicating that consumers who perceive themselves as capable of influencing brand behavior or social change tend to develop stronger brand attitudes. This finding supports the theoretical assertions derived from the Theory of Planned Behavior (Ajzen, 1991) where perceived behavioral control or efficacy enhances consumers' confidence and commitment towards certain behaviors, reflected in their attitudes toward brands. In politically sensitive contexts such as the pro-Palestine movement in Indonesia, this sense of efficacy is particularly salient, as it empowers consumers to feel their boycott actions can

produce tangible outcomes, thereby reinforcing their evaluative stance toward brands associated with the conflict. The significant effect highlights the psychological mechanism whereby individual belief in agency fosters engagement and attitudinal alignment with ethical or political consumerism (Heilmann, 2016).

The influence of brand distrust on brand attitude

The empirical results confirm that brand distrust significantly positively affects brand attitude ($\beta = 0.23$, $p < 0.05$), suggesting that increased skepticism or lack of trust toward a brand enhances negative consumer evaluations. Brand distrust, often precipitated by perceived unethical conduct or affiliations conflicting with consumers' values, undermines positive brand perceptions and contributes to more critical and adverse attitudes (Babu et al., 2025). It aligns with Shi & Wei (2023) emphasizing distrust as an influential antecedent of consumer aversion and negative brand attitudes, particularly when brands are linked to contentious geopolitical issues. Thus, in the Indonesian pro-Palestine context, distrust acts as a psychological inhibitor of brand favorability, serving as a motivational force behind consumer boycott intentions by shaping unfavorable brand images.

The influence of self-enhancement on brand attitude

The findings demonstrate a significant positive relationship between self-enhancement and brand attitude ($\beta = 0.33$, $p < 0.05$). It suggests that individuals motivated to maintain or improve their self-image consciously align their brand attitudes to reflect this desire. Self-enhancement theory posits that consumers seek to reinforce a favorable self-concept through their consumption choices; accordingly, consumers in this sample may support or reject brands based on congruence with their identity or moral standards. In socially and politically charged settings, boycotting certain brands may function as a form of self-expression and identity management, where a positive brand attitude is cultivated only towards those perceived as consistent with one's self-enhancement goals (Herani & Angela, 2025). This relationship underscores the importance of identity-related motivations in shaping brand evaluations amidst socio-political consumer activism.

The influence of animosity on brand attitude

The significant positive influence of animosity on brand attitude ($\beta = 0.28$, $p < 0.05$) corroborates extensive scholarly evidence that collective consumer hostility stemming from political or historical grievances shapes brand evaluations. Consumer animosity theory highlights how affective responses toward a country or associated brands can drive unfavorable valuations independent of product attributes (Kim et al., 2022). Within the context of the Israeli-Palestinian conflict, the measured animosity reflects deeply rooted political sentiments that permeate consumers' attitudes toward brands they perceive as aligned with the opposing side. These affect-laden attitudes are likely to form the cognitive foundation for boycott intentions, consistent with established literature linking animosity to boycotting behaviors aimed at expressing resistance or solidarity (Babu et al., 2025).

The influence of brand attitude on intention to boycott

The data affirm that brand attitude significantly and positively influences the intention to boycott ($\beta = 0.26$, $p < 0.05$), reinforcing the central tenets of the Theory of Reasoned Action Ajzen & Fishbein (1977) in which attitudes serve as proximal determinants of behavioral intentions. In this study, consumers holding unfavorable attitudes toward brands possibly due to efficacy beliefs, distrust, self-enhancement motivations, or animosity are more inclined to intend to boycott such brands. This attitudinal-behavioral link reveals the psychological

process where brand evaluations translate into actionable consumer intentions, especially relevant in boycott contexts activated by political solidarities and ethical concerns. The finding substantiates the critical role of brand attitude as a leverage point for predicting and potentially influencing boycott behaviors.

The moderating role of religiosity on the brand attitude and boycott intention relationship
Contrary to expectations, religiosity did not significantly moderate the relationship between brand attitude and boycott intention ($\beta = 0.01$, $p = 0.45 > 0.05$), indicating that religious commitment or values do not significantly amplify or attenuate the impact of brand attitudes on boycott intentions in this particular sociocultural setting. This outcome provides a nuanced contribution to the mixed findings in the literature regarding religiosity's influence on consumer behavior, which often depends on demographic, contextual, and measurement variations (Dekhil et al., 2017). Despite the profound religious undercurrents in the pro-Palestine movement in Indonesia, religiosity may manifest more as a background value rather than an explicit moderator within the attitude-intention pathway. Alternatively, its effects might operate indirectly or through other psychological constructs not captured by the current moderator model.

The mediation role of brand attitude
The mediation hypothesis positing brand attitude as an intermediary between antecedents (consumer efficacy, brand distrust, self-enhancement, animosity) and boycott intention did not meet the requisite criteria as proposed by Dekhil et al. (2017). It suggests that brand attitude does not function as a significant mediator within this framework, implying that the antecedent variables likely exert their influences on boycott intention either directly or through other unexamined mediators. Such a result points to the complexity of boycott decision-making processes where multiple cognitive, affective, and normative pathways may coexist. It calls for further investigation into alternative mediating constructs, such as moral conviction, social identity salience, or emotional responses, that could more accurately capture the mechanisms underlying boycott intentions in politically charged consumer contexts (Babu et al., 2025).

CONCLUSION

This study provides substantive empirical evidence elucidating the psychological and attitudinal antecedents of boycott intentions within the politically charged context of the pro-Palestine movement in Indonesia. Findings demonstrate that consumer efficacy, brand distrust, self-enhancement, and animosity significantly and positively influence brand attitude, positively affecting consumers' intentions to boycott. These results underscore the multifaceted nature of consumer attitudes shaped by cognitive beliefs, emotional responses, and identity-driven motives in a socio-political boycott context. Contrary to initial expectations, religiosity does not moderate the brand attitude–boycott intention relationship, suggesting that religious conviction, while a salient sociocultural factor, exerts limited direct influence on this behavioral pathway in the studied sample. Additionally, the hypothesized mediation role of brand attitude in linking antecedent constructs to boycott intention was not supported, pointing to alternative mechanisms in the boycott decision-making process (Babu et al., 2025). Collectively, these insights advance the theoretical understanding of consumer activism by integrating efficacy, trust, identity, and animosity constructs while highlighting the contextual boundary conditions of religiosity's influence in boycott behavior.
This research carries significant theoretical and practical implications. Theoretically, it expands the literature on consumer boycott behavior by demonstrating how cognitive (consumer efficacy), affective (animosity), and identity-based (self-enhancement) factors jointly shape

brand attitudes and subsequent boycott intentions in a highly politicized consumer context. The insignificant moderating role of religiosity challenges assumptions about its universal impact, encouraging more nuanced investigations of sociocultural variables in consumer activism. The findings provide valuable guidance for brand managers and policymakers operating in volatile political environments. Understanding that consumer efficacy and distrust strongly influence brand attitudes suggests the importance of empowering consumers through transparent, trustworthy communication and socially responsible brand practices. Brands should be aware that animosity rooted in geopolitical conflicts can significantly damage brand image and trigger boycotts, necessitating proactive reputation management and stakeholder engagement. The insights on self-enhancement highlight the potency of identity-related consumption motivations, which marketers can leverage by aligning brand messaging with consumers' values and social identities.

Suggestions

The findings of this study are derived from a relatively limited sample, which may constrain the generalizability of the results. Future research is encouraged to broaden the scope by increasing the sample size and incorporating diverse data collection techniques, such as in-depth interviews or face-to-face surveys, to enrich the understanding of consumer behavior in politically charged boycott contexts. From a practical standpoint, managers should prioritize strategies that address consumer efficacy, distrust, self-enhancement, and animosity by fostering transparent communication, upholding ethical branding practices, and aligning brand values with consumers' identities. Such approaches may mitigate boycott intentions and facilitate stronger brand-consumer relationships within politically sensitive markets.

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