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The Power of Belief: How Ethnocentrism, Religion, and Brand Importance Shape Boycott Behavior and Brand Perceptions in Indonesia

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ABSTRACT

Purpose: This study aims to understand the role of boycott intention in mediating the effects of consumer ethnocentrism, religious animosity, legitimacy, and brand importance on brand image, loyalty, and product judgment among Starbucks consumers in Indonesia.

Method: This study was conducted using quantitative methods to test the proposed theoretical model. Online questionnaires were distributed to 406 respondents to measure several variables, including consumer ethnocentrism, religious animosity, legitimacy, brand importance, boycott intention, boycott behavior, brand image, loyalty, and product judgment. The data were collected cross-sectionally from Starbucks consumers in Indonesia. The data analysis method used was Partial Least Squares Structural Equation Modeling (PLS-SEM).

Result: This study shows that the indirect relationships from consumer ethnocentrism, religious animosity, and legitimacy to boycott behavior, through boycott intention, have a negative effect. In contrast, the indirect relationship from brand importance to boycott behavior, through boycott intention, has a positive effect. Specifically, the higher the levels of consumer ethnocentrism, animosity, and legitimacy, the higher the boycott intention. This suggests that consumers in Indonesia who strongly identify with moral, cultural, and religious solidarity are more likely to have an intention to boycott.

Practical Implications for Economic Growth and Development: This study provides insights for companies on how to develop transparent and responsive communication strategies to address issues that may trigger boycott intentions.

Keywords: *consumer ethnocentrism, boycott, brand image, loyalty, starbucks*

INTRODUCTION

Coffee is a beverage that is widely enjoyed by people in Indonesia and around the world. Consuming coffee has long been a part of the lifestyle in Indonesia, and over time, more people have become coffee enthusiasts (Zhu, 2023). Coffee has become especially popular among young Indonesians. Starbucks, a leading brand, offers coffee, food, and merchandise such as mugs and tumblers. According to data from Starbucks' official website, the company has more than 500 outlets in Indonesia and is among the top 10 largest markets globally (Santika, n.d.). However, Starbucks Indonesia faced a boycott following Starbucks USA's response to an Israel-Palestine incident, triggered by a lawsuit against the Workers United union for supporting Palestinians. Despite deleting the solidarity post, Starbucks later clarified its opposition to terrorism and violence. Although Starbucks Indonesia is not directly affiliated with Starbucks USA, it was still impacted by the boycott.

Several studies have been conducted to examine boycotts in various countries (Mirza et al., 2020; Hamzah & Mustafa, 2019). This research aims to investigate boycotts in Indonesia, where coffee is a lifestyle, and Starbucks serves as a popular venue for socializing, meetings, and gift purchases. The previous research referenced by the author includes a study on the boycott of Danish product brands in Saudi Arabia conducted by Abosag and Farah (2014). The study revealed that boycotts had a strong negative impact on brand image and loyalty

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but did not affect product judgment. This study combines two previous studies—those by Abosag and Farah (2014) and Cossío-Silva et al. (2019)—and introduces the factor of boycott intention before the variable of boycott behavior.

This research presents several novelties. First, it examines the impact of boycott intention on boycott behavior, a topic not directly explored in previous studies. Second, the study focuses on Indonesia, where the public is aware that Starbucks Indonesia is not directly affiliated with Starbucks USA. Most importantly, it highlights that the boycotted brand is from the U.S., yet is unrelated to the core Israel-Palestine issue, whereas previous studies often linked boycotts to the product's country of origin.

The objective of this study is to examine the relationships between four independent variables—consumer ethnocentrism, religious animosity, legitimacy, and brand importance—and brand image, loyalty, and product judgment, mediated by boycott intention and behavior. It also assesses the impact of these factors on Starbucks' development in Indonesia and explores the potential long-term negative effects on the brand in the country.

METHOD

This study aimed to describe the characteristics of Starbucks consumers in major Indonesian cities, including Jakarta, Bogor, Depok, Tangerang, Bekasi, Bali, Bandung, Surabaya, Medan, and Makassar. Primary data were collected from 406 respondents through an online questionnaire via Google Forms, resulting in 397 usable responses. Data analysis was conducted using the PLS-SEM method and SmartPLS 4 software (Hair et al, 2022). The questionnaire employed a 1 to 7 Likert scale.

The analysis incorporated bootstrapping tests to determine the significance of the paths. Convergent validity was assessed through the Average Variance Extracted (AVE), with a threshold value exceeding 0.50. Discriminant validity was evaluated using the Fornell-Larcker criterion (Hair et al, 2022). Construct reliability was measured using Cronbach's Alpha and Composite Reliability, with values above 0.70 considered acceptable. The structural model was analyzed using the R^2 value to explain the variance of endogenous constructs based on exogenous constructs, and the f^2 value to assess the effect size of independent constructs. Below is the table of operational variables used in this study:

Table 1. Operational Variables

No.	Variables	Dimensions	Codes	Statements
1.	Consumer Ethnocentrism		CE1	Indonesian products, first, last and foremost.
			CE2	It is not right to purchase foreign products, because it puts Indonesians out of jobs.
			CE3	We should purchase products manufactured by Indonesian instead of letting other countries get rich off us.
			CE4	We should buy from foreign countries only those products we cannot obtain within our own country.
			CE5	Purchasing foreign-made products is un-Indonesian.
			CE6	Indonesian's consumers who purchase products made in other countries are responsible for putting their fellow out of work.

2.	Animosity	General Animosity	GA1	I dislike USA
		War Animosity	WA1	I feel angry towards the Americans
			WA2	I will never forgive the USA for what it did to the Palestine.
			WA3	The USA should pay for what it did to the Palestine.
			WA4	The USA has been favored by the norms and the State and this is why it has a greater number of firms and attracts more consumers.
		Economic Animosity	EA1	The USA is not a reliable trading partner.
			EA2	The USA wants to gain economic power over Indonesia.
			EA3	The USA is taking advantage of Indonesia.
			EA4	The USA has too much economic influence in Indonesia.
			EA5	The USA is doing business unfairly with other Indonesians.
3.	Legitimacy		LE1	The boycott to American's products is useful.
			LE2	The boycott to American's products must be done, even if it's useless.
			LE3	The boycott to American's products could have been proposed more efficiently.
			LE4	The boycott to American's products is desirable, proper, and appropriate.
4.	Importance of Brands		IB1	There are brands which are important for me and I won't stop buying them even though they're Americans.
			IB2	Even if there's an alternative, I won't stop buying specific brands for the mere fact of them being Americans.
			IB3	When there is a certain brand from the USA that holds important value for me, I will continue to buy it even if controversy arises.
5.	Boycotts	General Boycotts	GB1	I would feel guilty if I buy Starbucks' products.
			GB2	Whenever possible, I avoid buying Starbucks' products.
			GB3	I do not like the idea of owning Starbucks' products.
			GB4	If two products were equal in quality, but one was from The USA and the other from Indonesia, I would pay 10% more for the product from Indonesia.
			GB5	I would never buy a USA's food product.
		Boycott Intention	BI1	I won't buy more products from the USA.

			BI2	I won't buy products from the USA for other people.
			BI3	I won't make positive comments about products from the USA.
			BI4	I'll recommend my acquaintances not to buy the USA's products.
			BI5	To buy a USA's product isn't an alternative for me.
		Boycott Behavior	BB1	I've stopped buying the USA's products.
			BB2	I don't look where products are from when buying, but I don't buy brands I think are the USA.
			BB3	Whenever there's an alternative, I buy a product that isn't The USA.
6.	Brand Image		BIM1	There is a reason to buy Starbucks' brand instead of others.
			BIM2	Starbucks has a good personality.
			BIM3	Starbucks' brand is interesting.
			BIM4	Starbucks' brand is different from competing brands.
			BIM5	This brand provides good value for money.
			BIM6	I have a clear impression of the type of people who consume the brand.
7.	Loyalty		LO1	I say positive things about Starbucks to other people.
			LO2	I encourage friends and relatives to do business with Starbucks.
			LO3	I consider Starbucks my first choice to buy.
			LO4	I will continue buying Starbucks' products in the future.
8.	Product Judgment		PJ1	Products made in the USA show a very high degree of technological advancement.
			PJ2	Products made in the USA usually show a very clever use of colour and design.
			PJ3	Products made in the USA are usually quite reliable.
			PJ4	Products made in the USA are usually good value for the money.
			PJ5	Products made by the USA are carefully produced and have fine workmanship.

Source: Developed by the author (2024)

Hypotheses Development

Consumer Ethnocentrism on Boycott Intention

Consumer ethnocentrism, adapted from the general concept of ethnocentrism, is defined as the beliefs held by consumers about the appropriateness, indeed morality, of purchasing foreign-made products and the loyalty of consumers to the products manufactured in their

home country (Shimp & Carolina, 2001). Consumer ethnocentrism is a significant predictor of consumer attitudes, purchase intentions, and buying behavior toward imported and foreign products (Schnettler et al., 2011). While consumer ethnocentrism is a universal phenomenon, the extent to which it is exhibited by consumers varies depending on the specific country being examined (Javalgi et al., 2005). Non-ethnocentric individuals tend to demonstrate notably more positive attitudes toward products from other countries.

H1: Consumer ethnocentrism positively and significantly influences boycott intention.

Religious Animosity on Boycott Intention

The concept of animosity originates from sociological studies and refers to intense feelings of hostility and antagonism that individuals may experience. These emotions are often rooted in beliefs shaped by conflicts or adversarial events between nations, regions, or groups, whether they occurred in the past or are ongoing (Cossío-Silva et al., 2019). Consumers deeply committed to religious values not only view vendors' engagement in controversial practices as unacceptable, but they also actively join boycott campaigns to voice their discontent in the marketplace (Mirza et al., 2020).

H2: Religious animosity positively and significantly influences boycott intention.

Legitimacy on Boycott Intention

Legitimacy is defined as the perception or general assumption that the activities of an entity are desirable, appropriate, or in accordance with norms, values, beliefs, and are socially constructed (Cossío-Silva et al., 2019). Therefore, when a phenomenon or event occurs that is inconsistent with the beliefs of a particular social or religious group, it can lead to boycott intention. Consumers' perception of how legitimate a boycott of a product, brand, company, or country (region) is, has become a determining factor in the decision to refrain from purchasing. The legitimacy of a boycott is shaped by the extent to which its goals are perceived as acceptable and desirable, reflecting the varying dynamics of societal behavior.

H3: Legitimacy positively and significantly influences boycott intention.

Importance of Brands on Boycott Intention

The importance of brands is a key component of brand loyalty. Brand loyalty itself refers to an individual's commitment to a particular product or service brand. If a brand is not considered important by an individual, it can lead to the emergence of boycott intention toward that brand. This suggests that the greater the distrust toward a brand, the higher the likelihood of a boycott (Chiu, 2016). The importance of a brand refers to the loyalty demonstrated by consumers toward a particular brand, regardless of the behavior displayed by the company or its country of origin.

H4: The importance of brands negatively and significantly influences boycott intention.

Boycott Intention on Boycott Behavior

Boycotts have become an increasingly common tool for consumers to express dissatisfaction with businesses or brands (Avci & Curras-Perez, 2024). The term "boycott" originated in the 19th century from protests against landowner Charles Boycott. Intent strongly predicts behavior, making boycott intention a reliable indicator of participation. Consumer boycotts are a form of "anti-consumption" protest aimed at discouraging the purchase or use of certain products or services due to environmental, political, ethical, or social concerns. These actions reflect consumers' desire to influence business practices by leveraging their purchasing power (Makarem, 2015).

H5: Boycott intention positively and significantly influences boycott behavior.

Boycott Behavior on Brand Image

Boycotts carried out by consumers tend to lead to a decline in brand perception and the evaluation of goods produced by the entity deemed to be in violation. Studies on macro-boycotts show that brands from countries subjected to boycotts typically suffer negative effects, as consumers develop more negative views of products linked to those nations. This shift in perception is driven by broader geopolitical conflicts, which shape how consumers perceive and react to foreign brands. When consumers boycott a foreign brand, they are likely to associate the brand's image with the harmful actions committed by the country of origin. This association is influenced by the perception that the brand represents the broader negative actions of the nation, thereby affecting how consumers view it. Such associations can significantly impact the brand's reputation in the market (Abosag & Farah, 2014).

H6: Boycott behavior negatively and significantly influences brand image.

Brand Image on Loyalty

Brand image is the perception the public holds toward a product or company. According to Kotler (n.d.), image refers to the impression, feeling, or perception that the public has about a company, person, or institution. If a brand has a positive image in the minds of consumers, they are likely to be more loyal to that brand compared to others. A strong brand image is bound to positively influence the company, whereas a negative brand image can have detrimental effects on its reputation and success. A strong and distinct brand image is crucial for a company to stand out against competitors (Pieter et al., 2020).

H7: Brand image positively and significantly influences loyalty.

Brand Image on Product Judgment

Brand image plays a crucial role in shaping the evaluation of a product, whether positive or negative, as it strongly influences the perceptions held by consumers. A strong and positive brand image plays a significant role in shaping consumer perceptions of a product's quality, value, and overall appeal. When consumers associate a brand with positive attributes or trust, they are more likely to make favorable judgments about the products linked to it. A well-established brand image boosts consumer confidence, leading to more favorable product evaluations, which can ultimately increase purchase decisions (Rosanti et al., 2021).

H8: Brand image positively and significantly influences product judgment.

Boycott Intention Mediates the Effect of Consumer Ethnocentrims on Boycott Behavior

According to Michael (2021), a boycott is a more abstract form of protest that expresses consumer dissatisfaction and the negative psychological state caused by a company's violation, allowing consumers to release their negative emotions. Boycott intention refers to a consumer's deliberate decision to avoid purchasing a particular product or brand in response to perceived company wrongdoing, ethical issues, or social irresponsibility. Consumer ethnocentrism, which involves the preference for domestic products over foreign ones, can lead to stronger intentions to boycott foreign brands. This intention then influences actual boycott behavior (Cossío-Silva et al., 2019).

H9: Boycott intention mediates the effect of consumer ethnocentrism on boycott behavior.

Boycott Intention Mediates the Effect of Religious Animosity on Boycott Behavior

Religious animosity is a strong emotion of hostility and conflict that individuals may feel based on their beliefs about past and ongoing hostile events between nations or people. It has become a significant driver of consumer boycotts in predominantly Muslim markets, where consumers aggressively use boycotts as an expression of their hostility toward governments, companies, and individuals involved in actions deemed offensive to the Muslim population.

Religious animosity can heighten consumer anger and dissatisfaction toward a company or brand associated with actions against a particular religious group. This animosity, in turn, triggers the intention to boycott. Once the intention is formed, it often leads to actual boycott behavior. Individuals with a strong intrinsic connection to Islam are likely to focus more on religiously motivated issues in the marketplace (Muhamad et al., 2019).

H10: Boycott intention mediates the effect of religious animosity on boycott behavior.

Boycott Intention Mediates the Effect of Legitimacy on Boycott Behavior

According to Braunsberger (2011), the majority of people feel motivated to participate in a boycott because it allows them to perceive themselves as moral or ethical individuals, doing the right thing. When consumers perceive a boycott as legitimate—believing the reasons behind it are justified—their intention to engage in the boycott increases. This heightened intention eventually leads to actual boycott behavior.

Pragmatism focuses on addressing the needs of the specific context in which a person operates, emphasizing the benefits and effectiveness of actions taken in that particular environment. This approach considers the practicality and real-world outcomes of decisions (Palacios Florencio et al., 2019). The stronger the sense of legitimacy, the more likely it is that consumers will act on their intentions, resulting in broader participation in the boycott.

H11: Boycott intention mediates the effect of legitimacy on boycott behavior.

Boycott Intention Mediates the Effect of Importance of Brands on Boycott Behavior

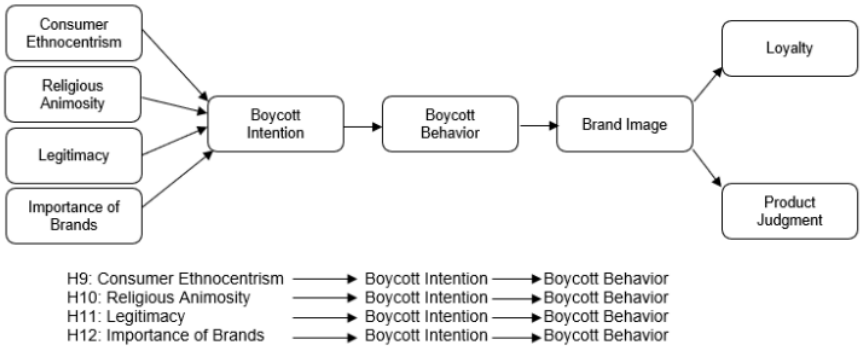
The importance of brands refers to the loyalty demonstrated by consumers toward a particular brand, regardless of the behavior of the company or its country of origin. In this context, various studies (Abdul-Latif & Abdul-Talib, 2015) show that the more positive the consumer's evaluation of a brand (or product), the less likely they are to stop purchasing it.

When a consumer perceives a brand as important, they are less likely to engage in a boycott unless their perception of the brand's actions or values conflicts with their personal beliefs or moral standards. In such cases, the intention to boycott may form as a response to this conflict, and this intention can then lead to actual boycott behavior.

This shows that the intention to boycott acts as a mediator between the perceived importance of the brand and the decision to engage in boycott actions (Palacios Florencio et al., 2019). This relationship highlights the psychological process that mediates between brand importance and boycott behavior, as consumers weigh their attachment to the brand against their moral or ethical objections.

H12: Boycott intention mediates the effect of importance of brands on boycott behavior.

Figure 1. Research Framework



Source: Developed by the author (2024)

RESULT AND DISCUSSION

Demographics of Respondents

The study surveyed Starbucks consumers in Indonesia, aged 18 to 60, with the questionnaire distributed online via social media from October 7 to 14, 2024. A total of 406 responses were collected, with 397 meeting the criteria after data screening. Table 2 below shows the demographic distribution of respondents by gender.

Table 2. Respondents Demographics Based on Gender

Gender	Number of Respondents	Percentages
Male	93	23.43%
Female	304	76.57%
Total	397	100%

Source: Processed data (2024)

In this study, the researcher divided the consumption patterns into two categories: frequency before the Israel-Palestine incident and frequency after the Israel-Palestine incident. Table 3 shows the purchase frequencies before and after the Israel-Palestine incident.

Table 3. Respondents Demographics Based on Starbucks Purchase Frequency Pre and Post the Israel-Palestine Incident

Frequencies	Before Incident		After Incident	
	Total	Percentage	Total	Percentage
0 - 4 times	174	43.83%	308	77.58%
5 -8 times	141	35.52%	57	14.36%
9 - 12 times	45	11.34%	17	4.28%
13 - 16 times	19	4.79%	6	1.51%
17 - 30 times	8	2.02%	7	1.76%
> 30 times	10	2.52%	2	0.50%
Total	397	100%	397	100%

Source: Processed data (2024)

Based on the data in Table 3, there was a drastic change in the frequency of Starbucks product purchases, both in-store and outside the store, after the Israel-Palestine incident. The frequency of purchasing 0-4 times per month increased to 308 respondents, or 77.58%, while the frequencies in other purchase ranges decreased.

Construct Reliability and Validity

In this study, validity and reliability were analyzed using SmartPLS version 4 through the outer model, which involves assessing the loading factor and significance of each latent variable. The outer model was evaluated based on convergent validity, composite reliability, and discriminant validity. Convergent validity examines how well a measurement correlates with others assessing the same concept (Hair, Black, & Babin, 2014). An indicator is considered valid if its loading factor is at least 0.50 (Hair, Black, Babin, & Anderson, 2019). Additionally, Average Variance Extracted (AVE) measures convergent validity at the construct level. If the AVE exceeds 0.50, the construct is deemed to explain more than half of the variation in its indicators (Hair, Black, & Babin, 2014).

Table 4. Construct Reliability and Validity

Construction	Cronbach's Alpha	Composite Reliability	Loading Factor	AVE
CE1	0.839	0.886	0.655	0.611
CE2			0.795	
CE3			0.823	
CE5			0.844	
CE6			0.778	
A1	0.926	0.939	0.856	0.660
A2			0.874	
A3			0.855	
A4			0.857	
A6			0.814	
A7			0.701	
A8			0.691	
A10			0.828	
LE1	0.948	0.963	0.940	0.866
LE2			0.946	
LE3			0.869	
LE4			0.965	
IB1	0.913	0.944	0.928	0.849
IB2			0.891	
IB3			0.946	
BI1	0.974	0.977	0.945	0.813
BI2			0.929	
BI3			0.900	
BI4			0.891	
BI5			0.908	
BB1	0.933	0.957	0.950	0.882
BB2			0.931	
BB3			0.937	
BIM1	0.936	0.950	0.763	0.764
BIM2			0.934	
BIM3			0.941	
BIM4			0.934	
BIM5			0.916	

BIM6			0.727	
LO1	0.957	0.969	0.927	0.886
LO2			0.943	
LO3			0.947	
LO4			0.947	
PJ1	0.968	0.975	0.918	0.888
PJ2			0.957	
PJ3			0.959	
PJ4			0.931	
PJ5			0.946	

Source: Processed data (2024)

Based on the data analysis conducted by the researcher, all indicators for the variables in this study had results above 0.50. Therefore, all indicators are considered valid and demonstrate a strong correlation. Additionally, the Cronbach's Alpha and Composite Reliability values for all variables exceeded 0.70, indicating that the variables in this study are reliable.

Discriminant Validity

The next step in evaluating the outer model is discriminant validity, which assesses how distinct a concept is from others (Hair, Black, & Babin, 2014). This ensures that a concept has unique characteristics that are not explained by other concepts in the model. The Fornell-Larcker criterion is used to compare the square root of the AVE value with the correlations between latent variables. For discriminant validity, the square root of the AVE should be greater than the squared correlation with other constructs, indicating that a construct explains more variance with its own indicators than with other constructs.

Table 5. Fornell-Larcker Criterion

	A	BB	BI	BIM	CE	IB	LE	LO	PJ
A	0.812								
BB	0.790	0.939							
BI	0.828	0.920	0.902						
BIM	-0.368	-0.429	-0.461	0.874					
CE	0.676	0.651	0.652	-0.226	0.782				
IB	-0.345	-0.435	-0.462	0.607	-0.185	0.922			
LE	0.862	0.814	0.850	-0.349	0.659	-0.381	0.931		
LO	-0.42	-0.474	-0.530	0.778	-0.206	0.647	-0.427	0.941	
PJ	-0.284	-0.338	-0.366	0.744	-0.148	0.513	-0.290	0.656	0.942

Source: Processed data (2024)

R-Squared Test

The next step is structural model analysis, which measures the coefficient of determination (R^2) for the endogenous constructs, including boycott intention, boycott behavior, brand image, loyalty, and product judgment. R^2 indicates the percentage of variance explained by each endogenous construct (Hair et al, 2021). The results of the R^2 value calculations are presented in Table 6 below.

Table 6. R-Squared Test

Variables	R-Squared	R-Squared Adjusted
BI	0.786	0.784
BB	0.847	0.846
BIM	0.184	0.182
LO	0.605	0.604
PJ	0.553	0.552

Source: Processed data (2024)

The adjusted R-squared value for boycott intention is 0.784, meaning that consumer ethnocentrism, religious animosity, legitimacy, and the importance of brands explain 78.4% of its variance, with the remaining 21.6% explained by other factors. For boycott behavior, the adjusted R^2 is 0.846, indicating that these variables explain 84.6% of its variance, while the remaining 15.4% is explained by other factors.

Hypotheses Testing

Direct Effect Test

The path coefficient analysis shows that all hypotheses have values above 1.645. The largest coefficient is for the significant impact of boycott intention on boycott behavior (β = 0.920), indicating that a 1-point increase in boycott intention raises boycott behavior by 0.920. The importance of brands has a negative effect on boycott intention (β = -0.165), although this relationship is significant but with a small effect. Similarly, boycott behavior negatively influences brand image (β = -0.429).

Table 7. Direct Effect

Hypothesis	Variables	Original Sample (β)	t-Value	p-Value	Summary
H1	CE → BI	0.123	3.293	0.000	Significant
H2	A → BI	0.308	4.888	0.000	Significant
H3	LE → BI	0.441	6.371	0.000	Significant
H4	IB → BI	-0.165	5.968	0.000	Significant
H5	BI → BB	0.920	81.142	0.000	Significant
H6	BB → BIM	-0.429	10.527	0.000	Significant
H7	BIM → LO	0.778	31.616	0.000	Significant
H8	BIM → PJ	0.744	21.385	0.000	Significant
H9	CE → BB	0.113	3.292	0.001	Significant
H10	A → BB	0.283	4.896	0.000	Significant
H11	LE → BB	0.406	6.300	0.000	Significant
H12	IB → BB	-0.152	5.965	0.000	Significant

Source: Processed data (2024)

Mediation Effect Test

The results in Table 8 show that consumer ethnocentrism significantly negatively affects boycott behavior through boycott intention, meaning it increases boycott intention but inhibits actual behavior. Religious animosity also has a significant negative effect on boycott behavior through boycott intention, suggesting it encourages boycott intention but weakens its impact on behavior. Legitimacy has a similar negative effect, where perceived illegitimacy increases boycott intention but diminishes its actual impact. In contrast, the importance of brands has a

significant positive effect, meaning the perception of a brand's importance can drive boycott intention and enhance actual boycott behavior.

Table 8. Mediation Effect

Hypothesis	Variables	Original Sample (β)	t-Value	p-Value	Summary
H9	CE → BI → BB	-0.038	3.143	0.001	Significant
H10	A → BI → BB	-0.095	4.234	0.000	Significant
H11	LE → BI → BB	-0.135	5.384	0.000	Significant
H12	IB → BI → BB	0.051	4.533	0.000	Significant

Source: Processed data (2024)

Discussion

The results from the hypothesis testing indicate that consumer ethnocentrism significantly influences boycott intention. Ethnocentrism refers to the belief that one's own country or culture is superior to others, and consumers with high ethnocentric tendencies tend to favor local products over foreign ones. This inclination often leads to negative sentiments toward foreign brands, such as Starbucks, and can spur the intention to boycott these products. While this intention exists, it does not always translate into actual boycott behavior. Practical challenges, such as personal preferences or difficulties in avoiding foreign products, can inhibit this behavior. Nonetheless, the study confirms that consumer ethnocentrism has a direct influence on boycott intention, and this relationship is further mediated by the intention to boycott. However, the pathway from intention to actual behavior is not always straightforward, as not all individuals who intend to boycott follow through with the action. This aligns with prior research by Abosag & Farah (2014), which explored similar dynamics in the context of consumer behavior and boycott intentions.

Religious animosity also plays a critical role in shaping boycott intentions. When consumers perceive a brand's actions as conflicting with their religious values, they are more likely to develop negative attitudes towards that brand. A notable example is Starbucks' stance on the Israeli-Palestinian conflict, which sparked backlash from consumers who viewed the brand's position as contrary to their religious beliefs. This finding supports the work of Cossío-Silva et al. (2019), which demonstrated that emotional factors like religious hostility can be a significant driver of boycott decisions. Therefore, companies need to be sensitive to religious sentiments, especially in markets where religion heavily influences consumer choices.

The legitimacy of a boycott is another important factor influencing consumer intention to engage in boycott behavior. Consumers are more likely to participate in a boycott if they perceive it as legitimate. Legitimacy often stems from ethical, social, or moral reasons, and when a boycott is seen as justified, it can motivate collective consumer action. This finding is consistent with Cossío-Silva et al. (2019), who argued that the perception of legitimacy is crucial in encouraging collective actions like boycotts. If consumers feel that their boycott aligns with ethical principles or social justice, they are more inclined to support it.

In contrast, the importance of a brand to consumers negatively affects their likelihood of participating in a boycott. When a brand holds significant value in the lives of consumers, either through loyalty or perceived utility, they are less inclined to engage in boycott behavior. This aligns with research by Cossío-Silva et al. (2019), which suggested that consumer loyalty and perceived brand value act as deterrents to boycott actions. In the case of Starbucks in Indonesia, the brand's long-standing reputation and its role as a social space for gatherings contribute to consumer loyalty, reducing the likelihood of boycott participation despite potential negative sentiments towards the brand.

Boycott intention has a clear impact on actual boycott behavior, as higher intention generally leads to greater likelihood of actual boycott actions. This aligns with findings from Cossío-Silva et al. (2019), which highlighted that stronger intentions to boycott correlate with an increased likelihood of actual boycott behavior. For global brands like Starbucks, understanding local sensitivities is critical, as consumers in markets like Indonesia may follow widespread boycott movements without fully considering the underlying causes.

Boycott behavior can also significantly damage a brand's image. When consumers engage in boycott behavior, it tends to negatively affect their perception of the brand. This negative sentiment can arise through direct rejection of the brand's products or by spreading unfavorable narratives on social media. This aligns with the research of Abosag & Farah (2014), which found that boycotts often result in damage to both brand image and customer loyalty, as the public perception of the brand worsens.

The positive relationship between brand image and consumer loyalty is also evident. A strong brand image can enhance consumer loyalty, as customers are more likely to repurchase, recommend, and remain loyal to a brand, even in the face of competition. This finding supports the work of Abosag & Farah (2014), which emphasized that a positive brand image fosters customer loyalty. For Starbucks, improving brand perception through innovation, customer experience, and alignment with local values is crucial for maintaining loyalty, especially when facing challenges such as boycotts.

Moreover, a favorable brand image can also positively influence product judgments. Consumers are more likely to perceive a product positively in terms of quality, reliability, and excellence when the brand image is favorable. Even during a boycott, consumers may still perceive the product quality favorably, although local competitors may increasingly challenge the brand's dominance, as seen with Starbucks in Indonesia.

The mediation effects in the study reveal that boycott intention plays a significant role in mediating the relationships between various factors, such as ethnocentrism, religious animosity, legitimacy, and brand importance, and actual boycott behavior. For instance, consumer ethnocentrism has a negative indirect effect on boycott behavior through boycott intention, meaning that although ethnocentric consumers may intend to boycott foreign brands, this does not always lead to actual behavior. Similarly, religious animosity also has a negative indirect relationship with boycott behavior, which is partially mediated by boycott intention. This suggests that while religious animosity can spur boycott intentions, it may not always result in actual boycott behavior.

The study further reveals that the perceived legitimacy of a boycott action has a significant influence on boycott behavior. When consumers perceive a boycott as legitimate, they are more likely to engage in it. In contrast, the lower the perceived legitimacy, the more likely consumers are to engage in boycott behavior, regardless of their boycott intention. This indicates that legitimacy plays a stronger direct role in shaping consumer actions, even when mediated by boycott intention.

Lastly, the perceived importance of a brand has an interesting effect on boycott behavior. While consumers who view a brand as important are generally less likely to participate in a boycott, this relationship is mediated by boycott intention. When a brand is perceived as important, the indirect relationship with boycott behavior through boycott intention is positive, meaning that consumers may be more likely to engage in boycott behavior if they view the boycott as important, even if they have strong brand loyalty.

CONCLUSION

This study examines the role of boycott intention as a mediator in the effects of consumer ethnocentrism and legitimacy on brand image and loyalty, specifically within the context of the Starbucks boycott in Indonesia. The findings conclude that boycott intention serves as a significant "bridge" or transition before consumers engage in boycott behavior against a brand. Both consumer ethnocentrism and legitimacy positively influence boycott intention,

suggesting that Indonesian consumers who uphold strong moral, cultural, and religious solidarity values are more likely to develop an intention to boycott.

Boycott actions damage Starbucks' brand image, affecting consumer perceptions and loyalty. A positive brand image is crucial for companies, particularly during boycott periods. The study shows that greater brand importance reduces boycott behavior, despite the presence of boycott intentions, indicating a conflict in consumer preferences. Consumers who value Starbucks are less likely to boycott but may express dissatisfaction with its policies. While brand importance significantly affects boycott behavior (BB), the direct and mediating effects point in opposite directions, highlighting the complexity of consumer perceptions during boycotts.

This study suggests that businesses, especially multinational corporations like Starbucks, must maintain a strong brand image to preserve customer loyalty during crises. Understanding consumer values is key to developing effective communication and CSR strategies. Transparent communication, stakeholder engagement, ethical policies, and real-time sentiment analysis are essential for managing boycotts and minimizing negative impacts on brand reputation and loyalty.

For future research, it would be valuable to investigate the influence of social media on shaping consumer perceptions of brands during crises like boycotts, and how businesses can leverage these platforms to manage their brand image effectively. Additionally, research could assess the long-term effects of CSR initiatives focused on social and environmental sustainability on consumer loyalty, especially in markets that are highly attuned to social and cultural concerns. Furthermore, this research could explore how companies can use data analytics and artificial intelligence to track real-time changes in public opinion and develop more flexible policies to respond to evolving consumer behavior.

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