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MANAGEMENT

Push-Pull-Mooring in Consumer Action: Cognitive, Social, and Emotional Factors in Boycotting Pro-Israel Products

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HISTORY

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ABSTRACT

Purpose: This study aims to analyze the drivers of brand switching behavior toward pro-Israel fast-moving consumer goods (FMCG) among Generation Z in Indonesia, employing the Push-Pull-Mooring (PPM) framework to examine the roles of cognitive, social, and emotional factors.

Method: A quantitative research design was employed, utilizing an online questionnaire to collect data from 200 independent-living Generation Z respondents in the Solo Raya region, who had switched from affiliated to non-affiliated brands. The data were analyzed using multiple linear regression in SPSS version 26.

Result: The findings indicate that Product Knowledge (push) and electronic Word-of-Mouth (e-WOM) (pull) are the primary drivers of consumer brand switching. Conversely, Brand Commitment (mooring) emerged as the primary inhibiting factor that significantly prevents consumers from switching to another brand.

Practical Implications for Economic Growth and Development: The findings suggest a consumer-driven market realignment with direct implications for economic development. This shift offers substantial opportunities for local and non-boycotted brands to capture market share, thereby stimulating domestic industrial growth, enhancing product diversification, and fostering a more self-reliant national economy. Concurrently, it pressures multinational corporations to adopt more socially responsible and transparent business practices to maintain competitiveness.

Originality/Value: This study provides novel insights by being among the first to apply the PPM framework within a politically and ethically charged boycott context in the FMCG sector, bridging the critical gap between switching intention and actual behavior while uniquely integrating the psychological mooring of brand commitment, the cognitive push of product knowledge, and the digital pull of e-WOM.

Keywords: *Brand Switching, Product Knowledge, Electronic Word of Mouth, Brand Commitment, Push-Pull-Mooring, Pro-Israel Product Boycott*

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INTRODUCTION

Brand switching is a complex phenomenon in which consumers alter their brand preferences to maximize value or respond to changing market trends. This phenomenon is currently driven not only by functional factors but also by moral and ethical considerations, such as the boycott movement against products affiliated with Israel following the prolonged conflict between Israel and Palestine that began on October 7, 2023 (Usnan et al., 2024). In Indonesia, humanitarian sentiment is particularly strong, as evidenced by a report indicating that 61.3% of Muslim consumers actively avoid products that violate human rights (Susanto, 2025). This impact is particularly evident in the Fast-Moving Consumer Goods (FMCG) sector, with a notable decline in Unilever Indonesia's market share to 34.9% (Sulaiman, 2025). Furthermore, a Jakpat survey reveals that Generation Z is the most concerned demographic group (73%) and the most active in boycotting (Annur, 2024). Given Generation Z's high level of engagement with social media in advocating for boycotts, a deeper understanding of the brand switching mechanism is required, particularly through the Push-Pull-Mooring (PPM) framework.

The Push-Pull-Mooring (PPM) framework offers a relevant approach to understanding consumer brand switching because it maps the push, pull, and mooring factors across various consumer behavior contexts. Previous literature has applied the PPM framework to explore these factors in diverse settings, from cloud gaming services (Su et al., 2025) to the technological shift toward new energy vehicles (Juanjuan et al., 2025). While this framework has been tested in different contexts, the existing literature demonstrates notable inconsistency in the findings. For instance, product knowledge has been found to have a negative and insignificant influence on brand switching in the research by Imran et al. (2025), whereas Asnawi et al. (2021) and Rosyidah et al. (2024) identified a positive and significant influence of product knowledge on brand switching. Similarly, regarding Electronic Word of Mouth (e-WOM), while Ali et al. (2023) and Wardhani et al. (2024) report a significant and positive relationship with brand switching, Harjadi et al. (2024) argue that e-WOM does not have a direct and significant impact on this behavior.

This study contributes to the literature by adapting the PPM framework to encompass moral, cognitive, and digital dimensions in the context of the FMCG product boycott in Indonesia. Unlike prior research, this study integrates product knowledge as a catalyst for ethical awareness (push factor), e-WOM as a digital social pressure mechanism that attracts consumers to alternative products (pull factor), and brand commitment as the main emotional barrier (mooring factor). Specifically, this study aims to examine the effectiveness of the boycott movement against Israeli-affiliated products in Indonesia through the lens of the Push-Pull-Mooring theory.

Hypotheses Development

Brand Commitment and Brand Switching

Ramírez et al. (2017) define brand commitment as a long-lasting attitude or desire to choose and continue using a particular brand. It can be understood as the psychological attachment consumers develop toward a brand, which fosters a close relationship with it and positions it as their primary choice when making purchasing decisions (Wong et al., 2018). Brand commitment reflects a consumer's willingness to maintain a long-term relationship with the brand (Devi et al., 2023). In the study by Liao et al. (2024), it was found that in the context of the Push-Pull-Mooring (PPM) theory, emotional commitment or brand community engagement serves as a mooring factor that mitigates brand switching intentions. Wong et al. (2018) further suggest that brand commitment has a negative impact on brand switching behavior. Drawing from both empirical and theoretical insights from previous research, the following hypothesis is proposed:

H1: Brand commitment has a negative and significant effect on brand switching in the context of a boycott of pro-Israel consumer goods.

Product Knowledge and Brand Switching

According to Ayuningsih et al. (2020), product knowledge encompasses all the information stored in the mind. Consumers are motivated to seek information from various sources, believing that it enhances their understanding and aids in making more informed product choices. Knowledge refers to existing facts, and product knowledge specifically consists of the information or data related to a product (Walyoto et al., 2024). Consumers' product knowledge influences their perception of the product (Al Amin et al., 2021). The tendency to switch brands can arise as a result of increased product knowledge. In the context of the Push-Pull-Mooring (PPM) theory, product knowledge functions as a push factor—a factor that encourages consumers to switch brands (Imran et al., 2025). Based on empirical and theoretical studies from prior research, the following hypothesis is proposed:

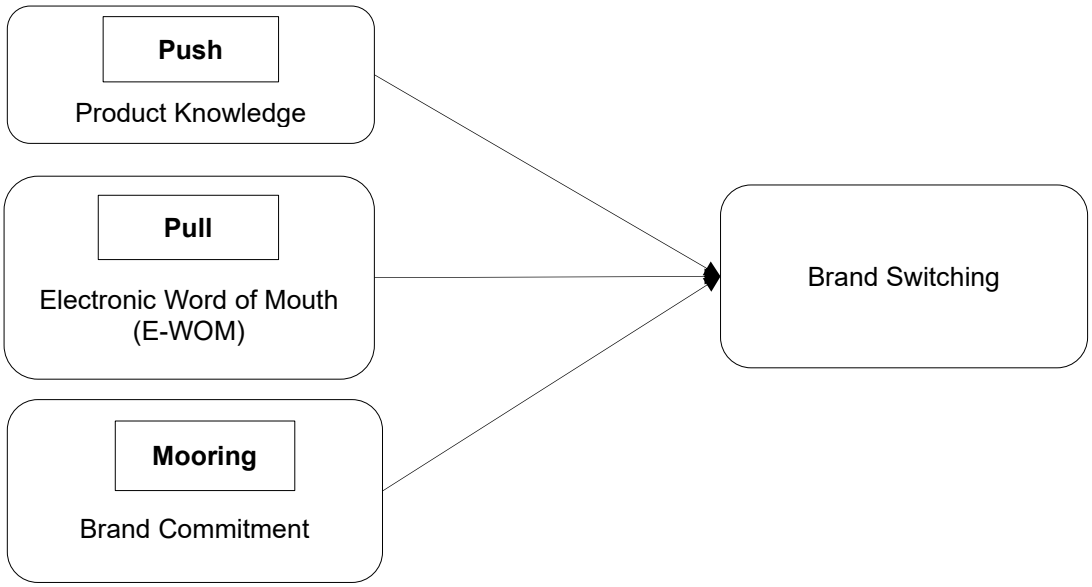
H2: Product knowledge has a positive and significant effect on brand switching in the context of a boycott of pro-Israel consumer goods.

Electronic Word of Mouth (e-WOM) and Brand Switching

Electronic Word of Mouth (e-WOM) refers to the online exchange of opinions, stories, and recommendations about products. The level of e-WOM is closely related to consumer behavior, particularly in the sharing of content, publications, and experiences with brands through social media platforms. Consumers are significantly influenced by online reviews, as these elements are considered the primary drivers of e-WOM development (Ali et al., 2023). In a study by Ali et al. (2023), it was found that the greater the influence of e-WOM, the higher the likelihood of consumers switching brands. Within the Push-Pull-Mooring (PPM) theory, e-WOM acts as an effective digital pull mechanism, spreading social pressure and providing alternative information, which is central to contemporary boycott movements (Ali et al., 2023). Based on empirical and theoretical studies from previous research, the following hypothesis is proposed:

H3: Electronic Word of Mouth (e-WOM) has a positive and significant effect on brand switching in the context of a boycott of pro-Israel consumer goods.

Figure 1. Research Framework



Source: Developed by the authors (2025)

METHOD

This study employs quantitative techniques designed to test the predetermined hypotheses. The target population consists of Generation Z individuals from the Solo Raya area who have used Israeli-affiliated consumer goods and have since switched to non-affiliated products. According to a survey, this group demonstrates the highest level of involvement in the boycott, with 75% actively participating (Umami et al., 2025). These individuals, living independently or apart from their parents, have the autonomy to choose their everyday consumer goods. As the exact size of the population is unknown, the minimum sample size was determined using the Ferdinand formula. Fatin et al. (2025) explained that the Ferdinand formula recommends calculating the sample size by multiplying the number of indicators by a factor of 5 to 10. In this study, 20 indicators were multiplied by 10, resulting in a required sample size of 200 respondents.

The sampling method used in this study is non-probability sampling with a purposive sampling technique. The inclusion criteria for the sample are Generation Z individuals who live independently or separately from their parents, have used Israeli-affiliated consumer goods, and have switched to non-affiliated products. Additionally, the respondents must be aged between 20 and 28 years, have knowledge of the boycott issue, and have social media accounts where they have encountered public opinions about boycotted products. These criteria ensure that the sample represents individuals with sufficient experience and awareness of the boycott movement.

Data collection was conducted using a questionnaire distributed to the selected respondents. Participants were asked to complete the questionnaire using a Likert scale ranging from 1 to 7, allowing for the measurement of their attitudes and perceptions. To analyze the collected data, the study applied multiple linear regression, which enables the examination of relationships between the variables under investigation. Several statistical tests were performed, including validity and reliability tests, a simultaneous test, the determination coefficient, and hypothesis testing. The data were processed using SPSS software version 26.0, which is capable of conducting multiple linear regression calculations to investigate the associations between the study's variables.

Table 1. Variables, Indicators, and Statements

Variable	Indicator	Statement	Source
Brand Switching	Switch Behavior	I have moved away from consumer goods connected to Israel.	(Kinogo et al., 2024)
	Intensity switch	I will not be buying pro-Israel brands on my next consumer goods purchase.	(Hsu et al., 2007)
	Perceived Price	The prices of alternative (non-Israeli) brands are much cheaper than pro-Israeli brands.	(Al-Kwifi et al., 2015)
	Perceived Availability	I found it easy to switch from the old (pro-Israel) brand because comparable non-Israeli alternatives were easy to find on the market.	
	Personal Norm	I feel a personal obligation to change the brand of consumer goods I use because of the boycott issue.	
Brand Commitment	Emotional Attachment	I have an emotional attachment that keeps me using pro-Israel consumer goods brands.	(Gustafsson et al., 2005)
	Perceived Benefit	The choice to stick to pro-Israel consumer goods gives me greater benefits.	
	Switching Costs	Changing the pro-Israel brand I normally use would cause me great discomfort.	(Burmann et al., 2009)

Variable	Indicator	Statement	Source
	Perceived Reputation	I believe that the reputation of pro-Israel consumer goods is still good and I do not need to abandon it because of political issues.	
	Perceived Quality	Pro-Israel consumer products have always met my personal quality standards, making it difficult to leave them behind.	
Product Knowledge	Knowledge Definition	I can explain well the reasons or basis why a consumer goods brand is categorized as "pro-Israel" or not.	(Lee et al., 2025)
	Relative Knowledge	Compared to my friends, I have more information about the connection of certain consumer goods brands to pro-Israel issues.	
	Differentiation Ability	I am able to identify clear differences between the boycotted consumer goods and their substitute products on the market.	
	Knowledge Alternatives	I feel I have knowledge about alternative consumer goods (replacements) that are not involved in pro-Israel issues.	
	Feature Knowledge	I am very familiar with the features and advantages of both boycotted and non-boycotted consumer goods.	
Electronic Word of Mouth (e-WOM)	e-WOM Read Frequency	I often read online reviews on social media from other consumers about alternative (replacement) non-Israeli consumer goods suggested in the context of the boycott.	(Bilal et al., 2023)
	e-WOM Search	To ensure my decision to switch to an alternative brand was sound, I searched online for reviews on the reasons for boycotting pro-Israel brands.	
	e-WOM Consider	I considered online reviews from other consumers recommending local, non-Israeli consumer goods.	
	e-WOM Influence on Belief	My conviction to boycott grew even stronger when I read many online reviews supporting the boycott.	
	e-WOM Positive Adoption	Positive online reviews (e-WOM) about a non-Israeli brand make me want to use it even more.	

Source: Compiled by the authors (2025)

RESULT AND DISCUSSION

Respondents' Characteristics

The demographic data of the respondents in this study reveal significant characteristics that align with the research objective, which is to analyze brand switching of pro-Israel products influenced by ethical views among Generation Z in Solo Raya. The sample consisted of 200 respondents, the majority of whom were women (88%) and students (86%). This demographic dominance is further supported by the age distribution, with 77% of respondents falling within the 20-22-year-old age group, indicating that the majority of the sample comprises young adults (Generation Z). This group is recognized as a digital generation that is highly sensitive

and responsive to social and political issues disseminated through electronic word-of-mouth (E-WOM) on social media.

These characteristics directly link the sample to the most active population in the boycott movement in Greater Solo. As Gen Z students who are engaged online, they are the primary propagators and drivers of the boycott campaign. Additionally, a significant number of respondents (118 individuals) reside in boarding houses, suggesting they live independently and, consequently, have complete autonomy in making purchasing decisions. Therefore, this group not only supports the boycott on an ideological level but also actively engages in brand switching in their daily lives.

Table 2. Respondents' Characteristics

Category	Description	Total	Percentage
Gender	Woman	175	88%
	Man	25	13%
	Total	**200**	**100%**
Age	18-19 years old	15	8%
	20-22 years old	154	77%
	23-25 years old	26	13%
	26-28 years old	5	3%
	Total	**200**	**100%**
Status	Student	172	86%
	Worker	28	14%
	Total	**200**	**100%**
Residence	Boarding house	118	59%
	Rented house	12	6%
	Dormitory/Islamic boarding school	11	6%
	Brother's house	14	7%
	Own house/with partner	45	23%
	Total	**200**	**100%**
Residential Area	Surakarta City	62	31%
	Sukoharjo Regency	73	37%
	Wonogiri Regency	4	2%
	Boyolali Regency	18	9%
	Karanganyar Regency	23	12%
	Sragen Regency	8	4%
	Klaten Regency	12	6%
	Total	**200**	**100%**

Source: Processed data (2025)

Validity and Reliability Tests

According to Ghozali (2021), validity testing is performed to assess the extent to which a questionnaire accurately measures the intended information. A questionnaire is considered valid if the questions effectively capture the information it aims to measure. In this process, if the calculated r value exceeds the critical r value (r table), the questionnaire is deemed valid. Additionally, reliability refers to the degree to which a questionnaire consistently produces stable results over time, reflecting the stability of a respondent's answers to a given statement. A construct or variable is considered reliable if it yields a Cronbach's Alpha value greater than 0.70.

Table 3. Validity and Reliability Tests Result

Variables	Statement	R Count	R Table	Cronbach's Alpha
Brand Commitment (BC)	BC1	0.798	0.138	0.854
	BC2	0.819		
	BC3	0.718		
	BC4	0.826		
	BC5	0.824		
Product Knowledge (PK)	PK1	0.725	0.138	0.849
	PK2	0.744		
	PK3	0.858		
	PK4	0.815		
	PK5	0.821		
Electronic Word of Mouth (e-WOM)	e-WOM1	0.799	0.138	0.839
	e-WOM2	0.827		
	e-WOM3	0.711		
	e-WOM4	0.823		
	e-WOM5	0.747		
Brand Switching (BS)	BS1	0.841	0.138	0.855
	BS2	0.816		
	BS3	0.656		
	BS4	0.855		
	BS5	0.819		

Source: Processed data (2025)

In validity testing, the process is carried out by comparing the calculated r value with the r value from the table. For a significance level of 0.05 and a sample size (n) of 200, with degrees of freedom (df) = n - 2, the table r value is 0.138. Based on this, it can be concluded that all the calculated r values for each variable exceed the table r value (calculated r > table r), indicating that all statements are valid. Furthermore, in reliability testing, the table data confirms that the variables used exhibit a high level of reliability, as indicated by the Cronbach's Alpha values exceeding 0.70. This suggests that respondents' answers are consistent with the statements in the questionnaire for each variable.

Simultaneous Test

The joint effect test is conducted to assess whether the combined independent variables significantly influence the dependent variable. If the F-value yields a significance level of less than 0.05, it indicates that all independent variables have a significant effect on the dependent variable, thereby validating the use of the regression model for predicting the dependent variable (Ghozali, 2021). Based on the results of the ANOVA (F-test), a significance value of 0.000 was obtained, which is smaller than 0.05. Therefore, the regression model in this study is applicable, as all independent variables significantly influence the dependent variable.

Table 4. Simultaneous Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2,532.950	3	844.317	57.866	0.000
Residual	2,859.805	196	14.591		
Total	**5,392.755**	**199**			

Source: Processed data (2025)

Coefficient of Determination

According to Ghozali (2021), R^2 or the coefficient of determination is used to assess the extent to which the model explains the variation in the dependent variable. Based on the coefficient of determination, the results indicate that 0.462, or 46.2%, of the variation in Variable Y (brand switching) can be explained by the factors included in this study, while the remaining 53.8% is influenced by factors not accounted for or explained within the research model.

Table 5. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.685	0.470	0.462	3.81980

Source: Processed data (2025)

Hypotheses Testing

According to Ghozali (2021), t-statistic analysis was employed to assess the influence of each independent variable on the dependent variable individually. The significance level for this test was set at α = 0.05 (5%).

Table 6. Hypotheses Testing Result

Relationship	Unstandardized Coefficients		Standardized Coefficients Beta	T-Statistic	P-Value
	B	Std. Error			
BC → BS	-0.234	0.050	-0.258	-4.696	0.000
PK → BS	0.334	0.068	0.315	4.942	0.000
e-WOM → BS	0.348	0.072	0.317	4.848	0.000

Source: Processed data (2025)

The results of the partial hypothesis testing indicate that Brand Commitment (BC) has a significance value of 0.000, which is smaller than 0.05, with a t-statistic of -4.696. This result confirms that Hypothesis 1 is accepted, indicating that brand commitment has a negative and significant effect on brand switching. Similarly, Product Knowledge (PK) shows a significance value of 0.000 and a t-statistic of 4.942. With the acceptance of Hypothesis 2 (H2), it can be concluded that product knowledge has a positive and significant impact on consumer decisions regarding brand switching. Consistent with these findings, Electronic Word of Mouth (e-WOM) also demonstrates a positive and significant influence on brand switching, with a significance value of 0.000 and a t-statistic of 4.848, thus confirming the acceptance of Hypothesis 3 (H3).

Discussion

Brand Commitment (BC) has a significant negative impact on Brand Switching (BS). The results of this study align with prior research conducted by Devi et al. (2023), which demonstrated that the relationship between brand commitment and brand switching is significant and negative. Specifically, when customers are committed to a product, they are less likely to switch to a different brand. This negative influence is particularly relevant in the context of the boycott issue. Brand commitment reflects the emotional connection and strong loyalty that Gen Z consumers feel toward a brand, irrespective of external influences. According to the Push-Pull-Mooring (PPM) model, commitment functions as a mooring (inhibitor). Consumers with high brand commitment tend to disregard negative information or

social pressure because their loyalty serves as a barrier that prevents them from switching brands.

Product Knowledge (PK) demonstrates a positive and significant impact on Brand Switching (BS). This finding is consistent with previous research by Rosyidah et al. (2024), which indicated that product knowledge has a positive and significant influence on brand switching. Specifically, as consumers' knowledge about the product deepens, especially when the product offers advantages over the brands they currently use, their intention to switch brands increases. This positive impact is particularly relevant given the context of the study, where the sample predominantly consists of Gen Z consumers, who are typically active in seeking information. Enhanced product knowledge empowers Gen Z to verify the accuracy of information circulating about boycotts. When they find that a brand is indeed connected to such issues, they become more confident and motivated to switch brands as a form of informed protest. Consequently, product knowledge acts as a push or motivating factor, accelerating the decision to switch brands.

Electronic Word of Mouth (e-WOM) shows a very significant positive impact on Brand Switching (BS). This finding corroborates research by Ali et al. (2023) and Wardhani et al. (2024), which identified a positive and significant relationship between electronic word of mouth and brand switching. Specifically, as electronic word of mouth increases, brand switching also increases. Conversely, a decrease in electronic word of mouth results in a reduction in brand switching. The positive impact of e-WOM is particularly crucial, as it functions as a key factor in driving Gen Z's involvement in boycott movements. For Gen Z, who grew up in the digital age in Solo Raya, e-WOM on social media fosters a shared awareness and a sense of urgency to participate in boycotts. E-WOM not only informs consumers about more ethical product alternatives, but more importantly, it builds social pressure to align with the behavior of groups advocating for humanitarian causes, where brand switching is seen as an ethical and socially acceptable action. Therefore, the more widespread and persuasive the e-WOM, the greater the motivation for Gen Z to abandon pro-Israel brands.

CONCLUSION

This study aims to analyze the influence of cognitive (Product Knowledge), social (Electronic Word of Mouth), and emotional (Brand Commitment) factors on brand switching behavior for FMCG (Fast-Moving Consumer Goods) products perceived as pro-Israel among Generation Z in Solo Raya. The analysis was conducted using the Push-Pull-Mooring (PPM) theoretical framework. The study concluded that brand commitment, functioning as a mooring factor, has a negative and significant influence on brand switching. Specifically, strong emotional ties serve as a primary barrier for consumers, preventing them from switching brands even in the face of boycott pressure. Conversely, product knowledge, acting as a push factor, has a positive and significant impact on brand switching. This finding suggests that a deep understanding of a brand's association with ethical issues motivates consumers to switch to alternative brands. This phenomenon is further reinforced by electronic word of mouth (e-WOM) as a pull factor, which also demonstrates a positive and significant influence on brand switching. The effectiveness of digital media in disseminating information and creating social pressure contributes to building collective awareness, thereby attracting consumers to switch to brands that are perceived as more ethical.

From a practical perspective, these findings have implications for brand managers in developing communication strategies that are responsive to ethical sentiments expressed on social media. Brands affected by boycotts should focus on strengthening consumer commitment, while alternative brands can leverage product knowledge and e-WOM to attract consumers considering switching. Based on the limitations of this study, several avenues for future research are suggested. First, incorporating additional variables, such as religiosity, social identity, or personal values, could help explain the remaining 53.8% of the variation in brand switching behavior. Second, expanding the sample geographically and

demographically would enhance the generalizability of the findings. Third, employing a mixed-methods approach could provide a deeper understanding of the motivations behind the quantitative data. Finally, conducting longitudinal research would be valuable in assessing the consistency of brand switching behavior over time, given the cross-sectional nature of this study.

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