

The Prominent Of Local Products Following Boycott Calls

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Abstract

Boycotting is a potent strategy for generating awareness, particularly on current matters. It plays a role in driving societal change and actively involves individuals in addressing the pressing issues of the globe. This study aimed to investigate the influence of customer's perspective and economics independence to purchase intention in order to escalate the sales of domestic products. To meet our goals, we utilized both secondary and primary data sources. First, we reviewed the literature concerning customer's perception of boycotting, economics independence in order to elevate the purchase intention of customer on local products. Second, to gather the primary data, this study utilizes descriptive-correlational quantitative research methods and employing Smart-PLS for model evaluation. A random sample of 18–55-year-olds of diploma, undergraduate, master and doctoral students. The results show that customer's perception may elevate the local product's sales due to the awareness for not buying the products that support Israel. Economics independence also influence the prominence of local product's selling. It may happen since local producers can provide the same product that many people boycotted. Economics independence triggered positive perception of customer to buy local products. The independence to not import products affiliated with Israel is believed to be able to increase the prestige of local products. This is because people already understand what they are doing, the risks they will face and know what to buy.

Key words: customer's perception, economics independence, local product's prominent, purchase intention.

INTRODUCTION

The current upsurge in boycott campaigns targeting Israeli products has prompted a notable change in consumer behavior, as many individuals are now choosing local alternatives in order to endorse Palestinian causes (Buheji & Ahmed, 2024; Luerdi et al., 2024). The global observation of this trend has revealed a significant economic impact

resulting from boycotts (Rochma, 2023; Zralek, 2022). The boycott movement, which seeks to apply economic leverage on Israel in order to induce policy change, has garnered extensive participation from many sectors, including the service industry and prominent fast food (Allam et al., 2024).

The significance of locally produced goods in this particular situation cannot be exaggerated. As customers shift their preference from global brands to local enterprises, there is a significant increase in demand for the latter (Mentari et al., 2023). This presents a vital potential for economic growth and development (Koku et al., 1997). In addition, the boycott campaign has also resulted in heightened consciousness of the advantages of backing domestic industries, which can enhance a nation's overall economic robustness (Ula et al., 2024).

Boycotts have a complex and varied impact on local economies (Nguyen et al., 2018; Ula et al., 2024). On one hand, it can result in a decrease in sales for global brands, perhaps leading to job cuts and financial losses for the corporations concerned (Kim et al., 2022; Yu et al., 2020; Zralek, 2022)[5]. Conversely, the growing demand for products produced locally can boost economic activity within the local community, leading to the creation of new job prospects and fostering innovation (Sari & Games, 2024; Telukdarie et al., 2023). Hence, comprehending the intricacies of this transition is essential for policymakers and corporate executives in order to formulate efficient tactics for minimizing the adverse consequences of boycotts while capitalizing on their capacity for constructive transformation (Klein et al., 2004).

In Indonesia, the government has embraced the boycott movement, perceiving it as a chance to enhance the home economy through the promotion of local products and the reduction of dependence on imports (Rezki et al., 2024; Sibuea et al., 2024). Given the increasing strength of the boycott movement, it is crucial to perform comprehensive study on its economic ramifications to ensure the desired objectives are met while mitigating any adverse effects on local businesses and workers.

LITERATURE ANALYSIS AND METHODOLOGY

Boycott

A boycott is a coordinated and voluntary effort to discourage the consumption of specific items for specific reasons (Friedman, 1985; Garrett, 1987). Consumers are motivated to join in a boycott campaign based on a primary trigger, which depends on the specific setting (Hoffman et al., 2018). The primary component that drives consumers' incentive to join in a boycott, such as one advocating for the transfer of a factory, is the proximity to the source of the boycott's subject (Muhamad et al., 2019).

Boycotting is a strategy where people leverage their purchasing power to express their opposition to an organization's practices and policies. Exerting their political authority, they want to create an impact in the marketplace (Simon, 2011). The objective of boycotting is to safeguard the economic and social welfare of customers who perceive their interests to be threatened by the behavior of organizations (Cruz & Botelho, 2015; Hoffman et al., 2018). Boycotters often aim to convince organizations to behave in a more ethical and responsible manner in their marketing techniques, strategic policies, and actions (Muhamad et al., 2019). The phenomena of boycotting, as a social issue, emphasizes the importance of communal or group interests in consumers' support and participation in boycotts. The social dilemma perspective on boycotting posits that consumers consider both their individual interests and the interests of the larger societal or group when making a decision on whether to engage in a campaign (Sen et al., 2001). Individuals that have firm convictions regarding a boycott goal would actively engage in boycotting products, whilst others tend to prioritize their own personal interests.

In Lasarov's (2023) prior literature, the act of boycotting had difficulties in sustaining widespread participation due to the need for comprehensive measures such as policy modifications and community engagement efforts. In order for a boycott to be effective, it is crucial that the purpose of the movement be clearly defined and significant. Without a distinct objective, boycotting is unlikely to succeed and may instead lead to conflicts within the community due to conflicting viewpoints. While hurting the reputation of brands may not be unlawful, it can be considered an ethical concern as it has the potential to incite violence and harm the brand's standing.

Purchase intention

Purchase intention is one of the things that is quite concerned and prioritized when the transaction process takes place (L. Y. Jin et al., 2015), referring to the possibility of buyers intending to own a product or use services in the future (Purwianti et al., 2023). Purchase intention, consumers plan or even buy a product or service offered now or in the future. Purchase interest will increase when consumers are confident in the product being offered. Purchase Intention is an individual's desire to use an item, it can be in the form of interest, desire or just a thought (Purwianti, 2021). The consumer's behavioral intention towards a brand is functionally linked to their perception and appraisal of the brand (Putra et al., 2024). This demonstrates that an individual's planned conduct is contingent upon their attitude, so purchasing intention becomes a result that customers hold towards the brand (Nuzula & Wahyudi, 2022). Purchase intention is a component of consumer cognitive behavior that refers to a certain inclination to acquire a particular product (Octalina et al.,

2023). Consumer buying intentions hold significant importance for brands (Putra et al., 2024).

Economics Independence

Economic nationalism can encompass the practice of boycotting foreign goods (Akhter, 2014). The perceived nationalistic affiliation of products has a significant role in consumer nationalism (Wang, 2006). Nationalistic sentiments are also associated with (Carvalho, 2008), and they initiate the resistance of consumers towards foreign goods (Li, 2015). Furthermore, the rationale behind boycotting foreign goods is mostly based on the country of origin, as stated by (Knudsen et al., 2008). (Marián, 2021) shown that consumer patriotism had a notable impact on the inclination to buy native items rather than international ones. Several previous research, utilizing this discovery, have shown that there is a direct correlation between patriotism and consumer ethnocentrism (Marián, 2021). (Ettenson & Klein, 2005) established a direct correlation between patriotism and animosity, as well as consumer ethnocentrism.

Perspective

Based on the moral outrage model proposed by (Antonetti & Maklan, 2016), consumers react to a firm's problem in three consecutive stages: attributing the issue to the company, experiencing emotional emotions such as fury as a kind of moral indignation, and forming intentions for future conduct. During a crisis, people engage in cognitive processes to comprehend the origins and outcomes of the crisis (Shim et al., 2018). They do this by evaluating the ethical actions of the company and its behavior, using their own attribution process and considering factors such as the locus of causality and controllability (Coombs, 2007). Crises are events that evoke strong emotions, and people's emotional reactions to these events can range from mild to intense, leading them to demand punishment for the organization involved (Fediuk et al., 2010; Y. Jin, 2010). When a crisis is linked to unfairness and unethical behavior, customers often exhibit moral indignation, such as anger and resentment, because their expectations have been violated. Unavoidably, this generates moral indignation and prompts consumers to pursue legal action against the corporation for its unethical behavior and wrongdoing (Fediuk et al., 2010; Lindenmeier et al., 2016). After experiencing dissatisfaction, proactive consumer organizations promote retaliatory measures such as spreading poor word of mouth, engaging in vengeful complaints, switching to alternative options, or calling for boycotts of the company's products (Shim et al., 2018).

Methodology

Sample

Respondents completed the self-administered questionnaire. The questionnaire comprised three components that were pertinent to the current study: The initial segment entailed guidelines for accomplishing the survey and furnished overarching suggestions regarding the objective of the study. In the second phase, participants were instructed to assess their desire to engage in boycotts. Prior to expressing gratitude to the participants, the last portion of the study collected sociodemographic data, which served as control variables. A total of 120 students of undergraduate, master and doctoral aged 18 – 55 years responded to a survey.

Analysis

The data set was analyzed using the partial least squares (PLS) technique, which is a variance-based structural equation modeling technique, on the SmartPLS 3 program. The SmartPLS software is highly regarded for its utility in testing new models (Hair, 2017), making it appropriate for testing the framework in this study. The software produces a measurement and structural model that enables the evaluation of the reliability and validity of the measurements, as well as the correspondence between the data and the proposed model. Hypothesis testing was conducted using the results obtained from the structural model, once it was determined that the data set met the statistical requirements of the study framework in terms of its structure and measurements.

RESEARCH AND RESULTS

Result

The objective of this study is to test the influence of customer's perspective and economics independent on their intention to not buying the boycotts product. 5 respondents are diploma, 109 of the respondents are undergraduate, 3 respondents are respectively master and doctoral student. The sample consists of 45 (37,5%) male and 75 (62,5%) female.

Measurement Model or Outer Model

An effective measurement model demonstrates that the measurement utilized to assess variables and constructs is both reliable and valid. The reliability, convergent validity, and discriminant validity are the indices employed to assess measurement models. The findings derived from the data in this investigation indicate that the measurement models utilized are both valid and reliable.

Reliability

Composite reliability provides a robust measure of reliability by organizing indicators according to their reliability (Werts et al., 1974). The composite reliability indexes for the measurement models in this investigation demonstrate reliable measures, with values exceeding 0.80 (Hair et al., 2014). The reliability of indicators is assessed by examining the loading of individual items. In this situation, the values are considered acceptable if they fall within a range greater than 0.70 (Hair et al., 2014).

Table 1. Items and its loadings, construct's AVE and composite reliability

Variables	Item Loading	AVE	Composite Reliability	R ²	Q ²	f ²	VIF
Perspective		0.639	0.897	0.444		0.827	
p1	0.821				0.285		2.162
p2	0.828				0.309		2.297
p3	0.832				0.286		2.164
p4	0.876				0.311		2.610
p5	0.613				0.144		1.415
Economics Independence		0.605	0.902			0.799	
ei1	0.788						2.177
ei2	0.743						2.230
ei3	0.724						1.978
ei4	0.786						2.297
ei5	0.826						2.470
ei6	0.794						1.891
Purchase Intention		0.803	0.924	0.671			
pi1	0.915				0.302		2.943
pi2	0.928				0.366		3.136
pi3	0.842				0.212		1.920

^aSource: Data output processed with SmartPLS 3.

Convergent and discriminant validity

Convergent validity refers to the extent to which a group of indicators are derived from the same underlying idea. The Fornell-Larcker criteria of the average variance extracted (AVE) is generated using PLS as an indicator of convergent validity (Hair et al., 2014). The average variance extracted (AVE) of a construct should be equal to or greater

than 0.5. This indicates that a latent variable accounts for approximately 50 percent of the variations in its indicators. The constructs in this investigation have satisfactory convergent validity, as indicated by the average variance extracted (AVE) values equal to or exceeding 0.60 (Table I).

Discriminant validity refers to the extent to which a hidden variable has a stronger correlation with its specific indicators than with other hidden variables. The constructs used in this work have demonstrated their ability to accurately distinguish between different variables. This is evident from the fact that the square root of the Average Variance Extracted (AVE) is larger than its correlation with any other latent variables, as shown in Table II (Fornell & Larcker, 2012). The inspections of each indicator's loadings reveal higher values compared to the cross-loadings.

Table 2. Fornell-Larcker criterion indexes for constructs' discriminant validity

	Economics Independence	Perspective	Purchase Intention
Economics Independence	0.778		
Perspective	0.667	0.799	
Purchase Intention	0.632	0.810	0.896

^aSource: Data output processed with SmartPLS 3.

Structural models

The results suggest that the model provides a suitable framework for forecasting the sample's inclination to customer's intention to pay. The research model is classified as moderately strong, with a determinant coefficient (R^2) of 0.671 for purchase intention and 0.444 for perspective (Hair et al., 2014), which explains about half of the variations in the sample's intention to pay (Table I). The model demonstrates a reasonably strong ability to anticipate one's intention to pay, as demonstrated by the Stone-Geisser index (Q^2) as seen in Table I (Hair et al., 2014). Perspective and economic independence exert a significant influence (f^2) on customers' intention to pay, with effects ranging from moderate to substantial. An individual's economic independence has a direct impact on their intention to pay, and the view-point factor completely mediates this impact. The consumers' perspective has a significant impact on their intention to pay, while economic independence has a minimal influence on their intention to pay (Table IV).

The presence of multicollinearity is not a concern, as evidenced by the highest variance inflation factor (VIF) as seen in Table I, which is below the threshold of 5 (Hair et al.,

2014). In general, the PLS analysis has verified the adequacy of the suggested model. The model does not have any common method bias, as indicated by a maximum VIF value below 3.3 (Kock, 2015).

Hypothesis testing

The hypothesis propose that perspective mediate the effect of economics independence on customer's purchase intention. The parameter estimates of the structural model, obtained through bootstrapping 5,000 samples, indicate a substantial relationship between perspective and economic independence and an individual's intention to pay.

Table 3. Structural path β coefficients, ρ -values and effect sizes

Variables and paths	Direct Effects			Indirect Effects			Hypothesis	Conclusion
	β	ρ -Values	Effect sizes	β	ρ -Values	Effect sizes		
1. Economics independence -> Perspective	9.647	0.000	0.667	-	-	-	Accepted	Significant
2. Economics independence -> Purchase Intention	8.076	0.000	0.632	-	-	-	Accepted	Significant
3. Perspective -> Purchase Intention	9.805	0.000	0.700	-	-	-	Accepted	Significant
4. Economics independence -> Perspective -> Purchase Intention	-	-	-	7.848	0.000	0.466	Accepted	Significant

^aSource: Data output processed with SmartPLS 3.

DISCUSSION

Customer's perception on local product's prominent

The purpose of this study is to determine the antecedents that influence the rise in the prestige of local products after the world boycott movement against products affiliated

with Israel. The first antecedent in determining consumer purchase intention as a step towards increasing the prestige of local products is consumer perception. Two-thirds (62.5%) of consumers firmly will not buy products that support Israel. This action is accompanied by consumers' intention to replace these products with local products that are considered safer and not involved in the issue. Extensive research has been conducted on the influence of customer perception on boycotts, specifically in the field of consumer behavior, with a special focus on local products (Ishak et al., 2017). A noteworthy discovery is that customer impression has a pivotal impact on their inclination to engage in boycotts and, consequently, their intentions to make purchases. The reason for this is that customers who view a boycott as justifiable and ethically acceptable are more inclined to participate in it, hence enhancing their desire to buy local products as substitutes. Consumer ethnocentrism is a common occurrence where customers give preference to products from their own nation rather than foreign products, particularly if the foreign products are linked to contentious matters such as the Israeli-Palestinian conflict (Afrillana & Al-khaidar, 2023).

Furthermore, studies have demonstrated that customer antipathy towards foreign products can have a substantial impact on their evaluation of the product and their decision to participate in a boycott (Lasarov et al., 2023). For example, a study discovered that hostility against Israeli products was a powerful indicator of how Muslim consumers in Indonesia evaluated and participated in boycotting those products (Ahsanti & Suhud, 2022). These findings indicate that if buyers view a foreign product as connected to a morally objectionable matter, they are more inclined to boycott it and choose local alternatives instead. Engaging in a boycott not only promotes domestic companies but also strengthens a feeling of patriotism and allegiance among customers. Moreover, the significance of opinion leaders in influencing customer behavior cannot be exaggerated. Opinion leaders, such as religious leaders or influencers, have a substantial impact on consumer views and behaviors. For example, a study discovered that opinion leaders had an indirect impact on people's intentions to boycott by influencing their consumer ethnocentrism. This emphasizes the significance of these leaders in forming consumer perspectives on local products. This highlights the necessity for local businesses and governments to work together and utilize the power of influential individuals to endorse local products and enhance their competitiveness in the market.

Ultimately, the favorable and substantial impact of customer perception on boycotts plays a crucial role in increasing the inclination to purchase local products. By comprehending the motivations and attitudes of consumers, businesses can formulate efficacious tactics to advertise local products and take advantage of the burgeoning trend of boycotts. This involves utilizing the impact of influential individuals, highlighting the moral

and ethical dimensions of backing domestic firms, and offering substitutes to foreign items linked to contentious matters. By adopting this approach, firms can not only enhance their market dominance but also make significant contributions to the expansion and advancement of local economies.

Economics independence on local product's prominent

The notion of economic autonomy, especially in the realm of regional economies, has been thoroughly examined and shown to have a significant influence on the inclination to buy local products. The essence of this phenomena is rooted in the concept that when consumers opt to purchase goods or services from local establishments, they are not only endorsing and assisting these businesses, but also actively enhancing the economic prosperity of their community as a whole. This phenomenon occurs due to the higher probability of local firms reinvesting their profits inside the community, so generating a multiplier effect that enhances the local economy. The enhanced effectiveness in sustaining the local economy plays a crucial role in heightening the inclination to acquire local items.

Furthermore, local enterprises are inclined to procure resources from nearby suppliers and distributors, so generating a cascading impact of economic activity within the neighborhood. This not only bolsters the local labor force but also cultivates a feeling of community and social accountability among customers. (Akhter, 2014) highlights that "buy local" initiatives can have the function of highlighting deficiencies in the local market. This stimulates local producers to address those deficiencies, resulting in the development of product innovations that are specifically designed to meet the local demands and preferences. Moreover, the elevated price of domestic products is balanced out by the rise in domestic employment and the interpersonal connections that develop when individuals purchase from acquaintances. Furthermore, the possible savings in terms of environmental impact and transportation expenses, along with the reassurance of knowing the exact nature of the product, all enhance the favorable view of local goods.

The notion of economic autonomy significantly influences consumers' attitudes towards boycotts, especially when it comes to promoting domestic goods. Customers are more inclined to support a local product through boycotts when they believe it to be economically self-sufficient. The reason for this is that economic independence represents a state of self-governance and self-reliance, which appeals to consumers who appreciate the importance of local businesses and their impact on the community. During such instances, boycotts serve as a potent mechanism for customers to showcase their backing for these local enterprises, so fostering their expansion and endurance. Moreover, the perception of economic autonomy can also bolster the standing of domestic goods, rendering them more

appealing to consumers who are inclined to engage in boycotts to support these items. Consequently, this can result in heightened customer allegiance and a more robust communal bond, since patrons perceive their behaviors as actively enhancing their regional economy.

Furthermore, the concept of economic autonomy can also impact the dynamics of boycotts by promoting a feeling of shared accountability among consumers. If buyers view a local product as economically self-sufficient, they are more inclined to develop a sense of ownership and duty towards it, leading them to support it through boycotts. The shared sense of accountability can enhance the influence of boycotts, hence increasing their efficacy in promoting domestic goods. Moreover, the notion of financial autonomy might further motivate customers to participate in strategic and enduring boycotts, as they acknowledge the prospective long-lasting advantages of backing local enterprises.

Conversely, if customers regard local products as relying on external sources for their economic viability, they may be less likely to engage in boycotts. This is because individuals may see these products as susceptible to external forces and less resilient in the face of economic repercussions from boycotts. Hence, the efficacy of boycotts in fostering the growth of domestic goods may be reduced, and consumers may exhibit less inclination towards sustained boycotts.

Understanding the important role customers play in influencing the impact of economic independence on the popularity of local products is essential. Local products are distinguished by their distinctive taste, which is a result of the specific attributes of the raw materials, production techniques, and cultural heritage (Barska & Wojciechowska-Solis, 2020), as perceived by consumers. The distinctive value proposition plays a crucial role in fostering customer loyalty and advocacy for locally produced goods. By opting to buy local items, buyers not only provide support to local businesses but also bolster the local economy by retaining more funds inside the community.

The economic advantages of endorsing local firms are significant. Research has indicated that locally owned firms have a higher propensity to reinvest a greater proportion of their earnings back into the local economy in comparison to national chain merchants. This heightened economic activity not only bolsters local enterprises but also generates fresh employment opportunities and fosters additional economic expansion.

Moreover, patrons who opt for local merchandise are inclined to exhibit loyalty and revisit these establishments, a crucial factor for the sustained prosperity of local enterprises. The devotion is frequently motivated by the personal relationships and communal bonds that customers establish with local enterprises. The heightened job creation and economic activity contribute to a more dynamic and robust local economy.

Furthermore, it is important to consider the cultural and social advantages of endorsing local products. Indigenous items frequently encapsulate the cultural legacy and customs of a certain area, hence playing a crucial role in safeguarding cultural identity. By opting for local products, buyers not only provide crucial support to local businesses but also safeguard the cultural integrity of their town. The cultural relevance of a product can enhance feelings of community pride and ownership, so strengthening customer loyalty and support for local goods.

CONCLUSION AND RECOMMENDATIONS

1. The positive and significant effect of customer perceptions on boycotts is an important factor in increasing purchase intentions for local products. By understanding consumer motivations and attitudes, businesses can develop effective strategies to promote local products and capitalize on the growing boycott trend. This includes leveraging the influence of opinion leaders, emphasizing the moral and ethical aspects of supporting local industries, and providing alternatives to foreign products associated with controversial issues. By doing so, companies can not only increase their market share, but also contribute to the growth and development of the local economy.
2. Economic independence has a diverse and noteworthy impact on increasing the intention to purchase local items. By patronizing local companies, shoppers are not only bolstering the local economy but also cultivating a sense of community and social accountability. The enhanced efficacy in sustaining the local economy, the amplifying impact of local expenditures, and the possible savings in environmental and transportation costs all contribute to a more favorable image of local products. Amidst the economic difficulties brought about by the crisis, "buy local" advertisements provide a promising message, highlighting the significance of retaining money inside the community to guarantee its ongoing success. Consumers may significantly impact the purchase intention of local products and bolster the local economy by opting to buy local.
3. The notion of economic autonomy has a substantial and favorable influence on consumers' viewpoints concerning boycotts. By cultivating a shared obligation, advocating for local enterprises, and bolstering the standing of local goods, economic self-sufficiency can heighten the attractiveness of local products and amplify the efficacy of boycotts as a means of promoting these items. Therefore, it is imperative for local businesses and policymakers to prioritize the promotion of economic self-sufficiency in order to optimize the effectiveness of boycotts and foster the expansion of local enterprises.
4. The viewpoint of the buyer plays a pivotal role in moderating the impact of economic self-sufficiency on the visibility of local products. By opting for locally sourced items,

shoppers not only bolster local enterprises but also bolster the local economy, foster job creation, and safeguard cultural heritage. The loyalty and advocacy resulting from these encounters can significantly influence the long-term profitability and viability of local businesses, ultimately enhancing the visibility and importance of local products within the community. Hence, it is imperative for politicians and business owners to give utmost importance to customer engagement and loyalty tactics that highlight the distinctive value proposition of local products, promoting a culture of local consumption that benefits both the local economy and the community as a whole.

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