

The Effectiveness Of Social Media Campaigns On Boycott Participation: The Role Of Boycott Attitudes And Motivation

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Abstract

The efficacy of boycotting brands and companies that affiliate with some issues as a form of nonviolent protest has been subject to growing scrutiny due to several issues impacting the individuals and groups engaged in these movements. This research aims to investigate and ascertain the purchase intention among Indonesian consumers regarding their participation in boycott activities following the global call to boycott products. The population in this study are students who actively use social media and find information about boycotts. A sample of 100 students was used as respondents. SmartPLS version 3 is used as an analysis tool. The survey in this study examines the correlation between seven constructs in the context of the boycott issue through the use of questionnaires. The findings indicate that social media campaigns have no discernible impact and are not significant in influencing purchase intention. And the rest constructs have effect and significant to purchase intention.

Keywords: Boycott Participation, Awareness, Purchase Intention

INTRODUCTION

Boycotts arise due to various factors (Sari & Games, 2024) which are a form of consumer disapproval of something, and can spread quickly through social media, especially among young consumers (Djafarova & Bowes, 2020; Rajput et al., 2022; Sari & Games, 2024). Boycotts are actions that urge individuals or groups not to buy products from certain companies and are also steps taken in refusing business activities with certain parties (Friedman, 1991). The boycott process aims to exert influence and

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pressure on the country's politics and economy to change policies and influence public opinion (Klein et al., 2004; Lasarov et al., 2023; Prakash Pandey et al., 2020).

The movement carried out by the world today is the boycott of products affiliated with Israel, which carried out military aggression against Palestine (Chungtai et al., 2023; Etkes & Weissbrod, 2016; Knell & Gritten, 2023; Yuliantiningsih, 2009). This was the most significant military escalation in the last 50 years (Reingold & Lansing, 1994), especially around the Gaza Strip (Zanotti & Sharp, 2024). This attack triggered an international statement of support for Israel (Chungtai et al., 2023). Meanwhile, the growing number of casualties in Gaza reflects the worsening humanitarian crisis (Zanotti & Sharp, 2024). Along with the escalating conflict, the Boycott-Divestment-Sanctions (BDS) social movement that has been going on since 2005 has experienced a significant increase (Efrati, 2017; Evans, 2023; Zanotti et al., 2015). In the meantime, social media has become the main terrain for the BDS movement against Israel, which has expanded through platforms such as X, Facebook, Instagram and TikTok. Solidarity actions that emerged out of concern for Palestine evolved into social movements in the digital space to disseminate information about Israeli policies in the Palestinian territories, organize boycott campaigns against Israeli products, and rally international support for Palestine (Lee, 2020; Prakash Pandey et al., 2020; Ulya & Ayu, 2024; Zralek, 2022). The emergence of hashtags such as #BoycottIsrael and #FreePalestine is a form of digital social movement that shows the strong solidarity of netizens around the world (Ulya & Ayu, 2024). This shows the power of social media as a tool for advocacy and social change.

In Indonesia, various elements of society have campaigned for a boycott of Israeli products in recent years as a form of support and solidarity with the Palestinian people and rejection of Israeli policies that are considered detrimental and violate the human rights of Palestinians (Mentari et al., 2023). Various elements of society from religious circles, students, NGOs, social activists, and others have also campaigned for the boycott of products that support Israel (Echine, 2019; Hamzah & Mustafa, 2019; Kim et al., 2022; Muhamad et al., 2019; Saafan & Al-Khalidi, 2023). They actively conduct socialization and education to invite people not to buy and consume food, beverage, medicine, cosmetics, fashion and tourism products that are affiliated with or support Israel (Mentari et al., 2023). For this reason, it is necessary to conduct research on the impact of campaigns on social media on the purchase intention of boycotted products through boycott attitudes and motivations.



LITERATURE REVIEW**Social media campaign**

A social media campaign refers to a deliberate and organized set of actions carried out by social media users to support or contribute to a specific societal objective on one or many social media platforms (Hanaysha, 2018; Park & Lin, 2020; Prakash Pandey et al., 2020). The term "campaigns" refers to a sequence of organized initiatives that are distinct from the regular posts on social media (Dash & Chakraborty, 2021; Rajput et al., 2022; Sharma et al., 2018). Social media initiatives provide multiple attractions (Allam et al., 2024; Echine, 2019). Social media platforms are popular due to their superior ability to effectively engage with the public compared to other forms of media, both traditional and modern ones. Additionally, internet users readily transition to these platforms (Prakash Pandey et al., 2020). According to the literature, social media campaigns have addressed protests and contentious movements (Khanna & Bhargav, 2022). Research affirms that social media serves as a medium for both receiving and disseminating information. The utilization of social media for messaging or communication can either facilitate or hinder development, as stated by (Rajput et al., 2022).

The detrimental substance of the social media campaign may generate unfavorable word-of-mouth, while the number of shares, "likes," and "dislikes" can be used to assess the success or failure of the campaign (Rajput et al., 2022; Sharma et al., 2018). Research has established that communications of this nature have a significant impact on consumers' intentions to make a purchase (Abdullah et al., 2014). Social media functions as an ecosystem that incorporates many technologies to facilitate the marketing system (N. A. H. N. Abdullah & Singam, 2015). Social media is a cutting-edge instrument in research, used to conduct online campaigns by advertising items and brands in order to persuade customers to make purchases. Social media campaigns efficiently facilitate promotional efforts (Farah & Newman, 2010; Lee, 2020; Muhamad et al., 2019). Therefore, social media promotions have a beneficial impact on customers' intents to make a purchase. According to Rajput et al. (2022), a social media campaign has a positive and direct effect on the purchase intentions of young consumers who are prone to addiction to social media platforms. Social media campaigns that aim to target the various requirements of customers can be employed to educate customers by generating brand recognition and interaction, with the primary objective of influencing customers' intentions to make a purchase (Rajput et al., 2022).

Furthermore, there exists a direct correlation between the implementation of social media marketing strategies and the inclination of clients to make a purchase (Ramadanty



& Safitri, 2019). The findings indicate that social media marketing efforts serve as instruments employed by firms to generate value by acquiring, engaging, and retaining customers (Hanaysha, 2018; Jane Araujo et al., 2022). In the age of globalization, corporations have endeavored to sell their products through several campaigns, particularly via social media (Echine, 2019; Rajput et al., 2022).

Boycott attitude

According the theories of reasoned action and planned behavior (Alam & Sayuti, 2011; Rook & Fisher, 1995) a person's attitude towards a conduct is determined by a specific set of beliefs related to the object of that behavior. The repertory or set of beliefs is constrained, often consisting of five to nine beliefs. However, only the first two or three (which are the most influential) are genuinely significant in conveying accurate, authoritative, and non-repetitive information. The evaluation of those beliefs is conducted based on the outcomes and impacts that can be drawn from the activity in question. The evaluation of these effects and consequences is based on two fundamental factors: the anticipation or subjective likelihood of the occurrence of the effects and consequences, and the significance or importance (valence) of the effects and consequences for the individual. These terms clearly elicit the notions of anticipation and emotional value in relation to the theory of expectancies (Florencio & Garzón-benítez, 2019; Kim et al., 2022).

The exploration of organizational legitimacy originated from the insights of sociologist Max Weber, who proposed that legitimacy is rooted in social and legal standards (Cruz & Botelho, 2015). These original contributions have been expanded during the past few decades, spanning from the late 20th century to the present century (Florencio & Garzón-benítez, 2019). Specifically, the correlation between attitude and intention can be readily applied to the connection between boycott attitude and buy intention (Kim et al., 2022).

Boycott motivation

Consumer boycotts are a form of consumer behavior in which consumers collectively choose not to buy products, brands, or products from a particular country. Boycotts can have a significant impact on prices and demand, as seen in the case of the consumer boycott of cottage cheese in Israel, which led to a decrease in prices and an increase in price elasticity (Braunsberger & Buckler, 2011). Overall, consumer boycotts



serve as a means for consumers to express their dissatisfaction and hold companies accountable for their actions (Prakash Pandey et al., 2020).

The motivation to participate in a boycott varies based on factors such as beliefs, needs, and attitudes (Klein et al., 2004). Religion also plays an important role in motivating consumers to participate in boycotts, with intrinsic religious motivation linked to attitudes towards boycotts, subjective norms, making a difference, and self-enhancement, ultimately leading to the intention to boycott (N. A. H. N. Abdullah & Singam, 2015; Z. Abdullah et al., 2021; Dekhil et al., 2017). Boycotts are important in influencing marketing policies and strategies, as they can expose the wrongdoings of target companies, raise public awareness, and lead to changes in company practices. Factors such as hostility, self-enhancement, and brand distrust can also influence consumers' intention to boycott a particular product (Cruz & Botelho, 2015; John & Klein, 2003; Sari & Games, 2024).

Purchase intention

Purchase intention refers to the implicit commitment to repurchase a product on future visits to the market (Sawmong, 2022; Susanti & Triatmaja, 2023). The decision to acquire things and make repeat purchases in the future is greatly influenced by the major benefactor (Al-Hyari et al., 2012). Abdullah et al., (2021) defines purchase intention as a set of consumer behaviors characterized by a clear and unwavering intention to acquire a product, a certain inclination to buy the product, a future plan to purchase the product, and a complete commitment to purchasing the specific product. Prior research has revealed multiple elements that could potentially impact buying intention. The determinants include brand image, product quality, and product knowledge (Albari, 2018), product quality and brand loyalty (Dekhil et al., 2017), and product attributes and brand image (Paat et al., 2023). These characteristics have a favorable impact on consumer purchasing decisions, but there is a lack of literature discussing elements that could have a negative influence on purchase intentions (Z. Abdullah et al., 2021).

Research Method

The survey method was used to collect data. To answer the research questions, this study utilized a quantitative research design in which data collection was conducted through a self-administered survey questionnaire. The population of this study consists of 100 university students who are social media users who specifically use it for social interaction. This number is considered to be representative (Hair, 2017). Therefore, this study treats individual social media users as sample elements. The survey questionnaire

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for this study consisted of five different sections where the first section looked at students' demographic information while the second section obtained respondents' views on social media campaigns through a Likert scale of 1 to 5. Respondents rated their agreement to each item where 1 referred to strongly disagree and 5 referred to strongly agree with a total of 5 questions. The third section consists of statements for boycott attitudes of 7 questions, followed by the fourth section measuring boycott motivations of 5 questions. The fifth section measures purchase intention and again, all statements in sections 3,4 and 5 are measured using a five-point Likert scale of 1 to 5 (Strongly disagree to strongly agree) with a total of 3 questions. SMARTPLS version 3 was used to process the data in this study.

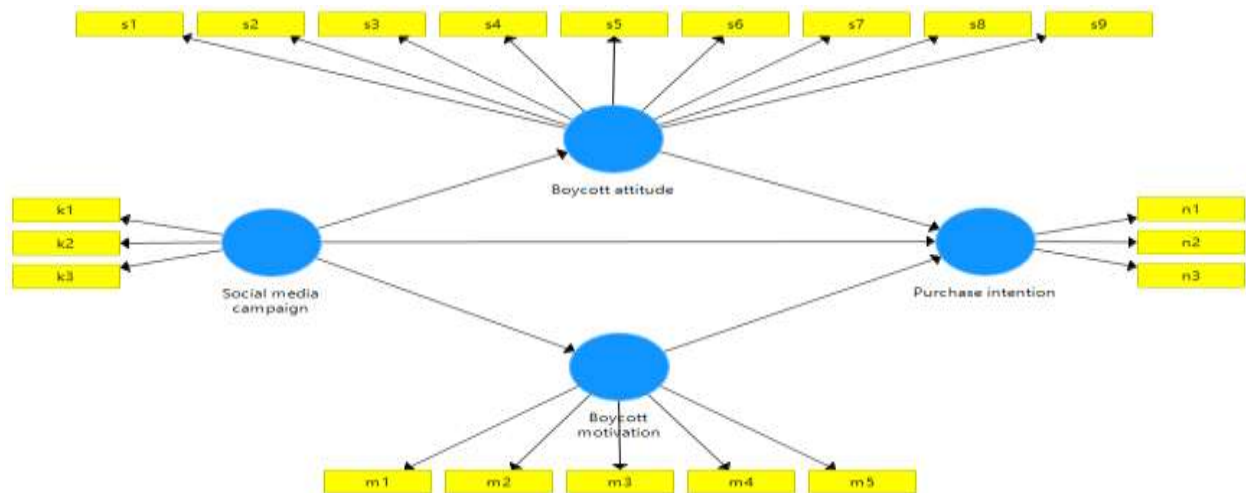


Figure 1. Theoretical Framework

Based on Figure 1, it can be hypothesized as follows:

H1: Social media campaign significantly influence purchase intention

H2: Social media campaign significantly influence boycott attitude

H3: Social media campaign significantly influence boycott motivation

H4: Boycott attitude significantly influence purchase intention

H5: Boycott motivation significantly influence purchase intention

H6: Boycott attitude mediate the relationship between social media campaign and purchase intention

H7: Boycott motivation mediate the relationship between social media campaign and purchase intention

RESULT AND DISCUSSION**Result****Table 1. Demographic**

No.	Age	Gender	Education	Amount	University	Amount
1.	18 - 23 year	Male	D3	3	Universitas Muhammadiyah Purwokerto	1
			D4	1	UIN Prof. K.H. Saifuddin Zuhri, Purwokerto	3
			S1	22	Universitas Muhammadiyah Pekajangan Pekalongan	6
					Universitas Mayasari Bakti, Tasikmalaya	2
					Universitas Muhammadiyah Bandung	2
					Universitas Muhammadiyah Banjarmasin	2
					Universitas Muhammadiyah Yogyakarta	2
					Universitas Terbuka Purwokerto	1
					Universitas Wijaya Kusuma	1
					Universitas Dian Nuswantoro	2
					Universitas Jenderal Soedirman	4
				26	Total	26
		Female	D3	11	Politeknik Harapan Bangsa, Tegal	5
			D4	5	Politeknik Negeri Cilacap	5
			S1	33	Poltekkes Tasikmalaya	1
			S2	2	UIN Prof. K.H. Saifuddin Zuhri, Purwokerto	17



					Universitas Muhammadiyah Pekajangan Pekalongan	8
					Universitas Jenderal Soedirman	4
					Universitas Mayasari Bakti, Tasikmalaya	5
					Universitas Muhammadiyah Banjarmasin	4
					Universitas Wijaya Kusuma	1
					Universitas AUB, Surakarta	1
				51	Total	51
2.	24 - 28 year	Male	S1	1	Universitas Muhammadiyah Banjarmasin	1
		Female	S1	1	Universitas Muhammadiyah Banjarmasin	1
3.	29 - 35 year	Male	S1	1	Universitas Muhammadiyah Pekajangan Pekalongan	1
			S2	2	Universitas Negeri Yogyakarta	2
			S3	3	UNAIC, Cilacap	1
					Universitas Perwira Purbalingga	1
					Universitas Negeri Semarang	1
				6	Total	6
		Female	D3	1	Universitas Jenderal Soedirman	2
			S1	2	Poltekkes Cirebon	1
			S2	2	Universitas Muhammadiyah Pekajangan Pekalongan	2



			S3	1	Universitas Terbuka Purwokerto	1
4.	36 - 45 year	Male	S1	1	STAIN Madina, Mandailing Natal	1
			S2	1	Universitas Mayasari Bakti, Tasikmalaya	1
				2	Total	2
		Female	D3	1	Universitas Jenderal Soedirman	1
			S1	3	Universitas Muhammadiyah Sorong	1
			S2	2	President University, Jakarta	1
					Universitas Mercu Buana, Jakarta	1
					AMIK Al Muslim, Bekasi	1
				6	Total	6
5.	> 46 year	Female	S3	1	Universitas Jenderal Soedirman	1
				1	Total	1
TOTAL						100

Table 2. Social Media Use

Social Media	Frequency	Rank
Instagram	39	1
Tiktok	34	2
Twitter (X)	10	3
Facebook	9	4
Youtube	5	5
Whatsapp	2	6
Others	1	7
Total	100	

Table 2 shows the frequency and percentage distribution of consumers' social media applications. Instagram and Tiktok are the primary selections followed by Twitter (X), Facebook, Youtube, and Whatsapp. Social media platforms have become indispensable for disseminating knowledge and fostering social connections. By



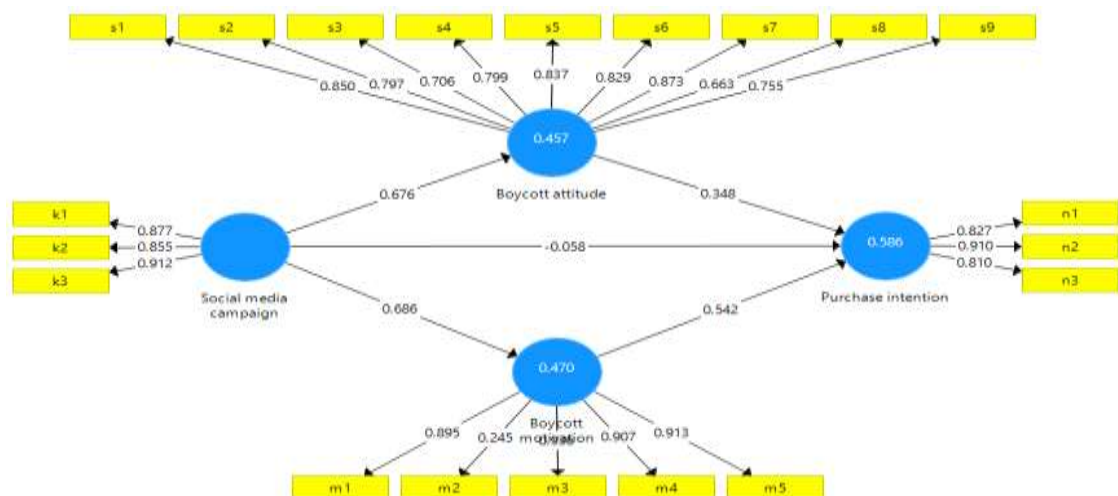
implementing effective social media techniques, it actively involves the intended audience and serves as a platform to enhance awareness for diverse objectives. Instagram, a popular image-based social site, remains highly popular today, particularly among individuals under the age of 35. It allows users to express various aspects of their lives through images. Moreover, TikTok, the app seeing the most rapid growth globally, is particularly favored by Generation Z because of its concise films that evoke happiness and foster artistic expression (Allam et al., 2024).

The evaluation of the PLS model is conducted by assessing both the outside model and the inner model, as stated by Hair (2017). The outer model is a measuring model used to evaluate the validity and dependability of a model. By employing an iterative approach, the measurement model parameters such as convergent validity, discriminant validity, composite reliability, and Cronbach's alpha were derived. Additionally, the R2 value was acquired as a measure of the prediction model's accuracy. An inner model is a type of structural model that is used to forecast the causal connections between latent variables.

Measurement Model or Outer Model

Outer model measurements are used to test convergent validity, discriminant validity, AVE, Cronbach's alpha and composite reliability obtained by testing the PLS Algorithm.

Validity Test



From Figure 1 there is two indicators that cannot all be used or valid. The loading factor for the boycott motivation variable is 1 indicator that does not meet the requirements, namely m2 with a value of 0.245 and the loading factor for the boycott attitude motivation variable is 1 indicator that does not meet the requirements, namely s8 with a value of 0.663. This means that this indicator has weak correlation values while others are strongly correlated. Based on the loading factors in Figure 2, indicators that have a value < 0.7 was removed from the model because they are not significant. Then, the model is recalculated by removing these indicators. The results of the calculations are in Figure 3.

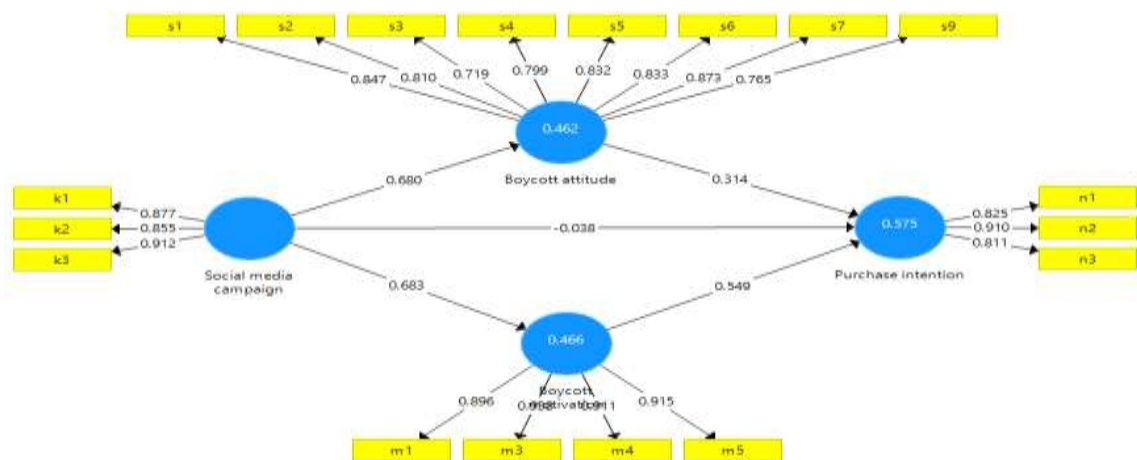


Figure 3. Loading Factor after Re-calculate

From Figure 3, it can be seen that the loading factor (λ) value for each construct has a value > 0.7 , meaning it is valid to use.

Discriminant Validity

In this discriminant test it can be said to be valid if the value of the variable correlation between variables or cross loading has the largest value compared to other variables (Ghozali & Latan, 2015). Cross loading value of each indicator can be seen in table 2.

Table 3. Discriminant Validity

	Boycott attitude	Boycott motivation	Purchase intention	Social media campaign
k1	0.658	0.618	0.594	0.877

k2	0.467	0.515	0.355	0.855
k3	0.641	0.655	0.473	0.912
m1	0.504	0.896	0.626	0.603
m3	0.621	0.938	0.684	0.706
m4	0.546	0.911	0.642	0.603
m5	0.640	0.915	0.687	0.581
n1	0.481	0.509	0.825	0.355
n2	0.642	0.675	0.910	0.515
n3	0.480	0.639	0.811	0.515
s1	0.847	0.449	0.504	0.604
s2	0.810	0.556	0.590	0.517
s3	0.719	0.329	0.327	0.449
s4	0.799	0.484	0.465	0.470
s5	0.832	0.475	0.507	0.519
s6	0.833	0.523	0.547	0.549
s7	0.873	0.615	0.613	0.586
s9	0.765	0.611	0.513	0.672

^aSource: Data output processed with SmartPLS 3.

Based on the table 3 above, it is known that each indicator in the research variable has a value cross loading the most when compared with value cross loading on other variables. This ensures that each indicator used in this research has a value discriminant validity the good one. Therefore all variables are declared valid and can be used for the next test.

Average Variance Extract (AVE)

That is the value each variable has value above 0.5. If it is below 0.5 then it is said to be invalid.

Table 4. Average Variance Extract

	Average Variance Extracted (AVE)	Descripti on
Boycott attitude	0.658	Valid
Boycott motivation	0.837	Valid
Purchase intention	0.722	Valid

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Social media campaign	0.777	Valid
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^aSource: Data output processed with SmartPLS 3.

Based on table 3, it can be seen that all the variables in this study have an AVE value > 0.5 so that all variables can be declared valid and meets the Average Variance Extracted (AVE) criteria.

Reliability Test

The reliability can be done through composite reliability. A variable can be said to be reliable when it has a value composite reliability ≥ 0.7 (Ghozali & Latan, 2015).

Table 5. Cronbach's Alpha and Composite Reliability

	Cronbach's Alpha	Composite Reliability
Boycott attitude	0.925	0.939
Boycott motivation	0.935	0.954
Purchase intention	0.807	0.886
Social media campaign	0.858	0.913

^aSource: Data output processed with SmartPLS 3.

Table 4 shows that the resulting value is 0.7, so it can be said that all components used in this research are reliable.

Structural Model or Inner Model

The structural model in PLS is evaluated using R-Square (R^2) for the dependent variable. Meanwhile, path coefficients and t-statistic each path used to test significance between variables in the model. R^2 value used to measure the level of variation in changes in the independent variable relative to changes in the dependent variable. The higher the R^2 value means the better the prediction model of the research model (Abdillah & Hartono, 2015).

Table 6. R-square

	R Square
Boycott attitude	0.462
Boycott motivation	0.466



Purchase intention	0.575
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^aSource: Data output processed with SmartPLS 3.

Table 6 shows that the R-Square value of the variable of boycott attitude is 0.462. This means that the boycott attitude variable is influenced by the social media campaign amounted to 46.2%. While the boycott motivation variable is influenced by the social media campaign amounted to 46.6%. At last, the purchase intention variable influenced by social media campaign, boycott attitude and boycott motivation amounted to 57.5%.

Hypothesis Testing

Hypothesis testing is done by looking at the results bootstrapping on path coefficients namely by comparing the t-statistic with the t-table (1.653). When t-statistic > t-table then hypotheses H1 and H2 are accepted. The results of data analysis with an alpha of 5% are presented in Table 6 path coefficient below:

Table 7. Path Coefficient Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Hypothesis	Conclusion
Boycott attitude -> Purchase intention	0.314	0.328	0.128	2.467	0.014	Accepted	Significant
Boycott motivation -> Purchase intention	0.549	0.526	0.153	3.597	0.000	Accepted	Significant
Social media campaign -> Boycott attitude	0.680	0.679	0.080	8.505	0.000	Accepted	Significant
Social media campaign -> Boycott motivation	0.683	0.683	0.090	7.584	0.000	Accepted	Significant
Social media campaign -> Purchase intention	-0.038	-0.016	0.119	0.324	0.746	Rejected	Not significant

^aSource: Data output processed with SmartPLS 3.

Based on the table above, the results show that:

1. The first hypothesis tests whether social media campaigns have a positive and significant effect on purchase intention. The table above shows a t-statistic value of 0.324 with an effect size of -0.038 and a p-value of 0.746. With a t-statistic value < 1.96 and a p value > 0.05, it can be concluded that hypothesis one is rejected where



there is a negative and insignificant influence between social media campaigns and purchase intention.

2. The second hypothesis tests whether social media campaigns have a positive and significant effect on boycott attitude. The table above shows a t-statistic value of 8.505 with an effect size of 0.680 and a p-value of 0.000. With a t-statistic value > 1.96 and a p value < 0.05, it can be concluded that hypothesis two is accepted where there is a positive and significant influence between the social media campaign and boycott attitude.
3. The third hypothesis tests whether the social media campaign has a positive and significant effect on boycott motivation. The table above shows a t-statistic value of 7.584 with an effect size of 0.683 and a p-value of 0.000. With a t-statistic value > 1.96 and a p value < 0.05, it can be concluded that hypothesis three is accepted where there is a positive and significant influence between social media campaigns and boycott motivation.
4. The fourth hypothesis tests whether boycott attitude has a positive and significant effect on purchase intention. The table above shows a t-statistic value of 2.467 with an effect size of 0.314 and a p-value of 0.012. With a t-statistic value > 1.96 and a p value < 0.05, it can be concluded that hypothesis four is accepted where there is a positive and significant influence between boycott attitude and purchase intention.
5. The fourth hypothesis tests whether boycott attitude has a positive and significant effect on purchase intention. The table above shows a t-statistic value of 2.467 with an effect of 0.314 and a p-value of 0.012. With a t-statistic value > 1.96 and a p value < 0.05, it can be concluded that hypothesis five is accepted where there is a positive and significant influence between boycott attitude and purchase intention.

Indirect effect

This analysis serves to test the hypothesis that an exogenous variable affects endogenous variables with intervening variable mediation. The following are the test results:

Table 8. Path Coefficient Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Hypothesis	Conclusion
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Social media campaign -> Boycott attitude -> Purchase intention	0.214	0.220	0.084	2.535	0.012	Accepted	Significant
Social media campaign -> Boycott motivation -> Purchase intention	0.375	0.351	0.092	4.073	0.000	Accepted	Significant

^aSource: Data output processed with SmartPLS 3.

Based on the table above, the interpretation is as follows:

1. The sixth hypothesis tests whether boycott attitude mediates the relationship between social media campaigns and purchase intention. Based on the table above, it shows that the t-statistic value is 2.535 and the p value is 0.012. With a t-statistic value > 1.96 and a p value < 0.05, it can be concluded that hypothesis six is accepted where there is a positive and significant influence between the social media campaign and purchase intention mediated by boycott attitude.
2. The seventh hypothesis tests whether boycott motivation mediates the relationship between social media campaigns and purchase intention. Based on the table above, it shows that the t-statistic value is 4,073 and the p value is 0.000. With a t-statistic value > 1.96 and a p value < 0.05, it can be concluded that hypothesis seven is accepted where there is a positive and significant influence between social media campaigns and purchase intention mediated by boycott motivation.

DISCUSSION

Social media campaign significantly influence purchase intention

Social media campaigns do not have a positive and not significant influence on purchase intention. The results of this study are not in line with research conducted by Rajput et al., (2022) which states that social media campaigns have a positive and significant effect on purchase intention. This finding is also inconsistent with the literature of Ramadanty & Safitri (2019) where social media marketing driven using various campaigns develops positive purchase intentions for domestic products through attraction, engagement, and consumer retention. At that time, consumers engaged in interactions on social media as a result of the campaign which was another reason that influenced their purchase intention. According to respondents' answers, the absence of the influence of social media campaigns on purchase intention is because respondents already have the awareness not to purchase products that are allegedly related to Israel.



Social media owned by respondents is used to search for products affiliated with Israel so that they do not buy these products.

Social media campaign significantly influence boycott attitude

Social media campaigns have a positive and significant effect on boycott attitude. The results of this study are in line with research conducted by Khanna & Bhargav (2020), namely consumers are strongly influenced by messages circulating on digital digital platforms, making them even more motivated to be motivated to develop negative attitudes towards brands. With social media, users can easily get information about a brand's position in a social movement/issue, which can greatly affect their reputation. The influence of social media campaigns and various sentiments shared through these platforms can damage a brand's position in the market, which then impacts consumers' perception of the brand.

Social media campaign significantly influence boycott motivation

Social media campaigns have a positive and significant effect on boycott motivation. The results of this study are in line with research conducted by (Rochma, 2023) which shows that emotional feelings and elements of hatred towards a country can shape perspectives and influence consumer behavior in purchase intention. Boycotting makes people aware of current issues. Consumers also agree to effectively promote social change, comply with community concerns, and influence companies. There are many doubts about the effectiveness of boycotts. However, in recent years, it has been proven that this method works, from raising awareness, voicing the needs of victims, and protesting to corporate officials. Change can happen, and it has in the past. In addition, boycotts, which are more effective than other protests, ranked the lowest. This may be due to several factors, such as not having much impact on the company's sales revenue and being less effective due to people's varying levels of intention.

Boycott attitude significantly influence purchase intention

Boycott attitude has a positive and significant effect on purchase intention. The results of this study are not in line with research conducted by (Kim et al., 2022) which shows that boycott attitudes have a positive and significant effect on purchase intentions. The relationship between boycott attitudes and purchase intentions can be easily applied to the relationship between attitudes and intentions. The impact of a consumer's decision to boycott on their desire to purchase is a significant subject of study in the field of

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consumer behavior research. Recent research has consistently shown that boycott attitudes have a substantial impact on consumer buying choices, especially when it comes to ethical and social concerns.

Boycott motivation significantly influence purchase intention

Boycott motivations have a positive and significant effect on purchase intention. This research looks at consumers' negative emotions toward the target company or the offending event as the primary cause of boycott decisions (Shin & Yoon, 2018). The impact of boycott motivation on purchase intention is a vital facet of consumer behavior that has received much attention in recent years. Multiple studies have repeatedly demonstrated that the intent to boycott significantly influences consumer choices when making purchases. Research has shown that customers who are driven to engage in boycotts because they regard something as extremely wrong, want to bring about change, seek self-improvement, rationalize their actions, or consider the expenses involved are more inclined to refuse to make purchases. This effect is most noticeable in situations where customers have a strong emotional attachment to the topic, such as when they refuse to buy items from countries engaged in controversial practices like human rights violations or environmental degradation.

Moreover, research has shown that the Theory of Planned Behavior (TPB) is a reliable framework for understanding consumers' intents to boycott immoral items. Specifically, societal norms and attitudes have a substantial impact on individuals' decisions to boycott, particularly among those who prioritize post-materialist values. This emphasizes the significance of comprehending the psychological elements that stimulate the impulse to boycott, as these elements can significantly influence consumers' buying patterns. For example, research conducted on customers in Indonesia revealed that hostility towards a certain bread brand had a substantial impact on their motivation to boycott, their intention to participate in the boycott, and ultimately their inclination or unwillingness to purchase the product (Suhud, 2020). Similarly, a study conducted on Kurdish customers revealed that their hostility against Turkish products had an impact on their willingness to participate in boycotts, their desire to do so, and their evaluation of the products. This, in turn, influenced their readiness to make purchases and their aversion towards the products. The influence of boycott motivation on purchase intention is also contingent upon the perceived behavioral control that customers possess over their purchasing decisions. The perception of control can be influenced by other factors, such as social norms, attitudes,

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and the perceived efficacy of the boycott. An investigation conducted on Vietnamese customers revealed that hostility towards Chinese products directly stimulated boycott behavior, demonstrating the significant impact of enmity on purchasing decisions. These findings emphasize the crucial significance of boycott motive in influencing consumer purchase intentions and emphasize the importance for firms and politicians to comprehend these psychological elements in order to successfully navigate and address consumer boycotts.

Boycott attitude mediate the relationship between social media campaign and purchase intention

Boycott attitude was proved to mediate the relationship between social media campaigns and purchase intention. Understanding consumer behavior in the context of boycotts requires recognizing the critical role of boycott attitude as a mediator in the relationship between social media campaigns and purchase intention. Multiple studies have consistently demonstrated that unfavorable interactions on social media and organized efforts to boycott companies can have a substantial influence on the purchasing intentions of customers, especially among individuals belonging to Generation Y (N. A. H. N. Abdullah & Singam, 2015). The adverse effects are frequently ascribed to the dissemination of rumors and false information via social media platforms, resulting in a reduction in brand credibility and eventually, a loss in consumer willingness to make purchases.

Nevertheless, the extent to which the attitude of boycotting acts as a mediator in this relationship has not been well investigated. Research has indicated that the decision of consumers to participate in boycotts is influenced by a range of characteristics, such as their level of cynicism towards companies and their perception of the value provided by the product. Consumer cynicism, which refers to the combination of suspicion and unhappiness towards firms, can motivate consumers to engage in boycotts as a means of protest and to exert economic influence in order to bring about political change. Moreover, the perceived value of the product can also impact the extent to which customers engage in boycotts. Customers are more inclined to participate in boycotts when they regard the product as having little value or being linked to unethical acts.

Within the realm of social media campaigns, the attitude of boycotting can have a significant and influential role as a mediator. Studies have demonstrated that engaging in negative speech on social media might diminish individuals' desire to acquire a product by disseminating inaccurate information and propagating misinformation. Nevertheless,

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if consumers are driven to join a boycott because of their skepticism or perceived worth of the product, they are more inclined to interact with unfavorable social media posts and intensify the message of the boycott. This amplification can exacerbate the adverse effect on purchase intentions, as customers become increasingly cognizant of the boycott and its correlated negative sentiments.

Furthermore, the impact of boycott mentality can be altered by the brand's reputation and trust. Research has discovered that the level of trust a consumer has in a brand can influence the connection between unfavorable communication on social media and their desire to make a purchase. This trust can help mitigate the negative effects of such communication on consumer intentions. Company trust can have a significant impact on consumer boycott behavior. When customers have trust in a company, they are less inclined to engage in boycotts and more likely to continue purchasing from the brand even when unfavorable information is circulated on social media.

Boycott motivation mediate the relationship between social media campaign and purchase intention

Boycott motivation was proved to mediate the relationship between social media campaigns and purchase intention. Investigating the role of boycott motivation in connecting social media campaigns and purchase intention is a critical area of study in consumer behavior. Recent research has emphasized the important influence of reasons for boycotting on defining how consumers act, especially in relation to social media campaigns. A recent study conducted by Kim et al. (2022) discovered that consumer anger and affinity play a crucial role in influencing consumer boycotts. Specifically, enmity has a negative indirect impact on the number of purchases made, since it affects consumers' boycott attitude and intention (Kim et al., 2022). This indicates that when consumers are driven by hostility towards a brand, they are more inclined to engage in boycotts, which subsequently impact their intentions to make purchases. In a separate investigation conducted by Keser and Söğütü (2023), the researchers explored how consumer cynicism influences consumer boycott behavior through the mediating role of consumer boycott participation reasons. The study discovered that the motivations of making a difference and self-enhancement play a crucial role in moderating the impact of consumer cynicism on consumer boycott behavior (Keser & Söğütü, 2023). When customers are driven by a desire to create a positive impact or improve their self-image, they are more inclined to engage in boycotts, which can influence their intentions



to make purchases. It is crucial to comprehend the role of boycott motivations in social media campaigns.

Furthermore, the influence of religious motivation on boycott efforts has been examined. A research conducted on the impact of customer animosity on boycott campaigns in a cross-cultural setting discovered that consumer hostility and affinity are strong indicators of consumer boycotts. It was observed that animosity indirectly affects the purchase quantity through boycott attitude and intention, resulting in a negative effect (Kim et al., 2022). This emphasizes the importance of taking into account the cultural context in which incentives for boycotts are at work.

CONCLUSION

The impact of social media campaigns on purchase intention is a complex and multi-faceted phenomenon that is influenced by a variety of factors, including brand image, brand trust, perceived value, and consumer engagement. As social media continues to evolve and play an increasingly important role in consumer decision-making, it is important for businesses to develop effective social media marketing strategies that take these various factors into account and work to build strong relationships with their target audiences. By doing so, businesses can not only increase purchase intent but also foster long-term loyalty and customer retention.

Social media campaigns to boycott attitude: the impact of social media campaigns on boycott attitude is complex and dynamic, influenced by both expressive and instrumental factors. By understanding these nuances, researchers and practitioners can better understand the multi-faceted nature of consumer boycotts and develop targeted strategies to engage and sustain participation. This includes leveraging social media platforms to strengthen emotional appeals, providing informative and results-oriented messages, and adapting to the evolving dynamics of boycotts as they shift from expressive to instrumental motivations. Ultimately, effective use of social media in boycott campaigns requires a deep understanding of the interplay between emotional and instrumental factors, and strategic deployment of narratives and messages to maximize impact.

Social media has revolutionized the way consumers participate in boycotts, offering new avenues for mobilization, information dissemination and narrative building. While social media can enhance the emotional appeal of boycotts, it also facilitates the transition to more instrumental motivations, reflecting the complex interplay between expressive and instrumental factors. Understanding these dynamics is critical for scholars

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and practitioners who want to understand and respond effectively to the multifaceted dynamics of consumer boycotts in contemporary contexts. By recognizing the role of social media in shaping boycott motivations, we can better navigate the complexities of collective action and develop strategies that balance emotional appeal with tangible impact, ultimately increasing the effectiveness of boycott campaigns.

The influence of boycott attitude on purchase intention is a multifaceted phenomenon that is influenced by various factors, including consumer resentment, affinity, and opinion leadership. Understanding these dynamics is critical for companies and policymakers seeking to navigate the complex landscape of consumer behavior and ethical consumerism. By recognizing the significant impact of boycott attitudes on purchase decisions, stakeholders can develop targeted strategies to mitigate the impact of boycotts and promote more ethical and sustainable consumer practices.

The influence of boycott motivation on purchase intention is a complex and multifaceted phenomenon that is influenced by various psychological and motivational factors. Understanding these factors is critical for businesses and policymakers to effectively navigate and respond to consumer boycotts, as they can significantly impact corporate reputation and ultimately influence consumer purchasing behavior. By recognizing the critical role of boycott motivations in shaping consumer purchase intentions, companies and policymakers can develop targeted strategies to mitigate the negative impacts of boycotts and promote more positive and ethical consumer behavior.

The mediating effect of boycott attitude on social media campaigns on purchase intention is a complex and multifaceted phenomenon. It is influenced by a variety of factors, including consumer cynicism, perceived value of the product, and brand trust. Understanding this mediating effect is critical for businesses looking to mitigate the negative impact of boycotts and maintain their brand reputation in the face of negative social media communications. By knowing the role of boycott attitudes in mediating the relationship between social media campaigns and purchase intentions, businesses can develop targeted strategies to address consumer concerns and maintain their market share. Ultimately, this understanding can help businesses navigate the increasingly complex consumer behavior landscape and maintain their competitive advantage in the marketplace.

The mediating effect of boycott motivation on social media campaigns and purchase intention is a complex phenomenon that requires a deep understanding of the underlying psychological and social factors. By examining the role of boycott motivation in shaping consumer behavior, researchers can provide valuable insights for marketers



and policymakers looking to mitigate the negative impact of boycotts on consumer purchase intentions. Ultimately, this research can inform strategies to promote positive consumer behavior and encourage more sustainable and fair market practices.

Implication

Brand managers should also formulate policies that do not hamper or impact the values of diverse groups. Products, policies and marketing techniques should be designed in such a way that they do not negatively impact various social groups that are critical of issues related to religion, culture, ethnic values and history.

Managers should have a proactive approach of a possible boycott or of a boycott spreading rapidly. Brand managers need to counter boycotts by conducting brand image campaigns that will make customers more passionate about their brand. Thus, it can be clearly stated that boycotts can be best countered with a strong attack.

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