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Role Social Media Campaign To Brand Switching Unilever Products In Bandar Lampung (A Study On Consumers Boycotting Pro-Israel Products)

Ferdo Fahtu Rahman Assidiq[1], Maulana Agung Pratama[2], Fenny Septiani[3]

[1,2,3] Department of Business Administration, Faculty of Social and Political Sciences, University of Lampung

Abstract

This study analyzes consequence of Social Media Campaign on Brand Switching of Unilever products in Bandar Lampung in the context of the boycott of pro-Israel products. This research applies measurable approach and uses explanatory study sampler design. Data were equanimous Into and out of surveys distributed to Unilever customer in Bandar Lampung who were aware of the pro-Israel product boycott issue. Sampler technique Employed was purposive sampler, while data investigation was conducted using Smart PLS with the Partial Least Square (PLS) method. Consequences show that Social Media Campaign has optimistic and meaningful consequence on Brand Switching. This indicates that boycott campaigns spread Into and out of social media are able to shape public opinion, increase customer awareness of humanitarian issues, and encourage customers to stop purchasing Unilever products and switch to alternative brands that are perceived to align more with prevailing social values. These answers settle social media plays important role in influencing brand switching decisions, particularly in situations involving moral issues and humanitarian solidarity.

Keywords: Social Media Campaign, Brand Switching, Boycott, Unilever.

INTRODUCTION

Development of digital technology has transported about meaningful changes in customer consumption patterns, particularly in how customers obtain information and form purchasing decisions. Social media now serves as means of communication also as strategic platform utilized in modern marketing. Marketing activities Into and out of social media can build customer engagement, expand the reach of product information, and impact customer perceptions of certain brands. Aligns with detects of Haryantini (2025)

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who declared social media marketing has helpful impact on brand awareness then customer purchasing decisions, particularly among the millennial generation, who are highly active users of social media.

Changes in customer behavior due to social media are not only seen in regular purchasing decisions, but also in changes in brand preferences or brand switching (brand switching). In recent years, customers tend to switch more quickly from one brand to another due to the ever-growing impact of digital information. Research by Ali & Shaiq (2023) proves that social media marketing has meaningful relationship to decision brand switching This shows that a massive digital campaign can shape new perceptions of a brand and encourage customers to choose alternative brands.

Phenomenon brand switching Social media is also increasingly powerful when Employed as a tool to disseminate social campaigns or collective movements involving moral issues. Under certain conditions, customers consider not only product quality but also the social values developing in society. Akhter (2022) explains that social media marketing can mediate changes in customer behavior because it can shape customer mindsets and attitudes Into and out of viral information and broad public interaction. Thus, social media can be a primary trigger for changes in customer decisions, including the decision to abandon a brand.

One social phenomenon that has developed widely Into and out of social media is the boycott movement against certain products, including those deemed affiliated with Israel in the context of the Palestine–Israel conflict. This boycott campaign has been widely disseminated Into and out of various platforms such as Instagram, TikTok, Facebook, Twitter. Campaign messages are typically conveyed in the form of calls for solidarity, dissemination of lists of boycotted products, and encouragement to use alternative brands. This strengthens the role of social media as a space that shapes public opinion and encourages customers to take concrete action in the form of consumption changes.

In Indonesia, the phenomenon of boycotting pro-Israel products has become a meaningful issue and is influencing customer decisions regarding various everyday products. Indonesian customers who are active on social media are more easily impacted by boycott campaign narratives because information spreads quickly and collectively. Zahra (2025) explains that social media marketing is able to increase customer engagement and build brand information so that customers are more easily impacted by digital content related to a particular brand. In the context of a boycott, customer

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engagement with digital campaigns can encourage negative perceptions that ultimately trigger brand switching.

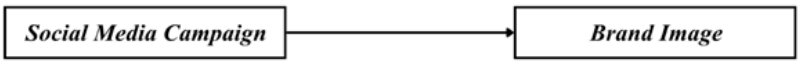
One company that has come under scrutiny in this phenomenon is Unilever. As a major multinational corporation in the Fast Moving Consumer Goods (FMCG) sector, Unilever has numerous brands of household and personal care products widely Employed by the Indonesian public. However, the emergence of negative perceptions resulting from boycott campaigns on social media has the potential to encourage customers to switch brands from Unilever products to alternatives. In this regard, social media campaigns are a crucial factor because intensive campaigns can shape public opinion, increase social pressure, and rapidly change customer preferences. Research by Sundayari (2025) shows that marketing activities Into and out of social media can significantly impact customer decisions, thus providing the basis for the potential for social media campaigns to encourage brand switching.

Phenomenon Brand switching consequence Social media campaigns are becoming increasingly relevant to research because they show a shift in customer behavior that is not only impacted by economic aspects but also social values that are developing in digital society. However, research that specifically examines the effect of social media campaigns and research on brand switching among Unilever products in the context of the pro-Israel boycott is still limited, particularly in regional areas such as Bandar Lampung. Bandar Lampung is one of the areas with high levels of social media usage, making it a relevant location to examine how digital boycott campaigns can impact customer brand switching behavior.

Based on this description research aims to analyse impact of social media campaign on brand switching for Unilever products in Bandar Lampung in the context of a boycott of pro-Israel products. This research is expected to contribute to development of customer behavior studies also provide input for companies in formulating marketing and communication strategies that are more adaptive to social issues in the digital era.

The research hypothesis for each independent variable can be formulated as follows based on the theoretical basis and empirical consequences that have been explained previously.

H1: Influence Social Media Campaign to Brand Switching Unilever products in Bandar Lampung.



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Figure 1: Research Framework

RESEARCH METHODS

Types of research explanatory, were Employed in this research to analyse impact of social media campaign on brand switching for Unilever products in Bandar Lampung in the context of a boycott of pro-Israel products. The respondent criteria in this study were customers who resided in Bandar Lampung, had Employed Unilever products, and were aware of information or campaigns boycotting pro-Israel products Into and out of social media.

Sampler technique using non-probability sampler with method of purposive sampler, with sample size of 100 informant determined based on formula Cochran. Research data was equanimous Into and out of questionnaire with a scale liked five points distributed evenly online using Google Forms. To analyse relationship among variables in this research, data processing was carried out using SEM based on PLS with help of Smart-PLS software.

RESULTS AND DISCUSSION OF RESULTS

Descriptive Statistical Analysis

Based on the questionnaire distribution consequences, gender, age, domicile, occupation, and monthly income were the attributes identified by 100 research respondents Into and out of Google Form distributed via WhatsApp. This data is presented in Table 1 below.

Table 1. Respondent Characteristics

Characteristics	Category	Percentage
Gender	Man	66.7%
	Woman	33.3%
Age (years)	< 20	12.7%
	21-25	64.7%
	26-30	8.8%
	> 30	13,7 %
Domicile	Bandar Lampung	100 %
Work	Student	63,7 %
	Private Officer	13,7 %

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	civil servant	6.9 %
	Businessman	6.9 %
	Housewife	3.9 %
	Sailor	1 %
	Farmer	2%
	Freelance	1%
	Builder	1%
Monthly Income	< Rp1,000,000	44.1%
	Rp1,000,000–Rp2,000,000	20,6 %
	Rp2,000,000–Rp3,000,000	10.8 %
	> Rp3,000,000	24.5%

Based on characteristics table of research respondents, majority of respondents were male at 66.7% and female at 33.3%, indicating that customers of Unilever products in Bandar Lampung in the context of the boycott of pro-Israel products are dominated by men rather than women. This condition indicates that the boycott issue that developed Into and out of social media campaigns attracted more attention from male groups but still received a sufficient response from female groups. Thus, the phenomenological social media campaign related to the boycott of Unilever products has the potential to impact customer behavior from various gender groups.

Based on age, common of informants were in 21–25 age range (64.7%), shadowed by those aged >30 at 13.7%, those aged <20 at 12.7%, and those aged 26–30 at 8.8%. This indicates that common of informants came from early adulthood age group, who are active social media users and tend to be quicker to receive information and follow developments in current social issues virally. In addition, in terms of domicile, all respondents came from Bandar Lampung (100%). This condition indicates that this study specifically describes the behavior of Unilever customers in the Bandar Lampung area so that consequences of research can provide more focused picture of impact of social media campaigns on brand switching in area.

Based on occupation, common of informants were students, with percentage 63.7%, while the remainder consisted of private employees at 13.7%, civil servants at 6.9%, entrepreneurs at 6.9%, housewives at 3.9%, farmers at 2%, and sailors, freelancers, and builders each at 1%. This indicates that students are a fairly dominant group in this study who are generally active users of social media and are more frequently

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exposed to digitally distributed boycott campaigns. In addition, based on monthly income, respondents with incomes <Rp1,000,000 were 44.1%, incomes of Rp1,000,000–Rp2,000,000 were 20.6%, incomes of Rp2,000,000–Rp3,000,000 were 10.8%, and incomes >Rp3,000,000 were 24.5%. This distribution indicates that respondents come from various income levels, thus illustrating that the phenomenon of brand switching against Unilever products in the context of a boycott does not only occur in certain economic groups but can also occur in customers with diverse economic backgrounds.

Table 2. Results of Respondent Assessments on Research Variables

Descriptive Statistics			
Variables	**N**	**Mean**	**Category**
Social Media Campaign	100	2,92	Neutral
Brand Switching	100	3,15	Neutral

Outer model test

SEM analysis, an outer model test is led to examine the connection among indicators (manifest variables) and latent constructs measured in the study. This examination process is carried out to ensure that each indicator Employed has the ability to accurately and validly measure the research variables (Ghozali & Kusumadewi, 2023)

Table 3. Outer Model Test Results

Variables	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability	Information
Social Media Campaign	0.744 – 0.843	0.636	0,856	0.859	Valid & Reliable
Brand Switching	0.782 – 0.869	0.707	0.941	0.941	Valid & Reliable

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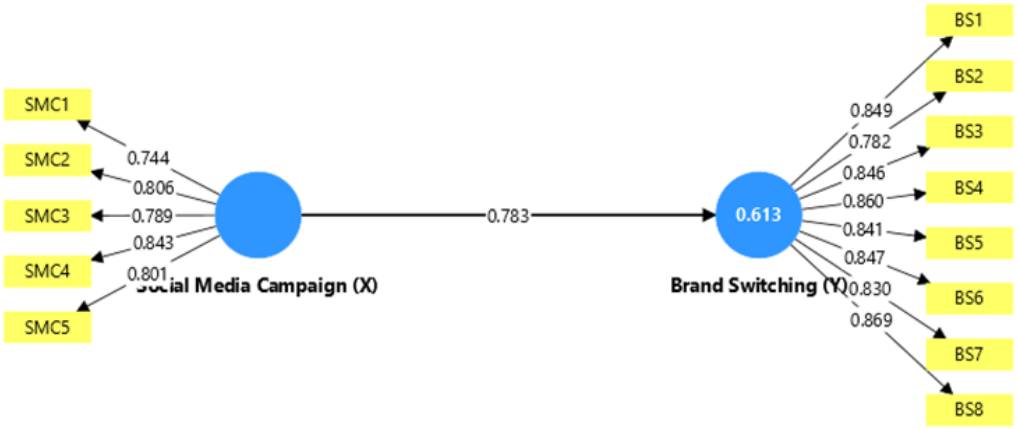


Figure 2: Loading Factor

Consequences of validity and reliability tests show all variables involved in research have met criteria for testing measurement model. Value loading on each indicator is in the range of 0.744 to 0.869, which shows that all indicators have values above the minimum limit of 0.70, so it can be declared that all indicators are valid in representing the construct that is measured. In addition, Average Variance Extracted (AVE) on each variable is also above threshold value of 0.50, namely the variable Social Media Campaign of 0.636 and the variable Brand Switching of 0.707. This shows that each construct has good ability in explaining the variance of its indicators.

Reliability test detects indicate high internal consistency across all research variables.. This is indicated by the value of Cronbach's Alpha on variables Social Media Campaign of 0.856 and Brand Switching of 0.941, both of which are above the minimum limit of 0.70. Furthermore, the value of composite reliability also shows consequences that meet the reliability requirements, namely the variables Social Media Campaign of 0.859 and Brand Switching of 0.941, so it can be declared that all build have very good level of reliability. Therefore, it can be finished that research instrument Employed in this research has met criteria of convergent validity and reliability. construct, so it is suitable for use in structural model analysis stage (inner model) in the next test.

Inner test

Inner test model analysis is led to evaluate connection or impacts among latent variables in study model. This examination process is Employed to control extent of

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impact of independent variables on dependent variable being studied (Ghozali & Kusumadewi, 2023).

Table 4. Test Results: Inner model

Variable Relationship	Original Sample (THE)	T-Statistic	P-Values	Information
Social Media Campaign → Brand Switching	0,783	17.631	0.000	Significant

Based on consequences of structural model analysis carried out using SmartPLS 4, the connection among variables, social media campaign and brand switching, shows the path coefficient value (original sample/O) is 0.783, which is favorable. This value indicates that the higher the intensity and effectiveness of the boycott campaign spread Into and out of social media, higher tendency of customers to switch brands (brand switching) from Unilever products to other alternative brands. Thus, social media campaign has meaningful role in driving changes in customer behavior, particularly in context of boycotting pro-Israel products.

Furthermore, the consequences of the significance test show a t-statistic of 17,631, which means that the value is greater than the minimum limit of 1.96, so the relationship between the variables can be declared meaningful In addition, p-values 0.000 < 0.05, further strengthen impact of the social media campaign on brand switching statistically significantly. Therefore, it can be finished that research hypothesis, which declares that social media campaign has favorable and meaningful impact on brand switching, is acceptable so that social media campaigns are proven to be able to shape public opinion and encourage customers to change their brand choices.

DISCUSSION

Influence of Social Media Campaigns on Brand Switching

Consequences of research show social media campaign has favorable also meaningful effect on brand switching. These detects indicate that the stronger and more intense the boycott campaign spread Into and out of social media, higher tendency of customers to switch from Unilever products to alternative brands. Social media campaigns can shape customer perceptions Into and out of rapid, massive, and repeated dissemination of information, thus influencing how customers evaluate a brand. In the context of the boycott of pro-Israel products, social media plays key role in accelerating

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the spread of boycott messages, shaping public opinion, and encouraging changes in customer behavior.

This detect is in line with Chowdhury's Rajput et al. (2022) declared marketing Into and out of social media impacts customer behavior because it can build digital interactions and customer engagement with content, thus shaping their attitudes and decisions towards a brand. Furthermore, Nashwaprilia & Rodhiah (2025)also found social media plays meaningful role in shaping customer perceptions Into and out of increasing brand awareness also brand trust In the context of a boycott, a strong social media campaign can undermine customer trust in a particular brand while simultaneously encouraging customers to choose other brands that are perceived as more in line with their social and moral values.

Consequence of this research are also reinforced by E-Profit Analysis (2024), which shows that the boycott phenomenon can encourage changes in customer behavior, including the tendency to do so. Brand switching: Customers exposed to boycott narratives tend to form negative judgments about the brands targeted by the boycott, prompting them to avoid those products and replace them with alternative brands. Thus, it can be finished that social media campaign has very strong role in encouraging brand switching because social media is able to build social pressure, form collective opinions, and impact consumption decisions of society at large.

CONCLUSION

This research concludes Social Media Campaigns have favorable also meaningful effect on Brand Switching of Unilever products in Bandar Lampung within the context of the boycott of pro-Israel products, meaning that the stronger and more widespread the boycott campaigns circulated Into and out of social media, higher tendency of customers to stop purchasing Unilever products and shift to alternative brands. These findings indicate that social media is not merely platform for sharing information, but also powerful tool that shapes public opinion rapidly Into and out of viral content, increases customer awareness of humanitarian issues, and creates social pressure that impacts purchasing behavior. In addition, the consequences confirm that brand switching driven by boycott movements is not limited to major cities, but also occurs in regional areas such as Bandar Lampung where social media usage is high, showing that customer decisions are no longer based solely on functional factors like price and product quality, but are increasingly impacted by moral considerations and collective solidarity formed Into and out of digital campaigns.

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