

ADVANCED INTERNATIONAL JOURNAL OF
BUSINESS, ENTREPRENEURSHIP AND SMES
(AIJBES)www.aijbess.comBEYOND PURCHASE DECISIONS: UNDERSTANDING THE
DRIVERS OF CONSUMER BOYCOTT INTENTIONS IN
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Article Info:

Article history:

Received date: 24.10.2024

Revised date: 10.11.2024

Accepted date: 12.12.2024

Published date: 22.12.2024

To cite this document:

Nordin, F. S. S., Khalid, N. R., & Hassan, R. (2024). Beyond Purchase Decisions: Understanding The Drivers Of Consumer Boycott Intentions In Malaysia. *Advanced International Journal of Business Entrepreneurship and SMEs*, 6 (22), 260-275.

DOI: 10.35631/AIJBES.622019

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Abstract:

The continuous international conflict between Palestine-Israel has prompted calls for boycott against for goods and services or brands perceived to be alleged ties or supporting Israel. This study investigates the determinants of consumer boycott intentions in Malaysia, employing the Theory of Planned Behaviour (TPB) as a theoretical framework. A survey of 229 Malaysian consumers was conducted to examine how attitudes, subjective norms, and perceived behavioural control influence intentions to boycott products and services perceived to have connections with Israel. Additionally, the study explores the relationship between boycott intentions and actual purchase behaviour. Structural equation modeling reveals that attitudes ($\beta = 0.688$, $p < 0.01$) and perceived behavioural control ($\beta = 0.153$, $p < 0.01$) positively influence boycott intentions, while subjective norms do not have a significant effect. Contrary to expectations, no significant relationship was found between boycott intentions and actual purchase behaviour. The model explains 72.7% of the variance in boycott intentions, demonstrating the TPB's efficacy in understanding consumer boycotts within the Malaysian context.

Keywords:

Attitudes, Actual Purchase Behaviour, Consumer Boycotts Intention, Subjective Norms, Perceived Behavioural Control

Introduction

Consumer boycotts have emerged as a prominent form of protest in recent years, a powerful tool for defending societal and consumer interests. Consumer boycotts are considered a unique sort of consumer behaviour that aligns with marketing principles despite being unpleasant to marketers (Klein et al., 2004). Consumer boycotts are a significant form of ethical and political consumption, commonly practised in the marketplace (Jae & Jeon, 2016; Copeland & Boulianne, 2020). Ethical consumption encompasses various ways consumers make purchasing decisions based on ethical considerations. According to Harrison et al. (2005), ethical consumption involves purchasing and consumption decisions considering societal, environmental, or animal welfare issues. Ethical consumption is categorized into three main types (Tallontire et al., 2001), including positive consumption (buycotting), which refers to the practice of purchasing products or services from companies that align with the consumer's ethical values, supporting positive practices and causes. Negative consumption (boycotting) refers to consumers' decisions to refuse to purchase products, services, or brands produced by specific countries or companies (Farah & Newman, 2010). Lastly, discursive consumption (digital activities) refers to using digital platforms to inform, engage, and mobilize people around ethical issues, creating a virtual space for activism and discussion.

Boycotts have been predominantly conceptualized and empirically examined as collective efforts (Friedman, 1999). These actions are generally planned and organised rather than spontaneous or impulsive behaviours (Delistavrou, 2021). Dekhil et al. (2017) highlighted that consumer increasingly participate in boycotts. According to Hoffmann et al. (2018), the central idea behind consumer boycotts is to leverage economic pressure to punish businesses for unethical behaviour and drive them to adopt more responsible practices. These boycotts serve as a form of protest, allowing consumers to use their purchasing power to express their disapproval of particular practices, policies, or actions the business entities took. In the current environment, managing brand crises resulting from unexpected consumer boycotts presents a significant challenge for companies. This difficulty is highlighted by several researchers, including Hawkins (2019), who discusses the long-term difficulties companies face in restoring their brand image after a boycott. Consumer boycotts can significantly harm a company's public image. Consumer boycotts can tarnish the reputation of firms, leading to lasting negative perceptions among consumers (Klein et al., 2004). In addition, the publicized nature of boycotts can amplify reputational damage, as media coverage and social media dissemination increase awareness of the company's perceived misdeeds (Luo et al., 2016). Consumer boycotts often lead to a direct reduction in sales as consumers avoid the products or services of the targeted firm. This can result in significant revenue loss, especially if the boycott gains widespread support. Makarem and Jae (2016) provide evidence that boycotts negatively impact the financial performance of companies, showing that sustained boycotts can lead to measurable declines in revenue. Hong and Li (2021) illustrate how sustained boycotts can lead to substantial financial losses, affecting the company's overall performance.

Consumer boycotts have been extensively discussed based on various factors, including ethical motivations and environmental, political, religious, historical, or social concerns. For example, consumer boycotts, which involve the refusal to purchase certain products and services, can stem from domestic and international political conflicts (Luo & Zhou, 2020). Consumer boycotts also because of the firm's reactive eco-innovation in addressing environmental issues (Alyahya et al., 2023). Religion often motivates consumers to boycott goods, services, or brands (Dekhil et al., 2017; Roswinanto & Suwanda, 2021). Abdullah et al. (2021) highlight that religiosity significantly influences boycott participation, particularly in contexts where

religious identity is vital, such as among Malay Muslims in Malaysia. Religious beliefs can motivate consumers to engage in boycotts driven by moral and ethical considerations. Align with the suggestion of the primary role of religion in motivating consumer boycotts by Muhamad et al. (2019). Consumer boycotts can be a response to political actions or affiliations of companies. As stated by Abdelwahab et al. (2020), ethnocentrism has a more profound impact on the decision to boycott than brand love. This study suggests that ethnocentric consumers are likelier to engage in boycotts of dual-origin brands due to perceived nationalistic and ethical conflicts. According to Neilson (2010), both boycotting and boycotting are political consumerism and mechanisms for consumers to express their political, moral, and social preferences. Furthermore, historical grievances significantly influence South Korean consumers' participation in boycotts against Japanese companies Kim et al. (2022a). This implies that ethical and social concerns also play a crucial role in motivating consumers to participate in boycotts.

Solidarity with suffering regions, countries, or cities has increasingly become a prominent topic of discussion in global society (Josiassen et al., 2024). This solidarity is expressed through various forms of activism, including political statements, humanitarian aid, and consumer behaviour, such as boycotts and support for ethical brands. Solidarity aligns with boycotting as both concepts involve collective actions taken to support a common cause. Boycotts are a collective action where individuals unite to achieve shared goals, such as advocating for social justice or political change Sen et al. (2001). The longstanding conflict between Palestine and Israel has elicited strong reactions globally, with many countries expressing solidarity with the Palestinian cause. In Malaysia, where there is significant support for Palestine, this solidarity has often manifested through consumer boycotts against companies perceived to have alleged ties to or support Israel. As mentioned by Hamzah and Mustafa (2019), solidarity with Palestinians has frequently been expressed through consumer boycotts targeting companies perceived to support or fund Israel in Malaysia. This form of protest intensifies each time a new conflict erupts between Palestine and Israel, reflecting the strong public sentiment and political stance on the issue.

According to Amirul and Abdullah (2024), the worldwide wave of the consumer boycott movement related to the Palestine-Israel conflict gained significant momentum with the launch of the Boycott, Divestment, Sanctions (BDS) Movement in 2005. The BDS Movement, initiated by Palestinian civil society organisations, calls for comprehensive boycotts and divestment initiatives against Israel and international companies involved in the occupation of Palestinian territories. The Global Day of Action, organised by BDS Malaysia and supported by thirty-three NGOs, the Malaysian Parliament, and political parties, was a significant event demonstrating solidarity with Palestinians. Held near the United States Embassy in Kuala Lumpur, Malaysia, on January 13, 2024, the rally called for a ceasefire and an end to the atrocities committed by the Zionist regime (Nizam, 2024). Through such events, BDS Malaysia and its allies continue to raise awareness, advocate for human rights, and apply economic and political pressure to support the Palestinian cause.



Figure 1: Boycott Poster

Source: Chughtai et al., 2023

Hence, the primary purpose of this study is to verify that the Theory of Planned Behaviour (TPB) is a suitable model for explaining consumers' boycott intention. This paper employed the TPB model as a knowledge contribution in the field of research, by investigating the consumers boycott intentions leads to actual consumer behaviour, which play a significant role in consumers' preferences. Specific objectives of this study include:

- (i) To identify attitude toward the behaviour, subjective norms and perceived behavioural control influence consumers boycott intention.
- (ii) To examine the consumers boycott intention influence consumers actual purchase behaviour.

Literature Review

The TPB is a well-established psychological theory that provides a valuable framework for marketing studies to understand human social behaviour. TPB, an extension of the Theory of Reasoned Action (TRA) by (Fishbein & Ajzen, 1975), offers a core theoretical foundation that an individual's intentions to behave arise from motivating factors before they act and are subsequently reflected in their actual behaviour. This theory, articulated by Ajzen (1991), encompasses three fundamental psychological and motivational concepts;

- (i) Attitude toward the behaviour refers to the degree to which a person has a favourable or unfavourable evaluation of the behaviour in question.
- (ii) Subjective norms refer to the perceived social pressure to perform or not perform the behaviour.
- (iii) Perceived behavioural control refers to the perceived ease or difficulty of performing the behaviour, which is assumed to reflect the experience and anticipated obstacles.

Table 1: The Empirical Studies On Consumers Boycott

Authors	Theory	Key Findings
Hamzah and Mustafa (2019)	Theory of Planned Behaviour	The attitude toward the boycott, subjective norm and perceived behavioural control are significant factors in the intention to participate in the boycott.
Delistavrou et al. (2020)	Theory of Planned Behaviour	Subjective norms substantially affect boycott intentions, while perceived behavioural control and attitudes have lower effects.
Delistavrou (2021).	Theory of Planned Behaviour	Subjective norms are the strongest predictors of boycott intentions against unethical products, followed by attitudes towards boycotting and perceived behavioural control.
Kim et al. (2022a)	Theory of Planned Behaviour	The attitudes toward boycotts, subjective norms on boycotts, and perceived behavioural control of boycotts significantly and positively associated with boycott intention.
Kim et al. (2022b)	Theory of Planned Behaviour	The negative indirect effect of animosity toward economic sanctions on purchase amount through boycott attitude and intention is significant.
Alyahya et al. (2023)	Psychological Contract Violation Theory	The firm's reactive eco-innovation significantly and positively related to customer boycotts.
Kim et al. (2024)	Cognitive Dissonance Theory, Theory of Planned Behaviour	The negative direct effect of consumer boycotts on the brand strength of global products is significant.

Table 1 summarises the numerous empirical studies on consumer boycotts based on a few theories and mainly applied TPB. According to TPB, the stronger the intention to perform a behaviour, the higher the likelihood that the individual will perform the behaviour. Empirical studies validate the TPB as a robust framework for understanding consumer boycott intentions (Farah & Newman, 2010; Hamzah & Mustafa, 2019; Roswinanto & Suwanda, 2021; Kim et al., 2022a). These studies consistently show that attitudes toward the behaviour, subjective norms, and perceived behavioural control are key predictors of boycott intention. Given its comprehensive approach to understanding the psychological and motivational factors that drive behaviour, TPB is considered an appropriate and effective theoretical framework for studying

boycotting behaviour. It allows for a nuanced examination of consumers' boycott intentions and how they translate into actual behaviour.

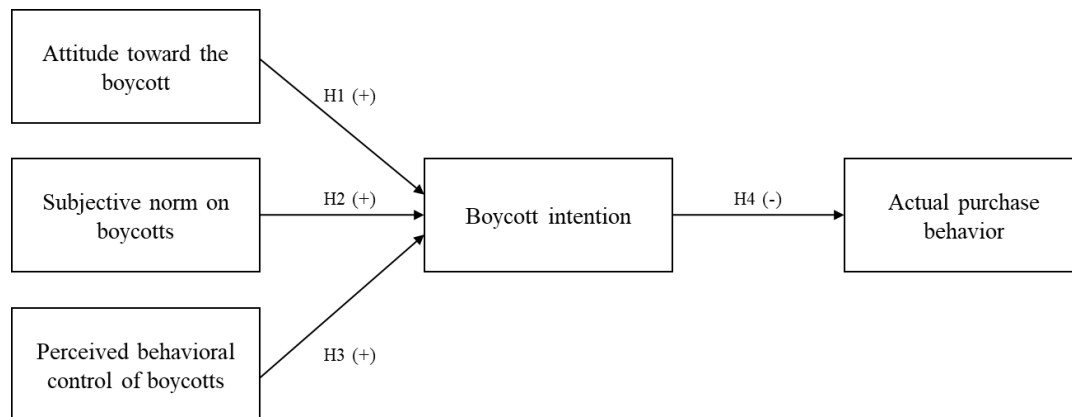


Figure 2: Research Framework

Attitude towards behaviour refers to an individual's positive or negative feelings about performing a particular behaviour. Farah and Newman (2010) found a significant relationship between consumer attitudes toward boycotting and the intention to participate in boycotts against Israeli-related companies. Muhamad et al. (2019) also found a positive relationship between attitudes toward boycotts and consumers' intention to participate in a boycott. This suggests that consumers who have positive feelings about a boycott are more likely to intend to participate in that boycott. Thus, when consumers have a positive attitude towards boycotting and believe it can achieve the desired outcomes, they are more likely to intend to participate. In the scenario of consumer boycotts in Malaysia, if consumers believe that boycotting certain brands will positively influence a social cause they care about, they are more likely to have a favourable attitude toward the boycott. With reference to the hypothesis, this study assumes that Malaysian consumers who perceived positive attitudes toward supporting Palestinian rights and opposing brands perceived to support Israel will intend to participate in boycotts. Meanwhile, Malaysian consumers who perceived negative attitudes towards supporting Palestinian rights and opposing brands perceived to help Israel will not intend to participate in boycotts. Therefore, the first hypothesis proposed in this study is:

H1: Attitude towards the boycotts is positively impacted to the boycott intention.

Subjective norms refer to the social expectations from essential people in an individual's life that influence their intention to perform a particular behaviour, including the intention to boycott (Ajzen (1991). Delistavrou et al. (2020) highlight the critical role of subjective norms in influencing boycott intentions, showing that social pressure from essential people is the most substantial factor affecting Greek consumers' decisions to boycott unethical products. The repeated result demonstrates that subjective norms positively affect boycott participation in a French brand boycott (Salma & Aji, 2022). This finding implies that the higher social pressure leads to higher intentions to participate in boycotts. Regarding consumer boycotts in Malaysia, subjective norms play a crucial role in shaping intentions. They can be a significant factor in motivating consumer boycotts related to the Palestine-Israel conflict, where social expectations and solidarity actions drive collective participation in boycotts. Subjective norms are also social pressure (Lee & Green, 1991). Therefore, if significant social pressure or influence from others, such as family, friends, and society, individuals are more likely to feel pressured to conform and participate in boycotts. With reference to the hypothesis, this study assumes that Malaysian consumers who perceive positive social pressure or influence will intend to participate in

boycotts. Meanwhile, Malaysian consumers who perceive negative social pressure or influence will not intend to participate in boycotts. Therefore, the second hypothesis proposed in this study is:

H2: Subjective norm on boycotts is positively impacted to the boycott intention.

The perceived behavioural control concept relates to the individual's perception of their ability to perform the behaviour. It reflects life's past experiences and anticipated obstacles. For example, suppose consumers believe they can easily switch to alternative products and that participating in the boycott will make a difference. In that case, they are more likely to engage in the boycott. Deng (2013) demonstrated that perceived behavioural control significantly impacts ethical product consumption. In addition, Hamzah and Mustafa (2019) indicated a significant and positive relationship between perceived behavioural control and intention to participate in boycotts. This finding aligns with the TPB, emphasizing Malaysian consumers' belief in their ability to boycott effectively, including access to boycott information and choices, positively influencing their intentions. With reference to the hypothesis, this study assumes that Malaysian consumers who believe that boycotting brands perceived to support Israel can be done quickly will intend to participate in boycotts. Meanwhile, Malaysian consumers who say that boycotting brands perceived to support Israel cannot be done promptly will not intend to participate in boycotts. Thus, the third hypothesis proposed in this study is:

H3: Perceived behavioural control of boycotts is positively impacted to the boycott intention.

By extending the TPB, this study proposes that consumer boycott intention can inhibit the actual purchase behaviour of products and services or brands perceived to support Israel. This extension highlights the direct impact of strong boycott intentions on consumer behaviour, demonstrating that when consumers are committed to a boycott, leading to a measurable decline in purchases from the targeted companies. This theoretical extension provides a valuable framework for understanding and predicting the impact of consumer boycotts on purchase behaviour, offering insights for both academic research and practical applications in marketing and social activism. The statistical finding indicates that boycott intention is negatively associated with actual purchase behaviour of purchase frequency, number of items purchased, and the purchase amount (Kim et al., 2022a). Thus, the fourth hypothesis proposed in this study is:

H4: Boycott intention is negatively impacted to actual purchase behaviour.

Methodology

The current study applied quantitative method by predicts consumer boycott intention for goods and services that have links with Israel due to the continuous attack on Palestinians. The conflict between Palestine and Israel has raised awareness around the world, due to the The Israel Defense Forces (IDF) are cruelly attacked the innocent civilians. The reliability and validity of the construct were established from past studies. All items were measured using a 5-point Likert scale where 1=strongly disagree and 5 =strongly agree. The 5-point Likert scale was used to ensure that the respondents answered with either a positive, neutral or negative response (Kumar, Salim, & Ramayah, 2013). This helps to obtain fair responses from respondents in this boycott study. The identified measurement items to investigate the models were adapted with minor changes in wording to suit the current study setting boycott intention for products and services. Items for the boycott intention are adopted from Kim et al. (2022a). The measurement items were rephrased to make the respondents understand the questions and was adapted from previous study.

Respondents and Data Collection

The respondents for the study are consumers who had an experience boycotting products and services or brands perceived to support Israel in Malaysia.

Table 2: Respondent Profile

Respondents' Demographic		Frequency	Percentage
Gender	Male	8	3.5
	Female	221	96.5
Occupation	Student	56	24.5
	Government servant	112	48.9
	Private Sector	39	17.0
	Business owner	11	4.8
	Full-time housewife	11	4.8
Education level	SPM/STPM	17	7.4
	Diploma	69	30.1
	Bachelor Degree	69	30.1
	Master	64	27.9
	PhD	10	4.4
Household Income	Under RM2000	42	18.3
	RM2000 – RM5000	54	23.6
	RM5001 – RM10000	81	35.4
	RM10000 – RM15000	32	14.0
	Above RM15000	20	8.7
Age	Mean	35-year-old	

A self-administered questionnaire was distributed online, where convenient sampling was utilised (Sekaran & Bougie, 2016). An enumerator approached the respondents. Identically this study employs G-power software to determine the total sample size that sufficient to explain the boycott intention. There are three (3) number of predictors, predict boycott intention, thus 119 total sample size is appropriate for this study. A total of 229 responses were received that sufficient for the study to predict boycott intention. A data collection was conducted in May 2024 within 3 weeks. The respondents' profiles are presented in Table 1, which shows that the average age of respondents is 35 years old ($SD = 1.272$). Most of the respondents were female, with 96.5 percent as compared to 3.5 percent representing males. Most respondents were employed and held bachelor's degrees (30.1 percent) and diplomas (30.1 percent).

Data Analysis and Results

The research model for the current study was analysed using partial least squares structural equation modelling using SmartPLS 3.0 software (Hair et al., 2017). PLS is preferred because it does not require normal distribution data. PLS is also helpful for predicting boycott intention (Urbach & Ahlemann 2010). A previous study that used PLS as a prediction is Khalid et al. (2018). This method is particularly useful in this study to predict the intention of consumers to boycott products and services or brands perceived to support Israel. There is issue of common method bias (CMB) in this study (Podsakoff et al., 2003). In addition, a full collinearity test was performed, and the variance inflation factor (VIF) values (for the variables ranged from 1.828 to 2.257, which is less than the recommended threshold of 3.3 (Kock & Lynn, 2012). This result indicates that there was no CMB in the present study.

Table 3: Multicollinearity

Variables	VIF
Attitude	2.257
Perceived Behavioural	2.269
Subjective Norms	1.828

Research Findings

Measurement Model

Assessment of the reflective measurement model requires three main assessment criteria (Ramayah et al., 2018). Those consist of internal consistency reliability, convergent validity, and discriminant validity, as well as Cronbach's alpha, composite reliability (CR), and loading of the indicators. The threshold value should be 0.7 or higher to indicate adequate convergence of internal consistency. Assessing the indicator reliability (outer loading) with a value of 0.7 indicates reliability. Convergent validity is the degree to which multiple items measuring the same concept agree (Hair et al., 2017). The convergence validity of the measurement is usually ascertained by examining the average variance extracted (AVE > 0.50). The results revealed 16 indicators, as shown in Table 2, and all indicators had loading above the cut-off value of 0.7. Therefore, all 16 items remained as they satisfied this criterion. Table 2 shows loadings of all constructs that fulfil this criterion; discriminant validity is accomplished. The average variance extracted (AVE) of all constructs exceeded 0.5, indicating that a value of 0.50 or higher specifies that the construct describes more than half of the variance of its indicators. The composite reliability (CR) was higher than 0.7, reflecting satisfactory reliability (Hair et al., 2017). Consequently, the results determined that convergent validity is accomplished.

The correlations between the measures examine discriminant validity across constructs. The results are shown in Table 3. Based on guidance by (Fornell & Larcker, 1981), the AVE of every construct must be higher than the correlation with any other constructs of the model that predict boycott intention for products and services related to Israel. As shown in Table 3, all constructs meet this criterion. The assessment emphasises identifying the VIF of each predictor. The PLS-SEM results indicate that all predictors have low VIF values of less than 5. The VIF values of the predictors predicting the boycott intention ranged from 1.828 for attitude, 2.269 for perceived behaviour and 1.828 for subjective norms. The predictors for the endogenous construct of the boycott intention are low VIF values of less than five (5). Hence, there were no issues of collinearity. Figure 2 illustrates the measurement model for the current study of boycott intention.

Table 3: Items Loading

Construct	Item	Loadings	CA	CR	AVE
Attitude	AT1	0.942	0.956	0.957	0.883
	AT2	0.965			
	AT3	0.915			
	AT4	0.935			
Subjective Norms	SN1	0.885	0.910	0.924	0.787
	SN2	0.912			
	SN3	0.929			
	SN4	0.818			

Perceived Behavioral	PB1	0.742	0.877	0.882	0.734
	PB2	0.878			
	PB3	0.892			
	PB4	0.904			
Boycott Intention	BI1		0.966	0.977	0.977
	BI2		0.963		
	BI3		0.976		
	BI4		0.961		

Table 4: Discriminant Validity (Fornell-Larcker Criterion)

	AT	BI	PB	SN
Attitude				
Boycott Intention	0.870			
Perceived Behavioral	0.776	0.742		
Subjective Norms	0.660	0.624	0.696	

Structural Model Estimation

After confirming the measurement model, the next step is to proceed with the analysis of the structural model evaluation. Hair et al. (2017) suggested that the structural model assessment should be based on the Coefficient of Determination (R^2) Beta and corresponding t-values. Predictive relevance SRMR was proposed to be added to the primary assessment. The rule of thumb for an acceptable level of R^2 value depends on the model complexity, with R^2 values ranging from 0 to 1. The R^2 result is 0.727 and shows that the overall condition for the model is satisfied, where the overall model explains 72.7% of the variance. The R^2 values were good, above 0.26, aligned with Cohen's (1988) suggestions, indicating a substantial model. Additionally, SRMR examined the predictive capacity of the model. The results in SRMR value of 0.044 for boycott intention, which is greater than 0, thus support the predictive relevance of the model. SRMR is a goodness-of-fit measure for PLS-SEM that can be used to avoid model misspecification. Figure 1 illustrates the structural model for the current study that predicts the effect of boycott intention for products and services.

Hypothesis testing

To measure the hypothesised relationship between the constructs for the current study, a bootstrapping sample of 5,000 were applied. The result indicates that attitude positively impacts boycott intention ($\beta=0.688$, $t=7.847$, $p<0.01$), perceived behaviour positively impacts boycott intention ($\beta=0.153$, $t=1.909$, $p<0.01$), subjective norms do not have a significant impacts boycott intention ($\beta=0.072$, $t=1.296$, $p>0.01$) and attitude impacts boycott intention is found not significantly to actual purchase behaviour ($\beta=-0.062$, $t=1.218$, $p>0.01$). Therefore, hypotheses H1 and H3 were supported. In contrast, hypotheses H2 and H4 are not supported. The findings of this study confirmed (Azrul et al., 2023), which found that determine religiosity, consumer animosity and opinion leader not significantly influence boycott intention. The results also revealed that these four constructs equally explained the 72.7% variance. Two hypotheses H2 and H4, were not supported. This suggested that subjective norms had a small impact on boycott intentions. The influence of friends, family and group of people is low to influence boycott intention. This indicate that each consumer has their own stand in boycott that hardly influenced by anyone. This is support with a boycott campings in Japan where consumer listen to their own self rather than other for boycott (Yan et al., 2024).

Furthermore, boycott intention has an adverse effect on actual purchase behaviour. The findings suggested that in order to increase boycott intention, attitude and perceived conduct must be considered. A study (Che Wel et al., 2015) indicate that attitude, subjective norms, perceived behavior control and patriotism significantly influence purchase on national car, it determine that the belonging of individual which is Malaysian citizen influence their purchase behavior. Most of the boycott product and brand is import product that lead to boycott attitude with no sense of belonging towards the brand.

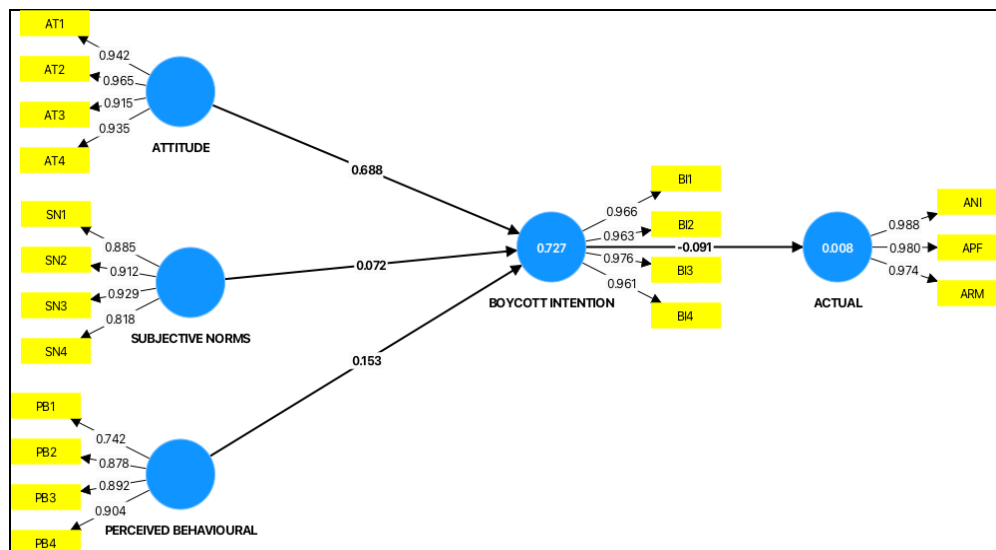


Figure 3: Measurement Model

Table 5: Result Of The Hypothesis Testing

Hypothesis	Relationship	Std Beta	Std Deviation	T-value	P value	Decision
H1	AT > BI	0.688	0.671	7.847	0.000	Supported
H2	SN > BI	0.072	0.056	1.296	0.195	Not Supported
H3	PB > BI	0.153	0.080	1.910	0.056	Supported

Note: * $p < 0.100$, ** $p < 0.05$, *** $p < 0.01$, **** $p < 0.001$

Table 5: Result Of The Hypothesis Testing

Hypothesis	Relationship	Std Beta	Std Deviation	T-value	P value	Confident Interval		Decision
						LL	UL	
H4	AT>BI>A	-0.091	0.072	1.253	0.210	-0.231	0.066	Not Supported

Note: * $p < 0.100$, ** $p < 0.05$, *** $p < 0.01$, **** $p < 0.001$

Discussion

The current study presents additional information for consumers and marketers regarding consumer boycott intention to products and services, or brands alleged ties to or support Israel. Interestingly, the TPB were identified to predict customer boycott intention. The results indicate that (i) attitude has a positive effect on boycott intention; (ii) perceived behaviour has a positive effect on boycott intention; (iii) subjective norms have no significant effect on

boycott intention; and (iv) attitude and boycott intention has a negative effect on consumer actual purchase behaviour. These results align with previous studies that proved that subjective norms and perceived behaviour control impact consumer boycott intention (Delistavrou et al., 2020). Consumers boycott unethical products due to specific issues. Therefore, the objective of this study has been achieved; to identify attitude toward the behaviour, subjective norms and perceived behavioural control influence consumers boycott intention and to examine the consumers boycott intention influence consumers actual purchase behaviour. In this study, the focus is on Israeli-related products and services or brands because of the war with Palestine. The consumer expressed their solidarity with the intention to boycott. This strongly indicates that attitude impacts the intention to boycott. The most apparent finding emerging from this study is that boycott intention, such as social value and perceived behaviour control, significantly affects consumer boycott intention. In conclusion, the intention to boycott significantly impacts attitude and actual purchase behaviour. The objective of the study has been achieved. Consumer decision-making is further supported by arguing that consumers' evaluations of products and services or brands related to Israel as not worth buying are triggered by supporting Muslims and Palestine. Thus, it leads to a boycott intention that creates uncertainty in demand for various brands, such as McDonald's and Starbucks, in Malaysia. Hence, it puts pressure on the brand that the consumer has the power to choose; besides, it reflects a strong religious stand. Consumer boycott intention is hardly affected by the influence of another person. It is based on individual preferences, opinions, and standards regarding the product and service or brand. A boycott is a behaviour performed by the consumer, and there are many reasons for a boycott, such as ethical concerns. Future studies may explore boycotts based on environmental, political, and corporate responsibility.

Implication And Conclusion

This current study provides an information for consumers in Malaysia for boycott intention for Israel related brand and product. The implication of these findings can be used for future research on consumer behavior especially on consumer boycott intention. The current study has utilized TPB to further understand consumer boycott intention towards product and brand that related or supporting Israel. The results revealed that only two out of four independent variables are significant in predicting consumer boycott intention, which are, attitude and perceived behavior control. Surprising the study examine that subjective norm is not a significant factor in predicting consumer boycott intention. This means that consumer do feel guilty to Israel related brand and products. Consumer are using sosial media for boycott compaigns. Consumer do commnet on sosial media especially Facebook to show their stand in boycott the product. Most of the brand would maintain their relationship with customer in sosial media to avoid word of mouth that decrease their brand reputation (Zimand Sheiner & Lahav, 2020). Thus consumer has a right to display their stand for boycott. In the current case, the consumer has stronger influence for boycott and most the brand and product in consumer side. This is to retain the consumer, however it may require a lot of effort. Since the consumer in the boycott intention mode. Future research should focus more on factors that contribute to the determination of consumers boycott base on self-congruity. This finding can improve in understanding consumer boycott intention. Attitude shows significant relationship with consumer boycott intention. Thus, it proved the respondents had high degree of boycott in performing this behavior. The product and brand that impacted should pay close attention to this matter as they should put continuous effort to gain customer trust. The boycott not only occur in Malaysia but other country such as Turkey (Shmuel & Cohen, 2020) and Arab nation (Halimi, 2017). Thus the world is on eye that Israel and what they doing now is againts the human right by killing Palestin citizen without justification.

In addition, the close attention should also be paid to subjective norm variables as it show insignificant relationship for boycott intention. Thus, it focus on building positive vibes towards while utilizing the family and friends as a major influence for boycott attitude. The analysis also contributes to the international and global companies by understanding. The stand of consumer for boycott behavior. This is a solidarity for Muslim who is in Palestin that facing continues attack for the Israel for almont a year. Finally the current study provides a starting point for future research especially those investigating boycott intention and utilizing the TPB. The current research has identified several important theoretical contributions. First, this study has determine the TPB model for boycott intention to better understand the consumer behavior. Finally, there is solid evident in the current study on consumer boycott intention, that the present work has extended the theoretical understanding of the underlying consumer consumption mechanisms for boycott a product or brand that may lead to such behaviour. This study just focus on Israel related product and brand. Thus future research may explore on other current issue such as environmental sustainability and greater oppportunity for younger or older generation.

Acknowledgements

Special thanks to our colleagues for their collaboration, as well as to Politeknik Nilai and Politeknik Sultan Haji Ahmad Shah for providing the necessary resources. Finally, we expressed our gratitude to our family and friends for their support and understanding as we carried out this research.

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