



Consumer Boycotts and Their Impact on the Relationship Between Brand Awareness and Purchase Intentions

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The global boycott movement against pro-Zionist products has intensified as an act of solidarity, leading to a notable decline in the sales and market value of companies associated with Zionism. This research analyzed the effect of brand awareness on consumer purchase intention, with Zionism product affiliation as a moderating variable. The study involved 110 respondents from Indonesia (52), Malaysia (33), and China (25). The results revealed that brand awareness had a significant positive influence on consumer purchase intention ($t = 5.770$; $\text{Sig.} = 0.000$), indicating that higher brand recognition and recall strengthen consumers' willingness to buy. However, the moderating effect of pro-Zionist product affiliation showed a significant negative coefficient ($B = -0.100$; $t = -4.820$; $\text{Sig.} = 0.000$), demonstrating that boycott awareness weakens the relationship between brand awareness and purchase intention. This suggests that even when consumers are familiar with a brand, their intention to purchase declines if the brand is perceived to support Zionism. Overall, the findings confirm that while brand awareness remains a dominant factor in shaping consumer purchase decisions, political associations such as pro-Zionist affiliations can significantly reduce consumers' willingness to buy. These results emphasize the importance of corporate neutrality and value alignment in maintaining consumer trust and loyalty.

Keywords: Boycott; Brand Awareness; Consumer Purchase Intention; Pro-Zionist Products; Purchase Behavior

INTRODUCTION

In modern times, people's awareness of social, political, and environmental issues has increased significantly, influencing how they evaluate and choose products. Consumer behavior today is not only driven by functional value but also by ethical and moral considerations. This shift toward ethical consumption means that consumers tend to avoid products or companies perceived to engage in controversial or unethical practices. Branding and reputation have therefore become critical factors in shaping consumer purchasing decisions and company performance. One form of ethical consumer behavior is the boycott movement, which represents a collective effort to exert economic and moral pressure by refusing to purchase certain products or services. Boycotts are often organized to protest political or social issues, aiming to influence corporate policies or actions. Among the most notable and globally recognized movements is the boycott of products affiliated with the Zionist movement. Over the past few decades, this movement has become widespread and has attracted significant public attention. Large multinational corporations perceived to support Zionism directly or indirectly, through investment or business relationships with Israel, such as Starbucks, McDonald's, KFC, and Coca-Cola, have often been the main targets of these boycotts.

The boycott of pro-Zionist products has a complex relationship with brand awareness. On one side, the extensive media coverage and public debate surrounding these boycotts can increase awareness of the targeted brands. On the other side, this awareness often carries negative connotations, associating the brands with unethical or controversial conduct. Such perceptions can decrease consumers' purchase intentions as they develop unfavorable attitudes toward the brand (Sanak-Kosmowska, 2023).

Several empirical studies have confirmed the strong influence of brand awareness on consumer purchase intention. Eliasari & Sukaatmadja (2022) as well as Iskhag & Iriani (2023) found that brand awareness has a significant effect on consumers' willingness to purchase. Besides, the research by Mukaromah et al. (2019) and Nursalim & Setianingsih (2023) said that brand awareness effect on purchase intention significantly positive. Similarly, Afifah et al. (2024) demonstrated that the boycott of pro-Zionist products has a substantial impact on public buying interest. The boycott movement also impacts brand awareness, prompting consumers to be more cautious in choosing products and to avoid those affiliated with pro-Zionist companies (Utama et al., 2023). Furthermore, research by Hisan et al. (2024) states that product boycotts weaken the relationship between brand awareness and consumer purchase intention.

Despite the growing attention to this phenomenon, studies that specifically examine the moderating role of pro-Zionist product affiliation in the effect of brand awareness and consumer purchase desire remain limited. Therefore, this study aimed to interpret the effect of brand awareness on consumer purchase intention, with pro-Zionist product affiliation as a moderating variable. It is expected to contribute theoretically by enriching the understanding of ethical consumer behavior in cross-national contexts and practically by providing insights for companies on how socio-political factors can influence brand perception and consumer decisions.

LITERATURE REVIEW

Brand Awareness

Brand awareness refers to the ability of consumers to recognize and recall specific brands within a particular product category (Suciawan & Melinda, 2022). It reflects the extent to which customers can identify or remember a brand in different contexts, especially when making purchasing decisions. While high brand awareness is generally viewed as an advantage, it can also have negative implications in situations such as boycotts of products associated with Zionism. Consumers who are highly aware of certain brands are often more exposed to negative information regarding the company's values or political affiliations, which in turn may reduce their intention to purchase. Several factors are known to influence brand awareness. Keller (2013) highlights two key dimensions: brand recognition and brand recall. Meanwhile, Utama and Ambarwati (2022) propose a broader categorization consisting of four factors: top-of-mind awareness, brand recall, brand recognition, and brand unawareness. These dimensions serve to explain how consumers perceive and recall brands, ultimately shaping their purchase decisions.

Brand Recall

Brand recall refers to a buyer's ability to identify a product name when prompted by a product category, a related need, or a purchase or usage situation. In other words, brand recall depends on how well consumers can remember the brand in connection with its product category and recognize it as an appropriate choice when making a purchase decision.

Brand Recognition

Brand recognition refers to a buyer's ability to identify a brand based on prior experience when it is presented as a cue. It reflects whether consumers can recognize the brand upon encountering it in the marketplace, even without being explicitly prompted by the product category.

Top of Mind

Top-of-mind awareness occurs when a brand is the first that comes to a consumer's mind within a specific product category. For example, when consumers are asked to name several brands of mobile phones or cars, the brand they mention first is regarded as their top-of-mind choice. In some cases, this level of awareness is so strong that consumers associate the entire product category with the brand name itself.

Unaware of Brand

Unawareness of a brand refers to a condition in which consumers initially have no knowledge or recognition of the brand. For companies with lesser-known brands, this can present a strategic advantage in situations such as boycotts. Brands with low awareness are less likely to attract criticism or negative publicity related to political issues, including affiliations with pro-Zionism. In contrast, highly recognizable brands with strong public visibility often become primary targets of boycott movements. Consequently, lesser-known brands may capitalize on such situations to increase their visibility by adopting neutral marketing strategies or by emphasizing values that contrast with those associated with the boycott.

Consumer Purchase Intentions

Consumer purchase intention is an important indicator that shows the desire, interest, and likelihood of consumers to buy certain goods or brands. Purchase intention itself is

a decision made by buyers based on their reasons for buying goods (Widjanarko & Harsono, 2019). Marketing often uses purchase intentions to predict consumer behavior based on perceived benefits, value, or brand image. However, external factors such as political, social, or cultural issues can significantly affect these purchase intentions. For example, a boycott movement against pro-Zionist goods can alter customers' perceptions of brands they have previously favored, even reducing their desire to purchase goods from highly recognized brands. Thus, understanding the dynamics associated with consumer purchase intentions is crucial in identifying the effect of social issues on consumer behavior. There are several indicators that influence the level of consumer purchase intention. Purba et al. (2023) asserted that there are four indicators that influence the value of purchase intention, namely:

Transactional Interests

Transactional interests are the buyer's desire to obtain a product. Purchasing interest by consumers can be seen from their enthusiasm and willingness to acquire the products they want. Therefore, transactional interests have a crucial role in leveraging purchase intention.

Referential Interests

Referential interests are the desire of buyers to give advice or recommendations about products to others. When a customer has a high purchase intention, they will recommend the product to their friends or relatives, making this a very important indicator of purchase intentions.

Preferential Interests

Preferential interests reflect consumer behavior that demonstrates a preference or top priority for a particular product. However, this preference or priority may shift if certain factors negatively affect their initial choice.

Explorative Interests

Explorative interests describe the tendency of buyers to look for more information regarding the products they like. This indicator provides insight into how consumers actively explore and evaluate products before making purchasing decisions.

The Pro-Zionist Product Boycott

Product boycotts serve as a means for consumers to express disapproval of the policies or principles of a particular brand or company. For instance, boycotts against pro-Zionist products are often driven by social, political, or moral reasons, with the aim of influencing company policies or drawing public attention to relevant issues (Friedman, 1999). Such movements can significantly affect consumers' perceptions of brands, especially when the association with Zionism is perceived to conflict with their cultural or personal values. In this context, boycotts provide consumers with an avenue to align their purchasing decisions with their ethical principles, thereby making the influence of brand awareness keen to purchase more politically charged.

According to Jaelani and Nursyifa (2024), there are three key indicators that can serve as proxies for the pro-Zionist product boycott variable. The first is cultural factors, which reflect the boycott as an expression of concern for Palestine and a protest against Zionist actions. The second is social factors, which emphasize the influence of community and environmental support in sustaining the boycott movement and resisting Zionist initiatives. The third is psychological factors, which relate to feelings of solidarity and humanity, as well as the belief that participation in the boycott can contribute to a positive impact.

Boycott Movement

Boycott theory encompasses ideas and principles that help people support or participate in a particular company, service, or entity that protests or rejection against actions or policies considered unethical, harmful, or controversial (Kurniawan et al., 2024). From this perspective, a boycott is a movement carried out by a large community, in this case, consumers, to gather support in rejecting or disapproving of certain business practices. The protest by consumers in this discussion refers to the actions taken by Zionists. In another sense, the boycott movement is carried out to show concern for people affected by Zionist treatment by reducing or prohibiting the consumption of Zionist-affiliated products.

The boycott movement itself is supported by several theoretical foundations. The first is Social Influence Theory, which explains how groups or societies can encourage individuals to engage in certain behaviors, such as boycotts (Cialdini & Goldstein, 2004). The second is consumer choice theory, which argues that consumers make purchasing or rejection decisions based on their values, preferences, and morality (Sheth et al., 1991). The third is public opinion leadership theory, which highlights how influential individuals or groups perceived as public opinion leaders can shape mass actions, including boycotts (Katz & Lazarsfeld, 1964)

Hypotheses Development

Brand Awareness on Consumer Purchase Intentions

Brand awareness is an essential component that influences consumer purchase intentions because it determines how many consumers know and recall a particular name of products among competing alternatives. When consumers recognize the brand, they tend to perceive it as more trustworthy, reliable, and of higher quality compared to unfamiliar brands. This familiarity reduces uncertainty and perceived risk, thus encouraging consumers to make purchase decisions with greater confidence.

In addition, strong brand awareness creates a psychological connection between consumers and the brand, fostering positive attitudes and emotional attachment that further stimulate buying interest. The increase in the level of awareness, the convenience it is for consumers to recognise the brand when making purchasing decisions, which increases the likelihood of selection. Conversely, when brand awareness is low, consumers are less likely to consider the product, regardless of its actual quality. Therefore, brand awareness acts as a key factor that bridges consumer perceptions and purchase intentions. It enables consumers to identify, differentiate, and evaluate a product based on their prior recognition and memory of the brand.

In this context, it can be assumed that a higher level of brand awareness will positively influence consumer purchase intentions because consumers tend to prefer products that are well-known, familiar, and perceived to have strong brand credibility. The research conducted by Eliasari & Sukaatmadja (2022) and Iskhaq & Iriani (2023) shows that brand awareness has an effect on consumer purchase intentions. So, the hypothesis can be shown below.

H1: Brand awareness affects consumer purchase intentions

Brand Awareness on Consumer Purchase Intentions Through Boycott of Pro-Zionist Products

The boycott of pro-Zionist products has become a social and political movement that significantly influences consumer perceptions and purchasing behavior. When a brand

is associated with pro-Zionist affiliations, the level of consumer awareness toward that brand can increase due to media exposure and public discussions surrounding the boycott. However, this heightened awareness does not always translate into a positive outcome. In many cases, the awareness that arises from boycott campaigns is accompanied by negative sentiments and moral considerations, which may lead consumers to reject or avoid the product. The boycott movement thus transforms the nature of brand awareness, from being a driver of purchase intention into a potential deterrent.

Consumers who are highly aware of a brand's political or ethical stance may reassess their purchasing decisions based on their values and beliefs. As a result, the effect of brand awareness on purchase intention may weaken or even become negative when the brand is linked to pro-Zionist activities. This indicates that the boycott of pro-Zionist products serves as a moderating factor that alters the relationship between brand awareness and consumer purchase intention. It can be said, while brand awareness generally increases consumers' willingness to buy, in the context of a boycott, heightened awareness may instead lead to resistance or avoidance due to moral and ethical concerns associated with the brand's image. The research conducted by [Hisan et al. \(2024\)](#) argued that the boycott of pro-Zionist products can moderate the relationship between brand awareness and consumer purchase intention. Therefore, the hypothesis can be shown below.

H2: Brand awareness affects consumer purchase intention with the boycott of pro-Zionist products as a moderating variable.

Conceptual Model

Figure 1. Research Framework

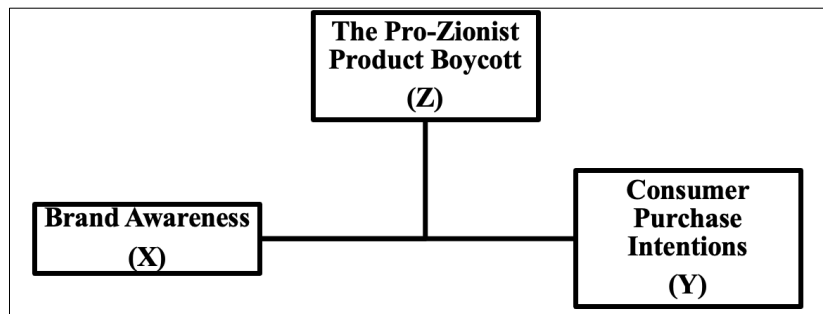


Figure 1 presents the conceptual model developed for this study, which illustrates the relationships between the research variables. The first hypothesis (H1) proposes that brand awareness has a direct and significant effect on consumer purchase intentions, suggesting that the stronger the awareness of a brand, the more likely consumers are to choose its products. The second hypothesis (H2) introduces the pro-Zionist product boycott as a moderating variable, positing that this movement may alter the strength or direction of the effect of brand awareness on purchase intention. In this context, even when consumers have high levels of brand awareness, their intention to purchase may decline if the brand is affiliated with products subject to boycotts. This model, therefore, highlights both the direct role of brand awareness and the moderating influence of socio-political factors such as boycotts in shaping consumer purchasing behavior.

RESEARCH METHOD

This research employed a quantitative research approach, with data gathered through a questionnaire shared via Google Forms. The population of this research includes

respondents from multiple countries. A total of 110 responses were collected, consisting of 52 respondents from Indonesia, 33 from Malaysia, and 25 from China. Corroborate with research conducted by Afifah et al. (2024), which examined the boycott product movement on public purchase interest with a sample of 100 respondents; this study also ensures sufficient representation by using a sample size greater than 100. Besides, the research conducted by Pandey et al. (2021) used 100 respondents from different countries, such as India, Indonesia, and Malaysia to be the population of the research. The research said that the research used Wibisono's Formula due to the number of populations is unknown. Pandey et al. (2021) conclude that the total sample is 100 respondents, so this research will gain 110 respondents.

The criteria for respondents were individuals who had knowledge of the boycott movement and frequently consumed boycott-related products. This study incorporates three variables: the independent variable, the dependent variable, and the moderating variable. The independent variable is brand awareness, tested for its influence on the dependent variable, namely, consumer purchase intention. Furthermore, the moderating role of the pro-Zionist product boycott is examined in relation to the connection between brand awareness and purchase intention. Data analysis was carried out using SPSS software version 24, which provided results to determine both the direct influence of brand awareness on consumer purchase intention and the moderating effect of the boycott variable. The measurement of variables in this research can be read in Table 1.

Table 1. Variable Measurement

Variables	Dimension	Indicators	Source
Brand Awareness (X)	<ol style="list-style-type: none"> 1. Recall 2. Recognition 3. Top of mind 4. Unaware of brand 	<ol style="list-style-type: none"> 1. Consumers' ability to recall the brand, despite a boycott 2. The occurrence of the brand in memory when thinking of similar products 3. Consumers' ability to recognise a brand in a particular product category, despite a boycott 4. Consumers' awareness of the brand's reputation in its category 5. First brand recalled in a product category, despite a boycott 6. Brand comes to mind when talking or being asked about related products 7. Never heard of or knew the brand before 8. No brand recognition to date 	Keller (2013)
Consumer Purchase Intentions (Y)	<ol style="list-style-type: none"> 1. Transactional interest 2. Referential interest 3. Preferential interest 4. Explorative interest 	<ol style="list-style-type: none"> 1. Desire to buy the product despite the boycott 2. Interest in owning the product regardless of the boycott campaign 3. Willingness to recommend the product despite the boycott 4. Willingness to recommend the product to others despite the boycott issue 	Purba et al. (2023)

		<ol style="list-style-type: none"> 5. Preference for the product as the first choice despite the boycott 6. Readiness to keep choosing the product, unless there is a strong boycott reason 7. Search for information related to product links to pro-Zionist issues 8. Interest in exploring the impact of the boycott on the product before purchase 	
The Pro-Zionist Product Boycott (Z)	<ol style="list-style-type: none"> 1. Cultural factors 2. Social factors 3. Psychological factors 	<ol style="list-style-type: none"> 1. Boycotts as a form of concern 2. Boycott product sales 3. Pro-product boycott region 4. Understanding boycott products 5. Supports boycott product 6. Support local product 7. Solidarity and humanity 8. Awareness and information search 9. Belief in positive impact 	Jaelani & Nursyifa (2024)

The analysis technique used for this study utilized SPSS software version 24. The analysis performed can be seen below.

Validity Test

This test was conducted to ensure that each questionnaire item accurately measured the intended construct and reflected the conceptual meaning of the variable. In this study, validity testing was performed using the Pearson Product-Moment correlation in SPSS version 24. Each item measuring brand awareness, purchase intention, and consumer boycott was compared with the total score of its respective construct. An item was considered valid if the correlation coefficient (r-count) exceeded the critical value (r-table) at the 0.05 significance level and had a significant p-value (Sig. < 0.05). According to Ghozali (2016) and Hair et al. (2013), an item with a correlation value above 0.30 can be categorized as having acceptable construct validity, indicating that it contributes positively to measuring the underlying variable.

Reliability Test

The reliability test was conducted to assess the consistency and stability of the measurement instruments used in this research. Reliability refers to the extent to which a questionnaire yields consistent results when administered under similar conditions (Hair et al., 2013). In this study, reliability testing was performed using the Cronbach's Alpha coefficient in SPSS version 24. A variable is considered reliable if its Cronbach's Alpha value exceeds 0.70, indicating acceptable internal consistency among the items measuring the same construct (Ghozali, 2016; Sarstedt et al., 2021).

Multicollinearity Test

To ensure that there was no strong correlation among the independent variables that could distort the regression results, a multicollinearity test was conducted. Multicollinearity arises when three or more predictor variables in a model are highly correlated, which can lead to unstable coefficient estimates and unreliable statistical significance (Hair et al., 2013). In this study, the multicollinearity test was performed using SPSS version 24, employing two key indicators: tolerance and variance inflation factor (VIF) values. According to Ghozali (2016), a regression model is considered free

from multicollinearity if the tolerance value exceeds 0.10 and the VIF value is less than 10.

Coefficient of Determination (R^2) Test

The coefficient of determination (R^2) measures the extent to which the independent variables explain the variation in the dependent variable. In this study, the R^2 test was conducted using SPSS version 24 as part of the regression analysis output. The R^2 value indicates the proportion of variance in consumer purchase intention that can be explained by brand awareness and the boycott of pro-Zionist products as moderating variables. According to [Hair et al. \(2013\)](#), a higher R^2 value reflects a better model fit, suggesting that the independent variables effectively account for the changes in the dependent variable.

Partial Hypothesis Test (T Test)

The partial hypothesis test (T-test) was conducted to determine the individual effect of each independent variable on the dependent variable. This test was performed using SPSS version 24 as part of the regression analysis output. The T-test assesses whether each regression coefficient significantly differs from zero, thereby indicating a meaningful relationship between the variables ([Hair et al., 2013](#)). The decision criterion follows the standard rule: if the significance value (Sig.) is less than 0.05 and the T-value is positive, the variable is considered to have a significant effect on the dependent variable ([Ghozali, 2016](#)).

RESULTS

Respondents Profile

Questionnaires that have been distributed to respondents using Google Forms produced data that is very useful for this research. From the results of the questionnaire, information about the respondents was obtained in [Table 2](#).

Table 2. Respondent Profile

Responses	Frequency	Percentage (%)
Gender		
Male	46	42%
Female	64	58%
Age		
17-25 years	87	79%
26-30 years	9	8%
31-40 years	7	6%
More than 40 years	7	6%
Nationality		
Indonesia	52	47%
Malaysia	33	30%
China	25	23%
Where did you find out this information about boycott product?		
Social Media (Facebook, Instagram, Twitter, and others)	103	94%
Television or News	41	37%
Family or Friends	28	25%
Discussion forums or Communities	21	19%
Occupation		
Student	84	76%
Lecturer	9	8%

Private Worker	2	2%
Employee	8	7%
Civil Servant	2	2%
Entrepreneur	2	2%
Housewife	1	1%
Self-Employed	1	1%
Announcer	1	1%
How often did you consume the products before learning about the boycott during one month?		
1 time	56	51%
2 times	15	14%
More than 2 times	39	35%

Based on Table 2, most of the respondents who completed the questionnaire via Google Forms were women (58%). The majority were aged between 17 and 25 years (79%). Respondents represented three nationalities, with the largest group from Indonesia (47%), followed by Malaysia (30%) and China (23%). Most respondents were students (76%). In terms of information sources, the majority learned about the boycott movement through social media (94%), followed by television and news outlets (37%). The data also indicate that prior to the boycott, 51% of respondents consumed the product once per month, 14% consumed it twice per month, and 35% consumed it more than twice per month.

Validity Test Result

Table 3. Validity Test Result

Variable	Indicator	r Value	r Table	Significant	a	Meaning
Brand Awareness (X)	X1.1	0.836**	0.1874	0.0000	0.05	Valid
	X1.2	0.839**	0.1874	0.0000	0.05	Valid
	X1.3	0.850**	0.1874	0.0000	0.05	Valid
	X1.4	0.878**	0.1874	0.0000	0.05	Valid
	X1.5	0.903**	0.1874	0.0000	0.05	Valid
	X1.6	0.804**	0.1874	0.0000	0.05	Valid
	X1.7	(0.032**)	0.1874	0.7415	0.05	Invalid
Consumer Purchase Intention (Y)	Y1.1	0.854**	0.1874	0.0000	0.05	Valid
	Y1.2	0.841**	0.1874	0.0000	0.05	Valid
	Y1.3	0.814**	0.1874	0.0000	0.05	Valid
	Y1.4	0.832**	0.1874	0.0000	0.05	Valid
	Y1.5	0.847**	0.1874	0.0000	0.05	Valid
	Y1.6	0.788**	0.1874	0.0000	0.05	Valid
	Y1.7	0.181**	0.1874	0.0589	0.05	Invalid
	Y1.8	0.280**	0.1874	0.0000	0.05	Valid
The Pro-Zionist Product Boycott (Z)	Z1.1	0.896**	0.1874	0.0000	0.05	Valid
	Z1.2	0.900**	0.1874	0.0000	0.05	Valid
	Z1.3	0.902**	0.1874	0.0000	0.05	Valid
	Z1.4	0.906**	0.1874	0.0000	0.05	Valid
	Z1.5	0.886**	0.1874	0.0000	0.05	Valid
	Z1.6	0.936**	0.1874	0.0000	0.05	Valid
	Z1.7	0.957**	0.1874	0.0000	0.05	Valid
	Z1.8	0.938**	0.1874	0.0000	0.05	Valid
	Z1.9	0.944**	0.1874	0.0000	0.05	Valid

Note: ***r count > r table, sig. < a

According to Table 3, brand awareness, consumer purchase intention, and the pro-Zionist product boycott have R-Values greater than 0.1874 and significance values less than 0.05. This indicates that all the data used in the analysis are valid and can therefore proceed to the next stage of analysis. However, two indicators, X1.7 and Y1.7, were found to be invalid and were consequently excluded from subsequent data analysis.

Reliability Test

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Standard	Meaning
Brand Awareness (X)	0.894	0.600	Reliable
Consumer Purchase Intention (Y)	0.829	0.600	Reliable
The Pro-Zionist Product Boycott (Z)	0.977	0.600	Reliable

Note: Cronbach's Alpha > 0.6

From the results in Table 4, it can be seen that each variable has a Cronbach's alpha value greater than 0.6. Based on these results, it can be concluded that all data are reliable and suitable for further analysis.

Multicollinearity Test

Table 5. Multicollinearity Test Results

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance*	VIF**
1	(Constant)		
	Brand Awareness	0.291	3.435
	The Pro-Zionist Product Boycott	0.291	3.435

a. Dependent Variable: Consumer Purchase Intention

Note. *Tolerance Value > 0.1 **VIF < 10

Table 5 shows that the multicollinearity test results indicate all variables have tolerance values greater than 0.1 and VIF values less than 10. Therefore, it can be concluded that none of the variables exhibit symptoms of multicollinearity, meaning all variables successfully pass the multicollinearity test.

Test Coefficient of Determination (R²)

Table 6. Test Results of the Coefficient of Determination (R²)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.487a	0.237	0.223	0.66438	1.588

a. Predictors: (Constant), X_M, Brand Awareness
b. Dependent Variable: Consumer Purchase Intention

Table 6 shows that the Adjusted R Square value is 0.237, or 23.7%. This indicates that the variables Brand Awareness (X) and Pro-Zionist Product Boycott (Z) collectively explain 23.7% of the variance in Consumer Purchase Intention (Y), while the remaining 76.3% is explained by other factors not included in the model.

Partial Hypothesis Test (T Test)

Table 7. Partial Hypothesis Test Results (T Test)

Coefficients ^a				
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	1.013	0.312		3.251	0.002
	Brand Awareness	0.837	0.145	0.903	5.770	0.000
	The Pro-Zionist Product Boycott	-0.100	0.021	-0.754	-4.820	0.000

a. Dependent Variable: Consumer Purchase Intention

Note. *t > 1.982 **sig < 0.05

Based on Table 7, several conclusions and statements can be generated, each with its respective meaning, namely:

Hypothesis 1: Brand Awareness Affects Consumer Purchase Intentions

The data results show that the Brand Awareness (X) variable has a significance value of 0.000, which is below the 0.05 threshold, indicating a statistically significant effect on Consumer Purchase Intention (Y). The positive t-value of 5.770 further reinforces this finding, confirming that the relationship between brand awareness and consumer purchase intention is both positive and significant. This implies that as brand awareness increases, consumer purchase intention also tends to rise. The statistical evidence suggests that the higher the level of brand recognition and recall among consumers, the greater their likelihood of making a purchase. Based on the t-test results, Hypothesis 1 is therefore accepted.

This finding highlights that brand awareness is a key determinant of consumer behavior in the purchasing process. The significance value ($0.000 < 0.05$) indicates a high level of confidence in the results, showing that the observed effect is not due to chance. The positive coefficient direction signifies that both variables move in the same direction. When consumers become more familiar with a brand, their intention to purchase its products also increases. The relatively large t-value (5.770) further supports the strength of this relationship, confirming that the contribution of brand awareness to consumer purchase intention is substantial.

From the questionnaire responses, it is evident that many participants recognize certain brands as dominant within their respective product categories. This demonstrates that brands with higher awareness levels tend to remain at the top of consumers' minds, thereby increasing purchase interest even in contexts influenced by boycotts. Overall, the statistical findings clearly demonstrate that brand awareness has a significant and positive effect on consumer purchase intention, validating the hypothesis that stronger brand recognition leads to greater consumer willingness to buy.

Hypothesis 2: Brand Awareness Affects Consumer Purchase Intention with Boycott of Pro-Zionist Products as a Moderating Variable

The data indicate that the moderating variable, the Pro-Zionist Product Boycott (Z), has a significance value of 0.000, which is smaller than 0.05, signifying a statistically significant effect. The coefficient (B) value of -0.100 and the negative t-value of -4.820 demonstrate that the boycott variable has a negative and significant influence on consumer purchase intention. This means that the existence of a boycott against pro-Zionist products significantly reduces consumers' willingness to purchase those products. The negative coefficient indicates that the relationship moves in the opposite direction. When the intensity of the boycott increases, the level of purchase intention decreases.

Furthermore, the interaction term (X_Z), representing the moderating effect, shows a significant negative value, confirming that the boycott weakens the influence of brand

awareness on consumer purchase intention. This suggests that even when consumers recognize a particular brand, their intention to purchase declines if the brand is associated with a boycott issue. The moderation test results show that the boycott does not completely eliminate the effect of brand awareness but diminishes its strength, turning what is typically a positive relationship into a weaker or even negative one. The statistical evidence ($\text{sig} < 0.05$, $B = -0.100$, $t = -4.820$) strongly supports that the boycott variable plays a crucial moderating role. The negative and significant coefficient direction clearly demonstrates that awareness of boycott issues reduces purchasing intentions, regardless of the brand's popularity. Therefore, the results conclude that the boycott of pro-Zionist products significantly and negatively moderates the relationship between brand awareness and consumer purchase intention.

DISCUSSION

The findings revealed that brand awareness significantly influences consumer purchase intention, confirming and extending the works of [Eliasari and Sukaatmadja \(2022\)](#) as well as [Iskhaq and Iriani \(2023\)](#). This study adds a new dimension by showing that recognition of global brands often persists even amid widespread boycott campaigns. Familiarity with a brand creates a powerful cognitive association that shapes initial purchasing decisions. Consumers tend to rely on heuristic recall, associating product categories directly with familiar brand names. For instance, when asked about soft drinks, consumers typically mention Coca-Cola, Fanta, Sprite, or Pepsi first. This "top-of-mind" awareness demonstrates the enduring strength of brand recall in influencing consumer choice. However, under certain sociopolitical contexts, such as boycott movements, this influence becomes disrupted. Despite the strong cognitive link between product category and brand name, consumers may still reconsider or postpone purchases due to moral or ideological concerns. Hence, while brand awareness continues to drive buying intention, it is not always sufficient to sustain it when ethical or political conflicts arise.

Moreover, the findings confirmed that boycotts weaken the relationship between brand awareness and purchase intention, a dynamic that can be explained through social influence theory. According to this perspective, social norms and collective behavior significantly shape individual purchasing decisions. In the context of boycott movements, consumers' choices are influenced not only by personal preferences but also by social identity, peer norms, and moral alignment. [Sanak-Kosmowska \(2023\)](#) noted that consumer activism can transform traditional consumption patterns, compelling individuals to align their purchases with ethical stances. This aligns with contemporary perspectives in ethical consumerism ([Parris & Guzmán, 2023](#)), which emphasize that social and political values increasingly take precedence over brand equity and product familiarity. Consequently, even strong brand recognition may fail to translate into actual purchases if the brand is publicly associated with controversial or politically charged issues.

The moderating effect of the pro-Zionist product boycott reinforces this shift, showing that ethical awareness can meaningfully reduce the strength of brand awareness in influencing purchase behavior. Consumers who are aware of boycott movements often engage in deeper information processing, seeking to understand the motives behind the boycott and the implications of supporting certain brands. In doing so, they perceive purchasing pro-Zionist-affiliated products as indirectly contributing to the movement's financial sustainability. This perception activates moral reasoning and collective empathy, motivating consumers to support boycotts as an expression of humanitarian solidarity. Consistent with [Hisan et al. \(2024\)](#), this study confirms that boycotts weaken purchase intention; however, it further contributes by demonstrating that this moderating

effect persists across different cultural contexts, specifically among consumers in Indonesia, Malaysia, and China. This cross-national evidence strengthens the argument that ethical consumption dynamics transcend local boundaries and reflect a broader global awareness.

In summary, the findings illustrate that while brand awareness remains a powerful determinant of consumer behavior, its influence is increasingly conditional on ethical and social considerations. Under global boycott movements, moral values and collective social responsibility emerge as counterforces that can override traditional marketing advantages.

CONCLUSION

This study set out to examine the influence of brand awareness on consumer purchase intention and to test whether the boycott of pro-Zionist products moderates this relationship. The analysis of 110 respondents from Indonesia and Malaysia confirms that brand awareness significantly enhances consumer purchase intention. However, the findings also reveal that the boycott movement has caused an uproar among people around the world and weakened this relationship, reducing consumer willingness to purchase even well-organized brands. This movement has also resulted in companies proven to have affiliations with Zionists experiencing negative impacts on their businesses. The consequences vary widely, ranging from a decrease in stock value to a decline in product sales and distribution. This situation will certainly occur if a large portion of society supports and voices the boycott of products affiliated with Zionism. As a result, people become more aware of the products they purchase, which in turn affects consumer purchase intention.

Theoretically, these results enrich consumer behavior literature by demonstrating that sociopolitical factors, such as boycotts, can override the traditional positive effects of brand awareness. This supports recent perspectives in ethical consumerism, showing that moral and political values strongly influence consumption decisions. Practically, the findings highlight the importance of global brands to anticipate reputational risks and integrate socially responsible strategies. This boycott movement greatly influences the relationship between the two variables, making it necessary for Zionist-affiliated companies to reconsider their strategies.

LIMITATION

The limitations of this research are the population objects that originate from Indonesia and Malaysia. In addition, this study was very limited in that it could not represent the feelings of the respondents towards their disappointment that led to the boycott.

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DECLARATION OF CONFLICTING INTERESTS

The author declares that there is no conflict of interest.

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