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# THE MODERATION EFFECT OF BOYCOTT COUNTERNARRATIVE ON THE EFFECT OF ANIMOSITY ON PURCHASE AMOUNT

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**Abstract**

This study aims to empirically test the boycott counternarrative and how it affects the McDonald's boycott case that occurred in Indonesia, especially in Jakarta, Bogor, Depok, Tangerang, and Bekasi. The boycott campaign occurred as a result of the war between Israel and Palestine and is related to America which has diplomatic relations with Israel as the country of origin of McDonald's. This study refers to the theory of planned behavior and analyzes how it is applied in the context of a boycott. This study was conducted on McDonald's consumers spread across Jabodetabek and exposed to information related to the counter-boycott narrative targeted at McDonald's. The study was conducted on 377 respondents and the data obtained will be processed using structured equation modeling. This study is expected to provide an overview of whether the boycott counternarrative has succeeded in weakening the effect of animosity over McDonald's which provides support for the Israeli army on the purchase amount of respondents at McDonald's. Specifically, there have been no studies that empirically study the boycott counternarrative either in the context of McDonald's or in other contexts. The results of data processing using the PLS-SEM method show that boycott counternarrative has an effect on purchase amount by moderating the indirect relationship between animosity and purchase amount. This condition is in accordance with the research hypothesis which states that boycott counternarrative causes an increase in purchase amount from the moderation effect on the interaction of the boycott attitude variable with boycott intention. The moderating effect of boycott counternarrative on the indirect relationship between the animosity variable and purchase amount provides novelty for research that develops the theory of planned behavior.

**Keywords:** boycott, counter narrative, theory of planned behavior, McDonald’s

## Introduction

The conflict between Israel and Palestine has been a global concern for decades, with its impacts extending to various sectors, including international business. The United States, as one of Israel's main allies, is often seen as complicit in the conflict, which has an impact on global perceptions of American companies. Many major US-based brands, despite having no direct affiliation with Israel, have been targeted by consumer boycotts in the Middle East and Muslim-majority countries. One example is Yum! Brands, owner of KFC, Pizza Hut, and Taco Bell, which saw its sales decline in these countries due to boycott campaigns launched in solidarity with Palestine (Investopedia, 2024). This phenomenon shows how geopolitical conflicts can affect global business performance, especially companies from countries perceived to be associated with one of the parties to the conflict.

*Brands*American brands such as McDonald's, Starbucks, and Yum! Brands (KFC, Pizza Hut, Taco Bell) have been the target of consumer boycotts, especially in Middle Eastern and Muslim-majority countries, related to the United States' support for Israel in

the conflict with Palestine. This boycott was not only triggered by the country's stance, but also because of the public perception that these brands are affiliated with or sympathize with Israel (Aljazeera, 2024).

One of the main reasons for the boycott is the perception that the United States provides strong political, economic, and military support to Israel, which is seen by much of the world as a direct cause of injustice in Palestine. Consumers who are angry at the United States' policies toward this conflict choose to express their dissatisfaction through boycotts of products from United States companies associated with the conflict, even if the companies are not directly involved in the foreign policy (Middle East Monitor, 2024).

The boycott was also fueled by social media campaigns and strong pro-Palestinian sentiment, with many consumers associating American brands with the pro-Israel stance of the US government (Le Monde, 2024). Some brands, such as McDonald's, have faced even more criticism after its branches in Israel offered support to the Israeli military, which has exacerbated boycott sentiment in Muslim countries (BBC, 2024). As a result, sales of many US brands in the Middle East and Muslim-majority countries have declined significantly as consumers turn to local products or alternative brands. This shows how the US's political ties and support for Israel in the conflict are affecting global consumer behavior, especially in regions that are strongly pro-Palestinian.

The decline in McDonald's sales was caused by a boycott campaign that was also intensively campaigned in Indonesia and Malaysia (Financial Times, 2024). This declining sales condition will continue as long as the conflict between Israel and Palestine continues (Investopedia, 2024). This boycott campaign was carried out as a form of solidarity with Palestine, which is called a victim of genocide from the Israeli-Palestinian conflict. The boycott campaign that is being carried out throughout the world is called the BDS Movement, which stands for Boycott, Divestment, and Sanction. The BDS Movement aims to invite the public to support Palestine by boycotting, divesting, and imposing sanctions on companies that provide support and assistance to the state of Israel (BDS Movement, nd). The BDS Movement directs supporters to boycott the companies that are the main targets so that the impact is more effective (BDS Indonesia, 2023), so that this boycott activity is not carried out on all companies that have ties to the state of Israel. Some of the companies that are the main targets of the BDS Movement are the information technology company Hewlett Packard (HP), the sports equipment company PUMA, the hypermarket company Carrefour, and the insurance company AXA. This has triggered animosity, namely the anger of consumers who support Palestine, so they decided to boycott McDonald's, even though the consumers are in countries other than Israel (AP News, 2024). In addition, the close relationship between the United States and Israel makes consumers suspicious that McDonald's, which originates from the United States, has links to the state of Israel and the conflict between Israel and Palestine.

Indonesia is one of the countries in the world whose population participates a lot in the BDS Movement. This is shown through the boycott participation that is widely published on social media, such as Instagram and X (Twitter). The BDS Movement actively uploads content containing an invitation to join the boycott movement on brands that are targeted by the boycott. The BDS Movement also uploads updates on which brands are included in the boycott target and which brands are not targeted by the boycott. The BDS Movement campaign encourages the public to take a boycott stance on the conditions that occur and tries to grow boycott intention so that it affects the purchase amount of consumers of a product, either reducing or stopping purchases of the boycotted product.

A boycott is an activity carried out voluntarily to stop supporting a person, entity, organization, or country because of violations committed by that party. A boycott can also be interpreted as reducing support and does not always have to stop support (Kim, Yan, Kim, Terasaki, & Furukawa, 2022). Ideally, a boycott is carried out completely and by many parties at the same time so that its impact is felt. However, there are several conditions that make an individual choose not to join a boycott or not to fully carry out a boycott for certain reasons, such as limited ability to find other alternatives or no other alternatives, or liking a product and service from the target of the boycott to having consumer affinity, namely a strong sense of attachment so that they do not want to stop consuming what is being campaigned to be boycotted (Kim, Yan, Kim, Terasaki, & Furukawa, 2022).

Currently, a boycott counternarrative has emerged, which is a narrative on social media that a boycott will have a negative impact on workers in companies that are the targets of the boycott. This narrative is massively spread on social media X (Twitter) and one post can be seen by tens of thousands of users. This narrative explains that if this boycott movement occurs massively, sales of the boycotted brand will decrease and cause the brand to have to do something so as not to lose money by reducing the number of employees. The implications of reducing the number of employees are the points highlighted in these narratives so that groups of individuals who are boycotting can reconsider and even cancel their intention to boycott. This narrative expects empathy from groups of individuals who are boycotting.

Chua et al. (2020) conducted a descriptive study on counternarratives with existing beliefs that can influence individuals who read them. This narrative will target a group of individuals who have certain beliefs. In the context of the boycott of McDonald's in the Jabodetabek area, the narrative created was a counter-boycott narrative aimed at the group of individuals who carried out the boycott. Chua et al. (2020) research did not empirically test whether this counter-narrative had an influence on individuals who received this message.

Klein et al. (2004) examined the motivations in the decision to boycott and found that counterarguments or personal arguments against the boycott can inhibit individual participation, one of which is the concern about the negative impact of the boycott on the jobs of employees of the boycotted company.

Based on these findings, this study aims to examine the effect of the counter-boycott narrative or boycott counternarrative in reducing the effect of the boycott on the purchase amount. The formulation of the research problem is to identify factors that influence the decrease in the boycott effect on McDonald's in order to increase the purchase amount, with the main variables including animosity, boycott attitude, boycott intention, consumer affinity, and boycott counternarrative. The objectives of the study include an analysis of the direct and indirect effects of animosity on the purchase amount, the moderating role of consumer affinity, and the impact of the boycott counternarrative in reducing the influence of animosity. The benefits of this study include practical contributions for company managers in managing the impact of boycotts, academic contributions in developing the concept of boycott counternarrative as a new variable, and social benefits in increasing public awareness of the social dynamics that influence collective behavior. This research is expected to provide a broader understanding of boycott impact mitigation strategies and consumer decision making in a global context.

## Research Methods

This study uses the Theory of Planned Behavior (Ajzen, 1991) developed by Kim et al. (2022) in the context of the boycott between Japan and South Korea, as well as the concept of boycott counternarrative introduced by Chua et al. (2020). The Theory of Planned Behavior integrates social and behavioral concepts to predict individual actions through intentions, attitudes, subjective norms, and behavioral control. Kim et al. adapted this theory with variables such as animosity, boycott attitude, boycott intention, consumer affinity, and purchase amount. The results of their study show that animosity directly and indirectly affects purchase amount through attitudes and intentions to boycott. Meanwhile, consumer affinity has a moderating effect that varies between the two countries studied. Chua et al. emphasize the importance of counternarratives in reducing the impact of negative messages, which in this study is represented by the boycott counternarrative as a moderating variable between boycott attitude and boycott intention. This theoretical framework is then combined with the concept of counterarguments from Klein et al. (2004) which highlights individual resistance to boycotts due to personal reasons or empathy for workers of the boycotted company. In this study, the analysis model was conducted using the Partial Least Squares - Structural Equation Modeling (PLS-SEM) method to test the direct relationship and moderation of the variables studied in order to understand the influence of the boycott counternarrative on the number of McDonald's product purchases in the Jabodetabek area.

## Results and Discussion

### *Early Stages of Research*

The research process includes the initial stage of research with the aim of ensuring the quality of the research instrument before it is used more widely. This stage consists of testing the readability of the questionnaire to ensure that all statements are easily understood by respondents. The validity and reliability testing processes are also carried out to assess the extent to which the instrument can measure the intended construct consistently and accurately. The data used in the initial stage of research testing has a limited amount, namely a minimum of 30 respondents.

### *Implementation of Pre-Test Questionnaire*

The research questionnaire was conducted after the wording test was completed, including the improvement of the readability of the statement. Pre-test testing consisted of validity testing, reliability testing, factor analysis. In addition, at the pre-test stage, a descriptive analysis was also carried out from the results of filling out the questionnaire by the respondents.

The pre-test testing was conducted using a different number of respondents with the wording test, with a minimum number of respondents of 30 people. The minimum number of respondents of 30 people follows the normal distribution rule. The amount of data used for the pre-test process was obtained from 42 respondents. The pre-test process was carried out using SPSS 25.0 data processing software.

### *Validity Test of Pre-Test Stage*

Validity test was conducted using factor analysis test conducted on SPSS 25.0 software. Factor analysis test is used to explore the existence of constructs that describe certain patterns that appear among the observed variables.(Tavakol & Wetzel, 2020). The

parameters used are Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy, Bartlett's Test of Sphericity (BTS), and Component Matrix.

The validity testing of the pre-test questionnaire was conducted on the data results before the questionnaire was revised. The following are the results of the pre-test validity test for all research variables in stage 1.

**Table 1. Validity Test TablePre-Test Phase 1**

| Variables | Indicator | KMO | BTS | *Component Matrix* | Information |
|---|---|---|---|---|---|
| *Animosity*(A) | A1 | 0.614 | 0.000 | 0.743 | Valid |
| | A2 | | | 0.937 | Valid |
| | A3 | | | 0.898 | Valid |
| *Consumer Affinity*(CA) | CA1 | 0.776 | 0.000 | 0.783 | Valid |
| | CA2 | | | 0.877 | Valid |
| | CA3 | | | 0.762 | Valid |
| | CA4 | | | 0.821 | Valid |
| | CA5 | | | 0.823 | Valid |
| | CA6 | | | 0.755 | Valid |
| *Boycott Attitude*(BA) | BA1 | 0.829 | 0.000 | 0.992 | Valid |
| | BA2 | | | 0.998 | Valid |
| | BA3 | | | 0.991 | Valid |
| | BA4 | | | 0.986 | Valid |
| *Boycott Counternarrative*(BC) | BC1 | 0.688 | 0.000 | 0.945 | Valid |
| | BC2 | | | 0.976 | Valid |
| | BC3 | | | 0.920 | Valid |
| *Boycott Intention*(BI) | BI1 | 0.869 | 0.000 | 0.992 | Valid |
| | BI2 | | | 0.996 | Valid |
| | BI3 | | | 0.994 | Valid |
| | BI4 | | | 0.986 | Valid |
| *Purchase Amount*(PA) | PA1 | 0.500 | 0.000 | 0.994 | Valid |
| | PA2 | | | 0.994 | Valid |

(Source: Processing with SPSS, 2024)

The results of the pre-test validity test for stage 1 showed that the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy value was at the acceptable value, which was > 0.60. The Bartlett's Test of Sphericity value obtained for all variables was also at the acceptable value, which was <0.05. The pre-test validity test for stage 1 was declared valid, but due to changes in the questionnaire indicator statements that had the potential to change respondents' understanding in understanding and filling out the questionnaire, the validity test was repeated on the data sample after the questionnaire was revised. The following are the results of the validity test for all latent variables in this study.

**Table 2. Validity Test TablePre-Test Phase 2**

| Variables | Indicator | KMO | BTS | *Component Matrix* | Information |
|---|---|---|---|---|---|
| *Animosity* (A) | A1 | 0.685 | 0.000 | 0.970 | Valid |
| | A2 | | | 0.968 | Valid |
| | A3 | | | 0.868 | Valid |
| *Consumer Animosity* (CA) | CA1 | 0.895 | 0.000 | 0.786 | Valid |
| | CA2 | | | 0.887 | Valid |
| | CA3 | | | 0.913 | Valid |

| Variables | Indicator | KMO | BTS | *Component Matrix* | Information |
|---|---|---|---|---|---|
| | CA4 | | | 0.890 | Valid |
| | CA5 | | | 0.909 | Valid |
| | CA6 | | | 0.726 | Valid |
| *Boycott Attitude* (BA) | BA1 | 0.869 | 0.000 | 0.955 | Valid |
| | BA2 | | | 0.970 | Valid |
| | BA3 | | | 0.971 | Valid |
| | BA4 | | | 0.977 | Valid |
| *Boycott Counternarrative* (BC) | BC1 | 0.755 | 0.000 | 0.941 | Valid |
| | BC2 | | | 0.929 | Valid |
| | BC3 | | | 0.916 | Valid |
| *Boycott Intention* (BI) | BI1 | 0.774 | 0.000 | 0.879 | Valid |
| | BI2 | | | 0.905 | Valid |
| | BI3 | | | 0.958 | Valid |
| | BI4 | | | 0.957 | Valid |
| *Purchase Amount* (PA) | PA1 | 0.695 | 0.000 | 0.959 | Valid |
| | PA2 | | | 0.981 | Valid |
| | PA3 | | | 0.934 | Valid |

(Source: Processing with SPSS, 2024)

Based on the results of the validity test, the KMO parameter for all variables has a value above 0.60, which means that the results of the sample are quite adequate. The Bartlett's Test of Sphericity parameter for all latent variables also has a value below 0.05. The results of the validity test processing of all indicators and variables indicate that the questionnaire is valid and can be used as a medium for collecting research data.

***Pre-Test Phase Reliability Test***

The reliability test was carried out by comparing the Cronbach's Alpha value from the SPSS calculation to its reliability standard, which is 0.70 (Hair et al., 2020). The Cronbach's Alpha value of the questionnaire that exceeds 0.70 means that the questionnaire created is reliable. Reliability testing was also conducted on the questionnaire before any readability improvements were made.

**Table 3. Reliability Test TablePre-Test Phase 1**

| Variables | Indicator | Cronbach's Alpha Value | Reliability |
|---|---|---|---|
| *Animosity* (A) | A1 | 0.825 | Reliable |
| | A2 | | |
| | A3 | | |
| *Consumer Affinity* (CA) | CA1 | 0.877 | Reliable |
| | CA2 | | |
| | CA3 | | |
| | CA4 | | |
| | CA5 | | |
| | CA6 | | |
| *Boycott Attitude* (BA) | BA1 | 0.994 | Reliable |
| | BA2 | | |
| | BA3 | | |
| | BA4 | | |
| *Boycott Intention* (BI) | BI1 | 0.994 | Reliable |
| | BI2 | | |

| Variables | Indicator | Cronbach's Alpha Value | Reliability |
|---|---|---|---|
| | BI3 | | |
| | BI4 | | |
| *Boycott Counternarrative* (BC) | BC1 | 0.943 | Reliable |
| | BC2 | | |
| | BC3 | | |
| *Purchase Amount* (PA) | PA1 | 0.988 | Reliable |
| | PA2 | | |

(Source: Processing with SPSS, 2024)

In the reliability test stage 1, all variables have met the Cronbach's alpha reliability value and are declared reliable. The pre-test stage 2 was conducted with data from the questionnaire that had been changed, so that the results of the pre-test reliability test stage 2 were obtained as follows;

**Table 4. Reliability Test TablePre-Test Phase 2**

| Variables | Indicator | Cronbach's Alpha Value | Reliability |
|---|---|---|---|
| *Animosity* (A) | A1 | 0.925 | Reliable |
| | A2 | | |
| | A3 | | |
| *Consumer Animosity* (CA) | CA1 | 0.912 | Reliable |
| | CA2 | | |
| | CA3 | | |
| | CA4 | | |
| | CA5 | | |
| | CA6 | | |
| *Boycott Attitude* (BA) | BA1 | 0.978 | Reliable |
| | BA2 | | |
| | BA3 | | |
| | BA4 | | |
| *Boycott Counternarrative* (BC) | BC1 | 0.919 | Reliable |
| | BC2 | | |
| | BC3 | | |
| *Boycott Intention* (BI) | BI1 | 0.943 | Reliable |
| | BI2 | | |
| | BI3 | | |
| | BI4 | | |
| *Purchase Amount* (PA) | PA1 | 0.955 | Reliable |
| | PA2 | | |
| | PA3 | | |

(Source: Processing with SPSS, 2024)

The results of the reliability test are shown in the table above, with the Cronbach's Alpha value representing each variable. Based on the results of the reliability test, the Cronbach's Alpha value for all variables is above 0.6, so it can be concluded that the variables in this study are reliable and meet the requirements for continued research.

**Main Test Results**

The next stage is the processing of primary data with a sample of 377 respondents. This number is clean data that meets the qualifications as respondents. The analysis carried out at this stage starts from discussing the respondent profile and consumption patterns as a demographic description and consumer behavior of McDonald's before and after the Israeli-Palestinian war on October 7, 2023. The next discussion is descriptive analysis as an explanation of data distribution according to latent variables. Measurement model analysis is carried out as the next stage to assess the validity and reliability of the construct which is then followed by structural model analysis to test the relationship between variables by referring to the model that has been developed.

***Respondent Profile***

The respondents of this study come from different demographic characteristics. This respondent profile provides an overview of the distribution of respondents according to demographic factors consisting of gender, domicile, age, last education, current job, and monthly income.

***Respondent Gender***

Demographic factors of gender differentiate the distribution of gender across all respondents of this study. The following is the distribution of respondent gender obtained from the primary data.

**Table 5. Respondent Gender**

| Demographics | Classification | Amount | Total |
|---|---|---|---|
| Gender | Woman | 252 | 67% |
| | Man | 125 | 33% |
| **Total** | | **377** | **100%** |

(Source: Self-Processing, 2024)

Female gender dominatesall respondents. There were 252 out of 377 who were female and 125 others were male.

***Respondent's Domicile***

This study specifically only observes the behavior of consumers living in the areas of Jakarta, Bogor, Depok, Tangerang, and Bekasi. The distribution of respondents' domiciles is shown in the following table;

**Table 6. Respondent's Domicile**

| Demographics | Classification | Amount | Total |
|---|---|---|---|
| Domicile | Jakarta | 152 | 40% |
| | Bogor | 50 | 13% |
| | Depok | 44 | 12% |
| | Tangerang | 60 | 16% |
| | Bekasi | 71 | 19% |
| **Total** | | **377** | **100%** |

(Source: Self-Processing, 2024)

Respondents domiciled in Jakarta have the largest portion, which is 40% or equivalent to 152 out of 377 respondents. Respondents domiciled in Bekasi have the second largest number at 19%, which is 71 out of 377 respondents. Respondents domiciled in Bogor, Depok, and Tangerang are evenly distributed with 13%, 12%, and 16% respectively.

***Respondent Age***

Respondents were divided into several age groups, starting from the age range of 19 to 30 years, then 31 to 40 years, 41 to 50 years, 51 to 65 years, and finally 66 years and above.

**Table 7. Respondent Age**

| Demographics | Classification | Amount | Total |
|---|---|---|---|
| Age | 19 - 30 | 204 | 54% |
| | 31 - 40 | 117 | 31% |
| | 41 - 50 | 41 | 11% |
| | 51 – 65 | 15 | 4% |
| | 66 and above | 0 | 0% |
| **Total** | | **377** | **100%** |

(Source: Self-Processing, 2024)

Respondents of this research questionnaire were dominated by the 19 to 30 year old age group as many as 204 out of 377 respondents or equivalent to 54%. The 31 to 40 year old age group was the second largest respondent age group with 117 out of 377 respondents or equivalent to 31%. Other age groups had smaller numbers, with 11% for the 41 to 50 year old age group, 4% for the 51 to 65 year old age group, and 0% for the 66 and over age group.

***Last education***

Respondents were grouped based on their last education. The groups were divided from high school and below which included junior high school, elementary school, and no education, then diploma which included Diploma 1, Diploma 3, and Diploma 4. Next, the separate bachelor's groups were for S1, S2, and S3.

**Table 8. Respondent's Last Education**

| Demographics | Classification | Amount | Total |
|---|---|---|---|
| Last education | High school and below | 140 | 37% |
| | Diploma | 72 | 19% |
| | S1 | 151 | 40% |
| | S2 | 13 | 3% |
| | S3 | 1 | >1% |
| **Total** | | **377** | **100%** |

(Source: Self-Processing, 2024)

The group that dominates the education demographic is S1 with a portion of 40% or equivalent to 151 of 377 respondents. The second largest education group is high school and below with a portion of 37%.The diploma group has a portion of 19%, the Masters group is 3%, and the Doctoral group is calculated as >1% with 1 respondent.

***Work***

Respondents were divided based on their current job. Job groups are divided into several types, ranging from business, employees, students, individual professionals such as architects, doctors, to freelancers, households, and also other job groups.

**Table 9. Respondent's Occupation**

| Demographics | Classification | Amount | Total |
|---|---|---|---|
| Current Jobs | Business | 35 | 9% |
| | Employee | 202 | 54% |
| | Students | 22 | 6% |
| | Individual Professionals (Architects, Doctors, Freelancers, etc.) | 39 | 10% |
| | Household | 66 | 18% |
| | Other | 13 | 3% |
| **Total** | | **377** | **100%** |

(Source: Self-Processing, 2024)

The employee group dominates the respondents with a portion of 54% or equivalent to 202 of 377 respondents. The household group is in the second largest position which is equivalent to 18% or 66 of 377 respondents. The next order is individual professionals with a portion of 10%, businesses with a portion of 9%, students or college students with a portion of 6%, and others with a portion of 3%.

***Monthly Income***

Respondents were grouped based on monthly income. There are five income category groups, starting from below Rp 2,500,000/month, Rp 2,500,001 to Rp 5,000,000/month, Rp 5,000,001 to Rp 10,000,000/month, Rp 10,000,001 to Rp 20,000,000/month, and more than Rp 20,000,000/month.

**Table 10. Respondents' Monthly Income**

| Demographics | Classification | Amount | Total |
|---|---|---|---|
| Income per Month | < Rp 2,500,000/month | 52 | 14% |
| | Rp 2,500,001 – Rp 5,000,000/month | 132 | 35% |
| | Rp 5,000,001 – Rp 10,000,000/month | 138 | 37% |
| | Rp 10,000,001 – Rp 20,000,000/month | 45 | 12% |
| | > Rp 20,000,000/month | 10 | 3% |
| **Total** | | **377** | **100%** |

(Source: Self-Processing, 2024)

The highest percentage based on the monthly income category group is the group of IDR 5,000,001 to IDR 10,000,000 per month with a portion of 37%. The second highest percentage is the income group of IDR 2,500,001 to IDR 5,000,000 per month with a portion of 35%. The third largest position is the group below IDR 2,500,000 per month with a portion of 14%, then the group of IDR 10,000,001 to IDR 20,000,000 per month

with a portion of 12%, and finally the income group of more than IDR 20,000,000 per month with a portion of 3%.

***Consumption Patterns***

Respondents consume McDonald's products with varying frequencies. The Israeli-Palestinian war is also an important momentum that can change the consumption pattern of McDonald's products. Consumption patterns are seen from the frequency of consumption before the conflict between Israel and Palestine which began on October 7, 2023 and how respondents consumed after the conflict broke out until the time this study was conducted. The following table contains information on the frequency of McDonald's consumption before the emergence of the conflict between Israel and Palestine.

**Table 11. Frequency of McDonald's Consumption Before the Israel-Palestine Conflict**

| Statement | Classification | Amount | Total |
|---|---|---|---|
| Before the Israeli-Palestinian conflict on October 7, 2023, how often did you eat McDonald's each month? | 1 time in a few months | 91 | 24% |
| | 1-5 times per month | 223 | 59% |
| | 6-10 times per month | 38 | 10% |
| | 11-15 times per month | 17 | 5% |
| | 15-20 times per month | 3 | 1% |
| | > 20 times per month | 5 | 1% |
| **Total** | | **377** | **100%** |

(Source: Self-Processing, 2024)

Before the conflict between Israel and Palestine on October 7, 2023, the largest frequency of McDonald's consumption was in the range of 1 to 5 times per month by 59% of respondents. The second largest frequency of consumption was 1 time in several months by 24% of respondents. The third largest frequency of consumption was 6 to 10 times per month by 10% of respondents. The next sequence was a frequency of consumption of 11 to 15 times per month by 5% of respondents. Finally, the frequency of 15 to 20 times per month and more than 20 times per month were the McDonald's consumption patterns by 1% of respondents each.

This research was conducted after the explosion of the Israeli conflict with Palestine with the conflict conditions that have not subsided. This condition can influence the consumption patterns of McDonald's consumers, either decreasing or increasing. The following is the current McDonald's consumption according to all respondents.

**Table 12. Current McDonald's Consumption**

| Statement | Classification | Amount | Total |
|---|---|---|---|
| How's your current McDonald's purchase? | Still buying with the same frequency | 59 | 16% |
| | Still buying but reduced | 102 | 27% |
| | Buy more often | 8 | 2% |
| | Have not purchased any more | 208 | 55% |
| **Total** | | **377** | **100%** |

(Source: Self-Processing, 2024)

Table 13 the pattern of changes in McDonald's consumption that occurred in all respondents. As a result, 55% of respondents stated that they no longer buy McDonald's

products. There are 27% of respondents who still buy McDonald's products but reduced, 16% of respondents who still buy with the same frequency, and 8% of respondents who buy McDonald's products more often.

The following is the frequency of McDonald's consumption after the conflict between Israel and Palestine emerged on October 7, 2023.

**Table 13. McDonald's Consumption Frequency After the Israel-Palestine Conflict**

| Statement | Classification | Amount | Total |
|---|---|---|---|
| After the Israeli-Palestinian conflict broke out on October 7, 2023, how often do you consume McDonald's each month? | 0 or nothing | 185 | 49% |
| | 1 time in a few months | 109 | 29% |
| | 1-5 times per month | 5 | 1% |
| | 6-10 times per month | 58 | 15% |
| | 11-15 times per month | 16 | 4% |
| | 15-20 times per month | 0 | 0% |
| | > 20 times per month | 4 | 1% |
| **Total** | | **377** | **100%** |

(Source: Self-Processing, 2024)

Table 14 shows that there is a difference in the frequency of McDonald's consumption before and after the Israeli-Palestinian conflict emerged. The frequency of McDonald's consumption of 1 to 5 times per month occurs in the majority of respondents. Different results are shown in Table 14 which states that the majority of respondents currently do not buy McDonald's products at all. In the frequency group of 1 time in several months there was an increase from 24% to 29% of respondents. The frequency group of 1 to 5 times consumption experienced a significant decline. This frequency group previously occurred in 59% of respondents and decreased sharply to 1%. The frequency group of 6 to 10 times per month increased from 10% to 15% of respondents.

Each respondent had their own reasons for participating in the boycott.The following are the strongest reasons respondents participated in the boycott or reduced purchases of McDonald's products along with the amount for each classification.

**Table 14. The Strongest Reasons to Participate in the McDonald's Boycott**

| Statement | Classification | Amount | Total |
|---|---|---|---|
| What is your strongest reason for boycotting or reducing purchases of McDonald's products? | Religious reasons | 27 | 7% |
| | Political reasons | 9 | 2% |
| | Anger at the United States | 22 | 6% |
| | Anger at Israel | 35 | 9% |
| | Support for Palestine | 200 | 53% |
| | No boycott | 71 | 19% |
| | Other | 13 | 3% |
| **Total** | | **377** | **100%** |

(Source: Self-Processing, 2024)

The majority of respondents stated that the strongest reason for participating in the boycott was as a form of support for Palestine, with a portion of 53% or equivalent to 200 out of 377 respondents. Then, there were 9% who stated the reason for participating in the boycott was because of anger at Israel. Next, there were 7% who stated the reason for participating in the boycott was for religious reasons, 6% because of anger at the

United States, 2% for political reasons, and 3% for other reasons. In the current conflict between Israel and Palestine, there were 19% of respondents who did not boycott.

**Descriptive Analysis**

Descriptive analysis is performed per variable. The parameters used are the mean for each indicator and the total mean for all indicators. The total mean value will be seen whether respondents tend to agree or disagree with a variable.

***Research Hypothesis Testing***

Hypothesis testing is conducted to test assumptions about the relationship between variables with a particular context in a study. The PLS-SEM structural model is simulated simultaneously to see the relationship between variables in the model. The relationship influence test is conducted by looking at the direct relationship and mediation relationship. Statistically significant results indicate that the research hypothesis is supported.

***Direct Effect Test***

The description of the direct influence between variables is presented in the following table.

**Table 15. Direct Effect Testing**

| | Original sample (O) | T statistics (\|O/STDEV\|) | P values | Results |
|---|---|---|---|---|
| **A → B A** | 0.400 | 7,337 | 0.000 | Significant |
| **A → PA** | 0.069 | 1,690 | 0.046 | Significant |
| **BA → BI** | 0.858 | 25,012 | 0.000 | Significant |
| **BC → BI** | -0.103 | 2,754 | 0.003 | Significant |
| **BI → PA** | 0.823 | 24,595 | 0.000 | Significant |
| **CA → BA** | -0.292 | 6,549 | 0.000 | Significant |
| **CA**x A → BA | 0.071 | 1.143 | 0.127 | Not Significant |
| **BC**x BA → BI | -0.045 | 2.141 | 0.016 | Significant |

(Source: Self-Processing, 2024)

Direct influence is seen through p-values. Direct influence is considered significant if it has p-values <0.05. P-values that are above 0.05 but still <0.10 are considered marginally significant. P-values above 0.10 are considered not to have a significant direct influence.

***Mediation Effect Test***

Next, the structural path coefficient model test is carried out on the indirect influence between variables. This test is carried out by looking at the mediation relationship in the structural model. The following are the results of the indirect influence measurement for the entire data.

**Table 16. Testing the Effect of Mediation**

| | Original sample (O) | T statistics (\|O/STDEV\|) | P values | Results |
|---|---|---|---|---|
| **A → BI** | 0.343 | 6,904 | 0.000 | Significant |
| **A → PA** | 0.282 | 6,734 | 0.000 | Significant |
| **BA → PA** | 0.706 | 15,307 | 0.000 | Significant |

| | Original sample (O) | T statistics (\|O/STDEV\|) | P values | Results |
|---|---|---|---|---|
| **BC → PA** | -0.085 | 2,836 | 0.002 | Significant |
| **CA → BI** | -0.251 | 6,090 | 0.000 | Significant |
| **CA → PA** | -0.206 | 5,574 | 0.000 | Significant |
| **CA**x A → BI | 0.061 | 1.139 | 0.127 | Not Significant |
| **CA**x A → PA | 0.050 | 1.132 | 0.129 | Not Significant |
| **BC**x BA → PA | -0.037 | 2.184 | 0.014 | Significant |

(Source: Self-Processing, 2024)

Indirect effects are also viewed in the same way as direct effect tests. The p-values are used as a reference for significant, marginally significant, or insignificant indirect effects.

***Hypothesis Testing***

Hypothesis testing was conducted using path coefficient through bootstrapping simulation using SMART PLS 4 to test the interaction between variables in the research model. The structural model shows that animosity has a direct effect on boycott attitude and purchase amount, while boycott attitude affects boycott intention, which then affects purchase amount. Consumer affinity and boycott counternarrative were tested as moderating variables that affect the relationship between variables. The results of the hypothesis test showed that H1 was accepted, with animosity having a direct negative effect on purchase amount (p-values 0.046). H2 was also supported, showing that animosity had a negative indirect effect on purchase amount through boycott attitude and boycott intention (p-values <0.05 and <0.001). H3, which tested the moderation of consumer affinity, was not supported (p-values 0.129), indicating that consumer affinity for McDonald's did not reduce the negative effect of animosity on purchase amount. In contrast, H4 is accepted, with the boycott counternarrative significantly attenuating the negative impact of animosity on purchase amount (p-values 0.046), indicating that the counternarrative is effective in reducing the effects of the boycott through increasing empathy for McDonald's employees who are threatened with losing their jobs.

**Discussion**

The results of the hypothesis test provide an overview of whether this study has sufficient evidence to support the research hypothesis. Each result of this research hypothesis will be compared with the main reference research and additional reference research. This study has four hypotheses, with three hypotheses, namely H1, H2, and H3, coming from the main reference research. Hypothesis H4 is empirical evidence from additional reference research. The following is a comparative table of the results of this study with the main reference research and additional reference research.

**Table 16. Comparison Table of Research Results**

| Hypothesis | Research result | Kim et al (2022) | | Chua et al (2020) |
|---|---|---|---|---|
| | | South Korean Respondents | Japanese Respondents | |
| H1 | v | v | x | - |
| H2 | v | v | v | - |
| H3 | x | x | v | - |
| H4 | v | - | - | v |

(Source: Self-Processing, 2024)

The comparison between the research results and the reference research has similarities, but the similarities are only found in one sample group from the main reference research. The results of this study have similar results to the South Korean respondent group from the reference research from Kim et al. (2022). The results of this study differ from the results of the Japanese respondent group. This study has the context of a boycott of McDonald's caused by the conflict between Israel and Palestine. Research from Kim et al. (2022) has the context of a mutual boycott between South Korea and Japan due to economic sanctions in each country. With a different context, respondents in Jakarta, Bogor, Depok, Tangerang, and Bekasi had the same reaction as respondents from South Korea.

This study also has the same results as the statement from Chua et al. (2020) in his research.Research from Chua et al. (2020) states that counternarratives can have the opposite impact to extremism. This study provides an illustration that counternarratives have the opposite impact to the conditions that occur, namely the opposite of boycott conditions.

***Hypothesis 1***

The results of this test are in line with one of the research samples conducted by Kim et al. (2022), that in the context of a boycott between two countries, namely South Korea and Japan, there was a decrease in product purchases for the boycotted country. In this study, there was evidence that South Korean people reduced purchases of Japanese products, while there was insufficient evidence that Japanese people reduced the number of purchases of South Korean products.

Another study by Cossio-Silva et al (2019) on The context of the boycott carried out by the Spanish people on products from Catalonia mentions a direct influence of animosity on boycott behavior. Boycott behavior from Cossio-Silva's (2019) study is a variable that symbolizes individual behavior, so it can be aligned with the purchase amount variable from this study. Research by Abosag and Farah (2014) with the context of the boycott by the Saudi Arabian people of Arla products also mentions a direct influence of animosity in the religious context with boycott.

***Hypothesis2***

The results of the H2 hypothesis are in line with the reference research from Kim et al. (2022) which also has the same results for the same hypothesis. The study shows that the animosity that occurs in South Korean society towards Japan has an indirect negative effect on the number of purchases of Japanese products, and also the animosity that occurs in Japanese society towards South Korea has an indirect negative effect on the number of purchases of South Korean products.

***Hypothesis 3***

This condition has similarities with the research used as a reference for this research, namely research by Kim et al. (2022). In the research by Kim et al. (2022) with samples of South Korean and Japanese society, the role of the moderating variable consumer affinity had different results. In Japanese society, consumer affinity for South Korean products weakened the effect of attitudes towards boycotts on the indirect relationship from animosity → purchase amount so that the number of purchases of South Korean products remained high. In the sample of South Korean society, consumer affinity

for Japanese products failed to weaken this effect. Purchases of Japanese products by South Korean society remained low.

***Hypothesis 4***

This study empirically proves the statement of Chua et al. (2020) about the ability of counternarrative to reduce an issue. In this study, counternarrative was used with the aim of reducing the desire to boycott among McDonald's consumers over the war between Israel and Palestine. McDonald's consumers in the areas of Jakarta, Bogor, Depok, Tangerang, and Bekasi considered canceling the boycott because they knew the counter narrative about the negative impacts of boycotting McDonald's. The impact is the potential loss of jobs for McDonald's employees due to declining sales of McDonald's products.

**Conclusion**

This study examines the influence of animosity, consumer affinity, boycott attitude, boycott counternarrative, boycott intention, and purchase amount in the context of a boycott of McDonald's products during a campaign related to the Israeli-Palestinian conflict. The results show that animosity has a direct and indirect negative effect on purchase amount, while consumer affinity fails to moderate the relationship. In contrast, the boycott counternarrative is proven to be effective in reducing the impact of animosity by building empathy for McDonald's employees who are threatened with losing their jobs. Managerial implications include the importance of understanding cross-cultural consumer emotional reactions, the main reasons for boycotts such as political and religious support, and the need to strengthen consumer affinity through improving product and service quality. Sustainability implications are related to the SDGs No Poverty and Decent Work and Economic Growth due to potential job losses due to boycotts. However, this study has limitations such as the distribution of questionnaires that are limited to online media and sample sizes that are not fully representative. Further research is recommended to explore additional factors that influence boycotts, analyze the relationship between demographic factors and research variables, and explore other counter factors that can mitigate the impact of boycotts. These findings are expected to be a strategic guide for McDonald's in managing boycott issues and strengthening business sustainability.

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