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**BOYCOTT EFFECTIVENESS: THE DYNAMICS OF CONSUMER
PREFERENCES**

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Abstract

Boycotts against multinational companies considered affiliated with Israel such as Unilever have attracted the attention of Indonesians who are consumers of these companies. This study aims to analyze the effectiveness of the boycott on consumer preferences and decisions in choosing substitute products. This study uses quantitative methods, the data is analyzed using paired sample t-test and multiple linear regression. The results showed that consumers' perception of Unilever decreased significantly after the boycott ($p < 0.05$). In addition, consumers' concern about the boycott was shown to have a significant effect on the decision to choose a substitute product ($p < 0.05$). This study shows that boycotts can affect consumer preferences for purchasing products and consumer concern also affects purchasing decisions.

Keywords:

Boycott, Boycott Effectiveness, Consumer Concern, Consumer Preference, Purchase Decision, Substitute Product

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Introduction

Boycott is a movement to reject an entity or thing that is not approved by the community. This action is done to give attention and supervision to global issues that are happening. Boycott was named after a man who worked as an agent and land manager in Ireland and came from England, namely Charles Boycott. In the United States, this boycott began to be carried out to gain civil rights from 1950 to 1960. At that time this was done with the intention of fighting social and political inequality. There are three forms of boycott, including consumer boycott, business to business boycott, and employee walkout boycott. In addition, there are also several factors that have an impact on the success of the boycott itself, such as the number of boycott supporters, the timing of the boycott, the study of a case, and the initiator of a group/organization.

Currently, the public is busy boycotting several products that are considered affiliated with Israel. This action is motivated by the issue of Israel's attack on Palestine that has not subsided until now. This is one of the social movements that emerged around the world to show solidarity and sympathy for Palestinian victims in the Gaza crisis. As a forum of several Islamic organizations in Indonesia, the Indonesian Ulema Council (MUI) participated in responding to the issue of the attack. MUI has also issued a fatwa that forbids all forms of support for Israel's attacks on Palestine both directly and indirectly such as weapons support, financial assistance, and the formation of public responses. For example, MUI fatwa No. 83/2023 on the Law of Supporting the Palestinian Struggle. The purpose of this boycott is expected to have a significant impact on the Israeli economy as a result of the attack on Palestine. The MUI's fatwa caused pros and cons among the public.

One of the companies on the boycott list is PT Unilever Indonesia. The statement of former Unilever CEO in 2022, Alan Jope validated that PT Unilever Indonesia had committed to supporting Israel's actions against Palestine. However, by the end of 2023, the CEO position had been replaced by Hein Schumacher who has yet to clarify Alan Jope's statement (Nurhadi in Firdausi, 2024). As a result of the popularity of PT Unilever Indonesia's products, the boycott became the focus of many people. This requires the company to face market share challenges in maintaining its market share.

In the same industry, namely Fast Moving Consumer Goods (FMCG), Wings Group is one of the biggest competitors of PT Unilever Indonesia. The boycott of Unilever's products has opened up opportunities for Wings Group to capture market share from PT Unilever. Wings Group managed to attract attention for consumers to switch from Unilever products with a strategy of observing, imitating, and modifying but using more affordable product prices. From this success, Wings Group was able to build strong loyalty with consumers and show that the company could not only imitate Unilever's strategy or product types.

This article will show how effective the boycott of Unilever products is on consumer preferences and what factors consumers consider to choose substitute products, namely Wings Group products, as well as conduct a comparison between consumers who are pro, con, and neutral on the issue of boycotting Unilever products.

Research on the effectiveness of boycotts has existed since the 19th century, precisely in the 1980s, which is often related to the social and economic fields.

The Effectiveness of Boycotts

The effect of boycotts has been discussed in Taşcıoğlu, M., & Yener, D. (2019) in which the results of the study state that the impact of boycott effectiveness is positively correlated. Taşcıoğlu, M., & Yener, D. also explained that consumer hesitation in choosing a product can lead to the belief that boycotts are appropriate and efficient actions to influence company decisions.

Friedman in (Taşcıoğlu, M., & Yener, D., 2019) also examined boycotts for 11 years in the United States between 1970-1980 with a total of 90 boycotts. The results of the study show that there are racial minorities, religion, labor, consumers and the environment behind the 90 boycotts that have been mentioned, and it can be concluded that 24 of them are considered successful.

The results of research from Kurniawan, et al (2024) state that the boycott of products affiliated with Israel has a relevant influence on consumer purchasing decisions. The high level of consumer awareness in political and social issues is represented through consumer participation in boycotts.

As a result of the boycott by the community, the company suffered losses so that many employees were involuntarily dismissed. This shows the negative and significant impact on affiliated companies supporting Israel (Hamida et al., 2024).

The Ineffectiveness of Boycotts

Boycotts do not always have a relevant effect, although many people have considered boycotts as an effective action in encouraging a company to make policy decisions. There are various factors behind this failure such as consumer preferences in choosing products, how much public support there is for boycotts, the effect on an economy, and the response of the company itself.

The boycotting community often consists of consumers who do not have a significant effect on the boycott. This means that the action of the boycott does not cause major losses to the company that is the target of the boycott. However, companies can change their policies in accordance with public demands if the boycott is able to have a major financial impact on the company.

Purchase Decision

A phase in the process when consumers make a decision to buy or choose a product can be called a purchase decision (Kotler & Armstrong, 2014). Other definitions from experts regarding purchasing decisions are as follows:

Purchasing decisions can be interpreted as a product choice of a consumer due to the influence of product prices, personal finances, location, culture and politics, promotion of a product, and so on. From this, consumers can process the information received and give rise to a reaction in the form of a choice to buy a product (Buchari Alma, 2016).

Khafidatul Ilmiyah and Indra Krishernawan (2020: 34) define a purchase decision as an action to decide on a purchase from two or more alternative choices.

According to Peter and Olson in (Dewi & Prabowo, 2018), purchasing decisions have meaning as a combined process combined to evaluate two or more of an option and choose one of these options.

Purchasing decisions are a component of consumer action where an individual, organization, or group can choose before buying and using a product or service according to their preferences and

needs. A consumer has individual characters and habits in buying a product so that purchasing decisions cannot be separated from consumer behavior (Kotler & Keller, 2016: 194).

Boycotts have become a global phenomenon in social and political aspects around the world. Based on research conducted by Kacen & Lee in (Kurniawan., et al 2024), there are several factors that can control consumer purchasing decisions. Consumer preferences are formed from calls for boycott actions which play a major role as an expression of consumer values and beliefs.

Consumer Preferences

Consumer preferences can be defined as determining a person's preference tendency of a product that is consumed and can be in the form of goods or services. Preferences describe consumer tastes from the choice of products available (Wijayanti in Aiman., et al 2017). Insight into consumer preferences intends to develop marketing strategies that are consistent with the aim of marketed goods or services that continue to attract consumer attention.

Andriyanty & Wahab (2019) define consumer preference as a person's taste that is judged by how much function and consumption in a product or service. Based on this definition, consumers have the right to provide an assessment of the products or services consumed.

Consumer preference is a response to an option to things that are influenced by several aspects from within and outside, thus creating positive and negative responses that depend on one's knowledge of the stimulation. This preference occurs on consideration of the various brands available (Kotler & Keller, 2016).

Satit, et al in (Sholika., et al 2024) suggest that the final result of consumer choice in buying a product can be determined by the price of the product. The quality of Unilever products is closely related to the price and quality of the products produced. Sales strategy includes various aspects that can generate profits, but it also requires costs from several other elements needed in the process.

Increased consumer trust and concern about a product from experience in using previous products or advertisements, will motivate consumers to switch to using products from the Wings Group. This can take the form of purchasing a product that is used to test product quality or for regular use.

Hypothesis

H1 : Consumer perception of Unilever products will decrease significantly after the boycott.

H2 : Consumers concern about the boycott affects their decision to choose a substitute product.

Research method

This study uses quantitative methods and descriptive research types with the aim of testing hypotheses regarding consumer perceptions and preferences for Unilever and Wings Group

products after the boycott of Unilever products. Data collection for this study used primary data obtained through distributing questionnaires. The questionnaire in this study contains a list of questions that are closely related to statements related to consumer preferences distributed to 400 respondents in Indonesia. The purpose of this questionnaire is to find out the perceptions, preferences, and public awareness of the boycott. The population taken in this study is the people of Indonesia. Sampling was done randomly based on the criteria of using Unilever and Wings Group products both before and after the boycott.

Table 1. Operational Research Concept

Variable	Indicator	Statement	No Item	Scale
Consumer Preferences	Consumer Purchase Rate Before Boycott	Before the boycott, you used to buy Unilever products regularly for your daily needs	1	Likert
		Before the boycott, you often bought Unilever products because you were satisfied with their quality	2	Likert
Consumer Preferences	Consumer Purchase Rate Before Boycott	Before the boycott, you often chose Unilever products over other brands (such as Wings products)	3	Likert
		After the boycott, you started buying less Unilever products	4	Likert
	Consumer Purchase Rate After Boycott	After the boycott, you are not interested in buying Unilever products when shopping	5	Likert
		After the boycott, you are more likely to look for substitute products instead of buying Unilever products (such as Wings products)	6	Likert
Purchase Decision of Substitute Products (X), Consumer Concern (Y)	Consumer Care	You consider it important to support boycotts of products that are perceived to be affiliated with a certain country (Israel)	7	Likert
		You consider that awareness of the boycott can influence the choice of products you buy	8	Likert
		You feel that boycott actions can encourage companies to consider their policies towards boycott issues	9	Likert
		You feel that your decision not to buy certain products could support the success of the boycott.	10	Likert

Data measurement from this study uses a Likert scale. According to Sugiyono (2018: 152) the Likert scale is used to measure the level of attitudes, opinions, and perceptions of a person or

group of people about social phenomena. Through the Likert scale, the variables to be measured are translated into variable indicators. Then the indicator is used as a reference for compiling data which can be in the form of a statement. In this study using a Likert scale with statements: Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5).

Hypothesis Testing 1

In testing the first hypothesis, namely “Consumer perceptions of Unilever products will decrease significantly after the boycott.” using the paired sample t-test analysis technique, with the intention of measuring differences in consumer assessments of Unilever products before and after the boycott. Furthermore, respondents will provide an assessment of their perceptions of Unilever products from before and after the boycott. The statistical results obtained will be analyzed using a paired sample t-test with a significance level of 5% to determine the average difference in consumer perceptions.

Hypothesis Testing 2

In testing the third hypothesis, namely “Consumers concern about boycotts affects their decision to choose substitute products.” using logistic regression analysis techniques. In this analysis, consumer decisions in choosing substitute products are the dependent variable. Meanwhile, how much consumers care about boycotts is the independent variable. This test is conducted to determine how much effect consumer concern has on the purchase of substitute products due to the boycott.

Result and Discussion

Descriptive Analysis

Sugiyono (2018) states that quantitative descriptive research analysis seeks to process and present data in its original form. The explanation of the collected data does not involve an effort to derive overall conclusions or generalizations from these findings.

Descriptive Analysis Table

No	Statement	Mean	SD
1	Before the boycott, you used to buy Unilever products regularly for your daily needs	4.17	0.82
2	Before the boycott, you often bought Unilever products because you were satisfied with their quality	4.01	0.78
3	Before the boycott, you often chose Unilever products over other brands (such as Wings products)	3.72	0.95
4	After the boycott, you started buying less Unilever products	4.15	0.96
5	After the boycott, you are not interested in buying Unilever products when shopping	4.03	1.00

6	After the boycott, you are more likely to look for substitute products instead of buying Unilever products (such as Wings products)	4.18	0.91
7	You consider it important to support boycotts of products that are perceived to be affiliated with a certain country (Israel)	4.43	0.85
8	You consider that awareness of the boycott can influence the choice of products you buy	4.22	0.79
9	You feel that boycott actions can encourage companies to consider their policies towards boycott issues	4.31	0.81
10	You feel that your decision not to buy certain products could support the success of the boycott.	4.33	0.86

Validity Test

The validity test is used to test each of the variables used in this study. In this study there were 459 respondents, so a critical point was obtained with a real level of 5% ($r_{\frac{\alpha}{2};n-2} = r_{0.025;457}$) of 0.089. If the value of r count is greater than r table, then the statement item can be declared valid.

Table of Consumer Preferences Variable Validity Test Results

No	r count	r table	Statement
1	0.664	0.089	Valid
2	0.549	0.089	Valid
3	0.592	0.089	Valid
No	r count	r table	Statement
4	0.612	0.089	Valid
5	0.618	0.089	Valid

In the table above, it is known that all question items on the consumer preferences variable have a correlation value greater than the r table value. Therefore, it can be concluded that all questions on this variable are declared valid.

Table of Consumer Care Variable Validity Test Results

No	r count	r table	Statement
1	0.807	0.089	Valid
2	0.773	0.089	Valid
3	0.725	0.089	Valid
4	0.716	0.089	Valid
5	0.828	0.089	Valid

In the table above, it is known that all question items on the consumer care variable have a correlation value greater than the r table value. Therefore, it can be concluded that all questions on this variable are declared valid.

Paired Sample T-Test

The paired-sample t test is commonly known as the dependent t test. When working with paired sample data, this statistical test compares two variables within the same sample group. It assesses the discrepancy between the values of the two variables for each case and determines if the average difference is zero.

Table 1. Paired Sample T-Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6,126	0,662		9,251	0
TOTAL_X1	0,047	0,065	0,025	0,724	0,469
TOTAL_X2	0,669	0,034	0,692	19,884	0

Source: Data processed by researches (2024)

It is known that the Sig value. For the effect of X1 (consumer preference before boycott) on Y is $0.469 > 0.005$ and the t value is $0.724 < t$ table 2.262. While the Sig value. For the effect of X2 (consumer preference after boycott) on Y is $0.000 < 0.005$ and the t value is $19.884 > t$ table 2.262. So it can be concluded that there is a significant difference in consumer preferences before and after the boycott. Which, at the time before the boycott there was no influence on consumer preferences for Unilever products, while after the boycott there was a significant influence on consumer preferences for Unilever products, or it could be said that consumer preferences for Unilever products decreased after the boycott. The decline in consumer preferences is also shown by the decline in sales of PT Unilever Indonesia which occurred as consumers avoided their product brands in response to the situation in Gaza.

Multiple Linier Regression

Duli (2019) states that the goal of multiple linear regression is to determine the connection between two or more variables, in which one variable is dependent on the others.

Table 2. Multiple Linier Regression Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4,973	0,686		7,248	0
TOTAL_X	0,507	0,028	0,648	18,086	0

Source: Data processed by researches (2024)

Based on these results, multiple linear regression is obtained as follows:

$$Y = a + \beta X + e$$

$$Y = 4.973 + 0,507X$$

Description:

Y = Consumer concern for boycott

a = Constant

β = Regression Coefficient

X = Substitute Product Selection Variable

E = Standard Error

So, consumer concern about boycotts is something that affects the variable selection of substitute products, where the coefficient value is 0.507. So it can be concluded that consumer concern is very influential on the selection of substitute products (Wings Group) from after the boycott. Based on the statement (Kotler in Ataini et al, 2021) that the factors that can influence consumer purchasing behavior are cultural, social, personal, and psychological factors. So in this case, consumer concern about boycotts is included in social factors that influence purchasing decisions.

Conclusion

Based on the results of the research conducted, it can be concluded that the boycott of Unilever products significantly affects consumer perceptions of these products. Analysis using the paired sample t-test showed a significant decrease in consumer preference after the boycott. Before the boycott, consumers' perceptions of Unilever products were positive, but after the boycott, these perceptions decreased dramatically. In addition, the study also found that consumers' awareness of the boycott had a major influence on their decision to choose substitute products. Through regression analysis, it can be seen that consumers who are more concerned about the boycott issue are more likely to switch from Unilever products to substitute products, such as products from Wings Group. This result indicates that consumers' level of awareness of social issues can influence their preferences in making purchasing decisions. Thus, this study strengthens the understanding that boycotts can directly influence consumer behavior. There are several suggestions from this research: For the company, with the boycott, PT Unilever should pay more attention to social issues and build consumer trust to reduce the negative impact. Meanwhile, substitute companies such as Wings Group can take advantage of opportunities by offering products at more affordable prices. For future research, comparative studies can be conducted in other countries to see how boycotts affect consumer behavior. In addition, it is necessary to test a more diverse group of samples to obtain more representative results.

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