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"I won't buy this product again": The boycott determinants and their effect on loyalty

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ABSTRACT

Objectives: The paper investigates the correlation between McDonald's consumption and protest actions in Indonesia, with a particular focus on customer loyalty, customer ethnocentrism, consumer efficacy, and war animosity.

Methodology: This research used the animosity model technique and a sample of around 200 respondents, determined by purposive sampling methods.

Finding: The research demonstrates that customer ethnocentrism, consumer efficacy, and war animosity have a positive impact on boycotts, however, boycotts have an important negative effect on loyalty.

Conclusion: The research analyzes the viewpoints of McDonald's customers about the CEO's position on governmental interference in a foreign country, with a particular focus on the issue surrounding the company's product. Certain customers express their dissatisfaction, while others engage in a boycott of McDonald's to compel changes in company policies. The study is conducted in Aceh, a place renowned for its strong religious convictions, with a specific emphasis on the local responses to McDonald's conduct.

Keywords: Customer ethnocentrism, consumer efficacy, war animosity, boycott, and loyalty

INTRODUCTION

Loyalty is a crucial aspect of marketing, as it serves as the foundation for maintaining a competitive edge and guaranteeing the prosperity of a firm. Organizations place significant reliance on customer loyalty because of its immediate advantages and its contribution to long-term competitive advantage (Solimun & Fernandes, 2018). Consumer loyalty is a crucial aspect of consumer behavior that may be impacted by several causes, such as boycotts. consumer boycotts have the potential to significantly harm a business's reputation and long-term viability, resulting in a decrease in consumer loyalty (Wang et al., 2021). Moreover, not being associated with a certain group may lead to organized boycotts and adverse publicity, both of which can weaken consumer loyalty (Ajayi & Mmutle, 2021).

Boycotts have developed as a result of business choices and activities, such as lobbying campaigns and statements made by CEOs, that have led to negative public perception and the deliberate avoidance of certain goods (Nalick et al., 2022). The consumer boycott in Malaysia, allegedly driven by religious feelings, exemplifies how consumer boycotts may include the merging of political, economic, and religious aspects (Ghazali et al., 2019). Moreover, the endorsement of the Dalai Lama by Western governments has incited Chinese

customers to participate in a boycott of foreign businesses doing business in China, such as McDonald's (Yan & Hyman, 2020). Colonnello et al. (2019) have shown a connection between the pricing of sin equities and risk aversion and ethical choices. This association has also been associated with financial market boycotts.

The origin of the McDonald's boycott in Indonesia rumor stemmed from the company's practice of providing free meals to the Israeli government. The presence of McDonald's in Israel was seen by pro-Palestinian customers as a manifestation of Western support for the continuing crisis in Gaza (CNBC Indonesia, 2023). Aceh is an Indonesian province situated in the northwestern tip of the island of Sumatra. Aceh is the only province in Indonesia that implements special autonomy in line with Islamic law (Budiman, 2021; Manan & Salasiyah, 2021). The findings of this study have wide-ranging consequences for several facets of life in Aceh, including the tourist industry, economic framework, and implementation of the Islamic criminal code (Budiman, 2021; Fadhilah et al., 2020; Nizar, A., 2018). The province is a significant area for examining the consequences of implementing Islamic law on development after a war, given its exceptional conditions (Fahadayna, 2018).

Product boycotting refers to the intentional decision to refrain from buying certain items or brands as a way to protest or show discontent. Product boycotts may be initiated due to several circumstances, including political disputes, the spreading of misleading information, societal influence, hostility, ethical concerns, and company commitment to social responsibility. Li et al. (2021) identify intermediate and consumer goods as the main focus of import boycotts. In contrast, Domenico et al. (2021) highlight the significant consequences of disinformation campaigns that expressly aim at private businesses, which might result in consumer product boycotts. In Zasuwa's (2019) definition, a product boycott is described as a deliberate effort to attain certain goals by encouraging targeted customers to abstain from buying particular things that are accessible in the market. Moreover, as stated by Rosenbaum et al. (2018), product boycotts are driven by angry customers and might result in difficulty for them.

Political consumerism is a worldwide occurrence that includes several elements such as choices in lifestyle, preferences for ethical products, and boycotting businesses (Bostrom et al., 2018). Moreover, empirical research has shown that customers could choose to refrain from buying and using the services of some countries whose policies and practices incite hostility (Sadiq & Ahmad, 2022; Yang et al., 2021). When perceptive customers see unethical business activities, they are more inclined to abstain from buying certain items (Bertini et al., 2020). In addition, inadequate consumer involvement tactics in digital advertising might elicit adverse public responses and lead to product boycotts (Yaseen et al., 2023). Consumer ethnocentrism, political concerns, and ideology are factors that drive product boycotts (Cambefort & Pecot, 2019; Kyroglou & Henn, 2022). Indonesia's stance on the Israeli occupation and its support for the Palestinian cause is clearly shown by the cited sources (Ridha et al., 2022). The feeling expressed here stems from the deep-seated hostility that the Indonesian population has against Israel (Salma & Aji, 2022). According to several sources, the Indonesian media largely expresses sympathy for the Palestinian cause (Prawira et al., 2021). The effect of Islam on Indonesian foreign policy toward the Palestinian-Israeli issue bolsters this perspective (Songbatumis, 2021).

Tarigan et al. (2020) discovered that corporate social responsibility (CSR) had a favorable influence on the quality of work life (QWL) in Indonesia. Nevertheless, it is crucial to contemplate the possible repercussions that may result from these political positions for companies operating in Indonesia, including McDonald's. When formulating marketing strategies, it is crucial to carefully consider the sociopolitical environment in Indonesia, especially opinions towards Israel (Jian et al., 2021). This is especially important in the context of McDonald's, since the company's connection with Israel may provide possible challenges. Researchers are interested in studying the reactions of the people in Aceh to the boycott of McDonald's goods due to the company's support for Israel. Hence, this study aims to methodically and objectively investigate the correlation between consumer loyalty and product boycotts. Furthermore, this research will evaluate the influence of customer ethnocentrism, consumer efficacy, and war hostility on this relationship.

LITERATURE REVIEW

Animosity Model Approach

The animosity model technique is a conceptual framework used to comprehend and evaluate consumer behavior in the setting of intergroup enmity and competitiveness. Sengupta's (2020) thorough investigation has resulted in the enlargement and improvement of this model to include supplementary aspects and expressions of antagonism, such as political/government, military/war, and economic hatred. The practical implications of the model proposed that foreign firms may enhance their reputation among consumers and reduce the adverse impacts of antagonism by establishing partnerships with local enterprises and cultivating robust connections with the local communities (Souiden et al., 2018). Furthermore, it has been underlined that different marketing methods are necessary for different forms of hostility. This highlights the need to establish if the hostility model is suitable for certain customer groups (Antonetti & Manika, 2021).

Kalliny and Lemaster (2005) expanded upon Klein, Ettenson, and Morris's (1998) initial concept of enmity by including cultural and religious antagonism. According to the authors, cultural and religious enmity has an impact on customers' choices when it comes to buying foreign items. According to their view, the firm's entry style is influenced by economic, cultural, and religious hostility and conflict. In 2018, Lee Je-Hong performed research that concluded that after THAAD was put into effect, Chinese customers had strong hostile feelings against Koreans and Korean items. In addition, Xie (2018) discovered that there is a significant improvement in commercial outcomes when there is a strong cultural connection, as indicated by the Mandarin proficiency test (HSK).

Customer Ethnocentrism

Customer ethnocentrism is the tendency of consumers to prefer products and services that belong to their own country or culture while being hesitant to embrace foreign or international alternatives (Mensah, 2019). This phenomenon is intricately intertwined with preconceived conceptions, prejudices, and attitudes, and it is shaped by the broader implications of politics and power in the realm of sense-making research (Zhu, 2023). Ethnocentrism not only influences consumer behavior but also has an impact on broader social and cultural

circumstances. An example of ethnocentrism during the Japanese colonial era in Korea was the dominant perception of heredity and succession. The concept of heredity was limited to ethnocentric perspectives, failing to include broader factors (Sim, 2022). Moreover, the abandonment of ethnocentrism is seen as a beneficial shift towards novel frameworks and justifications for cultural affiliation, particularly in locations like Northern Ireland (Shirlow, 2018). Moreover, the use of ethnocentric viewpoints in deciding native titles and related claims has faced criticism for not conforming to the cultural and legal traditions of indigenous communities. This highlights the harmful consequences of ethnocentrism in different areas (McLean, 2020).

Research suggests that consumer ethnocentrism could potentially influence an individual's propensity to participate in a boycott. In their study, Meng et al. (2022) discovered that consumer animosity, a factor that is intricately associated with ethnocentrism, acts as an intermediary between religiosity, boycott sentiments, and the reluctance to buy particular products. This illustrates how ethnocentric tendencies can potentially foster negative attitudes towards foreign products, potentially leading to the adoption of boycott tactics. Furthermore, research has been conducted on the impact of customer ethnocentrism on boycotts in the context of specific companies. Abdelwahab et al. (2020) examined the propensity of ethnocentric consumers to decline businesses with multiple origins, specifically those associated with a particular geographic region. This study investigates the paradoxical relationship between consumer-brand connections and regional ethnocentrism, highlighting the complex dynamics that emerge when ethnocentric consumers consider rejecting products with multiple origins.

The correlation between customer ethnocentrism and boycotts is complex, as consumer sentiments and actions towards foreign products, services, and brands are impacted by ethnocentric tendencies. Developing a comprehensive understanding of this connection is essential for companies and policymakers to navigate consumer preferences and avoid the risks associated with potential boycotts in global markets.

H1: Customer Ethnocentrism has a positive effect on boycott

Consumer Efficacy

The citation substantiates the notion that consumer efficiency exerts a direct influence on the goods boycott behaviors outlined by Salma and Aji (2022). Furthermore, "effectively perceived" pertains to consumers' resolute conviction that the participation of both parties in the boycotts can be influenced. According to Shin and Yoon (2018), the perceived efficacy of consumer participation in a boycott increases the likelihood that the boycotter will succeed in attaining its objective, which is to influence consumer behavior, particularly regarding boycott participation. The significance of moral judgment in the process of decision-making is examined by Ishak et al. (2018) about the nature, purpose, duration, and preference of an action. This factor affects the efficacy of the item about the particular action, contributing to a nuanced comprehension of how consumer effects impact the price of the item. According to research, customer effectiveness can have a direct impact on product purchases, influencing

not only consumer behavior and perceptions of the product but also more intricate elements such as moral and pragmatic considerations

H2: Consumer Efficacy has a positive effect on boycott

War Animosity

An academic investigation examined the correlation between consumer behavior and market participation, whereas alternative perspectives emphasized the impact of consumer conduct on consumers (Verma, 2021). Verma (2021) discovered a negative correlation between hostility and boycotts, which resulted in a propensity for decreased purchases; thus, boycotts acted as intermediaries between hostile relationships and a lack of desire to make purchases. Positive familial support influences the child's behavior, which is further influenced by cognitive-affective learning, according to Xie et al. (2023). Negative political affiliations between nations can affect hostility among nations, causing them to manage specific product or service prices, according to the findings of Kim and Li's (2020) study. Consider Li and Kim (2020).

Furthermore, academics have examined the impact of animosity on the propen²⁷ to engage in boycotts across a range of geopolitical and cultural settings. In their study, Abraham and Reitman (2018) examined the relationship between consumer permissions and social norms, emphasizing the impact of this on individuals' access to a variety of domestic products. The significance of consumer needs, economic hostility, and product quality in shaping consumer propensity to purchase commodities is underscored by Khan et al. (2018). The impact of particular geopolitical crises on consumer behavior and subsequent animosity was another area of investigation by the researchers. The impact of Kashmir's water policy and conflict on India-Pakistan relations was examined by Hussain et al. (2021). The researchers also explored the potential influence of water policy impact and conflicts on consumer behavior and the formation of international relations. As stated by Hussain et al. (2021). An instance of a boycott directed at American goods in the Middle East and Arab countries after the geopolitical crisis is presented by Samuel & Peattie (2021), which elucidates the relationship between animosity and conflict behavior.

H3: War Animosity has a positive effect on the boycott

Boycott McDonald

The intricate nature of the relationship between boycotts and loyalty is shaped by a multitude of factors, including consumer behavior, religious convictions, and ethical standards. Liberals, according to Fernandes (2020), participate in boycotts that advocate for the preservation of damage and fairness as moral principles. Conservatives, on the other hand, participate in boycotts in support of loyalty, the preservation of moral principles, and the protection of authority (Fernandes, 2020). According to these findings, individuals' loyalty to particular brands or companies is substantially impacted by their adherence to ethical principles, which in turn affects their choice to partake in boycotts.

Abdullah et al. (2021) emphasized that consumers may exercise their discontent with the corporate social responsibility policies and activities of businesses through boycotts, which

could have an effect on consumer loyalty. The results of this study suggest that the commitment of companies to social responsibility and their conduct have an impact on the loyalty of customers and their propensity to participate in boycott activities. Additionally, in the retail sector, Van & Vo (2021) discovered that consumer entitlement mediates the relationship between customer loyalty and the propensity to boycott, indicating that consumer perceptions of entitlement and loyalty are intricately intertwined (Van & Vo, 2021).

The study conducted by Zasuwa (2022) placed significant emphasis on the mediating role of trust and mistrust in the connection between corporate social irresponsibility and the intention to boycott. Loyalty is considerably impacted by the degree to which boycott behavior is influenced by consumer trust and mistrust (Zasuwa, 2022). This underscores the complex interplay that exists among consumer loyalty, corporate conduct, and client confidence.

Furthermore, scholarly investigations into loyalty transcend the confines of consumer behavior and ethical principles. Loyalty, according to Gohain et al. (2018), is a sentimental connection between customers and service providers; the authors emphasize the emotive dimension of loyalty. The affective dimension of loyalty may be impacted by a range of factors, such as customer satisfaction, the quality of service provided, and the reputation of the company, according to multiple studies (Osman et al., 2022; Ru, D., & Jantan, A. H. B., 2023; Hidayati et al., 2021; Nyan et al., 2020).

Wang et al. (2021) further emphasized the significance of boycotts about consumer loyalty and brand image. Wang et al. (2021) posit that boycotts directed at businesses could result in adverse repercussions, including brand reputation erosion and diminished customer loyalty. These findings imply that consumer loyalty is indeed impacted by boycotts, as they alter consumers' perceptions of the brand's image and the company's conduct.

H4: Boycott has a negative effect on Loyalty

METHODS

The study was carried out in the province of Aceh, Indonesia, which is home to an infinitely vast populace. The sample size was determined by multiplying the number of statement items by 10 by Hair's (2021) formula. Consequently, the study comprised a cohort of 200 individuals. Respondents who were currently residing in Aceh had at least one prior purchase of McDonald's products, and possessed a complete comprehension of the news regarding the McDonald's boycott were selected for this study. Customer ethnocentrism (Rose et al., 2009), consumer efficacy (Ettenson & Klein, 2005), war animosity (Klein et al., 1998), boycott (Rose et al., 2009), and loyalty (Zeithmal et al., 2009) are the variables examined in this study. The instruments and hypotheses were analyzed with SEM-PLS version 3.0 during the study analysis.

RESULTS AND DISCUSSION**Result**

The subsequent section will explain the attributes exhibited by this respondent. In addition to marital status, gender, age, income, and previous educational attainment, the aggregate survey of respondents also inquired about the frequency of McD product purchases before the boycott.

The characteristics of the participants in this investigation are shown in table 1 below :

Table 1.

Respondent Characteristics

		Frequency	Percentage
Gender	Male	124	48%
	Female	136	52%
Age	18 - 27 years old	217	83%
	28 - 37 years old	32	12%
	38 - 47 years old	8	3%
	di atas 48 years old	3	1%
Income	< Rp.1.000.000	147	57%
	Rp.1.000.000 - Rp 3.000.000	12	5%
	Rp.3.000.000 - Rp. 5.000.000	5	2%
	Rp. 5.000.000 - Rp. 7.000.000	71	27%
	> Rp.7.000.000	25	10%
Education	SD	1	0%
	SMP	0	0%
	SMA	140	54%
	S1	109	42%
	S2	7	3%
	S3	3	1%
Marriage Status	Marriage	220	85%
	No Marriage	40	15%
In the past, how often did you buy McD brand products? (before the boycott)	once	83	32%
	Twice – four times	108	42%
	more than four times	69	27%

The results of the descriptive analysis presented in Table 1 indicate that the percentage of females is 52% greater than that of males, by a margin of 48%. Unmarried individuals aged 18 to 27 comprise the majority of respondents in this study. The majority hold a high school diploma. A majority of the participants in the research possess an income of less than Rs. 1,000,000, comprising over half of the entire sample. Moreover, as shown in Table 1, respondents have a wide range of product purchasing experiences; however, the proportion of respondents who have made two to four purchases is the highest.

Analysis of Measurement Model (Outer Model)

Convergence Validity

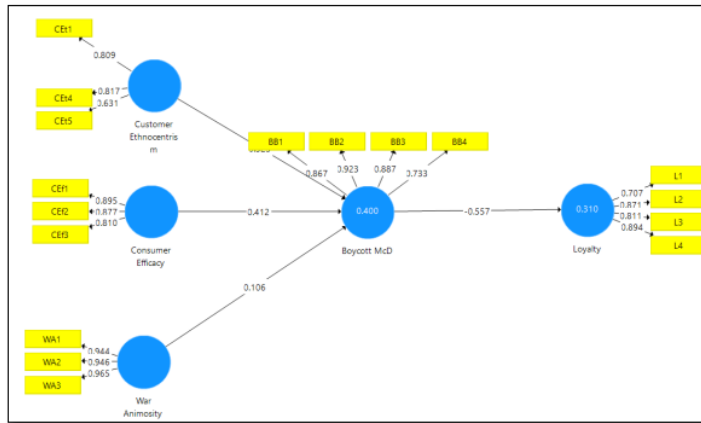


Figure 2.
36
Conceptual Model

Source: SmartPLS Output, 2023

Table 2. Convergent Validity Test Results after Model Evaluation

17
Items with an external load of less than 0.4 must be removed from the measurement model. Meanwhile, items with an outer load of 0.4 – 0.7 will be retained as long as internal reliability consistency is achieved.

Code	Outer Loading	AVE	CR
CEt.1	0,809	0,573	0,799
CEt.4	0,817		
CEt.6	0,631		
CEf.1	0,895	0,742	0,896
CEf.2	0,877		
CEf.3	0,810		
WA.1	0,944	0,905	0,966
WA.2	0,946		
WA.3	0,965		
BB.1	0,867	0,732	0,915
BB.2	0,923		
BB.3	0,887		
BB.4	0,732		
L.1	0,713	0,681	0,894
L.2	0,875		
L.3	0,818		

Code	Outer Loading	AVE	CR
L4	0,883		

Source: SmartPLS Output, 2023

Consistency / Internal reliability. The findings presented in Table 2 indicate that, following assessment, every item possesses an outer loading value exceeding 0.4. The composite reliability values presented in Table 2 demonstrate that the internal consistency reliability of all variables is exceptional. The assessment of internal consistency and relevance of a latent variable is conducted by examining the composite reliability value. A satisfactory level of internal consistency and relevance is indicated by a composite reliability value exceeding 0.7. Therefore, items exhibiting an external burden ranging from 0.4 to 0.7 remain in the measurement model, as this ensures internal consistency and eligibility without necessitating their removal.

Discrimination validity. The discriminatory validity assessment in this research was conducted utilizing the Hetero Trait Mono Trait (HTMT) ratio. This ratio indicates the degree of dissimilarity between instruments constructed for one variable and those for another. An HTMT ratio falling below 0.85 indicates that the items comprising the study variable possess favorable discriminatory validity (Hair et al., 2022).

Table 3. Discriminant Validity Test Results

	BB	CEf	CEt	L	WA
BB					
CEf	0,6156				
CEt	0,6145	0,3960			
L	0,6048	0,3915	0,3328		
WA	0,2704	0,2111	0,2285	0,1901	

Source: SmartPLS Output, 2023

According to the findings presented in Table 3, the discriminatory validity test reveals that the HTMT value of the study's variable ratio is below 0.85. Thus, based on the test results presented in Table 3, it is possible to conclude that all variables in this study contain items with high discriminating validity.

Analysis of Structural Model (Inner Model)

Analysis of the internal model occurs once all measuring instruments have been verified as valid and reliable. An R-square evaluation and a path coefficient derived from direct and non-continuous influence tests comprise internal evaluation of the model (Hair et al., 2017). The adjusted R-squared values and results of the PLS-SEM test are presented in Table 4. Table 4. Value of R-Square and Adjusted R-Square Structural Model

Influence	R Square	R Square Adjusted
BB	0,3998	0,3928
L	0,3103	0,3076

Source: SmartPLS Output, 2023

31

The R-squared value for the exogenous variable's impact on Boycott MCD and Loyalty is presented in Table 4. Boycotta McD has an R-square of 0.3998, indicating that it is accounted for by the customer ethnocentrism, consumer efficacy, and war animosity variables to the extent of 39.98%. The remaining 60.02% is accounted for by extraneous variables. Additionally, the r-square value of 0.3103 for the Loyalty variable indicates that 31.03% of the variance in that variable can be accounted for by the boycott variable. The remaining 69.97% is explained by non-research variables.

8

In this investigation, the corrected determination coefficient was utilized to assess the relative importance of the exogenous variable over the endogenous variable. This technique was recommended by Cohen et al. (2003) as a way to prevent bias in the number of predictors added to the model. Each variable in this study has an adjusted R-squared value greater than 0.25; therefore, according to Cohen et al. (2003), it can be concluded that the variable in question adequately explains the empirical data.

16

Table 5. Hypothesis Testing Results

	Hypothesis	β	T-Stat	P Value	Information
H1	Customer Ethnocentrism -> Boycott McD	0,3224	5,7440	0,0000	Supported
H2	Consumer Efficacy -> Boycott McD	0,4101	6,5801	0,0000	Supported
H3	War Animosity -> Boycott McD	0,1057	2,7411	0,0063	Supported
H4	Boycott McD -> Loyalty	-0,5648	8,2619	0,0000	Supported

Source: SmartPLS Output, 2023

34 positive track coefficient, given a P value below 5%, suggests that customer ethnocentrism has a significant positive impact on the boycott of McDonald's. Consequently, an increase in a customer's level of customer ethnocentrism corresponds to a greater propensity for them to boycott McDonald's. Thus, the initial hypothesis of this study is empirically supported by the test result.

An optimistic track coefficient, denoted by a P-value of less than 5%, signifies a substantial positive impact of customer efficacy on the intention to boycott McDonald's. Consequently, customers with higher levels of customer efficacy are more likely to express a desire to boycott McDonald's. In this research, the test results therefore provide empirical support for the second hypothesis.

An optimistic track coefficient, denoted by a P-value of less than 5%, signifies a substantial positive impact of war animosity on the boycott of McDonald's. Consequently, an increase in the customer's war animosity will correspond to a greater intensity of their desire to boycott McDonald's. In this investigation, the test results thus provide empirical support for the third hypothesis.

A considerable positive influence of the boycott on customer loyalty is indicated by a negative track coefficient with a P value of less than 5%. Specifically, as the boycott intensity

increases, customer loyalty to McD's products will diminish. The test results thus provide empirical support for the fourth hypothesis of this investigation.

Table 6. Indirect Effect

	Hypothesis	β	T-Stat	P Value	Information
H5	Customer Ethnocentrism -> Boycott McD -> Loyalty	-0,1821	4,6338	0,0000	Supported
H6	Consumer Efficacy -> Boycott McD -> Loyalty	-0,2323	4,8044	0,0000	Supported
H7	War Animosity -> Boycott McD -> Loyalty	-0,0591	2,7635	0,0059	Supported

Source: SmartPLS Output, 2023

The findings of the indirect influence test, as presented in Table 6, indicate that the p-value (0.000000) for H5 is below 5%, notwithstanding the indirect impact of customer ethnocentrism on loyalty. The coefficient of indirect negative influence, which is -0.1821, indicates that as customer ethnocentrism increases, so does the inclination to boycott McD products. Specifically, as the boycott desire becomes more pronounced, customer loyalty to McD products will diminish.

The findings from the test of indirect influence on hypothesis 6 indicate that consumer efficacy does not have a direct impact on loyalty. However, it does have an indirect influence via a boycott, as indicated by the p-value of 0.0000, which is less than the critical value of 5%. The negative indirect influence coefficient of -0.2323, which indicates that a strong consumer efficacy will heighten the desire to boycott McDonald's products, results in a substantial decrease in customer loyalty.

With a p-value of 0.0059, which is less than 5%, the results of indirect testing on Hypothesis 7 indicate that war animosity has no direct effect on loyalty but can be influenced indirectly via a boycott. The coefficient of indirect influence is -0.0591, indicating that a strong war of enmity does not increase the boycott's demand for McDonald's products; rather, a stronger boycott movement substantially reduces customer loyalty.

Discussion

Customer ethnocentrism, consumer efficacy, and war animosity all contribute to the likelihood of a McDonald's boycott in Aceh, according to the research. The degree to which customer ethnocentrism contributes to the acceleration of the McDonald's boycott in Aceh is most significantly impacted by appreciation for Indonesian goods. At present, consumers hold the perception that purchasing McDonald's products is not the prevailing norm; consequently, they perceive Indonesian products as more secure and comfortable to consume. Consistent with consumer ethnocentrism, which can influence consumers' decisions to boycott "unethical" products, the findings of this study support this notion. Consideredavrou et al. (2020). The promotion of consumer ethnocentrism may contribute to the mitigation of the societal impact associated with the boycott of foreign products. Furthermore, research has demonstrated that consumer ethnocentrism has a positive influence on the preferences of domestic airlines. This implies that marketing strategies that prioritize ethnocentrism may affect consumer decisions (Kocoglu, 2019).

Additionally, consumer confidence has increased the likelihood of a McDonald's boycott in Aceh. Consumer efficacy is an essential determinant of the success of product boycotts. Participation in boycotts is positively influenced by consumer efficacy, which is defined as an individual's conviction in their capacity to effect change through their actions (Tascioglu & Yener, 2019). Consumers are more inclined to participate in boycotts as a collective action when they perceive themselves as having agency (Jungblut & Johnen, 2021). Research has also found that consumer engagement in boycotts is substantially impacted by factors such as prior purchase behavior, efficacy, and animosity (Tascioglu & Yener, 2019).

War animosity in Aceh may encourage a greater boycott of McDonald's. Consumer animosity, specifically when war animosity, can exert a substantial influence on the intention to boycott products originating from particular countries. Research has indicated that hostility towards foreign products and potential boycotts can arise from a variety of sources, including economic factors, historical conflicts, ethnocentrism, and reluctance to do so (Belbağ, 2021; Meng et al., 2022; Leonidou et al., 2019; Riptiono et al., 2020). Diverse elements, including religiosity, ethnocentrism, and negative sentiments such as revulsion and derision (Lee et al., 2020), can contribute to the development of this animosity (Meng et al., 2022).

The aforementioned data processing outcomes of the mediation relationship test indicated that Boycott McD effectively mediated the connection between war animosity, consumer efficacy, customer ethnocentrism, and McDonald's consumer product loyalty in Aceh. Nevertheless, mediation was generally unfavorable. A decline in consumer loyalty towards McDonald's products is directly proportional to the severity of the boycott. Religiously motivated boycotts have been found to affect brand loyalty and image (Ahmad-Fauzi, 2023). A reduction in consumer loyalty towards the products or brands that are the subject of the boycott may result from consumer participation in boycotts (Wang et al., 2021). Moreover, the influence of consumer animosity on purchase reluctance within the context of a boycott underscores how engagement in a boycott can result in consumers forming unfavorable assessments of products, which subsequently impact their inclination to make a purchase and, ultimately, their loyalty (Suhud, 2018).

CONCLUSION

The sentiments of McDonald's patrons who protested his decision to support a state that was acting aggressively against another nation have been the focus of this study. This increases the product's level of controversy. Certain consumers might be driven by the inclination to vent their frustration, whereas others adopt a more pragmatic stance by engaging in a rigorous boycott as a means to compel policy modifications. Furthermore, the research is centered on the Aceh region, renowned for its profoundly devout beliefs, which prompted the scientists to undertake an extensive investigation into the locals' reactions to McDonald's behavior. Future researchers may undertake additional investigations and explorations of factors—any variables that may impact the outcome of a product boycott—as well as determine whether the prevailing consumer preference regarding product boycotts continues to influence purchasing decisions at this time. To introduce variation into populations and samples, one may incorporate multiple control variables.

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