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"I Won't Buy This Product Again": The Boycott Determinants on Loyalty Using Animosity Model Approach

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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. Data were analyzed using the PLS-SEM method with the help of SmartPLS 3.0 software.

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

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INTRODUCTION

Loyalty is an important issue within marketing because it is the basis for the company's ability to remain competitive and ensure the company's prosperity. Customer loyalty is crucial for the longevity of a firm (Surya, 2019). Initially, customers depend on a company to deliver value on its offerings, but later on, it is more important for the company to attract and retain loyal customers in the market where it is easier to maintain than to obtain new customers (Pashaie et al., 2022). Customer loyalty refers to the allegiance of consumers to a product or service, marked by profound emotions, dedication, and endorsement of that offering (Sriwidadi & Prabowo, 2023). Gaining loyalty from customers is the core consideration for companies that intend to oust competition in an ever-turbulent environment. Consumer loyalty denotes the behavior of decision-making units to acquire products or services from a certain organization consistently (Ricardianto et.al., 2024). The loyalty of consumers is known to be one of the key elements of consumer behavior, which can be evoked by boycotting actions as well. Loyal consumers not only use the service repeatedly but also endorse it to others. Loyal consumers may enhance the company's resilience against competition by indirectly expanding its consumer base (Devi & Untoro, 2019). Boycotts work as weapons that can severely influence the reputation and survival of the company in the future, which eventually results in a decrease in consumer support (Wang et al., 2021). Also, sound marketing campaigns that dissociate the brand from certain groups could cause well-organized boycotts and adverse campaigns which could affect brand loyalty (Ajayi & Mmutle, 2020)

Movements to boycott can also be triggered by decisions and actions of the organization, such as lobbying or a statement made by the company CEO. Such a course of action has an unfavorable public reaction as well as the deliberate abstention of target consumers from several products (Nalick et al., 2023). Another example is the consumer boycott witnessed in Malaysia the religious passion interfaced with the political economic and religious aspects (Ghazali et al., 2019). Besides, western governments' support for the Dalai Lama has led Chinese consumers to boycott foreign companies operating in China, including McDonald's (Yan & Hyman, 2020). A study conducted by Colonnello et al., (2019) offered in essence justification of sin equities pricing based on the relevant relationships with risk-seeking behavior and ethical behavior. This was also connected to the other, that that of the boycotts in the financial markets.

Most of the rumors of boycotting McDonald's in Indonesia began because the fast food chain is known to be providing complimentary meals to the Israeli government. Different advocates of boycotting McDonald's due to its move to enter the Israeli market expressed discontent at this move since it was interpreted as a fellow Western country's endorsement of acts of violence committed against the people in Gaza (Arbar, 2023). Aceh is one of the provinces of Indonesia and is located on the northwestern side of the island of Sumatra. Setting in Aceh makes it the only place in the Indonesian province that is given extended self-governance concerning Islamic laws. Contemporary studies have a great impact concerning the use of several parameters in Aceh, particularly in the field of tourism, economic development, and the practice of qisaas in

Aceh (Budiman, 2021; Fadhilah et al., 2020, Manan & Salasiyah, 2021). The prevalence of Islam in the province, where practically 98% of its population is religious, illustrates how Islamic ideologies shape the configuration of society and governance in Aceh (Farhana et al., 2022).

This is also referred to as product category and brand avoidance and involves sitting out certain products or brands to express one's discontent or some form of protest. These boycotting aspects may come from political, animal rights organizations, social, hostility, moral and social responsibility of the corporation (Li et al., 2021). On the other hand (Di Domenico et al., 2021) regard the grave consequences concerning other industries' involuntary disinformation campaigns aimed against businesses and these may trigger consumers to abandon other offerings. In the (Zasuwa, 2019) definition, a product boycott is regarded as a calculated endeavor to seek particular ends by provoking selective consumers not to purchase certain products that are found in the market. Discontent towards a particular target may lead one to place a boycott on its product contrary (Ltifi, 2021). Several customers who are dissatisfied with the product due to ethical, quality, or political reasons may opt for days of the product or brand. (Jungblut & Johnen, 2022)

Consumer politics is ubiquitous and comprises choices related to the purchasing and consumption process, the relevant selection of ethical products, and the adoption of boycotting strategies (Bostrom et al., 2018). Besides, there is empirical evidence that it is also possible to refrain from purchasing and using specific countries' items that have come up as a result of hostile government policies and practices (Sadiq & Ahmad, 2023; Yang et al., 2021). Such a suggestive observation may also lead well-perceptive consumers to avoid making purchases of products once they notice unethical business practices as explained by (Bertini et al., 2021). The third reason concerns how poor integration of consumers in digital marketing tools may provoke people to call for boycotting of the product. Some such motivators include consumer ethnocentrism and political phobias, among other disguised ideologies (Cambefort & Pecot, 2020; Kyroglou & Henn, 2022).). It molecularly references the way Indonesia guards matters of the Israeli occupation and the progressiveness that their crusade for the Palestinian cause (Ridha et al., 2022). The sentiment that prevails in this regard comes from the deep-seated hatred for Israel that is present in the general population of Indonesian society (Salma & Aji, 2023). Indeed, more reports declare that Indonesian media remained pro-Palestinian in dealing with the struggle (Prawira et al., 2021). This needs a deeper grasp concerning the influence of Islam which has been incorporated into the foreign policy aspect of Indonesia following the Palestinian-Israel conflict (Songbatumis, 2021).

Tarigan et al., (2020)) further reflected on how corporate governance benefited the quality of work life within the context of Indonesia. Nevertheless, here, one must start considering the possible repercussions of these political stances, for example, the consequences for corporations such as McDonald's, operating in Indonesia. For instance, in completing the research objectives,

it would be prudent to investigate the Indonesian society's attitude towards Israel based on its influence on formulating the marketing strategy (Jian et al., 2021). This might be especially the case with McDonald's Israel acquisition as such affiliation may inhibit inward establishments. The scholars of particular interest in this regard would like to know how the people of Aceh's province as the province imposed a boycott of 'McDonald's products because this company supports Israel. In a way, the following research will pursue answering the interplay of loyal consumers and boycotting of their products. Furthermore, this study has sought to examine the effect of the three constructs on sociopolitical and business consumer behaviors.

While such aspects as consumer behavior, brand loyalty, ethnocentrism, and animosity towards brand perception and evaluation have been sought to decipher, what remains outstanding is the need for finer and systemic research to delineate with clarity how consumer efficacy, customer ethnocentrism, boycott-related animosity, and product loyalty are interlinked. Research by Mirza et al., (2020) on Consumer boycotts on brand perception, customer loyalty, and product evaluation stressed how important it is to conceptualize those consumer practices while they are happening or as a part of any consumer boycott because of their effects on customer loyalty. Further, research by Chaudhry et al., (2021) and Tao et al., (2022) will find that the studies have overlooked consumer ethnocentrism and animosity regarding the development of brand loyalty and purchase intention hence creating an atypical correlation between the factors and consumer behavior.

Despite this being the case, quite a few of the studies performed pertained to consumer ethnocentrism, and especially loyalty and hostile feelings directed at foreign companies, for which much further work is needed towards modeling the connections between consumer efficacy, customer ethnocentrism, boycott-related animosity, and the product loyalty. Studies by Mirza et al., (2020) researched to determine the impact of a consumer boycott on brand perception, customer loyalty, and product evaluation, important for explaining how consumer behaviors, such as boycotting, influence loyalty. Also, consumer ethnocentrism and animosity, as evident from Chaudhry et al., (2021) and (Tao et al., 2022), are truly critical antecedents of brand loyalty and purchasing decisions; hence, they create a unique linkage between elements and consumer behavior.

There is growing attention directed towards the recent scientific developments relating to consumer ethnocentrism, consumer efficacy, animosity, boycotting behavior, and brand loyalty. Farah and Mehdi (2021) regarding gaps found in the previous studies where the deficiencies uncovered included no systematic reviews, the interaction of the primarily quantitative studies, lack of assessment of how history has impacted their research, and no consensus in the interplay between consumer ethnocentrism and animosity. Gonzalez-Fuentes (2019) has studied the Global and National Identities of millennial consumers that shape consumer ethnocentrism thus explaining the need for such attitudes. Abdelwahab et al.,(2020) explored the ethnocentric consumer's intention to boycott dual-country products and theoretical advances on the contradiction of regional ethnocentrism from the perspectives of consumer-brand contexts. Consequently, preceding studies and research have determined that the relationship between religiosity and a consumer boycott can be through an attitude, and thus make it possible to analyze consumers' reactions on a more basic picture Abdullah et al., (2021). This can further expound on the multiple relationships between the three constructs, loyalty, to one's religion, attitudes towards a cause, and appendage of anti-REG activities, boycottism.

In addition, further developed the consumer's role in the psychological contract and its breach in terms of boycotts, showing that the breach of trust has far-reaching effects on consumer behavior (Liao & Liu, 2022). Studying the interplay of trust dynamics in aspects like animosity and efficacy may provide wide comprehension in consumer decision-making processes. Hence, from this analysis, it would also be known that there is a knowledge gap and theoretical gap in this research. Scholars can provide significant insights about consumer behavior by investigating such interactive relationships among these variables that would enable enterprises to modify their activities to enhance their customer loyalty across unprecedentedly diversified markets.

The present study seeks to understand the issue of consumer boycotts using three main related concepts: customer ethnocentrism, consumer efficacy, and war animosity. There is an interplay between these factors concerning consumer loyalty which the study highlights and looks at how boycotts, in particular, handle the relationship with the consumer. The cutting-edge research explores the interplay and determinants of consumer ethnocentrism, consumer efficacy, and war-related animosity by seeking to unpack the factors affecting consumer decisions to boycott and brand loyalty. The new proposition indicates that boycotts are detrimental to consumer loyalty to brands or extremist agenda-oriented brand loyalty, most notably, due to social, political, and religious influences. This study also demonstrates how PLS-SEM methodology is implemented to portray these relations and therefore adds up to the growing body of knowledge about this specific research problem of the interrelationships of ethnocentrism, efficacy, and animosity towards loyalty through boycotts. This study deepens the insight into ethnocentric sentiments and boycotting behavior in consumer markets particularly characterized by political disputation.

LITERATURE REVIEW

Animosity Model Approach

The Animosity Model Approach is a conceptual understanding of all kinds of animosities' dynamics within men's behavior, including but not limited to consumption, politics, and society. This model examines brand hate by taking into account various components and aspects related to brand hate evolution and expression (Sengupta, 2022). Another important feature of the Animosity Model Approach foresees the preferences and behavior of customers toward foreign threats. Some works have been focused on the effects of animosity on consumers' purchasing behavior including their attitudes and preferences toward certain products especially in case of geopolitical tensions (Sengupta, 2022). The effect of AAM on consumers' evaluations of product quality, brand equity, and purchase intention has also been researched during wars and international crises (Sengupta, 2022; Verma, 2022). AAM also involves religiosity, ethnocentrism, and brand assessment, and explains how these interact with animosity and consumers' reactions in unfriendly markets (Sadiq & Ahmad, 2023; Salma & Aji, 2023).

Additionally, the Animosity Model Approach has been very useful in terms of intergroup conflict, resolution, and identity studies. Related theories of intergroup relations, like, as social identity theory and realistic conflict theory have helped to investigate these issues related to

animosity: group structure, leadership, and strategy making (Ishola & Adetola, 2019; Mazur, 2022; Stepchenkova et al., 2020). It has also been used to understand and explain the aspects of animosity within ethnic violence, politics, and, international politics and how understanding animosity helps to understand peace and conflict in society (Akhtar et al., 2024; Lee et al., 2020; Milone et al., 2023).

Customer Ethnocentrism

Customer ethnocentrism is, in simple terms, where consumers exhibit a remarkable preference for products and services of a specific culture or nation, thereby showing some retention towards the acceptance of international or foreign alternatives (Mensah, 2019). This phenomenon is deeply connected with taken-for-granted beliefs, ideologies, and attitudes and is shaped through the lens of broader politics and power in sense-making research (Zhu, 2023). Ethnocentrism not only affects consumer behavior patterns but also impacts the wider social organizational and cultural contexts in which consumers are embedded. A case of ethnocentrism in Korea under Japanese colonialism was the widespread attachment to the concept of heredity and succession. Conceptions of heredity focused on ethnocentrism were insufficient and did not take into account wider elements, such as social and environmental factors (Sim, 2022). In addition, the application of an ethnocentric approach to the determination of native title and similar considerations has been criticized as contradictory to the culture and law of the native people. This brings out the dangers of ethnocentrism in different aspects (McLean, 2020).

Studies indicate that consumer ethnocentrism may well impact one's inclination to engage in a boycott. In this study, Tao et al., (2022) found that animosity, an important dimension of ethnocentrism of the consumers, mediates the relationship between religiosity, urge to boycott, and purchase avoidance towards a specific product category. This shows how ethnocentric tendencies may encourage a negative view of foreign products and thus instigate headwinds toward the aggressive consideration of boycotting. There have also been explorations on how customer ethnocentrism affects boycotts in one or other company context. Abdelwahab et al., (2020)) focused on the ethnocentrism of consumers who are quite used to businesses with different roots, but refuse such businesses operating in one country or involved with one region. The present study looks into how consumers relate to a brand in a region and the degree of ethnocentrism in the region. This, in turn, brings a curiosity to see that ethnocentric consumers who regard such products as ethnically impure, may, in fact, form brand loyalty towards brands that have multi-geographic attachments.

The relationship between customer ethnocentrism and boycotts is not clear-cut because the sentiments and behavior of consumers toward foreign countries' goods services and brands are watershed by ethnocentrism. To avoid the fallback effects of possible consumer boycotts in the global marketplace, companies and policymakers need to understand how the two are connected.

H1: Customer Ethnocentrism has a positive effect on boycott

Consumer Efficacy

Perceived efficacy or belief in one's capacity to influence participation in a boycott is a very important factor for consumers' engagement (Salma & Aji, 2023). This involves that one constitutes a belief concerning his or her capability to engage in a certain behavior or perform a given task associated with the consumption of goods (Zhang, 2023). It positions itself prominently regarding the understanding of the behavior exhibited by consumers concerning products and their subsequent purchases. Consumer efficacy cuts across the consuming behaviors of consumers in different aspects (Illahi A. et al., 2023). A high degree of self-efficacy in consumers makes them more willing to take part in consumption escapades as it's believed they are capable of making reasonable decisions about how to use the given products (Bozkurt et al., 2023). The consumers are confident for the reason that they think they have the skills and competencies to deal with the process of consumption Kazak et al., (2022). Attitude towards a cause and how effective an action like a boycott is perceived are two key factors influencing people's intentions to perform such actions (Hussein & Tormala, 2023). Similarly, the belief that boycotting particular products would lead to desirable consequences would enhance the likelihood of consumers participating in boycotts (Delistavrou et al., 2020). However, prior studies have indicated that while emotional animosity, efficacy, and prior purchase behavior do affect consumers' willingness to participate in boycotts, they are not sufficient to explain it (Taşçıoğlu et al., 2019). Moreover, it has been found that consumers with positive evaluative judgments toward a brand or product were less likely to engage, actively or passively, in boycott actions toward the said brand (Palacios-Florencio et al., 2021). This can imply that the consumers' perceptions and attitudes towards the brand itself are important factors that may determine the extent to which consumers will engage in boycotts.

H2: Consumer Efficacy has a positive effect on boycott

War Animosity

The term war animosity describes how two nations become hostile towards each other due to previous hostile relationships, especially wars (Campo & Alvarez, 2019). Such animosity does not exist exclusively on the battlefield but appears to move into economic and political spheres creating a tangle of hostilities (Verma, 2022). It is a multi-dimensional phenomenon that includes the adverse effects of war, its impact on consumer behavior, inter-political relations also the society's attitude (Nawaz et al., 2023). Concerning boycott intention, animosity is one of the determinants that play a very important role (Sun & Jun 2022). There has been an investigation that animosity might get evident in the form of brand remercier and negative evaluations of country brand, represented by negative brand association (Akhtar et al., 2024). Consumer animosity towards a boycott target has positively influenced the intention to the boycott (Palacios-Florencio et al., 2021).

H3: War Animosity has a positive effect on the boycott

Boycott McDonald

The concept of boycotts when it comes to loyalty has several factors that go beyond loyalty, such as consumerism, religion, or ethics. Fernandes (2020) projects the view that Liberal people take part in boycotts that seek to protect damage and equity as ideals. In contrast, conservatives join boycotts aiming at loyalty, moral codes' upholding, and authority's defense (Fernandes,

2020). From such evidence, Their loyalty could be satisfied with particular brands or companies and this could be determined by their ethical boundaries which in that case affect them on boycotting. (Abdullah et al., 2021) emphasized that as a way of expressing their discontent with the social impacts and operations performed by companies, consumers are likely to boycott certain products. The findings of the present study show that the loyalty of customers and the propensity to participate in boycott activities is surrounded by the social responsibility policies and actions of the companies.

The investigation presented in (Zasuwa, 2022) attached considerable importance to the issues of trust and mistrust as mediators of the relationship between corporate social irresponsibility and the intention to boycott. The extent to which lady-boy preferences are influenced by consumer trust and consumer mistrust has a profound impact on fidelity, argues (Zasuwa, 2022). This points to the delicate balance that exists between customer loyalty, corporate ethics, and consumer trust. Moreover, academic treatments of loyalty go beyond merely customers and the usual behavioral and moral aspects. They iron out that customer loyalty is not about delivering quality products alone but the provider is mentally and emotionally engaged with the customer (Levy, 2022; Monferrer et al., 2019; Suhartanto et al., 2020) Several studies show that affective loyalty may be influenced by various elements like customer satisfaction, service quality, as well as company (Hidayati et al., 2021; Nyan et al., 2020; Osman et al., 2022; Ru, D., & Jantan, 2023). Wang et al., (2021) further emphasized the importance of boycotts about the consumer's loyalty and brand image.

Wang et al., (2021) suggest that boycotts aimed at businesses can come with negative consequences, such as depreciation of brand image and reduced loyalty levels among customers. These findings imply that consumer loyalty is indeed affected by boycotting as it affects how consumers view the image of the brand and its behavior.

H4: Boycott harms Loyalty

H5: Boycot can mediate the relationship between Customer Ethnocentrism and Loyalty

H6: Boycot can mediate the relationship between Consumer Efficacy and Loyalty

H7: Boycot can mediate the relationship between War Animosity and Loyalty

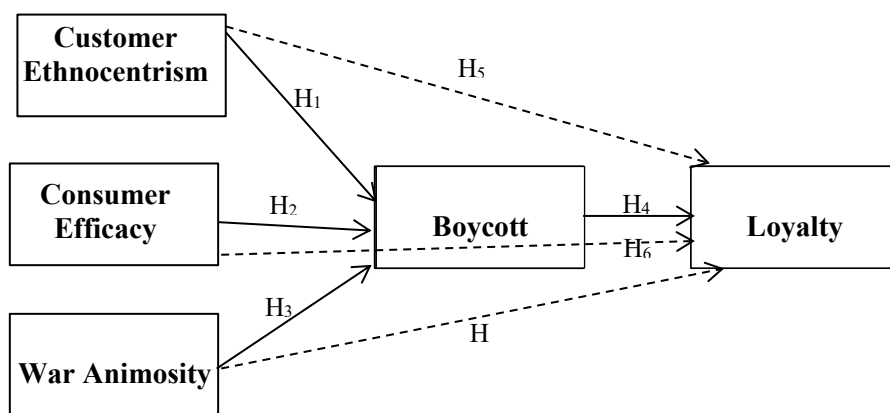


Figure 1. Conceptual Framework

METHODS

The study was carried out in the province of Aceh, Indonesia, which is home to an infinitely vast populace. In this study, five items used to measure customer ethnocentrism were derived from Nguyen et al., (2022). Four items that stood out were used to measure consumer efficacy and these were based on Tajurahim, N. N. S., et al., (2020) whereas three items by DeQuero-Navarro et al., (2022) gauged the animosity of war. The variables comprising the concept, of boycotts were assessed employing 4 items from Mirza et al., (2020), and loyalty was evaluated using 4 of the items from Naini et al., (2022). All the items in this study were assessed on a five-point Likert scale with 1= strongly disagreeing and 5= strongly agreeing. Following Hair et al., (2020),

The sample size was however computed based on the number of statement items used by multiplying them by 10 using the (Hair et al., 2020) formula. This research used 20 items hence the sample size requirement of $20 \times 10 = 200$ samples. 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. The primary research method employed the use of a Google form that was circulated through social media and online forums of the people of Aceh to gather the required respondents.

The instruments and hypotheses were analyzed with SEM-PLS during the study analysis This was done through the use of Structure Equation Modeling-Partial Least Squares (SEM-PLS) to test the instrument and the hypotheses. PLS-SEM was selected as it permits the analysis/processing of various forms of data where small or large datasets are held. It is usually well suited for preliminary stages of research and includes more complex modeling with many interactions among different variables. PLS-SEM in this study was analyzed by using SmartPLS 3.0.

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

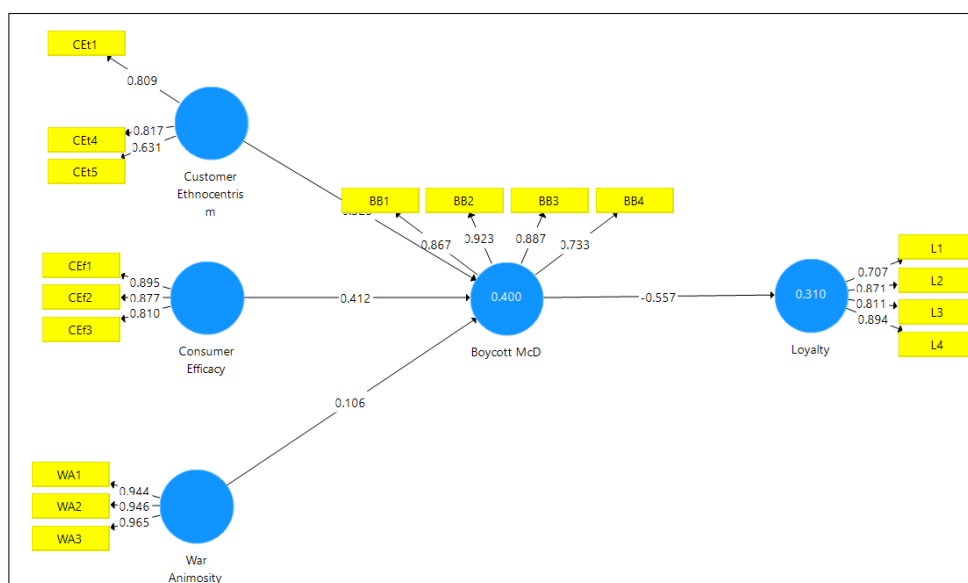


Figure 2. Conceptual Model

Source: SmartPLS Output, 2023

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.

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. Composite reliability values greater than 0.7 indicate satisfactory internal consistency and relevance in this study. Therefore, items with an external burden of 0.4-0.7 are retained in the measurement model, since this maintains internal consistency and eligibility without the need for elimination.

Table 2. Convergent Validity Test Results after Model Evaluation

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		

Code	Outer Loading	AVE	CR
L.1	0,713	0,681	0,894
L.2	0,875		
L.3	0,818		
L.4	0,883		

Source: SmartPLS Output, 2023

Discrimination validity. The researchers in this study were able to determine the discriminant validity of this model using the HTMT ratio. This ratio demonstrates the amount of difference between instruments designed for one variable and those designed for other variables. As a rule of thumb, an HTMT ratio less than 0.85 proves that the discriminatory validity of the items defining the study variable is acceptable (Hair et al., 2020)

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

As explained in Table 3, the discriminatory validity test indicates that the HTMT ratio of the studied variable ratio of this study is less than 0.85. Therefore, it can be concluded in the case that all variables of this study contain items with high discriminating validity according to the results presented in Table 3.

Analysis of Structural Model (Inner Model)

The assessment of the internal model is undertaken once the instruments of measurement are validated and established as credible. While evaluating the model internally, an R-square evaluation and a path coefficient test results conducted from the direct and non-continuous influence tests are some factors (Hair et al., 2020) 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

The R-squared value for the exogenous variable's impact on Boycott MCD and Loyalty is presented in Table 4. Boycott 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.

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 (Brydges, C. R, 2019) 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 (Brydges, C. R, 2019), it can be concluded that the variable in question adequately explains the empirical data.

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

A 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

The research revealed that customer ethnocentrism, consumer efficacy, and war animosity all pose significant chances of McDonald's boycott while in Aceh. The appreciation of Indonesian products is the most dominant factor that instills customer ethnocentrism towards the rapid increase of the McDonald's boycott in Aceh. Currently, owing to this, the tendency among consumers is that buying McDonald's products is not in fashion: this has made them view those products of Indonesian origin as better and safer for consumption. The findings of the current study support this notion of consistent 'ethnocentrism effects' which can lead consumers to boycott 'unethical' products (Delistavrou et al., 2020). Commercialization of consumer ethnocentrism may also be beneficial to lessen the negative effects such a boycott has on society. Moreover, numerous studies have found that global consumer ethnocentrism has a strong positive impact on domestic airline preferences. This means that strategies that are marketing to ethnocentrism will influence the buying behavior of consumers (KOÇOĞLU, 2019). Furthermore, the boycott of McDonald's restaurants in Aceh is also becoming a possibility due to the growing consumer confidence in doing so. Such consumer behavior

toward firms is an exemplar of 'consumer efficacy' where individuals partake in product boycotts for a cause. Individual factors like consumer efficacy that are operationalized as a belief that one can make a change are seen as positive drivers to participation in boycotts (Taşcıoğlu et al., 2019). When there are feelings of agency, people are more likely to participate in boycotts as a form of collective action (Jungblut & Johnen, 2022). Studies have further established that consumer behavior toward boycotts is highly dependent on such factors as past purchasing behavior, effectiveness, and hostility (Taşcıoğlu et al., 2019). The context of war may exacerbate more the tendency to boycott McDonald's in Aceh. Also, it has been established that there are contextual factors that sway the intention to boycott foreign products that come in the context that is war-related consumer animosity.

The investigation found that rigid hostility toward foreign goods as well as boycotts of foreign entities may originate out of various grounds including the economy, human history, cultural ethnocentrism, and so forth (Belbağ, 2023; Leonidou et al., 2019; Riptiono et al., 2020; Tao et al., 2022). Lexical, emotional, religious, and ethnic incomparability as well as negative attitudes like contempt and disgust (Lee et al., 2020), also help to foster this type of animosity (Tao et al., 2022).

It was shown by the data processing outcomes relating to the mediation relationship test which was discussed above that boycotting McD served as a significant mediator among war animosity, consumer equally cause-oriented, central positioned ethnocentrism of customers and product loyalty towards McDonald Company by the customers 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 & Md Saad, 2024). 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 (Kim, C et al., 2022).

This research study adds value to customer loyalty models by addressing factors including customer ethnocentricity, consumer efficacy, and animosity from war, which have been proven to reduce loyalty through boycotts and thus expand loyalty model usage. Focus is directed at how these individual components interrelate among themselves providing an altogether new and more holistic formulation of customer loyalty based on economic, social, and political customer factors in regard to boycott management.

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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