

## BRAND IMAGE AND BRAND ASSOCIATION AS PREDICTORS OF PURCHASE INTENTION: EXAMINING THE PRO-ISRAEL PRODUCT CONTEXT

Kurniawan Prasetyo, Siti Muslichatul Mahmudah, Muthia Rahayu

Universitas Mercu Buana

[kurniawan.prasetyo@mercubuana.ac.id](mailto:kurniawan.prasetyo@mercubuana.ac.id), [siti.muslichatul@mercubuana.ac.id](mailto:siti.muslichatul@mercubuana.ac.id),  
[muthia.rahayu@mercubuana.ac.id](mailto:muthia.rahayu@mercubuana.ac.id)

**Abstract.** Brand image and brand association are key elements in building brand identity and perception in the eyes of consumers. Understanding how brand image and brand associations influence consumer purchase intention is critical to business sustainability. When products are associated with sensitive issues such as political issues, such as pro-Israel, it can affect consumer perception in a more complex way. The boycott, divestment, sanctions (BDS) movement calls on followers to abandon major brands because these brands are perceived by certain activist groups and segments of consumers as having political or economic associations with Israel. Pro-Israel associated products can also have associations with certain political values, beliefs or identities associated with supporting Israel. These associations can influence how consumers perceive the product. Product association with pro-Israel issues can affect consumer purchase intention. This study aims to identify and analyze the influence of brand image and brand association on consumer purchase intention on products with pro-Israel associations. The results of this study identify that brand image and brand association have a significant influence on consumer purchase intention for products with pro-Israel associations, at a rate of 68.9%. Brand image demonstrates a very strong influence (60.5%), where consumers' perceptions of the brand image affect their purchasing decisions. Similarly, a strong and positive brand association also increases purchase intention by 60.2%. The combination of a positive brand image and strong brand association simultaneously shows a highly significant impact on consumer purchase intention.

**Keywords:** Brand Image, Brand Association, Purchase Intention, Pro-Israel

**Abstrak.** Citra merek dan asosiasi merek adalah elemen kunci dalam membangun identitas dan persepsi merek di mata konsumen. Memahami bagaimana citra merek dan asosiasi merek memengaruhi niat beli konsumen sangat penting bagi keberlanjutan bisnis. Ketika produk dikaitkan dengan isu-isu sensitif seperti isu politik, seperti pro-Israel, hal ini dapat mempengaruhi persepsi konsumen dengan cara yang lebih kompleks. Gerakan boikot, divestasi, dan sanksi (BDS) menyerukan para pengikutnya untuk meninggalkan merek-merek besar karena merek-merek tersebut dianggap oleh kelompok aktivis dan segmen konsumen tertentu memiliki hubungan politik atau ekonomi dengan Israel. Produk yang terkait dengan pro-Israel juga dapat diasosiasikan dengan nilai-nilai politik, kepercayaan atau identitas tertentu yang terkait dengan dukungan terhadap Israel. Asosiasi ini dapat memengaruhi cara konsumen memandang produk tersebut. Asosiasi produk dengan isu-isu pro-Israel dapat mempengaruhi niat beli konsumen. Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis pengaruh citra merek dan asosiasi merek terhadap niat beli konsumen pada produk dengan asosiasi pro-Israel. Hasil dari penelitian ini mengidentifikasi bahwa citra merek dan asosiasi merek memiliki pengaruh yang signifikan terhadap niat beli konsumen pada produk dengan asosiasi pro-Israel, dengan tingkat 68,9%. Citra merek menunjukkan pengaruh yang sangat kuat (60,5%), di mana persepsi konsumen terhadap citra merek mempengaruhi keputusan pembelian mereka. Demikian pula, asosiasi merek yang kuat

dan positif juga meningkatkan niat beli sebesar 60,2%. Kombinasi antara citra merek yang positif dan asosiasi merek yang kuat secara simultan menunjukkan dampak yang sangat signifikan terhadap niat beli konsumen.

**Kata Kunci:** Citra Merek, Asosiasi Merek, Minat Beli, Pro-Israel

## INTRODUCTION

In the era of globalization, competition in the consumer product industry is increasing. One of the factors that influence consumer purchasing decisions is brand image and brand association. Brand image and brand association are key elements in building brand identity and perception in the eyes of consumers. Brand image includes consumers' general perceptions of the brand, while brand association involves emotional connections or certain attributes associated with the brand. By having a strong brand image and positive associations, a brand can create a higher desire or purchase intention for consumers. Consumers tend to prefer products or services from brands that have a positive image and associations that match their values or needs. Brand image and brand associations can influence consumer psychology, such as perceptions of value, trust, and loyalty to the brand. This positive perception can then drive consumer behavior, such as the decision to buy a product or use the services offered by the brand.

Considering the aspect of business growth and sustainability, understanding how brand image and brand association affect consumer purchase intention is very important for business sustainability. Brands that are able to build and maintain a positive image and strong associations can more easily attract and retain customers, which in turn can increase business growth. Not only that, in the context of the digital era and globalization, the development of technology and social media has a significant role in shaping brand image and brand association. In line with research related to social media as a marketing communication platform, it states that new media facilitates every audience or citizen to carry out social control, use media as a public space, and to increase awareness of equality (Mulyana et al., 2020). Brand interactions with consumers through

digital platforms can influence consumer perceptions and emotional relationships with brands. This is reinforced by the results of previous studies which show that brand image has a significant effect 45% on purchase intention (Karyati & Mustikasari, 2019). Other studies also show a positive effect of brand association on purchase intention. Brand association provides a reason to buy, and helps consumers relate to brand attributes and benefits, so they can make purchasing decisions (Prasetya & Hidayat, 2021).

Global pressure to boycott companies and brands perceived to be associated with Israel has continued to increase in recent years. Activists and social media users utilize digital platforms such as X and TikTok to disseminate information and shape public discourse regarding the alleged political and economic affiliations of multinational corporations. The Boycott, Divestment, and Sanctions (BDS) movement, for instance, encourages consumers to avoid certain global brands that are perceived by activist groups as having connections with Israel (Puspaningtyas, 2023).

Rather than reflecting objectively verified involvement, these associations are largely constructed through media narratives, social media discussions, and public interpretations. As a result, brands such as Starbucks, McDonald's, KFC, Pepsi, Netflix, Unilever, Danone, Nestlé, and Disney are frequently included in boycott discourses, particularly within online communities and public conversations (Erilia, 2023). These perceptions, regardless of their factual accuracy, play a significant role in shaping consumer attitudes and behavioral intentions.

The identification of brands associated with pro-Israel issues in this study was based on a multi-source consideration. First, several brands such as Starbucks, McDonald's, and Disney have been

frequently mentioned in media coverage related to global boycott movements, particularly in the context of the Boycott, Divestment, and Sanctions (BDS) campaign (Puspaningtyas, 2023; Erilia, 2023). Second, these brands have also been widely discussed in social media discourse, where digital platforms function as platforms for public opinion formation and activism, amplifying narratives linking certain multinational corporations with political issues (Mulyana *et al.*, 2020). Third, from a consumer perception perspective, these brands are among those most perceived by the public as having associations with pro-Israel positions, regardless of the accuracy or official confirmation of such claims. This perception-based association is important, as consumer behaviour is often driven more by perceived reality than by objective facts (Kotler & Keller, 2016). Fourth, a preliminary observation conducted by the researchers prior to the survey indicated that these brands consistently appeared in online discussions, boycott calls, and consumer narratives in Indonesia.

Therefore, in this study, the term “pro-Israel association” is operationally defined as a perceived association between a brand and pro-Israel political, economic, or ideological positions, as constructed through media exposure, social media discourse, and consumer interpretation. This definition emphasizes that the focus of the study is not to verify the factual accuracy of such associations, but rather to examine how these perceived associations influence consumer purchase intention. This study does not intend to make normative or political judgments regarding the brands, but rather to analyze consumer responses toward perceived brand associations in a socio-political context.

Pro-Israel products may have an image associated with support for Israel or certain values related to political issues. This

brand image can be influenced by how the brand communicates and behaves regarding the issue. Pro-Israel products may also have associations with certain political values, beliefs, or identities related to support for Israel. These associations can influence how consumers view the product. The association of a product with pro-Israel issues can influence consumer purchase intention. Some consumers may be attracted to the product because they share the associated values, while others may avoid the product because they disagree with support for the issue.

This study will be conducted to examine the influence of brand image and brand association on consumer purchase intention related to products that have pro-Israel associations. Pro-Israel association is a brand's relationship with Israel, either in terms of political support, business implementation, or support for social and cultural activities. Although brand image and brand association have been widely studied related to products with social, political, and cultural associations, there has been no study that discusses its influence on products with pro-Israel associations. Therefore, this study will fill the gap in knowledge. There has been no specific study on the influence of brand image and brand association on consumer purchase intention on products with pro-Israel associations. However, there is research that shows that brand image and brand association have an important role in influencing consumer purchase intention on products with strong social and political associations.

The problem-solving approach formulated in this study is "To what extent do brand image & brand associations influence consumer purchasing intention in products with pro-Israel associations?" This study aims to identify and analyze the influence of brand image and brand associations on consumer purchase intention in products with pro-Israel associations. This study has

significance in various aspects, namely: 1) Becoming a contribution to expanding knowledge about branding and consumer behavior in the context of pro-Israel associations; 2) Providing further understanding of the impact of pro-Israel associations on consumer behavior; 3) Assisting companies in understanding the influence of brand image and brand associations on consumer purchase intention in products with pro-Israel associations.

In the context of this study, brand image and brand association are examined through indicators that reflect negative perceptions toward brands perceived as having pro-Israel associations. Similarly, purchase intention is operationalized using indicators that represent a lack of intention to purchase. Therefore, the expected relationship between variables is directional, where stronger negative perceptions of brand image and brand association are expected to correspond with lower levels of consumer purchase intention. This assumption is consistent with prior research suggesting that incongruence between brand values and consumer beliefs can reduce purchase intention (Kotler & Keller, 2016; Francioni et al., 2024).

Based on the theoretical framework and the context of politically sensitive brand associations, this study proposes the following hypotheses:

H1: Negative brand image associated with pro-Israel issues negatively influences consumer purchase intention.

H2: Negative brand association related to pro-Israel issues negatively influences consumer purchase intention.

H3: Brand image and brand association simultaneously influence consumer purchase intention toward brands perceived as having pro-Israel associations.

## LITERATURE REVIEW

**Brand Image.** Recent research confirms that brand image is a multidimensional construct encompassing consumer perceptions of a brand's quality, emotional value, and personality. According to Liang et al. (2024), a positive brand image not only influences consumer evaluation of a product but also forms long-term emotional bonds that enhance loyalty. In the context of global competition, a consistent brand image across various communication channels is key to maintaining a brand's position in consumers' minds. The study also showed that consumers tend to maintain brand preference despite the presence of cheaper alternatives if the brand image has met their functional and emotional expectations.

Kotler and Armstrong stated that brand image is "The set of beliefs held about a particular brand is known as brand image", which means a set of beliefs about a brand is called brand image (Kotler & Armstrong, 2014). Kotler and Keller said that there are three things that can differentiate brand image between various brands evaluated by consumers that can increase the possibility of loyalty to a brand, namely as follows (Kotler & Keller, 2016): (1) Strength of brand association, depending on how information enters the consumer's memory and how the information is managed by sensory data in the brain as part of the brand image; (2) Favorability of brand association, the favorability of brand association can make consumers believe that the attributes and benefits provided by a brand can satisfy consumer needs and desires, thereby creating a positive attitude towards the brand; (3) Uniqueness of brand association, a brand must be unique and attractive so that the product has distinctive characteristics and is difficult for competing manufacturers to imitate.

**Brand Association.** Brand associations reflect the cognitive and emotional connections consumers have with a brand, which can influence judgments and purchasing decisions. Francioni et al. (2025) found that brand associations relevant to consumers' personal values can strengthen purchase intentions, even in highly competitive product categories. These associations extend beyond product attributes to symbols, experiences, and social imagery associated with the brand. Consumers build brand associations through repeated exposure, positive experiences, and alignment with self-identity. However, associations that conflict with consumers' values or beliefs can have the opposite effect, such as rejection or boycotts.

Brand association is specific things that are always associated with a brand that can arise from unique offerings, repeated and consistent activities such as social responsibility activities, strong issues related to the brand, and so on. Brand association is a special personality of a brand that can express, socialize the personality in one form of advertising, or other forms of promotional and marketing activities so that the brand will be quickly recognized (popular), often associated with positive values, and will be maintained amidst the increasing competition (Kotler & Keller, 2016).

According to (Firmansyah, 2019) several dimensions or indicators of brand association include the following: (1) Product Attributes. Attributes will show specific characteristics of the product that will strengthen the image of the product as a brand that has certain characteristics. These attributes include packaging, benefits, price, taste, quality and product reputation. Packaging on certain products in addition to protecting the product in question will also remind consumers of the association of the product; (2) Intangibles Attributes. The image attached to a product will be associated

by many consumers as a certain advantage that has a value as an attribute that is not physically tangible. Intangible attributes are added value (additional benefits) that are perceived/associated by consumers qualitatively, meaning that even though it is not physically visible, it can be felt and enjoyed; (3) Customer's Benefit. A product's brand will make it easier for consumers who will need a product according to the specifications and benefits desired by the customer. Products that are already well known by consumers will immediately be perceived by consumers in the utility (use value) of the product through a brief explanation stated on the packaging. (4) Relative Price. Consumers will appreciate the value of the product not only for its usefulness, but they will also assess the high or low price of a product relatively based on whether a product is branded. For certain products that have been imaged in such a way, whatever the price set will be perceived positively by consumers, the more expensive the price of the product is set, the more exclusive it is; (5) Application (use). The use of a product is associated by consumers with the usefulness and how to use it that is attached to a product's brand. The product that is associated is closer to the consumer, the friendlier and easier to apply and use; (6) User/Customer. Customers have certain habits in choosing product characters that suit their needs based on the brand they have an image of sometimes certain brand products are associated by customers such as calling the brand the same/identical to its function; (7) Celebrity. Brand image will determine the positioning of a product as a differentiator from other similar products that are attached to certain people and certain classes such as celebrities and other famous people. Brands become more famous because they are equipped with audience communication using people who are already very well known by the public; (8) Lifestyle

Personality. Products selected based on brand association reflect consumers who have a certain personality according to their lifestyle. Lifestyle is closely related to consumer tastes that represent a lifestyle that is perceived if consumers consume certain products that are healthier, or if they use certain products that are associated with being more confident; (9) Product Class. Each image attached to a product will automatically form and place a certain qualification of the product in question. There is a certain pride if a consumer uses a certain product that seems to place him as a person who enters a certain class which is reflected in the appearance, price and reputation of the product in question; (10) Competitors. Branded parent products will trigger the growth of similar products as well as competitors. If the follower product does not have certain characteristics and advantages over the parent product, it will forever be an inferior product and cannot become a price leader; (11) Country/Geographic Area. Each region has a certain character in consuming a product so that a certain level of insight is needed in portraying the product so that it can adapt to the environment where the consumer is located, for example apparel products, beverage and food products where each region has a certain taste that is its characteristic.

**Purchase Intention.** Purchase intention reflects the tendency of consumer behavior to make purchases in the future, which is formed by a combination of rational and emotional factors. Chang (2025) show that purchase intention can be strengthened through marketing strategies that build a positive brand image and create strong emotional connections. Factors such as brand trust, perceived quality, and value congruence are key determinants in this process. Furthermore, Wicaksono *et al.*

(2025) highlighting that the strategy brand activism. A brand perceived as authentic can increase purchase intention by adding a moral dimension to consumer decisions. Conversely, if a brand's values conflict with consumer preferences, purchase intention can decrease significantly.

According to (Tjiptono, 2015) stated that consumer purchase intention reflects the desire and desire of consumers to buy products. While another definition according to (Kotler & Keller, 2016) purchase intention is how likely consumers are to buy a brand and service or how likely consumers are to switch from one brand to another. If the benefits are greater than the sacrifice to get it, the urge to buy is higher.

According to (Ferdinand, 2002) purchase intention can be identified through the following indicators: (1) Transactional Intention, a person's tendency to buy a product; (2) Referential Intention, a person's tendency to refer a product to others; (3) Preferential Intention, which is a tendency that describes the behavior of someone who has a primary preference for the product. This preference can only be changed if something happens to the preferred product; (4) Explorative Intention, this intention describes the behavior of someone who always seeks information about the products they are interested in and seeks information to support a positive attitude towards the product.

## METHOD

This study employs a quantitative approach using a survey method to examine the influence of brand image and brand association on consumer purchase intention toward products perceived as having pro-Israel associations. Data were collected using an online questionnaire distributed through digital platforms, including social media and messaging applications. The distribution process was conducted over a period of

approximately four weeks. Participation was voluntary, and respondents were informed about the purpose of the study before completing the questionnaire.

The population of this study consists of residents of DKI Jakarta, totaling approximately 10.56 million people. The sample size was determined using the Slovin formula with a 5% margin of error, resulting in 400 respondents. A non-probability sampling technique with purposive sampling was applied. The criteria for respondents include: (1) individuals aged 18 years or older, and (2) individuals who are aware of or have been exposed to information regarding products perceived as having pro-Israel associations. Respondents in this study were classified based on demographic variables such as age, gender, education level, and occupation. These characteristics were analyzed descriptively to provide an overview of the sample profile and to support the interpretation of the findings.

The research instrument was a structured questionnaire using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The variables were operationalized as follows:

- a. Brand Image: measured using 9 items reflecting strength, favorability, and uniqueness of brand associations;
- b. Brand Association: measured using 28 items covering product attributes, customer benefits, relative price, application, user, celebrity, lifestyle personality, product class, competitors, and country/geographic origin;
- c. Purchase Intention: measured using 11 items representing transactional, referential, preferential, and exploratory intentions.

All items were adapted to reflect negative perceptions toward brands perceived as having pro-Israel associations. Example items include: “I have a negative view of these products due to their

association with Israel” (brand image), and “I do not intend to purchase these products in the near future” (purchase intention). The collected data were analyzed using descriptive and inferential statistical techniques with the assistance of SPSS software. Multiple linear regression analysis was employed to examine the influence of independent variables (brand image and brand association) on the dependent variable (purchase intention). Multiple linear regression was chosen because this study aims to examine the simultaneous and partial effects of more than one independent variable on a single dependent variable. This method is appropriate for testing predictive relationships and determining the relative contribution of each independent variable (Hair et al., 2019).

Instrument validity was assessed using the Pearson product-moment correlation technique, where items are considered valid if the correlation coefficient exceeds the critical value ( $r$ -table). Reliability was tested using Cronbach’s Alpha, where a value greater than 0.70 indicates acceptable internal consistency (Hair et al., 2019). Before conducting regression analysis, several classical assumption tests were performed: 1) Normality Test: conducted using the Kolmogorov-Smirnov test to ensure that the data are normally distributed; 2) Linearity Test: performed to confirm a linear relationship between independent and dependent variables.

## RESULTS AND DISCUSSION

This study aims to identify and analyze the influence of brand image and brand association on consumer purchase intention on products with pro-Israel association. Brand image is related to consumer beliefs about the brand. Brand association is something that is always related to a brand,

which can come from strong issues related to the brand, and so on. Purchase intention can be interpreted as how likely customers are to buy goods and services of a brand or switch from one brand to another. To examine the influence of brand image and brand association on purchase intention, multiple linear regression analysis was conducted. The results are presented in the Model Summary, ANOVA, and Coefficients tables.

**Model Summary**

**Table 1.** Brand Image (X1) & Brand Association (X2) on Purchase Intention (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.832 <sup>a</sup>	.692	.689	5.27884

a. Predictors: (Constant), BrandAssociation, BrandImage

The analysis shows that the correlation coefficient (R) is 0.832, indicating a strong relationship between brand image, brand association, and purchase intention. The coefficient of determination (R Square) is 0.692, meaning that 69.2% of the variance in purchase intention can be explained by brand image and brand association. Furthermore, the Adjusted R Square value of 0.689 indicates that the model remains robust after adjustment.

**Table 2.** Brand Image (X1) to Purchase Intention (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.778 <sup>a</sup>	.605	.604	5.95682

a. Predictors: (Constant), BrandImage

Partially, table 2 shows an R value of 0.778 which can be interpreted that the relationship between variables X1 and Y in the study has a strong relationship. Furthermore, the results of the determination coefficient test show an R Square value of 0.605 which can be interpreted that variable X1 (Brand Image) partially influences variable Y (Purchase Intention) by 60.5%.

**Table 3.** Brand Association (X2) to Purchase Intention (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.776 <sup>a</sup>	.602	.601	5.97940

a. Predictors: (Constant), BrandAssociation

Not much different from the previous data, table 3 shows an R value of 0.776 which can be interpreted that the relationship between variables X2 and Y has a strong relationship. The results of the determination coefficient test show an R Square value of 0.602, which means that the variable X2 (Brand Association) also partially influences the variable Y (Purchase Intention) by 60.2%.

**ANOVA Test**

**Table 4.** ANOVA Test (Simultaneous Effect)

ANOVA <sup>a</sup>					
Model		Sum of Squares	df	Mean Square	Sig.
1	Regression	13993.155	2	6996.577	.000 <sup>b</sup>
	Residual	6242.026	224	27.866	
	Total	20235.181	226		

a. Dependent Variable: MinatBeli  
b. Predictors: (Constant), BrandAssociation, BrandImage

The ANOVA test shows an F-value of 251.078 with a significance level of 0.000 ( $p < 0.05$ ), indicating that brand image and brand association simultaneously have a statistically significant effect on purchase intention. This result supports H3, which states that both independent variables jointly influence purchase intention.

**Partial Test**

**Table 5.** Partial test (t-test)

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.063	1.790		.594	.553
	BrandImage	.601	.075	.449	8.043	.000
	BrandAssociation	.202	.026	.441	7.906	.000

a. Dependent Variable: MinatBeli

The partial test results indicate that both independent variables significantly influence purchase intention. First, brand image has a standardized beta coefficient of

0.449, with a t-value of 8.043 and a significance level of 0.000 ( $p < 0.05$ ). This indicates that brand image has a positive and significant effect on purchase intention. Second, brand association has a standardized beta coefficient of 0.441, with a t-value of 7.906 and a significance level of 0.000 ( $p < 0.05$ ). This indicates that brand association also has a positive and significant effect on purchase intention.

**Regression Equation.** Based on the unstandardized coefficients, the regression equation can be formulated as follows:

$$Y = 1.063 + 0.601X_1 + 0.202X_2$$

where:

Y = Purchase Intention

X<sub>1</sub> = Brand Image

X<sub>2</sub> = Brand Association

This equation indicates that an increase in brand image and brand association scores will increase the purchase intention score. However, it is important to note that in this study, purchase intention is measured using negatively framed items. Therefore, higher scores reflect lower intention to purchase. This means that stronger negative perceptions of brand image and brand association lead to lower consumer purchase intention.

**Multicollinearity Test**

**Table 6.** Multicollinearity test

**Coefficients<sup>a</sup>**

Model		Collinearity Statistics	
		Tolerance	VIF
1	BrandImage	.442	2.260
	BrandAssociation	.442	2.260

a. Dependent Variable: PurchaseIntention

The multicollinearity test shows that the independent variables do not exhibit multicollinearity issues, as indicated by Ghozali (2011) acceptable tolerance ( $>0.1$ ) and VIF values ( $VIF < 10$ ). This confirms

that the regression model is statistically reliable.

**Discussion.** The findings of this study reveal that brand image and brand association significantly influence consumer purchase intention in the context of products perceived as having pro-Israel associations. However, unlike the general marketing literature, where positive brand image and favourable brand associations tend to increase purchase intention, this study demonstrates an inverse pattern. In this case, stronger brand image and brand association lead to lower purchase intention when associated with politically sensitive issues. This phenomenon can be explained through the concept of value incongruence. According to Kotler and Keller (2016), consumers are more likely to develop positive attitudes and behavioural intentions toward brands that align with their personal values. Conversely, when there is a mismatch between brand associations and consumer values, it can trigger negative emotional responses, rejection, or even active avoidance. In this study, the association of certain brands with pro-Israel issues is perceived by respondents as conflicting with their socio-political or moral values, which in turn reduces their intention to purchase.

Furthermore, this finding can also be understood within the framework of political consumerism, where purchasing decisions are not solely based on functional or economic considerations, but also on ethical, ideological, and political factors. Recent studies suggest that consumers increasingly use their purchasing behavior as a form of political expression, including participation in boycott movements (Klein et al., 2004; Stolle & Micheletti, 2013). In this context, the negative perception of brand image does not merely reflect dissatisfaction with product attributes, but rather a symbolic rejection of the values associated with the brand. The role of social influence and digital

media further strengthens this effect. As indicated by Liang *et al.* (2024), social pressure and online discourse significantly shape consumer perceptions and purchase intentions. In this study, the presence of a neutral segment among respondents suggests that not all consumers internalize these associations in the same way. This variation may be influenced by differences in media exposure, personal beliefs, and the intensity of engagement with social and political issues.

In addition, the relatively similar standardized coefficients for brand image ( $\beta=0.449$ ) and brand association ( $\beta=0.441$ ) indicate that both constructs contribute almost equally to shaping consumer responses. This suggests that consumers do not differentiate sharply between cognitive evaluations (brand image) and associative meanings (brand association) when responding to politically sensitive issues. Instead, both operate simultaneously in forming an overall evaluative judgment. Another important finding is that brand association variables tend to receive more neutral responses compared to brand image. This may indicate that while consumers clearly recognize and emotionally react to the symbolic image of a brand, they are less certain about its functional attributes or specific associations. This supports the argument that in politically charged contexts, symbolic meaning often outweighs functional evaluation in influencing consumer behavior (Francioni *et al.*, 2024).

The findings of this study also contribute to the literature on brand activism. While prior research shows that brand activism can enhance consumer loyalty when aligned with consumer values, it can also generate negative consequences when perceived as controversial or misaligned (Wicaksono *et al.*, 2025). In this case, the perceived association with pro-Israel issues functions as a form of involuntary brand

activism, where consumers attribute political meaning to brands regardless of the brands' original intent. This study highlights that the effectiveness of brand image and brand association is highly context dependent. In politically neutral contexts, these constructs may strengthen purchase intention. However, in politically sensitive contexts, particularly those involving moral or ideological conflict, the same constructs can produce the opposite effect. This finding reinforces the importance of considering socio-political context in consumer behaviour research and marketing strategy.

## CONCLUSION

This study demonstrates that brand image and brand association significantly influence consumer purchase intention toward brands perceived as having pro-Israel associations, with a simultaneous contribution of 68.9%. Partially, brand image and brand association also show substantial contributions to explaining variations in purchase intention. The findings indicate that negative perceptions of brand image, particularly those related to associations with political or ideological issues tend to reduce consumer purchase intention. Similarly, brand associations related to product attributes, benefits, price, lifestyle compatibility, and social influence are interpreted by respondents in ways that do not strongly support purchase intention. These results suggest that when brands are perceived by consumers as being associated with socio-political issues that conflict with their values, the typical positive relationship between brand constructs and purchase intention may be reversed.

In this study, it is important to emphasize that the analysis is based on consumer perceptions rather than objective verification of the brands' political positions. The brands examined are those that are

perceived by respondents, as well as discussed in public discourse and boycott movements, as having associations with pro-Israel issues. Therefore, the findings should be interpreted within the context of perceived brand meaning and not as a factual claim regarding the actual stance of the brands. The study also highlights the importance of value alignment in shaping consumer behavior. Marketing strategies, including brand activism, may be effective when aligned with consumer values, but can generate resistance or boycott behavior when perceived as inconsistent with those values.

This study has several limitations that should be acknowledged. First, the sample is limited to respondents in Jakarta, which may not fully represent the broader population. Second, the use of purposive sampling limits the generalizability of the findings. Third, the study relies on consumer perceptions, which may be influenced by subjective interpretations, media exposure, and social discourse. Fourth, this study does not incorporate potential moderating variables such as religiosity, political awareness, knowledge of boycott movement, media exposure, or social media use, which may further explain variations in consumer responses. Future research is recommended to include a more diverse and representative sample, as well as to examine the role of moderating variables in shaping consumer responses to politically sensitive brand associations. In addition, qualitative approaches may provide deeper insights into how consumers construct and negotiate meaning regarding brand associations in socio-political contexts.

## REFERENCES

Chang, J. (2025). The mediating role of brand image in the relationship between storytelling marketing and purchase intention: case study of PX mart.

*Future Business Journal*, 11(1).  
<https://doi.org/10.1186/s43093-025-00447-4>

- Erilia, E. (2023, November 1). Apa Dampak dari Boikot Produk Pro Israel & Penjelasan Lengkapnya. <https://tirto.id/apa-dampak-dari-boikot-produk-pro-israel-dan-penjelasan-lengkapnya-grk4>
- Ferdinand, A. (2002). Kualitas Strategi Pemasaran: Sebuah Studi Pendahuluan”. *Jurnal Sains Pemasaran Indonesia*, 1(1).
- Firmansyah, A. (2019). *Pemasaran Produk dan Merek (Planning & Strategy)*. Qiara Media.
- Francioni, B., De Cicco, R., Curina, I., & Cioppi, M. (2024). The strength of stance: The impact of brand activism on resistance to negative information, purchasing, and premium paying intents across different types of failures. *Journal of Retailing and Consumer Services*, 82, 104102. <https://doi.org/10.1016/j.jretconser.2024.104102>
- Ghozali, I. 2011. *Aplikasi Multivariate Dengan Program IBM SPSS 19*. Semarang: Badan Penerbit Universitas Diponegoro
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (8th ed.). Cengage Learning.
- Karyati, D., & Mustikasari, A. (n.d.). *PENGARUH BRAND IMAGE TERHADAP MINAT BELI PADA PRODUK NATURE REPUBLIC ALOE VERA DI BANDUNG 2019*.
- Klein, J. G., Smith, N. C., & John, A. (2004). Why we boycott: Consumer Motivations for Boycott Participation. *Journal of Marketing*, 68(3), 92–109. <https://doi.org/10.1509/jmkg.68.3.92.34770>

- Kotler, P., & Armstrong, G. M. (2014). *Principles of Marketing* (15th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2016). *A Framework for Marketing Management* (6th ed.). Pearson.
- Liang, S., Xu, J., & Huang, E. (2024). Comprehensive analysis of the effect of social influence and brand image on purchase intention. *SAGE Open*, 14(1).  
<https://doi.org/10.1177/21582440231218771>
- Mulyana, A., Briandana, R., & Rekarti, E. (2020). ICT and Social Media as a Marketing Communication Platform in Facilitating Social Engagement in the Digital Era. *In International Journal of Innovation, Creativity and Change*. www.ijicc.net (Vol. 13, Issue 5). www.ijicc.net
- Prasetya, W., & Hidayat, A. (2021). Influence of Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty on Purchase Intention. *Archives of Business Research*, 9(12), 132–144.  
<https://doi.org/10.14738/abr.912.11374>
- Primastika, E. A., & Kusumasari, I. R. (2025). The influence of influencer marketing, online customer review, and brand image on the purchase intention of Sea Makeup Setting Spray products. *Formosa Journal of Multidisciplinary Research*, 4(3), 1061–1078.  
<https://doi.org/10.55927/fjmr.v4i3.86>
- Puspaningtyas, L. (2023, November 8). Medsos Jadi Medan Perang Warganet Global Boikot Produk Pro Israel. <https://ekonomi.republika.co.id/berita/s3si28502/medsos-jadi-medan-perang-warganet-global-boikot-produk-pro-israel>
- Stolle, D., & Micheletti, M. (2013). Political consumerism. In *Cambridge University Press eBooks*.  
<https://doi.org/10.1017/cbo9780511844553>
- Tjiptono, F. (2015). *Strategi Pemasaran* (4th ed.). CV. Andi.
- Wicaksono, A. R. A., Ray, E. L., & Prakosa, B. G. (2025). The influence of brand activism on consumer loyalty and social change. *Society*, 13(2), 698–713.  
<https://doi.org/10.33019/society.v13i2.841>