

**CONSUMER PURCHASE DECISION IN THE CROSS-RELIGIOUS  
CONTEXT: EMPIRICAL EVIDENCE FROM PAKISTAN**

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**Abstract**

International businesses have frequently been harmed by unanticipated boycott movements in overseas marketplaces as a result of customer animosity towards a nation. The determination of this study is to empirically analyse the relationship between consumer boycotts with consumer affinity and consumer animosity (concerning Israeli products). We utilised data from 253, in order to test the predictors, mediation and moderated mediation hypothesis. The primary goal is to figure out why customers choose to engage in boycotts. Thus, in the context of boycott efforts, the contrasting role of consumer affinity in reducing the effects of consumer animosity is pointed out by providing innovative management implications. There were 300 persons in the sample size of which 253 were selected after data screening. The sample was chosen using the convenience sampling approach. Study participants are residents of Pakistan. This study seeks to help businesses and scholars, identify the reasons behind boycott intentions for religious responsible decision-making processes, as well as to increase their engagement in the lives of others. The findings indicate that boycott intention has a positive direct effect of animosity on

Boycott Intention. The other findings indicate that boycott intention has a negative direct effect of affinity on Intention. In the case of mitigated mediation effect of religious commitment in the case of Israeli brands. Consumer boycotts are potential for any firm nowadays

## **INTRODUCTION**

Living in a global economy, consumers are regularly exposed to a range of worldwide conflicts, such as trade restrictions or economic sanctions, cultural and religious conflicts (such as Israel vs. Palestine or India vs. Pakistan), and international political wars (like the most recent Russia-Ukraine war). Living in a global economy, consumers are regularly exposed to a range of worldwide conflicts, such as trade restrictions or economic sanctions, cultural and religious conflicts (such as Israel vs. Palestine or India vs. Pakistan), and international political wars (like the most recent Russia-Ukraine war). A consumer boycott is defined as “a voluntary and deliberate abstention by consumers from purchasing or using or dealing with the specific target, such as a product, organization, country, or even person, to achieve a certain objective” (Kim et al., 2022), is a typical type of consumer protest. The previous study recommends that multinational companies adopt a cautious strategy and truly respond to the cause or intention of such boycotts due to the unsettling impacts of consumer boycotts. (He et al., 2021). According to (Balatbat et al., 2023), a consumer boycott takes place when significant numbers of consumers purposefully cease buying a specific good or using a certain service at the same time, possibly for a variety of reasons. The goal of this study is to investigate why Muslim customers in Pakistan feel compelled to boycott Israeli goods and businesses that support Israel out of rage and perceived heinousness. Numerous studies have previously been carried out, not in Pakistan, but in developed Islamic nations like Malaysia, Jordan, Turkey, and Tunisia. This study is the first to examine consumer affinity in the setting of boycott campaigns and advances our knowledge of how it interacts with the consequences of financial penalties. The demand for a boycott of

Israeli goods or businesses that support Israel has gained international attention. Everybody should boycott Israeli-affiliated businesses and oppose the Israeli government's horrific act of exploding thousands of Palestinians every day.

#### **DEFINITION OF VARIABLE**

**Consumer Animosity** is defined as people's negative emotions or feelings against things imported from a foreign country or their anger towards that country (Hoang et al., 2022). Animosity is the residual hostility associated with historical or contemporary military, political, or economic events that affect consumers' willingness to purchase goods from outside (Chaudhry et al., 2021).

In several studies, consumer animosity can significantly reduce a country's product sales in a victim nation (Iranmanesh et al., 2020). Consumers can express their dislike for a foreign country because they believe it harms their own country. The level of consumer animosity varies according to the nation or nations at issue. For instance, Australian resentment of France after nuclear testing in the South Pacific or Muslim rage towards Denmark when cartoons featuring the prophet Muhammad were published.

**Consumer Affinity** refers to a consumer's feeling of love, attachment, fondness, or feelings of affection for a specific (foreign) nation. This sentiment can be a strong indicator of an individual's tendency to make purchases of goods and services that originate from related affinity nations. (Zaid et al., 2022; Atteeq ur Rahman, 2022 ). The word "affinity" describes a pleasant attitude or sentiment that is primarily founded on efficiently treating someone or something. (Asseraf & Shoham, 2017). Oberecker, Riefler, and Diamantopoulos (2011) thus define affinity in terms of two dimensions: (1) low-affect feelings, which are seen as "sympathy," and (2) high-affect emotions, which are interpreted as "attachment."

**Religious Commitment**, According to (Masrurroh et al., 2022), religious commitment refers to the practice of implementing religious teachings in the

social sphere of the community. Since Islam is the religion under investigation in this study, religiosity refers to an individual's level of commitment to Islamic teachings.

**Boycott Intention** A consumer boycott is an effort by one or more parties to accomplish a certain objective by persuading individual customers to avoid making a particular purchase at the market (FRIEDMAN, 1985). At the individual level, boycott participation can be a direct way for people to express negative emotions like rage and animosity towards a company or, more specifically, a nation (Kim et al., 2022). Consumers are using boycotts more and more as a form of economic protest against nations or firms which promote political agendas as opposed to their own.

**Boycott Behaviour** defined as "choosing not to perform a task or behave in a certain way" or "cutting all ties with an individual, a group of people, or a nation in order to accomplish an objective". (KESER & SÖĞÜTLÜ, 2023).

One of the most successful consumer actions, according to (Friedman, 2002), is a boycott. Consumer boycott campaigns can be started for a number of reasons, including unexpected price changes or inconsistent pricing (prices on the shelf and in the case differ), instability within or between the nation where the product is made, businesses' anti-environmental views, and unfair hiring procedures

## LITERATURE REVIEW

Consumer animosity and consumer affinity are two different concepts. According to Klein et al. (1998), consumer animosity refers to "the remains of antipathy towards a specific foreign country related to previous or ongoing military, political, or economic events" (Kim & Kinoshita, 2023). But unlike consumer affinity, which is a usually positive attitude towards a certain nation, consumer animosity is a negative attitude (Abdelwahab et al., 2020). Therefore, consumer affinity and animosity are separate entities that each need further investigation into the various kinds of consumer behaviour responses they generate. Therefore, by examining the ways and circumstances

in which affinity affects consumer behaviour, this study seeks to expand on the literature on consumer affinity.

Some studies (Ettenson & Klein, 2005) draw attention to the main causes of consumer animosity, including political strife and negotiation (Cossío-Silva et al., 2019), military occupation (Abdul-Talib & Mohd Adnan, 2017), issues contrasting the past and present, territorial disputes, These are just a handful of the research (Lasarov et al., 2023) Other aspects, such as cross-religious, are left out. The purpose of this study is to experimentally analyse the relationship between consumer boycotts with affinity and animosity (in a cross-religious context).

Since religions are seen as the source of human values, they have a significant influence on the norms or criteria used to make behavioural decisions, particularly when it comes to the environment (Cossío-Silva et al., 2019). The reasons why consumers engage in boycotts have been the subject of previous research (Lasarov et al., 2023).

Customers may have strong opinions about "old friends and foes" that influence their observations of products coming from countries they perceive to be either friendly or hostile to their own. For the first time, this study examines the relationship between four place-related constructs country and people images, product images, affinity, and animosity and purchase intentions.

The current study, which is based on the theory of planned behaviour (TPB), aims to understand better customers' intention to continue buying by highlighting the relationship between these constructs. TPB, which developed from the theory of rational action, has been extensively used to investigate intentions behind behaviour as well as actual behaviour (Zaid et al., 2022; Dania Yousaf, 2022). Three factors determine behavioural intentions, which in turn determine actual behaviour: perceived behavioural control, subjective norms, and attitudes towards behaviour.



Customers' political stances influence their decisions to boycott US goods. However, religious influences are a significant factor in understanding why customers choose to boycott US products in addition to their significant political views. Actually, in the name of religion and in support of marginalised Muslim communities, Muslim consumers rejecting companies are referred to as engaging in "consumer jihad" (Muhamad et al., 2019).

The preceding studies (Rose et al., 2009; Shoham et al., 2006) discovered, in contrast to earlier findings, that animosity negatively overstated the assessment of the product's quality. Based on our research, we suggest that people may become religiously hostile towards a nation engaged in a very disputed religious act. This animosity may be the driving force behind the boycott of products initiated by the offending nation's brands, regardless of the products' merits (Kim et al., 2022).

Numerous studies have demonstrated in the literature on animosity that past or ongoing conflicts may create antipathy, which can then result in a refusal to purchase goods from an offended nation. Still, it was difficult to find several studies examining the reasons behind boycott intention as a mediating factor in the relationship between animosity and purchase intention. The researcher in this study made the case that the relationship between hatred and willingness to buy is mediated by customer intention for boycotting. Customers who hold strong animosity against a foreign nation are more likely to express their resentment and offer penalties to that nation. Thus, the degree to which customers look to specific foreign products would depend on their level of boycott intention (Kim & Kinoshita, 2023).

The intention to carry out a behaviour is the central concept of the Theory of Planned Behaviour (Ajzen, 1991), an extension of the (TRA) Theory of Reasoned Action (Fishbein and Ajzen). Accordingly, it is maintained that when there is a stronger purpose to act, there is a greater likelihood of doing so.

Businesses must give this issue the attention it deserves. Because accessing, sharing, and exchanging information has become more and more popular in today's society, in addition to the fact that there is a greater quantity of information available. (Zhou et al., 2017). In this particular setting, evaluating the reasons behind people's actions is crucial to understanding the consumer boycott process (Balatbat et al., 2023). Consumers either boycott companies that engage in inadequate business practices or participate in the boycott with the intention of changing the company's behaviour to align with their preferences or safeguard their own interests. While boycotts might be characterised as collective acts, motives are not the same. In addition to a wide range of personal factors, consumers can be impacted by their social environment, which includes their family, role models, and social position.

### **Hypothesis Development**

We extend our argument for example the connection between customer animosity and real boycott behaviour to contest the growth of the literature on consumer boycotts. International businesses have frequently been harmed by unexpected boycott movements in overseas marketplaces as a result of customer hostility towards a nation of origin (Kim et al., 2022). The findings indicate that in both countries the actions and intention towards boycott have a negative unintended effect of hatred on the amount of purchasing actions. In the situation of South Korea, the direct influence of hostility on purchase amount is somewhat authenticated, as is the lessened mediation effect of consumer affinity in the case of Japan.

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situation of South Korea, the direct influence of hostility on purchase amount is somewhat authenticated, as is the lessened mediation effect of consumer affinity in the case of Japan. (Kim et al., 2022)

H1: Consumer animosity has a direct positive impact on boycott intention

Prior research on the model of customer affinity, such as those (Asseraf & Shoham, 2017), just compare how much of an influence those feelings have on decisions to buy. Although research has shown that customer affinity can counteract animosity's negative effects.

It's the first investigation to suggest that consumer affinity lessens the harmful indirect effect of anger towards boycott activity through consumers' attitudes and desire to boycott.

On the other hand, brand loyalty can encourage customers to make repeat purchases and sustain a consistent and meaningful engagement with the brand (Rodrigues & Rodrigues, 2019). According to (Suetrong et al., 2018), customers who form a strong attachment to brands that are highlighted as being domestically originated will be less inclined to avoid buying multiple source brands. This suggests that consumers' decision-making processes and purchasing behaviours might be significantly influenced by their intensely passionate attachment to and love for national brands. As a result, we proposed the hypotheses that follow.

H2: Consumer Affinity negatively impact boycott intention that means higher affinity has tended to lower the boycott intention

The preceding studies (Rose et al., 2009) and (Shoham et al., 2006) discovered, in contrast to earlier findings, that animosity negatively overstated the assessment of the product's quality. Based on our research, we suggest that people may become religiously hostile towards a nation engaged in a very disputed religious act. This animosity may be the driving force behind the boycott of products initiated by the offending nation's brands, regardless of the products' merits (Klein et al., 1998). Based on these arguments, our hypothesis is:



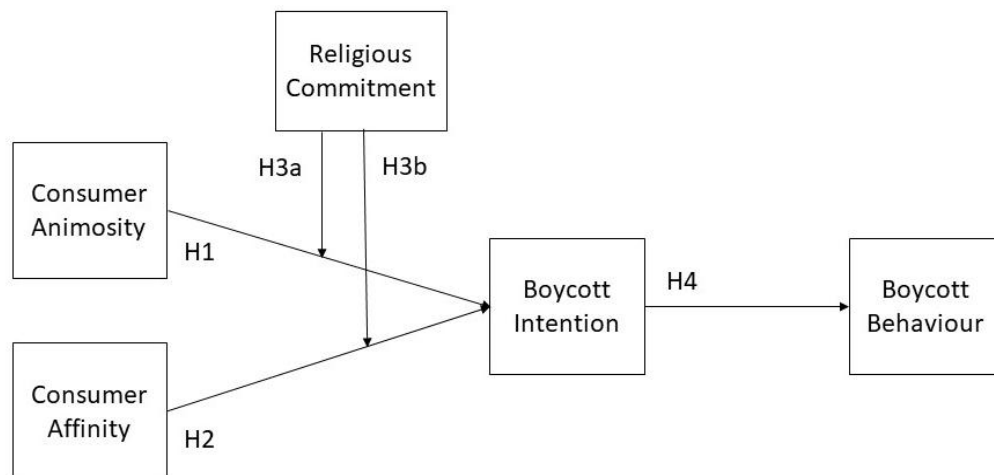
H3a: Religious commitment increases the impacts of consumer animosity on boycott intention.

Numerous studies have demonstrated that worldwide brands significantly influence consumer loyalty. Customers' affinity to the associated brand will, however, decline if they boycott the goods of a nation engaged in a disputed activity because they feel that the nation is doing something ridiculous (Farah & Newman, 2010). Supporters of a particular religion may be motivated to boycott to aid the disadvantaged parties or defend the rule of law. Customers may become more convinced of the boycotts according to the study if reputable religious experts and the government, religious or non-religious communities throughout the world approve the campaign (Muhamad et al., 2019). It's highly likely that how believers practise their faith affects how they feel about boycotts based on religion. Because religion provides a social individuality that is rooted in a system of religious beliefs, it has a significant psychological impact on those who practice (Mirza et al., 2020). Therefore, our hypothesis is that

H3b: Religious commitment decrease the impacts of consumer affinity on boycott intention.

According to the theories of reasoned action (Fishbein & Ajzen, 1975) and planned behaviour (Ajzen, 1988), they are adopting a particular behaviour that was used in our example, boycotting and developing a strategy for the intention are two different things. These two theories indicate that the intention to adopt a behaviour is related to the performance of a certain behaviour. Within the field of boycott behaviour research, several studies (Cossío-Silva et al., 2019); (Palacios-Florencio et al., 2021) demonstrate a remarkable and positive correlation between boycott intention and consumer boycott conduct. Hence, we developed the below hypothesis:

H4: Boycott Intention will significantly and positively affect boycott behaviour.



**Figure 2.2 Proposed Theoretical Framework**

## METHODOLOGY

This study focuses on how consumer animosity and affinity affect the intention to boycott, using religious commitment as a moderator. The planned study's instruments were applied to the analysis of the data collected to verify the relationship between the variables.

We conducted a survey questionnaire by customers who have information about Israeli brands. Our target audience was Pakistani consumers who use Israeli products at least once in their lives and know the consequences of conflicts between Israel and Palestine. The convenience sampling strategy, also known as non-random sampling, was employed in this study to gather data from respondents because it is not practicable to list every consumer or include the full population to collect data.

Saunders established the "Research Onion Model," a methodical approach for developing the research process of a research dissertation or thesis. (Tengli, 2020). Following this framework is beneficial when choosing the appropriate research philosophy and creating a strategy. The onion model consists of six layers, each of which represents a whole research process. (Dissanayake, 2023). According to Saunders, there are three stages of decision-making in the model: (1) research philosophy and research approach (the first two outer layers); (2) research design which includes methodological

choices, research strategy and time horizon (the third, fourth, and fifth layers); and (3) techniques and procedures, which include gathering information and analysis (intel core) (Orth & Maçada, 2020).

### **Target Population**

The group of persons who possess the same information that the researcher needs is known as the target population (Lasarov et al., 2023). In our study, we conducted a survey questionnaire by customers who have information about Israeli brands and their products those who used these products were the target demographic for this study. Our target audience was Pakistani consumers who use Israeli products at least once in their lives and know the consequences of conflicts between Israel and Palestine. The convenience sampling strategy, also known as non-random sampling was employed in the study to gather data from respondents because it is not practicable to list every consumer or include the full population to collect data.

### **Sample**

When analyzing descriptive statistics of data regarding particular business challenges, sample size is an essential factor. For factor analysis, a minimum of five cases should be included in the sample size for each of the observed variables (Hatcher, L., & Stepanski, 1994). The minimum number of scenarios needed for the current study was 250, resulting from multiplying 5 examples by 5 observed variables and multiplying with 10. In a similar vein, a big sample size is necessary for structural equation modelling to maintain goodness of fit.

In order to achieve at least a 60% full participation rate based on earlier questionnaires with the person, the original dataset comprised questionnaires that were sent online to a consumer panel of 300 consumers. 280 customers in total answered the data online survey. This study was able to enrol 253 (84.4%) participants for the real data analysis after 17 incomplete questionnaires were removed.

### **Collection Tools**

Recall that there are two types of data collection: primary data, which the researcher obtains directly from the source, and secondary data, which is obtained from a third party. Both qualitative (non-quantifiable aspects, such as emotions) and quantitative (numeric) procedures are used as primary data collection methods. In this research, the data is collected by using the close-ended questionnaires from samples by utilizing the 5-point Likert scale (1= strongly disagree to 5= strongly agree). They can be either closed-ended or open-ended, taking place offline or online. Questionnaires are given to a group of people in a survey. The questionnaires were distributed using the convenience sampling technique. We collect this data in both ways, they received the online surveys in Google Form format through social media and WhatsApp and collected it physically.

### **RESULTS AND CONCLUSION**

#### **Demographic Information**

Table 4.1 presents an overview of the characteristics of the various demographic variables. The demographic information is important because it helps to describe the sample of the population. For example, the finding of the consumer animosity and consumer affinity may be more important if the respondents are mostly young and well-educated and the moderating effect of the religious commitment may be more important on boycott intentions. 253 respondents complete the instrument online and as well as physically. The respondents were 19 years of age or older. The demographic information of the study is as follows.

**Table 4.1: Summary of the Demographic Variables**

Variables	Categories	Frequency	Percentage %
<b>Age</b>	15-19	18	7.1%
	20-29	214	84.6%
	30-39	18	7.1%
	40-49	1	.4%
	50 and above	2	.8%
<b>Gender</b>	Male	94	37.2%
	Female	159	62.8%
<b>Qualification</b>	Matric	8	3.2%
	Inter	64	25.3%
	Bachelor	122	48.2%
	Master	59	23.3%
<b>Occupation</b>	Student	187	73.9%
	Job Holder	25	9.9%
	Business Man	24	9.5%
	Household	10	4.0%
	Others	7	2.8%
<b>Income</b>	0-50000	121	47.8%
	50001-100000	57	22.5%
	100001-150000	50	19.8%
	150001-200000	13	5.1%
	200001 and above	12	4.7%

#### **Reliability and Validity Analysis**

Validity is the extent to which an examination evaluates and only evaluates what it is designed to assess, whereas reliability frequently has to do with the accuracy of measurement or repetition (Zaid et al., 2022). This study assessed the validity of the latent variable generation using (CA), (CR), and (AVE). The



procedures of validity were confirmed by the convergent and discriminant validity (Secchi, 2015).

**Table 4.4: Reliability Analysis of Constructs**

Construct	No of items	Cronbach's Alpha	CR (Minimum 0.6)	AVE (Minimum 0.5)
Consumer animosity	7	.917	0.92	0.62
Consumer affinity	5	.761	0.76	0.41
Religious commitment	5	.921	0.92	0.66
Boycott intention	7	.957	0.95	0.79
Boycott behaviour	6	.927	0.92	0.68

The constructs with the greatest Cronbach's alpha were boycott intention (.95) and boycott behaviour (.92), as can be seen from the table. The lowest value of Cronbach's alpha was consumer affinity (.76). All of the constructs in this investigation had appropriate reliabilities because their scale reliabilities were all above the suggested cut-off of 0.7 criteria.

The variance estimate for consumer animosity was .92, which indicates that Consumer Animosity has constructed accounts for 92 per cent of the variation and random measurement error for 8 per cent. Only consumer affinity fell below .50. Other variables have more than .50. so, in cases where reliabilities are considered adequate, variance extraction scores frequently fall below .50, making this test more thoughtful than others (Lasarov et al., 2023). Discriminant validity: determines whether two tests that shouldn't have a significant connection are indeed separate. As proposed by (Fornell & Larcker,

1981), utilising average variance extracted (AVE) tests, the discriminant validity of the model constructs was assessed. If each latent construct's square root of AVE is higher than all inter-construct correlations between that construct and every other construct, discriminant validity is maintained (Toscano & Zappalà, 2021). Table 4.6 displays the outcome of this test for the measurement model. The off-diagonal values provide the correlation between each pair of latent constructs, while the diagonal entries, which should be bigger than all other entries in the same row and column, reflect the square root of the AVE for each construct. The table shows that for every latent construct, discriminant validity is established with no expectation.

**Table 4.6 Discriminant Validity by correlation and square root of AVE**

Construct	1 CA	2 CAF	3 RC	4 BI	5 BB
1. Consumer Animosity Pearson Correlation	<b>0.78</b>				
2. Consumer Affinity Pearson Correlation	-.274**	<b>0.63</b>			
3. Religious Commitment Pearson Correlation	.647**	-.317**	<b>0.81</b>		
4. Boycott Intention Pearson Correlation	.637**	-.380**	.645**	<b>0.88</b>	
5. Boycott Behaviour Pearson Correlation	.627**	-.392**	.595**	.866**	<b>0.82</b>

*The square root of average variance is extracted on the diagonal and correlations are on off-diagonal*

#### SEM ANALYSIS

In this work, structural equation modelling (SEM) with AMOS 21 software was used to investigate the assumptions. As stated by Steenkamp et al. (2000), structural equation modelling (SEM) is particularly helpful in the analysis of

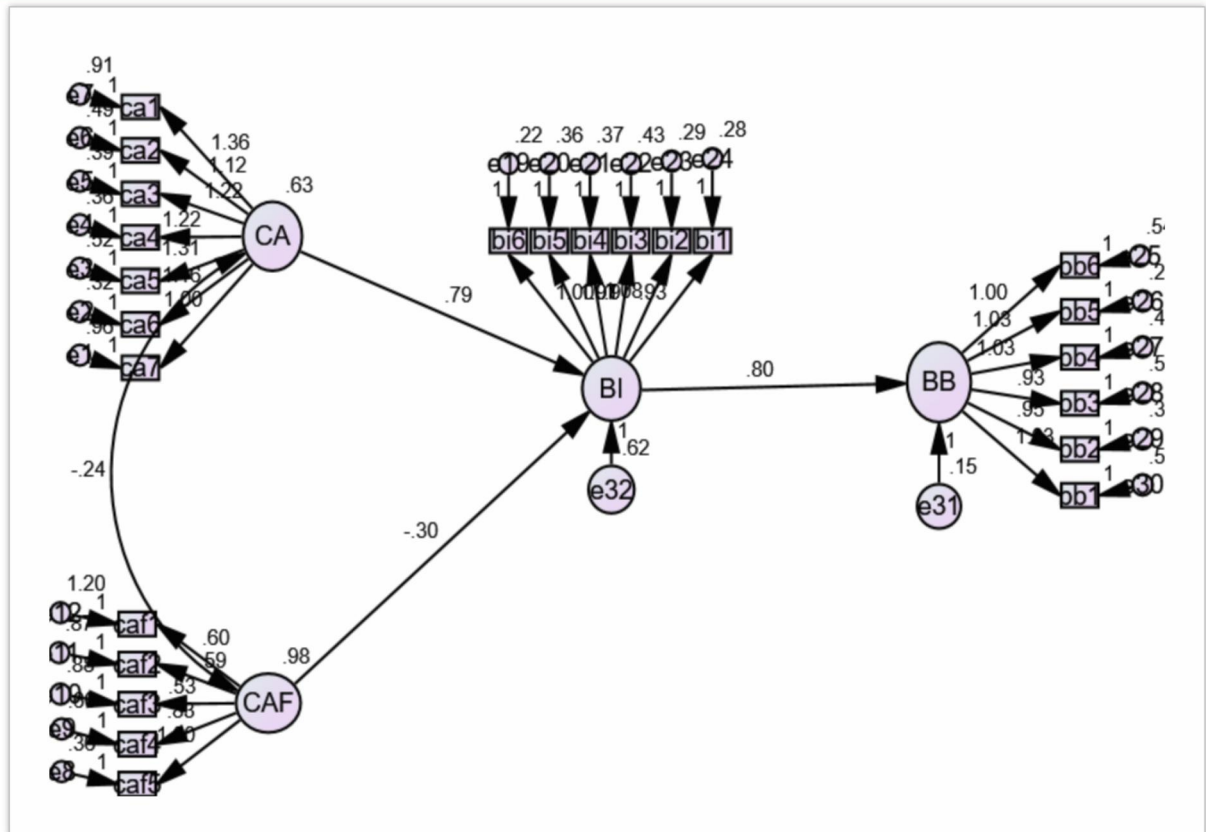
non-scientific notions like intentions, attitudes, and market orientation that are difficult to see directly. As a result, the SEM method is suitable for this study's investigation of customer animosity and boycott intentions. The measurement model and the structural model are the two fundamental components of the SEM analysis.

The unobservable constructs and their theoretical connections are included in the structural model. Estimating the path of coefficients, which show the direction and strength of the correlations between the variables, is one way to test this. An analysis of the structural model in the current study generated a chi-square ( $\chi^2$ ) value of 536.708 with 246 degrees of freedom (df) and a probability is .000. The normed chi-square ( $\chi^2 / df$ ) value is 2.17 and therefore below the critical value of 3, which showed a good fit.

**Table 4.10: Structural Regression Model Fit**

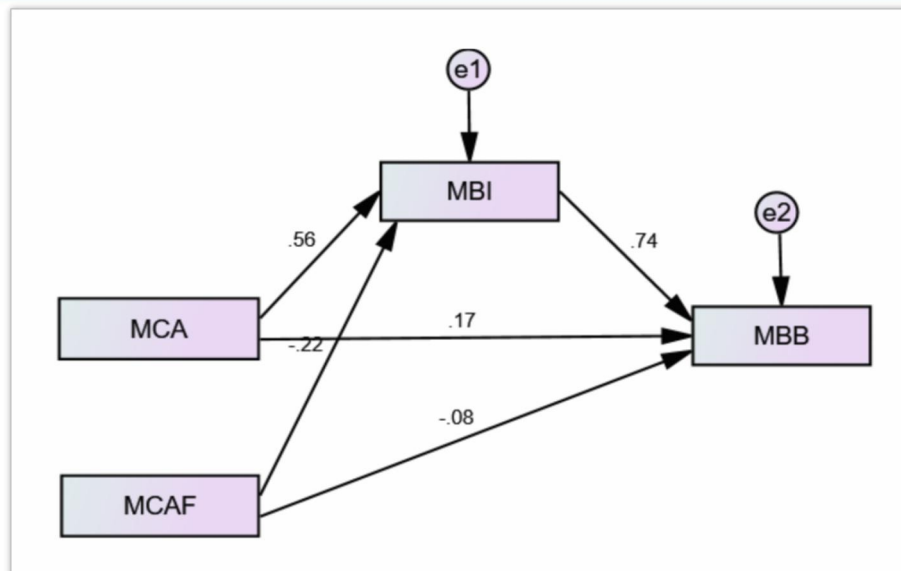
Measures	$\chi^2/df$	TLI	CFI	SRMR	RMSEA
Default model indices	2.17	.934	0.941	0.047	0.068
<b>Cut-off Criteria</b>	<3	>9	>0.9	<0.08	<0.08

The other fit indices (GFI =.842, TLI =.934, CFI =.94, RMSEA =.06) also demonstrated that the proposed model adequately explains the sample data. The findings of this study's structural model are shown in Figure 4.3.



### Mediation Analysis

First of all, there is a considerable direct relationship between the independent and dependent variables. The direct effect would be lessened when the mediator variable M entered the model because some of the influence had already been moved through the mediator. The mediation effect in this case is referred to as "partial mediation" if it is diminished but still significant. On the other hand, the mediation is referred to as "complete mediation" if the direct influence is diminished and no longer relevant.



Boycott intention does mediate the relationship between consumer animosity and boycott behaviour according to Table hypothesis testing results. Since the direct effect does not vanish after the mediator enters the model, partial mediation is the sort of mediation that is used in this situation.

Boycott intention does mediate the relationship between consumer affinity and boycott behaviour according to Table hypothesis testing results. Since the direct effect vanishes after the mediator enters the model, full mediation is the sort of mediation that is used in this situation

**Table 4.12: Regression Weights: (Group number 1 - Default model)**

Paths			Estimate	Estimate	S.E.	C.R.	P	Results
MBI	<---	MCA	.617	<b>.563</b>	.055	11.246	.007***	Significant
MBI	<---	MCAF	-.299	<b>-.224</b>	.067	-4.476	.002***	Significant
MBB	<---	MCA	.163	<b>.169</b>	.038	4.341	.002***	Significant



**Table 4.12: Regression Weights: (Group number 1 - Default model)**

Paths		Estimate	Estimate	S.E.	C.R.	P	Results
MBB <---	MBI	.650	<b>.737</b>	.035	18.429	.006***	Significant
MBB <---	MCAF	-.096	<b>-.081</b>	.039	-2.462	.050	Insignificant

#### **Moderation Analysis**

When utilising SPSS to assess conditional indirect effects (mediated mediation, mediated moderation), the PROCESS macro has been the accepted method for years. There we use model 7 from HAYES PROCESS macro.

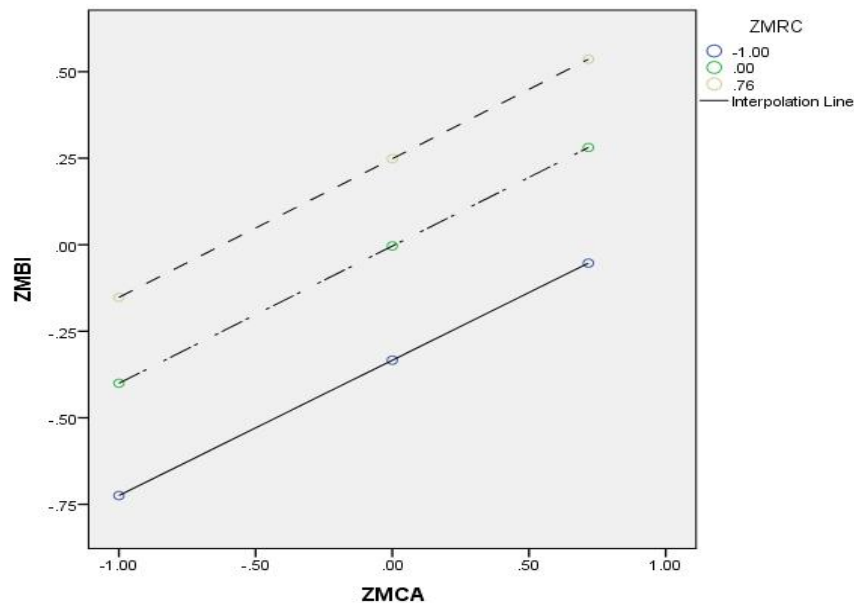
**Table 4.16: Model Summary of a Moderator**

R	R-sq.	MSE	F	df1	df2	p
.6524	.4256	.5813	61.4975	3.0000	249.0000	0.000

The model summary of the moderator has a value of  $p < 0.001$  so it has a significant model that has a 42% change in the model with the value of R-square .4256. CA has a significant impact on BI ( $b = 0.3966$ ,  $t = 5.8943$ ,  $p < 0.001$ ). The hypothesis has a significant impact on mediator BI and it is acceptable. RC has a significant impact on BI ( $b = 0.3300$ ,  $t = 4.54363$ ,  $p < 0.001$ ). second hypothesis is also supported by it. But the interaction term has no impact on BI so hypothesis 3 did not support it, it is insignificant with the value ( $b = 0.0054$ ,  $t = .1639$ ,  $p > 0.8699$ ).

**Table 4.17: Moderation Analysis Summary**

EFFECTS	COEFF	SE	T- VALUE	P- VALUE	LOWER	UPPER
<b>constant</b>	-.0035	.0525	-.0672	.9465	-.1070	.1000
<b>ZMCA</b>	.3966	.0673	5.8943	.0000	.2641	.5291
<b>ZMRC</b>	.3300	.0726	4.5436	.0000	.1870	.4731
<b>Int_1</b>	.0054	.0332	.1639	.8699	-.0599	.0707



**Table 4.18: Model Summary**

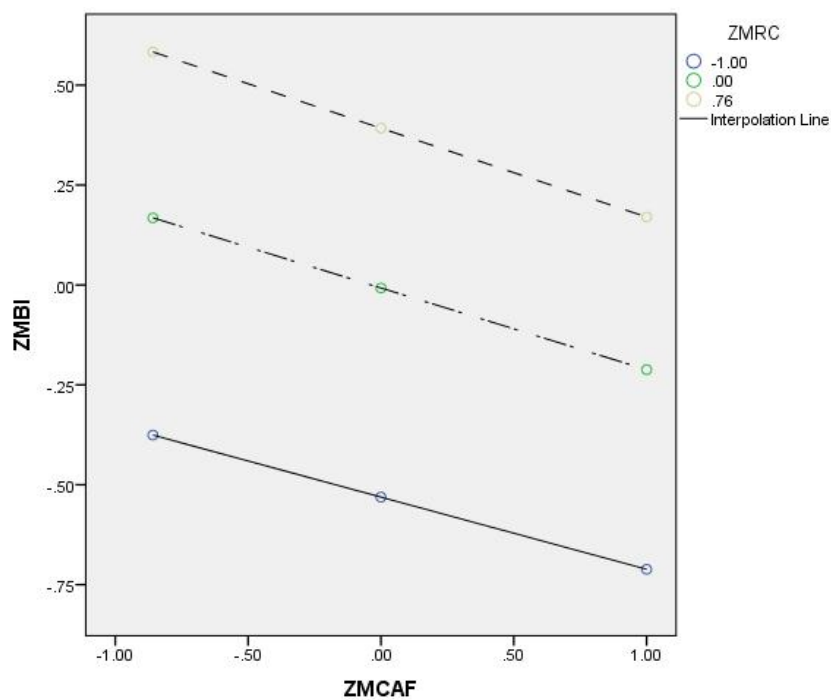
R	R-sq.	MSE	F	df1	df2	p
.6109	.3732	.6343	49.4258	3.0000	249.0000	0.000

The model summary of the moderator has a value of  $p < 0.001$  so it has a significant model that has a 37% change in the model with the value of R-square .37232. CAF has a significant negative impact on BI ( $b = -0.2043$ ,  $t = -3.8040$ ,  $p < 0.001$ ). The hypothesis has a significant impact on mediator BI and it is acceptable. RC also has a significant impact on BI ( $b = 0.5233$ ,  $t = 9.6282$ ,  $p < 0.001$ ). The second hypothesis is also supported by it. But the

interaction term has no impact on BI so hypothesis 3 did not support it, it is insignificant with the negative value ( $b = -0.0236$ ,  $t = -0.6235$ ,  $p > 0.001$ ).

**Table 4.19: Moderation Analysis Summary**

EFFECTS	COEFF	SE	T-VALUE	P-VALUE	LOWER	UPPER
<b>constant</b>	-.0076	.0515	-.1476	.8828	-.1091	.0939
<b>ZMCAF</b>	-.2043	.0537	-3.8040	.0002	-.3101	-.0985
<b>ZMRC</b>	.5233	.0543	9.6282	.0000	.4162	.6303
<b>Int_2</b>	-.0236	.0378	-.6235	.5335	-.0980	.0509



**Table 4.20: Results of The Hypothesis**

Relationship	Estimates	P-value	Results
<b>H1: animosity -&gt; Boycott intention</b>	.791	0.001 ***	Significant
<b>H2: affinity -&gt; boycott intention</b>	-.304	0.002 ***	Significant
<b>H3a: religious commitment -&gt; consumer animosity</b>	0.396	.8699	Insignificant
<b>H3a: religious commitment -&gt; consumer animosity</b>	-0.204	.5335	Insignificant
<b>H4: boycott intention - &gt; boycott behaviour</b>	.801	0.001 ***	Significant

## CONCLUSION

In this work, structural equation modelling (SEM) with AMOS 21 software was used to investigate the assumptions. As stated by Steenkamp et al. (2000), structural equation modelling is particularly helpful in the analysis of non-scientific notions like intentions, attitudes, and market orientation that are difficult to see directly.

The constructs with the greatest Cronbach's alpha were boycott intention (.95) and boycott behaviour (.92), as can be understood from table 4.4. The lowest value of Cronbach's alpha was consumer affinity (.76).

To validate that the suggested model has a good fit, it is necessary to look at the imported model fit indices. The CFA findings respectively are other fit indices (GFI =.842, TLI =.934, CFI =.94, RMSEA =.06) also demonstrated that the planned model adequately explains the example data.

The study utilised AMOS 21, a structural equation modelling software, to investigate its presented theories. two hypotheses dealt with the direct effects

of all of these variables on boycott intention; two hypotheses focused on the interceding effects of consumers' assessments of animosity and affinity and their reasons for participating in the boycott on the intention to boycott, consumer animosity and boycott intention have a 0.791 path coefficient. Consumer affinity and boycott intention have a negative value -.304 path coefficient.

First, the result of H1 indicates that consumer animosity of Pakistani consumers has increased the intention to boycott the Israeli product ( $b = 0.79$ ,  $p = 0.001$ ). Hence, the H1 is significant and supported.

Secondly, H2 proposed a negative direct effect of consumer affinity towards boycott intention on the boycott behaviour. The result of H2 indicates ( $b = -.304$ ,  $p = 0.002$ ). Hence, the H2 is also significant and supported.

The third H3 moderation mediation hypothesis in this study used Hayes' PROCESS macro (Models 7). The results ( $b = .0054$ ,  $p = 0.86$ ) show that moderation mediation is not supported because it is not significant in our study.

Hypothesis H4 is confirmed by a significant impact and accounts for 47.8% of the behaviour's variance. The results of the H4 ( $b = .617$ ,  $p = .007$ ) indicate that there is partial mediation between consumer animosity and boycott because the indirect effect of consumer animosity on boycott behaviour is significant and the results of the consumer affinity H4 ( $b = -.299$ ,  $p = .002$ ) indicates that there is full mediation

Boycott intention does mediate the association between consumer animosity and boycott behaviour according to .564 and -.290 boycott intention by consumer animosity and consumer affinity respectively.

The model summary of the moderator has a value  $p < 0.001$  so it has significant model that has 42% change in the model with the value of R-square .4256. CAF has a significant negative impact on BI ( $b = -0.2043$ ,  $t = -3.8040$ ,  $p < 0.001$ ). The hypothesis has a significant impact on mediator BI and it is acceptable. RC also has a significant impact on BI ( $b = 0.5233$ ,  $t =$



9.6282,  $p < 0.001$ ). second hypothesis also supported with it. But the interaction term has no impact on BI so hypothesis 3 did not support, it is insignificant with the negative value ( $b = -0.0236$ ,  $t = -0.6235$ ,  $p > 0.001$ ).

## DISCUSSION

The finding of the study indicates consumer animosity and consumer affinity exhibit distinct results on intention to boycott. Direct outcomes of the variables that hypothesis H1 and H2 that directly impact boycott intention are significant. Consumer animosity has a positive impact on boycott intention but consumer affinity negatively impacts BI. The research proposed that CA increase the intention to boycott and CAF decreases the boycott intention. The results from the survey show that both direct effects are supported for all variables.

The investigation of the causes of boycott behaviour is the focus of this work. Consumers can also actively participate in information broadcasting to share their thoughts and recommendations with others on social media on favourable or unfavourable consuming experiences. They can even start a boycott or participate in one to express to the brand how seriously they feel about it. Social media's quick information flow gives users the opportunity and freedom to voice their opinions, speak up, and even demand that a company be boycotted. Brand managers need to understand that a boycott by customers can stem from more than just a bad product experience or poor performance. Sometimes, customers who participate in a boycott are not merely unhappy with the brand's goods or services. Instead, the product's philosophy and stance on critical social topics may leave customers feeling unsatisfied.

Sudden boycotts in foreign markets brought on by customers' hatred against a country of origin have often hurt international firms. This investigation provided a complete model of boycott operations to investigate if and in what way cross-cultural emotions, such as customer attachment and anger, as behaviour variables, impact consumers' buying behaviours.

Examining a legitimate boycott situation between South Korea and Japan in 2019 allowed us to compare the two countries. The study's conclusions have significant implications because they show how customer affinity may ease the harmful properties of animosity from consumers on real boycott participation.

#### **THEORETICAL IMPLICATION**

This study adds to the body of knowledge on consumer behaviour in some ways. To the best of the researcher's knowledge, no study has been released in the literature that looks into the moderating impacts of religious commitment on boycott intentions. The analysis of the paper delves deeper into the association that was first presented in the studies by Klein, et al. (1998) between animosity and consumer

Secondly, this research contributes to a deeper comprehension of the opposing impact of customer affinities and animosities on purchasing behaviour. In response to requests for more research on whether and how attitudes or intentions regarding consumer boycotts explain purchasing behaviours, this study will be conducted.

Third, this study integrates the various effects of two different emotions (i.e., consumer affinity and animosity) in boycott research by using a national comparison to extend the Theory of Planned Behaviour. In order to understand the cognitive process underlying customers' behavioural attitudes in boycott campaigns, we applied the Theory of Planned Behaviour (TPB) to investigate the interaction effect between consumer animosity and affinity.

#### **MANAGERIAL IMPLICATION**

Three managerial implications of this study exist for the foreign marketing initiatives of multinational corporations. First, this study emphasises how important it is to have enough understanding of local consumers' attitudes and actions related to cross-cultural feelings or personalities towards a place of origin. Thus, our results provide significant evidence that, in the event of considerable animosity towards conflicts, consumers tend to decline purchases of goods provided by companies in the associated nation.

Second, this research suggests that affinity is necessary for international marketing efforts to be successful. Increasing customer satisfaction, brand sympathy, brand commitment, and brand loyalty are common goals of marketing techniques. Managers have to take an active part in promoting their nation's distinct culture in target markets to establish a sufficient degree of affinity. Customers' feelings and opinions about a particular company might be either favorable or negative, depending on how the company performs in the marketplace.

In the last third, marketers should exercise carefulness when analyzing the motives behind boycotts involving religious commitment or sentiment. Because religion penetrates society and shapes customers' intentions and values, it may still be the primary source of consumer incentive to engage in the boycott. In a "less religious" or modern market it can be inverse. Businesses must exercise precaution and have an understanding of the Muslim communities in which they do business. Despite similarities in perspectives of Muslim consumers, there remain notable variances in opinions regarding certain problems, such as boycotts by consumers. Some Muslim institutions in Pakistan and throughout the Muslim world are against using brand boycotts as a means of expressing opposition to the attacks in Gaza.

### **LIMITATION**

Three managerial implications of this study exist for the foreign marketing initiatives of multinational corporations. First, this study emphasizes how important it is to have enough understanding of local consumers' attitudes and actions related to cross-cultural feelings or personalities towards a place of origin. Thus, our results provide significant evidence that, in the event of considerable animosity towards conflicts, consumers tend to decline purchases of goods provided by companies in the associated nation.

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Boycotts are now easier than before and can be successfully initiated due to the internet but in our case, the boycott for Israeli products is difficult because alternative products are not available everywhere so in rural areas there is less chance to boycott these brands

### **FUTURE STUDIES**

Future studies should investigate how boycott campaigns are influenced not only by animosity and affinity but also by other cross-cultural emotions, such as sentimentality, globalism (Asseraf & Shoham, 2017), and cultural bias (He et al., 2021).

The customary problem with self-reporting, as well as the fact that boycotting is seen as a socially acceptable action. In this study, social desirability control was not tried; future research attempts should address this. It should be mentioned that this study's findings are based on a sample of a few cities, therefore extrapolating them to the entire nation is not implied.

Future research can look into whether psychographics or other characteristics can moderate the TPB relationships. Lastly, in the future, studies may attempt to examine the behaviour itself and then assess how intentions affect it. Following Ajzen's (2006) recommendations, a follow-up survey might be conducted on the same sample to inquire about respondents'

involvement in boycott campaigns. Naturally, this process can only be used when a boycott movement is operating successfully.

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