

## RESEARCH ARTICLE

# The Boycott Dilemma: Analysing Indonesian Consumers' Perceptions towards Russian Products

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## ABSTRACT

The continuing geopolitical dispute between Ukraine and Russia has far-reaching ramifications that impact consumer behaviour on a planetary scale. This study will analyse the determinants that impact Indonesian consumers' intentions to boycott Russian products. An online survey was conducted in April 2022 to collect data, with a sample of 216 respondents selected using convenient sampling procedures. An exploratory factor analysis, confirmatory factor analysis, and structural equation modelling were employed to analyse the data. The results indicate that consumers' anger significantly impacts boycott attitudes, product judgment, and consumer punishment. However, the attitude of boycotting does not substantially affect the desire to boycott, which goes against what was predictable. In addition, although consumer punishment has a considerable effect on boycott intention, the influence of product judgment is not crucial. These findings contribute to the current body of knowledge in international marketing research, particularly on consumer boycotts.

**Keywords:** Ukraine vs Russia; consumer behaviour; sustainable marketing; consumer animosity; consumer boycott

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### ARTICLE INFO

Received: 28 May 2024 | Accepted: 30 August 2024 | Available online: 27 November 2024

### CITATION

Suhud,U, Allan.M, Hoo.W.C, et al. The Boycott Dilemma: Analysing Indonesian Consumers' Perceptions towards Russian Products. *Environment and Social Psychology* 2024; 9(10): 2851. doi:10.59429/esp.v9i10.2851

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## **1. Introduction**

The start of Russia's military action against Ukraine on February 24, 2022, has sparked substantial international interest, especially in Indonesia, despite the latter's nonparticipation in the fight. Although Indonesia is not directly involved in the combat, the war has been extensively reported by both foreign and national media, ensuring that the Indonesian population is widely aware of it. Despite its neutral position, Indonesia maintains trade relations with Russia and Ukraine, utilising each country as trading partners in distinct fields. For example, Indonesia buys fertilisers from Russia and wheat from Ukraine, and both countries import steel from Indonesia. In addition, Russia buys vegetable oil from Indonesia. There are trade ties between Indonesia, Russia, and Ukraine, but the ongoing conflict risks disrupting the supply chains and impacting trade flows.

Despite Indonesia's decision not to impose sanctions on Russia or Ukraine, it anticipates that supply chain delays could affect trade between the involved nations. The question remains, however, whether Indonesian consumers would react by refusing to buy products from Russia and Ukraine. Unlike in some countries, where researchers have observed consumer boycotts during conflicts, Indonesian consumers may not encounter products from these countries as readily in their local markets, whether modern or traditional. This aspect of the situation adds a layer of complexity to predicting consumer behaviour regarding the boycott of Russian and Ukrainian products in Indonesia.

Researchers have studied consumer behaviour during war or wars in different settings. For instance, Sun and Jun<sup>[1]</sup> conducted studies to investigate the purchasing intention of Korean customers towards Japanese items during the Japan-Korea war. Abdul-Talib and Abdul-Latif<sup>[2]</sup> researched the factors that influence Malaysian consumers' intent to boycott products linked to Israel as a way to show support for Palestine. These studies illustrate the impact of geopolitical conflicts on consumer attitudes and conduct, even in places that are not immediately affected.

Academic researchers have given considerable focus to the examination of consumer boycotts. Nevertheless, Indonesian consumers' decision to boycott Russian items remains undecided. Thus, this study investigates the effects of consumer hostility. Consumer hostility, boycott attitude, product evaluation and punishment are important factors to consider when studying the boycott behaviour of Indonesian consumers, especially those who reject Russian products.

Consumer animosity is a significant factor that indicates customers' unfavourable feelings and hatred towards a specific country, brand, or product. Due to geopolitical tensions or perceived injustices, Indonesian customers may hold enmity against Russia in the Ukraine-Russia conflict. This hostility can intensify their inclination to abstain from purchasing Russian goods as a means of demonstrating opposition or showing support for the impacted groups.

Moreover, the attitude of boycotting is crucial as it mirrors the consumers' overall assessment and inclination to participate in boycott actions. Many factors, such as moral considerations, political ideologies, and social responsibility ideas, can shape Indonesian consumers' inclination to boycott Russian items. It is more apparent that consumers with a favourable disposition towards boycotting Russian items engage in boycott actions, exerting economic pressure on Russia and expressing their position on the issue. In a recent study conducted by Liu et al, hotel managers were provided with valuable insights on how to optimise their businesses and retain customers by leveraging technology. Additionally, it underscores the significance of engaging in environmentally friendly practices and employing green strategies. The factors that influence the satisfaction of female managers in higher education institutions were investigated by Tang et al.

Furthermore, product judgement has a role as it reflects how customers perceive and assess the product quality, value, and ethical characteristics discussed. Factors such as perceived excellence, brand standing, and ethical issues associated with Russia's participation in the conflict can impact Indonesian customers' evaluations of Russian products. Consumers are more likely to boycott Russian items if they have negative opinions about them, which negative product judgements might influence. Consumer punishment is crucial since it indicates consumers' desire to enforce punitive measures, such as boycotting, against companies or countries believed to be involved in unethical or unwanted activities. Indonesian consumers can consider boycotting Russian products to hold Russia responsible for its actions or to show their displeasure with the crisis. Consumer retribution manifests customers' intention to bring about change through economic measures and can substantially affect companies' public image and market success.

There have been calls in Ukraine for the boycott of Russian products, a sentiment that predates the 2022 crisis. These campaigns reflect long-standing grievances against Russian actions. However, there is a dearth of research examining the attitudes and behaviours of Indonesian consumers towards boycotting Russian products. While Harmeling et al<sup>[3]</sup> and Bulakh<sup>[4]</sup> have studied consumer boycotts of Russian items among American and Ukrainian consumers, a significant gap exists in our understanding of Indonesian consumer behaviour in this context.

## **2. Literature review**

### **2.1. Consumer animosity**

As the literature depicted, consumer animosity encompasses various unfavourable emotions or hostility customers harbour towards a specific country, company, brand, or product. Park et al<sup>[5]</sup> underline that consumer hostility can stem from many sources, including political disputes, historical grievances, or feelings of economic damage caused by items from a disliked country. These unfavourable attitudes can significantly influence consumer buying behaviour and preferences, particularly for products associated with perceived adversaries.

Nevertheless, the literature presents varying viewpoints regarding the origins and influences of consumer animosity. Hoffmann et al<sup>[6]</sup> propose that hatred emerges from anger and aversion provoked by perceived threats, conflicting political beliefs, and adverse personal encounters. On the other hand, Shoham et al<sup>[7]</sup> contend that elements such as dogmatism, nationalism, and internationalism can contribute to anger. In contrast, Huang et al<sup>[8]</sup> suggest that economic problems and normative influences play a role in fostering consumer enmity. Huang et al<sup>[8]</sup> argue that customer animosity in corporate responsibility and environmental sustainability stems from the belief that companies engage in reckless actions. This view can prompt consumers to boycott firms that are deemed socially and environmentally irresponsible. Similarly, Song<sup>[9]</sup> highlights the correlation between customer animosity and feelings of discontent or aversion towards entities. This finding is especially apparent during boycotts, such as the negative sentiments expressed by South Korean consumers towards Japanese items.

Furthermore, Areiza-Padilla et al<sup>[10]</sup> emphasise that customer animosity might stem from geographical, political, cultural, or historical issues, impacting consumer choices regarding products with dual origins. Elsewhere, Thi et al<sup>[11]</sup> highlight the influence of customer animosity on consumer attitudes and behaviours towards enterprises. In contrast, Tao et al<sup>[12]</sup> emphasise its expression through feelings of rage, hatred, or disdain for items from particular countries. Whilst Jin and Cui<sup>[12]</sup> delve into the influence of consumer animosity on individuals' participation in the number of boycotts and buycotts, which are forms of political action within the realm of political consumerism. Furthermore, Suhud<sup>[13]</sup> illustrates how consumer animosity

towards a domestic bread brand mirrors consumer critique of the company's conduct during a boycott, underscoring the societal impact of consumer antipathy.

## **2.2. Consumer animosity and attitude toward boycott**

The literature reviewed offers extensive insights into the correlation between animosity and consumer boycott sentiments, shedding light on several aspects of consumer behaviour in this context. Barutçu et al<sup>[14]</sup>, Verma<sup>[15]</sup>, and Ishak et al<sup>[16]</sup> highlights the significant impact of hatred towards a country or brand on customer attitudes towards boycotting products originating from that entity. These findings highlight the substantial influence of anger on moulding customer views and behaviours, specifically with intentions to boycott. In addition, Xie et al<sup>[17]</sup> and Altintas et al<sup>[18]</sup> examine some sectors, focusing on the impact of enmity on customer perceptions of boycotting fashion companies and foreign products, respectively. Their research highlights the intricate character of consumer reactions to enmity, suggesting that adverse feelings towards a brand or country might motivate customers to manifest their discontent through boycott measures.

Moreover, the research conducted by Abraham<sup>[19]</sup> and Tian<sup>[20]</sup> underscores the enduring nature of boycott sentiments fuelled by animosity, and these studies reveal that such negative sentiments can persist over extended periods, thereby causing a lasting influence on consumer behaviours. It underscores the long-term effects of animosity on the cognitive processes that shape consumer decisions and highlights its impact on consumer perceptions of specific products or nations. In addition, the research conducted by Hoffmann et al<sup>[6]</sup> highlights that boycotts driven by enmity sometimes take the form of indirect boycotts when customers choose not to buy products from certain nations to express their displeasure. It emphasises the intricate relationship between hostility, customer opinions, and boycott actions, showcasing the diverse nature of consumer reactions to animosity-based emotions.

## **2.3. Consumer animosity and product judgment**

The research provides beneficial insights into the influence of enmity on product evaluation, elucidating distinct aspects of consumer behaviour in diverse circumstances. Research conducted by Davlembayeva et al<sup>[21]</sup> and Balatbat et al<sup>[22]</sup>, and Verma<sup>[15]</sup> highlights the significant impact of enmity on consumer perceptions of items. It can result in lower assessments of the products, bad attitudes towards the brand, and a reluctance to make purchases. The results emphasise the widespread impact of hatred on consumers' decision-making processes, indicating that bad feelings towards a country or brand can substantially influence how consumers perceive and behave towards them.

Studies by Khraim<sup>[23]</sup> and Salma and Aji<sup>[24]</sup> also delve deeper into the nexus between enmity and product evaluation, and these studies underscore that animosity, including religious animosity, can shape how customers evaluate products. They highlight the interdisciplinary nature of enmity, drawing on insights from sociology and religious studies to illuminate its influence on consumer attitudes and behaviours. It underscores the importance of your field of study in comprehending and addressing consumer behaviour.

Moreover, Tao et al<sup>[25]</sup> provide valuable insights into the specific dynamics of enmity towards Halal products, and they further underline how ongoing religious conflicts and political tensions may influence consumers' reluctance to purchase such items. It underscores the intricate and diverse factors of enmity and its impact on consumer behaviour in niche markets. These findings have practical implications, suggesting that understanding and addressing enmity can be crucial for businesses operating in such contexts, a key consideration for marketing professionals and researchers. In addition, Rose et al<sup>[26]</sup> conducted a study that investigates how enmity affects the appraisal of products among Arab consumers residing in Israel. This study offers more data to support the idea that hatred significantly influences consumer perceptions and

behaviours. Their research corroborates that hostility might influence consumer perceptions of products, impacting their purchasing inclination.

## **2.4. Consumer animosity and punishment**

The pertinent literature provides ample data on the impact of enmity on customer punitive behaviours, elucidating several facets of consumer decision-making processes. Abraham and Reitman<sup>[27]</sup> stress the need to recognise the influence of hostility on customer behaviours, such as punitive measures. Understanding how animosity affects consumer decisions is crucial, especially when considering target countries or groups. Harmeling et al<sup>[3]</sup> extensively examine the connection between hostility and customer retribution, including avoiding products, spreading poor word-of-mouth, and evaluating product quality. According to their suggestion, emotions like wrath and fear can influence how consumers respond to antagonism, leading to punishing behaviours.

Furthermore, research conducted by Mrad et al<sup>[28]</sup>, Kim et al<sup>[29]</sup>, and Albayati et al<sup>[30]</sup> highlights the correlation between animosity and consumers' intent to punish. These findings indicate that when consumers feel enmity against a specific entity, they are more likely to take punitive actions in responses to their negative sentiments. In addition, Faza et al<sup>[31]</sup> and Mosley and Amponsah<sup>[32]</sup> investigate how unfavourable feelings towards a brand or country can result in consumer behaviours aimed at punishing them, such as disseminating unfavourable information, avoiding the brand, or taking other punitive measures. The authors highlight that hostility might compel customers to manifest their opinions through several methods of retribution, regardless of their degree of ethnocentrism.

The current research will examine the hypotheses derived from the insights gained from these studies.

H1 – Consumer animosity will have a significant influence on the boycott attitude.

H2 – Consumer animosity will have a significant influence on product judgment.

H3 – Consumer animosity will have a significant influence on consumer punishment.

## **2.5. Boycott attitude**

The concept of boycott attitude is central for comprehending consumer behaviour in different circumstances, as demonstrated by the varied viewpoints offered in the literature. According to Hong and Li<sup>[33]</sup>, attitude towards boycott refers to an individual's position or viewpoint while considering not buying items or services from a particular company. Individuals' assessment or inclination towards refraining from buying goods or services from specific targets, such as corporations, individuals, groups, regions, or countries, defines this attitude. Scheidler and Edinger-Schons<sup>[34]</sup> conduct a more in-depth analysis of how people's attitudes towards boycotts can divide the public into different categories based on their responses to corporate social advocacy campaigns. They further identify three separate groups: "boycotters," "supporters," and "noncotters." Furthermore, Palacios-Florencio et al. [35] highlight the impact of consumer beliefs of corporate social irresponsibility and personal guilt on their attitudes towards boycotts. Hoffmann et al<sup>[36]</sup> and Ali<sup>[37]</sup> emphasise the connection between people's attitudes towards boycotts and their reactions to instances of corporate social irresponsibility.

Meanwhile, Hong and Li<sup>[38]</sup> investigate how individuals' political ideology affects their boycott attitudes. Additionally, Fernandes<sup>[39]</sup> and Song<sup>[9]</sup> emphasise that individuals' attitudes towards boycotts indicate their thoughts, beliefs, and emotions regarding boycotting as a means of protesting or rejecting particular products, services, or entities. Abdelwahab et al<sup>[40]</sup> have provided valuable insights into the significance of consumer attitudes, motivations, and intentions concerning patriotic consumption during boycotts.

## **2.6. Boycott attitude and boycott intention**

The literature offers a range of perspectives on the correlation between many criteria, including support for punishment, brand evaluation, product evaluation, and intention to boycott. In their study, Suhud and Allan<sup>[41]</sup> examined the relationship between customers' intention to acquire the COVID-19 vaccination and the influence of anger on consumer boycotts and brand image. The study found that hostility had a favourable effect on consumer boycotts and a negative effect on brand image, and also, customer boycotts, brand image, and product judgement greatly influence the intention to vaccinate.

Salma and Aji<sup>[24]</sup> brought to the fore the power of brand judgment in mitigating the connection between customer hostility and the intention to boycott French firms. Their study not only revealed that a favourable brand evaluation can weaken the link between hostility and the desire to boycott but also underscored the practical implications of this finding. It highlighted the pivotal role of brand perceptions in shaping consumer decisions to boycott, thereby offering valuable insights for businesses and marketers in managing consumer boycott situations. Ishak et al<sup>[16]</sup> delved into the intricate world of consumer decision-making, investigating the impact of product evaluation on the intention to boycott. Their study, which focused on product functioning, price, image, trends, and product categories, revealed fascinating insights. It showed that consumer engagement in boycotts can be influenced by several product-related aspects, thereby shedding light on the multifaceted nature of consumer decision-making in boycott situations.

Moreover, research conducted by Suhud<sup>[13]</sup>, Klein et al<sup>[42]</sup>, and Smith and Li all emphasise the impact of product evaluation on the decision to participate in a boycott. Their views of product quality and ethical issues related to the businesses concerned can substantially influence consumers' decisions to participate in boycotts. Nevertheless, the literature frequently presents contradictory results. Mirza et al<sup>[43]</sup> and Abosag and Farah<sup>[44]</sup> discovered that a product's evaluation does not substantially impact the desire to boycott. Although customers consciously refrain from purchasing specific items during boycotts, their product quality evaluations remain unaffected, indicating that boycotts do not influence product assessment.

This study aims to examine the hypothesis derived from the findings acquired in previous investigations.

H4 – Boycott attitude will have a significant influence on boycott intention.

## **2.7. Product judgment**

Product judgment is vital in comprehending customer behaviour and purchase choices. Consumer perception comprises a product's evaluations, assessments, and perceptions, considering the elements such as quality, reliability, value, and brand image. Comprehending how customers evaluate things is crucial for organisations to customise their marketing campaigns efficiently and fulfil consumer requirements and preferences. The research conducted by Riptiono et al<sup>[45]</sup> and Prince et al<sup>[46]</sup> emphasises the importance of product judgment in shaping consumers' intentions to purchase. Consumers assess products based on their usability, price, popularity, and brand reputation, ultimately influencing their purchasing decisions. Moreover, the assessment of products can change between domestic and imported goods, as customers may hold distinct perceptions and preferences for each category, as highlighted by Jessen and Wijayanti<sup>[47]</sup>.

Jasmi et al<sup>[48]</sup> reveals that consumer attitudes, such as racism, ethnocentrism, and antagonism, play a significant role in product judgement. These attitudes can substantially influence how customers evaluate and make purchasing decisions. Understanding these psychological factors is critical for businesses because these effectively address consumer concerns and foster positive brand perceptions. The research by Yifeng and Yaacob<sup>[49]</sup> demonstrates how product judgement mediates consumer attitudes, such as ethnocentrism and enmity, and their purchase intentions. It highlights the intricate interplay between consumer perceptions,

attitudes, and purchasing behaviour. Importantly, it underscores the value of integrating product evaluation into consumer behaviour studies and marketing strategies, as it provides a comprehensive understanding of the factors that shape consumer behaviour and purchasing decisions.

## **2.8. Product judgment and boycott intention**

The literature presented offers a rich tapestry of perspectives on the impact of product judgment on boycott intention, particularly in the context of French brands. Salma and Aji<sup>[24]</sup> assert that product judgment significantly influences the intention to boycott French brands, underscoring its pivotal role in moderating the relationship between animosity and boycott intention. They bring to light how the nuanced interplay of positive or negative evaluations of brands, influenced by the country of origin, can either amplify or dampen the effects of animosity on boycott intention, adding a layer of intrigue to the study of consumer behaviour.

On the other hand, Chaudhry et al provide a broader perspective, focusing on factors like consumer ethnocentrism, animosity, brand image, and brand loyalty in the context of Indian cosmetic products in Pakistan. While Balatbat et al<sup>[22]</sup> similarly suggest that product judgment may not significantly impact boycott intention, they underscore the relevance of other factors like legitimacy, animosity, and ethical relativism in driving boycott intentions, particularly within the fashion industry. This highlights the practical implications of the research in different consumer contexts.

However, Kim et al<sup>[29]</sup> present research that supports a significant impact of product judgment on boycott intention, establishing a clear link between product evaluations and the desire to participate in boycotts. In contrast, Bravo & Chapa found that while product judgment did not significantly influence boycott intention, brand attitude had a significant negative effect on the intention to boycott the brand, presenting a different perspective.

Finally, Delistavrou et al<sup>[63]</sup> provide evidence supporting the significant impact of product judgment on boycott intention, particularly within materialistic and post-materialistic groups. Their findings suggest that product evaluation plays a pivotal role in shaping the intention to boycott unethical products, with different predictors for each group highlighting the nuanced nature of consumer behaviour.

The present research will investigate the hypothesis formulated based on the knowledge acquired from these studies.

H5 – Product judgment will have a significant influence on boycott intention.

## **2.9. Consumer punishment**

Punishment in consumer behaviour refers to the activities consumers take in response to perceived misbehaviour or unfavourable actions by companies or brands. Feng et al. [50], define punishment as using measures against retailers in the remanufacturing supply chain when the overall product recovery rate from used items drops below a certain baseline level. On the other hand, Valour et al<sup>[51]</sup> define punishment as the expression of disapproval by consumers towards socially irresponsible enterprises. These might be critical comments, boycotts, and sabotage, which are motivated by perceptions of immorality and unpleasant emotions. Ariffin et al<sup>[52]</sup> define punishment as the activities customers do to penalise businesses or products they view as not aligning with their religious values.

Punishment, as addressed by Foxall et al<sup>[53]</sup>, involves the unpleasant repercussions that consumers face based on their behaviours towards products or services within customer satisfaction and performance. Zhou and Dong<sup>[54]</sup> also highlight consumer punishment as adverse responses directed towards companies involved in corporate social advocacy, such as boycotts or unfavourable word-of-mouth, particularly when corporations do not fulfil their social advocacy commitments. These adverse responses can significantly

impact brand resilience, a factor of utmost importance for our academic researchers and scholars in marketing fields, consumer behaviour, and business strategy.

The literature also examines the efficacy of punishment as a policy tool, as investigated by Gamma et al<sup>[55]</sup>, within the framework of sustainable energy demand response programmes. It demonstrates the contemporary relevance of consumer punishment, a topic of great interest for our academic researchers and scholars in marketing, consumer behaviour, and business strategy. Kim and Kinoshita<sup>[56]</sup> present a complete review of pertinent literature, emphasising the various aspects of consumer punishment, such as its impact on brand resilience, religious influences on global consumer boycotts, and reactions to unethical corporate behaviour. In their study, Ruppel and Einwiller<sup>[57]</sup> provide further insights on consumer punishment during crises, and they examine how customers demonstrate their displeasure by engaging in behaviours like avoiding certain brands and making unsatisfactory recommendations. These studies jointly enhance our comprehension of consumer punishment and its consequences for consumer behaviour and company strategy.

### **3.0. Consumer punishment and boycott intention**

Several studies have examined the correlation between the level of support for punishment and the intention to boycott a brand. For example, Kang et al<sup>[58]</sup> discovered a direct correlation between the level of support for punishment and the desire to boycott. It means that persons who strongly favour punishing a business are more likely to intend to boycott products from that brand. Kritikos and Bolle<sup>[59]</sup> underscored the practical significance of punishment in consumer boycotts, particularly in the context of monopolies and consumers. As a countermeasure to monopolistic conduct, consumers can wield punitive measures, such as boycotting monopolies which engage in unfair pricing. This form of penalty can function as a public good, as the collective contributions of numerous customers can influence decisions to boycott monopolies.

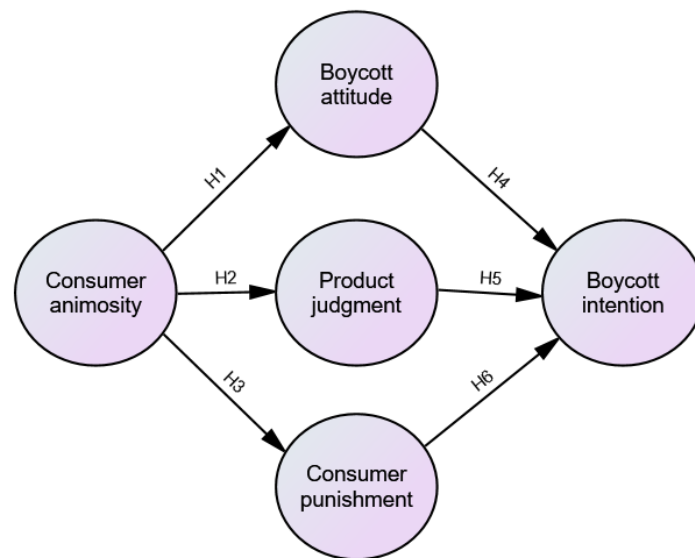
Hino and Nebenzahl<sup>[60]</sup> delved into the correlation between punitive measures and consumers' inclination to boycott products from a specific country or region. They introduced the concept of 'perceived punishment', suggesting that consumer attitudes towards punishment can motivate them to consider boycotts as a means of penalising countries or areas believed to be at fault. It leads to a positive correlation between perceived punishment and consumer inclination to boycott undesirable sources. In his study, Balabanis<sup>[61]</sup> suggested that punishment, which arises from attributions of blame and guilt, can influence boycott decisions. Consumers' blame attribution to a company's conduct influences the likelihood of boycotting. Therefore, the company's assignment of blame can affect the possibility of boycotts. Braunsberger and Buckler<sup>[62]</sup> also highlighted that punishment might significantly impact boycotts. Some individuals prefer to engage in boycotts to penalise entities that they believe are involved in unethical or detrimental actions. They may aim to penalise the boycott target for behaviour considered inexcusable or harmful.

Based upon the previous studies, this hypothesis is formed.

H6 – Consumer punishment will have a significant influence on boycott intention.

**Figure 1** depicts the theoretical framework, emphasising the predictive connections between different constructs. Consumer animosity becomes a forerunner, influencing boycott attitudes, product judgment, and consumer punishment. It is more likely that these three factors, namely boycott mindset, product judgment and consumer punishment, affect the desire to boycott. The interdependence between consumer animosity, attitudes, judgements, and the inclination to boycott products highlights its importance.





**Figure 1.** The Research Model.

### 3. Methods

#### 3.1. Measure

The study examined all factors using indicators derived from earlier research. This study evaluated the animosity and product judgement using markers obtained from Hoffman et al<sup>[6]</sup>, whilst the boycott attitude was measured using indicators created by Delistavrou et al<sup>[63]</sup>, whereas the assessment of punishment used indicators provided by Nino and Nebenzahl<sup>[60]</sup>. It evaluated the intention to boycott using indicators specified by Tam and Kim<sup>[64]</sup>. Each indication was measured using a 6-point Likert-type scale, with responses ranging from 1 (indicating severe disagreement) to 6 (indicating strong agreement). This method guaranteed uniformity and the precise evaluation of participants' attitudes and intentions towards the boycott of Russian products within the framework of the Ukraine-Russia conflict.

#### 3.2. Data analysis methods

This study analysed the data in four distinct stages. Initially, it utilised exploratory factor analysis (EFA) to assess the reliability of the indicators using SPSS version 29. This study deems a given indicator legitimate if it displays a factor loading of 0.4 or above. Furthermore, it evaluated the data's reliability by analysing the Cronbach's alpha values. It used a threshold of 0.7 or above to determine the construct's dependability. This study conducted this analysis using SPSS version 29. Following that, the third phase entailed evaluating the average variance extracted (AVE), with a threshold of 0.5 or higher considered satisfactory. In the fourth step, it undertook a second validity test using confirmatory factor analysis (CFA) with AMOS version 29. However, this article did not include the CFA results.

This study performed the exploratory factor analysis (EFA) and structural equation modelling (SEM) studies following the criteria specified in Table 1. The criteria obtained from reputable literature included different fit measures such as probability, X2/DF ratio, Comparative Fit Index (CFI), and Root Mean Square Error of Approximation (RMSEA). This study deems a fitted model acceptable if it satisfies the predetermined criteria for each fit measure.

**Table 1.** Criteria for a Fitted Model.

Criteria	Rule of thumb	Resources
Probability	$0.05 < p < 1.00$	Schermelleh-Engel et al. [65]
CMIN/DF	$0 \leq \text{CMIN/DF} \leq 2$	Tabachnick et al. [66]
CFI	$0.95 \leq \text{CFI} \leq 1.00$	Hu and Bentler [67]
RMSEA	$0 \leq \text{RMSEA} \leq 0.06$	Hu and Bentler [68]

## 4. Results

### 4.1. Participants

**Table 2** displays the demographic characteristics of the study participants, which include gender, age group, occupation, marital status, and educational attainment. The study cohort was 216 respondents, comprising 97 males (44.9%) and 119 females (55.1%). The largest demographic of participants was aged between 20-24 years old, with 161 individuals (74.5%). The remaining age categories had lower representation, with the lowest frequency observed in the category of individuals aged 49 or older, which accounted for only one responder, representing 0.5% of the total. Concerning occupational status, most participants, specifically 129 persons (59.7%), were employed, while 61 respondents (28.2%) were jobless. Among the participants, 25 respondents (11.6%) were self-employed, and one was retired (.5%). Most participants, comprising 182 individuals (84.3%), were unmarried about their marital status. Among the participants, 33 respondents were married, accounting for 15.3% of the group. In contrast, only one person, representing a mere 0.5%, was separated or divorced.

Most participants, 55.6%, had completed high school as their highest level of education. Subsequently, it entered 74 participants (34.3%) who had successfully finished their undergraduate courses. A lesser percentage of participants had finished educational levels below high school or diploma qualifications, with nine individuals (4.2%) each, while only four respondents (1.9%) had completed postgraduate education level.

**Table 2.** Profile of Participants.

Profile	Frequency	Percent
Sex	Male	44.9
	Female	55.1
	Total	100.0
Group of Age	>49	.5
	20-24	74.5
	25-29	17.6
	30-34	5.6
	35-39	.9
	45-49	.9
	Employed	59.7
	Self-employed	11.6
Occupational Status	Retired	.5
	Unemployed	28.2

**Table 2.** (Continued)

Profile		Frequency	Percent
Marital Status	Unmarried	182	84.3
	Separated/divorced	1	.5
	Married	33	15.3
Level of Education Has Been Completed	Less than high school	9	4.2
	Diploma	9	4.2
	Postgraduate	4	1.9
	Undergraduate	74	34.3
	High school	120	55.6

#### 4.2. Data validity, AVE, reliability tests

**Table 3** displays the outcomes of the data validity, AVE, and reliability tests. Every variable, such as Consumer Animosity, Consumer Punishment, Product Judgement, Boycott Attitude, and Boycott Intention, was evaluated using its factor loadings, AVE, and Cronbach's Alpha values. The construct of Consumer Animosity demonstrated a factor loading of 0.667, which is above the established criteria for validity. In addition, it revealed a high AVE value of 0.914 and a Cronbach's Alpha coefficient of 0.914, indicating a high level of reliability. Consumer Punishment exhibited a factor loading of 0.705, an AVE of 0.860, and a Cronbach's Alpha of 0.860, satisfying the requirements for both validity and reliability.

The factor loading for product judgment was 0.641, the AVE was 0.882, and Cronbach's Alpha was 0.882. These results indicate adequate validity and reliability of the product judgement measure. In addition, the boycott attitude had a strong factor loading of 0.948, an AVE of 0.972, and a Cronbach's Alpha coefficient of 0.972, indicating a high validity and reliability level.

Finally, the factor loading of boycott intention was 0.722, the AVE was 0.951, and Cronbach's Alpha was 0.951, indicating satisfactory validity and reliability. In summary, these tests' results validate the data's appropriateness for additional analysis and interpretation, enhancing the credibility and strength of the study's findings.

**Table 3.** Results of Data Validity, AVE, and Reliability Tests.

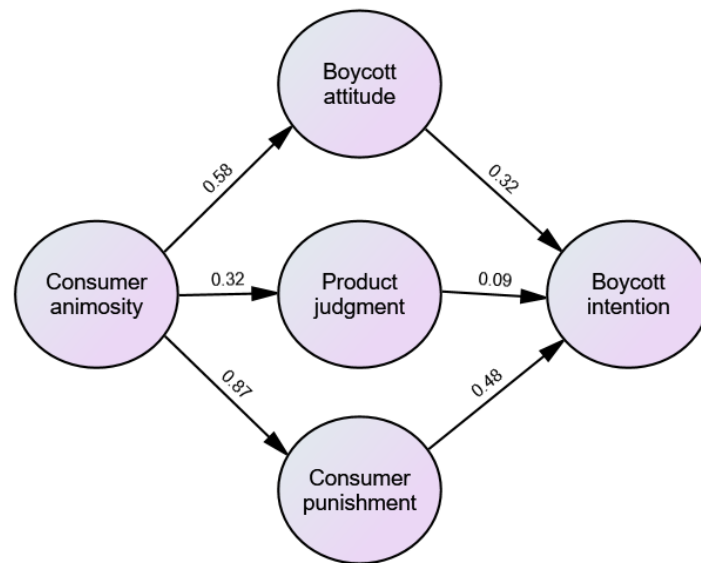
Variables and Indicators		Factors Loadings	AVE	Cronbach's Alpha
Consumer Animosity			0.667	0.914
An2	I feel angry towards Russia.	0.877		
An4	Russia must pay for what it did during the attack on Ukraine.	0.840		
An3	I will never forgive Russia for invading Ukraine.	0.824		
An6	Russia wants to gain economic power over Ukraine.	0.823		
An5	Russia is not a reliable partner.	0.816		
An2	Russia is taking advantage of Ukraine.	0.805		
An1	I don't like Russia.	0.724		
Consumer Punishment			0.705	0.860
P2	What global consumers buy can influence the policies of Russian companies around the world.	0.862		
P4	After refusing to buy Russian-made goods global consumers can influence Russian government policy.	0.855		

**Table 2.** (Continued)

	<b>Variables and Indicators</b>	<b>Factors Loadings</b>	<b>AVE</b>	<b>Cronbach's Alpha</b>
P1	After refusing to buy Russian-made goods, global consumers can influence Russian government policy.	0.825		
P3	Russian companies operating around the world can influence Russian government policy.	.815		
	<b>Product Judgment</b>		0.641	0.882
Pj4	Products made by Russian companies are usually quite reliable and seem to last the desired length of time.	0.896		
Pj2	Products made by Russian companies demonstrate a high level of technological progress.	0.867		
Pj3	Products made by Russian companies usually show very clever use of colour and design.	0.848		
Pj6	Products made by Russian companies are usually good value.	0.813		
Pj1	Products made by Russian companies are produced with care and have good craftsmanship.	0.750		
Pj5	Products made by Russian companies are generally of lower quality than similar products made by companies from other countries or imports.	0.591		
	<b>Boycott Attitude</b>	0.948	0.972	
At5	I believe that boycotting Russian products by world consumers is a very negative/positive activity.	0.940		
At7	I believe that boycotting Russian products from world consumers is a very unpleasant/very enjoyable activity.	0.935		
At3	I believe that boycotting Russian products by world consumers is a very ineffective/very effective activity.	0.933		
At6	I believe that boycotting Russian products by world consumers is a very harmless/very profitable activity.	0.927		
At8	I believe that boycotting Russian products by world consumers is a very detrimental/very beneficial activity.	0.918		
At8	In my opinion, boycotting Russian products by world consumers is a very stupid/very wise activity.	0.910		
At4	In my opinion, boycotting Russian products by world consumers is a very unreasonable/very reasonable activity.	0.908		
At2	In my opinion, boycotting Russian products by world consumers is a very unfair/very fair activity.	0.900		
At1	I believe that boycotting Russian products by world consumers is a very bad/very good activity.	0.890		
	<b>Boycott Intention</b>	0.722	0.951	
B5	I want to participate in demonstrations against Russian products to make changes in Russian government policy.	0.890		
B3	I want to participate in preventing Russian products from bringing changes in Russian government policy.	0.888		
B4	I want to participate in the collective movement against Russian products to make changes in Russian government policy.	0.876		
B2	I want to participate in online campaigns against Russian products to bring about changes in Russian government policy.	0.868		
B8	Russian products should be heavily taxed to reduce their entry into world markets.	0.860		
B7	Russian companies should not be allowed to place their products on the world market.	0.855		
B6	All imports from Russia should get restrictions.	0.854		
B9	It is not correct to buy products made by Russian companies.	0.786		
B1	I want to boycott Russian products to bring a change in Russian government policy.	0.758		

### 4.3. Hypotheses testing

The structural model illustrated in **Figure 2** exhibits a satisfactory fit according to various crucial metrics. The model had a probability score of 0.060, suggesting a strong fit between the observed data and the proposed model. Furthermore, the CMIN/DF score of 1.302 is within the acceptable range, confirming the model fit's suitability. In addition, the CFI obtained a score of 0.991, exceeding the required threshold of 0.95, indicating a strong match between the proposed model and the observed data. The RMSEA score of 0.037, which is lower than the critical criterion of 0.05, suggests that the model closely matches the observed data. In conclusion, these findings indicate that the structural model accurately depicts the connections between the studied variables, providing a beneficial understanding of the changing nature of consumer attitudes and intentions towards boycotting.



**Figure 2.** Structural Model of the Hypotheses Testing.

The findings of the hypotheses testing, as presented in Table 4, offer insights into the connections among various variables in the study. Hypotheses H1, H2, and H3, which investigate the impact of Consumer Animosity on Boycott Attitude, Product Judgement, and Consumer Punishment, were all confirmed. These findings indicate that when consumers have stronger anger, they are more likely to have negative views towards boycotting, make inferior judgements about products, and be more motivated to penalise corporations.

Furthermore, Hypothesis H4, which investigates the correlation between Boycott Attitude and Boycott Intention, was also confirmed. It suggests that individuals who have a less favourable view towards boycotting are more likely to have a stronger intention to participate in boycotting actions. However, the unexpected result with Hypothesis H5, which tests the correlation between Product Judgement and Boycott Intention, was not supported. It indicates no substantial correlation between product evaluation and the inclination to boycott products.

Hypothesis H6, which investigates the influence of Consumer Punishment on Boycott Intention, was ultimately confirmed. It suggests a stronger tendency towards consumer punishment associated with a greater likelihood of boycotting products. These findings provide beneficial insights for academia and business stakeholders by revealing the intricate relationship between consumer attitudes, judgements, punishment tendencies, and boycott intentions.

**Table 4.** Results of Hypotheses Testing.

Hypotheses	Paths	C.R.	P	Results
H1	Consumer animosity > Boycott attitude	8.141	***	Accepted
H2	Consumer animosity > Product judgment	4.072	***	Accepted
H3	Consumer animosity > Consumer punishment	10.884	***	Accepted
H4	Boycott attitude > Boycott intention	4.739	***	Accepted
H5	Product judgment > Boycott intention	1.351	0.177	Rejected
H6	Consumer punishment > Boycott intention	6.037	***	Accepted

#### 4.4. Discussion

The validated hypothesis affirms the substantial influence of customer hostility on the boycott attitude of Indonesian consumers towards Russian products. This discovery is consistent with prior investigations conducted by Barutçu et al<sup>[14]</sup>, Verma<sup>[15]</sup>, and Ishak et al<sup>[16]</sup>. The impact of customer hostility on boycott attitude can be related to many variables. Indonesian customers may develop negative associations, such as anger, resentment, or disapproval, towards Russian items through the increased hostility towards Russia caused by the ongoing crisis with Ukraine. The existence of these adverse feelings can intensify a powerful inclination to voice disagreement when boycotting Russian products. In addition, the way people perceive solidarity or sympathy for Ukraine, targeted by Russian aggression, could intensify consumer hostility towards Russia. Indonesian consumers can perceive the act of boycotting Russian items as a means of expressing solidarity for Ukraine or as a principled position against the conduct of the Russian government.

Confirming the second hypothesis validates the substantial influence of consumer anger on product evaluation among Indonesian consumers about Russian items. This discovery is consistent with prior investigations carried out by Davlembayeva et al<sup>[21]</sup>, Balatbat et al<sup>[22]</sup>, and Verma<sup>[15]</sup>. The impact of consumer antagonism on product evaluation can be related to many underlying variables. Indonesian consumers are likely to have developed more negative opinions and feelings towards Russia due to the ongoing crisis between Ukraine and Russia. Consequently, consumers' antagonism and distrust towards Russia may cause them to develop negative opinions about Russian products, perceiving them with bias and suspicion. Also, the media attention surrounding the war between Ukraine and Russia could substantially influence consumer opinions and assessments. Indonesian consumers can experience intense emotional reactions when continuously exposed to news broadcasts that emphasise human suffering, geopolitical tensions, and perceived injustices caused by Russia in the conflict zone. As a result, these unpleasant feelings can affect how people see Russian products, causing them to make unfavourable judgements based on moral concerns and a unity feeling with the conflict's victims.

The validation of the third hypothesis confirms the substantial impact of consumer enmity on consumer punishment among Indonesian consumers about Russian items. This finding is consistent with prior investigations carried out by Mrad et al<sup>[28]</sup>, Kim et al<sup>[29]</sup>, and Albayati et al<sup>[30]</sup>. Many underlying causes can explain the correlation between customer hostility and consumer punishment. Indonesian consumers, deeply affected by the Ukraine-Russia conflict, will likely harbour significant negative feelings and sentiments against Russia. The portrayal of Russia as a belligerent party in the conflict, coupled with heart-wrenching accounts of civilian losses and humanitarian emergencies, could provoke intense feelings of rage, contempt, and indignation among Indonesian consumers. As a result, consumers may express their strong disapproval of Russia by resorting to punitive measures, such as boycotting Russian items, to voice their dissatisfaction and seek retribution for perceived violation.

The confirmation of the fourth hypothesis, which states a substantial influence of boycott attitude on boycott intention among Indonesian consumers towards Russian products, highlights the crucial role of consumers' attitudes and perceptions in shaping their behavioural intentions during geopolitical conflicts, such as the Ukraine-Russia war. This discovery is consistent with previous studies conducted by Suhud and Allan<sup>[41]</sup>, Salma and Aji<sup>[24]</sup>, and Ishak et al<sup>[16]</sup>, which further substantiates the significant impact of boycott views on the manifestation of substantial boycott behaviours. The strong influence of boycott attitude on boycott intention can refer to the psychological mechanisms governing consumer decision-making. Various causes, such as moral considerations, political beliefs, and ideas of social obligation, can shape consumers' inclinations to boycott Russian products. Therefore, individuals who hold unfavourable opinions about Russia's participation in the conflict may be more likely to demonstrate their dissatisfaction by abstaining from purchasing Russian products, perceiving such behaviour as a means of protesting or showing support for the affected parties.

The dismissal of the fifth hypothesis, which proposed a substantial influence of product evaluation on the intention of Indonesian consumers to boycott Russian products, provides insight into the intricate interaction of elements that affect consumer behaviour in the context of the Ukraine-Russia conflict. This finding is consistent with prior studies conducted by Mirza et al<sup>[43]</sup> and Abosag and Farah<sup>[44]</sup>, which found no substantial impact of product evaluation on the intention to boycott. The absence of a strong influence of product evaluation on the intention to boycott could potentially refer to the diverse character of consumer decision-making processes. Product judgement involves assessing product quality, value, and qualities. However, consumers' decisions to boycott may be contingent on various socio-political reasons rather than being exclusively focused on product-related ones. Indonesian customers may prioritise ethical or moral factors, such as showing solidarity with Ukraine or opposing Russian military action, over evaluations of product quality or value in the context of the Ukraine-Russia conflict.

The confirmation of the sixth hypothesis highlights the substantial impact of consumer retribution on the intention of Indonesian consumers to boycott Russian products. This finding aligns with prior studies undertaken by Kang et al<sup>[58]</sup>, Kritikos and Bolle<sup>[59]</sup>, and Hino and Nebenzahl<sup>[60]</sup>. The correlation between consumer punishment and boycott intention can be related to many underlying reasons. Consumer punishment is a concrete manifestation of discontent and displeasure towards a specific brand or firm. Amidst the Ukraine-Russia crisis, Indonesian customers may perceive the act of boycotting Russian items as a means of expressing their outrage against Russia's activities in the war. Consumers demonstrate their disapproval of the perceived wrongdoings committed by Russia and associate themselves with causes or beliefs that oppose these activities by refraining from supporting Russian brands or products.

## **5. Conclusion**

In conclusion, the study sought to investigate the determinants that impact the inclination of Indonesian consumers to boycott Russian goods in light of the ongoing crisis between Ukraine and Russia. The findings unveiled multiple noteworthy correlations among the variables under scrutiny. Initially, the research findings discovered that consumer anger towards Russia substantially impacted the inclination to boycott Russian items. It suggests that customers' inclination to boycott Russian items significantly is motivated by their negative attitudes towards Russia. Furthermore, consumer enmity substantially influenced product evaluation, indicating that Indonesian consumers' unfavourable views of Russia extend beyond mere attitudes towards its products to encompass more comprehensive assessments of their quality and desirability.

Furthermore, the research findings that customer enmity has a substantial impact on consumer punishment, highlighting the inclination of Indonesian consumers to penalise Russia for alleged wrongdoings

by taking actions such as avoiding its products. However, compared to what many expected, the study did not discover a substantial correlation between the attitude towards boycotting and the intention to boycott. It indicates that although consumers may possess unfavourable sentiments about boycotting Russian items, these attitudes may not inevitably result in concrete intentions to boycott.

Furthermore, the hypothesis suggesting a substantial influence of product evaluation on boycott intention was disproven. It suggests that the assessments made by Indonesian consumers regarding Russian items may not directly affect their inclination to boycott them. However, the study provided evidence supporting the premise that consumer punishment substantially influences boycott intention, and it suggests that Indonesian consumers' punitive measures against Russia are vital in motivating their desire to boycott Russian products.

The results of this study enhance our knowledge of consumer behaviour, specifically about geopolitical crises like the Ukraine-Russia war, both theoretically and managerially. From a theoretical standpoint, the acceptance of the first, second, and third hypotheses highlights the substantial influence of consumer hatred towards Russia on several elements of consumer behaviour. It emphasises the significance of adverse feelings and impressions against a nation or its merchandise in influencing customer attitudes, evaluations, and punitive inclinations. This study expands upon current theoretical frameworks regarding consumer responses to international crises by illustrating the direct impact of consumer hostility on boycott attitude, product judgement, and consumer punishment. The non-acceptance of the fifth hypothesis, which suggests that negative product evaluations do not always lead to boycott decisions, underscores the complexity of consumer decision-making processes. This finding underscores the need to delve deeper into the factors that shape consumer behaviour in the context of geopolitical tensions beyond simple product evaluations.

From a managerial standpoint, the discoveries provide significant knowledge for organisations operating in places impacted by geopolitical turmoil. Recognising the critical impact of consumer hatred on many areas of consumer behaviour can assist businesses in predicting and reducing potential dangers that may arise from vicious consumer attitudes towards countries or their products. By understanding the significance of consumer animosity, business can improve their competitive position and reduce potential adverse reactions. They can then adjust their marketing tactics, product offers, and communication methods to match consumer preferences and sensitivities.

Moreover, confirming the sixth hypothesis about the substantial influence of consumer punishment on boycott intention underscores the significance of proactively addressing consumer grievances and concerns. Companies can utilise this understanding to adopt ethical business strategies, showcase their commitment to social and environmental responsibility, and establish open and honest communication with customers to foster trust and credibility. By prioritising ethical issues and responding to customer needs, firms can cultivate closer ties with consumers and reduce the likelihood of boycotts or unfavourable consumer reactions in response to geopolitical tensions.

Although this study offers stimulating insights into the elements that influence consumer intentions to boycott Russian products in Indonesia during the Ukraine-Russia crisis, it is urgent to recognise numerous limitations. The study's emphasis on consumer behaviour in Indonesia may restrict the results' applicability to different cultural or geopolitical settings. Subsequent investigations should examine comparable research inquiries in various nations or locations to augment the external validity of the results and reveal possible cross-cultural disparities in consumer reactions to geopolitical wars.

Furthermore, a convenient sampling method can introduce a sampling bias and compromise the sample's representativeness. Future research endeavours could implement more stringent sampling



approaches, such as random or stratified sampling, to enhance the accuracy and dependability of study results. Thus, the dependence on self-reported data obtained via online surveys is vulnerable to both response bias and social desirability bias. Future studies should enhance survey data by incorporating qualitative research methods, such as interviews or focus groups, to acquire a more comprehensive understanding of consumer behaviour in the setting of geopolitical tensions. It would provide a deeper insight into the underlying motivations and perspectives that drive consumer behaviour. In addition, the study's emphasis on customer intentions to boycott Russian items may fail to consider alternative consumer reactions, such as boycotting or activism. Future studies should employ a more extensive methodology to examine a broad spectrum of consumer behaviours and strategies about geopolitical crises. The study's cross-sectional design ultimately restricts the capacity to establish causal correlations between variables. On the other hand, prospective longitudinal studies provide the potential to monitor alterations in consumer behaviour over a time interval and investigate the progression of consumer attitudes and intentions in response to continuous geopolitical developments.

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