Boycott Campaign Intensity on Consumer Boycott Intentions and Participation: The Role of Access to Substitute Products

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ABSTRACT

This study examines the relationship between the intensity of boycott campaigns and the intention to participate in such campaigns, with a focus on the mediating role of boycott intention and the moderating effect of access to substitute products. Using a correlational approach, data from 210 respondents in the Kendari community who participated in the boycott of pro-Israel products were analyzed through Structural Equation Modeling (SEM) with SmartPLS 3.0. The findings reveal that the intensity of a boycott campaign significantly enhances boycott intention by increasing consumer awareness and involvement. However, campaign intensity does not directly translate into actual participation due to barriers such as skepticism about the boycott's effectiveness and campaign fatigue. Boycott intention, on the other hand, has a strong positive influence on participation, particularly among consumers motivated by moral and social values. While access to substitute products does not significantly moderate the relationship between boycott intention and participation, its availability positively impacts participation by reducing the personal costs associated with the boycott. Boycott intention serves as the primary mediator between campaign intensity and participation, indicating that more intense campaigns foster greater intention to participate. The study highlights the theoretical and practical importance of understanding campaign intensity, consumer responses, and the role of ethical values and social solidarity in boycott dynamics. Additionally, the availability of substitute products remains a relevant factor in facilitating participation. This research also opens avenues for further exploration into the influence of cultural factors on boycott behavior.

ABSTRAK

Penelitian ini mengkaji hubungan antara intensitas kampanye boikot dan niat untuk berpartisipasi dalam kampanye tersebut, dengan fokus pada peran mediasi niat boikot dan efek moderasi akses terhadap produk substitusi. Menggunakan pendekatan correlational approach, data dari 210 responden di komunitas Kendari yang berpartisipasi dalam boikot produk pro-Israel dianalisis melalui Structural Equation Modeling (SEM) dengan SmartPLS 3.0. Temuan penelitian mengungkapkan bahwa intensitas kampanye boikot secara signifikan meningkatkan niat boikot melalui peningkatan kesadaran dan keterlibatan konsumen. Namun, intensitas kampanye tidak secara langsung berdampak pada partisipasi aktual karena hambatan seperti skeptisisme terhadap efektivitas boikot dan kelelahan kampanye. Di sisi lain, niat boikot memiliki pengaruh positif yang kuat terhadap partisipasi, terutama di kalangan konsumen yang termotivasi oleh nilai moral dan sosial. Meskipun akses terhadap produk substitusi tidak secara signifikan memoderasi hubungan antara niat boikot dan partisipasi, ketersediaannya berdampak positif pada partisipasi dengan mengurangi biaya pribadi yang terkait dengan boikot. Niat boikot berperan sebagai mediator utama antara intensitas kampanye dan partisipasi, menunjukkan bahwa kampanye yang lebih intensif mendorong niat yang lebih besar untuk berpartisipasi. Penelitian ini menekankan pentingnya teoretis dan praktis dalam memahami intensitas kampanye, respons konsumen, serta peran nilai etika dan solidaritas sosial dalam dinamika boikot. Selain itu, ketersediaan produk substitusi tetap menjadi faktor relevan yang memfasilitasi partisipasi. Penelitian ini juga membuka peluang untuk eksplorasi lebih lanjut mengenai pengaruh faktor budaya terhadap perilaku boikot.

1. INTRODUCTION
Global companies frequently face unexpected boycott campaigns in foreign markets, often driven by con-

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sumer animosity toward the product's country of origin (Kim et al., 2022). The rapid expansion of the global consumer market has amplified cross-country solidarity, particularly in socio-political movements. A notable example is the widespread boycott of Israeli products, which has significantly influenced consumer loyalty and created challenges related to access to substitute products, especially within Muslim communities (Muhamad et al., 2019). This movement is closely tied to the broader Boycott, Divestment, and Sanctions (BDS) initiative, which seeks to exert economic and political pressure on Israel in response to its policies and actions.

Boycottsagainst brands or companies can lead to substantial declines in revenue and profits due to reduced sales (Kim et al., 2022). The reputational damage to boycotted companies often results in long-term losses, as customer loyalty diminishes (Kim & Kinoshita, 2023; Kim et al., 2024). Additionally, companies incur significant costs for crisis management and reputation recovery. Supply chain disruptions are another consequence, particularly for firms reliant on international markets or raw materials from countries targeted by boycotts (Alyahya et al., 2023). At the national level, boycotts can weaken economies by reducing export volumes, decreasing foreign exchange earnings, and negatively impacting industries linked to the boycotted companies (Kim et al., 2024). Countries heavily dependent on specific products or markets face heightened economic pressures, especially if the boycott is widespread and sustained (Lavorata, 2014; Verma, 2022). Conversely, countries initiating boycotts may experience economic benefits, such as increased demand for local substitute products. Over time, boycotts can drive economic efficiency by fostering production diversification and innovation at both corporate and national levels (Krüger et al., 2024). These dynamics may prompt global businesses to restructure their operations to reduce reliance on vulnerable markets (Alafeef, 2024).

In the digital age, boycott movements spread rapidly through global communication networks, particularly social media (Vekasi & Nam, 2019; Nurhadi et al., 2023). Non-governmental organizations often spearhead these movements, protesting corporate or national practices. The collective nature of boycotts poses significant threats, including declining sales, reduced market share, tarnished brand image, and negative publicity (Shaheer et al., 2018). Research by Utama et al. (2023) highlights a shift in consumer awareness, particularly regarding political and ethical issues. Asnawi et al. (2022) emphasize the growing trend among consumers, especially in Muslim-majority countries, to align purchasing decisions with their beliefs, ethics, and political stances. This trend is particularly evident in sectors tied to geopolitical issues, such as food, technology, and services. Continuous, real-time studies on the impact of boycott movements on consumer behavior are essential to understand their effectiveness and identify emerging market opportunities.

Understanding consumer sensitivity to boycott movements is critical for effective brand management and marketing strategies. Insights from such studies can help businesses navigate the complexities of consumer behavior. While boycott movements often arise periodically with varying motivations, the boycott of pro-Israel products is likely to persist in response to Israel's military actions in Palestine, which have resulted in significant civilian casualties and infrastructure damage. This movement has gained substantial support, particularly in Muslim-majority countries, and sustained boycotts can maximize their intended impact (Zralek, 2022). Israel's disregard for peace resolutions has drawn increasing attention from global consumers, many of whom participate in boycotts by avoiding products from pro-Israeli countries or companies (Muhamad et al., 2019). Validating the level of consumer participation in such movements is crucial (Lasarov et al., 2023).

The internet has become the fastest, most cost-effective medium for disseminating boycott campaigns, reaching millions of consumers through social media, television, and print media (Vekasi & Nam, 2019; Keser & Sogutlu, 2023). Coverage of events in Palestine has further fueled consumer intentions to participate in boycotts, with targeted brands quickly identified and publicized across participating countries. The intensity of these campaigns has been a key driver of boycott intentions and participation.

While boycotts are an effective tool for pressuring target countries or companies to change their actions, the availability of substitute products can hinder participation (Sen et al., 2001). Previous studies on boycott campaigns have primarily focused on factors such as consumer awareness, ideological loyalty, solidarity, and media influence (Muhamad et al., 2019; Kim et al., 2022; Seyfi et al., 2024; Josiassen et al., 2024; Krüger et al., 2024; Sari & Games, 2024). However, the dilemma of substitute product access has not been thoroughly explored as a moderating variable between boycott intention and participation. This research gap stems from the assumption that consumers can easily replace boycotted products, whereas, in reality,

access to substitutes is often limited by availability, price, and quality. This creates a dilemma for consumers torn between adhering to moral values and meeting practical needs (Van Lange et al., 2013). This study addresses this gap by examining the role of substitute product access as a moderating factor, offering new insights into the complexities of consumer decision-making in boycott participation. Boycott movements also present opportunities for local products to fill market gaps. Local companies can capitalize on these opportunities by offering sustainable alternatives (Cossío Silva et al., 2019). While shifting consumer preferences is typically challenging, boycott movements can accelerate the adoption of substitute products.

Kendari City exemplifies a community sensitive to global issues like the Palestine-Israel conflict. Discussions on social media and local platforms emphasize the importance of supporting humanitarian causes through boycotts. Digital campaigns on platforms such as WhatsApp, Instagram, and Facebook disseminate information linking certain brands to the conflict. Local organizations, including religious groups, student associations, and community leaders, actively promote boycotts through seminars, discussions, and online campaigns. These efforts are often reinforced with emotional appeals, such as videos or narratives highlighting the humanitarian crisis.

Despite strong support for boycotts, many consumers face dilemmas due to limited access to substitutes. Products like soft drinks, instant foods, and technology are often dominated by specific brands, making them difficult to replace. Local alternatives may also be more expensive or of inferior quality, affecting consumer willingness to fully participate in boycotts. Religious motivation and solidarity remain significant factors (Sari & Games, 2024), particularly in Kendari City, where the majority Muslim population strongly supports Palestinian causes. This phenomenon highlights the tension between ideological values, practical needs, and economic challenges in shaping consumer intentions and participation in boycott campaigns. This study aims to explore the impact of boycott campaign intensity on intentions and participation, with a focus on the moderating role of substitute product access.

2. THEORETICAL FRAMEWORK AND HYPOTHESES

This study examines the impact of the intensity of pro-Israel product boycott campaigns on consumer interest and participation, with a focus on the dilemma of access to substitute products. The research is grounded in a combination of the Theory of Planned Behavior (TPB) and Social Dilemma Theory.The Theory of Planned Behavior (Ajzen, 1991) provides a framework for understanding consumer decisions, which are influenced by internal factors such as moral beliefs, social values, and emotions, as well as external factors like boycott campaigns and the availability of substitute products. In the context of boycotts, intensive campaigns can foster negative perceptions of specific brands, thereby increasing consumer interest in participating. Boycott intentions are shaped by three key elements: attitudes toward boycotts, subjective norms, and perceived behavioral control. Positive attitudes toward boycotts are often driven by campaign intensity, while subjective norms reflect the social pressure from communities that encourage participation (Klein et al., 2004; Heijnen & Van der Made, 2012; Lavorata, 2014; Jafarkarimi et al., 2016; Kim et al., 2022). Limited access to substitute products affects consumers perceived behavioral control, ultimately influencing whether intentions translate into actual actions.

Social Dilemma Theory (Hardin, 1968; Dawes, 1980) highlights the conflict between individual and collective interests. Individual decisions to continue purchasing boycotted products for convenience or personal needs often clash with collective solidarity to boycott (Dawes & Messick, 2000; Van Lange et al., 2013; Jafarkarimi et al., 2016; Shin & Yoon, 2018). In this context, the availability of substitute products plays a critical role in either amplifying or mitigating this dilemma (Sen et al., 2001). The easier it is for consumers to find alternatives, the more likely they are to participate in a boycott.

2.1. Intensity of Pro-Boycott Campaigns

A pro-boycott campaign is a collective action in which individuals or groups cease supporting—typically by refraining from purchasing or using a product or service—as a form of protest against a company, government, or individual perceived to have violated ethical, social, or political norms. According to Suraji et al. (2023), boycotts are often employed as a means of exerting pressure to encourage changes in policies or practices deemed unfair. These campaigns represent coordinated efforts to mobilize consumers and civil society organizations to achieve social, economic, or political goals by punishing or pressuring specific targets (Susanti, Novandari, et al., 2024). Intensive boycott campaigns are characterized by long-term commitments from non-governmental organizations, active social media engagement, and broad public sup-

port (Zralek, 2022). Klein et al. (2004) explain that the intensity of a boycott is often driven by the level of public dissatisfaction with the issue at hand, as well as the campaign's ability to attract media attention and mobilize the public. Higher levels of dissatisfaction and broader dissemination of boycott-related information increase the likelihood of strong public support and sustained campaign momentum. Shultziner and Goldberg (2019) further note that campaign intensity can be measured by the extent of attention from political or governmental actors, as well as the degree of public involvement in spreading information and participating in the boycott.

Intensive campaigns, in terms of both frequency and reach, enhance public awareness of the boycott's rationale and objectives. Research shows that consistent and well-coordinated campaigns, particularly those leveraging social media and influential public figures, can significantly boost participation (Chowdhury et al., 2024). Messages that resonate across various social media platforms, appealing to emotional and moral dimensions, help strengthen consumer intentions to participate (Johnson & Lee, 2021; Vekasi & Nam, 2019; Kakashekh et al., 2021; Hosseini et al., 2023). Additionally, increased social pressure resulting from intensive campaigns influences individual decisions to participate, often driven by the desire to maintain a positive social image (Fletcher-Brown et al., 2024). Tangible outcomes of intensively promoted boycotts, such as changes in company policies or declines in sales, further reinforce intentions and participation (Susanti, Novandari, et al., 2024; Shin & Yoon, 2018). Thus, pro-boycott campaigns conducted with high intensity tend to have a greater impact on both intentions and participation.

The intensity of a pro-boycott campaign plays a critical role in determining participation levels. Intense campaigns increase the visibility of the issue and public awareness, which in turn drive individual intentions and participation (Hellmeier & Bernhard, 2023). Campaigns on social media and digital platforms amplify participant engagement by evoking emotions such as anger and dissatisfaction toward the boycotted entity (Boulianne, 2015). Furthermore, campaign intensity is often associated with innovative and persuasive communication strategies that enhance psychological effects and motivation to participate (Bursztyn et al., 2021). However, excessive intensity can lead to information saturation, potentially reducing participation if the campaign is perceived as overwhelming or irrelevant (El-Mallakh, 2020). Therefore, the effectiveness of a pro-boycott campaign depends on striking a balance between intensity and the communication strategies employed. Thus, we hypothesize that:

H1. Boycott campaign intensity has a significant positive effect on product boycott intentions.

H2. Boycott campaign intensity has a significant positive effect on product boycott participation.

2.2. Boycott Intention

Boycott intention refers to an individual's level of motivation or willingness to participate in a boycott of a product, company, or other entity in response to actions or policies perceived as unethical or harmful. It reflects a person's desire to engage in a boycott as a form of protest or support for a specific cause (Boulianne, 2015). According to Sari and Games (2024), boycott intention is a motivational drive rooted in dissatisfaction with the actions or policies of the targeted party, coupled with the belief that a boycott can bring about desired change. This intention begins with an individual's assessment of the boycott's potential effectiveness in achieving its goals, as well as the emotional intensity of their response to the issue (Arinta & Mutmainah, 2023). Additionally, boycott intention is closely tied to group identification and social solidarity. Individuals who feel connected to a group supporting a boycott are more likely to participate, as they view the action as an expression of shared values and identity (Josiassen et al., 2024).

Boycott intention directly influences the decision to participate in a boycott (Susanti, Novandari, et al., 2024). Individuals with strong intentions are more motivated to engage, as they feel a deeper emotional and ideological connection to the boycott's objectives (Jöst et al., 2023). Furthermore, strong intentions are often associated with long-term commitment and consistent participation in boycott actions (Bajoghli, 2023). Gathen et al. (2023) also highlight that strong personal intentions can enhance the effectiveness of mobilization strategies, such as information campaigns and calls to action. Conversely, a lack of intention toward the boycott issue can result in low engagement and inconsistent participation (Young et al., 2019). Thus, boycott intention is a critical factor in driving more active and sustained participation in boycotts. Consequently, we hypothesize that:

H3. Boycott intention has a significant positive effect on boycott participation.
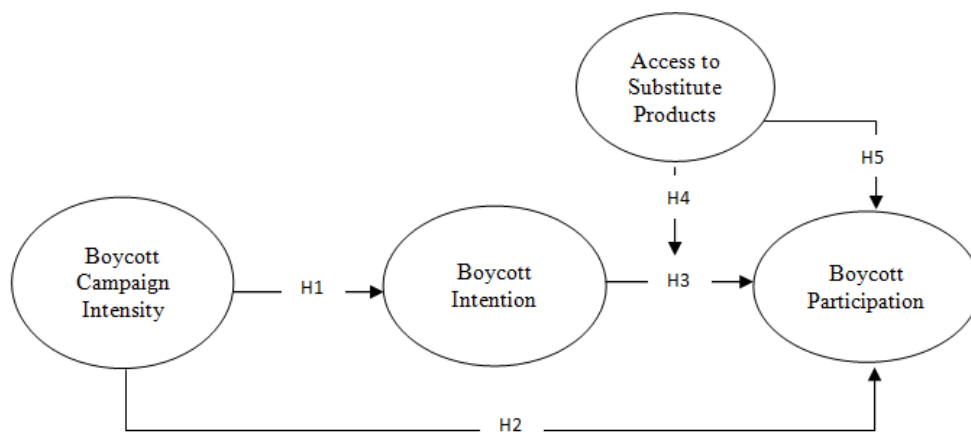
Figure 1. Conceptual Framework

2.3. Access to Substitute Products

Access to substitute products refers to the range of alternative options available to consumers, which can significantly influence purchasing decisions and market behavior (Klimova et al., 2023). This concept encompasses factors such as the ease of access, availability, and suitability of alternative products in meeting consumer needs (Shankhdhar & Gupta, 2018). More specifically, access to substitute products describes the ability of consumers to obtain alternatives that can replace a primary product being boycotted or avoided. This includes considerations such as the availability, price, and quality of substitute products, all of which shape consumers' decisions to switch from the boycotted product. Avgeropoulos and McGee (2015) and Demczuk et al. (2020) emphasize that the ability to access substitute products plays a critical role in marketing strategies, product innovation, and adapting to shifts in consumer preferences and market conditions.

The ease of access to substitute products can significantly influence the intensity and success of boycotts. When substitute products are widely available and affordable, consumers are more likely to discontinue using the boycotted product (Susanti, Najmudin, et al., 2024). Access to substitutes can affect boycott participation in complex ways. Utama et al. (2023b) and Sen et al. (2001) explain that the availability of substitute products can increase participation by providing viable alternatives for consumers who wish to support the boycott without compromising their needs. When consumers can easily access replacement products, they are more motivated to participate, as they do not feel compelled to sacrifice comfort or essential needs (Ali, 2021). Conversely, limited access to substitutes can reduce participation. If consumers struggle to find suitable alternatives, their motivation to continue participating in the boycott diminishes (Shin & Yoon, 2018; Lasarov et al., 2023). Therefore, access to substitute products plays a pivotal role in sustaining boycott intentions and shaping participation decisions. Accordingly, we hypothesize that:

H4. Access to substitute products moderates the relationship between boycott intention and boycott participation.

H5. Access to substitute products has a significant positive effect on boycott participation.

2.4. Boycott Participation

Boycott participation refers to the decision by consumers or individuals to refrain from purchasing products or services from a specific company or entity as a form of protest against practices or policies deemed unethical or inconsistent with their values. According to Hendarto (2024), boycott participation is a form of non-institutional political participation that enables individuals to express dissatisfaction through market mechanisms. Keser and Sogutlu (2023) and Copeland and Boulianne (2022) define it as a collective action in which individuals or groups disengage from an entity to drive social change or influence corporate policies. In a broader context, Suraji et al. (2023) describe boycott participation as an active commitment by consumers to support social or political movements by avoiding the consumption of unethical products or services. Zainal (2023) further notes that boycott participation can extend beyond consumption decisions to include actions such as disseminating information, mobilizing support, and exerting public pressure on targeted companies. Thus, boycott participation reflects a blend of individual motivation and collective action aimed at influencing change through market behavior.

The success of a boycott often hinges on the level of participation and its ability to garner media attention and shape public opinion (Ali, 2021). Factors such as the consistency and duration of participation also play a critical role in determining the extent to which a boycott achieves its objectives (Kim et al., 2022). Salas et al. (2019) emphasize that successful boycotts typically involve effective communication strategies and support from relevant social organizations, which help amplify the message and enhance its impact. Additionally, Yilmaz and Alhumoud (2017) and Chiang (2022) highlight that the success of a boycott depends on the response of the targeted company or entity, as well as its willingness to implement changes in line with the boycott's demands.

Based on the preceding discussion of hypothesis development, Figure 1 illustrates the proposed research framework.

3. RESEARCH METHOD

This study employs a correlational approach to validate the proposed research model. The research is explanatory in nature, aiming to explore the relationships between variables through hypothesis testing. The population consists of residents of Kendari City who have participated in boycotts of pro-Israel products, such as KFC, McDonald's, Pizza Hut, Coca-Cola, Pepsi, Starbucks, and others. Given the uncertain size of the population, the sample size was determined based on Hair et al. (2017), which recommends 5 to 10 times the number of indicator items used to measure each variable. The measurement indicators for each variable were adapted from previous studies: Boycott Campaign Intensity includes 5 indicators (Muhamad et al., 2019; Susanti, Novandari, et al., 2024), Boycott Intention comprises 5 indicators (Muhamad et al., 2019), Access to Substitute Products consists of 5 indicators (Sen et al., 2001), and Boycott Participation includes 6 indicators (Klein et al., 2004). Consequently, the sample size was set at 10 times the 21 indicator items, resulting in 210 respondents.

Sampling was conducted using purposive sampling, with respondents selected based on their awareness of and involvement in boycotts, as well as their prior familiarity with consuming pro-Israel products such as KFC, McDonald's, Pizza Hut, Coca-Cola, Pepsi, and Starbucks. Data collection was carried out through questionnaires, with respondents meeting the criteria asked to complete either a printed or online form. The questionnaire included statements measured on a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). To address the research questions and objectives, the data were analyzed using Structural Equation Modeling (SEM) with SmartPLS 3.0.

4. DATA ANALYSIS AND DISCUSSION

4.1. Results

Reviewing respondent characteristics is essential to ensure their suitability and ability to answer the research questions presented in the questionnaire. This step helps align the data with the research objectives, supports accurate analysis, and determines the extent to which findings can be generalized to a broader population. Ultimately, it enhances the quality and credibility of the research results. The respondent characteristics, derived from data processing, are presented in Table 1 below.

The data reveal that the majority of respondents in this study were women (73.3%), while men accounted for 26.7%. Most respondents (80%) were aged 21 to 30 years, with 16.2% falling into the 17 to 20 age group. In terms of education, 86.7% held a bachelor's degree, and 11.4% had completed high school. All respondents had participated in boycotts of products supporting Israel. Specifically, 44.3% had boycotted for 1 to 3 months, 32.9% for 4 to 6 months, and 3.8% for over a year.

To ensure discriminant validity, the indicators of each latent variable were evaluated. An outer loading value greater than 0.50 indicates that the variable indicator explains at least 50% of the item variance (Henseler et al., 2016). As shown in Table 2 and Figure 2, all variable indicators met this threshold, confirming their contribution to the measurement of the respective variables. However, the BCI3 indicator was removed from the model due to an outer loading value of 0.43, which fell below the required threshold. Thus, the discriminant validity values in Table 2 meet the criteria for the measurement model in this study.

Composite reliability, Cronbach's alpha, and average variance extracted (AVE) are key metrics used to assess the internal consistency reliability of observed variables (Hair et al., 2011). These metrics ensure that the measurement model meets acceptable standards. In the context of SmartPLS structural equation modeling (SEM), the minimum acceptable threshold for composite reliability Cronbach's alpha, and

Table 1. Respondent characteristics

Item	Category	Number of Respondents	Percentage (%)
Gender	Male	56	26.7
	Female	154	73.3
Age	17 to 20 years	34	16.2
	21 to 30 years	168	80.0
	31 to 40 years	6	2.9
	More than 40 years	2	10
Level of education	Senior high school	24	11.4
	Bachelor	182	86.7
	Magister	4	1.9
Boycott Participation Duration	1 to 3 Months	93	44.3
	4 to 6 Months	69	32.9
	7 to 9 Months	28	13.3
	10 to 12 Months	12	5.7
	More than 10 years	8	3.8

**Table 2**. Outer loadings output

Item	Outer Loadings
Boycott Campaign Intensity	
BCI1. News coverage of calls to boycott products that support Israel is quite intensive in various media.	0.659
BCI2. News about boycotting products that support Israel has also been carried out quite intensively in various countries.	0.716
BCI4. People around me always urge me to boycott Israeli products.	0.716
BCI5. The more intense the coverage of Palestine in various media, the more intense the calls to boycott Israeli products.	0.846
Boycott Intention	
BI1. I plan to boycott products that support Israel	0.902
BI2. I will boycott products that support Israel	0.892
BI3. I want to boycott products that support Israel	0.906
BI4. I have every intention of boycotting products that support Israel	0.862
BI5. The calls for boycott in various media increased my intentions in boycotting Israeli products.	0.856
Access to Substitute Product	
ASP1. I easily found substitute products to replace the boycotted Israel products.	0.807
ASP2. The quality of the replacement product is as reliable as the boycotted product.	0.814
ASP3. The price of the replacement product is quite affordable	0.776
ASP4. Replacement products are always available in frequently visited shops or markets.	0.856
ASP5. Replacement products come in a variety of types and sizes.	0.788
Boycott Participation	
BP1. I avoid buying products that support Israel.	0.794
BP2. I have stopped purchasing products that support Israel.	0.762
BP3. I would feel guilty if I bought a product that supports Israel.	0.797
BP4. I will not buy products that support Israel	0.866
BP5. I am willing to buy a replacement product, even if it is more expensive than buying a product that supports Israel.	0.759
BP6. The call to boycott in various media has strengthened my commitment to participate in boycotting Israeli products.	0.802

Table 3. Construct reliability, validity, and R square output

Variable	Cronbach's Alpha	Composite Reliability	(AVE)	R Square
Boycott Campaign Intensity	0.726	0.825	0.544	
Boycott Intention	0.930	0.947	0.781	0.364
Access to Substitute Product	0.868	0.904	0.654	
Boycott Participation	0.885	0.913	0.636	0.580

Table 4. Hypothesis testing

Hypothesis	β	t-statistics	p-values	Results
Direct Effects				
Boycott Campaign Intensity > Boycott Intention	0.604	9.066	0.000	Accepted
Boycott Campaign Intensity > Boycott Participation	0.064	0.867	0.386	Rejected
Boycott Intention > Boycott Participation	0.408	5.202	0.000	Accepted
Moderating Effect 1 > Boycott Participation	-0.075	1.599	0.110	Rejected
Access to Substitute Product > Boycott Participation	0.391	8.311	0.000	Accepted
Specific Indirect Effects				
Boycott Campaign Intensity > Boycott Intention > Boycott Participation	0.246	4.053	0.000	Accepted
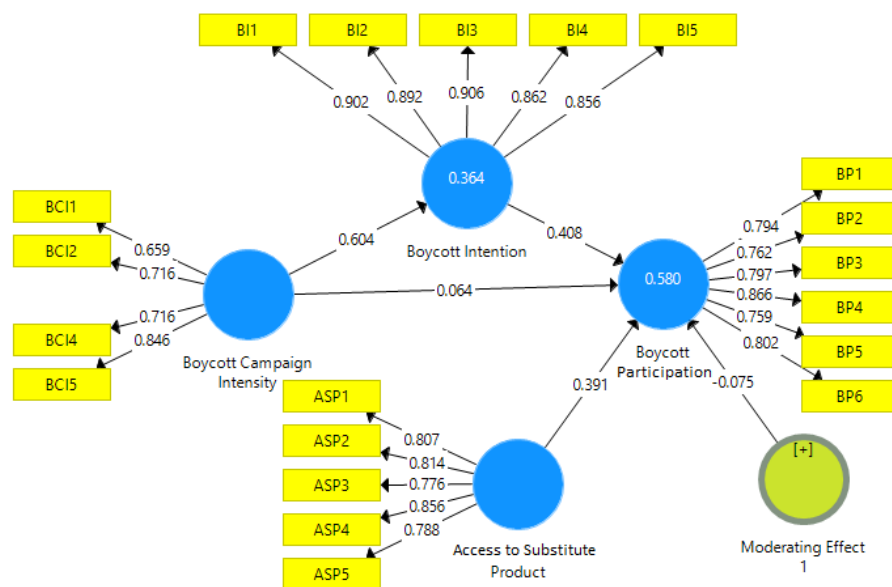
Figure 2. Outer model

AVE is 0.50. As shown in Table 3, the values for composite reliability and Cronbach's alpha in this study exceed this threshold, indicating strong internal consistency and reliability across all indicators. Specifically, the variables of boycott campaign intensity, boycott intention, access to substitute products, and boycott participation demonstrate robust reliability.

Hair et al. (2011) recommend evaluating the coefficient of determination (R^2) and the path coefficients of the structural model in SmartPLS SEM analysis. The R^2 value measures the proportion of variance in the dependent latent variable that is explained by the independent latent variable. Higher R^2 values indicate a stronger explanatory power of the independent variable. According to Henseler et al. (2016), R^2 values can be categorized as follows: 0.67 (substantial), 0.33 (moderate), and 0.19 (weak). In this study, as presented in Table 3, the boycott campaign intensity variable explains 36.4% of the variance in boycott intention ($R^2 = 0.364$). Furthermore, the combined influence of boycott campaign intensity, boycott intention, and access to substitute products accounts for 58.0% of the variance in boycott participation ($R^2 = 0.580$).

The hypothesis test results, as presented in Table 4 and Figure 2, reveal several key findings. First, the effect of boycott campaign intensity on boycott intention is statistically significant, with a t-statistic of 9.066 (exceeding the critical value of 1.96) and a p-value of 0.000 (below the alpha threshold of 0.05). This indicates a positive and significant relationship, supporting the acceptance of the first hypothesis. Second, the effect of boycott campaign intensity on boycott participation is not statistically significant, with a t-statistic of 0.867 (below 1.96) and a p-value of 0.386 (above 0.05). Consequently, the second hypothesis is rejected.Third, boycott intention has a positive and significant effect on boycott participation, as evidenced by a t-statistic of 5.202 (above 1.96) and a p-value of 0.000 (below 0.05). This supports the acceptance of the third hypothesis. Fourth, the moderating role of access to substitute products in the relationship between boycott intention and boycott participation is not statistically significant. Although the beta coefficient of -

0.075 suggests a weakening effect, the t-statistic of 1.599 (below 1.96) and p-value of 0.110 (above 0.05) indicate that this moderation effect is not significant, leading to the rejection of the fourth hypothesis.Fifth, access to substitute products has a positive and significant effect on boycott participation, with a t-statistic of 8.311 (above 1.96) and a p-value of 0.000 (below 0.05). This supports the acceptance of the fifth hypothesis. Finally, boycott intention significantly mediates the relationship between boycott campaign intensity and boycott participation, as demonstrated by a T-statistic of 4.053 (above 1.96) and a p-value of 0.000 (below 0.05). This confirms the mediating role of boycott intention in this relationship.

4.2. Discussion

4.2.1. Boycott Campaign Intensity on Boycott Intention

Boycott campaign intensity has a significant and positive effect on boycott intention. As the intensity of a boycott campaign increases, so does the likelihood of consumers intending to participate in the boycott. Campaign intensity, which includes factors such as the frequency of message dissemination, the use of social media, and the involvement of public figures, plays a critical role in raising consumer awareness and engagement in boycott actions. For instance, news about calls to boycott products supporting Israel has been widely circulated across various media platforms, not only in Indonesia but also globally. This extensive coverage has heightened consumer intentions to boycott such products. Moreover, repeated calls to boycott in the media further reinforce consumers' intentions, prompting them to prepare themselves before actively participating in a boycott.

Zeng et al. (2021) found that high-intensity boycott campaigns, particularly those conducted through social media, significantly influence consumers' perceptions of the urgency of the issues being addressed. This, in turn, motivates consumers to take concrete actions, such as joining a boycott. Their study highlights that high campaign intensity generates strong social and moral pressure, which drives consumers to support the boycott movement. Similarly, Rim et al. (2020) emphasized that well-structured and consistently reinforced boycott campaigns across multiple media channels not only enhance awareness but also strengthen consumers' intentions to participate in boycotts as a form of solidarity with their values. High campaign intensity fosters emotional involvement among consumers, ultimately triggering their intention to boycott. Hoffmann et al. (2018) also support these findings, noting that boycott campaigns focusing on ethical or environmental issues can significantly strengthen boycott intentions, particularly when consumers feel emotionally and morally connected. The intensity of such campaigns creates a sense of urgency and responsibility, further motivating consumers to engage in boycott actions.

4.2.2. Boycott Campaign Intensity on Boycott Participation

Boycott campaign intensity does not have a significant effect on boycott participation. While an intense boycott campaign can raise awareness and increase the intention to participate, it does not necessarily translate into actual action or substantial participation in the boycott. The decision to join a boycott is inherently complex. Typically, the products targeted for boycotts are those that have been used for extended periods and are widely consumed. Consumers are often familiar with the quality of these products, which makes the process of discontinuing their use and switching to alternatives a gradual and deliberate one. The search for suitable replacement products can be time-consuming, further complicating the decision to participate in a boycott. As a result, boycott campaign intensity does not directly influence boycott participation.

Although intense boycott campaigns can capture consumers' attention, many individuals do not actively engage in the boycott. Factors such as convenience, personal preferences for the product, or skepticism about the boycott's effectiveness often hinder real action (Sen et al., 2001). These barriers are not easily overcome by campaign intensity alone. Additionally, Munadiyan (2024) found that boycott campaigns frequently encounter low consumer commitment, where individuals may agree with the campaign's objectives but feel no strong compulsion to act. This is particularly true when consumers believe their participation will have minimal impact or when they are highly dependent on the targeted product or service. In such cases, even highly intensive campaigns may result in low participation rates. Makarem and Jae (2016) further support this finding, noting that intense boycott campaigns can reach a saturation point. At this stage, consumers may become desensitized to repeated messages or even develop negative reactions, such as annoyance, which ultimately reduces their likelihood of participating in the boycott.

4.2.3. Boycott Intention on Boycott Participation

Boycott intention has a significant and positive effect on boycott participation. Research has consistently shown that the intention to boycott is a strong predictor of actual participation in boycott actions. When consumers develop a strong intention to boycott a product or company, they are more likely to engage in concrete boycott activities. This intention is often driven by moral, social, or political disapproval of the company's practices. For instance, the strengthening of intentions to boycott Israeli products has solidified boycott plans, leading to actual actions such as avoiding and ceasing the purchase of products that support Israel. Consumers demonstrate a strong commitment to purchasing substitute products, even if they are more expensive, rather than buying products associated with Israel. This behavior is often rooted in feelings of social guilt associated with purchasing such products.

Klein et al. (2004) and Pratiwi et al. (2021) have emphasized that boycott intentions grounded in moral and ethical concerns significantly influence consumers' decisions to participate in boycotts. Their findings suggest that consumers with strong boycott intentions based on moral considerations are more likely to take tangible actions, such as stopping purchases from the targeted company. Additionally, consumers who experience social and moral pressure to boycott exhibit higher levels of participation (Rim et al., 2020). Arinta and Mutmainah (2023) further support this finding, noting that strong boycott intentions serve as a primary driver for consumer participation in boycotts. Consumers who intend to boycott for ethical and social reasons often view their participation as a form of personal responsibility.

4.2.4. The Moderation Role of Access to Substitute Product

Although the beta coefficient is negative, indicating that access to substitute products weakens the relationship between boycott intention and boycott participation, this moderating effect is not statistically significant. Access to substitute products is often viewed as a factor that can reduce the likelihood of consumers participating in a boycott, even when they have the intention to do so. Theoretically, if consumers can easily switch to alternative products or brands, they may feel more comfortable boycotting without experiencing significant inconvenience. However, in this study, the moderating role of access to substitute products did not have a significant impact. The widespread calls for boycotts in various media have reinforced consumer interest in boycotting Israeli products, even reducing concerns about access to substitutes. Consumers have come to accept the consequences of a product boycott and are actively seeking and adapting to the quality and price standards of substitute products. Businesses have also recognized this trend by offering a variety of substitute products in stores, markets, and prominent product displays, making it easier for consumers to find and trust the quality of these alternatives.

Lim and Shim (2019) explained that while consumers may consider substitute products as an alternative when deciding to boycott, the impact of access to substitutes in weakening the relationship between intention and participation is not significant. Other factors, such as social pressure, personal values, and loyalty to the boycott's goals, often play a more dominant role in influencing whether consumers ultimately participate in a boycott. Klein et al. (2004) also confirmed that access to substitute products does not significantly reduce consumers' intention to participate in a boycott, particularly when the boycott is driven by strong moral motivations. Even when alternative products are available, commitment to the boycott's goals and social solidarity tend to outweigh the desire for convenience. Mokobombang et al. (2023) and Arinta and Mutmainah (2023) further emphasized that while the availability of substitute products can influence consumer decisions, it is not strong enough to override boycott intentions rooted in moral and ethical considerations. Strong boycott intentions often lead to participation even when substitutes are accessible, as ethical values and moral identity remain the primary drivers, with access to substitute products having only a weak moderating effect (Farah & Newman, 2010).

4.2.5. Access to Substitute Product on Boycott Participation

Access to substitute products has a significant and positive effect on boycott participation. The availability of alternative products plays a crucial role in consumers' decisions to participate in boycotts. When consumers have easy access to adequate substitute products, they are more likely to support and engage in boycotts, as they feel more comfortable and confident in abandoning the targeted products or services without experiencing significant personal losses. The ease of finding substitute products in stores and traditional markets, which consumers frequently visit, has become a key driver of boycott participation. Addi-

tionally, the variety of types, sizes, quality, and affordability of these substitutes—comparable to the boycotted products—strengthens consumers' commitment to participating in boycotts against products that support Israeli aggression. This commitment is further reinforced by feelings of guilt associated with purchasing such products.

Lasarov et al. (2023) and Haan (2023) support this finding by demonstrating that consumers are more likely to participate in boycotts when they have access to quality substitute options. Consumer confidence in adequate substitutes strengthens their intentions to boycott. Shin and Yoon (2018) also confirmed that easier access to alternative products encourages boycott participation. Consumers with access to reliable substitutes are more likely to take boycott action, as alternative options allow them to meet their needs without supporting the boycotted company. Furthermore, Smith and Li (2010) emphasized that access to substitute products plays a significant role in consumers' decisions to participate in boycotts. The availability of substitutes that meet both functional and emotional needs positively influences the decision to boycott, empowering consumers to act without sacrificing convenience or satisfaction.

4.2.6. The Mediating Role of Boycott Intention

Boycott intention mediates the relationship between boycott campaign intensity and boycott participation. The intensity of a boycott campaign not only directly affects participation but also indirectly influences it through the formation of boycott intention. Boycott campaign intensity, which includes factors such as frequency, reach, and emotional strength, can heighten consumer awareness and concern about the issues being addressed. This, in turn, fosters the intention to participate in the boycott. For example, the increased intensity of news coverage about Palestine in various media, coupled with calls to boycott Israeli products, has strengthened consumer intentions to boycott. As a result, consumers have stopped purchasing products that support Israel. Demonstrating strong commitment, many consumers are even willing to buy replacement products, despite higher prices, as an alternative to the boycotted products.

Salas et al. (2019) emphasized that boycott campaign intensity influences consumer intention to boycott, which subsequently increases the likelihood of participation. Intensive campaigns not only encourage consumer intentions to support boycotts but also serve as a bridge that motivates consumers to take concrete actions, such as participating in a boycott. Similarly, Shim et al. (2018) and Suraji et al. (2023) found that boycott intention plays a pivotal role in linking campaign intensity to boycott participation. Observing more intense boycott campaigns encourages consumers to develop stronger intentions to boycott, which then drives them to actively participate. Mokobombang et al. (2023), Farah (2014), and Farah and Newman (2010) also demonstrated that boycott intention is a significant mediating mechanism in the relationship between boycott campaign intensity and boycott participation. Consumers exposed to intense boycott campaigns are more likely to form strong intentions to boycott, ultimately increasing their likelihood of participating in the boycott.

5. CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

This study demonstrates that the intensity of boycott campaigns significantly influences consumers' boycott intentions. Intense campaigns, characterized by frequent message dissemination and the use of social media, can enhance consumer awareness and engagement, thereby strengthening their intentions to participate in boycotts. However, while increased campaign intensity boosts boycott intentions, these intentions do not always translate into actual participation due to barriers such as convenience and personal preferences. Additionally, campaign intensity can reach a saturation point, potentially leading to negative reactions or indifference, which may reduce participation. The study also reveals that boycott intentions have a significant and positive effect on boycott participation. Consumers with strong boycott intentions, particularly those motivated by moral or social factors, are more likely to engage in boycott actions. Although the availability of substitute products can influence consumer decisions, its role as a moderator in the relationship between boycott intentions and participation is not significant. This suggests that ethical values and social solidarity are more dominant drivers of boycott participation.

From a theoretical perspective, these findings contribute to consumer behavior theory by highlighting that access to substitute products functions more as an independent factor than a moderator. This insight opens avenues for further exploration of how product accessibility influences consumer decisions across diverse cultural and economic contexts. Furthermore, the study underscores that boycott campaign intensity significantly increases participation by enhancing consumer awareness and intention. These re-

sults align with the theory of planned behavior, which posits that campaign intensity influences consumer intention as a precursor to action.

From a managerial standpoint, companies should pay close attention to campaign intensity and consumer intentions, responding with transparency and social responsibility. To prevent campaign fatigue, boycott activists and communities can enhance the creativity and informativeness of their messaging, focusing on practical solutions such as promoting local products as viable substitutes. It is important to note that participation in boycott campaigns is often driven by subjective factors, such as religious motivation, emotion, or solidarity, which are challenging to measure objectively. Additionally, access to substitute products in Kendari may differ from other regions, representing a limitation of this study. Future research could explore additional factors influencing boycott participation and the role of other moderating variables in different cultural and regional contexts to provide deeper insights.

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