

Abstract

This study explores the influence of social media-driven boycott movements on consumer attitudes toward Consumer Animosity, using Starbucks in Indonesia as a case study amid the Israeli-Palestinian conflict. Following Starbucks' lawsuit against workers' union over a pro-Palestinian post, the #BoycottStarbucks campaign spread widely. A quantitative survey was conducted with 403 Indonesian respondents aged 20-30 to examine the relationship between boycott message activation, Consumer Animosity, and consumer perception. Statistical analyses, including regression and Sobel tests, were used. Results show that boycott message activation significantly affects consumer perception, while Consumer Animosity does not significantly mediate this relationship. High levels of animosity, ethnocentrism, and religiosity were found to influence boycott behaviour. Issues of non-normality and heteroscedasticity in the data were acknowledged, potentially due to demographic imbalance and social desirability bias. The findings highlight how sociopolitical values can outweigh Consumer Animosity in shaping consumer attitudes, offering insights into consumer behaviour in religiously influenced markets.

Keywords: Consumer Boycott; Consumer Animosity; Boycott; Consumer Perception; Starbucks