

THE IMPACT OF CONSUMER ANIMOSITY ON PURCHASE INTENTIONS: A MODERATED MEDIATION MODEL FROM TURKEY (DURING THE ONGOING PALESTINE-ISRAEL CONFLICT)

UTJECAJ ANIMOZITETA POTROŠAČA NA NAMJERU KUPOVINE: MODEL MODERIRANE MEDIJACIJE IZ TURSKE (TIJEKOM TRENUTAČNOG PALESTINSKO-IZRAELSKOG SUKOBA)



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Abstract

Purpose – This study investigates the effect of consumer animosity on purchase intentions for Israeli-affiliated products in the context of the ongoing Israeli-Palestinian conflict, drawing on a sample from Turkey. It further examines the mediating role of boycott motivation and the moderating role of ethical and moral considerations in this relationship.

Design/Methodology/Approach – Data was collected from 317 participants. The proposed research model was tested using the PROCESS Macro for SPSS developed by Andrew F. Hayes (2013), applying Models 4 and 7 to examine the mediation and moderated mediation effects.

Findings and implications – The results indicate that boycott motivation significantly mediates the relation-

Sažetak

Svrha – Rad istražuje utjecaj animoziteta potrošača na namjeru kupovine proizvoda povezanih s Izraelom u kontekstu aktualnog izraelsko-palestinskog sukoba, na uzorku ispitanika iz Turske. Osim toga, istražuje se medijska uloga motivacije za bojkot te moderirajuća uloga etičkih i moralnih razmatranja u ovom odnosu.

Metodološki pristup – Podaci su prikupljeni od 317 ispitanika. Predloženi istraživački model testiran je pomoću makro PROCESS-a za SPSS koji je razvio Andrew F. Hayes (2013.), pri čemu su primijenjeni modeli 4 i 7 kako bi se ispitali učinci medijacije i moderirane medijacije.

Rezultati i implikacije – Rezultati upućuju na to da motivacija za bojkot značajno posreduje u odnosu između

ship between consumer animosity and purchase intention. Furthermore, ethical and moral considerations moderate the effect of consumer animosity on boycott motivation. These findings underscore the critical role of moral considerations and emotional responses in shaping consumer behavior in the context of international conflicts.

Limitations – One limitation of this study is that it was conducted within a specific time frame and focused exclusively on the boycott of Israeli-linked products in Turkey.

Originality – This study contributes to the literature by examining the underlying motivations driving consumer boycotts of Israeli-related products in the context of the Israeli-Palestinian conflict. Its originality lies in its focus on a developing country, Turkey, characterized by a predominantly Muslim consumer base, thereby offering context-specific insights into the role of socio-cultural and religious dynamics in shaping boycott behavior.

Keywords: Israeli-Palestinian conflict, boycott motivation, consumer animosity, purchase intention, Hayes PROCESS Macro.

animoziteta potrošača i namjere kupnje. Nadalje, etička i moralna razmatranja moderiraju učinak animoziteta potrošača na motivaciju za bojkot. Ovi rezultati naglašavaju ključnu ulogu moralnih razmatranja i emocionalnih odgovora u oblikovanju ponašanja potrošača u kontekstu međunarodnih sukoba.

Ograničenja – Jedno od ograničenja istraživanja jest to što je provedeno u određenom vremenskom okviru te se fokusiralo isključivo na bojkot proizvoda povezanih s Izraelom u Turskoj.

Doprinos – Studija doprinosi literaturi istraživanjem temeljnih motivacija koje pokreću bojkote proizvoda povezanih s Izraelom među potrošačima u kontekstu izraelsko-palestinskog sukoba. Njezina se izvornost očituje u usmjerenosti na zemlju u razvoju, Tursku, koju obilježava pretežito muslimanska baza potrošača, čime pruža kontekstualno specifičan uvid o ulozi društveno-kulturne i religijske dinamike u oblikovanju ponašanja vezanoga uz bojkot.

Ključne riječi: izraelsko-palestinski rat, motivacija za bojkot, animozitet potrošača, namjera kupnje, Hayesov makro PROCESS

1. INTRODUCTION

Since 7 October 2023, the Israeli-Palestinian conflict has led to severe humanitarian consequences, with reports indicating over 38,000 fatalities and approximately 89,000 injuries, including a substantial proportion of women and children (Anadolu Agency, 2024). These developments have generated widespread international concern, moral outrage, and public condemnation. Consequently, negative perceptions of Israel have intensified, fostering elevated levels of consumer animosity and prompting consumption-related responses, particularly in the form of boycotts targeting Israeli-affiliated brands (Khoiruman & Wariati, 2023). Consistent with trends observed across many countries, Turkish consumers have actively organized anti-Israel protests and initiated boycott campaigns against brands perceived as being associated with Israel, as a means of expressing solidarity with Palestine and Gaza during the ongoing conflict.

These developments have catalyzed coordinated boycott movements, especially in the countries with a Muslim majority (Fitri et al., 2024). Visual and media representations of the humanitarian crisis have further amplified public engagement in such movements. Prior research indicates that, in contexts with concentrated Muslim consumer populations, boycott participation is primarily driven by the desire to oppose ongoing military actions in Gaza (Hidayaturrahman et al., 2024). Furthermore, animosity toward state actions has been shown to extend to products associated with specific national or ethnic identities (Khoiruman & Wariati, 2023).

While the majority of existing studies primarily focus on the motivations underlying boycott behavior (Shin & Yoon, 2018; Klein et al., 2004), a substantial body of research has also tested the relationship between consumer ethnocentrism and boycotts (Fernández-Ferrín et al., 2015). However, relatively limited attention has been paid to the psychological consequences of con-

sumer animosity and the role of moral evaluations within the context of boycott behavior (Aji et al., 2026).

Empirical research on boycott behavior during the Israeli-Palestinian conflict has predominantly focused on Muslim consumers in Indonesia (Aji et al., 2026; Ridwan et al., 2026; Husaeni & Ayyob, 2025). In contrast, studies conducted in Turkey have largely concentrated on the impact of boycott movements on social media platforms (Aytaç et al., 2026; Avci, 2024). In this regard, a significant gap remains in the literature concerning the complex interplay between consumer animosity, ethical evaluations, and moral values in shaping boycott motivation and, ultimately, consumer behavior. This gap is particularly evident in the context of recent global boycotts targeting Israeli-affiliated brands, which have not only affected sales performance but have, in some cases, also led to legal disputes, especially in Muslim-majority countries such as Turkey (Aji et al., 2026).

Building on this gap, the present study investigates the underlying mechanisms of consumer boycotts directed at Israeli-affiliated products by examining the interplay among consumer animosity, boycott motivation, and ethical and moral considerations. By explicitly integrating ethical and moral dimensions into the analytical framework, this study extends the existing literature and offers meaningful contributions to the field.

Specifically, this study examines the mediating role of boycott motivation in the relationship between consumer animosity and purchase intention, as well as the moderating effects of ethical and moral values within this relationship by incorporating multiple variables into a single comprehensive model. The findings reveal that boycott motivation serves as a significant mediating mechanism, while ethical and moral values function as meaningful moderators. Moving beyond a narrow focus on ethnocentrism, this study adopts a broader moral-psychological perspective and provides important empirical contributions to the literature on consumer

animosity, boycott behavior, ethical consumption, Islamic marketing, and political marketing.

2. THEORETICAL FRAMEWORK

2.1. Literature review

Lestari and Jazil (2024) conducted a study in Indonesia examining the Israeli-Palestinian conflict through the case of the Unilever brand. Their findings revealed that consumer animosity significantly and positively influenced boycott motivation toward Unilever.

In another study exploring the primary drivers of consumer boycotts against companies supporting the Israeli occupation and the role of religiosity, Afrillana and Al-Khaidar (2023) found that religiosity did not have a direct effect on either consumer animosity or boycott intentions. However, opinion leaders were shown to indirectly influence boycott intentions through consumer ethnocentrism.

Kim et al. (2022) examined the moderating effects of consumer animosity and consumer affinity on boycott intentions in South Korea and Japan. In both countries, consumer animosity was found to negatively affect purchase quantity via boycott intentions. Similarly, research conducted in Malaysia reported that animosity toward Israel significantly increased boycott behavior (Abdul Talib & Mohd Adnan, 2017).

Khoiruman and Wariati (2023) analyzed consumer responses to McDonald's products and found that religiosity, consumer animosity, and ethnocentrism significantly influenced boycott motivation.

Hino (2023) investigated the impact of moral emotions on the purchase intentions of British, German, and French consumers toward Israeli products. The results demonstrated that morally grounded emotions play a significant role in boycott behavior, with anger toward Israel emerging as the most influential factor driving boycott intentions. Specifically, anger exerted a

direct and significant effect on the intentions of British and French consumers to boycott Israeli products.

Aji et al. (2026) examined consumer animosity, moral concerns, boycott behavior, and psychological well-being as key motivations driving Muslim consumers' participation in boycotts of Israeli-related products. Their findings indicated that engaging in boycotts can serve as a means to achieve psychological well-being, including inner peace. Specifically, they showed that boycott behavior mediates the effect of supporting ethically aligned brands on consumers' psychological well-being.

In a study of Muslim consumers in Indonesia, Ridwan et al. (2026) explored the role of emotions in shaping boycott intentions, drawing on the Theory of Planned Behavior, Moral Foundations Theory, and Social Identity Theory. Their research demonstrated that positive emotional states significantly guide consumer resistance, encouraging individuals to form intentions and act accordingly. Similarly, Husaeni & Ayyob (2025) found that consumer animosity, religious motivation, and self-development significantly influenced the intentions of Muslims to boycott Israeli-related products in Indonesia.

In another context, Zejjari & Benhayoun (2025) reported that consumer animosity significantly impacted Moroccan consumers' intentions to boycott Israeli-related products.

Avci (2024) investigated the perceived effectiveness of boycotts against Israeli-made brands in Turkey during the ongoing Israeli-Palestinian conflict. The study revealed that social pressure significantly influenced consumers' boycott intentions, with social media partially mediating this effect. These findings suggest that consumers are more likely to persist in boycotting when they perceive the boycott to be effective.

Kim et al. (2022) conducted a comparative study of consumers in South Korea (n=571) and Japan (n=500), finding that consumer animosity negatively influenced purchase quantity indirect-

ly through boycott attitudes and intentions in both countries.

Overall, the literature indicates that socio-political, political, and religious sensitivities toward Israeli-linked products in Muslim-majority countries, coupled with ongoing conflict, underscore the importance of conducting research in contexts such as Turkey. Such research can offer valuable contributions to the literature on consumer boycotts in conflict-related settings.

2.2. Moral Foundations Theory

The Moral Foundations Theory is grounded in evolutionary psychology (Haidt & Graham, 2007). In their work, Haidt and Graham (2007) identified five psychological foundations that guide moral decision-making: (1) care/harm, (2) fairness/cheating, (3) sanctity/degradation, (4) authority/subversion, and (5) loyalty/betrayal. The care/harm foundation relates to welfare and elicits feelings of compassion (Haidt, 2003). The fairness/cheating foundation is concerned with justice and proportionality and evokes feelings of anger (Haidt, 2013). The sanctity/degradation foundation generates feelings of disgust not only toward biological disorders but also toward social pollutants, such as corruption or violations of social norms (e.g., flag burning) (Koleva et al., 2012). The authority/subversion foundation relies on respect for social hierarchies, while the loyalty/betrayal foundation emphasizes intragroup solidarity and intergroup competition (Chowdhury, 2017).

This theory, grounded in consumers' sense of solidarity and adherence to collective moral norms, is particularly linked to the care/harm and sanctity/degradation principles, as participation in boycotts reflects concern for the well-being of others and the protection of moral integrity. Morally grounded positive emotions can enhance support for collective sanctions, translating into both intended and actual boycott behaviors (Ridwan et al., 2026).

Therefore, the present study adopts this theoretical framework, recognizing that consumers'

emotional and moral values play a pivotal role in shaping their purchasing decisions and are thus reflected in their consumption behaviors.

2.3. Consumer animosity

Consumer animosity is defined as a negative emotional response arising from perceived immoral actions by another country (Haidt, 2003). Such animosity elicits unfavorable affective reactions that manifest as rejection, negative evaluations, and participation in boycott movements targeting companies or nations, thereby posing a substantial threat to firms operating in global markets (Afrillana & Al-Khaidar 2023). Animosity is closely linked to consumers' attitudes toward the country perceived to be responsible for the offense. In response to the ongoing conflict and perceived injustices against Palestinians, animosity toward Israel appears to be intensifying globally, particularly among Muslim populations (Abdul Talib & Mohd Adnan, 2017).

Research on consumer behavior consistently demonstrates that animosity significantly increases boycott intentions and reduces willingness to purchase foreign products (Yu et al., 2020). Moreover, prior research shows that consumer animosity directly decreases purchase volume, while economic animosity indirectly reduces purchase volume through its influence on boycott attitudes and intentions (Kim et al., 2022).

Based on this evidence, the first hypothesis is proposed as follows:

H1: Consumer animosity is negatively associated with purchase intentions toward Israel-related products.

2.4. Mediating role of boycott motivation

Boycott is defined as consumers' deliberate avoidance of brands and product suppliers due to political, ethical, or moral concerns (Hino, 2023). Consumer boycotts act as signals to firms that their current practices and ethical standards are perceived to be unacceptable

and that they require improvement (Fitri et al., 2024). Prior research indicates that boycott motivation positively influences purchase avoidance and reluctance (Ali, 2021). Key emotional drivers of boycott participation include the feelings of sacrifice, anger, hostility, and moral obligation (Klein et al., 1998). In the context of boycotts targeting Israeli-affiliated products, individuals' emotions, values, and perceived social pressures significantly shape their intentions to participate (Fitri et al., 2024).

Klein et al. (2004) identified four primary motivations underlying boycott behavior: making a difference, self-enhancement, counterarguments, and limited consumption. "Making a difference" reflects a general willingness to engage in boycott behavior as a means of promoting social change. "Self-enhancement" emphasizes the personal and social benefits derived from boycott participation, as individuals experience positive self-evaluation and social approval. "Counterarguments" arise when consumers perceive their participation as too insignificant to effect change, resulting in feelings of powerlessness. "Limited consumption" reflects a willingness to reduce overall consumption as a form of protest.

In this study, the mediating role of boycott motivation in the relationship between consumer animosity and purchase intention is examined.

H2: Boycott motivation mediates the relationship between consumer animosity and purchase intention.

2.5. Moderating effect of ethics and morality

Smith (1795) introduced the Theory of Moral Sentiments, proposing that humans are inher-

ently moral beings who share in the suffering of others facing difficulties (Smith, 1991). Accordingly, humans are naturally moral agents capable of empathizing with the hardships of others (Ishak et al., 2018). The Moral Foundations Theory posits that moral judgments are based on five core principles: preventing harm and protecting others, ensuring fairness in the distribution of outcomes, respecting authority and hierarchy, demonstrating loyalty to group interests, and avoiding actions perceived as impure or morally degrading (Haidt & Joseph, 2004; Graham, 2004).

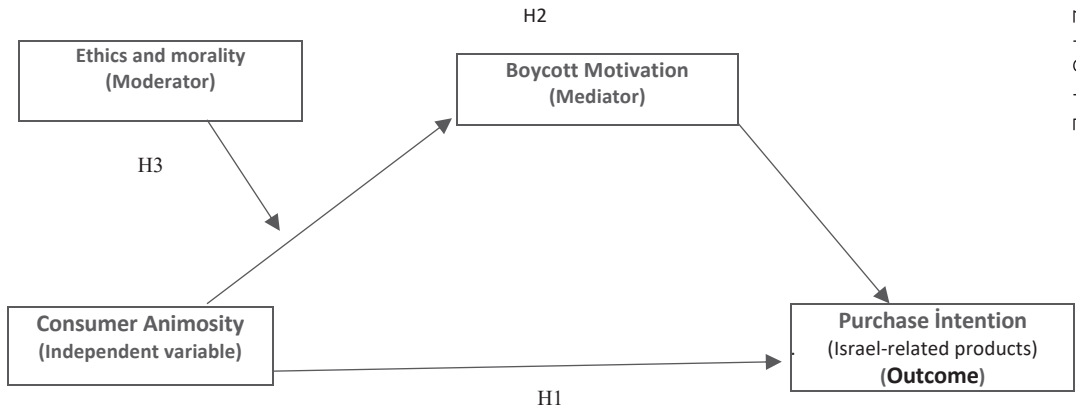
Moral values not only reflect beliefs about what is right or wrong but also form a central part of an individual's identity. Attitudes and behaviors toward boycotts are rooted in these moral principles (Fernandes, 2020). The growing emphasis on ethical and moral values among consumers has been shown to influence both individual consumption and anti-consumption decisions, collectively driving social change through consumer empowerment in the marketplace (Papaioikonomou & Alarcón, 2017).

Consequently, consumers' boycotts of Israel-affiliated products may be motivated by a collective desire to impact Israel's economy. It can be argued that individuals who place a high priority on moral considerations are more likely to be motivated to participate in boycotts of such products.

Based on this reasoning, the final hypothesis of the study is formulated as follows:

H3: The indirect effect of consumer animosity on purchase intention through boycott motivation is moderated by ethical and moral considerations.

FIGURE 1: Theoretical research model



Source: Author own work

Note: H1, H2, and H3 represent direct, indirect, and moderated mediation effects, respectively.

3. RESEARCH METHODOLOGY

3.1. Participants and procedure

Generalizing findings on actual boycott behaviors in the literature has become a complex task due to the challenges associated with examining long-term boycott actions, highlighting the need for empirical research (Cuadras-Morató & Raya, 2016; Kim et al., 2023; Kim et al., 2025). Accordingly, the present study employs a survey-based empirical research design. This methodology was specifically chosen to address the following research question: *“What factors influence consumers’ behavior in boycotting Israeli-related products?”* The study aims to elucidate the motivations underlying boycott behavior, including negative emotions such as consumer animosity (Klein et al., 2002) and positive moral drivers such as ethical considerations and moral obligation (Aji et al., 2026), in relation to consumers’ purchase intentions regarding Israeli-affiliated products (Little & Singh, 2015). A multivariate regression-based approach was employed, allowing for the simultaneous examination of both mediating and moderating effects, using Hayes’ PROCESS Macro for SPSS (Models 4 and 7).

In this study, purchase intention is treated as a dependent variable, while consumer animosity serves as an independent variable. Ethical and moral considerations are specified as moderating variables, and boycott motivation is designated as a mediating variable. The primary objective of this research is to examine the effect of consumer animosity on purchase intention, as well as the moderated mediation role of ethics/morality and boycott motivation in the context of the ongoing Israeli-Palestinian conflict.

The study sample comprised students, academic staff, and administrative personnel from Sakarya University of Applied Sciences in Turkey, a predominantly Muslim country. Data was collected through face-to-face surveys, administered to 317 participants between 10 August 2024 and 15 November 2024.

In this study, face-to-face surveys were employed as the primary data collection method, using convenience sampling, a non-random sampling technique in which the researcher selects participants from the accessible population. This method is effective for obtaining a large and diverse sample of Turkish consumers in a practical, efficient, and cost-effective manner (Avcı, 2024). The survey design allowed for the systematic collection of data on partici-

pants' attitudes, beliefs, and behaviors, which is essential for testing the hypothesized relationships (Zejjari & Benhayoun, 2025).

A five-point Likert scale was utilized, as it is widely recognized in Turkey and familiar to participants, while also providing robust information for assessing consumers' emotional intentions. A total of 317 valid responses were collected. Male participants accounted for 65% of the sample, while females comprised 35%. The majority of participants were aged 18-24 (60%) and 35-44 (20%), with smaller proportions in the 25-34 (15%) and 45.54 (4%) age groups, indicating that the sample primarily consisted of young and middle-aged adults.

Regarding educational attainment, 83% of the participants held a bachelor's degree, 13% a postgraduate degree, and 3% a high-school diploma, with only 1% having completed middle or primary school education. In terms of monthly income, 41% earned 0-30,000 TRY, 16% had an income of 31-40,000 TRY, 34% of them 41-50,000 TRY, with 8% earning 51,000 TRY or more. This distribution broadly reflects the demographics of the Muslim population in Turkey, particularly in the Sakarya region.

3.2. Questionnaire design

Data was scored using a five-point Likert scale through adapted and validated questionnaires. The Likert scale is mostly used to measure consumer attitudes and preferences (İslamoğlu & Alniaçık, 2016). The first section of the survey consisted of items measuring the study constructs whereas the second section included demographic variables, such as gender, age, and marital status.

3.3. Measures of construct

In this study, previously validated measurement scales were employed to operationalize the research constructs. The independent variable, consumer animosity, was measured using an eight-item scale developed by Klein et al. (1998). For example, the first item is: "I feel anger toward

Israel." Participant responses were recorded on a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

The dependent variable, purchase intention, was assessed using a four-item scale adapted from Maher and Mady (2010) and Hino (2023), where the first item was: "I avoid purchasing Israeli products as much as possible." This construct was also measured on a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

The mediating variable, boycott motivation, was measured using a seven-item scale adapted from Klein et al. (2004) and Hoffmann et al. (2018). For example, the first item is: "I feel better when I boycott Israeli products.", and responses were recorded on a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

The independent variable, consumer animosity, was measured using an 8-item scale adapted from the Consumer Animosity Scale (Klein et al., 1998). The first item "I feel anger towards Israel" was asked and a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree) was used for the response.

Finally, the moderating variable, ethics and morality, was measured using a four-item scale adapted from Balaban and Yücel (2019), with the first item being: "I do not purchase products that are produced or processed outside the moral standards accepted by our society." Responses obtained were scored using a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree). All measurement items used in the study are presented in Appendix 2.

3.4. Data analysis

Statistical analyses were conducted using SPSS version 24.0 for Windows. Descriptive statistics were first computed to characterize the sample and key consumer attributes prior to hypothesis testing. In addition, Pearson correlation analysis was performed to examine the relationships among the study variables. A two-tailed *p* val-

ue of less than 0.05 was considered statistically significant.

To test the proposed mediation and moderation effects, the PROCESS macro based on ordinary least squares (OLS) regression and a bias-corrected bootstrap method, developed by Andrew F. Hayes (Hayes, 2013), was employed. The bootstrap approach used in the PROCESS method is particularly suitable for studies with small to medium sample sizes (Shrout & Bolger, 2002) and offers higher statistical power compared to traditional confidence interval approaches (Mackinnon et al., 2004; Shrout & Bolger, 2002). Using the terms of Baron and Kenny (1986), this research study attempts to develop a model proposal called moderated mediation.

Model 4 of the PROCESS macro was used to test the mediation effect. To obtain robust standard errors, a bias-corrected bootstrap procedure with 5,000 resamples and 95% confidence intervals was applied. An indirect effect was considered statistically significant if the corresponding confidence interval did not include zero, indicating support for the mediating relationship.

Furthermore, Model 7 was employed to examine the moderated mediation effect. A significant moderating effect was inferred when the 95% confidence interval for the interaction term between the independent variable and the moderator excluded zero. In addition, the conditional indirect effects were evaluated at two

levels of the moderator (one standard deviation below and above the mean), providing a more nuanced interpretation of the moderated mediation results.

4. RESULTS

This section first presents the validity and reliability analyses of the measurement scales, along with descriptive statistics. After that, the study tests the hypotheses using Hayes' PROCESS Macro (Models 4 and 7). Model 4 is applied to examine whether boycott motivation mediates the relationship between consumer animosity and purchase intention. Model 7 is then employed to test the moderated mediation effect, assessing whether the indirect effect of consumer animosity on purchase intention through boycott motivation is moderated by ethical and moral considerations.

Finally, the results are discussed in relation to previous research, and strategic recommendations are provided for firms based on the study's findings.

4.1. Descriptive analysis

This part of the research includes basic statistical analyses for scales. A maximum correlation coefficient value among the variables is 0.423, indicating that discriminant validity between the variables has been achieved.

TABLE 1: Descriptive statistics analysis

Variables	Mean	SD	1	2	3	4
1. Consumer animosity	3.5886	0.804	1			
2. Boycot motivation	3.6315	1.072	0.615**	1		
3. Ethic and moral	3.8527	1.023	0.557**	0.593**	1	
4. Purchase intention	3.5886	1.002	0.604	0.836**	0.636**	1

**Correlation is significant at the 0.01 level (2-tailed). N:217

Source: Author's own research.

4.2. Reliability and validity tests

In this section, principal component analysis and factor analysis were applied to the data obtained from the participants using the Varimax rotation method. No items were found to violate unidimensionality. The most important indicator of whether a study is reliable is Cronbach's alpha value, which is expected to range between 0.7 and 0.95 (Tavakol & Dennick, 2011). As a result of the analysis, Cronbach's alpha value of the scales was determined to be greater than 0.7. Therefore, the reliability levels of the scales is proven to be quite high.

TABLE 2: Factor and reliability analysis

Items	1	2	3	4	Cronbach's α
Animosity1	.682				.786
Animosity2	.750				
Animosity 3	.709				
Animosity1	.431				
Animosity2	.848				
Animosity3	.818				
Animosity4	.681				
Animostiy5	.548				
Ethic1		.819			.883
Ethic2		.810			
Ethic3		.824			
Ethic4		.728			
Boycott1			.746		.922
Boycott2			.610		
Boycott3			.709		
Boycott4			.782		
Boycott5			.754		
Boycott6			.826		
Boycott7			.794		
Purchase In1				.721	.893
Purchase In2				.522	
Purchase In3				.617	
Purchase In4				.749	
Cumulative Variance (%) = 68.453					

Source: Author's own research.

In Table 3, exploratory factor analysis was applied to identify the key factors by grouping the statements in the scale draw on in the study and to state unrelated or weakly related items in the set of statements. The analysis revealed that the sample was adequate (KMO=0.940) and the data followed a normal distribution (Barlett's test: $p < 0.00$) (Büyüköztürk, 2004).

TABLE 3: KMO and Bartlett's test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.940
Bartlett's test of sphericity	Approx. Chi-Square	5715.259
	df	276
	Sig.	.000

SOURCE: Author's own research.

4.3. Mediation and moderated mediation test (hypothesis testing)

In this part of the study, Hayes' PROCESS Macro for SPSS was employed to test the hypotheses. Model 4 was used to examine the simple mediation effect, whereas Model 7 was applied to assess the indirect effect of consumer animosity on purchase intention through boycott motivation, with ethics and morality as a moderating variable. In other words, Model 7 was used to test the moderated mediation effect. Accordingly, two models proposed by Hayes (2013) were utilized in this study.

4.4. Simple mediation analysis

To examine whether boycott motivation (mediator) explains the effect of consumer animosity (independent variable) on purchase intention for Israeli-related products (dependent variable), 5,000 bootstrap resamplings were performed using Hayes' PROCESS Macro for SPSS (Model 4), a regression-based mediation analysis approach as proposed by Zhao et al. (2010).

Table 3 below shows the mediation results of this study. The first hypothesis posits that consumer animosity is positively correlated to

purchase intention. When examining the direct effect of animosity on purchase intention, the test results indicate that there is a direct effect in this relationship ($\beta=0.117, p<0.004$), as shown by the regression coefficient and the associated significance level; the total effect of $\beta=0.559$, with $p<0.000$ indicated a significant positive relationship between animosity and purchase intention. Therefore, Hypothesis 1 is supported.

When examining the results regarding the mediation effect, boycott motivation was found to play a mediating role in the relationship between consumer animosity and purchase intention. The test results indicate that the effect size is greater than zero ($\beta=0.7528; SE=0.535, 95\% CI, LLCI=0.6476, and ULCI=0.8580$), with Table 3 results showing that the lower and upper confidence intervals do not include zero. Hence, Hypothesis 2 is supported.

The test results indicate that boycott motivation serves as a mediator in the relationship between consumer animosity and the intention to purchase Israeli-related products.

Test results indicate that boycott motivation plays a mediating role in the relationship between consumer animosity and the intention to purchase Israeli-related products.

4.5. Moderated mediation analysis

The hypothesis of moderated mediation was tested using the SPSS PROCESS Macro, a comprehensive model (Hayes, 2013). To test the intention to purchase Israel-related products through boycott motivation, moderated by ethics and morality, 5,000 bootstrap samples were used to estimate indirect effects within a 95% confidence interval. Table 5 presents the indicators of Hayes' Model 7, which reflects the moderated mediation model.

Table 5 shows that the model is significant as a whole, with $R=0.7164, R^2=0.5132; F=110.004; p=0.00$. Moreover, results demonstrate that while animosity does not exert a significant effect on boycott motivation, ethic has a significantly negative effect on boycott motivation. Moreover, the interaction term (Int_1), specifically animosity x ethics, exerts a significantly positive effect on boycott motivation ($t=4.5156$ and $p=0.000$), demonstrating the presence of an interaction effect.

TABLE 4: Mediator effect result

TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y						
Total effect of X on Y						
Effect	se	t	p	LLCI	ULCI	c_cs
.7528	.0535	14.0776	.0000	.6476	.8580	.6040
Direct effect of X on Y						
Effect	se	t	p	LLCI	ULCI	c'_cs
.1802	.0457	3.9401	.0001	.0902	.2701	.1445
Indirect effect(s) of X on Y:						
Boycott Mot.	Effect	BootSE	BootLLCI	BootULCI		
	.5727	.0469	.4881	.6720		
Completely standardized indirect effect(s) of X on Y:						
Boycott Mot.	Effect	BootSE	BootLLCI	BootULCI		
	.4595	.0316	.4006	.5232		

Source: Author's own research.

TABLE 5: Moderated mediation model summary

OUTCOME VARIABLE: Purchase intention						
Model Summary						
<i>R</i>	<i>R-sq</i>	<i>MSE</i>	<i>F</i>	<i>df1</i>	<i>df2</i>	<i>p</i>
.8439	.7121	.3006	388.3452	2.0000	314.0000	.0000
Model						
<i>coeff</i>	<i>se</i>	<i>t</i>	<i>p</i>	LLCI	ULCI	
constant	.3297	.1589	2.0749	.0388	.0177	.6423
Animosity	.1777	.0479	3.7103	.0002	.0835	.2720
Boycot Mot.	.6975	.0365	19.1208	.0000	.6257	.7692

Source: Author's own research.

TABLE 6: Moderated mediation model summary

Outcome Variable: Boycott motivation						
Model Summary						
<i>R</i>	<i>R-sq</i>	<i>MSE</i>	<i>F</i>	<i>df1</i>	<i>df2</i>	<i>p</i>
.7164	.5132	.5822	110.0044	3.0000	313.0000	.0000
Model						
	<i>coeff</i>	<i>se</i>	<i>t</i>	<i>p</i>	LLCI	ULCI
constant	2.2200	.5743	3.8656	.0001	1.0900	3.3501
animosity	-.0369	.1482	-.2490	.8035	-.3285	.2547
ethic	-.4037	.1793	-2.2521	.0250	-.7565	-.0510
Int_1	.1898	.0420	4.5156	.0000	.1071	.2726
Product term s key :						
Int_1: animosity x ethics						

Source: Author's own research.

Table 6 presents the model summary for the dependent variable, purchase intention. The model is found to be significant as a whole, with $R=0.8439$, $R^2=0.7121$, $F=388.3452$, and $p=0.000$. A positive and significant effect of consumer animosity on purchase intention is identified with $p=0.0002$. Additionally, boycott motivation has a positive and significant effect on purchase intention with $p=0.000$.

TABLE 7: Interaction effect analysis

Test(s) of highest order unconditional interaction(s):					
	<i>R2-chnng</i>	<i>F</i>	<i>df1</i>	<i>df2</i>	<i>p</i>
X*W	.0317	20,3910	1,0000	313,0000	.0000

Source: Author's own research.

Table 7 shows that the interaction term is significant with $p=0.000$. Since the p value is less than 0.05, the model with the interaction term explains the data better than the model without it. Specifically, the inclusion of ethics and morality (the interaction term) in the model has made a significant contribution to explaining the variations in the dependent variable.

As seen in Table 8, there is a significant conditional direct effect of X on Y ($p=0.0002$). When examining the conditional indirect effects, the indirect effects were found to be significant at different levels of ethics and morality. Upon reviewing the bootstrap values, it is observed that both the BootLLCI and BootULCI contain positive values and do not include zero within this range.

TABLE 8: Direct and indirect effects

DIRECT AND INDIRECT EFFECTS OF X ON Y					
Direct effect of X on Y					
Effect	se	t	p	LLCI	ULCI
.1117	.0479	3.7103	.0002	.0835	.2720
Conditional indirect effects of X on Y:					
INDIRECT EFFECT:					
animosity -> boycott motivation -> purchase intention					
ethics	Effect	BootSE	BootLLCI	BootULCI	
2.7600	.3379	.0493	.2387	.4340	
4.000	.5039	.0577	.3854	.6118	
5.000	.6363	.0792	.4770	.7865	

Source: Author's own research.

Note: LLCI, lower limit confidence interval; ULCI, upper limit confidence interval; SD, standard deviation; SE, standard error.

TABLE 9: Moderated mediation effect

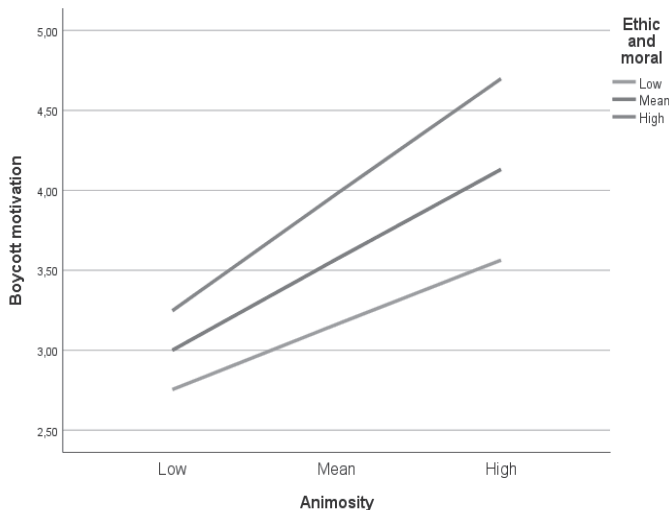
Index of moderated mediation:				
	Index	BootSE	BootLLCI	BootULCI
ethics	.1324	.0316	.0702	.1959

Source: Author's own research.

In Table 9, the bootstrap confidence interval, which indicates whether the conditional mediation effect is significant, does not include the value zero, suggesting that the indirect effect is contingent upon ethics and morality. Therefore, Hypothesis H3 is accepted.

A moderated mediation analysis was applied to approach the indirect effect of consumer animosity on the purchase intention through boycott motivation, moderated by ethics and morality. As shown in Figure 2, the interaction effect is demonstrated by presenting the simple slopes of animosity towards boycott motivation at ± 1 SD from the mean of ethics and morality. As illustrated in the figure, the relationship between consumer animosity and boycott motivation is positive at higher levels of ethics and morality. The results of the bootstrapping

FIGURE 2: Moderated mediation effect



analysis conducted using PROCESS Macro Model 7 showed that ethics and morality have a moderating effect on the relationship between animosity and boycott motivation ($SE=0.0316$, 95% CI [0.0702, 0.1959]). As displayed in Table 8 and Figure 2, consumer animosity significantly affects boycott motivation at all levels of ethics and morality. When consumers exhibit high levels of ethics and morality (average ± 1 standard deviation [SD]), the effect of animosity on boycott motivation was at its strongest (effect= 0.792 , 95% CI [0.4770, 0.7865]). The effect of consumer animosity on boycott motivation decreased with lower levels of ethics and morality. Therefore, H3 is supported.

5. CONCLUSION

In recent years, the escalation of conflicts in such as that between Russia and Ukraine, in the Middle East, and other parts of the world has heightened collective awareness among individuals opposed to war, resulting in an increase in anti-war demonstrations. These anti-war attitudes have, in turn, begun to shape and influence individuals' consumption behaviors. An increasing number of anti-war consumers are employing boycotts as a tool of economic pressure and informal sanctions in response to geopolitical developments. In particular, the ongoing violent conflicts in the Middle East—notably Israel's military actions and policies toward the Palestinian territories—have generated elevated levels of anger and resentment among individuals worldwide, with especially strong reactions observed in predominantly Muslim societies. In response to the occupation of Gaza and the West Bank, numerous boycott campaigns have emerged, targeting firms perceived to be associated with Israel and mobilizing consumers on a global scale (Abdul Talib & Mohd Adnan, 2017).

Previous studies have examined the effects of consumer animosity and consumer affinity on boycott behavior (Kim et al., 2023), the influence of positive and negative emotions on boycott

intentions within the framework of Moral Foundations Theory (Ridwan et al., 2026), and the interaction of emotions with social media and subjective norms (Zejjari & Benhayoun, 2025). However, a gap exists in research of how negative emotions, such as consumer animosity, can drive individuals toward responsible consumption behavior (Little & Singh, 2015). Addressing this gap constitutes the primary motivation for the present study.

Past studies on Israeli-related products have primarily focused on the motivational drivers of consumer boycotts and their relationship with consumer ethnocentrism (Afrillana & Al-Khaidar, 2023; Khoiruman & Wariati, 2023; Lestari & Jazil, 2024), the relationship between animosity and purchase volume (Kim et al., 2022), the effect of animosity on purchase reluctance (Verma, 2020), and the role of anger in triggering boycott intentions (Hino, 2023). However, these studies have largely overlooked the ethical and moral values that guide consumers toward boycott behavior.

In this study, a moderated mediation analysis is employed to examine the effect of consumer animosity on boycott motivation, considering the moderating role of ethics and morality and its indirect impact on purchase intention. This research offers significant theoretical contributions to marketing and international marketing literature.

5.1. Theoretical implications

This study provides valuable, rich, and meaningful theoretical contributions to the literature on Islamic marketing, moral psychology, social ethics, ethical values, political consumption, and international marketing.

Firstly, it introduces a novel model that expands the framework of political consumerism by integrating both the mediating and moderating effects of consumer animosity on boycott motivation within a single model. This approach explains how the impact of consumer animosity is shaped through ethical and moral consider-

ations and how it ultimately manifests in boycott behavior.

Secondly, the study contributes significantly to the limited literature examining the relationship between moral emotions and prosocial behavior (Scaffidi Abbate et al., 2022) by empirically demonstrating the influence of ethics and moral emotions on boycott motivation. This finding positions boycotts not merely as a facet of political consumption but as a mechanism through which individuals respond to their conscience and personal moral values (Aji et al., 2026).

The research findings provide empirical evidence from Turkey, as an emerging market characterized by a unique multicultural structure, socio-economic diversity, political dynamics, and a predominantly Muslim consumer base.

From an international marketing perspective, this study represents a rare investigation of consumer animosity toward Israeli-related products. Its results indicate that ethical and moral values significantly amplify the effect of consumer animosity on the purchasing process via boycott motivation. As consumers' moral values increase, both their boycott motivation and levels of consumer animosity toward Israeli-related products also rise. These findings contribute to a deeper understanding of how individual emotional, moral, and ethical identity-based processes interact in shaping consumer resistance (Ridwan et al., 2026).

Findings of this study provide a broader perspective by incorporating consumer emotions, specifically hostility and moral considerations, as drivers of boycott behavior. Examining the moderating relationship between consumer animosity and ethics/morality is particularly significant from an international marketing standpoint.

Furthermore, the present research contributes to the literature on international marketing and consumer boycotts by empirically testing the moderating effect of ethics and morality on the relationship between consumer animosity and boycott motivation. Linking the mediating role

of boycott motivation to all three variables in the model represents another key contribution, as it addresses consumers' emotional and moral drivers from a comprehensive theoretical and international marketing perspective.

This study was conducted in Turkey, a country with a predominantly Muslim population where the Israeli-Palestinian conflict continues to influence consumer behavior. Its findings reveal that ethical and moral considerations significantly amplify the effect of consumer animosity on boycott motivation. Specifically, as consumers place greater emphasis on ethical and moral principles in their purchasing decisions, their boycott motivation increases correspondingly.

Serious unethical actions by brands associated with Israel trigger strong emotional reactions among consumers. As these ethical violations intensify, consumer responses such as anger and frustration become more pronounced, leading to collective sanctions against the brands (Dalakas et al., 2023). From the perspective of Moral Foundations Theory (Graham et al., 2013), these reactions reflect intuitive moral judgments based on perceived violations of justice and loyalty. Accordingly, the findings in a predominantly Muslim country such as Turkey suggest that these responses may stem from consumers' moral value judgments regarding justice and equality in reaction to the ongoing conflict.

This study is significant because it provides a broader perspective on the international marketing literature by examining consumer responses during the Israeli-Palestinian conflict. One key finding is the mediating role of boycott motivation between consumer animosity and purchase intention. Additionally, consumer animosity appears to have a negative effect on the intention to purchase Israeli-linked products (Abdul Talib & Mohd Adnan, 2017; Verma, 2020; Zejjari & Benhayoun, 2025; Aji et al., 2026). These results, alongside prior research demonstrating the significant impact of boycotts on purchasing decisions (Kurniawan & Putri, 2024), indicate that boycotts are a critical determinant in the

purchasing behavior of consumers in developing and predominantly Muslim markets.

Furthermore, the findings are consistent with research showing a direct effect of consumer animosity on the intention to purchase Israeli-related products (Verma, 2020; Kim et al., 2022; Aji et al., 2026). For instance, a study conducted in Indonesia, where the majority of consumers are Muslim, found that consumer animosity significantly influences boycott motivation toward Israeli-linked products (Lestari & Jazil, 2024). Similarly, this study reveals a direct relationship between consumer animosity and boycott motivation in Turkey, where most consumers are Muslim.

The findings suggest that companies need to consider the social and political consequences of their policies and understand the values and beliefs underlying consumers' motivations for participating in boycotts. Consumers are increasingly sensitive to humanitarian and political issues rather than mere brand attributes, and this awareness significantly shapes their boycott behavior. This indicates that boycotts are no longer solely a matter of preference for local products but that they have evolved into a global movement driven by animosity and widespread anti-Israel sentiment. Therefore, companies must recognize global dynamics and develop more sensitive strategies by managing the risks and opportunities associated with changing consumer sensitivities to political issues (Lestari & Jazil, 2024).

Individuals are capable of empathizing with the suffering of others in distress (Smith, 1991). Strong opposition to Israel's policies, particularly regarding the war, alleged genocide, and symbolic acts in Palestine and Gaza, is a key motivator for consumers to boycott Israeli-linked brands. Consumers perceive boycotts as a form of resistance against such injustices, actively opposing brands perceived to support such actions (Aji et al., 2026). Consequently, Israel's inhumane actions toward Palestinians may prompt consumers worldwide to share in this suffering and demonstrate solidarity.

This behavior can be explained by the fact that consumers engage in boycott actions to express solidarity and support for the Palestinian people. It may also stem from a perceived opportunity for economic retaliation, where anger at Israel motivates boycotts as a means of exerting pressure, reflecting both moral outrage and affective responses.

Furthermore, this study contributes to Islamic marketing literature by highlighting non-commercial motivations that influence consumer behavior in Muslim-majority markets, challenging traditional profit-oriented marketing approaches. Conventional marketing strategies typically emphasize rational utility and financial gain; however, in this context, consumer boycotts are largely shaped by socio-political and religious values, such as solidarity with the Palestinian people and opposition to perceived injustices. From this perspective, brands must implement marketing strategies that account for moral obligations and collective identities. Consequently, companies operating in Muslim-majority markets like Turkey may benefit from developing nuanced and sensitive marketing strategies that integrate ethical considerations and socio-political alignment into their branding, positioning, and new product development processes (Zejjari & Benhayoun, 2025).

5.2. Managerial implications

The findings of this study provide practical managerial insights for businesses, global brand managers, corporate strategists, and policymakers on navigating consumer sentiment in politically sensitive contexts.

Firstly, the results indicate that consumers do not overlook unethical behavior by companies, whether domestic or foreign, particularly within the framework of current social and political dynamics. Moreover, consumers may respond adversely toward companies that fail to demonstrate ethical sensitivity, potentially through boycott behavior. Individuals with ethically idealistic orientations are more likely to develop positive

attitudes toward, as well as purchase, support, and invest in socially responsible brands (Koç et al., 2015).

At this stage, companies that ignore consumer sensitivities risk losing market presence entirely. Therefore, it is crucial for brands to inform consumers about their awareness of consumer concerns (Xie et al., 2023). Moreover, active participation in marketing communication activities is essential for market success (Bilgili & Özkul, 2015). Through such communications, brands can provide consumers with positive or corrective information, clarifying their ethical stance and operational principles.

It is particularly important for brands to demonstrate that their products and services are offered with a commitment to ethical values. Calls for boycotts of Israeli products and affiliated brands are increasingly amplified across mass media and social media platforms (e.g., X, Instagram, Facebook, TikTok). As a result, companies should aim to mitigate consumer anger in their marketing communications, either by clarifying that their products are not associated with Israel or by emphasizing the local attributes of their offerings.

Brands affected by boycotts must actively rebuild their image and reassure consumers regarding the lack of connections to Israel—for instance, by highlighting that the company is of local origin, such as French or Turkish, with no ties to Israel. Additionally, companies can demonstrate social responsibility by supporting the Palestinian population through donations or other initiatives, and these efforts should be clearly communicated to consumers (Kurniawan & Putri, 2024).

Furthermore, global brands should develop strategies that emphasize locality and cultural alignment in their advertising campaigns. Highlighting local production, cultural relevance, and ethical commitments can strengthen consumer trust and reduce boycott intentions, ultimately contributing to more resilient brand positioning in politically sensitive markets.

5.3. Limitations and study recommendations

An important limitation of this study is that the data was collected during a period of the ongoing Israeli-Palestinian conflict. Research conducted during periods of relative peace or non-violent tension might yield different results, as the intensity of situational animosity tends to fluctuate with the level of conflict. The present findings therefore primarily reflect consumer hostility and boycott motivations under conditions of active conflict.

Second, the study was limited to the Turkish market, with the sample consisting exclusively of employees and students from the Sakarya University of Applied Sciences. Consequently, the findings cannot be generalized to other populations or countries.

This study specifically examined the relationships among consumer hostility, boycott motivation, and the moderating/mediating role of ethics and morality. Future research could extend the model by incorporating additional variables, thereby enabling the simultaneous testing of multiple moderators and mediators.

Furthermore, the study focused solely on products associated with Israel in general. Future studies could broaden the scope by examining attitudes toward Jewish goods or by comparing responses across different ethnic and national groups. Since an individual's language, beliefs, morals, traditions, and political orientation are all integral components of culture (Altunışık et al., 2017), investigating other cultural dimensions—such as the role of religious beliefs in boycott behavior—would significantly contribute to the literature.

Finally, no specific Israeli product or brand was selected in this study. Future research could focus on particular products or product categories (e.g., Coca-Cola or hygiene products) to determine which types of goods consumers are most willing to boycott and to assess potential differences in boycott propensity across product groups.

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ETHICAL APPROVAL

All procedures performed in studies involving the online survey were in accordance with the ethical standards of the Sakarya University of Applied Sciences Ethics Committee.

APPENDIX 1. SCALES USED IN THE STUDY

Consumer Animosity Scale (Klein et al., 1998)

War Animosity

1. I feel anger towards Israel.
2. I will never forgive what Israel did during the war with Palestine.
3. Israel must be held accountable for its actions in Palestine.

Economic Animosity

1. Israel is not a trustworthy business partner.
2. Israel seeks to establish economic power over Palestine.
3. Israel is exploiting Palestine.
4. Israel has a significant economic influence over Palestine.
5. Israel acts unfairly when conducting business with Palestine.

Boycott Motivation Scale (Klein et al., 2004; Hoffmann et al., 2018)

Emotional and Social Pressure Scale

1. I feel better when I boycott Israeli products.
2. My friends and family encourage me to boycott Israeli products.
3. Everyone should participate in the boycott because every contribution matters.
4. If I purchase a brand that is being boycotted for selling Israeli-related products, I feel guilty.

Boycott Success

1. Boycotts are an effective way to change a brand's actions.
2. I believe I can influence the practices of a brand by boycotting it.
3. I think boycotts will be successful.

Ethics and Morality (Balaban & Yücel, 2019)

1. I do not purchase products that are produced or processed outside the moral standards accepted by our society.
2. I do not buy products that are deemed morally inappropriate.
3. I do not buy products from businesses that I believe do not act in accordance with ethical and moral standards.
4. I do not purchase products from brands that I believe harm public health.

Purchase Intention Scale (Maher & Mady, 2010; Hino, 2023)

1. I avoid purchasing Israeli products as much as possible.
2. I would consider buying Israeli-related products.
3. I do not like the idea of owning Israeli-related products.
4. I would never purchase Israeli-made products.

Note: A 5-point Likert type scale was used (1-Strongly disagree.....5-Strongly agree).

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