

The Impact of Consumer Animosity on Purchase Unwillingness in a Boycott of Sari Roti

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ABSTRACT

This research was conducted in response to a boycott towards a national bread brand. It was stimulated by a company disclosure in stating they had no relation to any political events in 2016. This research aimed to examine the impact of consumer animosity on product judgment, purchase willingness, purchase unwillingness, and boycott participation. In total, 266 participants took part in this research using convenience sampling. Data were collected using an online survey. The data were analyzed using exploratory factor analysis and Structural Equation Model (SEM). This research finds that there is a significant impact of animosity on product judgment, purchase willingness, purchase unwillingness, and boycott participation. Moreover, there is also a significant impact of product judgment on purchase willingness and boycott participation on purchase unwillingness.

Keywords: consumer animosity, product judgment, purchase willingness, purchase unwillingness, boycott participation

INTRODUCTION

Sari Roti, a national bread brand, has been boycotted by a group of Indonesian Muslims. As the country with the largest Muslim population in the world, a boycott movement by Muslim consumers should be regarded as a serious threat. It also should threaten the company, as it is proven to lower their sales numbers (Luluk, 2016). The boycott was triggered by a disclosure issued by the producer of this bread brand by saying that the company had nothing to do with any political events. Before the event of the boycott movement towards the bread company, there were three events of demonstration conducted by Muslims in Jakarta in 2016. These events were called as '1410' referring to October 14th, '411' for November 4th, and '212' for December 2nd. These actions were done to put pressure on the government to punish the Jakarta governor (at that time) who was accused of blasphemy. After the third protest, the boycott movement was executed.

Some researchers have explored consumer boycott towards foreign products (Barutçu, Saritaş,

& Adigüzel, 2016; Klein, Ettenson, & Morris, 1998; Palihawadana, Robson, & Hultman, 2016). Meanwhile, the other researchers focus on consumer boycott towards domestic products (Braunsberger & Buckler, 2011; Friedman, 1996). The existing researches by Ahmed *et al.* (2013), De Nisco *et al.* (2013), Fernández-Ferrín *et al.* (2015), Ben Mrad, Mangleburg, and Mullen (2014), Rose, Rose, and Shoham (2009), and Shah and Ibrahim (2016) showed a significant effect of animosity on attitude, purchase action, purchase willingness, ethnocentrism, and product judgment. In this research, animosity is linked to product judgment, boycott participation, purchase willingness, and purchase unwillingness.

Abosag and Farah (2014) used consumer ethnocentrism, religious animosity, boycott participation, brand image, and product judgment to predict consumers' loyalty. They found that boycott participation was positively impacted by ethnocentrism and religious animosity. Meanwhile, Rose *et al.* (2009) focused on purchase unwillingness from Arab Israeli and Jewish Israeli consumers towards foreign products by Italians and British. They

linked animosity on product judgment and purchase unwillingness, product judgment, and ethnocentrism. They distributed their research instruments in northern of Israel where both communities existed. They stated that purchase unwillingness was positively affected by ethnocentrism and animosity. However, it was negatively affected by ethnocentrism and product judgment on both Italian and British products. They also found that product judgment was significantly and negatively influenced by animosity in the case of British products. Then, it was insignificantly influenced by animosity in Italian products.

Similarly, Nijssen *et al.* (1999) evaluated Dutch consumers' purchase willingness on foreign products. They included several variables such as consumer ethnocentrism, product judgment, interest in foreign travel, and perceived domestic product availability. One of the findings stated that animosity negatively affected purchase willingness. Based on the prior research discussed, the hypotheses used are as follows.

- H₁ = Animosity will have a negative impact on product judgment
- H₂ = Animosity will have a negative impact on purchase willingness
- H₃ = Animosity will have a positive impact on purchase unwillingness
- H₄ = Animosity will have a positive impact on boycott participation

Moreover, the previous research by Ahmed *et al.* (2013), Albayati *et al.* (2012), Ben Mrad *et al.* (2014), Rose *et al.* (2009), and Shah and Ibrahim (2016) documented that product judgment affected purchase willingness, purchase unwillingness, boycott participation, and purchase action. In this research, product judgment is linked to purchase willingness and purchase unwillingness.

Klein *et al.* (1998) conducted a research to predict product ownership. They employed consumer ethnocentrism, animosity, product judgment, and purchase willingness. They showed that animosity had an insignificant impact on product judgment. Moreover, there was a negative and significant impact of animosity on purchase willingness. They also mentioned that product judgment had a positive impact on purchase willingness.

Meanwhile, Huang, Phau, and Lin (2010) investigated purchase intention of Taiwan consumers on Chinese and Japanese products. They measured the impact of consumer animosity on quality judgment and purchase intention, and quality judgment on purchase intention. They found a significant impact of animosity on quality judgment and purchase intention, and quality judgment on purchase intention.

Another research in purchase willingness was conducted by Shoham *et al.* (2006). They focused on Jewish Israeli' reaction towards Arab Israeli' intifada (uprising) action. Animosity was linked to product judgment and purchase willingness. Meanwhile, product judgment was linked to purchase willingness.

As a result, they showed all paths were significant. Therefore, the other hypotheses used are:

- H₅ = Product judgment will have a positive impact on purchase willingness
- H₆ = Product judgment will have a negative impact on purchase unwillingness

Boycott participation is reported to have a significant impact on purchase willingness, purchase unwillingness, and product judgment (Albrecht *et al.*, 2013; Shah & Ibrahim, 2016). In this research, boycott participation is linked to purchase unwillingness. Albrecht *et al.* (2013) chose an international soft drink brand that was accused of infringing upon environmental protection policies in India. They found that there was a significant effect of intention in boycott participation on refusal to buy a boycotted brand. Thus, the next hypothesis is:

- H₇ = Boycott participation will have a positive impact on purchase unwillingness.

Overall, there are seven paths to be examined as illustrated in Figure 1. In this proposed research model, animosity is linked to product judgment, purchase willingness, purchase unwillingness, and boycott participation. In addition, product judgment is linked to purchase willingness and purchase unwillingness. Lastly, boycott participation is linked to purchase unwillingness.

This research raises the case of Sari Roti boycotted by its consumers. The company has never thought that by saying that it has no part in any political activities will be bad for the business. On the other hand, Sari Roti is the first and only bread brand company to be massively marketed nationally. This research aims to measure factors influencing consumers' willingness and unwillingness to purchase Sari Roti, a national-brand bread. To test these dependent variables, the researcher uses animosity, product judgment, and boycott participation as the predicting variables.

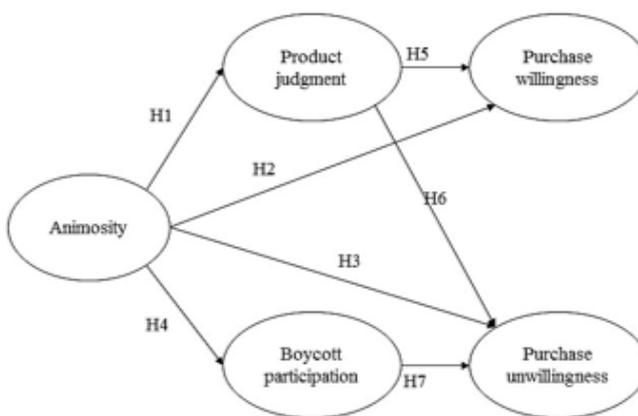


Figure 1 The Theoretical Framework

METHODS

Participants of this research are selected conveniently and asked to fill out an online self-administered instrument. The link of the instrument is distributed personally using WhatsApp, Telegram, and Line applications.

To measure all tested variables, the researcher adapts indicators taken from previous research. Indicators of consumer animosity are adapted from Jin and Furukawa (2006). Then, the indicators of product judgment are adapted from Nakos and Hajidimitriou (2007), and Nijssen *et al.* (1999). Furthermore, indicators from Altintas *et al.* (2013) are adapted to measure boycott participation. From Nakos and Hajidimitriou (2007), and Tian (2010), the researcher uses the variable to measure purchase willingness and purchase unwillingness respectively.

The data collected are analyzed in three main stages. The first stage is Exploratory Factor Analysis (EFA) to seek dimensions and valid indicators of each variable. EFA is used to validate the data (Allen & Bennett, 2010). The second stage is reliability test. According to Hair *et al.* (2006), a construct should be considered reliable if it has a Cronbach's alpha score of 0,7 or more. For these purposes, the SPSS version 22 is used.

The third stage is Confirmatory Factor Analysis (CFA). In this stage, the researcher uses AMOS version 22. It is to reduce and confirm dimensions and indicators. Furthermore, to test the hypotheses, AMOS is still used. Structural Equation Model (SEM) is used to achieve fitness. A model is considered fitted if it has a probability (p) score of >0,05, CMIN/DF score is $\leq 2,00$, CFI score is >0,97, and RMSEA score is <0,05 (Bentler, 1990; Browne & Cudeck, 1992; Schermelleh-Engel, Moosbrugger, & Müller, 2003; Tabachnick & Fidell, 2007). Additionally, a hypothesis is considered accepted if it has a Critical Ratio (CR) score of 1,96 or greater (Hair *et al.*, 2006).

RESULTS AND DISCUSSIONS

This research attracts 306 respondents. However, only 266 respondents complete the online questionnaire with 167 females (62,8%) and 99 males (37,2%). Regarding the age, 191 respondents (71,8%) are between 20-24 years old, and 57 respondents are 19 years old and younger. The rest of the respondents are 30 years old and older. In term of the level of education they have completed, 183 respondents (68,8%) have a high school certificate, 68 respondents (25,6%) have an under-grad certificate, and the remaining respondents have a certificate of post-grad and less than high school. Majority of the respondents (247 respondent or 92,9%) are single and have jobs or still study in a university (137 or 51%). Some of them are studying while working (84 respondent or 31,6%) and the others have jobs (17 respondent or 10,2%). When they are asked about their domicile,

predominant respondents indicate that they live in Jakarta (198 or 74,4%). The participants' profiles can be seen in Table 1.

Table 1 Profile of Participants

		Freq.	Percent
Gender	Female	167	62,8
	Male	99	37,2
	Total	266	100,0
Age	≤ 19	57	21,4
	20-24	191	71,8
	≥ 25	18	6,9
	Total	266	100,0
Level of education	Less than high school	3	1,1
	High school	183	68,8
	Diploma	6	2,3
	Under-grad	68	25,6
	Post-grad	6	2,3
	Total	266	100,0
Marital status	Unmarried	247	92,9
	Married	17	6,4
	Divorced/ separated	1	0,4
	Widow/widower	1	0,4
	Total	266	100,0
Occupational status	Employed	27	10,2
	Unemployed	137	51,5
	Employed while studying	84	31,6
	Self-employed	13	4,9
	Looking for a job	5	1,9
	Total	266	100,0
Domicile	Jakarta	198	74,4
	Outside Jakarta	68	25,6
	Total	266	100,0

In the period between November and December 2016, there were three demonstrations held in Jakarta. The first two were dominated by Muslims, and the last one was varied. Respondents were asked to identify which demonstration they participated in. About 40 respondents (15%) participate in the demonstration held on November 4th, 63 respondents (23,7%) participates in the demonstration of December 2nd, and 11 respondents (4,1%) are in the demonstration of October 14th. Furthermore, 75 respondents (28,2%) do not participate in any of the demonstration.

The sample of this research does not target Muslim consumers in particular. However, the predominant respondents are Muslim (224 respondents or 84,2%). In addition, 261 respondents claim that they have experience of purchasing Sari Roti within the last six months. In detail, 18 respondents (6,8%) purchased

the products today, 79 respondents (29,7%) purchased within the last week, 66 respondents (24,8%) purchased within the last month, 102 respondents (38,3%) forgot about the exact time. Then, one respondent (0,4%) has never purchased at all. The religion and experience relating to Sari Roti can be seen in Table 2.

Table 2 Religion and Experience Relating to the Bread Brand

		Freq.	Percent
Religion	Islam	224	84,2
	Non-Islam	42	15,8
	Total	266	100,0
Experience buying Sari Roti	Yes	261	98,1
	No	3	1,1
	Total	264	99,2
Missing	System	2	0,8
Total		266	100,0
Last time purchasing Sari Roti	Today	18	6,8
	Within this week	79	29,7
	Within this month	66	24,8
	Forget	102	38,3
	Never	1	0,4
Total		266	100,0

About 200 (75,2%) respondents disagree to the boycott against Sari Roti. Furthermore, 158 (59%) respondents consider that the boycott tends to be a political action. Meanwhile, 110 (41,4%) believe that it is a religious action. 110 (41%) respondents think that this is a combination of political and religious motives. Next, four items of animosity have the Cronbach's alpha score of 0,910 and factor loadings ranges from 0,865 to 0,919. The result is in Table 3.

Table 3 EFA Result of Animosity

		Factor loadings	Cronbach's alpha
AN2	I felt angry with Sari Roti	0,919	84,2
AN3	I will never forget what Sari Roti has done against Muslims	0,885	15,8
AN4	Sari Roti should pay for what they have done to Muslims	0,882	100,0
AN1	I do not like Sari Roti	0,865	98,1

Two dimensions of boycott participation are developed. The first dimension has a Cronbach's alpha score of 0,949. The factor loadings range from 0,793 to 0,929. The second dimension has a Cronbach's alpha score of 0,471 with factor loading ranging from 0,556 to 0,838. Due to its reliability, the second dimension is dropped for the full model analysis. The result can be seen in Table 4.

Table 4 EFA Result of Boycott Participation

		Factor loadings	Cronbach's alpha
Boycott participation (1)			
BP 3	By boycotting Sari Roti, I can change Sari Roti business	0,929	0,949
BP2	Everyone should take part in boycotting Sari Roti	0,926	
BP7	Friends/family supports me to boycott Sari Roti products	0,923	
BP5	I will feel guilty if I buy Sari Roti products	0,900	
BP4	I am angry, and I want Sari Roti manufacturer to know	0,851	
BP6	I will feel uncomfortable if people see me buy Sari Roti products	0,811	
BP1	Boycotts can effectively bring about change	0,793	
Boycott participation (2)			
BP8	Logically, I do not need to boycott Sari Roti, let other people do	0,838	0,471
BP9	Buying products of Sari Roti will not be known by others	0,680	
BP10	With the boycott, it will make business continuity of Sari Roti in danger	0,556	

Product judgment owns five items with a Cronbach's alpha score of 0,0921. The factor loadings are from 0,837 to 0,920. The result is shown in Table 5.

The six items of willingness to purchase are retained and grouped under two dimensions. Firstly, willingness dimension has a Cronbach's alpha score of 0,883 with factor loadings ranging from 0,798 to 0,883. Secondly, purchase unwillingness has a Cronbach's alpha score of 0,701 with factor loadings ranging from 0,775 to 0,912. In further analysis, these two dimensions are treated as two different variables. The result is in Table 6.

Table 5 EFA Results of Product Judgment

		Factor loadings	Cronbach's alpha
PJ4	In my opinion, Sari Roti products usually show a clever use of raw materials	0,920	0,921
PJ6	In my opinion, Sari Roti products typically have a value corresponding to the price	0,871	
PJ5	In my opinion, Sari Roti products are usually trustworthy and look durable	0,870	
PJ3	In my opinion, Sari Roti products exhibit a high degree in the use of technology	0,863	
PJ1	In my opinion, Sari Roti products are manufactured with care, so the results are good	0,837	

Table 6 EFA Result of Purchase Willingness

		Factor loadings	Cronbach's alpha
	Willingness		0,883
W6	I will recommend others to buy a Sari Roti product	0,854	
W7	I intend to buy Sari Roti products in the future	0,818	
W3	Whenever it is available, I will prefer to buy Sari Roti products	0,801	
W5	I will choose Sari Roti products rather than other available products	0,801	
W2	I like the idea of buying Sari Roti products	0,798	
	Unwillingness		0,701
W4	If there are two products with the same quality (Sari Roti and the other manufacturers), I will be willing to pay 10% more made by other companies (reverse)	0,912	
W1	Wherever it is possible, I avoid buying Sari Roti products (reverse)	0,775	

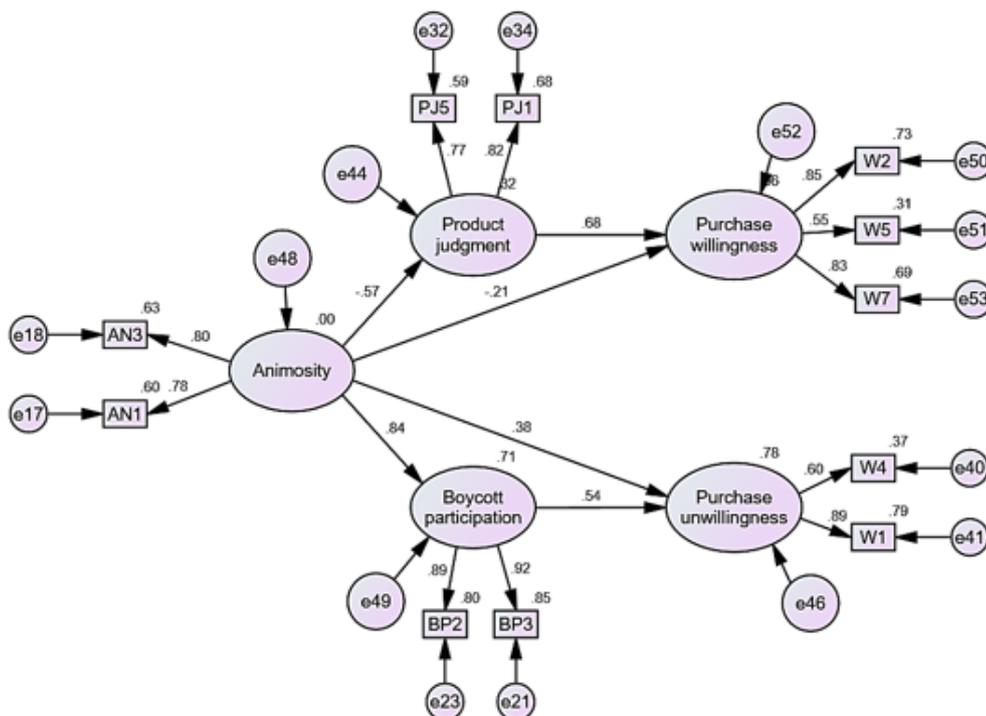


Figure 2 SEM of Purchase Willingness

Table 7 Summary Result of SEM

				C.R.	P	Results
H1	Animosity	→	Product judgment	-7,057	***	Accepted
H2	Animosity	→	Purchase willingness	-2,703	0,007	Accepted
H3	Animosity	→	Purchase unwillingness	2,338	0,019	Accepted
H4	Animosity	→	Boycott participation	11,979	***	Accepted
H5	Product judgment	→	Purchase willingness	7,719	***	Accepted
H6	Product judgment	→	Purchase unwillingness	-0,685	0,493	Rejected
H7	Boycott participation	→	Purchase unwillingness	4,278	***	Accepted

According to the SEM calculation, it is suggested to link brand trust on product judgment for obtaining fitness. However, in the theoretical framework, it does not exist. This model has a probability score of 0,053, CMIN/DF score of 1,402, CFI score of 0,990, and RMSEA score of 0,039. It can be seen in Figure 2.

Table 7 shows the result of SEM. Five of seven hypotheses tested are accepted. It includes H₁, H₂, H₃, H₄, H₅, and H₇. These paths have greater CR score than 1,96 as required (Hair *et al.*, 2006). However, the other (H₆) hypothesis is rejected.

Consumer animosity can be very dangerous for companies as it causes many things. In this research, animosity predicts four other variables like product judgment, purchase willingness, purchase unwillingness, and boycott participation. All predictions are significant.

The first hypothesis predicts the impact of animosity on product judgment. This path has a CR score of -7,057 that indicates significance. Thus, H₁ is accepted. This finding supports the researches by Huang *et al.* (2010), Rose *et al.* (2009), Shoham *et al.* (2006).

The second hypothesis has CR score of -2,703. It has a negative and significant impact of animosity on purchase willingness. Therefore, H₂ is accepted. This finding is significant with research conducted by Nijssen *et al.* (1999) and Shoham *et al.* (2006).

The third hypothesis is regarding the impact of animosity on purchase unwillingness. The SEM calculation results in CR score of 2,338. It is considered significant, so H₃ is accepted. This finding supports the research of Rose *et al.* (2009).

The fourth hypothesis predicts the impact of animosity on boycott participation. The path has CR score of 11,979. This score is considered the highest score among other paths. The more consumers hate the brand, the more they will get involved in boycotting. Thus, H₄ is accepted. The finding is in line with Abosag and Farah (2014).

The fifth hypothesis is about the product judgment on purchase willingness. The path has CR score of 7,719. Thus, H₅ is accepted. The finding

supports the researches by Huang *et al.* (2010) and Klein *et al.* (1998).

With CR score of -0,685, the sixth hypothesis (H₆) is rejected. This hypothesis predicts the impact of product judgment on purchase unwillingness. In this research, product judgment is measured by indicators related to good aspect of raw materials, value for money, trustworthy, durability, and good quality (Nakos & Hajidimitriou, 2007). By these indicators, the expected result is in a negative direction, but the score is too low to be significant. Therefore, the finding is insignificant with previous research by Rose *et al.* (2009).

Last, the seventh hypothesis is regarding the impact of boycott participation on purchase unwillingness. The path achieves CR score of 4,278. Therefore, H₇ is accepted. This finding supports the research of Albrecht *et al.* (2013). Consumers who participated in boycotting Sari Roti will easily be predicted to have no intention to purchase the product.

CONCLUSIONS

This research aims to examine factors that influence purchase willingness and unwillingness of a bread brand (Sari Roti) boycotted by Muslim consumers. The boycott was in response to a disclosure issued by the company mentioning that it had no relationship with several political demonstration occurred in Jakarta in 2016. This research includes variables of animosity, product judgment, and boycott participation.

This research finds a significant impact of consumer animosity on product judgment, boycott participation, and purchase willingness and unwillingness. Furthermore, product judgment has a significant impact on purchase willingness. Boycott participation has a significant effect on purchase unwillingness. Then, animosity is indeed very dangerous that it is, directly and indirectly, affecting purchase willingness.

This research has a significant implication for businesses. Religion and politics are two unseparated

elements. Playing with these two intentionally or unintentionally will give a boomerang effect to the company. Many things will occur irrationally. Depending on the product judgment, the brand will obtain stability after some time. Looking at the case of Sari Roti, in fact, at the end of the year, the company reports that its sale has increased more than before (Jatmiko, 2017).

Further study may include attitude of consumers towards company disclosure. The disclosure is considered to stimulate the boycott. Besides, it will be important to include those who participate in the demonstration as a sample for this research. Additionally, it will be intriguing to look at the loyalty of Sari Roti customers who purchase the bread in regular basis.

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