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When Animosity Becomes Action: Understanding McDonald's Boycott in Indonesia

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ABSTRACT

This research investigates how consumer animosity influences the intention to boycott McDonald's, positioning cognitive judgment and affective evaluation as mediating variables while xenocentrism serves as a moderating variable. A quantitative methodology was utilized through an online survey involving 150 participants from the Jabodetabek region, recruited via purposive sampling. The collected data were processed using SEM-PLS through SmartPLS 3.0, employing bootstrapping with 5,000 resamples. Findings reveal that consumer animosity exerts a significant negative influence on both cognitive judgment ($\beta = -0.547$, $p < 0.001$) and affective evaluation ($\beta = -0.355$, $p < 0.001$), while positively influencing boycott intention ($\beta = 0.654$, $p < 0.001$). Cognitive judgment was found to negatively and significantly influence boycott intention ($\beta = -0.258$, $p < 0.05$), acting as a partial mediator in this relationship. Affective evaluation, however, has no significant influence on boycott intention and did not fulfill a mediating role. Xenocentrism failed to moderate the animosity–boycott intention relationship, yet emerged as an independent predictor of boycott intention. The model exhibits moderate to strong explanatory power ($R^2 = 0.299$ for cognitive judgment; $R^2 = 0.648$ for boycott intention) alongside sufficient predictive relevance ($Q^2 > 0$ for all endogenous constructs). This research enriches the existing literature by offering empirical evidence of a dual-path mechanism cognitive and affective through which consumer animosity shapes boycott behavior within an Indonesian urban setting, carrying meaningful implications for multinational brand management amid geopolitical crises.

1. INTRODUCTION

The Israeli-Palestinian conflict isn't just a distant geopolitical issue it has sparked a massive wave of global solidarity that is actively reshaping how people shop and interact with brands. When the conflict severely re-escalated between late 2023 and mid-2024, the humanitarian crisis in Gaza reached devastating new lows, characterized by widespread destruction and intense military operations, as noted by the Palestinian Ambassador to Indonesia (Wiryono & Rastika, 2024).

In Indonesia, the public's response was swift and decisive. The movement picked up significantly after a fatwa from the Indonesian Ulema Council (MUI), drawing support from roughly 65% of Indonesian Muslims. The boycott soon expanded beyond religious circles, with 26% of non-Muslims also joining out of humanitarian solidarity, leaving McDonald’s as one of the primary targets of the backlash (Febriari, 2024). Public attention toward the brand intensified as discussions surrounding its perceived connection to the conflict gained traction across social media and public discourse. The momentum behind the movement built rapidly when images went viral online, showing McDonald's outlets in Israel providing free meals to soldiers following the October 7, 2023 attacks (Arbar, 2024). Public sentiment in Indonesia

turned rapidly, immediately connecting the fast-food chain to the ongoing military operations (Tempo.co, 2023).

The business impact of this consumer backlash was undeniable. Globally, McDonald's 2023 international franchise sales grew by a mere 0.7%, painfully missing their 5.5% target (Mishra, 2024). By the second quarter of 2024, the company saw its first global sales drop in over three years. When addressing the financial slump, CEO Chris Kempczinski specifically named Indonesia, Malaysia, and France as the countries feeling the worst of the impact (CNN Indonesia, 2024). Locally, PT Rekso Nasional Food (McDonald's Indonesia) publicly admitted their revenue had taken a blow (Catriana & Djumena, 2024). To repair the damage, the company released official statements denying any ties to the conflict and donated IDR 1.5 billion to humanitarian efforts through BAZNAS (Mcdonalds Indonesia, 2023). Yet, for many consumers, this wasn't enough. They argued that because royalty payments still flow to the global parent company, local purchases are seen as indirectly funneling money toward the conflict (Fundrika & Ramadhan, 2023).

These events provide an opportunity to examine consumer animosity, a concept that describes negative feelings toward products or brands associated with a particular country or group as a result of political, military, or economic events (Klein et al., 2004; Xie et al., 2023). Research has shown that animosity can affect both how consumers evaluate a brand and how they feel about it, which may ultimately influence their intention to participate in a boycott (Leong et al., 2008; Westjohn et al., 2021). In addition, xenocentrism may help explain differences in consumers' responses to boycott campaigns. Individuals with stronger xenocentric tendencies generally view foreign products more favorably than domestic alternatives (Kent & Burnight, 1951; Rojas-Méndez & Chapa, 2020). As a result, xenocentrism may influence how consumers react to animosity-driven consumption decisions, although empirical evidence on its role in boycott behavior remains limited.

Although consumer boycotts have been widely studied, there is still limited understanding of how negative sentiments develop into actual boycott intentions. Earlier studies have mainly examined how feelings of animosity among consumers relate to their tendency to participate in boycotts, while giving less attention to the cognitive and emotional mechanisms that may explain this process. In addition, the role of xenocentrism remains unclear, particularly in the context of consumer boycotts in Southeast Asia. Existing studies are also concentrated in Western and Chinese contexts, leaving Indonesian consumers relatively underrepresented in the literature.

This study seeks to address these gaps by examining the McDonald's boycott among consumers in the Greater Jakarta area (Jabodetabek). It investigates how consumer animosity influences boycott intention, both directly and through cognitive judgment and affective evaluation.

Based on the above, this study aims to:

- Analyze the effect of consumer animosity on cognitive judgment
- Analyze the effect of consumer animosity on affective evaluation
- Analyze the effect of consumer animosity on boycott intention
- Analyze the effects of cognitive judgment and affective evaluation on boycott intention
- Test the mediating roles of cognitive judgment and affective evaluation

- Test the moderating role of xenocentrism

The following hypotheses are proposed:

- **H1**: Consumer animosity negatively affects cognitive judgment of McDonald's products
- **H2**: Consumer animosity negatively affects affective evaluation of McDonald's products
- **H3**: Consumer animosity positively affects boycott intention towards McDonald's
- **H4**: Cognitive judgment negatively affects boycott intention towards McDonald's
- **H5**: Affective evaluation negatively affects boycott intention towards McDonald's
- **H6**: Xenocentrism moderates the relationship between consumer animosity and boycott intention

2. METHOD

This study uses a quantitative explanatory design to investigate how consumer animosity influences the intention to boycott McDonald's. Specifically, we examine how regular thoughts (cognitive judgment) and emotional reactions (affective evaluation) serve as mediators in this relationship, while also testing if a preference for foreign cultures (xenocentrism) acts as a moderator. A cross-sectional approach was used to collect all participant responses at once, capturing a specific moment in time. This data was then processed through SEM-PLS analysis using SmartPLS 3.0.

2.1 Research Design

This study adopted a quantitative explanatory approach, collecting data through an online survey hosted on Google Forms. The framework's relationships were analyzed using SEM-PLS via SmartPLS 3.0. This statistical method is particularly well-suited for the study, as it seamlessly handles complex models featuring multiple mediators and moderators at the same time. Additionally, SEM-PLS is highly robust for prediction-oriented research and performs reliably even with relatively small sample sizes (Hair et al., 2014).

2.2 Sample and Data Collection

This study focused on consumers in Jabodetabek region (Jakarta, Bogor, Depok, Tangerang, and Bekasi) who were actively participating in the McDonald's boycott. Purposive sampling was used to find participants who fit three exact boxes: they were at least 18, lived in Jabodetabek, and were actively boycotting McDonald's products. Focusing on this specific metropolitan area makes sense because it has the densest network of McDonald's branches in the country (Amadea, 2022; Soeharly, 2023).

When deciding how many responses to collect, the study followed the widely used benchmark of 5 to 10 observations per indicator (Hair et al., 2014). Since the research instrument featured 30 indicators, this guideline required a minimum of 150 respondents. A total of 180 responses were gathered through the distribution of the questionnaire across various social media

platforms. After the screening process, 150 responses met the inclusion criteria and were retained for analysis, while the remaining 30 were dropped.

2.3 Measurement Instruments

A structured questionnaire served as the primary data collection tool, with items adapted from scales that have been validate(1998)d in prior literature. All items were scored on a 5 point Likert scale, with 1 being 'strongly disagree' and 5 being 'strongly agree'. The five constructs and their original sources are detailed below:

- Consumer Animosity (CA): Measured using 8 items adapted from Klein et al. (1998), it captures negative and angry feelings, unforgettable corporate actions, beliefs regarding responsibility, prioritizing profit over people, exploitation concerns, excessive economic influence, and unfair business conduct.

- Cognitive Judgment (CJ): Evaluated through 4 items adapted from Klein et al.(1998), focusing on structural perceptions of product craftsmanship, quality comparisons, product reliability, and value for money.

- Affective Evaluation (AE): Assessed using 4 items adapted from Leong et al.(2008) specifically tracking feelings of dislike, lack of appeal, distrust, and general disfavor.

- Xenocentrism (XEN): Examined via 9 items adapted from Rojas-Méndez and Chapa (2020). The scale evaluates a distinct preference for foreign products, characterized by brand admiration, frequent fast-food consumption, and a belief in foreign superiority, alongside a tendency to look down on local alternatives.

- For Boycott Intention (BI), the measurement relied on a five-item scale adapted from Ettenson and Klein (2005) to examine specific facets of consumer resistance, including active avoidance, spending cuts, and a decreased willingness to purchase.

2.4 Data Analysis

The data were analyzed using SmartPLS 3.0, following a two-stage analytical procedure :

- The first stage assessed the measurement model, examining convergent validity, internal reliability and discriminant validity.
- The second stage evaluated the structural model using path coefficients (β), t-statistics, and p-values generated through bootstrapping with 5,000 resamples, as well as R^2, f^2, Q^2, and GoF. Also mediation effects tested using bootstrapped indirect effects, and moderation effects examined through an interaction term between consumer animosity and xenocentrism.

3. DISCUSSION AND CONCLUSIONS

Results

1. Respondent Profile

The study surveyed 150 respondents from the Jabodetabek area who had participated in the boycott of McDonald’s products. The sample was slightly dominated by women (51%), and most respondents were aged 18–25 years (87%). Regarding education, 47% held an

undergraduate degree (D4/S1), while an equal proportion had completed senior high school. In terms of geographic distribution, respondents were primarily from Jakarta (45%), followed by Bekasi (21%), Tangerang (13%), Depok (12%), and Bogor (9%).

2. Measurement Model Analysis (Outer Model)

Table 1. Outer Loadings

Variable	Indicator	Loading
Consumer Animosity	CA1	0.809
Consumer Animosity	CA2	0.753
Consumer Animosity	CA3	0.748
Consumer Animosity	CA4	0.756
Consumer Animosity	CA5	0.787
Consumer Animosity	CA6	0.735
Consumer Animosity	CA7	0.735
Consumer Animosity	CA8	0.713
Cognitive Judgment	CJ1	0.849
Cognitive Judgment	CJ2	0.815
Cognitive Judgment	CJ3	0.816
Cognitive Judgment	CJ4	0.872
Affective Evaluation	AE1	0.922
Affective Evaluation	AE2	0.914
Affective Evaluation	AE3	0.885
Affective Evaluation	AE4	0.877
Xenocentrism	XEN1	0.721
Xenocentrism	XEN2	0.816
Xenocentrism	XEN3	0.777
Xenocentrism	XEN4	0.786
Xenocentrism	XEN5	0.780
Xenocentrism	XEN6	0.737
Xenocentrism	XEN7	0.791
Xenocentrism	XEN8	0.783
Xenocentrism	XEN9	0.772
Boycott Intention	BI1	0.872
Boycott Intention	BI2	0.870
Boycott Intention	BI3	0.834
Boycott Intention	BI4	0.818
Boycott Intention	BI5	0.863

Table 1 indicates that all indicators meet the recommended outer loading threshold of 0.70. This suggests that the items used in the study adequately capture their intended constructs. Overall, the findings demonstrate that the measurement model meets the required standards, providing a solid foundation for the subsequent structural model analysis.

Table 2. Reliability and Convergent Validity

Variable	Cronbach's Alpha	Composite Reliability	AVE
Consumer Animosity	0.892	0.914	0.570
Cognitive Judgment	0.859	0.904	0.703
Affective Evaluation	0.922	0.945	0.810
Xenocentrism	0.918	0.931	0.599
Boycott Intention	0.905	0.930	0.725

As shown in Table 2, all constructs meet the recommended criteria for reliability and convergent validity. All constructs showed Cronbach's Alpha and Composite Reliability values above 0.70, along with AVE values exceeding 0.50, confirming that the measures are reliable and appropriate for further analysis.

Table 3. Discriminant Validity (HTMT)

Variable	AE	BI	CJ	CA	ME 1	XEN
Affective Evaluation (AE)						
Boycott Intention (BI)	0.393					
Cognitive Judgment (CJ)	0.860	0.645				
Consumer Animosity (CA)	0.380	0.854	0.613			
Moderating Effect 1 (ME 1)	0.198	0.032	0.144	0.088		
Xenocentrism (XEN)	0.227	0.247	0.259	0.157	0.121	

Table 3 shows that all HTMT values are below 0.90, suggesting that the constructs are sufficiently different from one another. The cross-loading results support this finding, as each indicator is most strongly related to the construct it was designed to measure. These results confirm that each construct captures a distinct aspect of the study and can be clearly differentiated from one another.

3. Structural Model Analysis (Inner Model)

Table 4. Path Coefficients

Relationship	Coefficient (β)	t-value	p-value	Result
Consumer Animosity → Cognitive Judgment	−0.547	7.096	0.000	Significant
Consumer Animosity → Affective Evaluation	−0.355	3.862	0.000	Significant
Consumer Animosity → Boycott Intention	0.654	11.921	0.000	Significant
Cognitive Judgment → Boycott Intention	−0.258	2.377	0.018	Significant
Affective Evaluation → Boycott Intention	0.079	0.079	0.372	Not Significant
Xenocentrism (mod.) → CA × BI	0.048	1.196	0.232	Not Significant

The results in Table 4 show that consumer animosity plays an important role in shaping consumers' evaluations and boycott intentions. As animosity levels increased, both cognitive judgment and affective evaluation were affected, and boycott intention also grew stronger. Cognitive judgment was also related to boycott intention, whereas affective evaluation and the interaction effect of xenocentrism were not significant.

The effect size analysis further highlights the dominant role of consumer animosity in the model. Consumer animosity exhibits a large effect on boycott intention ($f^2 = 0.839$) and cognitive judgment ($f^2 = 0.426$), but only a small effect on affective evaluation ($f^2 = 0.144$). In contrast, the effects of cognitive judgment ($f^2 = 0.061$) and affective evaluation ($f^2 = 0.007$) on boycott intention are relatively weak, while the moderating effect of xenocentrism is negligible ($f^2 = 0.006$). These findings suggest that consumer animosity influences boycott intention primarily through a direct pathway and, to a lesser extent, through cognitive judgment rather than affective evaluation.

Table 5. Mediation Analysis

Relationship	Indirect Effect	t-value	p-value	Result
CA → CJ → BI	0.141	2.200	0.028	Significant (Partial Mediation)
CA → AE → BI	−0.028	0.864	0.388	Not Significant (No Mediation)

The bootstrapping results confirm that the indirect effect through cognitive judgment (CA → CJ → BI) is statistically significant ($t = 2.200$, $p = 0.028$), supporting the presence of partial mediation**.** In contrast, the indirect effect through affective evaluation (CA → AE → BI) is not significant ($t = 0.864$, $p = 0.388$), indicating that affective evaluation does not serve as a mediator in this relationship.

Table 6. Coefficient of Determination and Predictive Relevance

Variable	R^2	Category	Q^2
Cognitive Judgment	0.299	Low	0.196
Affective Evaluation	0.126	Low	0.092
Boycott Intention	0.648	Moderate	0.452

The R^2 value for boycott intention (0.648) indicates that consumer animosity, cognitive judgment, and affective evaluation together explain 64.8% of the variance in boycott intention, suggesting moderate to strong explanatory power. All Q^2 values exceed zero, confirming adequate predictive relevance. The Goodness of Fit value (GoF = $\sqrt{[\text{mean AVE} \times \text{mean } R^2]} = \sqrt{[0.681 \times 0.358]} = 0.494$) exceeds the 0.36 threshold, indicating a strong overall model fit.

Table 7. Moderation Analysis

Relationship	Coefficient (β)	t-value	p-value	Result
XEN (mod.) → CA × BI	0.048	1.196	0.232	Not Significant
XEN → Boycott Intention (direct)	−0.098	2.211	0.028	Significant

The results show that xenocentrism does not significantly change the relationship between consumer animosity and boycott intention. However, xenocentrism itself has a significant effect on boycott intention. This suggests that consumers' preference for foreign brands may influence their willingness to boycott McDonald's, but it does not strengthen or weaken the impact of consumer animosity on that decision.

4. Summary of Findings

The results highlight the important role of consumer animosity in shaping boycott intention toward McDonald's among consumers in Jabodetabek. Consumer animosity significantly influenced both cognitive judgment and affective evaluation, while its direct effect on boycott intention was the strongest relationship observed in the model. Cognitive judgment partially mediated this relationship, suggesting that negative perceptions of the brand can weaken consumers' rational evaluations and, in turn, strengthen their intention to boycott. In contrast, affective evaluation did not mediate the relationship, indicating that emotional responses alone may not be sufficient to translate animosity into boycott behavior. The findings also show that xenocentrism acts as an independent predictor of boycott intention rather moderating the relationship between consumer animosity and boycott intention.

Overall, the findings suggest that cognitive judgment seems to matter more than affective evaluation in shaping boycott intention. Although consumers may hold negative feelings toward the brand, their decision to participate in a boycott appears to be driven more by how they evaluate the brand's actions and perceived ethical conduct. This indicates that ethical considerations are an important factor in driving boycott behavior among Indonesian consumers.

Discussion

This study makes a theoretical contribution by demonstrating that consumer animosity operates through parallel cognitive and affective pathways consistent with the Cognitive-Affective Personality System (CAPS) framework (Mischel & Shoda, 1995), yet these pathways have asymmetric effects on boycott intention. While prior studies (Xie et al., 2023) have examined both pathways, the finding that cognitive judgment is the dominant mediating mechanism, while affective evaluation fails to mediate, represents a meaningful refinement of mediation-based animosity models.

The strong direct effect of consumer animosity on boycott intention ($\beta = 0.654$, $f^2 = 0.839$) suggests that negative perceptions associated with the Israeli–Palestinian conflict play an important role in shaping consumers' decisions to boycott McDonald's. Compared with findings from some Western and East Asian contexts, the relationship appears particularly strong in the Jabodetabek setting. This may reflect the importance of social values, humanitarian concerns, and collective solidarity in influencing consumer behavior in Indonesia (Fitri et al., 2024; Salma & Aji, 2022).

The significant mediating role of cognitive judgment (indirect effect = 0.141, $p = 0.028$) also differs from the findings of Xie et al.(2023), who reported a non-significant relationship in the Chinese context. One possible explanation is that Indonesian consumers, particularly educated urban youth, place considerable importance on corporate ethics and social responsibility. As animosity toward McDonald's increases, consumers start to view the brand's quality, reliability, and value in a more critical way. As these evaluations turn less favorable, their motivation to participate in the boycott naturally grows stronger.

By contrast, affective evaluation does not significantly act as a mediator between consumer animosity and boycott intention. Although animosity may generate negative feelings toward the brand, these emotions do not necessarily translate into boycott behavior. A possible

explanation is that many consumers continue to hold positive associations with McDonald's based on previous experiences, such as family gatherings, social interactions, or long-term familiarity with the brand. In addition, McDonald's humanitarian contribution through BAZNAS may have helped mitigate some negative perceptions. As a result, consumers' emotional responses may be mixed, reducing their influence on boycott decisions and leaving cognitive evaluation as the more influential pathway (van Harreveld et al., 2015).

The finding that xenocentrism fails to moderate the relationship between consumer animosity and boycott intention is consistent with the results reported by Xie et al. (2023), One possible explanation is that strong feelings of animosity may outweigh consumers' general preference for foreign brands. In the present study, many respondents also reported a preference for local fast-food alternatives, which may have further reduced the influence of xenocentric tendencies on boycott decisions. Although the moderating effect was not supported, xenocentrism had a significant direct effect on boycott intention ($t = 2.211$, $p = 0.028$). This suggests that xenocentrism has its own direct effect on boycott intention, rather than changing the way consumer animosity influences it. In other words, xenocentrism may function as a general attitudinal factor that shapes consumers' brand preferences, rather than as a contextual factor that changes the impact of animosity on boycott behavior.

Conclusion

This study demonstrates that consumer animosity is the dominant driver of McDonald's boycott intention in the Jabodetabek context, operating both directly and indirectly through cognitive judgment as a partial mediator. Affective evaluation, while negatively influenced by animosity, does not mediate boycott intention, suggesting that positive brand affect can partially counteract negative emotional responses. Xenocentrism does not moderate the animosity–boycott intention relationship but independently predicts boycott intention.

From a managerial perspective, the results indicate that multinational companies facing animosity-driven boycotts should focus on strengthening consumers' trust and demonstrating responsible business practices. Efforts such as transparent communication, credible CSR programs, and initiatives that reflect local values may help reduce negative perceptions and maintain consumer support during periods of geopolitical tension.

Despite its contributions, this study has several limitations that should be acknowledged. First, the sample size was relatively small, with only 150 respondents participating in the study. Second, since the study only focused on consumers in the Jabodetabek area, the findings may not necessarily apply to other regions in Indonesia. Third, the cross-sectional design is also a limitation, as it only captures how consumers felt at one specific moment, without considering that their attitudes and behaviors might change over time. Future studies could overcome these limitations by using larger and more geographically diverse samples, adopting longitudinal approaches, and examining additional variables such as brand trust, national identity, and religiosity to gain a deeper understanding of boycott behavior in emerging markets.

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Louis Utama <louisu@fe.untar.ac.id>

Editor Decision

1 message

Anas Iswanto Anwar <jeemba@sakurapublisher.diginus.id> Mon, March 30, 2026 at 3:39 PM
To: louisu@fe.untar.ac.id

Dear Louis Utama

We have completed the preliminary review for your manuscript entitled "When Animosity Becomes Action: Understanding McDonald's Boycott in Indonesia". It is suitable for our journal's scope. We sent your paper to the referees to evaluate, and our decision is “**Revision Required**”.

Thank you for your interest in our journal

Best regards,

Anas Iswanto Anwar
Editor-in-Chief, Journal of Economics, Entrepreneurship, Management Business and Accounting

When Animosity Becomes Action: Understanding McDonald's Boycott in Indonesia

Keywords:
Consumer Animosity, Cognitive Judgment, Affective Evaluation, Xenocentrism, Boycott Intention

ABSTRACT

This research investigates how consumer animosity influences the intention to boycott McDonald's, positioning cognitive judgment and affective evaluation as mediating variables while xenocentrism serves as a moderating variable. A quantitative methodology was utilized through an online survey involving 150 participants from the Jabodetabek region, recruited via purposive sampling. The collected data were processed using SEM-PLS through SmartPLS 3.0, employing bootstrapping with 5,000 resamples. Findings reveal that consumer animosity exerts a significant negative influence on both cognitive judgment ($\beta = -0.547$, $p < 0.001$) and affective evaluation ($\beta = -0.355$, $p < 0.001$), while positively influencing boycott intention ($\beta = 0.654$, $p < 0.001$). Cognitive judgment was found to negatively and significantly influence boycott intention ($\beta = -0.258$, $p < 0.05$), acting as a partial mediator in this relationship. Affective evaluation, however, has no significant influence on boycott intention and did not fulfill a mediating role. Xenocentrism failed to moderate the animosity–boycott intention relationship, yet emerged as an independent predictor of boycott intention. The model exhibits moderate to strong explanatory power ($R^2 = 0.299$ for cognitive judgment; $R^2 = 0.648$ for boycott intention) alongside sufficient predictive relevance ($Q^2 > 0$ for all endogenous constructs). This research enriches the existing literature by offering empirical evidence of a dual-path mechanism cognitive and affective through which consumer animosity shapes boycott behavior within an Indonesian urban setting, carrying meaningful implications for multinational brand management amid geopolitical crises.

1. INTRODUCTION

The Israeli-Palestinian conflict isn't just a distant geopolitical issue it has sparked a massive wave of global solidarity that is actively reshaping how people shop and interact with brands. When the conflict severely re-escalated between late 2023 and mid-2024, the humanitarian crisis in Gaza reached devastating new lows, characterized by widespread destruction and intense military operations, as noted by the Palestinian Ambassador to Indonesia (Wiryono & Rastika, 2024).

In Indonesia, the public's response was swift and decisive. The movement picked up significantly after a fatwa from the Indonesian Ulema Council (MUI), drawing support from roughly 65% of Indonesian Muslims. The boycott soon expanded beyond religious circles, with 26% of non-Muslims also joining out of humanitarian solidarity, leaving McDonald’s as one of the primary targets of the backlash (Febriari, 2024). Public attention toward the brand intensified as discussions surrounding its perceived connection to the conflict gained traction across social media and public discourse. The momentum behind the movement built rapidly when images went viral online, showing McDonald's outlets in Israel providing free meals to soldiers following the October 7, 2023 attacks (Arbar, 2024). Public sentiment in Indonesia turned rapidly, immediately connecting the fast-food chain to the ongoing military operations (Tempo.co, 2023).

The business impact of this consumer backlash was undeniable. Globally, McDonald's 2023 international franchise sales grew by a mere 0.7%, painfully missing their 5.5% target (Mishra, 2024). By the second quarter of 2024, the company saw its first global sales drop in over three years. When addressing the financial slump, CEO Chris Kempczinski specifically named Indonesia, Malaysia, and France as the countries feeling the worst of the impact (CNN Indonesia, 2024). Locally, PT Rekso Nasional Food (McDonald's Indonesia) publicly admitted their revenue had taken a blow (Catriana & Djumena, 2024). To repair the damage, the company released official statements denying any ties to the conflict and donated IDR 1.5 billion to humanitarian efforts through BAZNAS (Mcdonalds Indonesia, 2023). Yet, for many consumers, this wasn't enough. They argued that because royalty payments still flow to the global parent company, local purchases are seen as indirectly funneling money toward the conflict (Fundrika & Ramadhan, 2023).

These events provide an opportunity to examine consumer animosity, a concept that describes negative feelings toward products or brands associated with a particular country or group as a result of political, military, or economic events (Klein et al., 2004; Xie et al., 2023). Research has shown that animosity can affect both how consumers evaluate a brand and how they feel about it, which may ultimately influence their intention to participate in a boycott (Leong et al., 2008; Westjohn et al., 2021). In addition, xenocentrism may help explain differences in consumers' responses to boycott campaigns. Individuals with stronger xenocentric tendencies generally view foreign products more favorably than domestic alternatives (Kent & Burnight, 1951; Rojas-Méndez & Chapa, 2020). As a result, xenocentrism may influence how consumers react to animosity-driven consumption decisions, although empirical evidence on its role in boycott behavior remains limited.

Although consumer boycotts have been widely studied, there is still limited understanding of how negative sentiments develop into actual boycott intentions. Earlier studies have mainly examined how feelings of animosity among consumers relate to their tendency to participate in boycotts, while giving less attention to the cognitive and emotional mechanisms that may explain this process. In addition, the role of xenocentrism remains unclear, particularly in the context of consumer boycotts in Southeast Asia. Existing studies are also concentrated in Western and Chinese contexts, leaving Indonesian consumers relatively underrepresented in the literature.

This study seeks to address these gaps by examining the McDonald's boycott among consumers in the Greater Jakarta area (Jabodetabek). It investigates how consumer animosity influences boycott intention, both directly and through cognitive judgment and affective evaluation.

Based on the above, this study aims to:

- Analyze the effect of consumer animosity on cognitive judgment
- Analyze the effect of consumer animosity on affective evaluation
- Analyze the effect of consumer animosity on boycott intention
- Analyze the effects of cognitive judgment and affective evaluation on boycott intention
- Test the mediating roles of cognitive judgment and affective evaluation
- Test the moderating role of xenocentrism

The following hypotheses are proposed:

Commented [A1]: The research gap remains largely contextual (i.e., "limited studies in Indonesia") rather than theoretical.

Clearly articulate the theoretical gap being addressed. Explain what remains unresolved in prior consumer animosity literature, particularly regarding the mechanisms linking animosity to boycott intention. Identify specific limitations in previous studies, especially Xie et al. (2023), and demonstrate how the present study advances theory rather than merely extending it to a new context.

Commented [A2]: The manuscript's novelty is not sufficiently established and may be perceived as a contextual replication of prior studies.

Explicitly state the study's theoretical contribution. Clarify how the Indonesian context may generate different cognitive and affective processes compared to previously studied contexts (e.g., China or Western countries).

- **H1**: Consumer animosity negatively affects cognitive judgment of McDonald's products
- **H2**: Consumer animosity negatively affects affective evaluation of McDonald's products
- **H3**: Consumer animosity positively affects boycott intention towards McDonald's
- **H4**: Cognitive judgment negatively affects boycott intention towards McDonald's
- **H5**: Affective evaluation negatively affects boycott intention towards McDonald's
- **H6**: Xenocentrism moderates the relationship between consumer animosity and boycott intention

Commented [A3]: The rationale for some hypotheses, particularly H6, lacks sufficient theoretical justification.

Strengthen the theoretical reasoning behind the moderating role of xenocentrism. Explain the psychological mechanism through which xenocentrism is expected to weaken or strengthen the effect of consumer animosity on boycott intention.

2. METHOD

This study uses a quantitative explanatory design to investigate how consumer animosity influences the intention to boycott McDonald's. Specifically, we examine how regular thoughts (cognitive judgment) and emotional reactions (affective evaluation) serve as mediators in this relationship, while also testing if a preference for foreign cultures (xenocentrism) acts as a moderator. A cross-sectional approach was used to collect all participant responses at once, capturing a specific moment in time. This data was then processed through SEM-PLS analysis using SmartPLS 3.0.

2.1 Research Design

This study adopted a quantitative explanatory approach, collecting data through an online survey hosted on Google Forms. The framework's relationships were analyzed using SEM-PLS via SmartPLS 3.0. This statistical method is particularly well-suited for the study, as it seamlessly handles complex models featuring multiple mediators and moderators at the same time. Additionally, SEM-PLS is highly robust for prediction-oriented research and performs reliably even with relatively small sample sizes (Hair et al., 2014).

2.2 Sample and Data Collection

This study focused on consumers in Jabodetabek region (Jakarta, Bogor, Depok, Tangerang, and Bekasi) who were actively participating in the McDonald's boycott. Purposive sampling was used to find participants who fit three exact boxes: they were at least 18, lived in Jabodetabek, and were actively boycotting McDonald's products. Focusing on this specific metropolitan area makes sense because it has the densest network of McDonald's branches in the country (Amadea, 2022; Soeharly, 2023).

Commented [A4]: Respondents were limited to individuals already participating in the boycott, creating potential self-selection bias.

Provide stronger methodological justification for this sampling decision. Explicitly acknowledge the possibility of selection bias and discuss its implications for external validity and generalizability.

When deciding how many responses to collect, the study followed the widely used benchmark of 5 to 10 observations per indicator (Hair et al., 2014). Since the research instrument featured 30 indicators, this guideline required a minimum of 150 respondents. A total of 180 responses were gathered through the distribution of the questionnaire across various social media platforms. After the screening process, 150 responses met the inclusion criteria and were retained for analysis, while the remaining 30 were dropped.

2.3 Measurement Instruments

A structured questionnaire served as the primary data collection tool, with items adapted from scales that have been validate(1998)d in prior literature. All items were scored on a 5 point Likert scale, with 1 being 'strongly disagree' and 5 being 'strongly agree'. The five constructs and their original sources are detailed below:

- Consumer Animosity (CA): Measured using 8 items adapted from Klein et al. (1998), it captures negative and angry feelings, unforgettable corporate actions, beliefs regarding responsibility, prioritizing profit over people, exploitation concerns, excessive economic influence, and unfair business conduct.

- Cognitive Judgment (CJ): Evaluated through 4 items adapted from Klein et al.(1998), focusing on structural perceptions of product craftsmanship, quality comparisons, product reliability, and value for money.

- Affective Evaluation (AE): Assessed using 4 items adapted from Leong et al.(2008) specifically tracking feelings of dislike, lack of appeal, distrust, and general disfavor.

- Xenocentrism (XEN): Examined via 9 items adapted from Rojas-Méndez and Chapa (2020). The scale evaluates a distinct preference for foreign products, characterized by brand admiration, frequent fast-food consumption, and a belief in foreign superiority, alongside a tendency to look down on local alternatives.

- For Boycott Intention (BI), the measurement relied on a five-item scale adapted from Ettenson and Klein (2005) to examine specific facets of consumer resistance, including active avoidance, spending cuts, and a decreased willingness to purchase.

2.4 Data Analysis

The data were analyzed using SmartPLS 3.0, following a two-stage analytical procedure :

- The first stage assessed the measurement model, examining convergent validity, internal reliability and discriminant validity.
- The second stage evaluated the structural model using path coefficients (β), t-statistics, and p-values generated through bootstrapping with 5,000 resamples, as well as R^2, f^2, Q^2, and GoF. Also mediation effects tested using bootstrapped indirect effects, and moderation effects examined through an interaction term between consumer animosity and xenocentrism.

Commented [A5]: The study does not assess common method bias despite relying entirely on self-reported survey data collected at a single point in time.

Conduct and report a common method bias assessment (e.g., Harman's Single-Factor Test or Full Collinearity VIF) following current PLS-SEM recommendations.

3. DISCUSSION AND CONCLUSIONS

Results

1. Respondent Profile

The study surveyed 150 respondents from the Jabodetabek area who had participated in the boycott of McDonald’s products. The sample was slightly dominated by women (51%), and most respondents were aged 18–25 years (87%). Regarding education, 47% held an undergraduate degree (D4/S1), while an equal proportion had completed senior high school. In terms of geographic distribution, respondents were primarily from Jakarta (45%), followed by Bekasi (21%), Tangerang (13%), Depok (12%), and Bogor (9%).

2. Measurement Model Analysis (Outer Model)

Table 1. Outer Loadings

Variable	Indicator	Loading
Consumer Animosity	CA1	0.809
Consumer Animosity	CA2	0.753
Consumer Animosity	CA3	0.748
Consumer Animosity	CA4	0.756
Consumer Animosity	CA5	0.787
Consumer Animosity	CA6	0.735
Consumer Animosity	CA7	0.735
Consumer Animosity	CA8	0.713
Cognitive Judgment	CJ1	0.849
Cognitive Judgment	CJ2	0.815
Cognitive Judgment	CJ3	0.816
Cognitive Judgment	CJ4	0.872
Affective Evaluation	AE1	0.922
Affective Evaluation	AE2	0.914
Affective Evaluation	AE3	0.885
Affective Evaluation	AE4	0.877
Xenocentrism	XEN1	0.721
Xenocentrism	XEN2	0.816
Xenocentrism	XEN3	0.777
Xenocentrism	XEN4	0.786
Xenocentrism	XEN5	0.780
Xenocentrism	XEN6	0.737
Xenocentrism	XEN7	0.791
Xenocentrism	XEN8	0.783
Xenocentrism	XEN9	0.772
Boycott Intention	BI1	0.872
Boycott Intention	BI2	0.870
Boycott Intention	BI3	0.834
Boycott Intention	BI4	0.818
Boycott Intention	BI5	0.863

Table 1 indicates that all indicators meet the recommended outer loading threshold of 0.70. This suggests that the items used in the study adequately capture their intended constructs. Overall, the findings demonstrate that the measurement model meets the required standards, providing a solid foundation for the subsequent structural model analysis.

Table 2. Reliability and Convergent Validity

Variable	Cronbach's Alpha	Composite Reliability	AVE
Consumer Animosity	0.892	0.914	0.570
Cognitive Judgment	0.859	0.904	0.703
Affective Evaluation	0.922	0.945	0.810
Xenocentrism	0.918	0.931	0.599
Boycott Intention	0.905	0.930	0.725

As shown in Table 2, all constructs meet the recommended criteria for reliability and convergent validity. All constructs showed Cronbach's Alpha and Composite Reliability values above 0.70, along with AVE values exceeding 0.50, confirming that the measures are reliable and appropriate for further analysis.

Table 3. Discriminant Validity (HTMT)

Variable	AE	BI	CJ	CA	ME 1	XEN
Affective Evaluation (AE)						
Boycott Intention (BI)	0.393					
Cognitive Judgment (CJ)	0.860	0.645				
Consumer Animosity (CA)	0.380	0.854	0.613			
Moderating Effect 1 (ME 1)	0.198	0.032	0.144	0.088		
Xenocentrism (XEN)	0.227	0.247	0.259	0.157	0.121	

Table 3 shows that all HTMT values are below 0.90, suggesting that the constructs are sufficiently different from one another. The cross-loading results support this finding, as each indicator is most strongly related to the construct it was designed to measure. These results confirm that each construct captures a distinct aspect of the study and can be clearly differentiated from one another.

3. Structural Model Analysis (Inner Model)

Table 4. Path Coefficients

Relationship	Coefficient (β)	t-value	p-value	Result
Consumer Animosity → Cognitive Judgment	−0.547	7.096	0.000	Significant
Consumer Animosity → Affective Evaluation	−0.355	3.862	0.000	Significant
Consumer Animosity → Boycott Intention	0.654	11.921	0.000	Significant
Cognitive Judgment → Boycott Intention	−0.258	2.377	0.018	Significant
Affective Evaluation → Boycott Intention	0.079	0.079	0.372	Not Significant
Xenocentrism (mod.) → CA × BI	0.048	1.196	0.232	Not Significant

The results in Table 4 show that consumer animosity plays an important role in shaping consumers' evaluations and boycott intentions. As animosity levels increased, both cognitive judgment and affective evaluation were affected, and boycott intention also grew stronger. Cognitive judgment was also related to boycott intention, whereas affective evaluation and the interaction effect of xenocentrism were not significant.

The effect size analysis further highlights the dominant role of consumer animosity in the model. Consumer animosity exhibits a large effect on boycott intention ($f^2 = 0.839$) and cognitive judgment ($f^2 = 0.426$), but only a small effect on affective evaluation ($f^2 = 0.144$). In contrast, the effects of cognitive judgment ($f^2 = 0.061$) and affective evaluation ($f^2 = 0.007$) on boycott intention are relatively weak, while the moderating effect of xenocentrism is negligible ($f^2 = 0.006$). These findings suggest that consumer animosity influences boycott intention primarily through a direct pathway and, to a lesser extent, through cognitive judgment rather than affective evaluation.

Table 5. Mediation Analysis

Relationship	Indirect Effect	t-value	p-value	Result
CA → CJ → BI	0.141	2.200	0.028	Significant (Partial Mediation)
CA → AE → BI	−0.028	0.864	0.388	Not Significant (No Mediation)

The bootstrapping results confirm that the indirect effect through cognitive judgment (CA → CJ → BI) is statistically significant ($t = 2.200$, $p = 0.028$), supporting the presence of partial mediation**.** In contrast, the indirect effect through affective evaluation (CA → AE → BI) is not significant ($t = 0.864$, $p = 0.388$), indicating that affective evaluation does not serve as a mediator in this relationship.

Table 6. Coefficient of Determination and Predictive Relevance

Variable	R^2	Category	Q^2
Cognitive Judgment	0.299	Low	0.196
Affective Evaluation	0.126	Low	0.092
Boycott Intention	0.648	Moderate	0.452

The R^2 value for boycott intention (0.648) indicates that consumer animosity, cognitive judgment, and affective evaluation together explain 64.8% of the variance in boycott intention, suggesting moderate to strong explanatory power. All Q^2 values exceed zero, confirming adequate predictive relevance. The Goodness of Fit value (GoF = $\sqrt{[\text{mean AVE} \times \text{mean } R^2]} = \sqrt{[0.681 \times 0.358]} = 0.494$) exceeds the 0.36 threshold, indicating a strong overall model fit.

Table 7. Moderation Analysis

Relationship	Coefficient (β)	t-value	p-value	Result
XEN (mod.) → CA × BI	0.048	1.196	0.232	Not Significant
XEN → Boycott Intention (direct)	−0.098	2.211	0.028	Significant

The results show that xenocentrism does not significantly change the relationship between consumer animosity and boycott intention. However, xenocentrism itself has a significant effect on boycott intention. This suggests that consumers' preference for foreign brands may influence their willingness to boycott McDonald's, but it does not strengthen or weaken the impact of consumer animosity on that decision.

Commented [A6]: The non-significant moderating effect of xenocentrism is only briefly discussed.

Discuss the theoretical significance of this finding and explain why xenocentrism may function as an independent predictor rather than a moderator in boycott contexts.

4. Summary of Findngs

4. Summary of Findngs

The results highlight the important role of consumer animosity in shaping boycott intention toward McDonald's among consumers in Jabodetabek. Consumer animosity significantly influenced both cognitive judgment and affective evaluation, while its direct effect on boycott intention was the strongest relationship observed in the model. Cognitive judgment partially mediated this relationship, suggesting that negative perceptions of the brand can weaken consumers' rational evaluations and, in turn, strengthen their intention to boycott. In contrast, affective evaluation did not mediate the relationship, indicating that emotional responses alone may not be sufficient to translate animosity into boycott behavior. The findings also show that xenocentrism acts as an independent predictor of boycott intention rather moderating the relationship between consumer animosity and boycott intention.

Overall, the findings suggest that cognitive judgment seems to matter more than affective evaluation in shaping boycott intention. Although consumers may hold negative feelings toward the brand, their decision to participate in a boycott appears to be driven more by how they evaluate the brand's actions and perceived ethical conduct. This indicates that ethical considerations are an important factor in driving boycott behavior among Indonesian consumers.

Discussion

This study makes a theoretical contribution by demonstrating that consumer animosity operates through parallel cognitive and affective pathways consistent with the Cognitive-Affective Personality System (CAPS) framework (Mischel & Shoda, 1995), yet these pathways have asymmetric effects on boycott intention. While prior studies (Xie et al., 2023) have examined both pathways, the finding that cognitive judgment is the dominant mediating mechanism, while affective evaluation fails to mediate, represents a meaningful refinement of mediation-based animosity models.

The strong direct effect of consumer animosity on boycott intention ($\beta = 0.654$, $f^2 = 0.839$) suggests that negative perceptions associated with the Israeli–Palestinian conflict play an important role in shaping consumers' decisions to boycott McDonald's. Compared with findings from some Western and East Asian contexts, the relationship appears particularly strong in the Jabodetabek setting. This may reflect the importance of social values, humanitarian concerns, and collective solidarity in influencing consumer behavior in Indonesia (Fitri et al., 2024; Salma & Aji, 2022).

The significant mediating role of cognitive judgment (indirect effect = 0.141, $p = 0.028$) also differs from the findings of Xie et al.(2023), who reported a non-significant relationship in the Chinese context. One possible explanation is that Indonesian consumers, particularly educated urban youth, place considerable importance on corporate ethics and social responsibility. As animosity toward McDonald's increases, consumers start to view the brand's quality, reliability, and value in a more critical way. As these evaluations turn less favorable, their motivation to participate in the boycott naturally grows stronger.

By contrast, affective evaluation does not significantly act as a mediator between consumer animosity and boycott intention. Although animosity may generate negative feelings toward the brand, these emotions do not necessarily translate into boycott behavior. A possible explanation is that many consumers continue to hold positive associations with McDonald's based on previous experiences, such as family gatherings, social interactions, or long-term

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Shift the focus from reporting results to explaining the underlying mechanisms behind the findings. Emphasize theoretical interpretation rather than statistical repetition.

familiarity with the brand. In addition, McDonald's humanitarian contribution through BAZNAS may have helped mitigate some negative perceptions. As a result, consumers' emotional responses may be mixed, reducing their influence on boycott decisions and leaving cognitive evaluation as the more influential pathway (van Harreveld et al., 2015).

The finding that xenocentrism fails to moderate the relationship between consumer animosity and boycott intention is consistent with the results reported by Xie et al. (2023), One possible explanation is that strong feelings of animosity may outweigh consumers' general preference for foreign brands. In the present study, many respondents also reported a preference for local fast-food alternatives, which may have further reduced the influence of xenocentric tendencies on boycott decisions. Although the moderating effect was not supported, xenocentrism had a significant direct effect on boycott intention ($t = 2.211$, $p = 0.028$). This suggests that xenocentrism has its own direct effect on boycott intention, rather than changing the way consumer animosity influences it. In other words, xenocentrism may function as a general attitudinal factor that shapes consumers' brand preferences, rather than as a contextual factor that changes the impact of animosity on boycott behavior.

Conclusion

This study demonstrates that consumer animosity is the dominant driver of McDonald's boycott intention in the Jabodetabek context, operating both directly and indirectly through cognitive judgment as a partial mediator. Affective evaluation, while negatively influenced by animosity, does not mediate boycott intention, suggesting that positive brand affect can partially counteract negative emotional responses. Xenocentrism does not moderate the animosity–boycott intention relationship but independently predicts boycott intention.

From a managerial perspective, the results indicate that multinational companies facing animosity-driven boycotts should focus on strengthening consumers' trust and demonstrating responsible business practices. Efforts such as transparent communication, credible CSR programs, and initiatives that reflect local values may help reduce negative perceptions and maintain consumer support during periods of geopolitical tension.

Despite its contributions, this study has several limitations that should be acknowledged. First, the sample size was relatively small, with only 150 respondents participating in the study. Second, since the study only focused on consumers in the Jabodetabek area, the findings may not necessarily apply to other regions in Indonesia. Third, the cross-sectional design is also a limitation, as it only captures how consumers felt at one specific moment, without considering that their attitudes and behaviors might change over time. Future studies could overcome these limitations by using larger and more geographically diverse samples, adopting longitudinal approaches, and examining additional variables such as brand trust, national identity, and religiosity to gain a deeper understanding of boycott behavior in emerging markets.

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Commented [A8]: The limitations section does not sufficiently address methodological concerns.

nclude limitations related to self-selection bias, common method bias, cross-sectional design, and the restricted geographic scope of the sample.

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Expand the literature review by incorporating more recent studies (2021–2025) on consumer animosity, political consumerism, ethical consumption, boycott behavior, and xenocentrism. News sources should primarily be used to establish the context rather than support theoretical arguments.

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Editor Respons for Revised Manuscript

1 message

Anas Iswanto Anwar <jeemba@sakurapublisher.diginus.id> Tue, April 14, 2026 at 11:47 PM
To: louisu@fe.untar.ac.id

Dear Louis Utama

Thank you for submitting your revised manuscript entitled "When Animosity Becomes Action: Understanding McDonald's Boycott in Indonesia" to Journal of Economics, Entrepreneurship, Management Business and Accounting. We appreciate your efforts in addressing the reviewers' comments and improving the quality of your submission.

Best regards,

Anas Iswanto Anwar
Editor-in-Chief, Journal of Economics, Entrepreneurship, Management Business and Accounting

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When Animosity Becomes Action: Understanding McDonald's Boycott in Indonesia

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ABSTRACT

Purpose – This study examines how consumer animosity influences boycott intention toward McDonald's in Indonesia by testing cognitive judgment and affective evaluation as mediating variables and xenocentrism as a moderating variable.
Design/methodology/approach – A quantitative explanatory and cross-sectional survey design was employed. Data were collected from 150 consumers in the Jabodetabek area who were aware of and participated in the McDonald's boycott. Respondents were selected through purposive sampling. The data were analyzed using Partial Least Squares Structural Equation Modeling with SmartPLS 3.0 and a bootstrapping procedure involving 5,000 resamples.
Findings/Results – The results show that consumer animosity significantly reduces cognitive judgment and affective evaluation, while strongly increasing boycott intention. Cognitive judgment negatively affects boycott intention and partially mediates the relationship between consumer animosity and boycott intention. In contrast, affective evaluation does not significantly influence boycott intention and does not function as a mediator. Xenocentrism does not moderate the relationship between consumer animosity and boycott intention, although it has a significant direct effect on boycott intention. The model explains 64.8% of the variance in boycott intention.
Originality/Value –This study extends the consumer animosity literature by demonstrating that boycott intention in the Indonesian context is driven more by cognitive and ethical evaluation than by affective response alone. It also provides empirical evidence from an underrepresented Southeast Asian context and offers practical insight for multinational brands facing politically and morally charged consumer resistance.

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1. Introduction

Consumer boycotts have increasingly emerged as a prominent form of marketplace activism through which individuals express moral, political, and social concerns. Unlike conventional purchasing decisions that are primarily driven by economic considerations, boycott behavior often reflects consumers' attempts to align their consumption practices with deeply held values and beliefs. The growing interconnectedness of global communication networks has amplified the visibility of geopolitical conflicts, enabling consumers to rapidly mobilize collective actions against companies perceived to be associated with controversial events. Recent studies suggest that consumer activism is becoming an influential force capable of affecting corporate reputation, financial performance, and stakeholder relationships (Narayanan & Singh, 2025; Wicaksono et al., 2025). Consequently, understanding the psychological mechanisms that motivate consumers to participate in boycott movements has become increasingly important for both scholars and practitioners. This issue is particularly relevant in emerging markets, where social, cultural, and religious values frequently intersect with consumption decisions.

One of the most notable examples of contemporary consumer activism emerged following the escalation of the Israeli–Palestinian conflict in late 2023. The humanitarian crisis in Gaza generated widespread international concern and triggered numerous boycott campaigns targeting multinational corporations perceived to have direct or indirect connections with Israel. Recent studies suggest that consumer activism is becoming an influential force capable of affecting corporate reputation and encouraging collective participation in boycott initiatives across different countries (Narayanan & Singh, 2025; Villagra et al., 2025). As a result, several globally recognized brands experienced reputational challenges and declining consumer support. Among these companies, McDonald's became one of the most visible targets after reports circulated that McDonald's Israel had provided free meals to Israeli military personnel following the October 2023 attacks. The incident transformed a geopolitical conflict into a consumption-related issue, prompting consumers in many countries to reassess their relationship with the brand.

Indonesia represents a particularly important context for examining this phenomenon. As the country with the world's largest Muslim population, public reactions to the conflict have been strongly shaped by humanitarian concerns, religious solidarity, and collective social values. The boycott movement gained significant momentum after the Indonesian Ulema Council (MUI) issued guidance encouraging consumers to avoid products perceived to support Israel. Public participation extended beyond religious communities, reflecting broader humanitarian motivations and ethical concerns regarding corporate responsibility. These developments generated substantial pressure on multinational firms operating in Indonesia, particularly those facing allegations of indirect involvement in the conflict. Reports indicate that McDonald's experienced declining sales performance in several Muslim-majority markets, including Indonesia, highlighting the economic implications of consumer-led boycott movements (Savirani et al., 2024).Such developments demonstrate that geopolitical events can substantially influence marketplace behavior even when the focal company is geographically distant from the conflict itself.

The growing prevalence of politically motivated boycotts underscores the need to understand the factors that transform public dissatisfaction into actual behavioral intentions. Although consumers may express negative opinions toward a company, not all individuals ultimately decide to participate in boycott actions. Some consumers continue purchasing products

despite holding unfavorable attitudes, whereas others actively avoid brands based on ethical or ideological considerations. This discrepancy suggests that boycott behavior is influenced by complex psychological processes involving both rational assessments and emotional reactions. Understanding these processes is essential because boycott participation can have significant implications for brand management, corporate communication strategies, and crisis response initiatives. Consequently, identifying the mechanisms through which negative sentiments evolve into boycott intentions represents an important theoretical and practical challenge.

Within the international marketing literature, consumer animosity has emerged as one of the most influential explanations for politically motivated consumption behavior. Consumer animosity refers to enduring feelings of anger, hostility, or resentment toward a country, group, or organization resulting from political, economic, military, or historical (Chang et al., 2025; Rojas-Méndez et al., 2022).Extensive empirical evidence has demonstrated that animosity negatively influences consumers' evaluations of foreign products and increases their willingness to avoid or reject associated brands (Mainolfi, 2021; Yang et al., 2021). Recent studies further suggest that the impact of animosity extends beyond direct behavioral responses by influencing cognitive judgments and affective evaluations that shape consumer decision-making (Ma et al., 2024; Maor et al., 2026).From this perspective, boycott participation can be understood as the outcome of both cognitive and emotional mechanisms activated by negative intergroup sentiments. However, empirical findings regarding the relative importance of these mechanisms remain inconsistent across cultural contexts.

A growing body of research has examined the cognitive and affective pathways through which consumer animosity affects marketplace behavior. Studies conducted in China, Europe, and North America generally report that animosity weakens consumers' cognitive assessments of product quality and brand credibility while simultaneously generating negative emotional reactions toward targeted (Mandler et al., 2023; Wang et al., 2023; Xiao et al., 2025).Nevertheless, evidence concerning the mediating roles of cognitive judgment and affective evaluation remains mixed. Some scholars argue that rational evaluations serve as the primary mechanism translating animosity into boycott behavior, whereas others emphasize the dominant influence of emotions and moral outrage (Verma, 2021; Zhai & Luo, 2023).Moreover, limited attention has been given to the role of xenocentrism, defined as a tendency to perceive foreign products as superior to domestic alternatives (Thoumrungroje et al., 2024). Although xenocentrism may influence consumers' willingness to resist boycott campaigns targeting multinational brands, empirical investigations examining this relationship remain scarce and inconclusive.

Several important gaps therefore remain in the existing literature. First, previous studies have predominantly focused on direct relationships between consumer animosity and boycott-related outcomes, while providing limited insight into the cognitive and affective mechanisms that explain how animosity translates into behavioral intentions. Second, findings regarding the relative influence of cognitive judgment and affective evaluation remain inconsistent across different national contexts, suggesting the need for further empirical validation. Third, the moderating role of xenocentrism has received insufficient attention despite its potential relevance in increasingly globalized consumer markets. Finally, existing evidence is largely concentrated in Western and East Asian settings, leaving emerging Southeast Asian economies, particularly Indonesia, underrepresented in the literature. Given Indonesia's unique combination of strong religious identity, collectivist cultural values, and active

participation in global humanitarian movements, findings from other contexts cannot be assumed to apply directly. Addressing these gaps is essential for developing a more comprehensive understanding of consumer boycott behavior in contemporary geopolitical environments.

In response to these limitations, this study investigates the boycott of McDonald's among consumers in the Greater Jakarta (Jabodetabek) region. Specifically, the study examines the direct effect of consumer animosity on boycott intention and explores the mediating roles of cognitive judgment and affective evaluation. It also evaluates whether xenocentrism moderates the relationship between consumer animosity and boycott intention. By integrating cognitive, affective, and cultural perspectives into a single analytical framework, this research contributes to the consumer animosity literature by clarifying the psychological processes underlying boycott behavior in an emerging market context. Furthermore, the study provides practical insights for multinational corporations seeking to manage reputational risks and consumer resistance during periods of geopolitical tension. Ultimately, the findings contribute to a deeper understanding of how negative collective sentiments become translated into concrete marketplace actions.

2. Methodology

2.1. Research Design

This study employed a quantitative explanatory research design to examine the mechanisms through which consumer animosity influences boycott intention toward McDonald's in Indonesia. Specifically, the study investigated the direct effect of consumer animosity on boycott intention, the mediating roles of cognitive judgment and affective evaluation, and the moderating role of xenocentrism. A quantitative approach was considered appropriate because the proposed research framework involves testing theoretically derived causal relationships among latent constructs using statistical procedures. Furthermore, the study adopts a cross-sectional survey design, whereby data were collected from respondents at a single point in time. This design is suitable for capturing consumers' attitudes, perceptions, and behavioral intentions regarding an ongoing boycott phenomenon and for empirically validating the proposed conceptual model.

2.2. Research Context and Study Period

The study was conducted in the Greater Jakarta metropolitan area (Jabodetabek), which comprises Jakarta, Bogor, Depok, Tangerang, and Bekasi. This region was selected because it represents the largest urban agglomeration in Indonesia and contains one of the highest concentrations of McDonald's outlets in the country. In addition, Jabodetabek has experienced intensive public exposure to boycott-related information through social media, online news platforms, and community networks since the escalation of the Israeli–Palestinian conflict in late 2023. Consequently, consumers in this region provide an appropriate context for examining animosity-driven boycott behavior. Data collection was conducted between January and March 2025, a period during which public discussion regarding the boycott remained highly visible across digital and conventional media channels.

2.3. Population and Sample

The target population consisted of consumers residing in Jabodetabek who were aware of and had participated in the boycott of McDonald's products. Because the study focused on a

specific group of consumers with relevant experience regarding the phenomenon under investigation, purposive sampling was employed. To be eligible for participation, respondents were required to satisfy three inclusion criteria: (1) be at least 18 years old, (2) reside within the Jabodetabek area, and (3) self-identify as having participated in or supported the boycott of McDonald's products associated with the Israeli–Palestinian conflict. Respondents who did not meet these criteria or who submitted incomplete questionnaires were excluded from the analysis.

The minimum sample size was determined based on recommendations for Partial Least Squares Structural Equation Modeling (PLS-SEM), which suggest a minimum ratio of five to ten observations per measurement indicator. Given that the research instrument consisted of 30 observed indicators, the minimum required sample ranged from 150 to 300 respondents. A total of 180 responses were initially collected through online distribution. Following data screening and eligibility verification, 150 valid responses were retained for final analysis. This sample size exceeded the minimum requirement for PLS-SEM estimation and provided adequate statistical power for hypothesis testing.

2.4. Research Instruments

Data were collected using a structured self-administered questionnaire distributed through Google Forms. The questionnaire consisted of two sections. The first section captured respondents' demographic information, including gender, age, education level, and place of residence. The second section measured the latent constructs included in the research framework.

Consumer Animosity (CA) was measured using eight items adapted from Klein et al. (1998), capturing respondents' perceptions of anger, resentment, perceived unfairness, and negative evaluations of corporate behavior associated with the conflict. Cognitive Judgment (CJ) was assessed through four items adapted from Klein et al. (1998), focusing on respondents' evaluations of product quality, reliability, craftsmanship, and value for money. Affective Evaluation (AE) was measured using four items adapted from Leong et al. (2008), reflecting emotional responses such as dislike, distrust, and unfavorable feelings toward the brand. Xenocentrism (XEN) was measured using nine items adapted from Rojas-Méndez and Chapa (2020), assessing consumers' preference for foreign products and perceptions of foreign superiority. Finally, Boycott Intention (BI) was measured using five items adapted from Ettenson and Klein (2005), capturing respondents' willingness to avoid purchasing, reduce consumption, and actively support boycott actions.

All measurement items employed a five-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree"). The use of previously validated scales enhanced content validity and facilitated comparability with prior studies examining consumer animosity and boycott behavior.

2.5. Instrument Validity and Reliability

Prior to full-scale data collection, the questionnaire underwent a content validation process involving three academics with expertise in consumer behavior and international marketing. Their feedback was used to evaluate item clarity, contextual relevance, and linguistic appropriateness for Indonesian consumers. Minor revisions were subsequently implemented to improve readability and contextual alignment.

Construct validity and reliability were assessed during the measurement model evaluation stage using SmartPLS 3.0. Convergent validity was evaluated through indicator loadings,

Average Variance Extracted (AVE), and Composite Reliability (CR). Indicator loadings exceeding 0.70, AVE values greater than 0.50, and CR values above 0.70 were considered satisfactory. Internal consistency reliability was assessed using Cronbach's Alpha and Composite Reliability, with values above 0.70 indicating acceptable reliability. Discriminant validity was evaluated using the Heterotrait–Monotrait Ratio (HTMT), where values below 0.90 indicated adequate differentiation among constructs. These procedures ensured that the measurement instrument possessed sufficient psychometric quality before structural model evaluation.

2.6. Data Collection Procedures

Data collection followed a systematic multi-stage process. First, the questionnaire was developed and adapted from established scales identified in the literature. Second, expert validation was conducted to assess content relevance and wording accuracy. Third, the online questionnaire was distributed through various social media platforms, including Instagram, WhatsApp, X (formerly Twitter), Facebook, and online community groups. Potential respondents were informed about the purpose of the study and invited to participate voluntarily.

Fourth, responses were screened to ensure compliance with the inclusion criteria and to eliminate incomplete submissions. Fifth, the cleaned dataset was coded and prepared for statistical analysis. Finally, all responses were archived and stored securely to maintain data integrity and facilitate future verification if necessary.

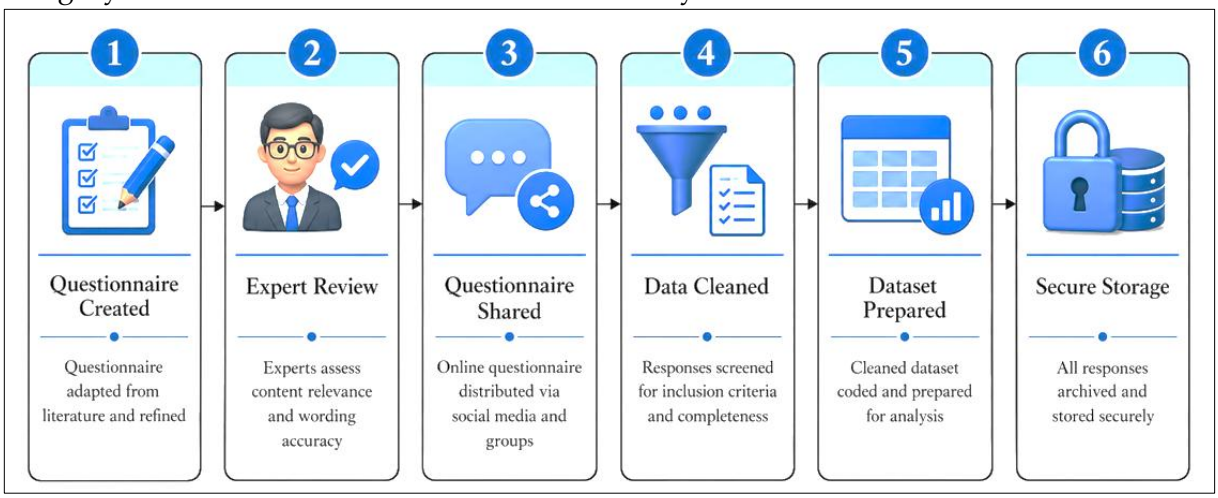

Figure 1. Data Collection Proces

2.7. Data Analysis Techniques

The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0 software. PLS-SEM was selected because it is particularly suitable for prediction-oriented studies involving complex models with mediating and moderating relationships, while also accommodating relatively small sample sizes and non-normal data distributions.

The analysis followed the two-step procedure recommended by Hair et al. (2022). The first stage involved evaluating the measurement model (outer model), including assessments of indicator reliability, convergent validity, discriminant validity, and internal consistency reliability. The second stage focused on evaluating the structural model (inner model) through the examination of path coefficients (β), coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and overall model fit.

Hypothesis testing was conducted using the bootstrapping procedure with 5,000 subsamples. Statistical significance was determined using a significance level of 0.05. Relationships were considered significant when the p-value was below 0.05 and the t-value exceeded 1.96. Mediation effects were assessed through bootstrapped indirect effect estimates, while moderation effects were evaluated using an interaction term between consumer animosity and xenocentrism. The predictive capability of the model was further assessed through blindfolding procedures and Stone–Geisser's Q^2 statistics.

2.8. Research Etcics

This study adhered to established ethical principles governing social science research. Participation was entirely voluntary, and all respondents were provided with information regarding the purpose of the study before completing the questionnaire. Informed consent was obtained electronically prior to participation. Respondents were assured that their identities would remain anonymous and that all collected information would be treated confidentially and used solely for academic purposes. No personally identifiable information was collected during the survey process. Furthermore, respondents were informed of their right to discontinue participation at any stage without consequence. All procedures were conducted in accordance with accepted standards of academic integrity, data protection, and responsible research practice.

3. Result and Discussion

3.1. Respondent Profile

A total of 150 valid responses were included in the final analysis after the screening process. The respondents consisted of consumers residing in the Greater Jakarta metropolitan area (Jabodetabek) who reported participating in the boycott of McDonald's products. Female respondents accounted for a slightly larger proportion of the sample (51%) than males (49%). The majority of participants were between 18 and 25 years old (87%), indicating that the sample was dominated by younger consumers who are generally more active in digital environments and social media discussions related to boycott movements.

Regarding educational background, 47% of respondents held an undergraduate degree (D4/S1), while another 47% had completed senior high school education. The remaining respondents possessed diploma or postgraduate qualifications. Geographically, respondents were distributed across the Jabodetabek region, with Jakarta contributing the largest proportion (45%), followed by Bekasi (21%), Tangerang (13%), Depok (12%), and Bogor (9%). This distribution reflects the metropolitan concentration of McDonald's outlets and the widespread exposure of consumers to boycott-related information within the study area.

3.2. Measurement Model Analysis (Outer Model)

Following the recommended two-stage PLS-SEM procedure, the measurement model was first evaluated to assess indicator reliability, convergent validity, internal consistency reliability, and discriminant validity before proceeding to structural model analysis.

3.2.1 Indicator Reliability

Indicator reliability was assessed through outer loading values. As presented in Table 1, all indicators exhibited loading values exceeding the recommended threshold of 0.70, ranging from 0.713 to 0.922. These results indicate that each indicator adequately represents its respective latent construct and contributes substantially to explaining construct variance. Therefore, all measurement items were retained for subsequent analyses.

Table 1. Outer Loadings

Variable	Indicator	Loading
Consumer Animosity	CA1	0.809
Consumer Animosity	CA2	0.753
Consumer Animosity	CA3	0.748
Consumer Animosity	CA4	0.756
Consumer Animosity	CA5	0.787
Consumer Animosity	CA6	0.735
Consumer Animosity	CA7	0.735
Consumer Animosity	CA8	0.713
Cognitive Judgment	CJ1	0.849
Cognitive Judgment	CJ2	0.815
Cognitive Judgment	CJ3	0.816
Cognitive Judgment	CJ4	0.872
Affective Evaluation	AE1	0.922
Affective Evaluation	AE2	0.914
Affective Evaluation	AE3	0.885
Affective Evaluation	AE4	0.877
Xenocentrism	XEN1	0.721
Xenocentrism	XEN2	0.816
Xenocentrism	XEN3	0.777
Xenocentrism	XEN4	0.786
Xenocentrism	XEN5	0.780
Xenocentrism	XEN6	0.737
Xenocentrism	XEN7	0.791
Xenocentrism	XEN8	0.783
Xenocentrism	XEN9	0.772
Boycott Intention	BI1	0.872
Boycott Intention	BI2	0.870
Boycott Intention	BI3	0.834
Boycott Intention	BI4	0.818
Boycott Intention	BI5	0.863

3.2.2 Convergent Validity and Internal Consistency Reliability

Convergent validity was evaluated using Average Variance Extracted (AVE), while internal consistency reliability was assessed through Cronbach's Alpha and Composite Reliability (CR). As shown in Table 2, all constructs achieved Cronbach's Alpha values above 0.70, ranging from 0.859 to 0.922. Similarly, Composite Reliability values ranged from 0.904 to 0.945, exceeding the recommended threshold of 0.70.

The AVE values ranged from 0.570 to 0.810, indicating that each construct explained more than 50% of the variance of its indicators. These findings confirm satisfactory convergent validity and internal consistency reliability for all constructs included in the study.

Table 2. Reliability and Convergent Validity

Variable	Cronbach's Alpha	Composite Reliability	AVE
Consumer Animosity	0.892	0.914	0.570
Cognitive Judgment	0.859	0.904	0.703
Affective Evaluation	0.922	0.945	0.810
Xenocentrism	0.918	0.931	0.599
Boycott Intention	0.905	0.930	0.725

Based on Table 2, all constructs achieved Composite Reliability and Cronbach's Alpha values exceeding 0.70, confirming strong internal consistency reliability. The AVE values for all variables were above the recommended threshold of 0.50, indicating satisfactory convergent

validity. In addition, the Full Collinearity VIF values remained below 5.00, suggesting that multicollinearity was not present within the measurement model. These results collectively demonstrate that the research instrument possessed adequate validity and reliability for further structural model evaluation.

3.2.3 Discriminant Validity

Discriminant validity was examined using the Heterotrait–Monotrait Ratio (HTMT). According to the recommended criterion, HTMT values below 0.90 indicate adequate discriminant validity. As reported in Table 3, all HTMT values were below the threshold value, demonstrating that the constructs are empirically distinct from one another. These results indicate that each construct captures a unique conceptual domain and can be reliably distinguished from other constructs within the model.

Table 3. Discriminant Validity (VTMT)

Variable	AE	BI	CJ	CA	ME 1	XEN
Affective Evaluation (AE)						
Boycott Intention (BI)	0.393					
Cognitive Judgment (CJ)	0.860	0.645				
Consumer Animosity (CA)	0.380	0.854	0.613			
Moderating Effect 1 (ME 1)	0.198	0.032	0.144	0.088		
Xenocentrism (XEN)	0.227	0.247	0.259	0.157	0.121	

Overall, the measurement model satisfies all recommended validity and reliability criteria, providing a robust basis for evaluating the structural model.

3.3. Structural Model Assesment

After establishing the adequacy of the measurement model, the structural model was assessed to examine the hypothesized relationships among the constructs. Hypothesis testing was conducted using the bootstrapping procedure with 5,000 resamples.

3.3.1 Direct Effects

The results of the structural model analysis are presented in Table 4. Consumer animosity significantly and negatively influenced cognitive judgment ($\beta = -0.547$, $t = 7.096$, $p < 0.001$), supporting H1. Similarly, consumer animosity exerted a significant negative effect on affective evaluation ($\beta = -0.355$, $t = 3.862$, $p < 0.001$), supporting H2.

Consumer animosity also demonstrated a significant positive effect on boycott intention ($\beta = 0.654$, $t = 11.921$, $p < 0.001$), supporting H3. Furthermore, cognitive judgment significantly and negatively influenced boycott intention ($\beta = -0.258$, $t = 2.377$, $p = 0.018$), providing support for H4. In contrast, affective evaluation did not significantly influence boycott intention ($\beta = 0.079$, $t = 0.079$, $p = 0.372$), leading to the rejection of H5.

Regarding the moderating relationship, the interaction effect between consumer animosity and xenocentrism was not statistically significant ($\beta = 0.048$, $t = 1.196$, $p = 0.232$). Therefore, H6 was not supported.

Table 4. Path Coefficients

Relationship	Coefficient (β)	t-value	p-value	Result
Consumer Animosity → Cognitive Judgment	-0.547	7.096	0.000	Significant
Consumer Animosity → Affective Evaluation	-0.355	3.862	0.000	Significant
Consumer Animosity → Boycott Intention	0.654	11.921	0.000	Significant
Cognitive Judgment → Boycott Intention	-0.258	2.377	0.018	Significant
Affective Evaluation → Boycott Intention	0.079	0.079	0.372	Not Significant
Xenocentrism (mod.) → CA × BI	0.048	1.196	0.232	Not Significant

3.3.2 Effect Size (f^2)

To assess the magnitude of each relationship, effect sizes (f^2) were examined. Consumer animosity demonstrated a large effect on boycott intention ($f^2 = 0.839$) and cognitive judgment ($f^2 = 0.426$), indicating substantial explanatory influence. The effect of consumer animosity on affective evaluation was classified as small to moderate ($f^2 = 0.144$). Meanwhile, cognitive judgment exhibited a small effect on boycott intention ($f^2 = 0.061$), whereas affective evaluation showed a negligible effect ($f^2 = 0.007$). The interaction effect involving xenocentrism also displayed a negligible effect size ($f^2 = 0.006$).

These findings indicate that consumer animosity represents the most influential construct within the proposed model.

3.4 Mediation Analysis

The mediating roles of cognitive judgment and affective evaluation were examined using bootstrapped indirect effect estimates. The results are presented in Table 5.

The indirect effect of consumer animosity on boycott intention through cognitive judgment was statistically significant ($\beta = 0.141$, $t = 2.200$, $p = 0.028$). Since both the indirect effect and the direct effect remained significant, cognitive judgment was found to partially mediate the relationship between consumer animosity and boycott intention.

Conversely, the indirect effect through affective evaluation was not statistically significant ($\beta = -0.028$, $t = 0.864$, $p = 0.388$). Therefore, affective evaluation did not mediate the relationship between consumer animosity and boycott intention.

Table 5. Mediation Analysis

Relationship	Indirect Effect	t-value	p-value	Result
CA → CJ → BI	0.141	2.200	0.028	Significant (Partial Mediation)
CA → AE → BI	-0.028	0.864	0.388	Not Significant (No Mediation)

3.5 Predictive Accuary and Predictive Relevance

The predictive accuracy of the structural model was evaluated using the coefficient of determination (R^2), while predictive relevance was assessed using Stone–Geisser's Q^2 values.

As reported in Table 6, consumer animosity explained 29.9% of the variance in cognitive judgment ($R^2 = 0.299$) and 12.6% of the variance in affective evaluation ($R^2 = 0.126$). The model explained 64.8% of the variance in boycott intention ($R^2 = 0.648$), indicating moderate to substantial explanatory power.

The Q^2 values for cognitive judgment (0.196), affective evaluation (0.092), and boycott intention (0.452) were all greater than zero, indicating adequate predictive relevance. These results suggest that the model possesses satisfactory predictive capability for the endogenous constructs.

Table 6. Coefficient of Determination (R^2) and Predictive Relevance (Q^2)

Variable	R^2	Category	Q^2
Cognitive Judgment	0.299	Low	0.196
Affective Evaluation	0.126	Low	0.092
Boycott Intention	0.648	Moderate	0.452

In addition, the overall model fit was assessed using the Goodness-of-Fit (GoF) index. The calculated GoF value was 0.494, exceeding the recommended threshold of 0.36, thereby indicating a strong overall model fit.

3.6. Moderation Analysis

The moderating role of xenocentrism was examined by incorporating an interaction term between consumer animosity and xenocentrism into the structural model. The results are presented in Table 7.

The interaction effect was not statistically significant ($\beta = 0.048$, $t = 1.196$, $p = 0.232$), indicating that xenocentrism does not strengthen or weaken the relationship between consumer animosity and boycott intention. Consequently, the hypothesized moderating effect was not supported.

However, xenocentrism exhibited a significant direct effect on boycott intention ($\beta = -0.098$, $t = 2.211$, $p = 0.028$). This finding suggests that xenocentrism contributes independently to explaining boycott intention, although it does not function as a moderator in the proposed model.

Table 7. Moderation Analysis

Relationship	Coefficient (β)	t-value	p-value	Result
XEN (mod.) → CA × BI	0.048	1.196	0.232	Not Significant
XEN → Boycott Intention (direct)	-0.098	2.211	0.028	Significant

3.6.1 Summary of Hypothesis Testing

Based on the structural model assessment, five of the six proposed hypotheses were supported. Consumer animosity significantly influenced cognitive judgment, affective evaluation, and boycott intention. Cognitive judgment significantly influenced boycott intention and partially mediated the relationship between consumer animosity and boycott intention. However, affective evaluation did not significantly influence boycott intention and did not mediate the relationship. Furthermore, xenocentrism did not moderate the relationship between consumer animosity and boycott intention, although it exhibited a significant direct effect on boycott intention.

3.7. Discussion

The most salient finding of this study is that consumer animosity emerged as the strongest predictor of boycott intention toward McDonald's. This result suggests that consumers' participation in boycott activities is driven not merely by product-related considerations but by broader sociopolitical and moral evaluations associated with the Israeli–Palestinian conflict. From the perspective of the Animosity (Chang et al., 2025; Farmaki, 2024).negative sentiments generated by geopolitical events can substantially influence marketplace behavior, even when consumers acknowledge the quality of the targeted products. The finding aligns with recent studies reporting that consumer animosity functions as a powerful catalyst for marketplace resistance and political (Kocaman et al., 2025; Krüger et al., 2025).However, the magnitude of the effect observed in this study appears stronger than that reported in several Western contexts, suggesting that collective values, religious solidarity, and humanitarian concerns may intensify the translation of animosity into behavioral intentions in Indonesia. This finding therefore extends the animosity literature by demonstrating that the strength of animosity-driven behavior is highly contingent upon sociocultural contexts and collective identity dynamics.

A second important finding concerns the negative relationship between consumer animosity and cognitive judgment. As consumers developed stronger negative sentiments toward McDonald's, their evaluations of product quality, reliability, and overall value became less

favorable. This pattern is consistent with the Cognitive-Affective Personality System (CAPS) framework proposed by Mischel and Shoda (1995), which suggests that external events activate cognitive processing mechanisms that shape subsequent behavioral responses. Rather than evaluating products solely based on functional attributes, consumers appear to reinterpret product-related information through a moral and political lens. Similar patterns have been observed in studies conducted in China, South Korea, and several European countries, where geopolitical tensions negatively affected perceptions of foreign brands (Leiter et al., 2023; Wu et al., 2022).Nevertheless, the present finding suggests a more profound cognitive spillover effect, whereby evaluations traditionally associated with product performance become intertwined with perceptions of corporate ethics. This phenomenon indicates that in highly politicized consumption environments, cognitive judgments may no longer be independent assessments of product quality but rather reflections of broader ethical evaluations.

The significant mediating role of cognitive judgment further deepens understanding of how animosity translates into boycott behavior. Previous research has often assumed that negative emotions directly motivate consumers to avoid targeted brands; however, the present findings suggest a more nuanced process. Consumer animosity appears to alter how individuals cognitively interpret the actions, credibility, and legitimacy of a company, which subsequently increases their willingness to participate in boycott activities. This result supports studies emphasizing the importance of cognitive evaluations in politically motivated consumption decisions (Jost et al., 2022; Webster & Albertson, 2022).yet contrasts with the findings of Xie et al.who reported a non-significant mediating effect of cognitive judgment in the Chinese context. One possible explanation lies in differences in cultural and institutional environments. Indonesian consumers, particularly younger urban consumers, may place greater emphasis on ethical congruence between corporate behavior and personal values, leading cognitive assessments to become a critical mechanism through which animosity affects marketplace decisions. Consequently, this study refines existing mediation-based animosity models by demonstrating that cognitive processes may play a more decisive role than previously assumed in emerging markets.

In contrast to cognitive judgment, affective evaluation did not significantly influence boycott intention and failed to mediate the relationship between consumer animosity and boycott behavior. This finding challenges the conventional expectation that negative emotions inevitably translate into behavioral resistance. Although animosity generated unfavorable feelings toward McDonald's, these emotional responses alone were insufficient to motivate consumers to engage in boycott activities. From a theoretical standpoint, this finding partially contradicts affect-centered explanations of consumer resistance, which emphasize anger, resentment, and moral outrage as primary behavioral (Latulippe & Ladhari, 2026; Shi et al., 2026).A plausible explanation is that emotional responses toward McDonald's were characterized by ambivalence rather than purely negative affect. Many consumers may simultaneously experience dissatisfaction regarding the conflict while retaining positive memories associated with the brand, such as family experiences, convenience, familiarity, and long-term consumption habits. As a result, affective reactions become psychologically mixed, reducing their capacity to independently predict boycott behavior. This finding contributes to the literature by suggesting that emotional hostility does not necessarily result in marketplace action unless it is accompanied by corresponding cognitive justification.

The non-significant moderating role of xenocentrism provides another important insight into contemporary boycott behavior. Theoretically, consumers with strong xenocentric tendencies are expected to demonstrate greater attachment to foreign brands and therefore be less susceptible to boycott appeals. However, the findings indicate that xenocentrism did not alter the relationship between consumer animosity and boycott intention. This result supports the argument of Xie et al. (2023) that strong political or moral concerns may override general preferences for foreign products. In situations involving perceived humanitarian crises or ethical controversies, consumers may temporarily suspend their admiration for foreign brands and prioritize moral considerations instead. This suggests that xenocentrism operates under different psychological conditions than animosity. Whereas xenocentrism reflects a generalized preference structure, animosity represents a context-specific reaction triggered by salient political events. Consequently, the present study extends existing theory by demonstrating that xenocentrism has limited explanatory power when consumers face highly emotional and morally charged geopolitical issues.

Although xenocentrism did not function as a moderator, its direct effect on boycott intention is theoretically noteworthy. This finding suggests that xenocentrism may influence boycott behavior independently rather than conditionally. Consumers who hold stronger beliefs regarding the superiority of foreign products appear to exhibit different consumption tendencies regardless of their level of animosity. Such a pattern implies that xenocentrism should not always be conceptualized as a boundary condition but may instead represent a separate attitudinal antecedent of consumption behavior. This interpretation differs from much of the existing literature, which has primarily examined xenocentrism as a contextual moderator affecting consumer decision-making (Paul & Barari, 2022; Sauer & Seuring, 2023). By revealing an independent pathway linking xenocentrism to boycott intention, the present study offers an alternative conceptualization that may stimulate future theoretical development concerning global consumer identity and resistance behavior.

Taken together, the findings suggest that consumer boycott behavior is better understood as a predominantly cognition-driven process rather than a purely emotion-driven reaction. The dual-path framework adopted in this study confirms the relevance of both cognitive and affective mechanisms proposed by the Cognitive-Affective Personality System, yet the two pathways do not contribute equally to behavioral outcomes. Instead, cognitive judgment emerged as the dominant mechanism translating animosity into boycott intention, while affective evaluation played a comparatively limited role. This asymmetry modifies existing conceptualizations of animosity-based behavior by demonstrating that consumers are not merely reacting emotionally to geopolitical events; they are also actively constructing moral and evaluative judgments that legitimize their marketplace actions. Such a perspective advances the consumer animosity literature by integrating ethical reasoning, political consumption, and cognitive evaluation into a more comprehensive explanatory framework.

From a broader theoretical perspective, this study contributes to the global literature on consumer animosity by providing evidence from an underrepresented Southeast Asian context. Most prior studies have been conducted in Western economies or East Asian markets, limiting understanding of how animosity operates in societies characterized by strong religious identities and collectivist cultural orientations. The present findings demonstrate that the mechanisms underlying boycott behavior may differ substantially across contexts, highlighting the importance of cultural and ideological factors in shaping consumer responses to geopolitical crises. Practically, the results suggest that multinational corporations facing

animosity-driven boycotts should focus not only on managing public emotions but also on addressing consumers' cognitive assessments regarding corporate ethics, transparency, and social responsibility. By doing so, firms may be better positioned to maintain legitimacy and consumer trust during periods of heightened political sensitivity. Ultimately, this study fills an important gap in the literature by clarifying how consumer animosity evolves into concrete marketplace action and by offering a more nuanced understanding of boycott behavior in emerging markets.

4. Limitations and Future Research

Despite its theoretical and practical contributions, this study has several limitations that should be acknowledged. First, the sample was limited to 150 respondents from the Jabodetabek area. Although this region is relevant because of its high concentration of McDonald's outlets and active consumer discourse, the findings may not fully represent consumers in other regions of Indonesia with different cultural, religious, economic, and political characteristics. Future research should involve larger and more geographically diverse samples, including respondents from both urban and non-urban areas, to improve the generalizability of the findings.

Second, this study employed a cross-sectional survey design, meaning that consumer attitudes and boycott intentions were measured at one point in time. Boycott behavior related to geopolitical conflict may change as public attention, media exposure, corporate responses, and political developments evolve. Therefore, future studies are encouraged to adopt longitudinal designs to examine how consumer animosity, brand evaluation, and boycott intention develop or decline over time.

Third, the study relied on self-reported data collected through an online questionnaire. This approach may be influenced by social desirability bias, especially because boycotting can be viewed as a moral or socially approved action in certain communities. Future research could combine survey data with behavioral data, such as actual purchase behavior, social media engagement, or digital trace data, to provide a more comprehensive understanding of whether boycott intention leads to actual boycott participation.

Fourth, this research focused only on McDonald's as a single multinational brand associated with a specific geopolitical issue. As a result, the findings may not necessarily apply to other brands, industries, or boycott movements. Future studies could compare several multinational brands affected by similar boycott campaigns to determine whether consumer animosity operates differently across product categories, brand reputation levels, or degrees of perceived involvement in political conflict.

Finally, this study examined cognitive judgment and affective evaluation as mediating variables and xenocentrism as a moderating variable. Although these variables provide useful insight into the mechanism of boycott intention, other psychological, social, and cultural factors may also play important roles. Future research could include additional variables such as religiosity, national identity, moral obligation, perceived corporate social responsibility, brand trust, social media influence, and collective efficacy. Exploring these variables may offer a deeper explanation of how consumers transform political or humanitarian concerns into actual marketplace resistance.

5. Conclusion and Suggestion

This study concludes that consumer animosity plays a central role in shaping boycott intention toward McDonald's among consumers in the Jabodetabek area. The findings show that

stronger animosity significantly reduces consumers' cognitive judgment and affective evaluation of the brand, while simultaneously increasing their intention to participate in the boycott. Among all tested relationships, the direct effect of consumer animosity on boycott intention appears to be the strongest, indicating that negative perceptions related to geopolitical and humanitarian issues can directly influence consumer resistance toward multinational brands.

The study also confirms that cognitive judgment partially mediates the relationship between consumer animosity and boycott intention. This means that consumers' intention to boycott is not only driven by negative sentiment, but also by how they rationally evaluate the brand's actions, ethical position, product value, and perceived responsibility. In contrast, affective evaluation does not significantly mediate the relationship between consumer animosity and boycott intention. Although animosity may generate negative emotional responses toward the brand, such emotional responses alone are not strong enough to explain consumers' boycott intention in this context.

Furthermore, xenocentrism does not moderate the relationship between consumer animosity and boycott intention. This indicates that consumers' preference for foreign brands does not significantly strengthen or weaken the impact of animosity on boycott intention. However, xenocentrism has a significant direct effect on boycott intention, suggesting that general attitudes toward foreign brands may still influence consumers' willingness to participate in boycott behavior. Overall, this study highlights that boycott intention in the Indonesian context is shaped more strongly by ethical judgment, perceived brand responsibility, and consumer animosity than by emotional evaluation alone.

Based on these findings, multinational companies should pay greater attention to how consumers interpret corporate actions during geopolitical and humanitarian crises. Brand responses should not rely only on promotional messages or symbolic communication, but must be supported by transparent, credible, and socially responsible actions. Companies need to communicate clearly about their position, business structure, humanitarian initiatives, and local commitments in order to reduce negative perceptions and restore consumer trust.

For McDonald's and similar multinational brands, strengthening local engagement is especially important. Companies should build stronger relationships with local communities, collaborate with trusted humanitarian or social institutions, and demonstrate that their business operations are sensitive to local values and public concerns. Since cognitive judgment was found to be an important mechanism in shaping boycott intention, companies should focus on improving consumers' rational evaluation of the brand through consistent ethical practices, transparent communication, and accountable corporate social responsibility programs.

For future researchers, this study suggests the need to examine boycott behavior using broader and more diverse samples beyond Jabodetabek. Future studies may compare consumers from different regions, religious backgrounds, age groups, or levels of political awareness to obtain a more comprehensive understanding of boycott intention in Indonesia. Further research could also include additional variables such as religiosity, national identity, moral obligation, brand trust, perceived corporate hypocrisy, social media exposure, and collective efficacy. These variables may provide deeper insight into how consumer animosity develops into actual boycott behavior in emerging markets.

6. Declaration of AI and AI-assisted technologies in the writing process

During the preparation of this manuscript, the authors used AI-assisted writing tools to support language refinement, improve sentence clarity, enhance academic coherence, and assist in organizing several sections of the manuscript. The AI tools were used only for editorial and linguistic purposes and did not replace the authors' intellectual contribution, conceptual development, research design, data analysis, interpretation of findings, or final academic judgment.

All content generated or refined with the assistance of AI was carefully reviewed, verified, edited, and approved by the authors. The authors take full responsibility for the accuracy, integrity, originality, and validity of the final manuscript.

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Louis Utama <louisu@fe.untar.ac.id>

Editor Decision

1 message

Anas Iswanto Anwar <jeemba@sakurapublisher.diginus.id> Sun, May 10, 2026 at 5:56 PM
To: louisu@fe.untar.ac.id

Dear Louis Utama

We have reached a decision regarding your submission to Journal of Economics, Entrepreneurship, Management Business and Accounting, "When Animosity Becomes Action: Understanding McDonald's Boycott in Indonesia"
Our decision is to: **Accept Submission**.

Andika Isma
Editor-in-Chief, Journal of Economics, Entrepreneurship, Management Business and Accounting

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LETTER OF ACCEPTANCE

Number: 033/LOA/SDN/VI/2026

Dear Author.

We are pleased to inform you that based on the results of the peer-review process and editorial evaluation, the following manuscript has been **accepted** for publication in the Journal of Economics, Entrepreneurship, Management Business and Accounting (JEEMBA).

Article Information:

Title	:	When Animosity Becomes Action: Understanding McDonald's Boycott in Indonesia
Authors	:	Louis Utama, Elviana
First Authors' Institution	:	Universitas Tarumanagara, Jakarta, Indonesia

Manuscript will be scheduled for publication in **Volume 4, Issue 4, July 2026**.

This letter serves as an official confirmation of the acceptance of this manuscript for publication in the Journal of Economics, Entrepreneurship, Management Business and Accounting (JEEMBA). Thank you for your consideration.

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When Animosity Becomes Action: Understanding McDonald's Boycott in Indonesia

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ABSTRACT

Purpose – This study examines how consumer animosity influences boycott intention toward McDonald's in Indonesia by testing cognitive judgment and affective evaluation as mediating variables and xenocentrism as a moderating variable.

Design/methodology/approach – A quantitative explanatory and cross-sectional survey design was employed. Data were collected from 150 consumers in the Jabodetabek area who were aware of and participated in the McDonald's boycott. Respondents were selected through purposive sampling. The data were analyzed using Partial Least Squares Structural Equation Modeling with SmartPLS 3.0 and a bootstrapping procedure involving 5,000 resamples.

Findings/Results – The results show that consumer animosity significantly reduces cognitive judgment and affective evaluation, while strongly increasing boycott intention. Cognitive judgment negatively affects boycott intention and partially mediates the relationship between consumer animosity and boycott intention. In contrast, affective evaluation does not significantly influence boycott intention and does not function as a mediator. Xenocentrism does not moderate the relationship between consumer animosity and boycott intention, although it has a significant direct effect on boycott intention. The model explains 64.8% of the variance in boycott intention.

Originality/Value –This study extends the consumer animosity literature by demonstrating that boycott intention in the Indonesian context is driven more by cognitive and ethical evaluation than by affective response alone. It also provides empirical evidence from an underrepresented Southeast Asian context and offers practical insight for multinational brands facing politically and morally charged consumer resistance.

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1. Introduction

Consumer boycotts have increasingly emerged as a prominent form of marketplace activism through which individuals express moral, political, and social concerns. Unlike conventional purchasing decisions that are primarily driven by economic considerations, boycott behavior often reflects consumers' attempts to align their consumption practices with deeply held values and beliefs. The growing interconnectedness of global communication networks has amplified the visibility of geopolitical conflicts, enabling consumers to rapidly mobilize collective actions against companies perceived to be associated with controversial events. Recent studies suggest that consumer activism is becoming an influential force capable of affecting corporate reputation, financial performance, and stakeholder relationships (Narayanan & Singh, 2025; Wicaksono et al., 2025). Consequently, understanding the psychological mechanisms that motivate consumers to participate in boycott movements has become increasingly important for both scholars and practitioners. This issue is particularly relevant in emerging markets, where social, cultural, and religious values frequently intersect with consumption decisions.

One of the most notable examples of contemporary consumer activism emerged following the escalation of the Israeli–Palestinian conflict in late 2023. The humanitarian crisis in Gaza generated widespread international concern and triggered numerous boycott campaigns targeting multinational corporations perceived to have direct or indirect connections with Israel. Recent studies suggest that consumer activism is becoming an influential force capable of affecting corporate reputation and encouraging collective participation in boycott initiatives across different countries (Narayanan & Singh, 2025; Villagra et al., 2025). As a result, several globally recognized brands experienced reputational challenges and declining consumer support. Among these companies, McDonald's became one of the most visible targets after reports circulated that McDonald's Israel had provided free meals to Israeli military personnel following the October 2023 attacks. The incident transformed a geopolitical conflict into a consumption-related issue, prompting consumers in many countries to reassess their relationship with the brand.

Indonesia represents a particularly important context for examining this phenomenon. As the country with the world's largest Muslim population, public reactions to the conflict have been strongly shaped by humanitarian concerns, religious solidarity, and collective social values. The boycott movement gained significant momentum after the Indonesian Ulema Council (MUI) issued guidance encouraging consumers to avoid products perceived to support Israel. Public participation extended beyond religious communities, reflecting broader humanitarian motivations and ethical concerns regarding corporate responsibility. These developments generated substantial pressure on multinational firms operating in Indonesia, particularly those facing allegations of indirect involvement in the conflict. Reports indicate that McDonald's experienced declining sales performance in several Muslim-majority markets, including Indonesia, highlighting the economic implications of consumer-led boycott movements (Savirani et al., 2024).Such developments demonstrate that geopolitical events can substantially influence marketplace behavior even when the focal company is geographically distant from the conflict itself.

The growing prevalence of politically motivated boycotts underscores the need to understand the factors that transform public dissatisfaction into actual behavioral intentions. Although consumers may express negative opinions toward a company, not all individuals ultimately decide to participate in boycott actions. Some consumers continue purchasing products

despite holding unfavorable attitudes, whereas others actively avoid brands based on ethical or ideological considerations. This discrepancy suggests that boycott behavior is influenced by complex psychological processes involving both rational assessments and emotional reactions. Understanding these processes is essential because boycott participation can have significant implications for brand management, corporate communication strategies, and crisis response initiatives. Consequently, identifying the mechanisms through which negative sentiments evolve into boycott intentions represents an important theoretical and practical challenge.

Within the international marketing literature, consumer animosity has emerged as one of the most influential explanations for politically motivated consumption behavior. Consumer animosity refers to enduring feelings of anger, hostility, or resentment toward a country, group, or organization resulting from political, economic, military, or historical (Chang et al., 2025; Rojas-Méndez et al., 2022).Extensive empirical evidence has demonstrated that animosity negatively influences consumers' evaluations of foreign products and increases their willingness to avoid or reject associated brands (Mainolfi, 2021; Yang et al., 2021). Recent studies further suggest that the impact of animosity extends beyond direct behavioral responses by influencing cognitive judgments and affective evaluations that shape consumer decision-making (Ma et al., 2024; Maor et al., 2026).From this perspective, boycott participation can be understood as the outcome of both cognitive and emotional mechanisms activated by negative intergroup sentiments. However, empirical findings regarding the relative importance of these mechanisms remain inconsistent across cultural contexts.

A growing body of research has examined the cognitive and affective pathways through which consumer animosity affects marketplace behavior. Studies conducted in China, Europe, and North America generally report that animosity weakens consumers' cognitive assessments of product quality and brand credibility while simultaneously generating negative emotional reactions toward targeted (Mandler et al., 2023; Wang et al., 2023; Xiao et al., 2025).Nevertheless, evidence concerning the mediating roles of cognitive judgment and affective evaluation remains mixed. Some scholars argue that rational evaluations serve as the primary mechanism translating animosity into boycott behavior, whereas others emphasize the dominant influence of emotions and moral outrage (Verma, 2021; Zhai & Luo, 2023).Moreover, limited attention has been given to the role of xenocentrism, defined as a tendency to perceive foreign products as superior to domestic alternatives (Thoumrungroje et al., 2024). Although xenocentrism may influence consumers' willingness to resist boycott campaigns targeting multinational brands, empirical investigations examining this relationship remain scarce and inconclusive.

Several important gaps therefore remain in the existing literature. First, previous studies have predominantly focused on direct relationships between consumer animosity and boycott-related outcomes, while providing limited insight into the cognitive and affective mechanisms that explain how animosity translates into behavioral intentions. Second, findings regarding the relative influence of cognitive judgment and affective evaluation remain inconsistent across different national contexts, suggesting the need for further empirical validation. Third, the moderating role of xenocentrism has received insufficient attention despite its potential relevance in increasingly globalized consumer markets. Finally, existing evidence is largely concentrated in Western and East Asian settings, leaving emerging Southeast Asian economies, particularly Indonesia, underrepresented in the literature. Given Indonesia's unique combination of strong religious identity, collectivist cultural values, and active

participation in global humanitarian movements, findings from other contexts cannot be assumed to apply directly. Addressing these gaps is essential for developing a more comprehensive understanding of consumer boycott behavior in contemporary geopolitical environments.

In response to these limitations, this study investigates the boycott of McDonald's among consumers in the Greater Jakarta (Jabodetabek) region. Specifically, the study examines the direct effect of consumer animosity on boycott intention and explores the mediating roles of cognitive judgment and affective evaluation. It also evaluates whether xenocentrism moderates the relationship between consumer animosity and boycott intention. By integrating cognitive, affective, and cultural perspectives into a single analytical framework, this research contributes to the consumer animosity literature by clarifying the psychological processes underlying boycott behavior in an emerging market context. Furthermore, the study provides practical insights for multinational corporations seeking to manage reputational risks and consumer resistance during periods of geopolitical tension. Ultimately,the findings contribute to a deeper understanding of how negative collective sentiments become translated into concrete marketplace actions.

2. Methodology

2.1. Research Design

This study employed a quantitative explanatory research design to examine the mechanisms through which consumer animosity influences boycott intention toward McDonald's in Indonesia. Specifically, the study investigated thedirect effect of consumer animosity on boycott intention, the mediating roles of cognitive judgment and affective evaluation, and the moderating role of xenocentrism. A quantitative approach was considered appropriate because the proposed research framework involves testing theoretically derived causal relationships among latent constructs using statistical procedures. Furthermore, the study adopts a cross-sectional survey design, whereby data were collected from respondents at a single point in time. This design is suitable for capturing consumers' attitudes, perceptions, and behavioral intentions regarding an ongoing boycott phenomenon and for empirically validating the proposed conceptual model.

2.2. Research Context and Study Period

The study was conducted in the Greater Jakarta metropolitan area (Jabodetabek), which comprises Jakarta, Bogor, Depok, Tangerang, and Bekasi. This region was selected because it represents the largest urban agglomeration in Indonesia and contains one of the highest concentrations of McDonald's outlets in the country. In addition, Jabodetabek has experienced intensive public exposure to boycott-related information through social media, online news platforms, and community networks since the escalation of the Israeli–Palestinian conflict in late 2023. Consequently, consumers in this region provide an appropriate context for examining animosity-driven boycott behavior. Data collection was conducted between January and March 2025, a period during which public discussion regarding the boycott remained highly visible across digital and conventional media channels.

2.3. Population and Sample

The target population consisted of consumers residing in Jabodetabek who were aware of and had participated in the boycott of McDonald's products. Because the study focused on a

specific group of consumers with relevant experience regarding the phenomenon under investigation, purposive sampling was employed. To be eligible for participation, respondents were required to satisfy three inclusion criteria: (1) be at least 18 years old, (2) reside within the Jabodetabek area, and (3) self-identify as having participated in or supported the boycott of McDonald's products associated with the Israeli–Palestinian conflict. Respondents who did not meet these criteria or who submitted incomplete questionnaires were excluded from the analysis.

The minimum sample size was determined based on recommendations for Partial Least Squares Structural Equation Modeling (PLS-SEM), which suggest a minimum ratio of five to ten observations per measurement indicator. Given that the research instrument consisted of 30 observed indicators, the minimum required sample ranged from 150 to 300 respondents. A total of 180 responses were initially collected through online distribution. Following data screening and eligibility verification, 150 valid responses were retained for final analysis. This sample size exceeded the minimum requirement for PLS-SEM estimation and provided adequate statistical power for hypothesis testing.

2.4. Research Instruments

Data were collected using a structured self-administered questionnaire distributed through Google Forms. The questionnaire consisted of two sections. The first section captured respondents' demographic information, including gender, age, education level, and place of residence. The second section measured the latent constructs included in the research framework.

Consumer Animosity (CA) was measured using eight items adapted from Klein et al. (1998), capturing respondents' perceptions of anger, resentment, perceived unfairness, and negative evaluations of corporate behavior associated with the conflict. Cognitive Judgment (CJ) was assessed through four items adapted from Klein et al. (1998), focusing on respondents' evaluations of product quality, reliability, craftsmanship, and value for money. Affective Evaluation (AE) was measured using four items adapted from Leong et al. (2008), reflecting emotional responses such as dislike, distrust, and unfavorable feelings toward the brand. Xenocentrism (XEN) was measured using nine items adapted from Rojas-Méndez and Chapa (2020), assessing consumers' preference for foreign products and perceptions of foreign superiority. Finally, Boycott Intention (BI) was measured using five items adapted from Ettenson and Klein (2005), capturing respondents' willingness to avoid purchasing, reduce consumption, and actively support boycott actions.

All measurement items employed a five-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree"). The use of previously validated scales enhanced content validity and facilitated comparability with prior studies examining consumer animosity and boycott behavior.

2.5. Instrument Validity and Reliability

Prior to full-scale data collection, the questionnaire underwent a content validation process involving three academics with expertise in consumer behavior and international marketing. Their feedback was used to evaluate item clarity, contextual relevance, and linguistic appropriateness for Indonesian consumers. Minor revisions were subsequently implemented to improve readability and contextual alignment.

Construct validity and reliability were assessed during the measurement model evaluation stage using SmartPLS 3.0. Convergent validity was evaluated through indicator loadings,

Average Variance Extracted (AVE), and Composite Reliability (CR). Indicator loadings exceeding 0.70, AVE values greater than 0.50, and CR values above 0.70 were considered satisfactory. Internal consistency reliability was assessed using Cronbach's Alpha and Composite Reliability, with values above 0.70 indicating acceptable reliability. Discriminant validity was evaluated using the Heterotrait–Monotrait Ratio (HTMT), where values below 0.90 indicated adequate differentiation among constructs. These procedures ensured that the measurement instrument possessed sufficient psychometric quality before structural model evaluation.

2.6. Data Collection Procedures

Data collection followed a systematic multi-stage process. First, the questionnaire was developed and adapted from established scales identified in the literature. Second, expert validation was conducted to assess content relevance and wording accuracy. Third, the online questionnaire was distributed through various social media platforms, including Instagram, WhatsApp, X (formerly Twitter), Facebook, and online community groups. Potential respondents were informed about the purpose of the study and invited to participate voluntarily.

Fourth, responses were screened to ensure compliance with the inclusion criteria and to eliminate incomplete submissions. Fifth, the cleaned dataset was coded and prepared for statistical analysis. Finally, all responses were archived and stored securely to maintain data integrity and facilitate future verification if necessary.

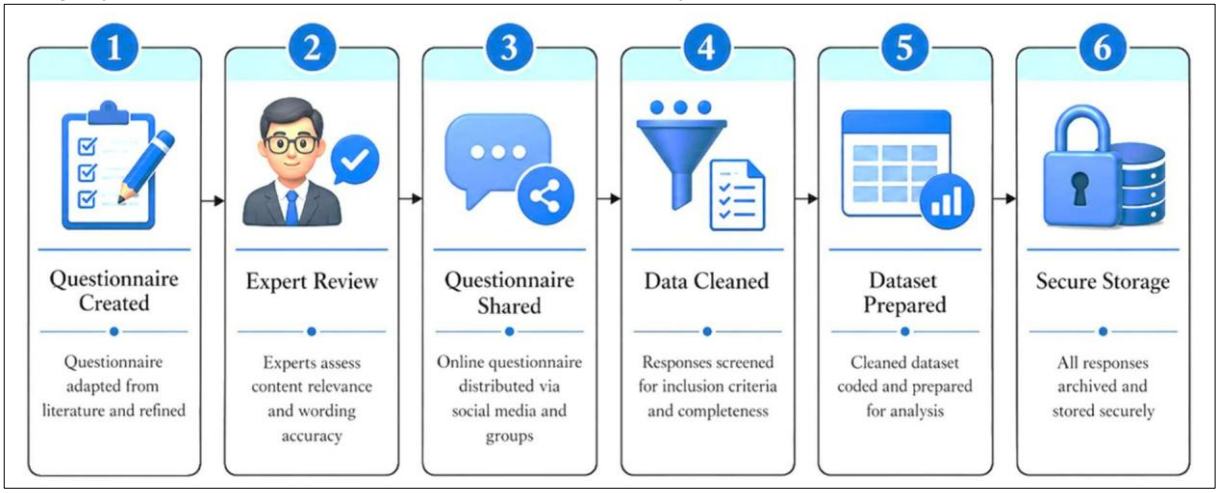

Figure 1. Data Collection Proces

2.7. Data Analysis Techniques

The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0 software. PLS-SEM was selected because it is particularly suitable for prediction-oriented studies involving complex models with mediating and moderating relationships, while also accommodating relatively small sample sizes and non-normal data distributions.

The analysis followed the two-step procedure recommended by Hair et al. (2022). The first stage involved evaluating the measurement model (outer model), including assessments of indicator reliability, convergent validity, discriminant validity, and internal consistency reliability. The second stage focused on evaluating the structural model (inner model) through the examination of path coefficients (β), coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and overall model fit.

Hypothesis testing was conducted using the bootstrapping procedure with 5,000 subsamples. Statistical significance was determined using a significance level of 0.05. Relationships were considered significant when the p-value was below 0.05 and the t-value exceeded 1.96. Mediation effects were assessed through bootstrapped indirect effect estimates, while moderation effects were evaluated using an interaction term between consumer animosity and xenocentrism. The predictive capability of the model was further assessed through blindfolding procedures and Stone–Geisser's Q^2 statistics.

2.8. Research Etcics

This study adhered to established ethical principles governing social science research. Participation was entirely voluntary, and all respondents were provided with information regarding the purpose of the study before completing the questionnaire. Informed consent was obtained electronically prior to participation. Respondents were assured that their identities would remain anonymous and that all collected information would be treated confidentially and used solely for academic purposes. No personally identifiable information was collected during the survey process. Furthermore, respondents were informed of their right to discontinue participation at any stage without consequence. All procedures were conducted in accordance with accepted standards of academic integrity, data protection, and responsible research practice.

3. Result and Discussion

3.1. Respondent Profile

A total of 150 valid responses were included in the final analysis after the screening process. The respondents consisted of consumers residing in the Greater Jakarta metropolitan area (Jabodetabek) who reported participating in the boycott of McDonald's products. Female respondents accounted for a slightly larger proportion of the sample (51%) than males (49%). The majority of participants were between 18 and 25 years old (87%), indicating that the sample was dominated by younger consumers who are generally more active in digital environments and social media discussions related to boycott movements.

Regarding educational background, 47% of respondents held an undergraduate degree (D4/S1), while another 47% had completed senior high school education. The remaining respondents possessed diploma or postgraduate qualifications. Geographically, respondents were distributed across the Jabodetabek region, with Jakarta contributing the largest proportion (45%), followed by Bekasi (21%), Tangerang (13%), Depok (12%), and Bogor (9%). This distribution reflects the metropolitan concentration of McDonald's outlets and the widespread exposure of consumers to boycott-related information within the study area.

3.2. Measurement Model Analysis (Outer Model)

Following the recommended two-stage PLS-SEM procedure, the measurement model was first evaluated to assess indicator reliability, convergent validity, internal consistency reliability, and discriminant validity before proceeding to structural model analysis.

3.2.1 Indicator Reliability

Indicator reliability was assessed through outer loading values. As presented in Table 1, all indicators exhibited loading values exceeding the recommended threshold of 0.70, ranging from 0.713 to 0.922. These results indicate that each indicator adequately represents its respective latent construct and contributes substantially to explaining construct variance. Therefore, all measurement items were retained for subsequent analyses.

Table 1. Outer Loadings

Variable	Indicator	Loading
Consumer Animosity	CA1	0.809
Consumer Animosity	CA2	0.753
Consumer Animosity	CA3	0.748
Consumer Animosity	CA4	0.756
Consumer Animosity	CA5	0.787
Consumer Animosity	CA6	0.735
Consumer Animosity	CA7	0.735
Consumer Animosity	CA8	0.713
Cognitive Judgment	CJ1	0.849
Cognitive Judgment	CJ2	0.815
Cognitive Judgment	CJ3	0.816
Cognitive Judgment	CJ4	0.872
Affective Evaluation	AE1	0.922
Affective Evaluation	AE2	0.914
Affective Evaluation	AE3	0.885
Affective Evaluation	AE4	0.877
Xenocentrism	XEN1	0.721
Xenocentrism	XEN2	0.816
Xenocentrism	XEN3	0.777
Xenocentrism	XEN4	0.786
Xenocentrism	XEN5	0.780
Xenocentrism	XEN6	0.737
Xenocentrism		
Xenocentrism		
Xenocentrism		
Boycott Intention	BI1	0.872
Boycott Intention	BI2	0.870
Boycott Intention	BI3	0.834
Boycott Intention	BI4	0.818
Boycott Intention	BI5	0.863

3.2.2 Convergent Validity and Internal Consistency Reliability

Convergent validity was evaluated using Average Variance Extracted (AVE), while internal consistency reliability was assessed through Cronbach's Alpha and Composite Reliability (CR). As shown in Table 2, all constructs achieved Cronbach's Alpha values above 0.70, ranging from 0.859 to 0.922. Similarly, Composite Reliability values ranged from 0.904 to 0.945, exceeding the recommended threshold of 0.70.

The AVE values ranged from 0.570 to 0.810, indicating that each construct explained more than 50% of the variance of its indicators. These findings confirm satisfactory convergent validity and internal consistency reliability for all constructs included in the study.

Table 2. Reliability and Convergent Validity

Variable	Cronbach's Alpha	Composite Reliability	AVE
Consumer Animosity	0.892	0.914	0.570
Cognitive Judgment	0.859	0.904	0.703
Affective Evaluation	0.922	0.945	0.810
Xenocentrism	0.918	0.931	0.599
Boycott Intention	0.905	0.930	0.725

Based on Table 2, all constructs achieved Composite Reliability and Cronbach's Alpha values exceeding 0.70, confirming strong internal consistency reliability. The AVE values for all variables were above the recommended threshold of 0.50, indicating satisfactory convergent

validity. In addition, the Full Collinearity VIF values remained below 5.00, suggesting that multicollinearity was not present within the measurement model. These results collectively demonstrate that the research instrument possessed adequate validity and reliability for further structural model evaluation.

3.2.3 Discriminant Validity

Discriminant validity was examined using the Heterotrait–Monotrait Ratio (HTMT). According to the recommended criterion, HTMT values below 0.90 indicate adequate discriminant validity. As reported in Table 3, all HTMT values were below the threshold value, demonstrating that the constructs are empirically distinct from one another. These results indicate that each construct captures a unique conceptual domain and can be reliably distinguished from other constructs within the model.

Table 3. Discriminant Validity (VTMT)

Variable	AE	BI	CJ	CA	ME 1	XEN
Affective Evaluation (AE)						
Boycott Intention (BI)	0.393					
Cognitive Judgment (CJ)	0.860	0.645				
Consumer Animosity (CA)	0.380	0.854	0.613			
Moderating Effect 1 (ME 1)	0.198	0.032	0.144	0.088		
Xenocentrism (XEN)	0.227	0.247	0.259	0.157	0.121	

Overall, the measurement model satisfies all recommended validity and reliability criteria, providing a robust basis for evaluating the structural model.

3.3. Structural Model Assesment

After establishing the adequacy of the measurement model, the structural model was assessed to examine the hypothesized relationships among the constructs. Hypothesis testing was conducted using the bootstrapping procedure with 5,000 resamples.

3.3.1 Direct Effects

The results of the structural model analysis are presented in Table 4. Consumer animosity significantly and negatively influenced cognitive judgment ($\beta = -0.547$, $t = 7.096$, $p < 0.001$), supporting H1. Similarly, consumer animosity exerted a significant negative effect on affective evaluation ($\beta = -0.355$, $t = 3.862$, $p < 0.001$), supporting H2.

Consumer animosity also demonstrated a significant positive effect on boycott intention ($\beta = 0.654$, $t = 11.921$, $p < 0.001$), supporting H3. Furthermore, cognitive judgment significantly and negatively influenced boycott intention ($\beta = -0.258$, $t = 2.377$, $p = 0.018$), providing support for H4. In contrast, affective evaluation did not significantly influence boycott intention ($\beta = 0.079$, $t = 0.079$, $p = 0.372$), leading to the rejection of H5.

Regarding the moderating relationship, the interaction effect between consumer animosity and xenocentrism was not statistically significant ($\beta = 0.048$, $t = 1.196$, $p = 0.232$). Therefore, H6 was not supported.

Table 4. Path Coefficients

Relationship	Coefficient (β)	t-value	p-value	Result
Consumer Animosity → Cognitive Judgment	-0.547	7.096	0.000	Significant
Consumer Animosity → Affective Evaluation	-0.355	3.862	0.000	Significant
Consumer Animosity → Boycott Intention	0.654	11.921	0.000	Significant
Cognitive Judgment → Boycott Intention	-0. 258	2. 377	0.018	Significant
Affective Evaluation → Boycott Intention	0.079	0.079	0.372	Not Significant
Xenocentrism (mod.) → CA × BI	0.048	1.196	0.232	Not Significant

3.3.2 Effect Size (f^2)

To assess the magnitude of each relationship, effect sizes (f^2) were examined. Consumer animosity demonstrated a large effect on boycott intention ($f^2 = 0.839$) and cognitive judgment ($f^2 = 0.426$), indicating substantial explanatory influence. The effect of consumer animosity on affective evaluation was classified as small to moderate ($f^2 = 0.144$). Meanwhile, cognitive judgment exhibited a small effect on boycott intention ($f^2 = 0.061$), whereas affective evaluation showed a negligible effect ($f^2 = 0.007$). The interaction effect involving xenocentrism also displayed a negligible effect size ($f^2 = 0.006$).

These findings indicate that consumer animosity represents the most influential construct within the proposed model.

3.4 Mediation Analysis

The mediating roles of cognitive judgment and affective evaluation were examined using bootstrapped indirect effect estimates. The results are presented in Table 5.

The indirect effect of consumer animosity on boycott intention through cognitive judgment was statistically significant ($\beta = 0.141$, $t = 2.200$, $p = 0.028$). Since both the indirect effect and the direct effect remained significant, cognitive judgment was found to partially mediate the relationship between consumer animosity and boycott intention.

Conversely, the indirect effect through affective evaluation was not statistically significant ($\beta = -0.028$, $t = 0.864$, $p = 0.388$). Therefore, affective evaluation did not mediate the relationship between consumer animosity and boycott intention.

Table 5. Mediation Analysis

Relationship				Result
CA → CJ → BI	0.141	2.200	0.028	Significant (Partial Mediation)
CA → AE → BI	-0.028	0.864	0.388	Not Significant (No Mediation)

3.5 Predictive Accuary and Predictive Relevance

The predictive accuracy of the structural model was evaluated using the coefficient of determination (R^2), while predictive relevance was assessed using Stone–Geisser's Q^2 values.

As reported in Table 6, consumer animosity explained 29.9% of the variance in cognitive judgment ($R^2 = 0.299$) and 12.6% of the variance in affective evaluation ($R^2 = 0.126$). The model explained 64.8% of the variance in boycott intention ($R^2 = 0.648$), indicating moderate to substantial explanatory power.

The Q^2 values for cognitive judgment (0.196), affective evaluation (0.092), and boycott intention (0.452) were all greater than zero, indicating adequate predictive relevance. These results suggest that the model possesses satisfactory predictive capability for the endogenous constructs.

Table 6. Coefficient of Determination (R^2) and Predictive Relevance (Q^2)

Variable	R^2	Category	Q^2
Cognitive Judgment	0.299	Low	0.196
Affective Evaluation	0.126	Low	0.092
Boycott Intention	0.648	Moderate	0.452

In addition, the overall model fit was assessed using the Goodness-of-Fit (GoF) index. The calculated GoF value was 0.494, exceeding the recommended threshold of 0.36, thereby indicating a strong overall model fit.

3.6. Moderation Analysis

The moderating role of xenocentrism was examined by incorporating an interaction term between consumer animosity and xenocentrism into the structural model. The results are presented in Table 7.

The interaction effect was not statistically significant (β = 0.048, t = 1.196, p = 0.232), indicating that xenocentrism does not strengthen or weaken the relationship between consumer animosity and boycott intention. Consequently, the hypothesized moderating effect was not supported.

However, xenocentrism exhibited a significant direct effect on boycott intention (β = −0.098, t = 2.211, p = 0.028). This finding suggests that xenocentrism contributes independently to explaining boycott intention, although it does not function as a moderator in the proposed model.

Table 7. Moderation Analysis

Relationship				Result
XEN (mod.) → CA × BI	0.048	1.196	0.232	Not Significant
XEN → Boycott Intention (direct)	-0.098	2.211	0.028	Significant

3.6.1 Summary of Hypothesis Testing

Based on the structural model assessment, five of the six proposed hypotheses were supported. Consumer animosity significantly influenced cognitive judgment, affective evaluation, and boycott intention. Cognitive judgment significantly influenced boycott intention and partially mediated the relationship between consumer animosity and boycott intention. However, affective evaluation did not significantly influence boycott intention and did not mediate the relationship. Furthermore, xenocentrism did not moderate the relationship between consumer animosity and boycott intention, although it exhibited a significant direct effect on boycott intention.

3.7. Discussion

The most salient finding of this study is that consumer animosity emerged as the strongest predictor of boycott intention toward McDonald's. This result suggests that consumers' participation in boycott activities is driven not merely by product-related considerations but by broader sociopolitical and moral evaluations associated with the Israeli–Palestinian conflict. From the perspective of the Animosity (Chang et al., 2025; Farmaki, 2024).negative sentiments generated by geopolitical events can substantially influence marketplace behavior, even when consumers acknowledge the quality of the targeted products. The finding aligns with recent studies reporting that consumer animosity functions as a powerful catalyst for marketplace resistance and political (Kocaman et al., 2025; Krüger et al., 2025).However, the magnitude of the effect observed in this study appears stronger than that reported in several Western contexts, suggesting that collective values, religious solidarity, and humanitarian concerns may intensify the translation of animosity into behavioral intentions in Indonesia. This finding therefore extends the animosity literature by demonstrating that the strength of animosity-driven behavior is highly contingent upon sociocultural contexts and collective identity dynamics.

A second important finding concerns the negative relationship between consumer animosity and cognitive judgment. As consumers developed stronger negative sentiments toward McDonald's, their evaluations of product quality, reliability, and overall value became less

favorable. This pattern is consistent with the Cognitive-Affective Personality System (CAPS) framework proposed by Mischel and Shoda (1995), which suggests that external events activate cognitive processing mechanisms that shape subsequent behavioral responses.Rather than evaluating products solely based on functional attributes, consumers appear to reinterpret product-related information through a moral and political lens. Similar patterns have been observed in studies conducted in China, South Korea, and several European countries, where geopolitical tensions negatively affected perceptions of foreign brands (Leiter et al., 2023; Wu et al., 2022).Nevertheless, the present finding suggests a more profound cognitive spillover effect, whereby evaluations traditionally associated with product performance become intertwined with perceptions of corporate ethics. This phenomenon indicates that in highly politicized consumption environments, cognitive judgments may no longer be independent assessments of product quality but rather reflections of broader ethical evaluations.

The significant mediating role of cognitive judgment further deepens understanding of how animosity translates into boycott behavior. Previous research has often assumed that negative emotions directly motivate consumers to avoid targeted brands; however, the present findings suggest a more nuanced process. Consumer animosity appears to alter how individuals cognitively interpret the actions, credibility, and legitimacy of a company, which subsequently increases their willingness to participate in boycott activities. This result supports studies emphasizing the importance of cognitive evaluations in politically motivated consumption decisions (Jost et al., 2022; Webster & Albertson, 2022).yet contrasts with the findings of Xie et al.who reported a non-significant mediating effect of cognitive judgment in the Chinese context. One possible explanation lies in differences in cultural and institutional environments. Indonesian consumers, particularly younger urban consumers, may place greater emphasis on ethical congruence between corporate behavior and personal values, leading cognitive assessments to become a critical mechanism through which animosity affects marketplace decisions. Consequently, this study refines existing mediation-based animosity models by demonstrating that cognitive processes may play a more decisive role than previously assumed in emerging markets.

In contrast to cognitive judgment, affective evaluation did not significantly influence boycott intention and failed to mediate the relationship between consumer animosity and boycott behavior. This finding challenges the conventional expectation that negative emotions inevitably translate into behavioral resistance. Although animosity generated unfavorable feelings toward McDonald's, these emotional responses alone were insufficient to motivate consumers to engage in boycott activities. From a theoretical standpoint, this finding partially contradicts affect-centered explanations of consumer resistance, which emphasize anger, resentment, and moral outrage as primary behavioral (Latulippe & Ladhari, 2026; Shi et al., 2026).A plausible explanation is that emotional responses toward McDonald's were characterized by ambivalence rather than purely negative affect. Many consumers may simultaneously experience dissatisfaction regarding the conflict while retaining positive memories associated with the brand, such as family experiences, convenience, familiarity, and long-term consumption habits. As a result, affective reactions become psychologically mixed, reducing their capacity to independently predict boycott behavior. This finding contributes to the literature by suggesting that emotional hostility does not necessarily result in marketplace action unless it is accompanied by corresponding cognitive justification.

The non-significant moderating role of xenocentrism provides another important insight into contemporary boycott behavior. Theoretically, consumers with strong xenocentric tendencies are expected to demonstrate greater attachment to foreign brands and therefore be less susceptible to boycott appeals. However, the findings indicate that xenocentrism did not alter the relationship between consumer animosity and boycott intention. This result supports the argument of Xie et al. (2023) that strong political or moral concerns may override general preferences for foreign products. In situations involving perceived humanitarian crises or ethical controversies, consumers may temporarily suspend their admiration for foreign brands and prioritize moral considerations instead. This suggests that xenocentrism operates under different psychological conditions than animosity. Whereas xenocentrism reflects a generalized preference structure, animosity represents a context-specific reaction triggered by salient political events. Consequently, the present study extends existing theory by demonstrating that xenocentrism has limited explanatory power when consumers face highly emotional and morally charged geopolitical issues.

Although xenocentrism did not function as a moderator, its direct effect on boycott intention is theoretically noteworthy. This finding suggests that xenocentrism may influence boycott behavior independently rather than conditionally. Consumers who hold stronger beliefs regarding the superiority of foreign products appear to exhibit different consumption tendencies regardless of their level of animosity. Such a pattern implies that xenocentrism should not always be conceptualized as a boundary condition but may instead represent a separate attitudinal antecedent of consumption behavior. This interpretation differs from much of the existing literature, which has primarily examined xenocentrism as a contextual moderator affecting consumer decision-making (Paul & Barari, 2022; Sauer & Seuring, 2023). By revealing an independent pathway linking xenocentrism to boycott intention, the present study offers an alternative conceptualization that may stimulate future theoretical development concerning global consumer identity and resistance behavior.

Taken together, the findings suggest that consumer boycott behavior is better understood as a predominantly cognition-driven process rather than a purely emotion-driven reaction. The dual-path framework adopted in this study confirms the relevance of both cognitive and affective mechanisms proposed by the Cognitive-Affective Personality System, yet the two pathways do not contribute equally to behavioral outcomes. Instead, cognitive judgment emerged as the dominant mechanism translating animosity into boycott intention, while affective evaluation played a comparatively limited role. This asymmetry modifies existing conceptualizations of animosity-based behavior by demonstrating that consumers are not merely reacting emotionally to geopolitical events; they are also actively constructing moral and evaluative judgments that legitimize their marketplace actions. Such a perspective advances the consumer animosity literature by integrating ethical reasoning, political consumption, and cognitive evaluation into a more comprehensive explanatory framework.

From a broader theoretical perspective, this study contributes to the global literature on consumer animosity by providing evidence from an underrepresented Southeast Asian context. Most prior studies have been conducted in Western economies or East Asian markets, limiting understanding of how animosity operates in societies characterized by strong religious identities and collectivist cultural orientations. The present findings demonstrate that the mechanisms underlying boycott behavior may differ substantially across contexts, highlighting the importance of cultural and ideological factors in shaping consumer responses to geopolitical crises. Practically, the results suggest that multinational corporations facing

animosity-driven boycotts should focus not only on managing public emotions but also on addressing consumers' cognitive assessments regarding corporate ethics, transparency, and social responsibility. By doing so, firms may be better positioned to maintain legitimacy and consumer trust during periods of heightened political sensitivity. Ultimately, this study fills an important gap in the literature by clarifying how consumer animosity evolves into concrete marketplace action and by offering a more nuanced understanding of boycott behavior in emerging markets.

4. Limitations and Future Research

Despite its theoretical and practical contributions, this study has several limitations that should be acknowledged. First, the sample was limited to 150 respondents from the Jabodetabek area. Although this region is relevant because of its high concentration of McDonald's outlets and active consumer discourse, the findings may not fully represent consumers in other regions of Indonesia with different cultural, religious, economic, and political characteristics. Future research should involve larger and more geographically diverse samples, including respondents from both urban and non-urban areas, to improve the generalizability of the findings.

Second, this study employed a cross-sectional survey design, meaning that consumer attitudes and boycott intentions were measured at one point in time. Boycott behavior related to geopolitical conflict may change as public attention, media exposure, corporate responses, and political developments evolve. Therefore, future studies are encouraged to adopt longitudinal designs to examine how consumer animosity, brand evaluation, and boycott intention develop or decline over time.

Third, the study relied on self-reported data collected through an online questionnaire. This approach may be influenced by social desirability bias, especially because boycotting can be viewed as a moral or socially approved action in certain communities. Future research could combine survey data with behavioral data, such as actual purchase behavior, social media engagement, or digital trace data, to provide a more comprehensive understanding of whether boycott intention leads to actual boycott participation.

Fourth, this research focused only on McDonald's as a single multinational brand associated with a specific geopolitical issue. As a result, the findings may not necessarily apply to other brands, industries, or boycott movements. Future studies could compare several multinational brands affected by similar boycott campaigns to determine whether consumer animosity operates differently across product categories, brand reputation levels, or degrees of perceived involvement in political conflict.

Finally, this study examined cognitive judgment and affective evaluation as mediating variables and xenocentrism as a moderating variable. Although these variables provide useful insight into the mechanism of boycott intention, other psychological, social, and cultural factors may also play important roles. Future research could include additional variables such as religiosity, national identity, moral obligation, perceived corporate social responsibility, brand trust, social media influence, and collective efficacy. Exploring these variables may offer a deeper explanation of how consumers transform political or humanitarian concerns into actual marketplace resistance.

5. Conclusion and Suggestion

This study concludes that consumer animosity plays a central role in shaping boycott intention toward McDonald's among consumers in the Jabodetabek area. The findings show that

stronger animosity significantly reduces consumers' cognitive judgment and affective evaluation of the brand, while simultaneously increasing their intention to participate in the boycott. Among all tested relationships, the direct effect of consumer animosity on boycott intention appears to be the strongest, indicating that negative perceptions related to geopolitical and humanitarian issues can directly influence consumer resistance toward multinational brands.

The study also confirms that cognitive judgment partially mediates the relationship between consumer animosity and boycott intention. This means that consumers' intention to boycott is not only driven by negative sentiment, but also by how they rationally evaluate the brand's actions, ethical position, product value, and perceived responsibility. In contrast, affective evaluation does not significantly mediate the relationship between consumer animosity and boycott intention. Although animosity may generate negative emotional responses toward the brand, such emotional responses alone are not strong enough to explain consumers' boycott intention in this context.

Furthermore, xenocentrism does not moderate the relationship between consumer animosity and boycott intention. This indicates that consumers' preference for foreign brands does not significantly strengthen or weaken the impact of animosity on boycott intention. However, xenocentrism has a significant direct effect on boycott intention, suggesting that general attitudes toward foreign brands may still influence consumers' willingness to participate in boycott behavior. Overall, this study highlights that boycott intention in the Indonesian context is shaped more strongly by ethical judgment, perceived brand responsibility, and consumer animosity than by emotional evaluation alone.

Based on these findings, multinational companies should pay greater attention to how consumers interpret corporate actions during geopolitical and humanitarian crises. Brand responses should not rely only on promotional messages or symbolic communication, but must be supported by transparent, credible, and socially responsible actions. Companies need to communicate clearly about their position, business structure, humanitarian initiatives, and local commitments in order to reduce negative perceptions and restore consumer trust.

For McDonald's and similar multinational brands, strengthening local engagement is especially important. Companies should build stronger relationships with local communities, collaborate with trusted humanitarian or social institutions, and demonstrate that their business operations are sensitive to local values and public concerns. Since cognitive judgment was found to be an important mechanism in shaping boycott intention, companies should focus on improving consumers' rational evaluation of the brand through consistent ethical practices, transparent communication, and accountable corporate social responsibility programs.

For future researchers, this study suggests the need to examine boycott behavior using broader and more diverse samples beyond Jabodetabek. Future studies may compare consumers from different regions, religious backgrounds, age groups, or levels of political awareness to obtain a more comprehensive understanding of boycott intention in Indonesia. Further research could also include additional variables such as religiosity, national identity, moral obligation, brand trust, perceived corporate hypocrisy, social media exposure, and collective efficacy. These variables may provide deeper insight into how consumer animosity develops into actual boycott behavior in emerging markets.

6. Declaration of AI and AI-assisted technologies in the writing process

During the preparation of this manuscript, the authors used AI-assisted writing tools to support language refinement, improve sentence clarity, enhance academic coherence, and assist in organizing several sections of the manuscript. The AI tools were used only for editorial and linguistic purposes and did not replace the authors' intellectual contribution, conceptual development, research design, data analysis, interpretation of findings, or final academic judgment.

All content generated or refined with the assistance of AI was carefully reviewed, verified, edited, and approved by the authors. The authors take full responsibility for the accuracy, integrity, originality, and validity of the final manuscript.

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