



The Effect Of Animosity On Purchase Intention: Product Judgment As A Mediating Variable For Israeli Products (Mcdonald's)

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ABSTRACT

This study aims to determine the effect of animosity on purchase intention on affiliated Israeli products (McDonald's) and to determine the role of product judgement in mediating animosity and purchase intention. Data were collected through an online survey of consumers who boycotted Israeli products. This research is quantitative research and the data collection was carried out using purposive sampling technique with a total of 150 respondents to be analysed. The data analysis method used is Warp-PLS. The results of this study found that animosity significantly affects purchase intention, animosity significantly affects product judgment, product judgment significantly affects purchase intention, and the relationship between animosity and purchase intention is mediated by product judgment.

INTRODUCTION

Boycott, Divestment and Sanctions (BDS) is carried out to pressure the Israeli economy to give Palestine equal rights. The Indonesian Ulema Council (MUI) supported this boycott campaign with the issuance of Fatwa Number 83 of 2023 concerning the Law of Support for Palestine. According to Indraphasa (2023) boycotting products affiliated with related countries is one way to support morally. The boycott movement is an act of not buying a product (Rahmawati, et.al, 2020).

The impact of the boycott movement that occurred made companies need to examine consumer behaviour in decision-making attitudes related to consumer purchasing intentions. Consumer animosity is an important issue that must be considered in a business (Suhud, 2017). Consumer animosity has been studied by several researchers regarding its relation to boycotts by several countries carried out on several products such as, Dhirhamsyah (2020), Chinese branded in Vietnam (Giang & Khoi, 2015), Chinese products (Cryll, 2019), US products for

Malaysian consumers (Ahmad et.al, 2012), Chinese brand cosmetics (Asyhari & Yuwalliatin, 2022), fast food products from America (Yolanda et.al, 2023).

Consumer animosity was also studied by Firmansyah (2017) who examined the effect of consumer animosity and consumer ethnocentrism on purchase intention and found that consumer animosity has a significant and positive effect on purchase intention. In Hoang et.al's research (2022) conducted on Vietnamese consumers of American and Chinese products, and found that purchase intention is significantly influenced by consumer animosity. The results of other studies have found different things such as research conducted by Ramadania (2013) and Riptiono (2020) which found that consumer animosity has no significant effect on consumer purchase intention on local food products. Suhud (2017) also examined the relationship between consumer animosity and product judgment on Israeli products in Indonesia, and found that consumer animosity significantly affects product judgment.

According to Suhud (2018) product judgment is significantly influenced by consumer animosity on bread essence products in Indonesia. Research according to Martati et.al (2018) explains that consumer animosity significantly affects product judgment in Korean drama audiences in Samarinda. Quang et.al (2017) also explained that product judgment is significantly influenced by consumer animosity on Chinese children's food products in Vietnam. Product judgment was studied by Jasmi et.al (2022) who examined the effect of interracial animosity in Malaysia and product judgment on purchase intention and found that product judgment has a significant effect on purchase intention. According to Ahmed et.al (2012) explains that purchase intention is significantly influenced by product judgment on American products in Malaysia. According to Saputri (2020) in her research, she explains the role of product judgment as mediation and finds that product judgment can mediate the relationship between religiosity and purchase intention.

The decline in McDonald's share price is one of the consequences of the boycott of Israeli products which began to feel its impact at the peak of the attack from Israel on Palestine on 7 October 2023. at the close of trading on Monday, 23 October 2023, McDonald's shares decreased by 3.36 points, or 1.30%. This decline followed a negative trend that had lasted for the previous five days. This reflects selling pressure that may have been triggered by various external or internal factors. The decline in McDonald's share price on 23 October 2023, as well as the downward trend over the previous five days, may reflect the impact of the boycott or other factors affecting investor confidence. Continuously monitoring the development of the phenomenon will provide a clearer picture of how social and business issues affect company performance in the stock market. Based on the previous research above, this study identifies the effect of animosity on purchase intention, animosity on product judgment and the role of product judgment in mediating the relationship between animosity and purchase intention for McDonald's boycott products in Pontianak City. This research makes an important contribution in understanding the influence of the causes of boycotts on consumer purchase intentions.

LITERATURE REVIEW

Animosity

According to Klein, et al (1998) explain that consumer animosity is the remnants of previous or ongoing antipathy related to military, political or economic events that affect consumer purchasing behaviour in international markets. Consumer animosity is explained as a person's negative feelings and attitudes towards a country that may be caused by past traumatic events, economic disputes, political disputes or religious disputes (Klien & Ettenson 1998). Consumer animosity is a strong feeling rooted in past and current events related to territorial conflicts, military conflicts, politics, diplomatic disagreements, and religious conflicts. (The measurement uses, feelings of anger, feelings of hatred, unwillingness to forgive, feelings of dislike adapted from Suhud (2017).

Product Judgment

The measurement of a product that represents consumer beliefs in assessing the general quality of a product from a particular country is known as product judgement or general product beliefs (Suh and Kwon, 2002). Product Judgment is the process of consumer assessment of products (goods or services) and the state's assessment of products can influence purchasing decisions (Novaryanti, 2019). Measurement of product judgment variables using indicators adapted from Suhud (2017), including: carefully produced, high-tech, attractive design, reliable, efficiency.

Purchase Intention

According to Kotler (2002) purchase intention is the desire of consumers to buy goods with consideration of the experience of choosing and consuming or using these goods. Purchase intention can be defined as customer behaviour in choosing a product after comparing or analysing several similar products according to behaviour, product function analysis and habits (Purwianti & Ricarto, 2018). According to Purwianti (2021) purchase intention is a planned effort to buy a product. Purchase intention is explained as the buyer's tendency to buy a product based on the buyer's thoughts, desires, and interests in the informed product (Khan, et al., 2020). Its measurement uses transactional intentions, referential intentions, preferential intentions and exploratory intentions (Ferdinand, 2002).

Animosity Relationship With Purchase Intention

According to Usman et.al (2020) explains that negative feelings or emotions, namely hostility from the community towards a country, can affect consumer attitudes. Products produced by countries that are hostile to the community will have a negative impact on the purchase intention of these products (Quang et.al, 2017). There are studies that find that products in a country can experience a decline in sales due to consumer hostility (Huang et.al., 2009). For example, due to French nuclear tests in the South Pacific, Australian and New Zealand customers rejected French-made products (Ettenson and Klein, 2005; Klein et.al., 1998). Hoang et.al (2022) explained the relationship between consumer animosity and purchase intention which found that animosity significantly affects the purchase intention of American and Chinese products in Vietnam.

- H1 : Animosity has a significant effect on purchase intention

Animosity Relationship With Product Judgment

The relationship between consumer animosity and product judgment is explained in research conducted by Suhud (2017) which found that consumer animosity significantly affects product judgment on products from Israel that are boycotted in Indonesia.

- H2 : Animosity has a significant effect on product judgement

Relationship Between Product Judgment And Purchase Intention

A greater tendency towards consumer willingness to buy through the stages of choosing a product is said to be purchase intention (Garg & Joshi, 2018). Product judgment or product assessment leads to product quality which is an important thing in increasing or decreasing consumer purchase intention for a product. A product is created with such quality to respond to consumer needs and ultimately consumers themselves determine what the quality of the product is like.

- H2 : Animosity has a significant effect on product judgement

Relationship Between Product Judgment And Purchase Intention

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assessment leads to product quality which is an important thing in increasing or decreasing consumer purchase intention for a product. A product is created with such quality to respond to consumer needs and ultimately consumers themselves determine what the quality of the product is like (Papadas et.al, 2017).The relationship between product judgment and purchase intention is explained in research conducted by Jasmi et.al (2022) and found that product judgment has a significant effect on purchase intention.

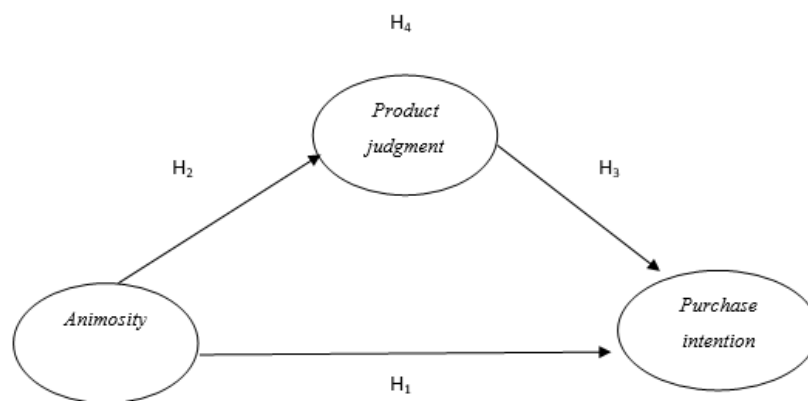
- H3 : Product judgment has a significant effect on purchase intention

Animosity Relationship To Purchase Intention Through Product Judgment

The role of product judgment as mediating the relationship between consumer animosity and purchase intention is found in Saputri's research (2019) which explains that product judgment can mediate the relationship between consumer animosity and purchase intention.

- H4 : Animosity has a significant effect on purchase intention through product judgement.

Figure 1 Research Conceptual Framework



Source: Researcher Study (2024)

METHODS

This research is causal associative research. The population in this study were all Pontianak people who knew McDonald's products. The sampling technique in this study used non-probability sampling in the form of purposive sampling. Purposive sampling. The number of samples in this study were 150 respondents. Data analysis using SEM (Structural Equation Modelling) with the WarpPLS approach. In the WarpPLS approach, outer model testing is carried out which consists of validity testing with two tests, namely, Convergent Validity for each indicator and Discriminat Validity for each indicator, and reliability testing with two methods, namely, Comepsite Reliability and Crobach's Alpha and hypothesis testing for final testing.

RESULTS AND DISCUSSION

This study had 150 respondents who filled out the google form that was distributed. Respondents in this study consisted of 92 women (61.3%) and 58 men (38.7%).The age of the respondents, 26 people (17.3%) were 20-25 years old, 17 people (11.3%) were 26-30 years old, 23 people (15.3%) were 31-35 years old, 26 people (17.3%) were 36-40 years old and the remaining 58 people (38.7%) were over 41 years old. In terms of the level of education completed, 28 people (18.7%) had a high school diploma, 111 people (74.0%) had an undergraduate diploma, and 11 people (7.3%) had a postgraduate diploma.In terms of income, 47 people (31.3%) had an income of <1 million, 10 people (6.7%) had an income of 1-3 million, 86 people (57.3%) had an income of 3-5 million, those with an income of 5-7 million were 6 people (4.0%) and 1 person (0.7%) had an income above 7 million.The majority of respondents' occupations are civil servants

as many as 38 people (25.3%), 26 people (17.3%) as housewives, 24 people (16.0%) as students, as teachers 23 people (15.3%), 17 people (11.3%) work in BUMN, 16 people (10.7) as self-employed, and 6 people (4.0%) fill in other jobs. All respondents reside in Pontianak city.

Table 1 Mean of All Variables

No	Variabel	Total Score	Mean
1	Consumer Animosity	6.973	4,64
2	Product Judgment	2.849	3,78
3	Purchase Intention	4.262	4,73

Source: Researcher Study (2024)

The mean value of the consumer animosity variable of 4.64 indicates that the level of consumer hostility towards the state of Israel is high. This value indicates that the respondents of this study have a negative attitude towards products from the state of Israel. The product judgment variable has a mean value of 3.78, which indicates that respondents may have a neutral view of McDonald's in terms of quality and other factors. The mean value of the purchase intention variable of 4.73 indicates that respondents still show an intention to buy McDonald's.

Table 2 Validity Testing Based On Loading

Questuins Item	Loading	P-Value
X1.1	0.747	<0,001
X1.2	0.790	<0,001
X1.3	0,785	<0,001
X1.4	0.805	<0,001
X1.5	0.854	<0,001
X1.6	0.906	<0,001
X1.7	0.922	<0,001
X1.8	0.925	<0,001
X1.9	0.925	<0,001
X1.10	0.908	<0,001
Z.1	0.935	<0,001
Z.2	0.934	<0,001
Z.3	0.948	<0,001
Z.4	0.895	<0,001
Z.5	0.931	<0,001
Y.1	0.962	<0,001
Y.2	0.713	<0,001
Y.3	0.966	<0,001
Y.4	0.973	<0,001
Y.5	0.730	<0,001
Y.6	0.970	<0,001

Source: Researcher Study (2024)

All loading values are above the accepted threshold (generally 0.7) or >0.7, which indicates that this research instrument (questionnaire) as a whole can be said to be valid in measuring the variable in question. The p-value <0.001 corroborates this validity by providing evidence that the relationship between the question items and the latent construct is highly statistically significant. Overall, this table shows that each question item tested has good validity in representing the construct being measured, so the research instrument can be used with confidence that the results are sufficiently accurate.

Table 3 Validity Testing Based On Average Variance Extrac (AVE), Crobach's Alpha (CA) And Composite Reliability (CR)

Variable	Composite Reliability (CR)	<i>Crobach's Alpha</i> (CA)	Average Variance Extrac (AVE)
Consumer Animosity	0.966	0.960	0.739
Product Judgment	0.969	0.960	0.863
Purchase Intention	0.959	0.945	0.798

Source: Researcher Study (2024)

The CR value indicates the internal reliability of the items that make up a variable. Values above 0.7 are considered good, which means that the variable is reliable. In this table, the CR values for the three variables (Consumer Animosity, Product Judgment, and Purchase Intention) are all more than 0.7, even approaching or exceeding 0.96, which indicates excellent reliability. Cronbach's Alpha measures the internal consistency of the scale used. Values above 0.7 are considered adequate, while values close to 1 indicate very high reliability. In this table, the CA values for all variables are above 0.945, which indicates excellent internal consistency.

AVE measures convergent validity, which is how much the latent variable can explain the variance of the measured items. An AVE value above 0.5 indicates that the variable has good convergent validity. In this table, the AVE values for the three variables are more than 0.739, which means that convergent validity is also met for all variables.

Table 4 Discriminant Validity Testing

	Consumer Animosity (X)	Product Judgment (Z)	Purchase Intention (Y)
Consumer Animosity	(0.859)		
Product Judgment	0.057	(0.929)	
Purchase Intention	0.197	0.306	(0.893)

Source: Researcher Study (2024)

The value of the consumer animosity variable of 0.859 indicates very good validity. AVE greater than 0.5 indicates that the indicator variable is able to explain more than half of the variance of this latent variable. The product judgment variable has a value of 0.929, indicating

very strong validity, with a very high AVE value close to 1, meaning that the indicator variables used to measure product judgment are very valid in representing this variable. The value of purchase intention is 0.893 and the AVE value shows that the question items used to measure purchase intention have very good validity.

Hypothesis Testing

Figure 2 Hypothesis Testing

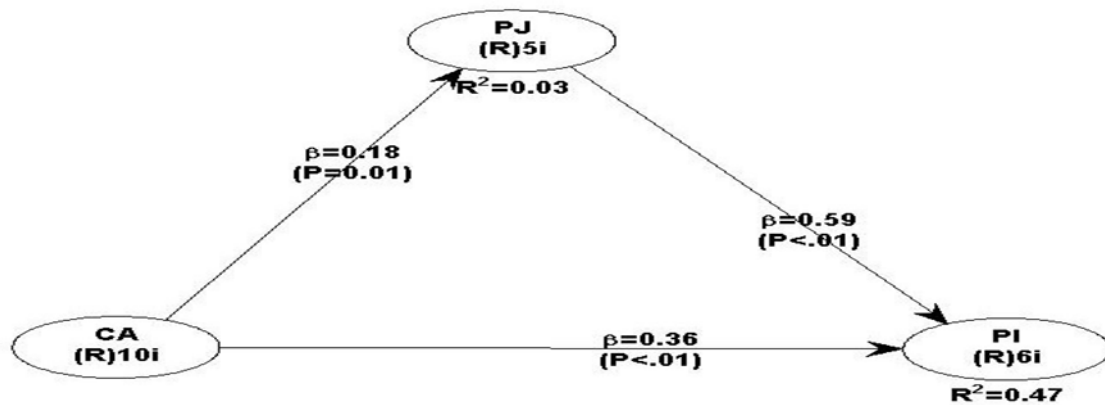


Table 5 Significance Test Of Influence

Path	Path Coefficient	P-Values	R-Square
CA → PJ	0.180	<0,001	0.032
CA → PI	0.363	<0,001	
PJ → PI	0.587	<0,001	0.471

Source: Researcher Study (2024)

The relationship between consumer animosity (CA) and product judgment (PJ) is explained by the regression coefficient (β) = 0.18 ($P < 0.01$) which shows that consumer animosity has a small but significant positive effect on Product Judgment. This could mean that the higher the consumer animosity, the more negative their judgement of the product. The relationship between consumer animosity (CA) and purchase intention (PI) is explained by the regression coefficient (β) = 0.36 ($P < 0.01$) this relationship shows that consumer animosity has a significant effect on purchase intention. The relationship between product judgment (PJ) and Purchase Intention (PI) is explained by the results of the regression coefficient (β) = 0.59 ($P < 0.01$) this shows that product judgement has a strong positive influence on purchase intention. That is, the better consumers' judgement of the product, the higher their intention to buy the product. The value of $R^2 = 0.03$ for Product Judgment indicates that 3% of the variance in product judgement is explained by consumer hostility. $R^2 = 0.47$ for Purchase Intention indicates that 47% of the variance in purchase intention is explained by the combination of consumer hostility and product judgement.

Table 6 Mediation Testing

Path	Indirect Effect	P-Values
CA → PJ → PI	0.106	<0,001

Source: Researcher Study (2024)

The path tested is $CA \rightarrow PJ \rightarrow PI$. This means that Consumer Animosity (CA) affects Purchase Intention (PI) through Product Judgment (PJ) as a mediating variable. The value of 0.106 shows the indirect effect between Consumer Animosity on Purchase Intention through Product Judgment. This value means that part of the effect of CA on PI is explained by PJ. The greater the value, the greater the mediating role of PJ in this relationship. The P value <0.001 indicates that this indirect effect is statistically significant. With a p-value below 0.05, it can be concluded that the mediation that occurs is not coincidental, and there is a significant relationship between these variables.

CONCLUSION

Consumer hostility has a small but significant effect on their judgement of the product, where the higher the consumer hostility, the more negative their judgement of the product. Consumer hostility also significantly influences their intention to purchase the product, with product valuation playing an important role in strengthening purchase intention. The more favourable consumers' judgement of the product, the greater their desire to make a purchase. Overall, consumer hostility and product valuation together contribute significantly in determining consumers' intention to purchase.

Based on the mediation test results displayed in the table, it can be concluded that Product Judgment (PJ) plays a significant mediating role in the relationship between Consumer Animosity (CA) and Purchase Intention (PI). The indirect effect value shows that part of the effect of consumer animosity on purchase intention is explained through how consumers judge products (Product Judgment). Product Judgment plays a role in strengthening or changing the impact of Consumer Animosity on Purchase Intention. In other words, although consumer hostility has a direct effect on purchase intention, its effect will be greater or different if consumers have specific perceptions of the product.

SUGGESTION

Companies need to pay attention to the factors that trigger consumer hostility, especially in international markets. Proactive measures in detecting and addressing issues that influence consumers' negative perceptions of a country or product can help reduce the adverse impact on purchase intentions. Better communication campaigns, as well as corporate social responsibility (CSR) strategies, can help reduce consumer hostility.

Future research could further explore other factors that may contribute to the relationship between consumer hostility and purchase intention, such as the role of consumer emotions or cultural factors. In addition, testing these variables across different market segments or countries could provide greater insight into the dynamics of consumer hostility and product judgement

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