

## CHAPTER V

### CLOSING

#### 5.1 Conclusion

There are 6 variables are tested in this research: attitude toward boycott, subjective norms, perceived behavioral control, animosity, legitimacy and boycott intention. The research done through quantitative approach and using primary data collected from the respondent by using questionnaire with the help of Google form Platform. The online questionnaire was shared through social media including; WhatsApp personal chat and group chat, personal Instagram account, and personal Twitter/X account. After it all distributed, there are 183 respondents gathered but 1 of them found to be invalid because of technical error. Then, it accepts 182 respondents in total.

The data was processed and analyzes using Microsoft excel for descriptive analysis and SmartPLS for the instrumental test. In the descriptive analysis, show the criteria of respondent, one of which is a list of products/brands/companies that have been boycotted and 8 out of 21 products/brands/companies mentioned is a product include on the BDS movement list. For the instrumental test, the data goes to several tests including test of outer model, inner model and hypothesis model. These are the summary of the result

1. Attitude toward boycott have positive and significant effect on boycott intention. This indicated that attitude toward boycott has been influenced the intention to boycott of people in Indonesia.

2. Subjective norms have non-significant effect on boycott intention. Indicated subjective norms is not influence the boycott intention as the majority of respondent is Gen Z who are shift in values from collectivists to individualists.
3. Perceived behavioral control have non-significant effect on boycott intention. This indicated perceived behavioral control is not the main concern that influences boycott intentions in Indonesia, supported by many available substitute products with comparable or even better quality.
4. Animosity has non-significant effect on boycott intention. This research found that the hatred is never toward the products but toward Zionist and their action. Then, animosity toward affiliated product insignificantly affects boycott intention.
5. Legitimacy has positive and significant effect on boycott intention. Therefore, the boycott intention of people in Indonesia has been influenced by legitimacy.

## **5.2 Implication**

The result of this research could expand understanding of marketing strategies and help academics, researchers, and marketing managers to understand the factors that could affect product boycott. Furthermore, the findings of this study might help business modify and enhance their marketing plans in order to avoid customer intention to boycott. For example, make sure the business market its products in a moral and legitimate manner.

This research identifies various factor influence boycott intention. The implication of this research is needed by various stakeholders including companies or business. Companies/business need to careful with its strategies in doing action related to the business and avoid doing action leading to product boycott feared it will be damage the business. Companies need to be concerned to consumer attitude toward boycott and consumer perception about legitimacy of an action because this is significant to the boycott intention.

Then, for BNC (BDS National Committee), to effectively perform the intention to boycott products affiliated with Israel, especially in the Indonesian area, they need to be more massive in providing education on the benefits that can be obtained from this boycott action. The more people know that boycotting is necessary because it is not in accordance with their desired behavior, the more the intention to boycott will increase.

### **5.3 Limitation**

The limitation of this research are explain below

1. The object of the research are using big scale of population in vary are in Indonesia. The research is explaining the case generally. Means there is a possibility of differences in specific areas if measured on a smaller scale.
2. This research only measure 5 variable (attitude toward boycott, subjective norms, perceived behavioral control, animosity, and legitimacy) as the factor influence boycott intention and found just 2

variables are significant. This does not examine other variable that could also influence boycott intention.

3. This research questionnaire is distributed just only via online questionnaire. Individual respondent condition when filling out the questionnaire cannot be controlled.
4. This research was conducted on products that were boycotted in general so the results may not be appropriate for some specific products.

#### **5.4 Recommendation and Suggestion**

Based on the presentation of the previous findings, future research can consider the following suggestions can consider some of the suggestions below

1. For the upcoming research, it is recommended to conduct similar studies on smaller area of Indonesia because its country diversities.
2. For further research, it is hoped to be able to use others additional variables that possibly affect the relationship among variables in this research.
3. For further research, it is expected to increase data sources, not only focusing on questionnaires, but also including data obtained from other methods.
4. For the upcoming research, it is expected to do research on specific products to see the different these factors apply for specific boycotted products.