

ABSTRACT

This study aims to examine consumer preferences for alternative products, particularly local products, in the context of the Boycott movement, which targets products perceived as affiliated with Israel. The study focused on examining the influence of economic factors such as price and income, as well as psychological aspects involving social identity values, including religiosity, ethnocentrism, and perceptions of boycotts, on changes in consumption preferences, using Identity-Based Motivation Theory.

The research method used was a controlled experiment involving Gen Z Muslim participants to observe changes in product consumption preferences under various scenarios involving price, income, and psychological variables related to social identity. Data analysis used a multinomial logistic regression model to identify which variables significantly influence the shift in preference from foreign products targeted by boycotts to local products.

The results showed that the boycott movement can influence product consumption. Economic factors also influence the price of local products, particularly the ability to increase consumer preference. Furthermore, social identity aspects, namely consumer ethnocentrism, significantly increase the likelihood of switching to local products, while religiosity and perceptions of boycotts did not significantly influence this change in preference. This study confirms that social identity, particularly ethnocentrism, is a key factor motivating consumers in making purchasing decisions during the boycott period, indicating the importance of psychological factors in addition to economic factors in consumer behavior. These findings are expected to provide insights for developing local product marketing strategies in certain socio-political situations while also enriching the literature on consumer behavior in the context of product boycotts.

Keywords: consumer preferences, boycott, experiment, Identity-Based Motivation

