

ABSTRACT

This study aims to examine the influence of religious altruism, consumer animosity, and corporate social irresponsibility on boycott intention among active users of HP products in Central Java, and to analyze the moderating role of perceived necessity. Boycott movements against global brands associated with humanitarian issues have increasingly developed as a form of political consumerism, in which consumers use their purchasing decisions as an expression of moral stance and social protest. However, consumer behavior does not always align with these moral motivations. This dynamic is reflected in the fluctuation of HP's Top Brand Index in Indonesia, which remained stable at 6 percent in 2021 and 2022, increased to 8.6 percent in 2023 and 14.4 percent in 2024, and then declined to 10.5 percent in early 2025. These shifts indicate that despite the growing boycott campaigns, many consumers continue using HP products due to their perceived importance and irreplaceability. This highlights perceived necessity as a limiting factor in translating moral intentions into actual boycott behavior.

This research employs a quantitative approach through a survey of 192 active HP users residing in Central Java. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The findings show that consumer animosity and corporate social irresponsibility significantly influence boycott intention, whereas religious altruism does not. Perceived necessity also does not have a significant direct effect on boycott intention. Additionally, perceived necessity moderates the effects of consumer animosity and corporate social irresponsibility on boycott intention, but does not moderate the effect of religious altruism.

These results suggest that consumers' decisions to support boycott actions are more strongly driven by emotional responses and perceptions of corporate misconduct than by religiously motivated altruistic values. Furthermore, perceived necessity functions as a psychological boundary that can weaken these influences, particularly for technology products with high daily dependence. This research enriches the literature on political consumerism and offers practical implications for companies and advocacy organizations seeking to understand consumer behavior in humanitarian and socio-political contexts.

Keywords: *religious altruism, consumer animosity, corporate social irresponsibility, perceived necessity, boycott intention, BDS Movement.*