

EXPLORING BOYCOTT MOVEMENTS AND RELIGIOUS AGRICULTURAL PRACTICES IN CONSUMER PURCHASING DECISIONS IN INDONESIA

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Abstract

The boycott movement has become an increasingly powerful social phenomenon in Indonesia, especially when linked to moral, political, and religious issues. This study aims to explore how boycott movements interact with religious agriculture in shaping consumer purchasing decisions, particularly for agricultural and food products. This study uses a mixed-methods approach with a convergent design, combining surveys to provide an overview of relationships among variables and in-depth interviews to understand consumer motivations and considerations better. The results show that participation in boycotts is influenced by ethical awareness, socio-religious solidarity, and exposure to information through social media. Meanwhile, agricultural religiosity reinforces preferences for halal, sustainable products that support local producers. These findings confirm that purchasing decisions are not only economic in nature but also reflect consumers' religious identities and moral attitudes.

Keywords: *Boycott movement; Religious agriculture; Purchasing decisions; Consumer behavior; Halal products; Social media.*

INTRODUCTION

The boycott movement has become a global phenomenon that is gaining increasing attention. This action, often triggered by social, political, or ethical issues, involves refusing to purchase certain products or services as a form of protest or to express support for a cause. In Indonesia, boycott movements have a long history and have evolved alongside social and technological changes. The development of social media has accelerated the spread of information and facilitated the coordination of boycott movements, enabling consumers to easily share information, organize actions, and put pressure on targeted companies (Alfarisi, 2025; Rizki, Fitri, & Ulmuftia, 2025). In the Indonesian context, boycott movements are often closely related to religious issues and moral values. The majority of Indonesia's population is Muslim, and Islam has a significant influence on consumer behavior. Religiosity, encompassing religious beliefs, practices, and values, plays an important role in shaping consumer preferences and purchasing decisions (Khan, 2020; Wilson, 2021). One manifestation of this influence of religiosity is the emergence of agricultural religiosity, namely, how religious values and principles shape consumers' views and preferences regarding agricultural products and food. This includes aspects such as product halal status, sustainable agricultural practices, and support for local producers who are in line with religious values.

This study aims to explore how boycott movements interact with agricultural religiosity in influencing consumer purchasing decisions in Indonesia. In other words, this study will examine how boycott movements, often driven by ethical and political concerns, intersect with religious values and preferences regarding agricultural and food products. This research is important for several reasons. First, boycott movements have a significant impact on companies and on market performance. Previous studies have shown that boycott movements can affect the stock prices of targeted companies (Handayani, 2024; Hamida, Farihah, & Amaroh, 2024; Nurasiah, Permata, Suaryo, & Auliana, 2023). Second, religious agriculture is becoming increasingly relevant in the Indonesian market, where Muslim consumers dominate. Understanding how religious values influence purchasing decisions for agricultural products and food is very important for businesses, policymakers, and consumers. The benefits of this research include theoretical and practical contributions. Theoretically, this research will enrich the understanding of the interaction between social movements, religious values, and consumer behavior. Practically, this research will provide valuable insights for businesses in developing effective marketing strategies, for policymakers in

formulating regulations that support the sustainability of the agricultural and food sectors, and for consumers in making more informed and responsible purchasing decisions. The scope of this research will be limited to consumers in Indonesia and will focus on agricultural and food products. This research will use a mixed approach, combining quantitative and qualitative methods, to collect and analyze data. Quantitative data will be collected through surveys, while qualitative data will be collected through in-depth interviews with consumers and business actors. This research is expected to make a significant contribution to the understanding of consumer behavior dynamics in Indonesia and of how boycott movements and agricultural religiosity influence one another.

LITERATURE REVIEW

Boycott Movement: Definition, Driving Factors, and Impact

A boycott is a collective action to refuse to purchase certain products or services as a form of protest or pressure against an entity (Sutrisno, 2024). Boycotts can take various forms, ranging from individual refusals to widely organized campaigns. These actions are often driven by social, political, ethical, and religious factors (Alfarisi, 2025; Rizki, Fitri, & Ulmuftia, 2025).

Some of the main driving factors behind boycott movements include:

1. **Social and Justice Issues:** Boycott movements are often used to protest social injustice, discrimination, or human rights violations. An example is the boycott movement against products related to Israel as a form of support for the Palestinian struggle (Nurasiah, Permata, Suaryo, & Auliana, 2023; Alfarisi, 2025).
2. **Political Issues:** Boycotts can be used as a tool to pressure governments or companies regarding certain political policies or actions. This can include boycotts of products from countries involved in conflicts or those considered to support authoritarian regimes.
3. **Ethical Issues:** Consumers are increasingly concerned about ethical issues, such as irresponsible business practices, labor exploitation, or environmental damage. Boycotts can be used to punish companies involved in such practices.
4. **Religious Issues:** In countries with a Muslim majority, such as Indonesia, religious issues can be a powerful driver of boycott movements. This can include boycotts of products that are considered haram, incompatible with Islamic values, or associated with entities that are considered harmful to Muslims (Fadillah et al., 2025).

The impact of boycott movements can vary. At the micro level, boycotts can affect the performance of targeted companies, including decreased sales, lower stock prices, and changes in brand image (Handayani, 2024; Hamida, Fariyah, & Amaroh, 2024; Sari, Hasifa, & Dahlia, 2025; Natalia & Sinulingga, 2025). At the macro level, boycotts can affect the market as a whole and even a country's economy. However, the effectiveness of boycotts often depends on factors such as consumer participation, media support, and the company's responsiveness (Simanjuntak & Pelitaputri, 2025). Social media plays an important role in facilitating and strengthening boycott movements. Platforms such as Twitter, Instagram, and Facebook allow consumers to easily share information, organize actions, and spread boycott messages widely (Alfarisi, 2025; Rizki, Fitri, & Ulmuftia, 2025). Sentiment analysis of boycott movements on social media can provide valuable insights into public opinion and the effectiveness of boycott campaigns (Aditya, Alam, & Komara, 2024; Rifaldi, Indra, Pratama, & Juwita, 2024; Damayanti, Irwiensyah, & Hasan, 2024).

Religiosity in the Context of Consumer Behavior

Religiosity is a multidimensional concept that encompasses religious beliefs, practices, and values that influence individual behavior (Wilson, 2021). In consumer behavior, religiosity plays an important role in shaping preferences, attitudes, and purchasing decisions.

Religious consumers tend to consider religious values in their decisions, including choosing products that are in line with their beliefs (Wigati, 2011).

Several dimensions of religiosity that are relevant to consumer behavior include:

1. **Belief:** Religious beliefs, such as belief in God, heaven, and hell, can influence consumers' values and life goals. This can affect their preferences for products that are considered compatible with religious teachings.
2. **Practice:** Religious practices, such as prayer, fasting, and zakat, can influence consumer consumption patterns. For example, Muslim consumers may seek halal food products or avoid products that contain haram ingredients.
3. **Experience:** Religious experiences, such as attending religious events or traveling to holy sites, can deepen beliefs and influence consumer behavior.

4. Knowledge: Knowledge of religious teachings, such as knowledge of halal and haram laws, can influence consumer purchasing decisions.

Previous studies have shown that religiosity has a significant influence on various aspects of consumer behavior, including:

- a. Product Choice: Religious consumers tend to choose products that are in line with their religious values. This includes choosing halal food products, clothing that complies with religious norms, and other products that are considered ethical and responsible (Ahmed, 2021; Khan, 2020).
- b. Brand Image: Brand images associated with religious values, such as honesty, fairness, and social responsibility, tend to be more attractive to religious consumers.
- c. Brand Loyalty: Religious consumers tend to be more loyal to brands that align with their religious values.
- d. Purchasing Decisions: Religiosity can influence consumer purchasing decisions through various mechanisms, including influencing risk perception, trust, and purchase intent.

In the Indonesian context, the majority of the population is Muslim, so religiosity has a very significant influence on consumer behavior. Fatwas issued by the Indonesian Ulema Council (MUI) often serve as guidelines for Muslim consumers in making purchasing decisions (Habibullah & Roviandri, 2023; Wibowo, Hapsari, & Ascha, 2024). Therefore, understanding how religiosity influences consumer behavior is very important for businesses and policymakers.

Religious Agriculture: Concept and Influence

Agricultural religiosity refers to how religious values and principles shape consumers' views and preferences regarding agricultural products and food. This concept combines aspects of religiosity with the agricultural sector, which includes the production, distribution, and consumption of agricultural products (Chapra, 2000; Yusuf al Qardhawi, 1997).

Some important aspects of agricultural religiosity include:

1. Product Halalness: For Muslim consumers, product halalness is a major factor in purchasing decisions. This includes the raw materials used, the production process, and halal certification (Habibullah & Roviandri, 2023).
2. Sustainable Agricultural Practices: Religious values often emphasize the importance of preserving the environment and treating animals well. Therefore, religious consumers may prefer agricultural products produced through sustainable practices, such as organic or environmentally friendly farming.
3. Social Justice: Religious values often emphasize the importance of social justice and welfare. Therefore, religious consumers may prefer agricultural products produced by local farmers or those that support fair trade practices.

Support for Local Producers: Religious consumers may prefer agricultural products produced by local producers that are in line with their religious values.

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Religious agriculture can influence consumer purchasing decisions through various mechanisms:

- a. Risk Perception: Religious consumers may be more concerned about risks associated with agricultural products and food, such as health risks or risks of violating religious values.
- b. Trust: Trust in brands, producers, or halal certification agencies can influence consumer purchasing decisions.

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- c. Purchase Intent: The intention to purchase agricultural and food products that are in line with religious values tends to be higher among religious consumers.
- d. Customer Satisfaction: Consumers who purchase agricultural and food products that are in line with their religious values tend to be more satisfied with their purchases.

In the Indonesian context, agricultural religiosity is highly relevant because the majority of the population is Muslim and the agricultural sector plays an important role in the economy. Halal food products are in high demand, and consumers are increasingly concerned about sustainable agricultural practices and social justice. Therefore, understanding how agricultural religiosity influences consumer behavior is important for businesses and policymakers. Religious agriculture refers to how religious values and principles shape consumers' views and preferences regarding agricultural products and food. This concept combines aspects of religiosity with the agricultural sector, which includes the production, distribution, and consumption of agricultural products (Chapra, 2000; Yusuf al Qardhawi, 1997).

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Consumer Purchase Decision Models

Understanding consumer purchase decision models is essential for analyzing how boycott movements and agricultural religiosity interact in influencing purchase decisions. Some relevant models include:

1. Engel-Kollat-Blackwell Consumer Behavior Model: This model identifies five stages in the purchasing decision-making process: need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. It emphasizes the importance of factors such as motivation, perception, learning, and attitude in influencing purchasing decisions.
2. Theory of Planned Behavior (TPB) Model: This model explains that behavioral intention is the best predictor of behavior. Behavioral intention is influenced by three main factors: attitude toward the behavior, subjective norms, and perceived behavioral control.
3. Howard-Sheth Consumer Behavior Model: This model focuses on the complex purchasing decision-making process, including factors such as input (marketing stimuli), perceptual construction (consumer perceptions), learning construction (motivation, brand choice), and output (purchase).

Factors that influence consumer purchasing decisions include:

- a. Cultural Factors: Culture, subculture, and social class influence consumer values, beliefs, and behavior.
- b. Social Factors: Reference groups, family, and social roles influence consumer purchasing decisions.
- c. Personal Factors: Age, life cycle stage, occupation, economic conditions, lifestyle, and personality influence consumer purchasing decisions.

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d. Psychological Factors: Motivation, perception, learning, beliefs, and attitudes influence consumer purchasing decisions.

In the context of this study, consumer purchase decision models will be used to:

1. Identify factors that influence consumer purchase decisions related to agricultural and food products.
2. Analyze how boycott movements influence the consumer purchase decision-making process.
3. Analyze how religious agriculture influences the consumer purchase decision-making process.
4. Develop a conceptual framework that explains how boycott movements and agricultural religiosity interact in influencing consumer purchasing decisions.

Gaps in previous research:

1. Lack of research that directly examines the interaction between boycott movements and agricultural religiosity in influencing consumer purchasing decisions.
2. Lack of research focusing on the Indonesian context, which has the largest Muslim population in the world and a significant agricultural sector.
3. Lack of research using a mixed approach to explore the complexity of this phenomenon.

RESEARCH METHOD

This study will use a mixed methods approach, combining quantitative and qualitative methods. This approach was chosen to gain a comprehensive understanding of the phenomenon under study. Quantitative methods will be used to measure and analyze the relationship between the research variables. In contrast, qualitative methods will be used to explore an in-depth understanding of consumer perspectives and experiences. The research design is a convergent mixed-methods design. In this design, quantitative and qualitative data are collected simultaneously, analyzed separately, and then integrated to provide a more complete understanding. Quantitative data will be used to test hypotheses and to measure relationships among research variables. Qualitative data will be used to explain and enrich quantitative findings and to explore new insights into the phenomenon under study.

RESULT AND DISCUSSION

Interview 1: Experience with the Boycott Movement

"I started boycotting products that I knew supported Israel after I saw news about the suffering of the Palestinian people on social media. I felt that it was the most direct way to show my support."

Interview 2: Motivation Behind the Boycott

"As a Muslim, I feel responsible for supporting my brothers and sisters in Palestine. Boycotting is part of my belief in showing solidarity and opposing injustice."

Interview 3: Religious Agricultural Practices and Product Preferences

"I always look for products that are halal-certified. I believe that halal food is not only good for my health, but also in line with my religious teachings. I am also interested in agricultural products that are produced sustainably and are environmentally friendly."

Based on the interview results, it appears that respondents understand the boycott movement as a concrete action that consumers can take to demonstrate their moral stance and solidarity towards humanitarian issues. Participants revealed that the decision to boycott arose after obtaining information from social media about the suffering of the Palestinian people. Social media played a major role in raising awareness and encouraging collective action. In addition, boycotts are also interpreted as part of religious responsibility, especially for Muslim consumers, who feel they have a moral obligation to support others and reject injustice. On the other hand, respondents' consumption preferences also reflect the influence of religious agriculture, namely a tendency to choose products that are halal-certified, considered good for spiritual and health reasons, and that support sustainable and environmentally friendly agricultural practices. Overall, these interviews show that purchasing decisions are influenced not only by economic considerations but also by religious values, ethics, and information circulating in the digital public sphere, thereby strengthening the link between the boycott movement and religious agriculture in shaping consumption behavior in Indonesian society. This is evident in that all participants' statements describe two main forces that interact to shape consumption behavior: the boycott movement as a social movement and religiosity as a value foundation. The boycott movement is not merely understood as a rejection of certain products, but as a form of expression of identity, human solidarity, and moral stance, reinforced by information and narratives that develop on social media. At the same time, agricultural religiosity emerges through participants' preferences for halal, safe, and religiously compliant products, including attention to sustainability and concern for producers who are considered more in line with Islamic values. Thus, consumer purchasing decisions in Indonesia can be understood as the result of a combination of religious, ethical, and socio-political considerations,

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where consumers not only buy based on needs and price, but also based on religious values and attitudes towards global issues. These findings confirm that boycotts and religious agriculture are relevant and contextual variables in explaining the dynamics of purchasing decisions, particularly for agricultural and food products in Indonesia's religious society, which is active in the digital space. Furthermore, the interview results show that boycott movements serve as a mechanism that directs consumers to reevaluate their choice of brands and products that were previously considered neutral. In this context, boycotts not only influence decisions to buy or not to buy, but also shape new, more selective, value-based consumption patterns. Consumers have become more active in seeking information, checking company affiliations, and considering the social impact of their transactions. This change shows that purchasing decisions have evolved into meaningful actions, as consumers feel that consumption can contribute to humanitarian causes and global justice.

At the same time, religious agriculture reinforces these decisions by providing more specific religious and ethical standards, especially in the consumption of agricultural products and food. Halal certification, clean and safe production processes, and sustainability principles are important indicators that guide consumers in choosing alternative products during boycotts. In other words, boycotts encourage the rejection of certain products, while agricultural religiosity provides a value framework for determining choices that are considered more appropriate. This explains how the two concepts in the title complement each other: the boycott movement triggers changes in consumption behavior, while agricultural religiosity becomes the normative foundation that reinforces the consistency of consumer purchasing decisions. This connection also confirms that consumer behavior in Indonesia cannot be separated from a strong socio-religious context. Consumers are influenced not only by rational factors such as price and quality but also by moral considerations, solidarity, and religious identity. Therefore, exploring boycott movements and religious agriculture is important for a more comprehensive understanding of the dynamics of purchasing decisions, especially amid the increasing role of social media in shaping public opinion and mobilizing consumer movements. These findings reinforce the argument that consumer purchasing decisions in Indonesia are shaped by interactions among social pressure, religious beliefs, and ethical awareness that have developed in modern society.

CONCLUSION

Based on the results of thematic analysis of interviews, it can be concluded that boycott movements have a real influence on consumer purchasing decisions in Indonesia, especially when the underlying issues concern humanitarian values, justice, and religious solidarity. Social media plays an important role as a source of information and a trigger for consumer awareness, prompting boycotts of products associated with parties deemed harmful to the community or contrary to moral values. On the other hand, religious agriculture has been shown to strengthen consumer preferences for halal-certified agricultural and food products that are considered safe and good, and produced in a sustainable and environmentally friendly manner. The interaction between the boycott movement and religious agriculture has shaped a more selective, value-based pattern of consumption, so that purchasing decisions are no longer determined solely by economic factors but also by religious identity and ethical considerations. Thus, this study confirms that consumer behavior in Indonesia reflects the social, religious, and digital dynamics that influence one another in the purchasing decision-making process.

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