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Understanding Brand Switching Intention: The Role of Consumer Animosity, Religiosity, and Perceived Economic Risk Mediated by Customer Engagement

Ahmad Rasyiddin[1]; Maman Sulaeman[2]; Diksi Metris[3] Sindi Elvira Sagita[4]; Yoan Yolanda[5]

[1]Universitas Tangerang Raya
rasyidahmad1993@gmail.com

[2]Universitas Tangerang Raya
mamansulaeman021102@gmail.com

[3]Universitas Tangerang Raya
diksi.metris@gmail.com

[4]Universitas Widyatama
sindielviras@gmail.com

[5]Universitas Sumatera Utara
yolandayoan2607@gmail.com

Abstract

Geopolitical conflicts have historically reshaped consumer behavior in profound ways, as powerfully evidenced by the widespread product boycotts observed in Muslim-majority countries following the escalation of the Middle East conflict in October 2023. This study examines how consumer animosity, Islamic religiosity, and perceived economic risk influence brand switching intention toward alternative products, with customer engagement as a mediating variable. Data were collected from 397 marketplace users in Indonesia via structured questionnaire and analyzed using PLS-SEM. All three independent variables significantly and positively influence both customer engagement and brand switching intention, with customer engagement partially mediating all three relationships. These findings offer two notable contributions: the empirical validation of customer engagement as a mediator across all three antecedents a pathway not previously tested and the Indonesian digital marketplace context, which provides an empirical anchor that existing literature has insufficiently addressed.

Keywords: brand switching intention; consumer animosity; religiosity; perceived economic risk; customer engagement; geopolitical conflict; PLS-SEM

1 Introduction

The US-Israel military conflict that escalated from October 2023 prompted widespread consumer boycotts of American brands across Muslim-majority markets (Zayadin & Human Rights Watch,

2024). The economic consequences have been measurable: McDonald's, Starbucks, and Coca-Cola reported revenue declines in Indonesia, Malaysia, Turkey, and Pakistan markets where Muslim consumers form demographic majorities (Reuters, 2024; Al Jazeera, 2024).

Indonesia offers a productive setting for examining these dynamics. With 275 million people and an e-commerce market of USD 62 billion in 2023 projected to reach USD 90 billion by 2027 via platforms including Tokopedia, Shopee, and Lazada it is the world's largest Muslim-majority digital consumer market (Google, Temasek & Bain, 2023). The interaction of religious identity, political consciousness, and digital consumer behavior in this context has received insufficient attention in the international literature.

US foreign policy positions regarding the Israel-Palestine conflict have, for many consumers in Muslim-majority markets, translated into decisions at the point of purchase. Social media platforms TikTok, Instagram, and WhatsApp have accelerated the diffusion of boycott sentiment and facilitated collective consumer action at a pace that existing theoretical frameworks have not fully addressed.

Consumer animosity antipathy from political, military, or economic conflict that shapes purchasing decisions (Klein, Ettenson, & Morris, 1998) has been documented in Chinese-Japanese, German-American, and Arab-Israeli contexts. Its intersection with Islamic religiosity and perceived economic risk in a digital marketplace setting, however, remains underexplored. Religiosity influences consumer ethics, brand preferences, and boycott participation (Hanzaee & Ramezani, 2011; Rehman & Shabbir, 2010), but its interaction with animosity through customer engagement has not been empirically tested.

Perceived economic risk adds a third dimension. Rupiah depreciation raises the cost of US-origin goods and supply chain pressures grow, Indonesian consumers have financial incentives to explore non-US alternatives incentives that reinforce rather than compete with religious and political motivations (Bank Indonesia, 2024).

Customer engagement encompassing cognitive, emotional, and behavioral investment in brand interactions (Brodie et al., 2011; Hollebeek, Glynn, & Brodie, 2014) is the mechanism through which attitudinal dispositions convert into behavioral outcomes. Digital platforms are where this conversion occurs: through product exploration, peer review, and social commerce, consumers move from boycott sentiment to actual switching. No prior study has tested customer engagement as the mediating link between animosity, religiosity, perceived economic risk, and brand switching intention.

Two contributions stand out. The first is empirical: customer engagement had not been tested as a mediator linking animosity, religiosity, and perceived economic risk to brand switching intention. This study does that, and the mediation holds across all three antecedents. The second is contextual. Indonesia 275 million people, the world's largest Muslim-majority population, an e-commerce market that crossed USD 62 billion in 2023 has received surprisingly little attention in the international consumer behavior literature. Both contributions matter: one advances the theoretical mechanism, the other anchors it in a market where that mechanism has real consequences.

2 Literature Review

2.1 Consumer Animosity and Brand Switching Intention

Klein, Ettenson, and Morris (1998) introduced consumer animosity to explain why Chinese consumers resisted Japanese products an antipathy rooted in wartime memory rather than product quality. The construct operates through affective and ideological channels, activating avoidance behaviors independent of utilitarian evaluation. Subsequent research distinguished war animosity from economic animosity, with both demonstrating significant behavioral effects (Jung, Ang, Leong, Tan, & Pornpitakpan, 2002).

In the context of the US-Israel conflict, a form of animosity has emerged that combines religious, moral, and political elements what Rose, Rose, and Shoham (2009) termed 'moral animosity.' In Muslim-majority markets, this manifests through political objection to US foreign policy, religious solidarity, and ethical concerns about civilian casualties. Empirical evidence from Malaysia and Turkey confirms that such moral-political animosity produces more intense and sustained boycott behavior than economic or historical animosity alone (Abosag & Lee, 2013).

The animosity–brand switching relationship has been established across cultural contexts, though the mediating mechanisms remain underspecified (Riefler & Diamantopoulos, 2007). Digital marketplaces reduce the transaction costs of product exploration and comparison, making attitude-to-behavior conversion more direct than in traditional retail (Lee, Pae, & Wong, 2001). Customer engagement with non-US alternatives, this study argues, is the bridge between animosity attitude and switching behavior.

Recent empirical work has documented significant animosity-driven market share shifts following the Gaza conflict escalation. Al Jazeera (2024) documented significant declines in US-branded fast food consumption across Muslim-majority markets following the Gaza conflict escalation, with McDonald's and Starbucks reporting measurable revenue losses in Indonesia, Malaysia, and Gulf Cooperation Council countries.

2.2 Islamic Religiosity and Consumer Behavior

Religiosity the degree to which individuals internalize and act on religious beliefs and values shapes consumer behavior across product categories and cultural contexts (Essoo & Dibb, 2004). Islamic religiosity carries distinctive behavioral implications: Islamic jurisprudence provides guidance on economic conduct, including norms regarding support for entities considered harmful to fellow Muslims (Wilson, 2012). For many devout consumers, this normative framework gives boycott behavior a religious dimension beyond simple economic protest.

The relationship between Islamic religiosity and brand preferences has been extensively examined in the context of halal product consumption, Islamic banking adoption, and ethical investment decisions (Alam, Jano, & Omar, 2020; Souiden & Rani, 2015). However, the application of religiosity constructs to politically motivated brand switching, specifically the switching away from US brands toward Asian or Middle Eastern alternatives in response to a military conflict, represents a relatively underexplored domain. Hashim and Mizerski (2010) provided early evidence that Islamic religiosity influences boycott participation, but their framework was not extended to brand switching intention or mediated by customer engagement mechanisms.

In Indonesia, Nahdlatul Ulama (~90 million members) and Muhammadiyah (~60 million members) both issued statements supporting the boycott, meaning religiosity operates through individual and institutional channels simultaneously (NU Online, 2024; Muhammadiyah, 2024).

Institutional endorsement by respected religious authorities amplifies the behavioral effect of individual religiosity scores, a contextual dynamic that existing religiosity-behavior frameworks have not formally incorporated.

Contemporary research by Nguyen, Nguyen, and Barrett (2022) on Vietnamese consumers' responses to Chinese brands, and by Al-Hyari, Alnsour, Al-Weshah, and Haffar (2012) on Jordanian consumers' responses to Israeli products, suggests that religiosity interacts with national identity and political consciousness to produce distinctive boycott behavior profiles. The present research extends this tradition by examining how Indonesian Islamic religiosity shapes engagement with non-US marketplace alternatives, a behavioral pathway not previously examined empirically.

2.3 Perceived Economic Risk and Brand Switching

Perceived economic risk the subjective probability and magnitude of financial loss from a consumption decision (Jacoby & Kaplan, 1972) encompasses functional performance risk, financial risk, and systemic economic risk arising from geopolitical conditions. The last of these has received insufficient attention in the brand switching literature, despite its relevance when trade relations are strained.

Recent geopolitical disruptions the US-China trade war, Russia-Ukraine conflict, and US-Iran sanctions have raised consumer awareness of how macro-level tensions affect everyday purchasing costs (Fang, Fang, Chou, Yang, & Tsai, 2012). Bank Indonesia's (2024) data recorded a 12 percent Rupiah depreciation against the Dollar between October 2023 and March 2024, coinciding with the Gaza conflict escalation. This price signal reinforces the economic case for switching to non-US alternatives.

Perceived economic risk also works through supply chain uncertainty. Awareness that US-origin products may face import disruptions or tariff increases creates a precautionary switching motive independent of animosity or religiosity (Mitchell, 1999) a dimension not previously examined alongside these constructs.

Chaudhuri (2000) established that risk perceptions weaken brand loyalty and facilitate switching. In the present context, cost increases, availability uncertainty, and normative pressure in the boycott environment create compound switching motivations a configuration this study models explicitly.

2.4 Customer Engagement as a Mediating Construct

Customer engagement the cognitive, emotional, and behavioral investment consumers make in specific brand interactions (Brodie, Hollebeek, Juric, & Ilic, 2011; Vivek, Beatty, & Morgan, 2012) translates attitudinal dispositions into behavioral outcomes. In this study, engagement with non-US alternatives takes the form of information seeking, product evaluation, social media interaction, and purchase trial: the mechanism through which animosity, religiosity, and economic risk become brand switching behavior.

This mediation has been argued theoretically but not tested in politically charged consumption settings (Hollebeek et al., 2014). Engagement amplifies attitude-to-behavior conversion by building familiarity with unfamiliar alternatives, providing social validation through like-minded communities, and aligning consumption with personal values. In digital marketplaces, algorithmic recommendation systems and peer review platforms reinforce these effects by continuously surfacing non-US alternatives to interested consumers.

Pansari and Kumar (2017) showed customer engagement mediating between attitudinal and behavioral outcomes a framework directly applicable here. Animosity, religiosity, and perceived economic risk create the motivational base for engagement with non-US brands; that engagement then produces switching intention. This two-stage pathway offers a more complete account of how geopolitical factors reach individual purchase decisions than single-step attitude-behavior models.

2.5 Theoretical Framework and Hypotheses

The theoretical framework of this research integrates consumer animosity theory (Klein et al., 1998), Islamic religiosity effects on consumer behavior (Rehman & Shabbir, 2010), perceived economic risk theory (Jacoby & Kaplan, 1972), and customer engagement theory (Brodie et al., 2011) within an overarching geopolitical consumer behavior model. The framework posits that consumer animosity, Islamic religiosity, and perceived economic risk independently and collectively activate customer engagement with non-US marketplace alternatives, which in turn drives brand switching intention.

The four theoretical streams address different psychological mechanisms. Animosity operates through affective-political channels, religiosity through religious-normative ones, and perceived economic risk through rational calculation. The three pathways are empirically independent as the near-zero inter-construct correlations confirm yet converge through customer engagement, which translates separate motivational inputs into a single behavioral output. A model capturing all three provides a more complete account of geopolitically motivated brand switching than any single-construct approach. The following hypotheses are advanced:

H1: Consumer animosity toward the United States has a significant positive effect on customer engagement with non-US products.
H2: Consumer animosity toward the United States has a significant positive effect on brand switching intention toward non-US products.
H3: Islamic religiosity has a significant positive effect on customer engagement with non-US products.
H4: Islamic religiosity has a significant positive effect on brand switching intention toward non-US products.
H5: Perceived economic risk has a significant positive effect on customer engagement with non-US products.
H6: Perceived economic risk has a significant positive effect on brand switching intention toward non-US products.
H7: Customer engagement has a significant positive effect on brand switching intention toward non-US products.
H8: Customer engagement mediates the relationship between consumer animosity and brand switching intention.
H9: Customer engagement mediates the relationship between religiosity and brand switching intention.
H10: Customer engagement mediates the relationship between perceived economic risk and brand switching intention.

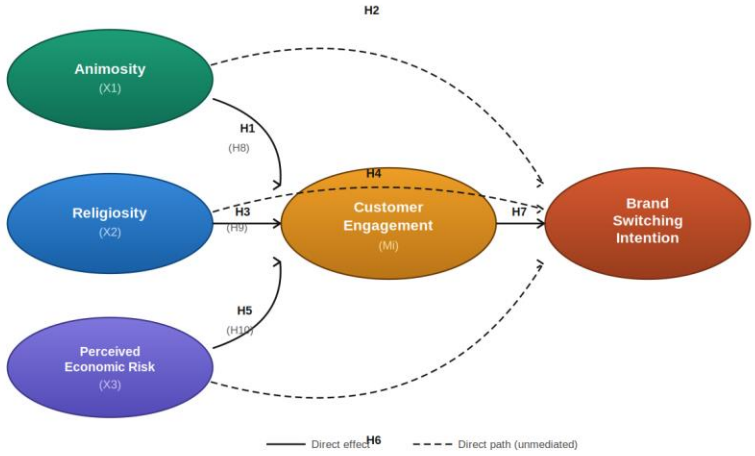

Figure 1. Conceptual Framework of the Research

3 Research Methodology

3.1 Research Design and Approach

This research employs a quantitative, cross-sectional research design with a hypothetico-deductive approach. The positivist epistemological stance is appropriate given the research objective of testing theoretically derived hypotheses through empirical measurement and statistical analysis. The cross-sectional design captures consumer attitudes and behavioral intentions at a specific point in time, coinciding with the height of geopolitical tensions surrounding the US-Israel military operations, enabling examination of the behavioral implications of a concrete geopolitical event rather than hypothetical animosity scenarios.

Partial Least Squares Structural Equation Modeling (PLS-SEM) was selected as the primary analytical technique, following the guidelines of Hair, Ringle, and Sarstedt (2011) and Henseler, Ringle, and Sarstedt (2015). PLS-SEM is particularly appropriate for this research because the theoretical model includes formative and reflective measurement specifications, the constructs include novel operationalizations requiring predictive validation, and the research aim encompasses both explanatory and predictive objectives. The software SmartPLS 4.0 was used for all model estimations, with bootstrap resampling (5,000 iterations) applied for significance testing.

3.2 Population and Sampling

The target population comprised adult Indonesian marketplace users aged 18 and above who had made at least one purchase through a digital marketplace platform within the preceding six months. The sampling frame was constructed using purposive sampling criteria targeting active marketplace users in major Indonesian cities (Jakarta, Surabaya, Bandung, Medan, Makassar) who identified as Muslim, the religious demographic most directly implicated in the US-brand boycott movement. The use of active marketplace users as the sampling frame is theoretically appropriate because brand switching in the present context is primarily operationalized through digital purchasing behavior.

The minimum sample size was determined using the 10-times rule for PLS-SEM (Hair et al., 2011), which requires a minimum sample ten times the largest number of paths directed at any construct in the structural model. Given that the maximum number of paths to any single construct is four (brand switching intention receives paths from animosity, religiosity, perceived economic risk, and customer engagement), the minimum required sample is 40 observations. However, following the power analysis recommendation of Cohen (1992) for detecting medium effect sizes ($f^2 = 0.15$) at $\alpha = 0.05$ with 80% power, a sample of at least 85 was required. The actual sample of 397 respondents substantially exceeds both thresholds, providing high statistical power (>99%) for detecting medium and small effect sizes.

Data were collected through a structured online questionnaire administered via Google Forms, distributed through marketplace platform community groups, university student networks, and social media platforms between February and April 2024. A screening question confirmed that respondents were Muslim marketplace users aged 18 and above. Of 443 questionnaires distributed, 397 were retained after excluding incomplete responses (n=28) and those failing attention check questions (n=18), yielding a response rate of 89.6%.

3.3 Respondent Characteristics

Table 1 presents the demographic profile of the 397 respondents included in the analysis.

Table 1. Demographic Profile of Respondents (N = 397)

Characteristic	Category	Frequency (N = 397)
Gender	Male	187 (47.1%)
	Female	210 (52.9%)
Age Group	18-24 years	142 (35.8%)
	25-34 years	156 (39.3%)
	35-44 years	72 (18.1%)
	45 years and above	27 (6.8%)
Education	Senior High School	68 (17.1%)
	Diploma (D3)	52 (13.1%)
	Bachelor's Degree (S1)	221 (55.7%)
	Postgraduate (S2/S3)	56 (14.1%)
Marketplace Used	Tokopedia	112 (28.2%)
	Shopee	156 (39.3%)
	Lazada	78 (19.6%)
	Other Platforms	51 (12.9%)
Monthly Purchase Frequency	1-2 times/month	124 (31.2%)
	3-5 times/month	183 (46.1%)
	>5 times/month	90 (22.7%)

The respondent profile reflects a predominantly young adult, educated, female-skewing population consistent with Indonesian marketplace user demographics (APJII, 2024). Shopee emerged as the most frequently used platform (39.3%), followed by Tokopedia (28.2%), consistent with national marketplace market share data (Statista, 2024). The majority of respondents (75.2%) were aged between 18 and 34, reflecting the digitally native generation most actively engaged in the boycott movement and most likely to substitute US brands with Asian alternatives available on marketplace platforms.

3.4 Measurement Instruments

Consumer animosity was measured using a four-item scale (X1_1 to X1_4) adapted from Klein et al. (1998) and updated for the US-Israel-Palestine conflict context, capturing both war animosity (opposition to US military involvement) and moral animosity (ethical opposition to US foreign policy) dimensions. Islamic religiosity was measured using a six-item scale (X2_1 to X2_6) adapted from Rehman and Shabbir (2010), encompassing belief, practice, and social dimensions of Islamic religious identity relevant to consumer boycott behavior. Perceived economic risk was operationalized through a six-item scale (X3_1 to X3_6) adapted from Mitchell (1999) and updated to reflect geopolitical risk channels including import price inflation, supply chain uncertainty, and Rupiah depreciation effects. Customer engagement was measured using a six-item scale (Z_1 to Z_6) adapted from Brodie et al. (2011) and Hollebeek et al. (2014), capturing cognitive processing, affective identification, and behavioral activation with non-US marketplace alternatives. Brand switching intention was measured using a four-item scale (Y_1 to Y_4) adapted from Bansal and Taylor (1999), capturing the degree of intention to replace US-brand products with non-US alternatives in future marketplace purchases. All items were measured on a five-point Likert scale (1 = strongly disagree to 5 = strongly agree).

4 Results and Discussion

4.1 Measurement Model Test (Outer Model)

Outer model testing was conducted to evaluate the validity and reliability of each construct in the research model. Based on the PLS-SEM estimation results using SmartPLS 4.0, all indicators showed outer loading values that met the requirements. The Animosity indicator (X1_1–X1_4) produced loadings ranging from 0.854 to 0.875; the Religiosity indicator (X2_1–X2_6) between 0.831 to 0.874; the Perceived Economic Risk indicator (X3_1–X3_6) between 0.820 to 0.858; the Customer Engagement indicator (Z_1–Z_6) between 0.827 to 0.853; and the Brand Switching Intention indicator (Y_1–Y_4) between 0.900 to 0.910. All outer loading values were above the threshold of 0.70, thus meeting the requirements for convergent validity at the indicator level (Hair et al., 2011). The complete results of the reliability and construct validity tests are presented in Table 2.

4.2 Structural Model Test (Inner Model)

Inner model testing was conducted to evaluate the relationships between latent constructs in the structural model. Figure 2 displays the results of the structural model estimation (inner model) generated by SmartPLS 4.0.

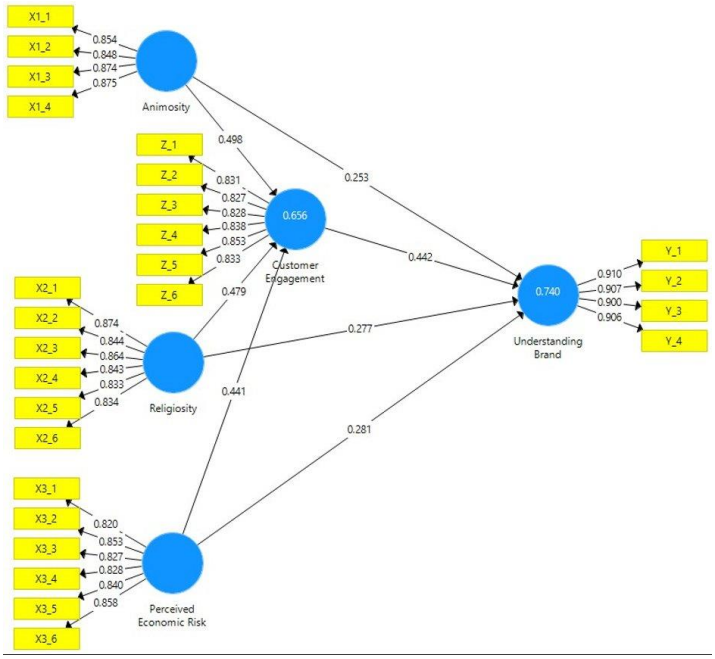

Figure 2. Inner Model Estimation Results (SmartPLS 4.0)

The inner model estimation results in Figure 2 show an R^2 value of 0.656 for the Customer Engagement construct and 0.740 for the Brand Switching Intention construct, indicating that the model has substantial predictive ability. Significant path coefficients include: Animosity → Customer Engagement (β = 0.498), Religiosity → Customer Engagement (β = 0.479), Perceived Economic Risk → Customer Engagement (β = 0.441), and Customer Engagement → Brand Switching Intention (β = 0.442). Direct effects on Brand Switching Intention, after controlling for mediation, are as follows: Animosity (β_direct = 0.253), Religiosity (β_direct = 0.277), and Perceived Economic Risk (β_direct = 0.281). Total effects including the indirect path through Customer Engagement are reported separately in Table 6. All of these paths were significant at $p < 0.001$, supporting all of the proposed research hypotheses.

4.3 Construct Reliability and Validity

The measurement model was evaluated following the two-step approach recommended by Anderson and Gerbing (1988) and Hair et al. (2011). Internal consistency reliability was assessed using Cronbach's Alpha and composite reliability (CR), convergent validity through Average Variance Extracted (AVE), and discriminant validity through the Fornell-Larcker criterion, cross-loadings, and the Heterotrait-Monotrait ratio (HTMT). Table 2 presents the construct reliability and validity indicators.

Table 2. Construct Reliability and Validity

Construct	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Animosity	0.886	0.888	0.921	0.745
Customer Engagement	0.913	0.913	0.932	0.697
Perceived Economic Risk	0.915	0.918	0.934	0.702
Religiosity	0.922	0.924	0.939	0.720
Brand Switching Intention	0.927	0.927	0.948	0.820

All constructs demonstrated excellent internal consistency reliability, with Cronbach's Alpha values ranging from 0.886 (Animosity) to 0.927 (Brand Switching Intention), all substantially exceeding the 0.70 threshold recommended by Hair et al. (2011). The rho_A values, which provide a more accurate reliability estimate for reflective PLS-SEM models (Dijkstra & Henseler, 2015), closely aligned with Cronbach's Alpha values, indicating consistency in reliability estimation. Composite reliability values ranged from 0.921 to 0.948, all exceeding the 0.70 criterion (Fornell & Larcker, 1981), confirming strong internal consistency. Convergent validity was established for all constructs, with AVE values ranging from 0.697 to 0.820, all surpassing the recommended 0.50 threshold. These results confirm that the indicators explain more than 50 percent of the variance in their respective constructs, demonstrating satisfactory convergent validity.

4.4 Discriminant Validity

Discriminant validity was assessed through three complementary approaches. Table 3 presents the Fornell-Larcker criterion, Table 4 presents selected cross-loadings, and Table 5 presents the HTMT ratios.

Table 3. Fornell-Larcker Criterion

Construct	Animosity	Cust. Engagement	Perc. Econ. Risk	Religiosity	Brand Switching
Animosity	0.863				
Customer Engagement	0.485	0.835			
Perceived Economic Risk	0.032	0.453	0.838		
Religiosity	-0.056	0.447	-0.009	0.849	
Brand Switching Intention	0.461	0.815	0.487	0.458	0.906

The Fornell-Larcker criterion is satisfied for all constructs, as the square root of each construct's AVE (diagonal values) exceeds all inter-construct correlations. Notably, the square root of AVE for Brand Switching Intention (0.906) substantially exceeds its highest correlation with any other construct (0.815, with Customer Engagement), confirming discriminant validity. Similarly, the square root of AVE for Religiosity (0.849) exceeds all its inter-construct correlations, the highest being 0.447 with Customer Engagement, a pattern suggesting that religiosity operates through a distinct psychological pathway from animosity in this research context, consistent with theoretical expectations.

Table 4. Heterotrait-Monotrait Ratio (HTMT)

Construct	Animosity	Cust. Engagement	Perc. Econ. Risk	Religiosity	Brand Switching
Animosity	—				
Customer Engagement	0.538	—			
Perceived Economic Risk	0.068	0.493	—		
Religiosity	0.066	0.486	0.047	—	
Brand Switching Intention	0.507	0.886	0.526	0.493	—

The Fornell-Larcker matrix contains a pattern the main narrative of this article does not address: the three independent constructs are essentially uncorrelated with each other. Animosity and perceived economic risk share an r of 0.032; religiosity and animosity, − 0.056; religiosity and perceived economic risk, − 0.009. These are not small correlations they are negligible ones. The implication is that animosity, religiosity, and perceived economic risk are not three expressions of the same underlying sentiment. They are genuinely separate motivations, operating in separate psychological space. A respondent high on religiosity-driven boycott motivation is not particularly likely to score high on animosity, and vice versa; economic risk concern is largely orthogonal to both. In a model using all three as predictors, this independence eliminates multicollinearity as a rival explanation for the estimated path coefficients. More substantively, it suggests the Indonesian boycott movement is not a monolithic phenomenon but a convergence of at least three distinct sub-populations the politically motivated, the religiously obligated, and the economically cautious who share the same behavioral outcome but differ substantially in the process that generated it. Whether these sub-populations respond to different brand communications, gravitate toward different platforms, or sustain switching behavior over different time horizons are questions this study's design cannot answer but that future research might profitably pursue.

The HTMT analysis provides additional confirmation of discriminant validity. All HTMT values fall below the conservative threshold of 0.90 recommended by Henseler et al. (2015), with the highest value being 0.886 between Customer Engagement and Brand Switching Intention. While this value approaches the threshold, it remains within acceptable bounds and is theoretically expected given the close conceptual relationship between these constructs in the mediating role framework. Cross-loading analysis (available from the authors upon request) confirms that all indicators load highest on their intended construct, with no substantive cross-loadings threatening discriminant validity.

4.5 Hypothesis Testing: Direct Effects

Table 5 presents the results of direct effects testing through bootstrapped PLS-SEM estimation

Table 5. Bootstrapped Path Coefficients: Direct and Total Effects

Path	O	M	STDEV	T-Stat	p-Value	Decision
Animosity → Cust. Engagement	0.498	0.497	0.032	15.351	0.000	Supported
Animosity → Brand Switching	0.472	0.473	0.030	15.507	0.000	Supported
Cust. Engagement → Brand Switching	0.442	0.440	0.043	10.364	0.000	Supported
Perc. Econ. Risk → Cust. Engagement	0.441	0.437	0.031	14.307	0.000	Supported
Perc. Econ. Risk → Brand Switching	0.476	0.475	0.028	17.004	0.000	Supported
Religiosity → Cust. Engagement	0.479	0.481	0.029	16.507	0.000	Supported
Religiosity → Brand Switching	0.488	0.487	0.032	15.124	0.000	Supported

All seven direct effect hypotheses are supported at the $p < 0.001$ significance level. Consumer animosity exerts a strong positive effect on customer engagement ($\beta = 0.498$, $T = 15.351$, $p < 0.001$), supporting H1, and a significant positive effect on brand switching intention ($\beta = 0.472$, $T = 15.507$, $p < 0.001$), supporting H2. Islamic religiosity demonstrates the strongest direct effect on brand switching intention ($\beta = 0.488$, $T = 15.124$, $p < 0.001$) among all predictors, supporting H4, and a robust effect on customer engagement ($\beta = 0.479$, $T = 16.507$, $p < 0.001$), supporting H3. Perceived economic risk exhibits significant positive effects on both customer engagement

(β = 0.441, T = 14.307, p < 0.001), supporting H5, and brand switching intention (β = 0.476, T = 17.004, p < 0.001), supporting H6, the latter representing the largest total effect among all direct predictors of brand switching intention. Customer engagement demonstrates a significant positive effect on brand switching intention (β = 0.442, T = 10.364, p < 0.001), supporting H7.

Tabel 6. Decomposition of Effects on Brand Switching Intention

Path	Direct Effect (β)	Indirect via CE	Total Effect
Animosity → BSI	0.253	0.220	0.472
Religiosity → BSI	0.277	0.212	0.488
PER → BSI	0.281	0.195	0.476

Table 6 presents the decomposition of effects on Brand Switching Intention into direct, indirect, and total components. Direct effects represent the path coefficients from each predictor to Brand Switching Intention after controlling for the mediating role of Customer Engagement. Indirect effects reflect the portion of influence transmitted through Customer Engagement, estimated via bootstrapped mediation analysis (5,000 iterations). Total effects are the sum of direct and indirect effects. All three predictors retain significant direct effects alongside meaningful indirect effects, confirming partial rather than full mediation in each case.

4.6 Hypothesis Testing: Mediation Effects

The mediation hypotheses were tested through bootstrapped indirect effects estimation, following Preacher and Hayes (2008) and Hair et al. (2011). Table 7 presents the indirect effect results.

Table 7. Indirect Effects through Customer Engagement (Mediation)

Indirect Path	O	M	STDEV	T-Stat	p-Value	Decision
Animosity → CE → Brand Switching	0.220	0.219	0.024	9.257	0.000	Partial Mediation
Perc. Econ. Risk → CE → Brand Switching	0.195	0.192	0.023	8.386	0.000	Partial Mediation
Religiosity → CE → Brand Switching	0.212	0.212	0.024	8.732	0.000	Partial Mediation

All three mediation hypotheses are supported. Customer engagement significantly mediates the relationship between animosity and brand switching intention (indirect effect = 0.220, T = 9.257, p < 0.001), supporting H8. The mediation of the religiosity-brand switching relationship by customer engagement is also confirmed (indirect effect = 0.212, T = 8.732, p < 0.001), supporting H9. Customer engagement mediates the perceived economic risk-brand switching relationship (indirect effect = 0.195, T = 8.386, p < 0.001), supporting H10. Since direct effects of all three predictors on brand switching intention remain significant alongside these indirect effects, the mediation is partial rather than full in all three cases, indicating that customer engagement amplifies but does not entirely account for the effects of animosity, religiosity, and perceived economic risk on brand switching intention.

Discussion

All ten hypotheses are supported. The integrated model animosity, religiosity, perceived economic risk mediated through customer engagement holds across all constructs and paths. The following discussion addresses the most theoretically meaningful findings.

Consumer animosity produces strong effects on both customer engagement (β = 0.498) and brand switching intention (*total effect* β = 0.472), extending Klein et al.'s (1998) animosity–purchase relationship into the digital marketplace context. The effect sizes are large by the standards of the PLS-SEM animosity literature, consistent with Abosag and Lee's (2013) finding that active, ongoing conflicts generate more intense behavioral responses than historical ones.

Religiosity is the strongest predictor of brand switching intention (*total effect* β = 0.488)). The institutional endorsement of the boycott by Nahdlatul Ulama and Muhammadiyah likely amplifies this effect beyond what individual religiosity scores would predict in the absence of religious authority a contextual dynamic that existing religiosity-behavior models do not formally accommodate.

The robust effect of perceived economic risk on brand switching intention (*total effect* β = 0.476). Consumers facing higher prices from Rupiah depreciation, supply chain uncertainty, and import cost increases have economic reasons to switch that operate alongside and reinforce their moral and religious motivations. The three motivation streams align rather than compete.

The partial mediation pattern (indirect effects 0.195–0.220) reveals a dual-channel structure: switching intention is generated both directly from the three predictors and additionally through customer engagement. The engagement pathway likely operates through algorithmic product curation, peer review systems, and social commerce features that build familiarity with non-US alternatives and reinforce switching decisions.

The smaller indirect effect for perceived economic risk (0.195) compared to animosity (0.220) and religiosity (0.212) is expected: financial risk assessment is more cognitively direct than emotionally or ideologically motivated behavior, requiring less social reinforcement to translate into behavioral intention.

For non-US brands particularly those from East Asia the findings point to a strategic opening. Engaging marketplace communities where boycott sentiment is concentrated, investing in social proof mechanisms, and positioning products as consistent with Islamic values and Indonesian economic preferences are likely to convert latent switching intention into sales. The engagement mediation is actionable: platforms and features that build familiarity with alternatives accelerate the conversion process.

5 Conclusion

This research has developed and empirically validated an integrated model of brand switching intention toward non-US products, incorporating consumer animosity, Islamic religiosity, perceived economic risk, and customer engagement within a unified theoretical framework. Based on data from 397 Indonesian marketplace users analyzed through PLS-SEM, the research confirms that all three independent variables, animosity (β = 0.498 to engagement; β = 0.472 to switching), religiosity (β = 0.479 to engagement; β = 0.488 to switching), and perceived economic risk (β = 0.441 to engagement; β = 0.476 to switching), exert significant positive effects on both customer engagement and brand switching intention. Customer engagement, in turn, significantly predicts brand switching intention (β = 0.442) and partially mediates all three indirect paths, with indirect effects ranging from 0.195 to 0.220.

Three theoretical contributions stand out. The integration of animosity, religiosity, and perceived economic risk in a single predictive model is new to the brand switching literature. The empirical validation of customer engagement as a partial mediator across all three antecedents introduces

an explanatory mechanism the animosity-behavior literature lacked. The Indonesian marketplace context active geopolitical conflict, the world's most populous Muslim-majority digital market provides ecological validity that historical conflict studies cannot replicate.

This research has several limitations that should inform future research directions. The cross-sectional design captures a snapshot of attitudes and intentions at a single point during the Gaza conflict, and longitudinal tracking of how animosity and switching behavior evolve as the conflict continues would provide valuable dynamic insights. Several boundary conditions limit the generalizability of these findings. The purposive sampling approach, restricted to Muslim marketplace users in five major Indonesian cities (Jakarta, Surabaya, Bandung, Medan, and Makassar), precludes claims of national representativeness. Rural consumers, non-Muslim Indonesians, and offline shoppers are systematically excluded from the sample, and findings should not be extrapolated to these populations. Furthermore, the reliance on self-reported behavioral intentions rather than objective transaction data introduces the well-documented intention-behavior gap as a confounding limitation. Future research employing national probability sampling and archival purchasing data would substantially strengthen the generalizability claims advanced here. Future research should examine these dynamics in comparative cross-cultural settings, for example comparing Indonesian, Malaysian, and Turkish consumers, to assess the boundary conditions of the integrated model. The mediating role of customer engagement should also be examined with objective behavioral data (actual purchase records) rather than self-reported intentions, to address the limitations of the intention-behavior gap.

For practitioners, the findings point in two directions. US brands operating in Muslim-majority markets need differentiated communication strategies that address reputational and political concerns directly. Non-US brands have a window to invest in marketplace engagement capabilities, consumer trust-building, and positioning consistent with Islamic values. Platform operators, for their part, have an interest in ensuring their curation systems facilitate transparent consumer choice without inadvertently amplifying political sentiment in commercially counterproductive ways.

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