

## Social Media, Economic Constraints, and Humanitarian Values: Drivers of Boycott Behavior Among Young Muslim Consumers in Indonesia

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### ABSTRACT

**Purpose:** This study investigates the influence of social media, economic factors, and humanitarian values on young Muslim consumers' consumption preferences in Jabodetabek, Indonesia, regarding pro-Israel products amid ongoing boycott campaigns related to the Israel-Palestine conflict.

**Design/methodology:** A quantitative approach was employed to collect data through surveys with 120 students in the Jabodetabek region. The Partial Least Squares (PLS) method was used for data analysis, focusing on variables such as social media exposure, price sensitivity, and ethical considerations.

**Findings:** The results indicate that social media significantly shapes consumption preferences by disseminating information and forming public opinion, with platforms such as Instagram and TikTok playing a pivotal role. Economic factors, particularly price sensitivity and budget constraints, critically affect purchasing behavior, whereas humanitarian values, such as moral solidarity and ethical considerations, strongly motivate boycott participation. Collectively, these factors accounted for 62.8% of the variance in consumption preferences.

**Practical Implication:** Businesses should adopt socially responsible branding and leverage social media to align themselves with consumer values. Policymakers and activists can use these insights to promote ethical consumption and support local alternatives.

**Originality/Value:** This study integrates social media, economic, and humanitarian dimensions to offer a holistic understanding of boycott dynamics in an emerging economy. It bridges gaps in the literature by highlighting the interplay between digital influence, economic practicality, and moral convictions in consumer behavior.

**Keywords:** Boycott, Consumer Preferences, Economy, Humanitarian Values, Social Media, Israel-Palestine Conflict.

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### A. INTRODUCTION

In an increasingly globalized and digitally interconnected economy, consumer behavior has evolved beyond purely economic considerations, and is now significantly influenced by social, cultural, and humanitarian values. Consumers are no longer passive recipients but active market participants whose purchasing decisions can significantly impact market trajectories. This necessitates businesses to comprehensively understand evolving market needs, consumption preferences, and consumer behavior to refine product quality, services, and marketing strategies (Ilmi & Zulkarnain, 2023; Saputri et al., 2025).

Among the critical issues influencing contemporary consumer behavior are politically sensitive topics, the Israeli-Palestinian conflict, and its associated boycott movements. These movements transcend mere symbolic gestures, reflecting deeply embedded global solidarity and localized geopolitical concerns that reshape socio-political landscapes (Lyonnie Nabel, 2024). The Boycott, Divestment, and Sanctions (BDS) movement, which targets products and services linked to Israel, exemplifies this trend and aims to exert economic pressure to influence policies towards Palestine (Amananti, 2024).

Social media platforms such as Instagram and TikTok have become instrumental in disseminating boycott-related messages, shaping public perception, and influencing consumer behavior across nations, including Indonesia. Their capacity for rapid information dissemination intensifies market competition, compelling companies to adopt innovative marketing strategies and invest heavily in consumer behavior analysis (Zulaikha et al., 2022); Yoga et al., 2025).

In Indonesia, social media is the predominant promotional method, accounting for 79.70% of promotional activities, underscoring its dual role as a communication tool and platform for shaping consumer perspectives, especially in the context of geopolitical conflicts. However, the extent of social media's influence on purchasing decisions remains a subject of debate, with some studies indicating a significant impact and others suggesting negligible effects or conditional influence based on active participation rather than mere exposure. These discrepancies highlight the contextual variability of social media's effectiveness (Aguspriyani et al., 2023; Fidori et al., 2024; Ziiqbal & Fitriyyah, 2024).

**Table 1. Indonesia's Economic Growth**

Quarter	Values
Quarter I	5,03%
Quarter II	5,17%
Quarter III	4,9%
Quarter IV	5,04%

*Source: BPS Report, 2023*

Economic factors also critically shape consumption decisions during the boycott campaigns. Consumers' choices to boycott can inadvertently affect the economic stability of targeted companies, potentially forcing policy reevaluations to mitigate market losses (Jaelani, 2024). On a macro level, boycotts can disrupt global trade and investment with repercussions for domestic economic growth. For instance, Indonesia experienced a slight decline in economic growth from 5.17% in 2023 to 4,9% in the third quarter (see Table 1), partly because of the Israeli-Palestinian conflict's impact on corporate operations. This demonstrates how geopolitical events and consumer boycotts influence national economic indicators and consumer purchasing power.

**Table 2. Price Elasticity of Pro-Israel Products**

Types of products	Price Elasticity	Price changes (%)	Change of Request (%)
Homogeneous products (food, beverages)	-1,2	+10%	-12%
Technology products	-0,3	+10%	-3%
Pharmaceutical products	-0,4	+10%	-4%
Halal products (alternative)	1.5	-10%	+15%

*Source: Daily Sabah, 2023*

Furthermore, price elasticity, as shown by variations across product categories (see Table 2) for homogeneous goods vs. 1.5 for halal alternatives, complicates the scenario by demonstrating how consumers might react to price changes of boycotted products and their alternatives. High elasticity suggests a greater likelihood of brand switching due to price changes or ethical motivations, providing a quantitative basis for analyzing the moral-economic trade-offs faced by consumers.

Beyond economic considerations, humanitarian concerns significantly influence consumer behavior, particularly in conflicts involving perceived human rights violations. The

Israeli-Palestinian conflict is frequently viewed through a moral lens, motivating consumers, especially the younger generations, to boycott products as an act of solidarity with Palestinians (Rahmawati et al., 2023). Media coverage amplifies public empathy and reinforces ethical purchasing decisions. This indicates that modern consumption is driven not solely by utility and price, but also by deeper moral and ethical considerations, solidifying boycotts as a potent tool for social advocacy (Ismaeel & Blaim, 2012).

The development of waqf is also linked to modern instruments such as waqf shares. For example, the *Wassam* program has proven effective in improving students' literacy in waqf-based stocks (Harpepen & Yustati, 2025). Furthermore, Islamic financial instruments, including waqf, are increasingly recognized as alternatives to address economic challenges through financial inclusion and institutional quality (Asnaini et al., 2023).

Despite extensive studies on boycott motivations, limited research has holistically examined the integrated interplay between social media, economic factors, and humanitarian values in shaping consumer behavior in geopolitical conflict contexts. Previous studies have often focused on individual aspects such as brand trust or pricing, without fully addressing macroeconomic shocks or ethical dimensions. For example, while economic growth fluctuations in Indonesia may be linked to boycott-related market disruptions, the extent to which economic constraints override moral convictions remains unclear. Similarly, despite evidence of price elasticity variations, empirical clarity on moral-economic trade-offs in consumer decision making is lacking.

This study directly addresses these gaps by integrating three underexplored dimensions: the nuanced role of social media in politicizing consumption, the economic trade-offs inherent in boycotts, and humanitarian ethos as a primary behavioral driver. In this context, the study investigates whether social media influence consumer behavior toward pro-Israeli products during boycott campaigns, How do economic factors shape consumer behavior in the context of pro-Israel product boycotts, and the extent to which humanitarian concerns affect consumer decisions to boycott pro-Israeli products. By addressing these dimensions, this research seeks to provide comprehensive insights for businesses, activists, and policymakers in navigating the social and economic pressures arising from global boycott movements. The findings will contribute to the broader discourse on consumer behavior, ethical consumption, and the socio-economic implications of political conflicts.

## B. LITERATURE REVIEW

The literature review serves as the foundation for this study, critically synthesizing existing theoretical perspectives and empirical findings related to consumer boycott behavior, particularly concerning pro-Israeli products. This section is structured to first establishes the theoretical underpinnings of consumption preferences, social media influence, economic factors, and humanitarian considerations. Subsequently, it provides a comprehensive overview of previous research, identifying the key gaps that this study aims to address, culminating in the conceptual model and hypothesis development.

Consumption preferences refer to the intricate decision-making processes that individuals undertake to select goods and services, aiming to maximize utility while operating within financial and price constraints (Marshall, 1890). Marshall's theory posits that consumers prioritize combinations of goods offering the highest satisfaction, though marginal utility

diminishes with increased consumption (Humphrey et al., 2004). Similarly, Samuelson (1947) underscored the significance of consistency and budget adherence and revealed preferences in shaping consumption behavior. Key indicators relevant to consumption preferences include consumption expenditure, opportunity costs, and human capital investment (Samuelson, 1975). These seminal theories collectively emphasize the dynamic interplay between rational choice, efficient resource allocation, and external market factors, such as pricing, which profoundly influence observed consumption patterns. Modern Islamic financial literacy studies also highlight that consumption preferences can be shaped by ethical and religious considerations. For example, waqf-based stock literacy programs such as *Wassam* have proven effective in shaping students' financial decision-making (Harpepen & Yustati, 2025).

Social media has profoundly changed consumption behavior by facilitating interactive, real-time communication and user-generated content (Kaplan & Haenlein, 2010; Kotler, 2016). While facilitating brand engagement and tailored promotions, social media also poses challenges such as misinformation and privacy issues. Recent innovations further highlight its role, with AI-based chatbot systems in Islamic banking increasing customer trust and engagement (E. S. Wahyuni et al., 2025). Empirical findings on boycott behavior show mixed results: some studies confirm that social media marketing increases purchases (Aguspriyani et al., 2023), while others show no significant impact of Instagram exposure on boycott-related decisions, underscoring the contextual variability in its effectiveness (Fidori et al., 2024). This variability indicates that public sentiment, media literacy, and active participation critically determine its effectiveness.

The microeconomic theories by Marshall (1890) and Robbins (1932) frame consumption as a resource allocation problem, where individuals maximize utility under budgetary constraints. Central to the understanding of consumption choices are price elasticity, income levels, and substitution effects. Gary Becker (1981) further identified consumption expenditure, human capital investment, and opportunity costs as measurable indicators. For instance, Komarek et al., (2021) demonstrated that budget limits and competitive pricing significantly influence fast-food preferences among students, thereby aligning with Marshall's equilibrium model. These economic principles are critical in understanding how external shocks such as boycotts alter consumption patterns by affecting purchasing power and price sensitivity. In parallel, financial inclusion and institutional quality are increasingly recognized as critical determinants for the effectiveness of Islamic financial instruments in addressing economic challenges (Asnaini et al., 2023). Moreover, entrepreneurship development studies demonstrate how economic empowerment at the local level can shape broader consumption patterns and resilience against market shocks (Arisandy et al., 2025).

Humanitarianism encompasses empathy, ethical consumption, and altruism, driven by the universal principles of justice and solidarity (Simons et al., 2023). Maslow's (1943) hierarchy of needs is particularly relevant here, highlighting how higher-order needs, such as esteem, safety, and social belonging, can motivate ethical behavior. Within the context of boycotts, consumers engaging in ethical consumption are often propelled by a fundamental need for social acceptance and enhanced self-esteem derived from aligning their actions with a perceived moral good, thereby reflecting Maslow's principles (Hopper, 2020). This theoretical underpinning strongly suggests that consumers' adherence to humanitarian values during boycott campaigns fulfills intrinsic psychological needs that extend beyond mere economic utility. Religious teachings such as QS Al-Baqarah 168 further emphasize ethical consumption

by advocating for halal products and social responsibility. Empirical studies, including Yang et al., (2021) reveal that social influence and climate sensitivity significantly drive green purchasing behavior, while Puriwat and Tripopsakul (2021), link digital social responsibility (DSR) to brand preference. These findings collectively suggest that humanitarian values transcend simple altruism and are intricately intertwined with personal identity and societal norms to profoundly shape consumption preferences. From a religious and ethical finance perspective, Islamic economics also underscores that humanitarian considerations can be operationalized through financial innovations, such as waqf and sukuk, designed to support social solidarity and justice (Asnaini et al., 2023; E. S. Wahyuni et al., 2023).

Previous studies highlight various determinants of consumer behavior during boycott campaigns. Prasasti and Ramadhika (2024) found that brand image significantly influenced purchase decisions among McDonald's consumer in Bandung, even amid boycott pressure. However, Amin Awal Amarudin et al., (2024) revealed a gap between high halal awareness and actual consumption behavior, underscoring the persistence of a behavior–intention gap. Similarly, Chindagafika and Febrianti (2024) confirmed that boycott effectiveness is contingent on consumers' level of social awareness and concern regarding the issue.

In addition, trust also plays a central role, as shown by DAM (2020) research, which indicates that trust in brands and perceived value significantly influence purchase intent through brand preference as a mediator. In the digital context, Aguspriyani et al., (2023) prove the positive influence of social media marketing on purchasing, while Fidori et al. (2024) and Ziiqbal and Fitriyyah (2024) highlight that passive exposure to boycott narratives rarely changes behavior unless accompanied by active participation. Complementary insights from Islamic finance highlight the role of digital innovations, such as AI-based risk assessment and buy-now-pay-later platforms, in shaping consumer trust and behavior (Arisandi et al., 2023; Salahudin et al., 2025).

Elian Tania et al., (2022) and Komarek et al., (2021) found that location visibility and competitive pricing strategies are key to attracting consumers. While Maftukhah and Wahyuning (2024) found that brand image and price influence purchase intentions during boycott events. A broader perspective Puriwat and Tripopsakul (2021) highlight digital social responsibility with brand loyalty influencing purchase intentions, while Mubarok and Wiyadi (2024) found that consumer perceptions based on identity and social influence are more dominant than lifestyle in shaping purchase decisions.

Finally, social influence and cultural dynamics also affect purchase interest, as Yang et al., (2021) found that peer influence and climate sensitivity moderate green consumption, Shelviana et al., (2019) reinforced the importance of cultural and psychological factors, and Naninsih et al., (2024) demonstrated the influence of social media influencers through credibility and interactivity. Overall, these previous studies reveal that consumer boycott behavior is influenced by multifaceted interactions between brand perception, digital engagement, economic exchange, and socio-cultural values, with significant evidence of a gap between intentions and behavior in various contexts.

While prior research extensively explores the individual factors affecting consumption, there remains a notable paucity of studies that holistically integrate social media, economic factors, and humanitarian values within the specific context of boycott movements. For instance, DAM (2020) and Puriwat and Tripopsakul (2021) focus on brand trust and DSR but do not adequately account for broader macroeconomic shocks or the specific dynamics of

boycott campaigns. In addition, prior studies on Islamic financial instruments and digital innovations (Asnaini et al., 2023; Harpepen & Yustati, 2025; E. S. Wahyuni et al., 2025) have not been explicitly linked to consumer boycott behavior, leaving a gap at the intersection of ethical finance and socio-political consumption. Conversely, Komarek et al., (2021) and Marbun et al., (2024) emphasize pricing without addressing ethical dimensions.

The current study aims to bridge these gaps by proposing a comprehensive conceptual model that posits that social media exposure, economic constraints, and humanitarian values collectively and interactively shape consumer preferences for boycotted products. This integrated approach provides a more nuanced understanding of consumer behavior in an emerging economy grappling with geopolitical conflicts and advocacy movements. Based on the theoretical and empirical synthesis, the following hypotheses are developed: Social media exposure significantly influences preferences for pro-Israeli products. Rationale The capacity of social media to disseminate rich, interactive content amplifies both brand narratives and awareness of boycott campaigns, thereby critically shaping consumer perceptions and choices (Kaplan & Haenlein, 2010; Philip Kotler, 2016); Economic factors (price sensitivity and income) significantly affect preferences for pro-Israeli products. Rationale Microeconomic principles underscore that budgetary and substitution effects are fundamental determinants of consumption behavior, particularly under conditions of perceived scarcity or economic pressure (Gary Becker, 1981); and Humanitarian values significantly reduce preferences for pro-Israeli products. Rationale Ethical consumption decisions are frequently driven by empathy, adherence to social norms, and the congruence with moral identity, compelling consumers to align their purchasing decisions with broader humanitarian principles (Yang et al., 2021).

## C. METHOD

This study employed a quantitative approach, focusing on the operational definition and structured measurement of variables. Through the operationalization of variables, researchers can ensure consistency in data collection and analysis, thereby increasing the reliability and relevance of the research results to the stated objectives (Sihotang, 2023). The dependent variable (Y) in this study is consumption preference for pro-Israel products, measured through three indicators, namely consistency in choice, adherence to budget, and expression of preference through action. The independent variable (X) consists of three dimensions. First, social media (X1), defined as an online platform that facilitates interaction and information sharing beyond the boundaries of space and time (Triananda et al., 2021), measured through indicators of information richness, interactivity, and information accuracy. Second, economic factors (X2), which reflect the role of economic conditions in decision-making (Setyoningrum, 2020), measured using indicators of consumption expenditure, investment in human resources, and opportunity costs. Third, human values (X3), which emphasize ethical and moral principles in social interactions (K. N. Kurniawan, 2023), using indicators such as respect, security, safety, and social needs (love and belonging).

The population of this research was students who had purchased or had the potential to purchase pro-Israeli products. The sample size for this study was determined using the formula by Hair et al., (2010) which recommends a ratio of 5–10 respondents per indicator. With 12 indicators, the sample size was calculated as  $10 \times 12$ , resulting in 120 samples. The

sample was randomly selected based on certain criteria, such as demographic characteristics, gender, and type of employment (Soewignyo et al., 2022). The sample selection criteria included:

1. College students aged 17–24 residing in Greater Jakarta (Jabodetabek).
2. College students actively using social media (X, YouTube, Instagram, TikTok, and other platforms).
3. College students in the Greater Jakarta area who are aware of the boycott of pro-Israel products.

The data collected were primary data (Balaka, 2022) obtained through a structured questionnaire distributed online using Google Forms. The questionnaire used closed-ended items, providing respondents with predetermined answer choices to ensure consistency and reliability in data collection (Pratama Atmajaya, 2021).

Data analysis was conducted using Partial Least Squares (PLS) with SmartPLS software (Astuti & Bakri, 2021). PLS was chosen because it is effective for complex models, small sample sizes, and non-normal data distributions. The analysis involved two main stages: the measurement model (outer model) and the structural model (inner model). The outer model evaluated convergent validity (outer loading  $\geq 0.7$ , AVE  $\geq 0.5$ ), discriminant validity, and reliability using Cronbach's alpha ( $\geq 0.7$ ) (Euis Widanengsih & Yusuf, 2022; Ghazali, 2014). The inner model assessed the coefficient of determination ( $R^2$ ), predictive relevance ( $Q^2$ ), and model fit using the Normed Fit Index (NFI), with thresholds following (Hair et al., 2010; Yuliawan, 2021).

In addition, descriptive statistics were applied to provide an overview of respondents' perceptions using the three-box method (Fini Fitriya Handayani & Suryari Purnama, 2023), which categorizes index scores into low (30–70), medium (71–110), and high (111–150). Finally, hypothesis testing was conducted with a 5% significance level ( $\alpha = 0.05$ ). The hypothesis was accepted if the p-value  $< 0.05$ , indicating a significant influence of the independent variables on consumption preferences. Specifically, this hypothesis tests whether social media, economic factors, and humanitarian values significantly influence consumption preferences for pro-Israel products among college students in Greater Jakarta.

## D. RESULT AND DISCUSSION

### 1. Description of Research Objects

The study involved 120 respondents, consisting of 52% male and 48% female students, with the majority aged 20 years or older (77.5%). Most respondents resided in Jakarta (25.8%), followed by Bogor (20.8%), Depok (20.0%), Tangerang (16.7%), and Bekasi (16.7%). Regarding income, the largest group earned  $\leq$  Rp1,000,000 (30.8%), while others earned between Rp1–3 million (25.8%), Rp3–5 million (22.5%), and  $>$ Rp5 million (20.8%). In terms of social media usage, Instagram (27.6%) and YouTube (22.9%) were the most frequently used platforms, followed by TikTok (20.8%), X (14.1%), and Facebook (13.8%). This demographic profile indicates that the respondents represent digitally active young consumers with varied economic capacities and diverse media habits.

**Table 3. Characteristics of Respondents**

Variable	Category	Total	Percentage
Age	< 20 years	27	22.5%
	> 20 years	93	77.5%
Gender	Male	62	52%

	Female	58	48%
Domicile	Jakarta	31	25,83%
	Bogor	25	20%
	Depok	24	20.83%
	Tangerang	20	16.67%
	Bekasi	20	16.67%
Income	Rp0-1.000.000	37	30.83%
	Rp1.000.000-3.000.000	31	25.83%
	Rp3.000.000-5.000.000	27	22.5%
	>Rp5.000.000	25	20.83%
Social Media	Instagram	106	27.60%
	Tiktok	80	20.83%
	YouTube	88	22.92%
	X	54	14.06%
	Facebook	53	13.80%
	Others	3	0.78%

Source: Processed data, 2024

## 2. Descriptive Data Analysis

The descriptive analysis shows that respondents' preferences were shaped by three main factors. Consumption preferences (PK) scored an average index of **87.2** (medium–high), reflecting loyalty and budget adherence. Social media (MS) obtained an average index of **91.5** (medium), showing its role in providing information and shaping perceptions. Economic factors (E) had the highest score of **97.2** (medium–high), confirming price sensitivity and budgetary considerations as critical drivers. Humanitarian values (K) reached an index of **101.8** (medium–high), reflecting moral concerns such as solidarity and ethical rejection of injustice

**Table 4. Descriptive Index of Research Variables**

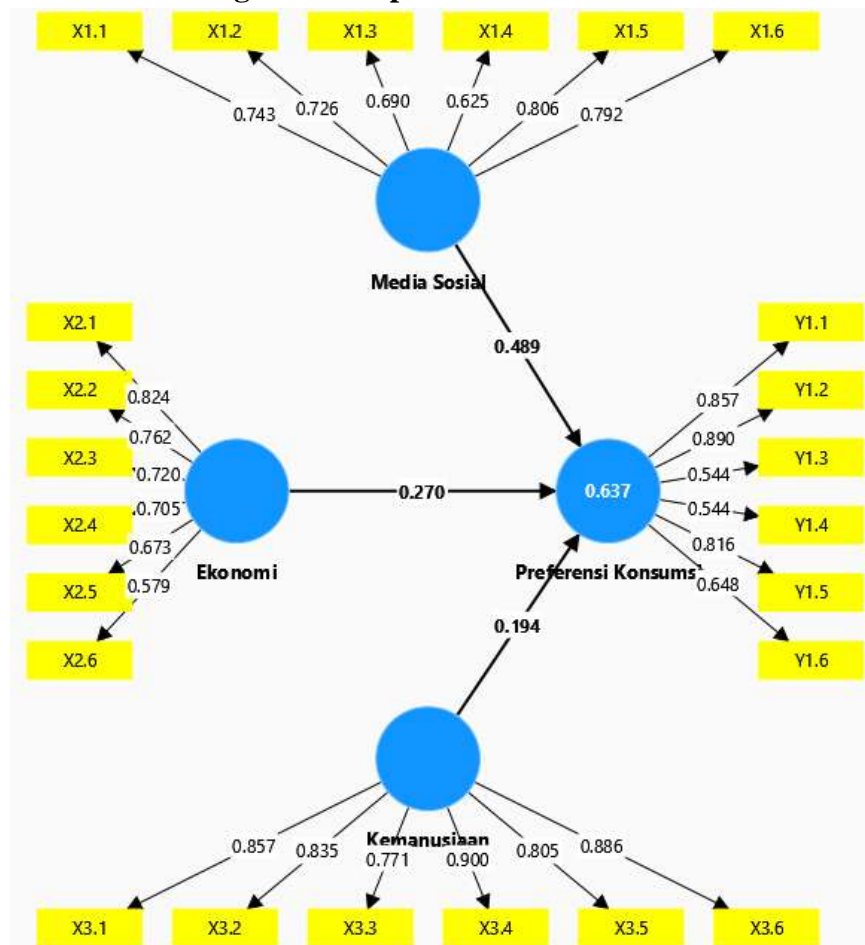
Variable	Index Score	Category
Social Media → Consumption Preferences	87.2	Medium–High
Social Media (X1)	91.5	Medium
Economic Factors (X2)	97.2	Medium–High
Humanitarian Values (X3)	101.8	Medium–High

Source: Processed Data, 2024

## 3. Measurement Model (Outer Model)

Based on the outer loading analysis, all indicators with values above 0.500 were considered valid. In the Social Media (MS) variable, the valid indicators are MS1 (0.743), MS2 (0.726), MS3 (0.690), MS4 (0.625), MS5 (0.806), and MS6 (0.792). For the Economic variable (E), indicators E1 (0.824), E2 (0.762), E3 (0.720), and E4 (0.705) were declared valid, although E5 (0.673) and E6 (0.579) had values close to the lower limit. Furthermore, in the Humanity variable (K), all indicators, namely K1 to K6, had valid values ranging from 0.771 to 0.900. Finally, in the Consumption Preference (PK) variable, indicators PK1 (0.857), PK2 (0.890), and PK5 (0.816) were valid, while PK3 (0.544) and PK6 (0.648) still met the validity criteria. Thus, all the indicators in the table meet the validity requirements because they have an outer loading value above 0.500. The steps of the model adjustment are as follows:



**Figure 1. Output SmartPLS**

Source: Processed Data, 2024

#### 4. Structural Model (Inner Model)

The structural model showed that social media, economic factors, and humanitarian values collectively explained 62.8% of the variance in consumption preferences ( $R^2 = 0.628$ ).

**Table 5. Hypothesis Test**

	Original Sample (O)	T Statistic ( O/STDEV )	P Values	R-Square Adjusted
Social Media⇒ Consumption Preference	0.489	7.019	0.000	
Economy⇒ Consumption Preferences	0.270	4.153	0.000	
Humanity⇒ Consumption Preference	0.194	3.481	0.001	
Consumption Preferences				0.628

Source: Processed Data, 2024

#### 5. Discussion

##### a. The Influence of Social Media on Consumption Preferences

The analysis shows that the original sample value is 0.489 with a t-statistic test for the social media variable of 7.019, which is greater than the t-table value of 1.980. The p-value for this variable is 0.000, which is smaller than 0.05 or 5%. Based on these results, hypothesis H0 is rejected and hypothesis H1 is accepted, which means that social media has a significant positive influence on consumption preferences towards pro-Israel products. Thus, social media plays a significant role in shaping consumption preferences for pro-Israeli products through effective marketing strategies.

The respondents' results show that the statement with the highest index on the social media variable is MS2, which states that social media provides information that is quite helpful in

consumption preferences. This suggests that social media plays an important role in providing relevant and sufficient information to consumers, which can influence their decisions to purchase products. In contrast, the statement with the lowest index is MS3, which states that interactions on social media between product brand accounts and consumers occur frequently.

Although this result is the lowest index, some respondents still feel that social media interactions between consumers and brands have an effect on consumption preferences, as some consumers feel more connected to the brand and gain a deeper understanding of the product through more intense communication.

The results of this study are in line with the research conducted by Briliana et al., (2020), which underlines that the level of user engagement in social media has a significant influence on consumption preferences, especially in certain communities. These findings indicate that a successful marketing strategy on social media depends not only on disseminating information but also on creating relevant and meaningful interactions with the target audience, thereby building stronger relationships with consumers and increasing brand loyalty. Muttaqin et al. (2022) also revealed that students tend to consume more products promoted through advertisements in online marketplaces. This consumptive activity is triggered by intensive promotions on social media such as discounts and attention-grabbing content. The results of this analysis show that social media has a significant influence on consumption preferences towards pro-Israel products, indicating that social media not only provides information, but also creates an emotional drive to buy certain products. Platforms such as Instagram and TikTok influence consumers by compelling visual and narrative content, reinforcing brand images, and creating personalized digital experiences (Fikriyah and Alam 2025). These implications emphasize the importance of businesses using social media to reach wider audiences, increase consumer engagement, and build loyalty. Additionally, social media drives consumer awareness of social values, which can lead to consumption preferences for products that support sustainability and social responsibility

#### **b. Economic Influence on Consumption Preferences**

The analysis shows that the original sample value is 0.270 with a t-statistic test for the economic variable of 4.153, which is greater than the t-table value of 1.980. The p-value for this variable was 0.000, which was less than 0.05 or 5%. Based on these results, hypothesis H0 is rejected, and H1 is accepted, meaning that the economic variable has a significant positive influence on consumption preferences for pro-Israel products. Thus, economic factors significantly influence consumption preferences for pro-Israel products, primarily through considerations such as purchasing power and cost efficiency, which are key determinants of their consumption preferences.

The respondents' results show that the statement with the highest index for the economic variable is E1, which states that consumers tend to prioritize the price factor as the main consideration before deciding to buy a product. This suggests that economic factors, particularly prices, play an important role in consumption preferences. Consumers tend to look for the best value products that fit their financial capabilities; therefore, aspects such as discounts, price promotions, and special offers are often the main attractions that influence their preferences. By contrast, the statement with the lowest index is E6, which states that consumers often feel the need to sacrifice the purchase of other products in favor of their preferred product. Although this result is the lowest index, the tendency of consumers to prioritize their preferred products still influences consumption preferences because this decision shows that consumers prefer products that provide more value or meet their main needs, even if they have to reduce other options.

The results of this study are in line with previous research conducted by Wahyuni et al. (2024) that economic considerations such as price sensitivity are often more dominant in purchasing decisions, especially when consumers are faced with political or ethical dilemmas. The perceived value of a product relative to price is an important factor, where consumers tend to prioritize

products that offer the best value according to their financial capabilities, despite the influence of sociopolitical factors. Research conducted by Haque (2020) also shows that price is a major factor in purchasing decisions, as consumers prefer products that provide more value according to their budget. However, in addition to price, product quality and image also influence consumer preferences, with many studies considering the match between price and quality when choosing a product. The results of this analysis show that economic factors have a significant influence on consumption preferences towards pro-Israel products, with consumers tending to prioritize prices within their financial means in purchasing decisions. Consumers tend to choose affordable local alternatives when product prices increase. The boycott movement also encourages companies to adjust strategies such as providing discounts or improving quality to maintain the market. This suggests that consumption preferences are influenced not only by price and utility but also by economic conditions that encourage spending selectivity

### c. The Influence of Humanity on Consumption Preferences

The analysis shows that the original sample value is 0.194, with a t-statistic test of 3.481 for the humanitarian variable, which is greater than the t-table value of 1.980. The p-value for this variable was 0.001, which was less than 0.05 or 5%. Based on these results, hypothesis H0 is rejected, and H1 is accepted, meaning that the humanitarian variable has a significant positive influence on consumption preferences for pro-Israel products. This result suggests that humanitarian values can play an important role in influencing consumer preferences, especially when considering politics or ethics in choosing products.

The respondents' results show that the statement with the highest index on the humanitarian variable is K5, which states that consumers are more likely to choose products that reflect the values of peace and humanity. This suggests that their consumption preferences often support initiatives that focus on social and ethical goods and have a positive impact on society at large. By contrast, the statement with the lowest index is K1, which states that consumers often consider humanitarian values when choosing Israel-related products, focusing on ethical aspects and social impact in their consumption preferences. Although this result is the lowest index, consumers' tendency to make product choices can be influenced by their desire to support or avoid brands associated with certain conflicts or humanitarian issues.

The results of this study are in line with previous research conducted by Rohaya et al. (2024), which shows that Indonesians, especially the younger generation, have high social awareness and tend to choose products that support humanitarian values and peace. This leads to the selection of products that are free from associations with policies that are considered ethically unjust, such as business relations with Israel, which are related to aggressive policies. The boycott movement of products deemed to support Israeli policies is becoming increasingly widespread, driven by public awareness of social justice and human rights. Research conducted by R. S. Kurniawan et al. (2024) also revealed that consumers are more likely to avoid products from companies that are considered to support policies or actions that are contrary to human values. For example, the Boycott Divestment and Sanctions (BDS) movement focuses on companies perceived to be associated with Israeli policies towards Palestine, and many consumers in Indonesia support this action as a form of solidarity with humanity. Consideration of moral and ethical values in their decisions. In the context of boycotts, solidarity with humanitarian issues, such as conflict or human rights violations, encourages consumers to choose products that align with the values of justice and social responsibility. This suggests that consumption preferences are not only influenced by economic needs but also by a moral impulse to support positive social change. This analysis shows that consumers tend to choose products that reflect humanitarian and peaceful values and avoid products associated with unethical policies, such as those related to Israel, as a form of solidarity with human rights.

The findings highlight a complex interplay between consumption preferences and broader sociopolitical dynamics, particularly concerning pro-Israeli products. The significant positive influence of social media on consumption preferences for pro-Israeli products is particularly salient in the current global climate. Social media platforms, through compelling visual and narrative content, not only reinforce brand images, but also shape personalized digital experiences, which can be strategically leveraged to align products with specific sociopolitical narratives. This extends beyond mere information dissemination, indicating an emotional drive to purchase products. This aligns with how social media can be instrumental in raising consumer awareness of social values, thereby driving preferences for products that align with the perceived sustainability and social responsibility goals.

However, the observed pro-Israel consumption preferences, influenced by social media and economic factors, present an interesting behavior-intention gap, especially when juxtaposed with the significant influence of humanitarian values and widespread boycott movements. While the analysis indicates a positive influence of humanitarian values on consumption preferences for pro-Israel products, there is also a strong tendency for consumers to avoid products associated with unethical policies or human rights violations, as evidenced by support for the BDS movement in Indonesia. This apparent contradiction suggests that consumers may have intentions to support humanitarian causes or boycott certain products, yet their actual purchasing behavior can be swayed by other powerful influences, such as effective social media marketing and economic considerations, such as price and discounts.

This gap could be attributed to several factors: a lack of complete information regarding a product's affiliation, the perceived inconvenience or cost of finding alternative products, and the overwhelming influence of marketing strategies that mitigate negative perceptions. The lowest index for the statement regarding frequent interactions on social media between product brand accounts and consumers also points to a potential disconnection. While consumers find information on social media helpful, a lower frequency of direct brand interaction suggests that consumers are more passively influenced by broad narratives rather than actively engaging with brands on ethical grounds. Similarly, the lowest index for consumers feeling the need to sacrifice other purchases for preferred products in the economic sector, despite the overall economic influence, could indicate that while economic factors are crucial, the willingness to make personal sacrifices for ethical consumption is not universally strong. This points to a nuanced behavior-intention gap, where stated or intended support for humanitarian causes may not always translate into consistent purchasing decisions, especially when economic convenience and strong marketing narratives are at play.

## E. CONCLUSION

The findings of this study underscore the dynamic interplay between social media, economic factors, and humanitarian values in shaping consumption preferences among young Muslim consumers in Jabodetabek, particularly concerning pro-Israeli products. The analysis demonstrated that social media exerts the strongest influence, significantly shaping public opinion and consumer behavior through emotional narratives and real-time content dissemination. With a path coefficient of 0.489, it is evident that platforms such as Instagram and TikTok play a crucial role not merely as channels of information but also as agents of behavioral change. Economic considerations also emerged as a critical factor, with a coefficient of 0.270, reflecting the substantial role of price sensitivity, budget constraints, and perceived value in determining consumer decisions. Meanwhile, humanitarian concerns, although slightly less prominent with a coefficient of 0.194, remain a vital driver, highlighting a strong ethical

dimension among consumers who consciously choose to support products aligned with their moral and political values.

Collectively, these three variables accounted for 62.8% of the variance in consumption preferences, illustrating a robust predictive model. This study highlights the notable tension between ethical awareness and economic practicality. While many respondents expressed solidarity with humanitarian causes, such as the Palestinian struggle, their actual purchasing decisions often reflected economic constraints and the availability of affordable alternatives. This gap illustrates the complexity of ethical consumerism in emerging economies where idealism is frequently tempered by material considerations.

From a practical standpoint, businesses are encouraged to adopt socially responsible and ethically transparent branding strategies. Companies that wish to maintain consumer trust should actively communicate their stances on social issues and demonstrate tangible commitments to humanitarian causes. For marketers, strategic use of social media is essential. Campaigns that foster interactive engagement, personalize content, and align with consumer values are more likely to succeed in building lasting brand loyalty.

Policymakers and advocacy groups can benefit from these insights. Educational initiatives aimed at increasing awareness of ethical consumption, combined with support for local halal-certified alternatives, can empower consumers to make choices that reflect both their financial limitations and moral convictions. Collaborating with influencers who advocate for social justice can further amplify these messages within the target demographics.

Future research should consider longitudinal approaches to assess the consistency of boycott behaviors over time. It would also be beneficial to conduct comparative studies across different cultural and geographical contexts to explore whether these findings hold in other-majority regions. Additionally, investigating psychological dimensions, such as moral identity, perceived consumer efficacy, and group belongingness, may offer deeper insights into the motivations underlying ethical consumption. Further examination of the economic impacts on brands targeted by boycotts, including changes in public perception and corporate strategy, could also enhance discourse on the effectiveness and sustainability of consumer-led advocacy.

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