

BOYCOTT OR BUY? EXPLORING CONSUMER TO BRAND BETRAYAL AND BRAND HATE IN THE F&B INDUSTRY

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Abstract

Background – Boycotts are a form of rejection that has been going on for a long time and has a significant impact on product sales, production and marketing .

Aim – This study further explores the relationship between negative word of mouth, brand hate, brand betrayal and desire for avoidance in the context of the boycott phenomenon against fast food restaurants, McDonald's.

Design / methodology / approach – This study focuses on consumers in Indonesia who have purchased McDonald's products both before and after the boycott. The method used in this study is quantitative with purposive sampling technique and the analysis tool is Smart-PLS-based Structural Equation Modeling (SEM).

Findings – The results of this study show that there is an influence between the NWOM variable on brand hate and brand betrayal, brand hate influences desire for avoidance. However, NWOM and brand betrayal have no effect on desire for avoidance. Nevertheless, NWOM mediated by hatred of the brand is proven to directly influence the desire for avoidance, while when mediated by hatred of the brand, the effect is insignificant.

Conclusion – This study reveals that a person's decision to continue buying or avoiding a boycotted brand is not solely influenced by negative information, but is also influenced by various factors, such as the need for the product.

Research implications – Based on the results of this study, companies need to pay more attention to managing negative sentiment, especially on social media, to prevent the emergence of hatred towards brands that have the potential to cause long-term loss of consumers.

Limitations – The limitation of this study is the limited number of consumers who boycott. Not all individuals will avoid boycotted brands due to religious beliefs, sympathy, or geographical limitations covering only one country.

Keywords : Brand Betrayal, Brand Hate, Desire for Avoidance, Negative Word of Mouth

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Abstrak

Latar Belakang - Boikot merupakan bentuk penolakan yang sudah berlangsung sejak lama dan memiliki dampak yang signifikan terhadap penjualan, produksi dan pemasaran produk

Tujuan - Penelitian ini mengeksplorasi lebih lanjut hubungan antara word of mouth negatif, kebencian terhadap merek, pengkhianatan terhadap merek, dan keinginan untuk menghindar dalam konteks fenomena boikot terhadap restoran cepat saji, McDonald's.

Desain / metodologi / pendekatan - Penelitian ini berfokus pada konsumen di Indonesia yang pernah membeli produk McDonald's baik sebelum maupun sesudah boikot. Metode yang digunakan dalam penelitian ini adalah kuantitatif dengan teknik purposive sampling dan alat analisis yang digunakan adalah Structural Equation Modeling (SEM) berbasis Smart-PLS.

Temuan - Hasil penelitian ini menunjukkan bahwa terdapat pengaruh antara variabel NWOM terhadap brand hate dan brand betrayal, brand hate berpengaruh terhadap desire for avoidance. Namun, NWOM dan brand betrayal tidak berpengaruh terhadap desire for avoidance. Namun demikian, NWOM yang dimediasi oleh kebencian terhadap merek terbukti secara langsung berpengaruh terhadap desire for avoidance, sedangkan ketika dimediasi oleh pengkhianatan terhadap merek pengaruhnya tidak signifikan.

Kesimpulan - Penelitian ini mengungkapkan bahwa keputusan seseorang untuk tetap membeli atau menghindari merek yang diboikot tidak semata-mata dipengaruhi oleh informasi negatif, tetapi juga dipengaruhi oleh berbagai faktor, seperti kebutuhan akan produk.

Implikasi penelitian - Berdasarkan hasil penelitian ini, perusahaan perlu memberikan perhatian lebih dalam mengelola sentimen negatif, terutama di media sosial, untuk mencegah munculnya kebencian terhadap merek yang berpotensi menyebabkan hilangnya konsumen dalam jangka panjang.

Batasan penelitian - Keterbatasan dari penelitian ini adalah terbatasnya jumlah konsumen yang melakukan boikot. Tidak semua individu akan menghindari merek yang diboikot karena adanya faktor kepercayaan agama, rasa simpati dan keterbatasan geografis yang meneliti hanya mencakup satu Negara.

Kata kunci : Pengkhianatan Merek, Kebencian Merek, Keinginan Untuk Menghindar, Informasi Negatif

INTRODUCTION

The term boycott dates back to 1880 during the Irish land agitation in Western Europe, popularized by Charles Stewart Parnell. A boycott can be defined as a refusal to participate in a particular process (Antara, 2023). A boycott impacts the sale, manufacture, and marketing of a product (Sami Albayati *et al.*, 2012). From 1965 to 1970, the Delano Wine attack occurred and triggered an international boycott. In 1977, there was a boycott of the Nestle company, and in 1995, there was a

boycott of Montgomery Buses (Nugraha, 2023).

Boycotts still occur frequently, but in October 2023, boycotts were again busy and caught the attention of people in various countries. There are several brands of products that are marketed, such as Domino's Pizza, McDonald's, Papa John's Pizza, Burger King, Pizza Hut, and WiX. Products that are included in the boycott list have openly supported the Israeli Genocide against the Palestinian people (Nariswari & Opita, 2023). One of the



companies included in the boycott list that is spread across various social media platforms is McDonald's fast food restaurant (Nugraha, 2023). Boycott movements in the FnB world have a huge impact on the sales of the targeted products. However, not all food and beverage brands experienced a decline in sales. Data shows that 47% of brands still recorded positive sales growth. This shows that the boycott's impact on each brand varies, with some managing the situation better than others. Factors such as consumer loyalty, brand strength, and the right marketing strategy are likely to determine the success of maintaining business performance amid a crisis, so there are still gaps in the impact of the boycott on each brand (Andini, 2024).

The desire for brand avoidance is a variable that has been little examined by previous research (e.g., Hegner, 2017; Jabeen et al., 2022). The desire for Avoidance is a concept that encourages individuals to avoid unpleasant situations, experiences, or feelings. It is very important for brands that want to manage customer reputation by understanding Desire for Avoidance. Customers often opt to avoid the boycotted restaurant by ceasing to use its services (Lee et al., 2013). Brand image can affect consumer trust in the brand, where the functional impact can reduce brand loyalty and encourage consumers to avoid it (Cahyadi

& Respati, 2024). The boycott of McDonald's is a phenomenon that emerged in response to the issue of Palestine supporting genocide. Negative Word of Mouth (NWOM) can spread negative information strongly and quickly to consumers (Seo & Jang, 2021). NWOM usually arises due to unmet expectations and a sense of disappointment experienced by previous customers. This is, for example, when a product gets a boycott, which will then cause opinions to form NWOM. Consumers who feel dissatisfied with a product often share their negative experiences directly with those closest to them. Consumers who have been affected by NWOM tend to stay away from products from that brand. Indirectly, NWOM can cause various negative impacts on the brand, such as the emergence of brand hatred, a sense of betrayal, brand avoidance, brand retaliation, and loss of consumer confidence in the brand (e.g., Hegner, 2017; Jabeen et al., 2022; Tosun et al., 2024; Zarantonello et al., 2016).

Brand betrayal can be said to occur when the customer believes that the brand trusted by the consumer has deliberately violated moral obligations and relational norms (Finkel et al., 2002). Brand betrayal can cause consumers to feel a loss of identity when they have trusted the brand that has betrayed them (Yu et al., 2022). Brand resentment is a negative response involving various emotions, such as anger,

sadness, and fear (Ninh Nguyen & Ninh NGUYEN, 2021; Zhang & Laroche, 2020). In addition, brand hatred is defined as an emotional descriptor in the context of negative emotions toward brands and is seen as a form of dislike (Zarantonello *et al.*, 2016). Brand Hate usually arises as a result of bad experiences, negative perceptions, or deep dissatisfaction.

Previous research findings focus more on products or services, such as users of online food delivery platforms, and relate Brand Betrayal variables to dissatisfaction and NWOM (Jabeen *et al.*, 2022). Many previous studies have discussed the relationship between NWOM with Brand Hate, Brand Hate with Brand Betrayal, or NWOM with Brand Hate and Brand Betrayal. However, there are still few studies that discuss the relationship between the Desire for Avoidance with NWOM, Brand Hate, and Brand Betrayal (e.g., Jabeen *et al.*, 2022). This research also has differences from previous research. This study uses Cognitive Dissonance Theory (CDT) as a framework for obtaining research hypotheses about the relationship between the variables NWOM, Brand Hate, Brand Betrayal, and Desire for Avoidance.

Cognitive Dissonance Theory (CDT) is a psychological theory proposed by Leon Festinger (1957). This theory is relevant because it states that there is an inconsistency between consumers' thoughts and feelings when receiving negative

information in making choices (Wangenheim, 2005). This study seeks to examine more deeply the interrelationships among Negative Word of Mouth (NWOM), Brand Hate, Brand Betrayal, and the Desire for Avoidance within the context of boycott behavior, while also investigating the extent to which Indonesian consumers are influenced by such boycott movements.

LITERATURE REVIEW

Cognitive Dissonance Theory (CDT)

Cognitive Dissonance Theory (CDT) was proposed by Leon Festinger (1957) which explains the relationship between motivation, perception, and individual cognition to change consumer opinions, attitudes, beliefs, and behavior resulting in feelings of discomfort (Elkhani & Bakri, 2012). This theory states that a person can feel dissonance after receiving new information. When individuals receive negative information, they will adjust their behavior or cognition to reduce the difference (Do *et al.*, 2024). For example, NWOM by customers after experiencing service failure is a form of dissonance (Balaji *et al.*, 2016). Since, according to research (Wangenheim, 2005) cognitive dissonance is considered an unpleasant experience, individuals usually try to limit it, for example by performing brand avoidance (Brand Betrayal) and may try to influence others through NWOM. Most people have a

positive self-concept, so they tend to experience dissonance when behaving in ways that they perceive as incompetent, inconsistent, and immoral (Spangenberg *et al.* , 2003) . The relationship between cognitive dissonance and consumer behaviors, such as NWOM, Brand Hate, Brand Betrayal, and Desire for Avoidance indicates the importance of psychological mechanisms in the interaction between consumers and brands. However, not many previous studies have examined the variables of NWOM, Brand Hate, Brand Betrayal, and Desire for Avoidance in the context of boycotts and through CDT. Therefore, this study aims to analyze the consequences of dissonance in determining consumer attitudes towards the boycotted McDonald's brand using CDT.

Negative Word of Mouth on Brand Hate

A negative impact on the brand will result in negative experiences and increased dissatisfaction with the brand (Jabeen *et al.* , 2022) . Several studies conceptualize three main components of negative emotions and feelings that arise among users towards brands - disappointment, anger, and fear (e.g., Jabeen *et al.* , 2022; Romani *et al.* , 2015; Zhang and Laroche, 2020) . Brand Resentment can be unidimensional or multidimensional (Curina *et al.* , 2020) and consists of four factors (Ninh Nguyen & Ninh NGUYEN, 2021) . But in reality, the

relationship between NWOM and Brand Hate is interactive and mutually reinforcing so the spread of negative information can increase the level of hatred felt by consumers and have a negative impact on the Brand's reputation. Brand hatred is a construct that includes emotions related to anger, sadness, and fear, and varying emotions will result in the level of hatred towards the brand (Zhang & Laroche, 2020). Related to this phenomenon, brand hatred drives the boycott movement when consumers assess that a company or brand has been considered to have committed unethical actions that harm society. This is in accordance with research (C. *et al.* , 2021; Zhang & Laroche, 2020) which shows that NWOM has an effect on Brand Hate. Based on the explanation above, the hypothesis of this study is:

H₁ : Negative Word of Mouth Affects Brand Hate

Negative Word of Mouth on Brand Betrayal.

Negative Word of Mouth (NWOM) is an action often taken by consumers as a form of retaliation by spreading offensive information that adversely affects the company's reputation (Arruda Filho & Barcelos, 2021) . NWOM occurs due to negative emotions such as anger, frustration, and annoyance (M. Wetzler., 2007; Weitzl *et al.* , 2018) . NWOM tends to spread quickly compared to PWOM so

NWOM can damage the company's image. When customers feel that they have been betrayed by the brand, they tend to spread their negative experiences to others, both privately and publicly. When sharing negative experiences with others can increase doubt and distrust of the brand, and this can cause consumers to feel betrayed. (Jabeen *et al.*, 2022) States that Brand Betrayal symbolizes the emotional impact and negative feelings experienced by consumers, making consumers feel cheated, lied to, and betrayed by the brand. In addition, the Betrayal Brand includes various aspects such as breach of trust, transparency, exploitation, relational aspects, and negative consumer responses. Feelings of being lost and exploited are considered important in the experience which reveals that brand betrayal is not only a violation but also includes emotional aspects and complex relationships between consumers and brands (Reinikainen *et al.*, 2021) (Grégoire & Fisher, 2008) asserts that betrayal motivates customers to restore justice through various means. When consumers have been betrayed by a brand, their emotional response can trigger a boycott. This is in accordance with research (Baghi & Gabrielli, 2021; Rasouli *et al.*, 2022) which shows that NWOM has a significant effect on Brand Betrayal. Based on the explanation above, the hypothesis of this study is:

H₂ : Negative Word of Mouth Affects Brand Betrayal

Brand Hate on Desire for Avoidance

Brand Hate is defined as a stronger emotional response experienced by consumers than dislike for a brand (Nguyen *et al.*, 2022) . Most people expect that anyone who has bought a boycotted item will become disappointed and find it shameful (Sarkar *et al.*, 2019) , so consumers who feel resentment will desire to avoid the brand (Bayarassou *et al.*, 2020) . The desire to avoid arises as a consequence of brand aversion. Some contributions in psychology have seen that resentment is not just a tendency or feeling (Zarantonello *et al.*, 2016) . In addition, hatred is the result of a violation of the moral code. However, to reduce the risk of brand resentment, brand practitioners should consider ways to build a strong reputation (Bryson *et al.*, 2013) . Desire can motivate customers to "Escape" by reducing in supporting the company (Rouziès *et al.*, 2009) and the desire to avoid will increase over time. The results of the research findings (Bayarassou *et al.*, 2020; C. *et al.*, 2021; Hegner, 2017; Jabeen *et al.*, 2022) show the influence of brand hatred on the desire to avoid. Based on the explanation above, the hypothesis of this study is:

H₃ : Brand Hate Affects Desire for Avoidance.

Brand Betrayal to Desire for Avoidance

Brand betrayal can make consumers feel a loss of identity when a trusted brand has betrayed or deceived them (Yu *et al.* , 2022) . Brand Betrayal according to (Jabeen *et al.* , 2022) , symbolizes the emotional impact and negative feelings experienced by consumers, making consumers feel cheated, lied to, and betrayed by the brand. In addition, the Betrayal Brand includes various aspects such as breach of trust, transparency, exploitation, relational aspects, and negative consumer responses. Feelings of being lost and exploited are considered important in the experience (Reinikainen *et al.* , 2021) which reveals that brand betrayal is not only a violation but also includes emotional aspects and a complex relationship between consumers and brands. When consumers have been betrayed by a brand, their emotional response can trigger a boycott.

Betrayal can affect the desire to avoid which shows that someone who feels cheated and lied to will experience frustration, dissonance, and disappointment (Jabeen *et al.* , 2022) so that consumers expressly start to stay away and ignore brands that have been boycotted. Avoidance desire is a response where consumers try to stay away from brands that they perceive to have betrayed them. Therefore, the stronger the consumer's relationship with the brand, the faster the consumer will avoid it. Conversely, the lower the consumer's relationship with the brand, the slower the

consumer will move away from the brand (Rouziès *et al.* , 2009) . The findings of the research (Jabeen *et al.* , 2022; Lee *et al.* , 2013; Yu *et al.* , 2022) show that brand betrayal affects the desire to avoid. Based on the explanation above, the hypothesis of this study is:

H₄ : Brand Betrayal Affects Desire for Avoidance

Negative Word of Mouth on Desire for Avoidance

Avoidance is an emotion-focused approach to adjusting emotional responses to problems (Lee *et al.* , 2013) . In the context of boycotts, NWOM can influence the desire to avoid. When consumers get negative information about a brand, they tend to want to avoid the brand. As said by (Jabeen *et al.* , 2022) , there are factors that cause the desire to avoid such frustration and disappointment. The scale used in the study (Odoom *et al.* , 2019) should be applied specifically in the context of avoidance . In essence, consumers are more responsive to negative information than positive information, so NWOM can accelerate consumers' decisions to stay away from brands. This is in accordance with research (Jabeen *et al.* , 2022) which shows that NWOM has an effect on Desire for Avoidance. Based on the explanation above, the hypothesis of this study is:

H₅ : Negative Word of Mouth Affects Desire for Avoidance

Negative Word of Mouth on Desire for Avoidance mediated by Brand Hate

Negative Word of Mouth (NWOM) is a very effective tool to make consumers hate brands. Consumers who have felt resentful towards the brand they previously loved not only stop using the product but also invite others to boycott (Jabeen *et al.* , 2022) by spreading negative information to others verbally. The boycott phenomenon affects this variable. In this context, Brand Hate acts as an intermediary that connects NWOM and Desire for Avoidance. This is in accordance with research from (Jabeen *et al.* , 2022; Pinto, 2021) which states that NWOM affects the Desire for Avoidance which is mediated by Brand Hate. Based on the explanation above, the hypothesis of this study is:

H₆ : Brand Hate Has a Mediating Effect on Negative WOM and Desire for Avoidance

Negative Word of Mouth on Desire for Avoidance mediated by Brand Betrayal

Negative Word of Mouth (NWOM) increases the desire to avoid by creating a perception of brand betrayal. However, for consumers who feel betrayed, hatred towards the brand will emerge, and make negative promotions to others directly (Ninh Nguyen & Ninh NGUYEN, 2021) in an effort to teach the brand a lesson. In this context, Brand Betrayal acts as an intermediary that connects NWOM and Desire for Avoidance. This is in accordance with research from (Jabeen *et al.* , 2022; Lee *et al.* , 2013) which states that NWOM affects the Desire for Avoidance which is mediated by Brand Betrayal. Based on the explanation above, the hypothesis of this study is:

H₇ : Brand Betrayal Has a Mediating Effect on Negative WOM and Desire for Avoidance

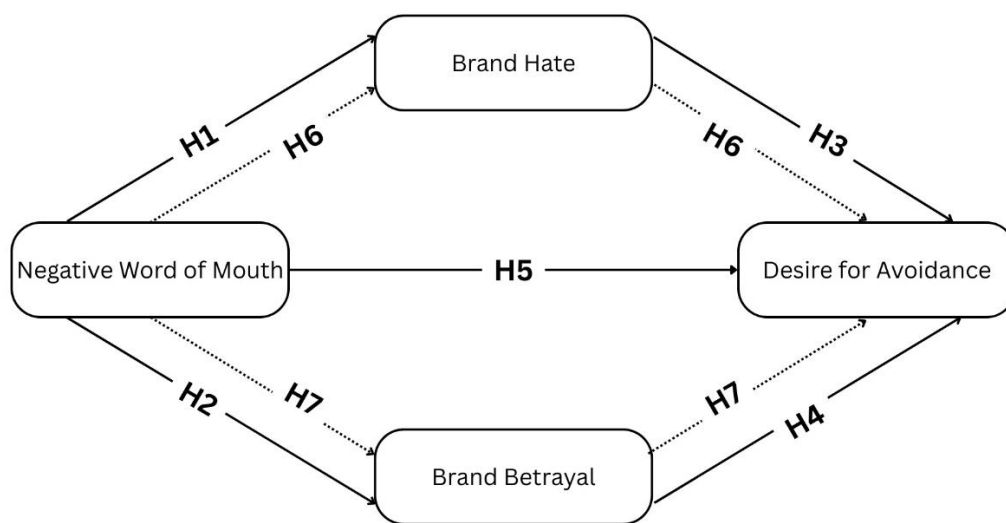


Figure 1. Research framework
Source: Replication (Jabeen *et al.*, 2022)

RESEARCH METHOD

This study uses a quantitative approach with the aim of measuring the relationship between variables and phenomena that occur. The measurement model in this study was tested by assessing reliability, convergent validity, and discriminant validity (Kurtoğlu *et al.* , 2022) . The population of this study focuses on people who support boycott cases in Indonesia. The criteria for respondents in this study are people in Indonesia who support the boycott and have experience buying boycott products. The boycott referred to in this study refers to one brand of fast food restaurant, McDonald's.

The technique used in this research is the purposive sampling technique because it wants to focuses on consumers who have direct involvement with the McDonald's brand, especially consumers who have

purchased products before and after the boycott. Involving respondents who have this experience allows researchers to explore in more depth the impact of the boycott on their perceptions and purchasing decisions. Therefore, using this technique allows researchers to obtain relevant data.

Researchers conducted a survey by distributing questionnaires online through platforms such as Google Forms to make it easier for respondents to access them. Respondents in this study numbered as many as 313. By the criteria, this number has met the requirements and is suitable for statistical processing (Hair *et al.* , 2010) . The data analysis technique is assisted by Smart-PLS vers 3.0 software using SEM. SEM is a technique used to measure the extent to which independent constructs are able to explain variance in dependent constructs, this method uses multi-items

(e.g., McQuitty, 2018) . PLS-SEM aims to maximize the value of variance explained by endogenous constructs and indicators and is used in validity, reliability, and hypothesis testing (Hair, 2023). The validity test aims to ensure that the items in the questionnaire accurately measure the intended construct, through testing convergent validity and discriminant validity. The reliability test is used to assess the consistency of measurement by referring to Cronbach's Alpha value > 0.7 , then it can be said to be reliable. Meanwhile, hypothesis testing is carried out to see the relationship between variables in the research model.

The researcher adopted the study (Jabeen *et al.* , 2022) as a reference for the existing variables. In this study, all items were measured on a five-point Likert scale that ranged from 1 = strongly disagree to 5 = strongly agree. To measure NWOM (5 items), the researcher adopted the scale used by (Hegner, 2017; Jabeen *et al.* , 2022) . Furthermore, the measure for Brand Hate (6 items) was adopted from the scale (Hegner, 2017; Jabeen *et al.* , 2022) . In addition, the measure for Brand Betrayal (5 items) was adopted (Baghi & Gabrielli, 2021; Jabeen *et al.*, 2022), and Desire for Avoidance (4 items) was adopted from the scale (Grégoire & Fisher, 2008; Lee *et al.* , 2013) .

Table 1
Measurement

Variable	Statement	Source
Negative Word of Mouth (NWOM)	I spread negative news verbally about brand When my friends were looking for similar services, I told them not to buy from brand I try to influence many people not to buy this brand I always tell my friends about my feelings towards this brand. I denigrated the brand in front of my friends.	(Hegner, 2017)
Brand Hate (BH)	I'm sick of Brand X I have zero tolerance for brand X and its company Brand X is very bad I hate Brand X I am really angry with Brand The world would be a better place without brand	(Hegner, 2017)
Brand Betrayal (BB)	I feel cheated by Brand X I feel betrayed by Brand X I feel lied to by Brand X I feel that X has broken my fundamental promise. I felt X let me down when I needed him.	(Baghi & Gabrielli, 2021; Jabeen <i>et al.</i> , 2022)

Variable	Statement	Source
Desire for Avoidance (DFA)	I want to cut ties with Brand	(Jabeen <i>et al.</i> , 2022)
	I don't order food from Brand X anymore	
	I refuse to order food from Brand	
	I refrain from ordering food from Brand	
	I avoid ordering food from Brand	
	I don't use Brand X to order food.	

RESULT AND DISCUSSION

Respondent Characteristics

This study uses primary data obtained directly from the object of research through questionnaires. Data collection in this study was conducted online in January 2025. During the data collection process, 313 respondents were met and met the specified criteria. Details for respondent characteristics data are provided in [Table 2](#).

Validity and Reliability Test

Validity tests consist of two categories, convergent validity and discriminant validity. Convergent validity is an important step in conducting an empirical evaluation of formative measurement models in the PLS-SEM approach (Cheah *et al.*, 2018). Convergent validity refers to the extent to which a construct shows a relationship with other relevant constructs to explain the variance of the measured items. The minimum value is 0.7 (Hair *et al.*, 2019). Meanwhile, the discriminant validity test refers to the extent to which a construct can be empirically distinguished from other constructs in the structural model (Hair *et al.*, 2019).

The reliability of a scale can be interpreted as the level of correlation in measurement (Christophersen & Konradt, 2011). The reliability of the questionnaire used can be seen from Cronbach's Alpha > 0.7 (Hair *et al.*, 2019). Based on [Table 3](#), shows that each indicator in the variable has met the specified criteria. Validity is considered valid if the Outer Loading value generated by PLS-SEM is > 0.7 and the Average Variance Extracted (AVE) value of each item is > 0.5 (Hair *et al.*, 2019). Meanwhile, reliability is considered reliable if the Composite Reliability value is > 0.7 and the Cronbach's Alpha value is > 0.7. The Cronbach's Alpha value on the Negative word-of-mouth variable is 0.904, Brand Hate is 0.929, Brand Betrayal is 0.952, and Desire for Avoidance is 0.964. The Composite Reliability value on the Negative word-of-mouth variable is 0.929, Brand Hate is 0.944, Brand Betrayal is 0.963, and Desire for Avoidance is 0.971.

Based on [Table 4](#), the discriminant validity test can be accepted if each statement item in the variable has a stronger correlation with its variable than its correlation with other variables. In the

Fornell-Larcker criterion, the square root of the AVE for each construct must be greater than the shared variance between other constructs (Hair *et al.* , 2019) . Such as the value of Negative Word of Mouth is 0.852, Brand Hate is 0.859, Brand Betrayal is 0.917, and Desire for Avoidance is 0.920.

Hypothesis Test

In this context, researchers conduct hypothesis testing using the bootstrapping method on the sample used to evaluate the relationship between variables that have been formulated in the hypothesis. Table 5, the test can be said to be significant if the T-statistic value > 1.96 and the P-value < 0.05. Based on the table, it can be seen that

there are varying results for each hypothesis. Hypotheses H1, H2, H3, and H6 show that each hypothesis can be accepted because they show a significant effect. Meanwhile, hypotheses H4, H5, and H7 are rejected because they do not show a significant effect.

Coefficient of Determinant Test (R^2)

The analysis results show that the Brand betrayal variable = 0.430 (Weak), Brand hate = 0.618 (Strong), and Desire for avoidance = 0.549 (Medium). Thus, this value indicates that Brand Hate has a strong influence in explaining changes that occur in the dependent variable with a value of 6.18%.

Table 2
Respondent Characteristics

Category	Paramaters	Frequency	(%)
Gender	Male	103	32.9
	Women	210	67.1
Domicile	Sumatra Island	206	65.8
	Java Island	93	29.7
	Borneo Island	9	2.9
	Papua Island	5	1.6
Age	13-20 years	45	14.4
	21-29 years old	243	77.6
	30 years	8	2.6
	> 30 years	17	5.4
Last education	High school/vocational school/Islamic high school equivalent	200	63.9
	D3	9	2.9
	S1	91	29.1
	S2	12	3.8
	S3	1	0.3
Jobs	Student	197	62.9
	Private employee	38	12.1

Category	Paramaters	Frequency	(%)
	Civil Servants / State-Owned Enterprises	26	8.3
	Self-employed	28	8.9
	Housewife	8	2.6
	Freelancers	16	5.1
McDonald's customers before the boycott	1 time	42	13.4
	2 - 3 times	117	37.4
	4 - 5 times	50	16
	> 5 times	104	33.2
McDonald's customers after boycott	1 -3 times	105	33.7
	4 - 5 times	16	5.1
	> 5 times	21	6.7
	Never bought	171	54.5

Source: Primary data, processed in 2025

Table 3
Validity and reliability of test results

Indicator Items	Validity Test		Status	Reliability Test		Status
	Factor Loading	AVE		Cronbach's Alpha	Composite Reliability	
NWOM1	0.853		Valid			
NWOM2	0.842		Valid			
NWOM3	0.891	0.723	Valid	0.904	0.929	Reliable
NWOM4	0.862		Valid			
NWOM5	0.801		Valid			
BH1	0.849		Valid			
BH2	0.892		Valid			
BH3	0.857	0.737	Valid	0.929	0.944	Reliable
BH4	0.884		Valid			
BH5	0.868		Valid			
BH6	0.799		Valid			
BB1	0.919		Valid			
BB2	0.930		Valid			
BB3	0.951	0.840	Valid	0.952	0.963	Reliable
BB4	0.913		Valid			
BB5	0.869		Valid			
DFA1	0.867		Valid			
DFA2	0.918		Valid			
DFA3	0.942	0.847	Valid	0.964	0.971	Reliable
DFA4	0.927		Valid			
DFA5	0.929		Valid			
DFA6	0.937		Valid			

Source: Primary data, processed in 2025

Table 4
Discriminant Validity Test Results

Variable	Brand Betrayal	Brand Hate	Desire to Avoidance	Negative Word of Mouth
BB	0.917			
BH	0.742	0.859		
DFA	0.576	0.739	0.920	
NWOM	0.655	0.785	0.602	0.852

Source: Primary data, processed in 2025

Table 5
Result of Partial Least Square (PLS) Structural Model Method

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Sig.
NWOM → BH	0.786	0.785	0.025	31,685	0.000	Accepted
NWOM → BB	0.656	0.654	0.043	15,094	0.000	Accepted
BH → DFA	0.668	0.678	0.107	6.259	0.000	Accepted
BB → DFA	0.055	0.045	0.106	0.519	0.604	Rejected
NWOM → DFA	0.039	0.036	0.072	0.537	0.591	Rejected
NWOM → BH → DFA	0.525	0.532	0.085	6.188	0.000	Accepted
NWOM → BB → DFA	0.036	0.028	0.069	0.523	0.601	Rejected

**Noteds : R Square (R²): Brand Betrayal = 0.430, Brand Hate = 0.618, Desire for Avoidance = 0.549.

Discussion

Data was collected from 313 respondents through an online questionnaire in January 2025 and analyzed using statistical hypothesis testing with the help of Smart-PLS software version 3.0. A total of 142 respondents still purchased McDonald's products after the boycott, while 171 respondents no longer made purchases.

Based on the SEM-PLS test results, the first hypothesis (H1) states that negative word of mouth affects brand hate. These results indicate that negative information can strengthen a person's feelings of hatred

for a brand. This study supports research (Zhang & Laroche, 2020), where this study states that brand hatred is a construct that includes emotions related to anger, sadness, and fear, and emotions that vary and will result in a level of hatred towards the brand. In this regard, brand resentment can drive the boycott movement when consumers assess that a company or brand has been considered to have committed unethical actions that harm society.

Testing the second hypothesis (H2) states that the negative word of mouth variable has an effect on brand betrayal.

These results indicate that negative information about boycotts can increase feelings of betrayal by the McDonald's brand among consumers. When consumers have been betrayed by the brand, their emotional response can trigger a boycott. So this research supports the research (Baghi & Gabrielli, 2021).

Testing the third hypothesis (H3) states that brand hate affects the desire for avoidance. This means that consumer hatred of a brand can encourage individuals to avoid boycotting brands. This research supports previous research (C. *et al.*, 2021).

Testing the sixth hypothesis (H6) states that negative word of mouth affects the desire for avoidance mediated by brand hate. This suggests that when consumers feel dissatisfied with a brand and experience negative emotions, these feelings can intensify hatred and subsequently motivate them to avoid the brand. When a brand engages in unethical activities to exploit, deceive, or betray clients, they will experience unpleasant emotions and start taking anti-brand actions (e.g., H. N. Nguyen & Nguyen, 2021).

As for the results of hypothesis testing (H4) and (H5), they indicate that negative word of mouth and brand betrayal do not affect the desire for avoidance. for hypothesis testing (H7) states that negative word of mouth on desire for avoidance, mediated by brand betrayal, has no significant effect. This shows that even

though there is negative information, there are still some consumers who continue to make purchases despite the desire to avoid because they feel cheated by the brand.

This study shows that in certain situations, especially for large and popular brands such as McDonald's, consumers still make purchases despite having negative perceptions. The purchase decision is still made for other reasons, such as practical needs and lack of other options. However, this research has shown that boycotts vary in their consistency. Some people boycott only for a short and temporary period. Meanwhile, some people consistently want to boycott in the long run. The cause of the consistency in boycotting is influenced by several factors. Such as the need for convenience, emotional attachment, habits, or a lack of comparable alternatives. For example, when someone requires a certain product, their desire to participate in a boycott may decrease (Ishak *et al.*, 2018).

From a theoretical perspective, the results of this study support the development of the Cognitive Dissonance Theory (CDT) approach introduced by Festinger (1957). This theory states that individuals will try to reduce the discrepancy between thoughts and actions without having to take extreme steps, such as stopping using a brand. In this context, even if consumers receive negative information or feel disappointed with the brand, they tend to reduce the cognitive

tension through internal justification mechanisms, for example, by remembering previous positive experiences. In addition, if the emotional bond with the brand is low or the source of negative information is perceived as less credible, then the level of dissonance that arises tends to be mild and not strong enough to encourage avoidance. Thus, these findings strengthen CDT by showing that not all conflicts between consumer attitudes and behaviors end in brand avoidance, but can be alleviated through other cognitive adjustments.

CONCLUSION

Based on the findings of this study, it can be concluded that disseminating negative information about the boycott, such as criticism or complaints against McDonald's, can cause resentment and feelings of betrayal in some consumers. Negative emotions such as anger and disappointment drive the desire to avoid McDonald's products. However, the results of this study also show that not all consumers who receive negative information or feel betrayed will automatically avoid the brand. Some consumers continue to make purchases for various reasons, such as routine, no other choice, or because of considerations of practical daily needs.

This research also shows that consumer attitudes towards boycotts can vary. Some only boycott for a while, while others are consistent and boycott in the long term.

This level of consistency is influenced by various personal and situational factors, such as the intensity of need, emotional attachment to the brand, and availability of product alternatives.

From a theoretical perspective, these findings further reinforce Festinger's Cognitive Dissonance Theory (CDT). This theory explains that when a person experiences a mismatch between thoughts and behavior, they will look for ways to reduce the tension. In this case, even though consumers feel disappointed or receive bad information about the brand, they can continue the purchase by making internal justifications, such as recalling previous positive experiences or doubting the truth of the negative information received. Thus, the results of this study support Cognitive Dissonance Theory (CDT) by demonstrating that a conflict between attitude and behavior does not necessarily lead to brand avoidance. Consumers can still buy the product, as long as they can balance the conflict through personal cognitive adjustment.

RESEARCH IMPLICATION

The results of this study show that companies need to be more proactive in managing negative sentiment, especially on social media, to prevent brand hatred from occurring due to negative word of mouth. Quick responses to consumer criticism and transparent communication when dealing

with sensitive issues are essential to maintaining customer trust.

However, this study has several limitations. One of them lies in the limited selection of respondents, the geographical coverage of only one country, and the focus on a single brand, McDonald's. In addition, factors such as religious beliefs and beliefs about McDonald's. In addition, factors such as religious beliefs and a sense of nobility influenced the results, limiting the generalizability of the findings. Therefore, further research is needed to explore consumer responses to boycotts in diverse cultural contexts and on other brands and to add variables such as brand loyalty in influencing boycott behavior. Future research also needs to consider the validity of the findings given. Various external factors, such as differences in religious

beliefs, since the majority of Indonesians and Gazans are Muslims, religious solidarity plays an important role in boycott decisions. In addition, demographic factors and consumer characteristics should also be taken into account to understand boycott patterns in various conditions and social environments..

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