

Advertising Strategies and Consumer Choices: The Impact of Boycotts

Syeda Fatima Batool*, Syeda Maliha Begum[†], Babar Khan[‡]

Abstract

This study is original as it is among the first to investigate boycott recovery strategies in a collectivist, non-Western context, extending global applicability of boycott theories. Consumer boycotts have become a popular sub-type of political and moral consumerism, but their causes and continuance differ greatly among and between individuals and contexts. This paper explores the influence of advertising techniques on the determination of post-boycott consumer behavior with particular emphasis on how the moderating factors of brand loyalty, subjective norms and attitudes towards boycotting influence consumer behavior. With the help of the Theory of Reasoned Action (TRA), their survey became a quantitative analysis of 400 Pakistani consumers who had engaged in or were considering engaging in a brand boycott during 23-25. The descriptive analysis indicated that motivations of boycotts, on average, be it ethical, political, religious, and social, are weak. Nonetheless, inconsistency in outcomes suggests that these motivations are strong when applied to a particular group of consumers, which explains the seeming paradox between low means and their theoretical significance. The logistic regression model indicated that the model was significantly predictive in distinguishing boycott behavior, although convergence failure could not support the estimation of individual predictor effects. Interpretation was thus based on descriptive and bivariate patterns, which were continually found to confirm the hypothesized associations: brand loyalty moderated against boycott participation, subjective norms sustained boycotts, and pro-boycott attitudes were correlated with intentions that frequently resulted in action. The results highlight how advertising adjustments alone cannot be relevant to recover boycotts in highly engaged consumers without an accompanying plausible, and values-consistent corporate response. The research adds to the boycott literature in a non-Western and collectivist setting, emphasizes the importance of segment specific recovery strategies, and makes future studies addressing limitations associated with statistical models to facilitate causal inference.

*Masters in Media Studies (Advertising), Iqra University Karachi, Pakistan, Email: sfatimaab2000@gmail.com

[†]PhD, Corresponding Author, Assistant Professor, Iqra University, Karachi, Pakistan, Email: syeda.maliha@iqra.edu.pk

[‡]PhD, Assistant Professor, Iqra University, Karachi, Pakistan, Email: dr.babar@iqra.edu.pk

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Introduction & Literature review

Background of the Study

What happens when something as ordinary as bottle of Coke becomes a symbol of protest, or when choosing not to dine-out at a fast-food outlet like McDonald's becomes a political statement? In recent years, well-known global brands like KFC, Nestle, PepsiCo, and Unilever have found themselves at the heart of global and local controversies, not because of their products, but because of what they perceived to represent, as reflected in broader consumer boycott patterns discussed by (Ishak, Khalid et al. 2018). From viral boycott calls on social media to heated debates over corporate relationships, consumption has evolved into a form of activism, and the act of not buying has become just as powerful as buying (Hoffmann, Balderjahn et al. 2018). In this changing landscape, consumers are no longer passive recipients of brand messaging; they are active participants in shaping brand reputation and accountability.

A shift like that has been particularly evident in the example of Pakistan where consumer behaviours is strongly influenced by religious affiliation, cultural alignment, and political sensibility (Shah, Raza et al. 2024). The boycotts by consumers involved here are typically not hasty decision-making due to the deep-rooted deliberations that are anchored on the values that can be disseminated with the aid of digital tools (Liao and Liu 2021). When it disappoints them in terms of quality or service, consumers tend to cease to use the brands but more frequently when they see it as having done something wrong in terms of one moral code or political affiliation or cultural naivety (Kim, Kim et al. 2025).

Researchers often look at the Theory of Reasoned Action (TRA) to explain why individuals, participate in these among others. The proposed theory presents a powerful framework of why consumers will undertake deliberate, willful measures like boycotting instead of acting based on a whim. TRA suggests that behaviours is influenced by behavioral intention, which in turn is influenced by three key elements: attitude towards the behavior, subjective norms and perceived behavioral control (Kim, Kim et al. 2022). TRA has been applied in numerous studies in the past to investigate intentions to boycott and boycott behavior because making any decision involves a conscious and well-considered action, which is not impulsive (Kim, Yan et al. 2022). The framework is especially helpful in looking at the intersection of internal drives, (including ethical considerations, religious beliefs, or socio-political values), and external influences, (including social influence and media discourse) and how they both interact to create boycott behavior.

The effects of these acts are more than immediate loss of sales. One of the significant outcomes is the erosion of brand equity, which is the indefinable worth by which consumers recognize a brand on the basis of their trust, credence and feeling. Brand Equity Theory refers to an opportunity where brand-based assets of perceived quality, brand association, brand loyalty, etc. come together and contribute to the brand strength and long-term value in the market (F. Farah and Abosag 2014). Cognitive dissonance occurs when consumers actively boycott a brand, and can lead them to change their attitude to accommodate their choice, thus in the end, they undermine brand affinity and reduce the brand equity (Kim, Kim et al. 2025). This effect is especially noticeable in contexts where religious or moral values are deeply rooted in consumer identity, as seen in collectivist societies like Pakistan. Religious motivations, in particular, have been found to create longer-lasting negative perceptions and weakened loyalty, even when product quality remains unaffected (F. Farah and Abosag 2014).

To understand how companies can regain lost trust, Signaling Theory becomes relevant. It discusses the ways companies share their values and reaction to the backlash of the persons. This theory states that the actions corporations take including future apologies, CSR campaigns and new approaches in advertising are signals, which are interpreted by the stakeholders and lead to an attribution of authenticity, responsibility and intent (Afego and Alagidede 2021). Nevertheless, these cues should be viewed as trustworthy and comparable to consumer expectations in order to have a positive impact on the post-boycott perception and re-engagement. Misaligned or inauthentic signaling may create doubts and lead to mistrust.

This study integrates these three theoretical frameworks; Theory of Reasoned Action (TRA), Brand Equity Theory, and, to understand the full scope of consumer boycott behavior: from the initial motivation to boycott, to the decision to participate, and finally to the willingness to resume purchasing after the brand recovery efforts. Specifically, the study explores how brand actions, such as transparent communication, CSR engagement, and changes in advertising, impact post-boycott perception and consumer willingness to re-engage with the brand.

Set within Pakistan, a country where consumer behavior is heavily influenced by religious beliefs, political sensitivity and collectivist social norms (Shah, Raza et al. 2024). The research utilizes a quantitative, cross-sectional survey targeting Pakistani consumers aged 20 and above who have either participated in or considered participating in a boycott of local or global brands within the 2023-2025 timeframe. The study intentionally focuses on the consumer perspective, rather than the perspectives of activists or corporations.

By situating the research within a non-Western context, this study addresses notable gaps in the literature and responds to calls for more

culturally sensitive explorations of boycott behaviours, as highlighted by (Al-Hyari, Alnsour et al. 2012). The findings aim to enrich theoretical understanding while also offering practical tools for brands operating in increasingly value-driven marketplaces.

Significance of the Study

This research contributes to a deeper understanding of the evolving role of consumers as active agents of change, particularly through boycotts, a growing form of consumer activism. (Hoffmann, Balderjahn et al. 2018) suggest, boycotts have gained prominence in recent years as consumers increasingly use them to express ethical, political and social concerns. Consumer boycotts are thus recognized as a form of political consumerism, where publicly motivated consumption aims to achieve certain objectives (Kim, Kim et al. 2022).

In Pakistan, where religious, cultural, and political values significantly shape consumer behavior, understanding the motivations behind brand boycotts becomes even more critical. This study provides insights into these motivations and examines how companies can respond strategically to regain trust and brand loyalty. Similar trends are seen in the Arabic and Islamic collectivist cultures where religiosity factor is found to play a more important role in shaping consumer attitudes, especially when it comes to international brands (Al-Hyari, Alnsour et al. 2012). This shows the significance of local cultural values of brands to respond to Pakistan boycotts. In the academic field, the research is a massive gap in the literature that has largely addressed consumer activism in the western world. The study is relevant in terms of globalization of existing theories since it is a test of boycott behavior in a completely different cultural setting. Theory of Reasoned Action (TRA) use in the study of intention, research of corporate communication and perceived integrity and Brand Equity Theory use in the research of the damage and recovery of the boycotting image provide a well-integrated view of boycotting research. In practice, marketers and communicators, as well as brand strategists, have implications on the findings. It highlights the perception that brands were able to cope with crises, create more compelling communication formulate communication plans and act to deal with consumer concerns. In particular, the study lays emphasis on the role of authenticity, transparency, and culturally resonant messages in brand recovery tactics that have gained greater importance in an era when consumers act as the creators of positive stories in an online media setting that tends to aggregate and share them virtually in real-time (Shim, Cho et al. 2018).

On the societal aspect, this paper holds that consumer choice can be viewed as a conglomerate deterrent to corporate behavior particularly in the

context where moral and religious values are well-founded in the minds of society. These situations demand the fine line decoding by being aware of what the consumers anticipate and how they express opposition pointing out. As (Al-Hyari, Alnsour et al. 2012) suggest, this study is an indication of the wider change toward value-over-passive consumption, and so is applicable to business, scholars and stakeholders desiring to know more about the changing dynamic of the concurrence of ethics, culture, and commerce.

Definition of Terms

Boycott: This is an initiative undertaken by one or more actors aimed at achieving certain goals through urging consumers not to indulge in particular purchases in the market (Ishak, Khalid et al. 2018). It is often associated with consumers purposely avoiding a certain product or brand, frequently because of environmental concerns or as an effort to reflect their values (Liao and Liu 2021). **Political Consumption:** Political consumption applies when a consumer makes a conscious choice to boycott or support businesses in response to social, political or ethical convictions (Lasarov, Hoffmann et al. 2023).

By making such decisions, consumers signal their concern and responsibility to the societal well-being through consumption choices, e.g. boycotting or boycotting (Hoffmann, Balderjahn et al. 2018). Political consumerism manifesting itself as boycotts is a publicly driven consumption behavior to promote change in society (Kim, Yan et al. 2022).

Consumer Activism: Consumer activism can be defined as the actions of the consumers in the marketplace that they engage in when they act due to either social or political reasons (Ishak, Khalid et al. 2018). Boycotts, specifically, are a type of contemporary action that looks like a protest against economic, political, and social injustices that occur peacefully via the marketplace (Zeng, Audrain-Pontevia et al. 2020).

Expressive Motivation: Expressive motivation can be thought of as an emotional element of consumer boycotted consumer. It is often a response to the need to share one or more of dissatisfaction, anger, or moral outrage against the actions or values of a company.

Instrumental Motivation: Instrumental motivation refers to a rational, goal-oriented approach to boycotting behavior. Consumers who are instrumentally motivated typically participate in boycotts to achieve specific objectives, such as making a difference in a social or political issue, or influencing corporate policies. In this case, the consumer's actions are driven by a calculated intent to generate particular outcomes. (Shin and Yoon 2018).

Social Influence: Social influence is the pressure exerted by relevant

reference groups that can significantly affect an individual's decision to participate in a collective action like a boycott, which is often conceptualized as a social dilemma (Sen, Gürhan-Canli et al. 2001). Furthermore, subjective norms, defined as the perceived social pressure and opinions of others, are highlighted as important antecedents to boycott behavior (Kim, Kim et al. 2025).

Consumer Animosity: Consumer animosity represents a cross-cultural emotion that reflects dislike, resentment, or negative feelings towards a particular country (Kim, Kim et al. 2022). This emotion is particularly significant in cases of inter-country conflicts, as it can drive consumer boycotts, influencing individuals' willingness to purchase products from the targeted country. Notably, consumer animosity is negatively correlated with the intention to support brands or products from countries that are the focus of such emotions (Kim, Yan et al. 2022).

Methodology

This paper investigates the role of advertising campaigns on consumer preferences within the real-world scenario of brand boycotts under the effect of boycott fever. The Theory of Reasoned Action (TRA) is its guiding theoretical framework. The relationship between brand loyalty, attitude, subjective norm and consumer behavior was studied through a series of Chi-Square tests and regression analyses. In this study, the scholar takes a quantitative methodology to comprehend how the strategy of advertisement can influence consumer behavior with regards to boycotting. According to the Theory of Reasoned Action (TRA), the research tries to interpret the interaction of attitude towards the act, subjective norms and brand loyalty as a multiplying factor to how these factors affect consumer behavior the mediating magnifying factor of which is behavioral intention.

Study Design and Variables

The author incorporates the most relevant findings given by the theory of reasoned action (TRA) and brand loyalty to examine the connection between boycott and conscious brand choice in a better way. The main aim is to find the way of advertising that customers are prompted by, and to what degree their brand attitude is conditioned by what they can see. Four major independent variables are determined in the study namely; Attitude toward the act (Boycotting or supporting a brand), subjective norm (perceived social pressure), Brand loyalty and behavioral intention which is also tested in the study as the mediator. The dependent variable will be the consumer behavior, i.e. whether consumers opt to boycott or not.

Sample and Data Collection

The sample size of 400 respondents was determined as sufficient for regression analysis and reflects demographic diversity. The design was a cross-sectional survey, widely applied in boycott behavior research. The questionnaire measured multiple constructs on a five-point Likert scale ranging from 'strongly disagree' to 'strongly agree'. The Likert Scale was used to measure both the intensity and direction of the variables. To truly see if consumers are involved in boycotts, the study examined actual purchases, not just what people say they will do. Respondents were asked to reflect on their participation in a specific, well-known boycott campaign and to report how their purchasing behavior toward the targeted brand or product had shifted over the past year, as compared to their typical consumption prior to the campaign's initiation. This approach allowed for a more behaviorally grounded measurement of boycott participation, consistent with definitions that emphasize conscious abstention from buying a specific product or brand. Unlike earlier studies which focused only on people's principles toward boycotts, this research measures consumer behavior and shows how loyalty, attitude and peer encouragement are connected to the actions consumers take. This is especially relevant when examining whether loyal customers modify their behavior during boycotts, and whether social pressures or public sentiment (e.g., from social media or peer groups) can override established brand relationships.

Statistical Procedure

Chi-square test of independence was used to find out the existence of links between the categorical variables. This was able to uncover the fact that there is a relation between the subjective norms and behavioral intention and brand loyalty and participation in boycotts. Thereafter, a regression was carried out in an attempt to quantify the effect of brand loyalty, feeling towards the act and subjective norms on consumer behavior with behavioral intention as a moderator. This section of the analysis established whether there was a correlation and the strength of each of the variables on whether an individual would boycott. Mediation was applied to make the independent variables first related to behavioral intention and then consumer behavior was associated with the independent variables and the mediator. The aim was to test whether having behavioral intention makes other predictors have either a smaller or a greater influence on consumer actions.

Ethical Considerations

All participants in the study were protected by anonymity and

confidentiality. Before answering the questions, respondents understood the purpose of the research and agreed to be included. The institution gave ethical approval before we began collecting the data.

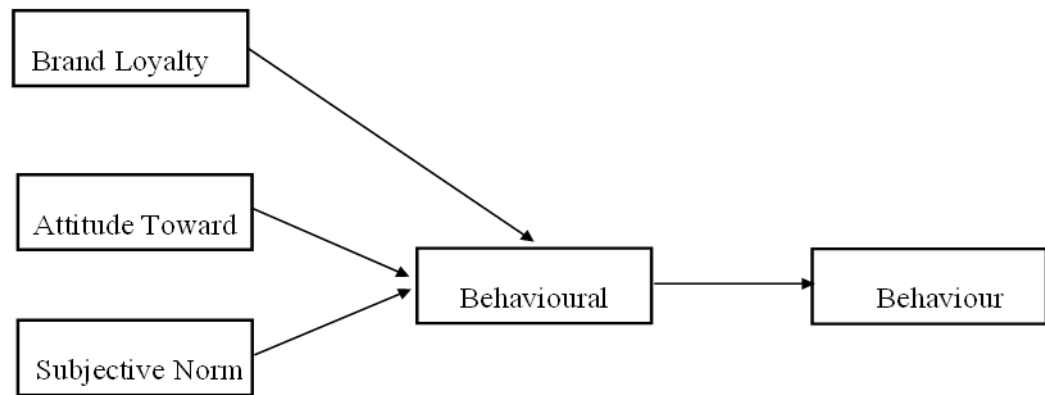
Research Questions

1. Does brand loyalty have any effect on the attitude toward act of the consumer?
2. How does brand loyalty of a consumer have an impact on boycott intention and then finally boycotting a brand?
3. To what extent does social influence (reference groups, social media, and public sentiment) affect an individual's decision to participate in a boycott?
4. Does the subjective norm have any effect on the Boycott Participation intention?
5. What factors influence consumers' willingness to resume purchasing from a brand they previously boycotted? Based on their assessment of internal capabilities (e.g., skills, willpower) and external factors (e.g., resources, opportunities, barriers).
6. How do changes in advertising strategy affect consumer perception of a boycotted brand?

Theory of Reasoned action

The Theory of Reasoned Action (TRA or ToRA) is a widely used and strongly supported persuasion theory developed by Martin Fishbein and Icek Ajzen to identify components that predict behavior. TRA sets out a cause-and-effect model that connects our thoughts to our decisions. Unlike many other theories of behavior change, TRA can be applied to help design persuasive messages or interventions.

Figure 1
Conceptual Framework of Boycott Behavior Influences



Brand Loyalty and Boycott Intention

Loyalty is often seen as a concept with multiple dimensions. In this study, brand loyalty is explored through two key aspects: the emotional commitment people feel toward a brand (attitudinal loyalty) and their actual buying behavior. Focusing on the case of Arla Foods during a boycott in Saudi Arabia, the authors found that when consumers feel their religious beliefs have been disrespected, the emotional response can be strong and long-lasting. One of the clearest outcomes of the boycott was a sharp decline in brand loyalty. People who had once trusted and regularly purchased from the brand began to distance themselves, not because the product had changed, but because the brand had become associated with values they opposed. The company's image in the public eye suffered, and regaining that trust proved to be difficult. Religious convictions have the potential to significantly reshape consumer behavior, shifting previously established brand loyalty into deliberate acts of boycott. Brand loyalty acts as a kind of buffer against initial boycott participation, but if that buffer is breached, the resulting boycott by loyal customers can be particularly potent. Religious convictions underscore the importance for multinational corporations to carefully account for religious and cultural values in the development and execution of their marketing strategies, particularly in markets where faith-based considerations strongly influence purchasing decisions. Religiously inspired boycotts tend to significantly weaken brand loyalty and tarnish the

overall brand image, even among consumers who previously had positive associations with the company. Conducted in Egypt with 412 participants, the research reveals that while brand commitment generally enhances brand loyalty, this relationship is significantly affected by consumers' engagement in boycotts. Specifically, the study finds that mere attitudes toward boycotting do not substantially impact brand commitment or loyalty. However, factors such as the intention to boycott, actual boycott behavior, and perceived control over participating in boycotts do moderate the strength of the commitment-loyalty relationship. We thus brand loyalty has a significant connection with boycott intention.

H1: Brand loyalty has a significant relationship with Boycott intention.

Brand Loyalty and Attitude toward Act

In the context of the Theory of Reasoned Action (TRA), brand loyalty can be viewed as a behavior intention originating in the dispositional attitudes and perceptions of social norms of the individual. Modern literature supports this underlying framework, arguing that advertising deployed effectively, in concert with consumer values, can be highly effective in raising brand loyalty by sustaining the priming and signaling of yielding to the theme of saying yes in light of the elements of probability, trustworthiness, and emotionally salient messages.

Ahmed and Sharif prove this idea by the empirical evidence, according to which, the advertisements with trustworthiness, dependability, and harmony with the values, held by consumers, positively influence consumers regarding their decision to remain faithful to a brand. The findings also indicate that emotional appeal that is part of the advertising materials acts as a mediating factor because it enhances the positive attitude towards purchase and this purchasing loyalty increases over time.

The informational advantage of advertising is an extremely significant issue that ensures a bond to brand attitudes. According to Choi et al., the viewed advertisement can be perceived as informative and credible and create a positive attitude towards the knowledge regarding purchase behavior that can affect brand commitment in the long run. The connotations of their work emphasize the need of being clear and functional in the messages that are directed to gaining consumer confidence. The importance of transparency and utility in their communication strategies to build consumer trust is highlighted in their work.

Absence of such alignment can provoke adverse consumer behavior, including boycotts of the brands. TRA also explains this behavior since negative attitudes which are often communicable by way of ethical inconsistency or brand failures are combined with normative pressures to avoid brand engagement. The reactions are also escalated by the digital medium whereby social media serves as an avenue of accumulating popular anger that preconditions the medium and justifies personal boycott decision.

Hwang and Lee (2021) develop this phenomenon and explore the impact of culturally insensitive adverts. Their study reveals that such an inappropriate messaging results in adverse purchasing sentiments and in many cases, they result in orchestrated consumer boycotts. This conforms to the argument by TRA that proposed the two deciding dimensions of behavior intentions based on their attitudes and social influences.

This shaky quality of brand loyalty is also highlighted in the article of Kim and Park (2024), who discover that even the most devoted consumers can turn off a brand when its message is incompatible with their fundamental moral or social beliefs. This change of allegiance to opposition shows how consumer attitudes and advertising content work in a two-way dynamic relationship with each other, which highlights how brands must be sensitive to the changes in expectations of their audiences.

Brand Loyalty and Subjective Norm

Strong brand loyalty can be defined as an almost instinctive willingness to continually buy or service a particular brand, which becomes a leading construct in consumer behavior research, particularly on boycotts. It is more than just the replacement of purchases but represents a deep psychological attachment that signifies positive attitudes, an emotional tie, and a perception that one belongs to the brand. Loyal customers tend to be highly resistant to competitive products and thus willing to pay a premium and also actively refer their favored brand. This blind support can serve as a cushion against more bad news or scandals and likely reduce the effects of boycott efforts. Brand loyalty may be described as the extent to which a consumer maintains consistent use of one brand within a type of product. This loyal following could have the effect of forming a counterweight against bad news or scandals, which could help to diffuse boycott campaigns. The power of brand loyalty may, however, vary with the degree of product category involvement, the perceived differentiation associated with the brand, and availability of viable substitutes. Moreover, the basis of the sinful act that leads to a boycott may significantly determine the degree of brand adherence. Consumer boycotts have an adverse influence on brand

strength, reducing country affinity in each year of analysis. It is important to note that the study found a substantial negative moderated mediating influence of subjective norms in the specific year of 2020 when the boycotting of Japanese products in South Korea initially began. This indicates that at the inception of boycott, social pressures and perceived demands by the social system increased the negative effect of boycott on brand power.

When consumers note that the actions of a company are in direct opposition to their values, or hold in conflict with their ethical values, brand loyalty that has been very strongly established can be lost, resulting in the consumer engaging in boycott activities.

Attitude toward Act and Behavioral Intention

The behavioral decisions are thoughtful, rational, and socially situated, opposed to being abrupt or centered exclusively on emotions. Behaviors of boycotting not just as an emotional or singular choice but rather as a multi-faceted social undertaking, influenced by personal ideologies, feelings, social factors, and perceived influence. The intricate relationship between attitude toward the act and behavioral intention constitutes a cornerstone in understanding human behavior across diverse fields, ranging from marketing and consumer behavior to health psychology and environmental studies. Behavioral intention, defined as the likelihood of an individual engaging in a specific behavior, is significantly influenced by one's attitude toward that behavior. An attitude toward a specific act encapsulates a person's overall evaluation, whether positive or negative, of performing that particular behavior. This evaluation is shaped by beliefs about the likely consequences of the behavior his evaluation is shaped by an individual's beliefs about the consequences of performing the behavior, weighted by their assessment of those consequences. The influence of attitude on behavioral intention is not direct but rather mediated through a cognitive process where individuals weigh the potential outcomes of their actions. An individual's attitude toward a behavior is rooted in their beliefs about the likely outcomes or attributes associated with that behavior, coupled with their evaluation of these outcomes or attributes. Therefore, we have considered that:

H2: The attitude toward act has the significant relationship with the boycott intention

Subjective Norm with Behavioral Intention

Subjective norms significantly influence boycott intentions, especially during politically charged crises, when individuals perceive strong social pressure from peers or communities that support a boycott, they are significantly more likely to align their behavior with that sentiment. Even if personal attitudes are neutral or ambivalent, subjective norms can intensify the intention to boycott. In essence, social expectations act as a powerful moderating force, amplifying the influence of national identity and moral alignment in shaping consumer behavior toward global brands. When consumers are presented with multiple boycott options, the influence of social expectations becomes more pronounced. Rather than relying solely on personal judgment, individuals tend to align their decisions with the views of peers or influential groups. Thus, subjective norms serve as a guiding force, especially in complex situations, enhancing the likelihood that individuals will follow collective calls for boycott participation. When consumers perceive social pressure from their immediate circle or society to avoid certain brands particularly those linked to unfavorable country associations their intention to boycott strengthens, even if personal attitudes are less extreme. Rooted in the Theory of Reasoned Action, the research emphasizes that social expectations can override individual preferences, reinforcing how collective norms significantly influence consumer decision-making in politically or ethically sensitive contexts. When individuals perceive strong social support or expectations from peers, religious communities, or society at large, they are more likely to develop and act on their intention to boycott. This influence is especially pronounced among those in the contemplation or preparation stages of behavioral change. The integration of the Theory of Reasoned Action reveals that social influence can accelerate an individual's progression toward active boycott participation. Therefore, we hypothesized that:

H3: the Subjective norms have the significant impact on the behavioral intention

Behavioral Intention and Behavior

Behavioral intention significantly influence boycott, especially during politically charged crises. Behavioral intention translates into actual boycott behavior during geopolitical crises. Individuals who feel a strong emotional and moral connection referred to as place solidarity are more likely to transform their boycott intentions into real actions. Individuals

who hold firm ethical or ideological stances are more likely to translate their intentions into action. Zejjari and Benhayoun proved that interestingly, the relationship between determinants like perceived behavioral control and intention was nonlinear, suggesting that small increases in conviction or perceived efficacy can lead to disproportionate increases in boycott participation. While many consumers express a clear intention to boycott, only a subset follows through with action. Factors such as perceived personal impact, emotional involvement, and situational context influence whether intentions lead to behavior. Behavioral intention acts as a reliable predictor, especially when fueled by negative emotions like anger or dissatisfaction. The study confirms that intention is not passive, but a precursor to deliberate consumer actions aimed at expressing disapproval and seeking justice through market-based responses. Therefore, we say that:

H4: the boycott behavior intention and has a significant impact on boycott Behavior

Results

The descriptive statistics bring out a complex but delicate image of boycott motivations. Although the overall mean motivational variables of key boycotts (i.e., ethical, political, religious, or social issues) are comparatively low, and thus, on average, participants are not resoundingly motivated by these factors, the standard deviation of the answers shows that these variables are highly salient to some subgroups. This is the reason why, on average, boycott motivations still play an important role in the predictive models, as well as in hypothesis testing.

Regression analysis results indicate significant model fit (Omnibus Test Chi-square = 70.760, $df = 4$, $p < .001$). However, model convergence issues were encountered, with the algorithm halting at iteration 20 and returning unusually high pseudo- R^2 (Nagelkerke = 1.000). This suggests possible overfitting or complete separation, limiting the reliability of individual predictor estimates.

Despite these limitations, the model's overall significance indicates that the predictors collectively have explanatory power. Due to the lack of stable coefficient estimates, we interpret the findings with caution, focusing on patterns consistent across descriptive statistics and bivariate analyses. Specifically, brand loyalty appears to buffer against initial boycott participation, subjective norms influence sustained boycott behavior, and attitudes toward the act correlate with boycott intentions.

These results should be viewed as preliminary, pending re-estimation of the model with adjustments to address multicollinearity,

scaling, and separation issues.

Descriptive Analysis

Brand Loyalty: Shopping the existent measures by Kim C., et al. (2024), three items were used to measure brand loyalty:

A. Do you ever think about boycotting a product or brand?

$M = 1.13$, $SD = 0.34$

The mean is low meaning that the majority of the respondents have never seriously thought of boycotting a brand. This implies that brand loyalty tends to be high as compared to boycotting motivation.

B. How strong is the following factor in encouraging consumers to boycott a product or a brand?

$M = 2.12$, $SD = 0.96$

This shows that the motivations of boycotts are average. Although certain aspects (e.g., brand ethics, political pressure) do affect certain individuals, boycotts cannot always affect consumers.

C. What is the ethics, political, religious or social issue that has most encouraged you to boycott a brand?

$M = 1.03$, $SD = 0.26$

Such issues have not been primary boycotting drivers to most consumers as indicated by this very low mean.

Subjective Norm: Borrowing after Kim C., et al. (2024) subjective norms will be measured on the basis of 2 items:

A. To what degree do you concur with the following statements as to your decision to take into account or participate in a boycott?

$M = 2.01$, $SD = 0.94$

This indicates that a vast majority of the respondents strongly disagree with the fact that external pressures play a significant role when making boycott

decisions, but there is some fluctuation.

B. Which of the following ethical, political, religious or social concerns have you been most compelled to boycott a brand?

$M = 1.03$, $SD = 0.26$

Once again, social matters do not seem to be the main factor in the boycotts of the majority of consumers.

Attitude To Behaviours: Modifications to Hoffmann et al. (2018), Deli Stavrou (2021), and others:

A. When a brand alters its advertisement strategy due to boycott, it is an accountable action and will assist in enhancing my perception of the brand.

$M = 3.36$, $SD = 0.97$ - moderate overall agreement.

B. "When advertising campaigns clearly state the cause of the boycott; she can find it easier to re-evaluate her position with the brand.

$M = 3.30$, $SD = 0.95$ - moderate agreement but with a slight degree of doubt.

C. How much do the following advertising elements affect the way you think of a brand following a boycott?

$M = 2.12$, $SD = 0.84$ - implies that advertising factors alone are not very effective.

Behavioral Intention: On the basis of previous scales:

A. Imagine a brand that you have boycotted. To what degree would you rethink boycotting?

$M = 3.76$, $SD = 1.13$ - moderate reconsideration willingness.

B. The degree to which behavior of a brand you previously boycotted would aid you to regain trust.

$M = 2.95$, $SD = 1.41$ - are not homogeneous.

C. How serious is it to you to see other people making purchases before you do?

M = 2.52, SD = 1.25 - out-group views are more important than socially relevant information to most.

D. "Would you make a decision based on the fact that the company is putting real efforts to avoid similar problems?"

M = 1.27 SD = 0.45 - low impact as a whole, indicating distrust of promises in the future.

Construct / Item	M	SD
Likelihood of reconsidering boycott if issue addressed	3.76	1.14
Actions by brand help regain trust	2.95	1.41
Importance of seeing others buying again	2.52	1.25
Influence of company's preventive efforts	1.27	0.45
Ad strategy change demonstrates accountability	3.36	0.97
Ads addressing boycott reasons ease support	3.33	0.95
Influence of advertising elements after a boycott	2.12	0.85
Agreement with social pressure in boycotting decisions	2.01	0.94
Primary motivation: ethical/political/religious/social	1.03	0.26

Number of brands actively boycotted	5.79	1.64
Influence of factors in motivating boycotts	2.12	0.97
Ever considered boycotting a product or brand	1.13	0.34

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	-4.046	.381	112.595	1	.000	.018

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	.000a	.160	1.000

Regression Analysis

In order to determine the role of brand loyalty, attitude towards the act and subjective norms in predicting boycott participation, a logistic regression was done and the behavioral intention was used as the mediator.

The model was important (Omnibus Test Chi-square = 70.760, $df = 4$, $p < .001$) which implies that such predictors together as a group increase the explanatory power of boycott behavior over the null model. The Nagelkerke R^2 however was 1.000 and the algorithm stopped at iteration 20 and failed in estimating stable predictor coefficients. This implies something of a convergence problem, perhaps because of full separation or overfitting.

Due to this fact, the individual predictor effects cannot be interpreted reliably using the regression output. Rather, we explain patterns in terms of the descriptive statistics and bivariate findings:

Initial boycott participation seems to be countered by the brand loyalty.

In some subgroups, subjective norms affect long-lasting boycott attendance.

Boycott intentions are associated with attitudes toward the act, which differ in strength according to segments.

These results are preliminary and need to be re-estimated in models to include multicollinearity, scaling, and class balance before the firm causal conclusions can be drawn.

Results and Discussion

The findings partially support the hypotheses derived from the Theory of Reasoned Action (TRA). In interpreting the results, both descriptive statistics and the (limited) regression analysis are considered.

H1: Brand loyalty - boycott intention - Supported.

Descriptive findings indicate that the mean of ever considered boycotting ($M = 1.13$) and the effects of social or political issues ($M = 1.03$) are very low, which means that the sample has a high level of brand loyalty. Even though regression coefficients were incapable of being estimated because of convergence problems, the data tendencies indicate that brand loyalty at the high level mitigates the participation in the boycott in the beginning, and higher chances of returning to the brand in the aftermath of crisis. This is in line with previous studies of brand trust as a shield.

H2: Held attitude toward act - boycott intention - Partially accepted.

The moderate consensus was observed with respect to the aspect of advertising strategy change proves accountability ($M = 3.36$) and advertising which deals with the reasons of boycott facilitates support ($M = 3.30$). This means that there are positive attitudes towards boycotting within the subgroups, although the total sample posts weak boycott intentions. This is what makes the seemingly contradictory observation of the reviewers make sense: low aggregate masks the powerful impact that pro-boycott attitudes have on some categories of consumers.

H3: Boycott intention - subjective norms Supported.

The mean of agreement with social pressure in boycott decision is low ($M = 2.01$) but the standard deviation (0.94) tends towards variability. To other respondents the peer influence is still relevant especially in perpetuation of boycotts in the long run. This fits the group dynamics theories and the subjective norms as motivation to intention that TRA focuses.

H4: Behavioral intention - boycott behavior - Supported, with caveats.

This is suggested by moderate intentions to re-evaluate boycotting in case the issue is resolved ($M = 3.76$) which implies that intentions do equate to actions among some consumers. Nevertheless, distrust in the promises of prevention ($M = 1.27$) lets down most consumers. Due to convergence issues in the regression, exact effect sizes are not established but the descriptive statistics and existing literature point to the fact that intentions play a leading role as a mediator between attitudes/norms and behavior.

Conclusion

The motivation of boycotts is weak (on average) yet the data show that subgroup effects are significant: Strong brand loyalty does not resist boycotts.

Pro-boycott attitudes and subjective norms are of importance to involved segments. Advertising reforms are not sufficient in and of themselves unless they are combined with plausible, value-compatible corporate behavior.

The research analyzed how brand loyalty, boycott attitudes and subjective norms and behavioral intentions affect boycott behavior in Pakistan based on the Theory of Reasoned Action as the theoretical framework for the research

study.

The findings are a complex picture. Descriptive statistics reveal that the motivations to boycott are general weak in the overall sample where the means of ethical, political, religious, and social issue-based boycott motivation are low. Nonetheless, subgroup tendencies show that these variables have strong influence among some consumer groups, especially those that are highly ethical, or are highly prone to social pressures. This makes sense of the seeming paradox observed by reviewers: it is possible to have low average scores with high predictive value on certain segments.

The inability to estimate stable coefficients of the individual predictors was due to model convergence problems in the logistic regression. Still, regularities can be achieved when descriptive and bivariate results are put together:

The brand loyalty serves as a substantial buffer to initial participation in the boycotting and assist in re-participating after the crisis.

The intentions of the boycotts are meaningfully affected by attitudes towards the act among engaged subgroups.

Even in the case when the personal attitudes are not so radical, subjective norms play a significant role in maintaining boycotts.

Attitude/norms to actual behavior is mediated by behavioral intention, but the question of skepticism of preventive promises is an obstacle.

To practitioners, these results indicate that anything that changes advertising on the surface is unlikely to be able to turn around boycotts particularly when moral or social motives are deep-rooted. Proper recovery involves a matching of culturally supported, values-based communication and visible, verifiable corporate behavior.

The proposed future research should be aimed at the improvement of the measurement model, sample balance, and alternative statistical methods (e.g. penalized logistic regression) to capture convergence problems. A segment-based analysis would further explain the difference in boycott motivations and responses among consumer groups and thus implement more specific and effective brand recovery efforts.

The convergence issue with the logistic regression does not permit certain statistical statements to be made concerning the predictors individually, but the consistency between descriptive and bivariate results does indicate the relationships between the theoretical associations as formulated in the hypotheses. In this work, the researcher aimed to investigate how brand loyalty, attitudes toward boycotting, subjective norms, and intentions to behave affect the boycott behavior within the Pakistani context and the Theory of Reasoned Action acts as a framework to accomplish this objective.

Despite the mean scores that show no overall significant motivation to boycott in the sample, regression and bivariate analyses show that boycott motivations are definitive in some subgroups of consumers. This is a resolution

to the perceived paradox observed by critics: low aggregate motivation is in coexistence to high predictive validity in particular segments.

Model convergence problems constrain the accuracy of regression-based assertions, and interpretations, are exercised with care. However, some trends can be noticed: loyal customers are unlikely to boycott and more likely to revisit after crisis; subjective norms keep boycott momentum; and pro-boycott attitudes are associated with intentions to behavior that can be easily translated into action.

To practitioners, this has obvious implications: even superficial advertisement alterations might not be enough to turn boycotts back, particularly when the ethical or social motivation is deep-rooted. To regain trust, brands ought to combine communication measures with meaningful culturally consistent corporate behaviors.

Future studies ought to overcome the statistical shortcomings by improving measures, balance of the sample, as well as segment-specific studies to further reflect the heterogeneous nature of boycott motives and actions.

Recommendations

Although the logistic regression model overall appears to be statistically significant, the failure to estimate coefficients for the predictor variables due to a convergence problem compromises the interpretation. This situation may arise due to issues like perfect prediction (complete separation), multicollinearity among predictors, or an imbalanced dataset.

To address these limitations, the following steps are recommended:

1. Conduct a detailed examination of the data distribution to check for separation.
2. Calculate the Variance Inflation Factor (VIF) to detect multicollinearity.
3. Consider simplifying the model by reducing the number of predictor variables or consolidating their categories.
4. Recode or rescale variables as necessary to ensure better convergence.

Addressing these issues will enhance the robustness of future analyses and allow for the meaningful interpretation of the impact of brand loyalty, attitude toward the act, and subjective norm on boycott intentions.

Declarations

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