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## The Effect of Consumer Ethnocentrism, Boycott Participation, and Consumer Animosity on Purchase Unwillingness Aqua Brand Bottled Drinking Water

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### ABSTRACT

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*This study aims to determine whether there is an influence of Consumer Ethnocentrism, Boycott Participation, and Consumer Animosity on Purchase Unwillingness of AQUA Brand Bottled Drinking Water. In line with the objectives of the study, this study uses a Quantitative research method. The population in this study were consumers who consume AQUA Brand Bottled Drinking Water who live in the Mercu Buana Meruya Campus Environment, west Jakarta. The sample used in this study was 125 respondents. The sampling method used Non Probability Sampling with the technique used was purposive sampling. The data analysis used was statistical analysis in the form of SEM-PLS. The results of this study indicate that the Consumer Ethnocentrism Variable has a positive and significant effect on Purchase Unwillingness. The Boycott Participation Variable has a positive and significant effect on Purchase Unwillingness. The Consumer Animosity Variable has a positive and significant effect on Purchase Unwillingness.*

**Keywords:** *Consumer Ethnocentrism; Boycott Participation; Consumer Animosity; Purchase Unwillingness; Bottled Drinking Water.*

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## **INTRODUCTION**

In today's competitive economic landscape, companies are racing to attract consumers through innovative and unique marketing strategies, which directly influence the achievement of sales targets. With stable population growth, the demand for bottled drinking water (BDW) continues to increase, opening up a very promising business opportunity but also triggering intense competition among various brands, each with diverse designs, quality, and price offerings. AQUA, as a pioneer BDW brand in Indonesia since 1973 and part of Danone since 1998, has successfully established a very strong brand position in the minds of consumers, often even becoming a generic term for BDW, a branding achievement that requires significant investment of time and effort (Boer, 2018). However, AQUA's market dominance is not without challenges. Top Brand Index 2020-2024 data shows fluctuations in AQUA's market share, indicating intense competitive dynamics. A 1% increase in 2021 due to a massive campaign with brand ambassador Raisa Andriana contrasts sharply with a sharp decline of 5.3% in 2022. This decline was triggered by the presence of a new competitor, Le Minerale, which quickly gained popularity through its "galonnya selalu baru" (always new gallon) campaign, successfully changing consumer perceptions.

This condition worsened in 2023 and mid-2024 with significant declines of 2.1% and 8.2% respectively. This decline was primarily caused by various negative issues that damaged the AQUA brand image, such as allegations of counterfeit bottle caps, the issue of BPA content in gallons, and humanitarian issues related to Danone's alleged support for Israel, which triggered public sentiment and a product boycott campaign. The phenomenon of Boycott Participation has become very relevant, especially among Generation Z. A 2024 survey by the Department of Marketing, Istanbul University, highlighted active participation of Generation Z in boycotts reaching 50%, far surpassing Generation Y (40%) and Generation X and Baby Boomers (20%). Generation Z, born and raised in the digital era, is very responsive to information and socio-political issues, using social media platforms like X (Twitter) to voice their protests. The #TolakDanoneAqua (Reject Danone Aqua) campaign is concrete proof of how information, even allegations, related to a company's affiliation can spread exponentially, triggering a substantial mass reaction and directly impacting business operations. This case highlights the collective power of society in voicing moral and ethical demands, as well as the complexity of the challenges faced by multinational companies in navigating turbulent public opinion.

Various negative issues have harmed the AQUA brand image, resulting in a decrease in purchasing interest and sales. Some of these issues include alleged counterfeit seals and unfair competition in 2017, the issue of BPA content in gallons in 2023, and humanitarian issues related to Israeli support in 2024. This last issue triggered a boycott movement influenced by the Israel-Palestine conflict that began in October 2023. According to a report by the Gaza Ministry of Health on July 30, 2025, this conflict has resulted in 60,034 deaths and 145,870 injuries. The historical background of this conflict, such as the Balfour Declaration and the Nakba, shapes consumers' views who see it as an injustice, thereby triggering significant boycott participation.

In the context of this challenging market, Purchase Unwillingness has become an important phenomenon that needs to be researched. Referring to a previous study by Suhud (2018) on Purchase Unwillingness of Israel-related products, this negative sentiment collectively has the potential to cause Purchase Unwillingness. Therefore, this study aims to

fill a research gap by comprehensively analyzing the influence of three factors: Consumer Ethnocentrism, Boycott Participation, and Consumer Animosity on Purchase Unwillingness of AQUA brand BDW, providing a concrete understanding of complex consumer behavior and relevant managerial implications for companies in a dynamic market competition.

## **LITERATURE REVIEW**

### **Consumer Ethnocentrism**

According to Yavas, et al., (2005), Consumer Ethnocentrism is defined as "an individual's tendency to prefer products or services from their own country and show a negative attitude towards products or services from other countries." Furthermore, according to Khairani & Abdillah (2018), many factors influence the high desire of people to buy local products, one of which is influenced by consumer ethnocentrism. Consumer Ethnocentrism is the attitude of consumers regarding morality when deciding to buy local products. According to Manal & Ajmachimur (2020), there are several indicators of consumer ethnocentrism which can be interpreted as people choosing to buy local products over imported products because of better quality and affordable prices. This shows that by buying local products, they support the action to use local products instead of buying imported products, as buying imported products has a negative impact on society because it can reduce employment in Indonesia.

### **Boycott Participation**

According to Dahlén & Rosén (2010), Boycott Participation is defined as active consumer participation in a boycott by stopping purchases, making public statements, participating in demonstrations, or spreading information about the boycott. According to Echambadi & Majumdar (2007), Boycott Participation is defined as the behavior of consumers who actively refuse to buy products or services from a company or organization as a form of protest or disagreement. According to Rose et al., (2009), there are many forms of public participation in boycotting products. Avoiding doing business with or in the boycotted country or its government-affiliated companies becomes an opportunity for the public to participate in boycotting those products.

### **Consumer Animosity**

Consumer Animosity is hostility towards foreign products from a certain country due to discriminatory Consumer Animosity. Animosity arises because of leftover remnants of previous hostilities (past) or ongoing ones, whether military, political, diplomatic, religious, or economic conflicts Lee et al, (2017). In research by Ang et al. (2002), it is stated that hostility is divided into situational hostility, which is temporary and arises from specific moments, and stable hostility, which tends to accumulate over time.

### **Purchase Unwillingness**

Purchase Willingness According to Sutanto (2010), purchase intention is defined as the consumer's willingness and interest to buy a product. A good and positive perception of a product will increase the interest to buy, and this is related to the product's ability to meet their needs. In their book "Consumer Behavior," Schiffman et al., (2014) discuss Purchase Unwillingness as one of the factors that influence purchasing decisions. They identify several factors that can cause Purchase Unwillingness, such as dissatisfaction with previous products or services, a negative perception of the brand, and a lack of trust in the seller.

## HYPOTHESIS DEVELOPMENT

### **The Relationship between Consumer Ethnocentrism and Purchase Unwillingness**

Consumers with high ethnocentrism feel guilty using products from abroad because it can negatively impact the country's economy; if consumer ethnocentrism is low, they will feel the opposite. In research by Anggasari et al. (2013), high ethnocentrism makes consumers more likely to consume local products that can improve the nation's economy. This is also in line with research conducted by Murti & Fernandez (2019), where the ethnocentrism variable has a dominant role in the purchase intention toward domestic products and considers several important items such as attitudes, behaviors, views, and beliefs as the best compared to other groups. The extent of a consumer's desire to buy domestic products can reflect the level of consumer ethnocentrism, as consumers with high ethnocentrism feel that they have a role in the good economic development of their country. Research on consumer ethnocentrism has also been conducted by Fauzi & Asri (2010), who found that consumer ethnocentrism has a positive impact on purchase intention, but this research is contrary to the study by Rahmawati & Muflikhati (2016), which found that ethnocentrism has a negative influence on purchase intention.

**H1:** Consumer Ethnocentrism has a positive and significant effect on Purchase Unwillingness.

### **The Relationship between Boycott Participation and Purchase Unwillingness**

Boycott Participation is reported to have a significant impact on purchase unwillingness and product evaluation (Albrecht et al., 2013; Shah & Ibrahim, 2016). In this study, boycott participation is associated with Purchase Unwillingness. This is based on research by Albrecht et al. (2013), which showed that consumers chose to boycott an international soft drink brand accused of violating environmental protection policies in India. They found a significant influence between the intention of boycott participation and the unwillingness to buy the boycotted brand.

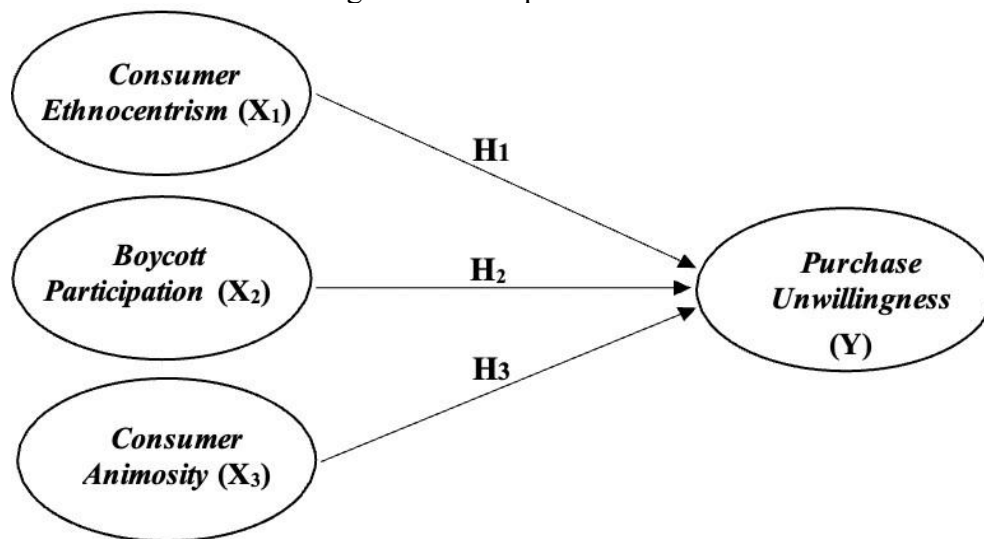
**H2:** Boycott Participation has a positive and significant effect on Purchase Unwillingness.

### **The Relationship between Consumer Animosity and Purchase Unwillingness**

Animosity itself is defined by Morris et al. (1998) as the remnants of antipathy related to past or ongoing military, political, or economic events that influence consumer purchasing behavior in the international market. The results of research conducted by Huang et al. (2016) revealed that a high level of animosity towards Japan led to the unwillingness of Chinese consumers to buy Japanese products. Moreover, Chinese consumers still believe that hybrid products do not dilute the existing animosity. Sellers must also understand what consumers want and need, as well as evaluate public perception of price fairness, in order to determine an appropriate pricing strategy that will be valued by customers. Meanwhile, research by Shoham et al. (2009) examined the influence of animosity on product evaluation and willingness to buy products in the context of Israel, Arabs, and Jews toward the UK and Italy, looking at how subcultures' attitudes when evaluating an individual's animosity toward another country's products and whether there is a willingness to buy them.

**H3:** Consumer Animosity has a positive and significant effect on Purchase Unwillingness.

Figure 1. Conceptual Framework



## METHOD

This research was conducted using a quantitative approach. The study took place from February 2024 to August 2025. The population consists of all consumers who have purchased AQUA bottled water at least once and are located within the Mercu Buana Meruya Campus environment. The sample size was determined using the rule of thumb of 5 to 10 times the number of indicators, resulting in a minimum of 125 respondents. Data was collected using an online questionnaire via Google Forms, distributed digitally to respondents who met the specific criteria of the purposive sampling technique.

The sample criteria included: having purchased AQUA at least once, being a student or a member of the community within the Mercu Buana Meruya Campus environment, and being a Generation Z individual (aged 18-24 years old). Data analysis was performed using SEM-PLS. This method was used to analyze the relationships between the variables and test the hypotheses.

## RESULTS AND DISCUSSION

Based on the results of the research conducted on 125 respondents, the respondent characteristics used were people and students within the Mercu Buana Meruya university environment, with the condition that they had consumed AQUA brand bottled drinking water at least once, and met the criteria for Generation Z, or were aged 18-24 years old. Out of 143 responses, 125 were deemed suitable for further processing with SmartPLS 4.0.

**Table 1. Profile Demographic**

<b>Profile</b>	<b>Category</b>	<b>Frequency</b>	<b>Percent (%)</b>
<b>Gender</b>	Male	57	67,30%
	Female	68	53,70%
<b>Age</b>	18	1	0,70%
	19	5	3,70%
	20	29	25%
	21	50	56%
	22	20	14,70%
	24	10	7,40%
<b>Occupation</b>	Student	68	85%
	Private Sector Employee	10	12,50%
	Civil Servant	10	12,50%
	Entrepreneur	37	26,20%
	Civil Servant	29	24%
		125	100%

Source: Proceesed Data, 2025

### **Average Variance Extracted**

The square root of each variable's AVE value is greater than the inter-variable correlation, thus meeting the Fornell-Larcker criterion. This indicates that the variables studied have met discriminant validity. As shown in the table below, the AVE value for each variable is >0.50, which means the AVE value has met the standard for testing convergent validity.

**Table 2. Average Variance Extracted**

<b>Variabel</b>	<b>AVE</b>	<b>Keterangan</b>
Consumer Ethnocentrism	0.679	Valid
Boycott Participation	0.641	Valid
Consumer Animosity	0.763	Valid
Purchase Unwillingness	0.707	Valid

Source: Processed data using SmartPLS 4.0, 2025

### **Discriminant Validity**

Discriminant validity testing is conducted by examining the cross-loading values and the Square Root of Average Variance Extracted (AVE) values. Based on Table 2, it is shown that each indicator measuring a construct has a larger cross-loading value on its own construct, which means it can be considered valid. The Square Root of AVE value obtained for each construct is greater than the correlation values between that construct and other constructs in the same column. These results indicate that the requirement for discriminant validity has been met.

Table 3. Discriminant Validity

Variabel	CE	BP	CA	PU
Consumer Ethnocentrism	<b>0.824</b>			
Boycott Participation	0.539	<b>0.801</b>		
Consumer Animosity	0.660	0.569	<b>0.874</b>	
Purchase Unwillingness	0.639	0.651	0.707	<b>0.841</b>

Source: Processed data using SmartPLS 4.0, 2025

### Heterotrait-Monotrait Ratio (HTMT)

Based on the discriminant validity analysis using the Heterotrait-Monotrait Ratio (HTMT) method, all constructs in this study are valid. The HTMT value for each pair of constructs is below the recommended threshold of 0.85. Specifically, the HTMT values for the relationship between Boycott Participation and Consumer Animosity, Consumer Ethnocentrism, and Purchase Unwillingness show values of 0.624, 0.593, and 0.696, respectively. Similarly, the HTMT values between Consumer Animosity and Consumer Ethnocentrism and Purchase Unwillingness are 0.730 and 0.758. Lastly, the relationship between Consumer Ethnocentrism and Purchase Unwillingness has an HTMT value of 0.682. Since all these HTMT values are below the 0.85 threshold, this proves that each construct has a clear difference from the others. Therefore, it can be concluded that discriminant validity has been successfully met, ensuring that each variable measures a unique and distinct phenomenon.

Table 4. Heterotrait-Monotrait Ratio (HTMT)

Variabel	BP	CA	CE	PU
Boycott Participation				
Consumer Animosity	0.624			
Consumer Ethnocentrism	0.593	0.730		
Purchase Unwillingness	0.696	0.758	0.682	

Source: Processed data using SmartPLS 4.0, 2025

### Composite Reliability and Cronbach's Alpha

The values for composite reliability and Cronbach's alpha for each variable are all  $\geq 0.70$  (greater than 0.70), from which it can be concluded that the constructs have good reliability or that the questionnaire used as a tool in this research is consistent (Ghozali et al., 2023).

Table 5. Composite Reliability and Cronbach's Alpha

Variabel	Cronbach'sAlpa	Composite Reliability	Nilai Kritis	Notes
Consumer Ethnocentrism	0,905	0,910		Reliabel
Boycott Participation	0,887	0,897	$\geq 0,70$	Reliabel
Consumer Animosity	0,897	0,903		Reliabel
Purchase Unwillingnes	0,948	0,949		Reliabel

Source: Processed data using SmartPLS 4.0, 2025

### R-Square (R<sup>2</sup>)

The R-Square value of the endogenous variable of employee performance is 0.615, or in other words, this indicates that the variability in the Purchase Unwillingness and Boycott Participation variables can be explained by the Consumer Ethnocentrism and Consumer

Animosity variables by 0.615 or 61.5%. The remaining 38.5% is contributed by other variables not examined in this study.

**Table 6 R-Square (R<sup>2</sup>)**

Variabel	R-Square (R2)	Adjusted R-Square	Notes
Purchase Unwillingnes (Y)	0,615	0,605	Moderate

Source: Processed data using SmartPLS 4.0, 2025

**F-Square (F<sup>2</sup>)**

It can be concluded that the model for the Consumer Animosity variable on Purchase Unwillingness with a value of 0.193 has a high effect size. The Consumer Ethnocentrism to Purchase Unwillingness with a value of 0.063 has a small effect size.

**Table 7. F-Square (F<sup>2</sup>)**

Variabel	Purchase Unwillingnes
Consumer Ethnocentrism	0.063
Boycott Participation	0.163
Consumer Animosity	0.193

Source: Processed data using SmartPLS 4.0, 2025

**Q-Square (Q<sup>2</sup>)**

The Q-Square value in the table above shows that the predictive relevance value generated by the Purchase Unwillingness variable is 0.414 > 0. It can therefore be concluded that the model used in this study has a relevant value.

**Table 8. Q-Square (Q<sup>2</sup>)**

Variabel	Q-Square
Purchase Unwillingnes	0.414

Source: Processed data using SmartPLS 4.0, 2025

**Hypothesis Test Results**

Hypothesis acceptance or rejection criteria are based on the t-statistic and probability values. The hypothesis (Ha) is accepted and the null hypothesis (Ho) is rejected when the T-Statistic value is > 1.96. For hypothesis testing using probability, Ha is accepted if the p-value is < 0.05. Based on the hypothesis test results, it is proven that Consumer Ethnocentrism (X1), Boycott Participation (X2), and Consumer Animosity (X3) significantly and positively influence Purchase Unwillingness (Y) toward AQUA brand bottled drinking water. This means that the higher the consumer ethnocentrism sentiment (original sample = 0.148; T-Statistics = 2.748; P-Values = 0.003), boycott participation (original sample = 0.219; T-Statistics = 4.371; P-Values = 0.000), and consumer animosity (original sample = 0.267; T-Statistics = 4.561; P-Values = 0.000) toward the company, the greater the consumer's unwillingness to purchase AQUA products, which ultimately leads to a decline in sales.

**Table 9. Hypothesis Test Results**

	<b>Original sample</b>	<b>T statistics</b>	<b>P values</b>	<b>Notes</b>
<b>X1 -&gt; Y</b>	0,148	2.748	0.003	Accepted
<b>X2 -&gt; Y</b>	0,219	4.371	0.000	Accepted
<b>X3 -&gt; Y</b>	0,267	4.561	0.000	Accepted

Source: Processed data using SmartPLS 4.0, 2025

**Discussion**

The findings confirm that consumer ethnocentrism has a positive and significant impact on purchase unwillingness. This suggests that as consumer ethnocentrism increases, the likelihood of purchasing a foreign-affiliated product like AQUA decreases.

The results show a positive and significant effect of boycott participation on purchase unwillingness. This implies that heightened consumer engagement in boycotts directly leads to a reduction in sales for the targeted brand.

The study also found a positive and significant relationship between consumer animosity and purchase unwillingness. This highlights that a stronger negative sentiment toward a brand's country of origin can significantly lower consumers' willingness to purchase its product.

**CONCLUSION**

The study concludes that Consumer Ethnocentrism, Boycott Participation, and Consumer Animosity all positively and significantly influence the Purchase Unwillingness of AQUA brand bottled drinking water. These findings are crucial for companies like AQUA, as they demonstrate the importance of understanding and addressing public sentiment, particularly in the digital age where information can spread rapidly and influence consumer behavior.

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