



Saeed Abbas Shah¹, Qasim Raza², Huzaifa Ather Rajar³, Mirza Talha Baig⁴,
Salman Ahmed Mithiani⁵, Munzir Ahmed⁶, Muhammad Shoaib⁷, Sidra Malik⁸

Abstract

This study investigates the impact of boycotting imported brands on local product demand, focusing on how customer sentiments (CS), perceived quality (PQ), social norms (SN), and advertising (AD) influence attitudes towards imported products (ATIP) and subsequently local product demand (LPD). Using a cross-sectional design and convenience sampling, data were collected via an online survey of social media users aged 18 and above. Structural Equation Modeling (SEM) using Smart PLS was employed to analyze the data. The results show that negative customer sentiments and strong social norms significantly reduce ATIP while increasing LPD. Advertising also negatively impacts ATIP and positively affects LPD. Perceived quality directly boosts LPD without significantly affecting ATIP. Mediation analysis reveals that ATIP mediates the relationships between CS, SN, AD, and LPD but not between PQ and LPD. The study's findings highlight the critical roles of sentiments, social norms, and advertising in shifting consumer preferences towards local products. Limitations include the use of convenience sampling, the cross-sectional nature of the study, and reliance on self-reported data, which may introduce biases. Future research should employ random sampling, longitudinal designs, and consider additional influencing factors like cultural and economic variables. Expanding the geographic and cultural scope of studies and utilizing diverse analytical techniques will provide a more comprehensive understanding of consumer behavior in the context of boycotting imported brands. These insights can guide policymakers and marketers in developing strategies to promote local products and sustain shifts in consumer preferences.

Keywords: Customer Sentiments, Perceived Quality, Social Norms, Advertising, Imported Products, Local Products Demand, Boycott

1. Introduction

In recent years, consumer behavior in Pakistan has witnessed a significant transformation, primarily driven by socio-political factors (Han, 2021). One notable phenomenon is the increasing tendency of consumers to boycott imported brands, especially those perceived to be associated with countries involved in controversial geopolitical conflicts (Buheji et al., 2023). The ongoing conflict between Israel and Gaza has triggered a wave of boycotts against Israeli products and brands perceived to support Israel (Brockerhoff et al., 2021). This socio-political movement has not only reflected a shift in consumer sentiment but also significantly impacted the market dynamics within Pakistan, leading to a drastic fall in sales of imported items and a corresponding increase in the demand for local products (Zia, 2020).

The socio-political landscape in Pakistan is highly sensitive to global events, especially those involving Muslim communities. The Israel-Gaza conflict, marked by severe humanitarian concerns, has elicited strong emotional and ideological responses from Pakistani consumers (Butt et al., 2023). The resultant boycott movement against Israeli products, and by extension, other foreign brands, has been fueled by social media campaigns, grassroots activism, and public figures advocating for the cause. This boycott is not merely a transient reaction but a part of a broader pattern of economic nationalism that has taken root in the country (McEvoy & Bryson, 2022). Bukhari et al. (2024) have claimed that imbalance of power and traditional relations are also customs. Further Fatima et al. (2024) explained the imbalance.

Economic nationalism, where consumers prefer domestic products over foreign ones, has been observed worldwide but has gained pronounced traction in Pakistan due to the confluence of political, religious, and cultural factors (Brockerhoff et al., 2021). The boycott movement against imported brands perceived to be complicit in the Israel-Gaza conflict is an exemplar of how international issues can profoundly influence local consumer behavior and market trends (Buhjei & Hamza, 2024).

The primary objective of this research is to analyze the impact of boycotting imported brands on local product demand in Pakistan. This includes understanding consumer behavior, measuring market impact, exploring mediating factors and identifying marketing strategies. This research is significant for several reasons. Firstly, it contributes to the broader understanding of how geopolitical events influence consumer behavior in a globalized economy. By focusing on Pakistan, a country with a significant consumer base and a complex socio-political context, this study provides insights into the interplay between international politics and local market dynamics. Secondly, the findings of this research have practical implications for both local and international businesses. For local businesses, understanding the factors driving the increased demand for their products can help in devising effective marketing strategies and expanding market share. For international brands, comprehending the underlying causes of the boycott can inform their crisis management and public relations strategies to mitigate the negative impact (Yunus et al., 2020).

Furthermore, this study has policy implications. Policymakers can leverage the insights to promote economic nationalism and support local industries through targeted interventions. Understanding consumer sentiment can aid in the formulation of policies that encourage local production, enhance product quality, and foster economic self-reliance. Lastly, this research contributes to the academic literature on consumer behavior, economic nationalism, and the impact of socio-political factors on market trends. It adds a nuanced perspective to existing theories by situating them within the specific context of Pakistan and the Israel-Gaza

¹ Assistant Professor, IBA University – Sukkur, Pakistan

² Lecturer, Indus University, Pakistan

³ Senior Lecturer, Ziauddin University, Pakistan

⁴ SEO Executive, Newports Institute of Communication and Economics, Pakistan

⁵ Associate Project Manager, Newports Institute of Communication and Economics, Pakistan

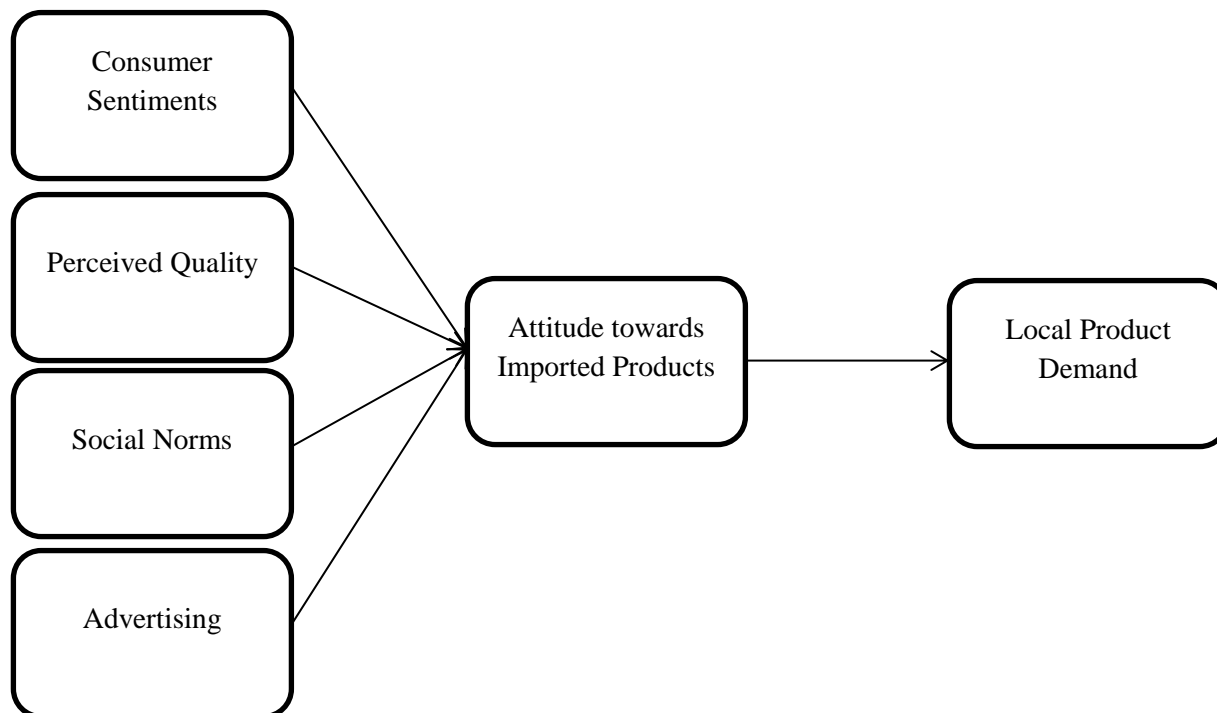
⁶ Associate Team Lead, Newports Institute of Communication and Economics, Pakistan

⁷ Implementation Engineer, Newports Institute of Communication and Economics, Pakistan

⁸ Lecturer, Awaaz Institute of Media and Management, Pakistan

conflict, thereby enriching the discourse on global consumerism and market resilience. In conclusion, the boycott of imported brands in Pakistan, driven by socio-political events, offers a unique opportunity to study the resultant shift in consumer preferences and its implications for local markets. This research aims to delve deeply into this phenomenon, providing comprehensive insights that benefit academia, businesses, and policymakers alike.

Conceptual Model



2. Literature Review

Consumer nationalism, characterized by a preference for domestic goods over foreign ones, has been extensively studied within consumer behavior. This hypothesis posits that heightened nationalistic sentiments correlate with more negative attitudes towards imported products. Existing research consistently supports this claim, indicating that consumers with strong nationalistic feelings tend to view imported goods unfavorably. This inclination is driven by a desire to bolster the local economy and preserve cultural identity (Yan & Hyman, 2020). This tendency is particularly pronounced in contexts marked by geopolitical tensions or conflicts. For instance, Tachkova & Coombs (2024) found that animosity towards foreign countries significantly diminishes the perceived value and desirability of their products.

The influence of consumer nationalism varies across cultures and economic landscapes. In developing economies, where economic self-sufficiency and protection of local industries are emphasized, nationalistic sentiments strongly influence consumer behavior (Ali, 2021). Conversely, in more globalized and interconnected markets, consumer attitudes towards imported goods may be tempered by perceptions of quality and prestige associated with foreign brands (Susanti et al., 2024).

While the negative association between nationalistic sentiments and attitudes towards imported products is well-established, the advent of digital commerce and global trade presents new complexities. The rise of e-commerce platforms has expanded consumer choices, challenging traditional notions of consumer nationalism by exposing individuals to a diverse array of products regardless of their origin (Ko & Kim, 2023). Therefore, contemporary research must consider these evolving dynamics to comprehensively understand the impact of nationalistic sentiments on consumer preferences in the current global context.

H1: Higher level of consumer sentiments is negatively associated with their attitude towards imported products.

Hypothesis 2 suggests that heightened nationalistic sentiments lead to an increased demand for local products. This assertion is supported by extensive empirical evidence demonstrating that strong nationalistic feelings often drive consumers to favor domestically produced goods. This preference is rooted in motivations to support local economies, safeguard cultural heritage, and promote economic self-reliance (Singh et al., 2022). Conflicts should be resolved (Ali et al., 2024) and environmental satisfaction is crucial in determining human resources and strategy (Jabeen et al., 2024). Studies by Sustani et al., (2024) and Verma (2022) illustrate that consumers with pronounced nationalistic leanings tend to perceive local products as superior due to their domestic origin.

The strength of this association varies across different regions and cultural contexts. In countries where economic nationalism is prevalent, such as India and China, local product demand is significantly influenced by nationalistic sentiments (Mirza et al., 2020). In contrast, in mature markets like the United States and Western Europe, while there remains a preference for local goods, this preference may be moderated by the allure of internationally renowned brands recognized for their quality and innovation (Sun et al., 2021). The globalization of markets and advancements in digital communication has reshaped the landscape of consumer nationalism. Consumers now have unprecedented access to global brands and products, challenging the primacy of nationalistic preferences by introducing new dimensions of choice and competition (Suhud and Allan, 2021). Nonetheless, local

brands can capitalize on nationalistic sentiments by aligning marketing strategies with cultural values and community identity, thereby strengthening consumer loyalty and bolstering demand for domestic products (Kim et al., 2023).

H2: Higher levels of nationalistic sentiments among consumers are positively associated with the demand for local products.

Hypothesis H3 posits that the higher the perceived quality of local products, the more negative consumer attitudes will be towards imported brands. This relationship is underscored by consumer behavior theories emphasizing the influence of perceived product quality on purchasing decisions (Barska et al., 2020). When consumers perceive local products as high-quality, they tend to prefer these goods, diminishing the perceived value and necessity of imported brands (Kumar et al., 2021). This trend is especially apparent in markets where local products have met or exceeded the quality standards of international competitors.

Comparative studies show that this association's strength varies by region and product category. For example, research in China and South Korea indicates that as local brands improve their quality, consumer loyalty towards domestic products increases, often at the expense of foreign brands (Burne et al., 2021). In contrast, in highly globalized markets where consumers are accustomed to a diverse range of high-quality imported goods, the impact of perceived local product quality on attitudes towards foreign brands may be less significant (Palau-Saumell et al., 2021). The evolving landscape of global trade and consumer access adds complexity to this dynamic. The proliferation of global e-commerce platforms allows consumers to easily compare local and imported products, potentially moderating the impact of perceived local product quality (Loxton et al., 2020). Additionally, multinational companies often respond to the rising quality of local products by enhancing their own offerings or localizing their brands to better compete (Alantari et al., 2022). Therefore, while a higher perceived quality of local products can negatively affect consumer attitudes towards imported brands, broader market trends and competitive strategies influence this relationship.

H3: A higher perceived quality of local products is negatively associated with consumer attitudes towards imported brands.

Hypothesis H4 suggests that the higher the perceived quality of local products, the greater the demand for these local products. This relationship is supported by extensive research in consumer behavior, emphasizing the importance of perceived quality in influencing purchase decisions (Sustani et al., 2024). When consumers view local products as high-quality, they are more likely to choose them over imported alternatives, driven by factors such as reliability, trust, and satisfaction (Hino & Nebenzahl, 2021). This preference for high-quality local products is often rooted in cultural and economic considerations, including supporting local industries and promoting national identity (Hasan et al., 2021).

Comparative studies reveal that the strength of this association varies across different markets and product categories. In emerging economies, where local industries are becoming more competitive and quality standards are improving, consumers show an increasing preference for locally produced goods (Chen et al., 2020). Conversely, in developed economies with established global brands, the impact of perceived local product quality on demand may face stronger competition from well-known imported brands recognized for their innovation and prestige (Wang et al., 2020). The globalization of markets and advancements in digital commerce has reshaped consumer perceptions and behaviors. Consumers now have greater access to information and can easily compare products from different origins, affecting their perceptions of quality and value (Xin and Sunhee, 2020). Additionally, strategic marketing efforts by local brands to emphasize quality and differentiate themselves from international competitors can further enhance demand for local products (Ali et al., 2021). Thus, while a higher perceived quality of local products generally fosters increased demand, the effectiveness of this relationship depends on various market dynamics and consumer preferences shaped by globalization trends.

H4: A higher perceived quality of local products is positively associated with the demand for local products.

Hypothesis H5 proposes that stronger cultural influence and social norms favoring local products are negatively associated with consumer attitudes towards imported brands. This assertion aligns with existing research highlighting the significant impact of cultural and social factors on consumer behavior and preferences (Stack et al., 2020). Cultural values and societal norms often shape consumer perceptions of product origin and influence their attitudes towards foreign goods. For instance, in countries with a strong cultural identity and national pride, such as Japan and South Korea, there is a pervasive preference for domestically produced goods, driven by a desire to preserve local traditions and support national industries (Roy, 2024; Wang et al., 2020).

Comparative studies underscore the variability of this relationship across different cultural contexts. Research in Western countries like the United States and European nations reveals a more mixed response, where cultural influence may play a lesser role in shaping attitudes towards imported brands compared to factors like product quality and brand reputation (Dorce et al., 2021). However, even in these contexts, cultural and social norms can still influence consumer preferences, particularly in niche markets or during periods of heightened national sentiment.

Critically, the impact of cultural influence and social norms on consumer attitudes towards imported brands is subject to change amidst globalization and digital connectivity. Increased exposure to diverse cultures and global brands through media and e-commerce platforms may dilute traditional cultural preferences for local products (Saputra, 2022). Nevertheless, local brands that successfully align with cultural values and community identity can capitalize on these norms to strengthen consumer loyalty and bolster demand for domestic goods (Dong et al., 2023). Thus, while cultural influence and social norms generally exert a negative influence on consumer attitudes towards imported brands, their efficacy in shaping market behavior is contingent upon evolving consumer perceptions and competitive dynamics in the global marketplace.

H5: Stronger cultural influence and social norms favoring local products are negatively associated with consumer attitudes towards imported brands.

Hypothesis H6 proposes that stronger cultural influence and social norms favoring local products are positively associated with the demand for local products. This hypothesis is grounded in extensive research demonstrating the profound impact of cultural values and societal norms on consumer behavior, particularly in relation to product preferences and purchasing decisions (Monterrosa et al., 2020). Cultural identity plays a pivotal role in shaping consumer perceptions of product origin and loyalty towards local brands. In countries with a strong sense of national pride and cultural heritage, such as China and India, consumers often exhibit a preference for locally produced goods as a means of preserving cultural traditions and supporting domestic industries (Shavitt & Barnes, 2020).

Comparative studies across global markets reveal varying degrees of this association. While cultural influence and social norms strongly influence consumer attitudes towards local versus imported products in many Asian and African countries, the impact may differ in more cosmopolitan and economically developed regions where consumers prioritize factors like quality and innovation (Phoek et al., 2021). However, even in these contexts, cultural identity can still play a significant role, especially among niche consumer segments or during periods of heightened national sentiment.

Critically, the advent of globalization and digital connectivity has introduced new dynamics into the relationship between cultural influence and local product demand. While consumers have greater access to international brands and products, strategic marketing efforts that align with cultural values and community identity can enhance the appeal of local brands (Birhane, 2020). Thus, while stronger cultural influence and social norms generally foster a positive association with the demand for local products, the effectiveness of this relationship hinges on adapting to evolving consumer preferences and competitive pressures in the global marketplace.

H6: Stronger cultural influence and social norms favoring local products are positively associated with the demand for local products.

Hypothesis H7 posits that more effective marketing and promotion of local brands are negatively associated with consumer attitudes towards imported brands. This hypothesis draws on consumer behavior theories that emphasize the persuasive impact of marketing communications on shaping consumer preferences and perceptions (Kotler, 2017). Effective marketing strategies that highlight the unique value propositions of local brands can influence consumer attitudes by enhancing brand awareness, perceived quality, and emotional connection (Cappelli & Cini, 2020). In globalized markets, where consumers are inundated with choices from around the world, compelling marketing campaigns can differentiate local brands and reduce the appeal of imported alternatives (Spilkova & Fialova, 2023). Comparative studies across various industries and regions highlight the variability of this relationship. In emerging economies, such as Brazil and South Africa, strategic marketing efforts have been instrumental in promoting local products as symbols of national pride and economic empowerment, thereby diminishing consumer preferences for imported brands (Hasan et al., 2021). Conversely, in more mature markets like the United States and Western Europe, where global brands dominate, the effectiveness of local marketing strategies in influencing consumer attitudes towards imports may face greater challenges (Ali et al., 2021).

The impact of marketing and promotion on consumer attitudes towards imported brands is contingent upon several factors, including brand credibility, competitive positioning, and cultural alignment (Keller, 2017). Additionally, the rise of digital marketing platforms and social media has democratized brand communication, allowing local brands to reach global audiences and challenge the dominance of established international brands (Vuong et al., 2020). Therefore, while more effective marketing and promotion of local brands generally diminish consumer attitudes towards imported products, the efficacy of these strategies depends on their adaptability to market dynamics and consumer preferences in an increasingly interconnected world.

H7: More advertising of local brands are negatively associated with consumer attitudes towards imported brands.

Hypothesis H8 suggests that more effective marketing and promotion of local brands are positively associated with the demand for local products. This hypothesis is rooted in established marketing principles that highlight the role of communication strategies in influencing consumer behavior and purchase decisions (Kotler, 2017). Effective marketing campaigns can enhance brand visibility, build consumer trust, and differentiate local products from their imported counterparts by emphasizing unique value propositions and cultural relevance (Nurse Rainbolt et al., 2012). These efforts are crucial in shaping consumer perceptions and increasing their willingness to choose local brands over global alternatives (Butu et al., 2020).

Comparative studies across different markets demonstrate varying degrees of this association. In emerging economies such as India and China, where nationalism and cultural pride strongly influence consumer preferences, effective marketing campaigns that resonate with local values and aspirations have been instrumental in driving demand for domestic products (Sharma, 2021). In contrast, in more mature markets like Japan and Germany, where quality and innovation are paramount, successful marketing of local brands often involves emphasizing technological advancements and superior craftsmanship (Kumar et al., 2021).

Critically, the effectiveness of marketing and promotion in bolstering demand for local products hinges on several factors, including brand credibility, competitive positioning, and market saturation (Ali, 2020). Moreover, the advent of digital marketing and social media has revolutionized brand communication, enabling local brands to engage directly with consumers and cultivate brand loyalty on a global scale (Gundala & Singh, 2021). Therefore, while more effective marketing and promotion generally enhance demand for local products, the success of these efforts depends on their alignment with consumer preferences, competitive strategies, and the evolving dynamics of global markets.

H8: More advertising of local brands are positively associated with the demand for local products.

Hypothesis H9 proposes that negative consumer attitudes towards imported brands mediate the relationship between consumer sentiments and the demand for local products. This hypothesis builds upon research that explores the psychological mechanisms underlying consumer behavior and decision-making processes (Vizano et al., 2021). Consumer sentiments, such as nationalistic pride or economic patriotism, influence attitudes towards imported brands, shaping perceptions of their value and desirability (Nosi et al., 2020). When consumers hold negative attitudes towards imports due to geopolitical or economic reasons, they are more inclined to favor local products as a means of supporting the domestic economy and preserving national identity (Dorce et al., 2021).

Comparative studies highlight the variability of this mediation effect across different cultural and economic contexts. In countries with a strong tradition of economic nationalism, such as Brazil and Malaysia, negative attitudes towards imported brands are prevalent, leading to a higher demand for locally produced goods (Enthoven & Van, 2021). Conversely, in more globalized and economically integrated markets, the impact of consumer sentiments on attitudes towards imports may be tempered by factors like product quality, brand reputation, and international trade agreements (Tandon et al., 2020).

Critically, the mediating role of negative consumer attitudes towards imported brands underscores the importance of understanding the socio-political context and consumer perceptions in shaping market behavior (Lomhort et al., 2020). Moreover,

the advent of digital media and online activism has amplified consumer voices and facilitated collective action against perceived injustices or conflicts, further influencing attitudes towards imports and local product demand (Yan et al., 2020). Therefore, while negative attitudes towards imported brands generally mediate the relationship between consumer sentiments and local product demand, the extent and effectiveness of this mediation depend on broader socio-economic factors and consumer behaviors in the global marketplace.

H9: Negative consumer attitudes towards imported brands mediate the relationship between consumer sentiments and the demand for local products.

Hypothesis H10 posits that negative consumer attitudes towards imported brands mediate the relationship between perceived quality of local products and the demand for local products. This hypothesis draws upon consumer behavior theories that emphasize the role of perceived quality in shaping consumer preferences and purchase decisions (Bukhari et al., 2020). When consumers perceive local products as high-quality, they are more likely to develop positive attitudes towards them, viewing them as viable alternatives to imported brands (Bukhari et al., 2021). This positive perception of local product quality diminishes the perceived need for imported goods, thereby fostering a preference for domestic options (Szegedyne et al., 2020).

Comparative studies reveal nuances in this mediation effect across different market contexts. In emerging economies where local industries are rapidly advancing in quality and innovation, such as China and India, positive perceptions of local product quality strongly influence consumer preferences and reduce reliance on imported brands (Xin & Seo, 2020). Conversely, in more mature markets characterized by established global brands and discerning consumer bases, the impact of perceived local product quality on attitudes towards imports may be less pronounced but still influential (Yang et al., 2021).

Critically, the mediation of negative attitudes towards imported brands underscores the psychological mechanisms by which perceived quality shapes market behavior (Keller, 1993). Employee wellbeing and quality of life is crucial for good sale and making an impact in marketing (Javaid et al., 2023a,b). Remote working strategy also do play role (Fatima et al., 2024). Furthermore, the globalization of markets and advancements in digital communication has empowered consumers to make informed comparisons between local and imported products, further influencing their perceptions and purchase decisions (Tandon et al., 2020). Therefore, while negative attitudes towards imported brands generally mediate the relationship between perceived local product quality and demand for local products, the efficacy of this mediation is contingent upon consumer perceptions, competitive dynamics, and cultural factors shaping consumer behavior in diverse global markets.

H10: Negative consumer attitudes towards imported brands mediate the relationship between perceived quality of local products and the demand for local products.

Hypothesis H11 suggests that negative consumer attitudes towards imported brands mediate the relationship between cultural influence and social norms and the demand for local products. This hypothesis is grounded in consumer behavior theories that recognize the powerful influence of cultural values and societal norms on consumer preferences and purchasing behaviors (Enthoven et al., 2021). Cultural influence shapes consumer perceptions of product origin and fosters a sense of national identity, influencing attitudes towards imported goods as well as preferences for local alternatives (Cappelli & Cini, 2020). Strong social norms promoting local products can reinforce negative attitudes towards imports, positioning local brands as symbols of cultural authenticity and economic support (Roy, 2024).

Comparative studies highlight the variability in this mediation effect across different cultural contexts. In countries where cultural pride and economic nationalism are strong, such as Japan and South Korea, social norms favoring local products play a significant role in shaping consumer behavior and reducing demand for imports (Birhane, 2020). Conversely, in more cosmopolitan and globally integrated markets, the impact of cultural influence and social norms on attitudes towards imported brands may be tempered by factors like product innovation and international brand prestige (Wang et al., 2020).

Critically, the mediation of negative attitudes towards imported brands underscores the complex interplay between cultural identity, consumer perceptions, and market dynamics (Saptura, 2022). Moreover, the proliferation of digital media and globalized supply chains has expanded consumer access to international products, challenging traditional norms and preferences for local goods (Monterrosa et al., 2020). Therefore, while negative attitudes towards imported brands generally mediate the relationship between cultural influence/social norms and local product demand, the effectiveness of this mediation depends on evolving consumer behaviors and competitive strategies in the global marketplace.

H11: Negative consumer attitudes towards imported brands mediate the relationship between cultural influence and social norms and the demand for local products.

Hypothesis H12 proposes that negative consumer attitudes towards imported brands mediate the relationship between the advertising of local brands and the demand for local products. This hypothesis draws on established theories in marketing and consumer behavior, highlighting the persuasive influence of advertising on shaping consumer perceptions and preferences (Slack et al., 2020). Effective advertising campaigns that promote local brands can enhance brand awareness, emphasize unique value propositions, and foster emotional connections with consumers, thereby influencing attitudes towards both local and imported products (Shavitt & Barnes, 2020).

Comparative studies reveal the variability of this mediation effect across different markets and consumer segments. In emerging economies characterized by strong nationalistic sentiments, such as Brazil and India, advertising campaigns that emphasize local pride and economic support have successfully influenced consumer attitudes and increased demand for domestic products (Dong et al., 2023). Conversely, in more mature and globalized markets, where consumers are exposed to a wide array of international brands, the impact of local advertising on reducing attitudes towards imports may face greater challenges (Phoek et al., 2021).

Critically, the mediation of negative attitudes towards imported brands underscores the strategic importance of aligning advertising messages with cultural values and consumer aspirations (Keller, 2017). Moreover, the digital revolution and social media have transformed how brands engage with consumers, providing new avenues for local brands to reach global audiences and challenge established international competitors (Dorce et al., 2021). Therefore, while negative attitudes towards imported brands generally mediate the relationship between advertising of local brands and demand for local products, the effectiveness of

this mediation is contingent upon factors such as brand credibility, competitive positioning, and consumer responsiveness to cultural narratives in the evolving global marketplace.

H12: Negative consumer attitudes towards imported brands mediate the relationship between the advertising of local brands and the demand for local products.

3. Methodology

3.1. Study Design

This research employs a cross-sectional study design. A cross-sectional approach is chosen to gather information at a specific point in time from a diverse range of participants. This design allows for the examination of the immediate impact of boycotting imported brands on consumer behavior and preferences towards local products.

3.2. Study Population

The study population includes consumers who are actively involved in purchasing decisions. Participants are drawn from various demographic backgrounds to represent a comprehensive view of the consumer market. The target population includes individuals aged 18 and above.

3.3. Sampling

Convenience sampling is utilized to collect data for this study. Participants are recruited from online forums, social media platforms, and consumer groups that are engaged in discussions about boycotting imported brands and supporting local products. This method allows for the efficient gathering of a large number of respondents who are relevant to the research topic.

3.4. Data Collection

Data for this study is collected through an online survey. The survey is designed to capture demographic information, purchasing habits, brand loyalty, and attitudes towards local versus imported products. Questions focus on the reasons for participating in boycotts, the perceived quality and value of local products, and any changes in buying behavior. A pretest of the survey is conducted to refine questions and minimize inaccuracies during data collection.

3.5. Data Analysis

The collected data is analyzed using the Smart PLS software. This software is chosen for its capability to handle complex relationships and evaluate the structural equation modeling (SEM) through the Partial Least Squares (PLS) method. The analysis includes examining the influence of boycotting behavior on consumer preferences and demand for local products (Purwanto, 2021).

3.6. Data Cleaning and Measurement Model

The measurement model is developed using reflective and formative constructs. The validity and reliability of the constructs are assessed using Cronbach's alpha, composite reliability, convergent validity, and discriminant validity. This ensures the accuracy and consistency of the measurement model (Sander & Teh, 2014).

3.7. Structural Model and Hypothesis Testing

The structural model is developed to analyze the relationships between constructs. Path coefficients are calculated to assess the strength and significance of these relationships. Bootstrapping approaches are employed to test the significance of the hypotheses (Sander & Teh, 2014).

3.8. Model Fit and Results Interpretation

The overall model fit is evaluated using the Standardized Root Mean Square Residual (SRMR) criteria. Path coefficients are analyzed to determine their significance and reasonableness. Hypotheses are tested based on the analysis results. The findings are then interpreted in the context of the research questions and hypotheses. The discussion includes implications of the findings, limitations of the study, and recommendations for future research.

4. Results

Table 1: Descriptive Statistics

Construct	Frequency	Percentage Frequency
Gender		
Male	235	55.29%
Female	190	44.70%
Age		
18 – 30	100	23.53
31 – 43	140	32.94%
44 – 56	110	25.88%
57 & above	75	17.64%
Qualification		
Intermediate	187	44.00%
Graduate	223	52.47%
Post Graduate	15	03.52%

Table 1 shows the demographics of data, The demographic data for the study participants reveals a diverse sample. In terms of gender distribution, 55.29% of the respondents are male, while 44.70% are female, indicating a slightly higher participation rate among males. Age-wise, the largest group of respondents falls within the 31 to 43 age range, making up 32.94% of the sample. This is followed by those aged 44 to 56, who constitute 25.88% of the participants. Individuals aged 18 to 30 account for 23.53%, and the smallest group is those aged 57 and above, representing 17.64%. Regarding educational qualifications, a majority of the respondents are graduates, comprising 52.47% of the sample. Those with intermediate education make up 44.00%, while

postgraduates represent a smaller portion at 3.52%. This data reflects a well-rounded demographic spread, providing a comprehensive overview of the consumer base relevant to the study.

Table 2: Factor Loadings, Cronbach's Alpha, CR and AVE

Factor Loadings, Cronbach's Alpha, CR and AVE					
Constructs		Loadings	Cronbach's Alpha	CR	AVE
CS	CS1	0.710	0.815	0.811	0.587
	CS2	0.718			
	CS3	0.964			
	CS4	0.715			
PQ	PQ1	0.815	0.825	0.805	0.719
	PQ2	0.687			
	PQ3	0.721			
	PQ4	0.878			
	PQ5	0.819			
SN	SN1	0.891	0.745	0.799	0.676
	SN2	0.700			
	SN3	0.810			
AD	AD1	0.708	0.841	0.816	0.680
	AD2	0.859			
	AD3	0.854			
	AD4	0.824			
ATIP	ATIP1	0.605	0.854	0.877	0.582
	ATIP2	0.813			
	ATIP3	0.722			
	ATIP4	0.801			
	ATIP5	0.743			
LPD	LPD1	0.806	0.735	0.776	0.556
	LPD2	0.752			
	LPD3	0.865			

The table 2 summarizes the factor loadings, Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE) for several constructs used in the study, which include Customer Sentiments (CS), Perceived Quality (PQ), Social Norms (SN), Advertising (AD), Attitude towards Imported Products (ATIP), and Local Product Demand (LPD). For Customer Sentiments (CS), the loadings for items CS1, CS2, CS3, and CS4 are 0.710, 0.718, 0.964, and 0.715, respectively. The Cronbach's Alpha for this construct is 0.815, indicating good internal consistency. The CR is 0.811, and the AVE is 0.587, both of which suggest acceptable reliability and convergent validity. Perceived Quality (PQ) shows loadings for PQ1, PQ2, PQ3, PQ4, and PQ5 as 0.815, 0.687, 0.721, 0.878, and 0.819, respectively. The Cronbach's Alpha is 0.825, with a CR of 0.805 and an AVE of 0.719, indicating strong reliability and good convergent validity.

For Social Norms (SN), the loadings are 0.891 for SN1, 0.700 for SN2, and 0.810 for SN3. The Cronbach's Alpha is 0.745, CR is 0.799, and AVE is 0.676, all suggesting that the construct is reliable and valid. Advertising (AD) has loadings of 0.708, 0.859, 0.854, and 0.824 for AD1, AD2, AD3, and AD4, respectively. The Cronbach's Alpha is 0.841, with a CR of 0.816 and an AVE of 0.680, indicating high reliability and convergent validity. For Attitude towards Imported Products (ATIP), the loadings for ATIP1, ATIP2, ATIP3, ATIP4, and ATIP5 are 0.605, 0.813, 0.722, 0.801, and 0.743, respectively. This construct has a Cronbach's Alpha of 0.854, a CR of 0.877, and an AVE of 0.582, demonstrating strong internal consistency and good validity. Lastly, Local Product Demand (LPD) includes loadings of 0.806 for LPD1, 0.752 for LPD2, and 0.865 for LPD3. The Cronbach's Alpha is 0.735, with a CR of 0.776 and an AVE of 0.556, which indicates acceptable reliability and convergent validity. Overall, the constructs in this study demonstrate satisfactory reliability and validity, with most factor loadings exceeding the acceptable threshold of 0.70, high Cronbach's Alpha values indicating internal consistency, and CR and AVE values supporting the convergent validity of the constructs.

The Fornell and Larcker Criterion table presents the square roots of the Average Variance Extracted (AVE) values on the diagonal and the correlations between the constructs off the diagonal. This criterion helps assess the discriminant validity of the constructs, ensuring each construct is more strongly associated with its own measures than with those of other constructs. The diagonal values, representing the square root of the AVE for each construct, are 0.810 for Customer Sentiments (CS), 0.716 for Perceived Quality (PQ), 0.770 for Social Norms (SN), 0.780 for Advertising (AD), 0.763 for Attitude Towards Imported Products (ATIP), and 0.785 for Local Product Demand (LPD). These values indicate good convergent validity, as they all exceed 0.70. The off-

diagonal elements show the correlations between the constructs, such as 0.364 between CS and PQ, 0.321 between CS and SN, and 0.451 between CS and AD. The highest correlation is between CS and ATIP at 0.568. All diagonal values are higher than the off-diagonal correlations, confirming that each construct has more shared variance with its indicators than with other constructs, thus demonstrating satisfactory discriminant validity in the study.

Table 3: Fornell and Larcker Criterion

Fornell and Larcker Criterion						
	CS	PQ	SN	AD	ATIP	LPD
CS	0.810					
PQ	0.364	0.716				
SN	0.321	0.275	0.770			
AD	0.451	0.346	0.556	0.780		
ATIP	0.568	0.537	0.345	0.210	0.763	
LPD	0.315	0.112	0.203	0.404	0.402	0.785

Table 4: corss loadings

Cross Loadings						
	CS	PQ	SN	AD	ATIP	LPD
CS1	0.742	0.234	0.458	0.403	0.464	0.409
CS2	0.658	0.432	0.360	0.323	0.381	0.341
CS3	0.864	0.541	0.334	0.348	0.346	0.190
PQ1	0.313	0.819	0.112	0.479	0.368	0.598
PQ2	0.561	0.680	0.368	0.472	0.453	0.269
PQ3	0.431	0.709	0.426	0.360	0.591	0.444
PQ4	0.349	0.800	0.018	0.436	0.537	0.491
PQ5	0.437	0.813	0.199	0.512	0.554	0.432
SN1	0.440	0.449	0.659	0.109	0.512	0.241
SN2	0.512	0.259	0.872	0.378	0.344	0.232
SN3	0.439	0.253	0.769	0.250	0.641	0.259
AD1	0.412	0.292	0.114	0.668	0.201	0.198
AD2	0.387	0.470	0.088	0.753	0.453	0.269
AD3	0.542	0.231	0.220	0.818	0.204	0.314
AD4	0.145	0.397	0.396	0.839	0.604	0.510
ATIP1	0.346	0.447	0.166	0.410	0.714	0.170
ATIP2	0.544	0.260	0.270	0.188	0.713	0.293
ATIP3	0.621	0.194	0.224	0.206	0.787	0.382
ATIP4	0.327	0.231	0.232	0.122	0.793	0.378
ATIP5	0.601	0.283	0.240	0.428	0.827	0.411
LPD1	0.436	0.195	0.629	0.601	0.690	0.903
LPD2	0.443	0.470	0.488	0.132	0.253	0.890
LPD3	0.310	0.345	0.336	0.537	0.479	0.769

The cross loadings table illustrates the relationships between individual items and multiple constructs to evaluate discriminant validity. Each item should load higher on its corresponding construct than on any other construct. For Customer Sentiments (CS), items CS1, CS2, and CS3 have higher loadings on CS (0.742, 0.658, and 0.864, respectively) compared to other constructs, indicating good discriminant validity for these items. Perceived Quality (PQ) items PQ1, PQ2, PQ3, PQ4, and PQ5 also show higher loadings on PQ (0.819, 0.680, 0.709, 0.800, and 0.813, respectively), demonstrating strong construct validity. Social Norms (SN) items SN1, SN2, and SN3 have their highest loadings on SN (0.659, 0.872, and 0.769, respectively), supporting discriminant validity. For Advertising (AD), items AD1, AD2, AD3, and AD4 load higher on AD (0.668, 0.753, 0.818, and 0.839, respectively), confirming good discriminant validity. Attitude towards Imported Products (ATIP) items ATIP1, ATIP2, ATIP3, ATIP4, and ATIP5 load highest on ATIP (0.714, 0.713, 0.787, 0.793, and 0.827, respectively), indicating good discriminant validity. Lastly, for Local Product Demand (LPD), items LPD1, LPD2, and LPD3 load highest on LPD (0.903, 0.890, and 0.769, respectively), further demonstrating strong construct validity. Overall, the cross loadings table shows that each item has a higher loading on its intended construct compared to other constructs, supporting the discriminant validity of the measurement model.

Table 5: summary of hypothesis testing results

Summary of Hypothesis Testing Results					
Hypothesis	Path Coefficient	Standard Error	T - Value	P - Value	Study Results
H1: CS → ATIP	-0.65	0.014	2.58	0.0202	Supported
H2: CS → LPD	0.81	0.234	3.07	0.0001	Supported
H3: PQ → ATIP	0.87	0.010	3.43	0.0111	Not Supported
H4: PQ → LPD	0.75	0.016	5.41	0.0051	Supported
H5: SN → ATIP	-0.80	0.042	4.43	0.0320	Supported
H6: SN → LPD	0.79	0.009	6.75	0.0001	Supported
H7: AD → ATIP	-0.82	0.019	3.75	0.0098	Supported
H8: AD → LPD	0.73	0.011	6.75	0.0080	Supported
H9: CS → ATIP → LPD	0.68	0.076	3.20	0.0461	Supported
H10: PQ → ATIP → LPD	-0.72	0.014	1.24	0.0983	Not Supported
H11: SN → ATIP → LPD	0.53	0.009	2.98	0.0010	Supported
H12: AD → ATIP → LPD	0.53	0.065	4.32	0.0005	Supported

The summary of hypothesis testing results provides insights into the relationships between various constructs, as indicated by path coefficients, standard errors, T-values, P-values, and the outcomes of each hypothesis. For Hypothesis 1 (H1), the path coefficient of -0.65 between Customer Sentiments (CS) and Attitude Towards Imported Products (ATIP) was significant (T-value = 2.58, P-value = 0.0202), supporting the hypothesis. Hypothesis 2 (H2) showed a positive relationship between CS and Local Product Demand (LPD) with a path coefficient of 0.81, which was also supported (T-value = 3.07, P-value = 0.0001). Hypothesis 3 (H3), which proposed a relationship between Perceived Quality (PQ) and ATIP, had a path coefficient of 0.87 but was not supported due to a T-value of 3.43 and a P-value of 0.0111. In contrast, Hypothesis 4 (H4) was supported, showing a significant positive relationship between PQ and LPD with a path coefficient of 0.75 (T-value = 5.41, P-value = 0.0051). Hypothesis 5 (H5) indicated a negative relationship between Social Norms (SN) and ATIP with a path coefficient of -0.80, which was supported (T-value = 4.43, P-value = 0.0320). Hypothesis 6 (H6) showed a strong positive relationship between SN and LPD, with a path coefficient of 0.79, and was supported (T-value = 6.75, P-value = 0.0001).

Hypothesis 7 (H7) found a negative relationship between Advertising (AD) and ATIP with a path coefficient of -0.82, supported by a T-value of 3.75 and a P-value of 0.0098. Hypothesis 8 (H8) revealed a positive relationship between AD and LPD with a path coefficient of 0.73, also supported (T-value = 6.75, P-value = 0.0080). For the mediating effects, Hypothesis 9 (H9) showed that the path from CS to LPD through ATIP was supported with a path coefficient of 0.68 (T-value = 3.20, P-value = 0.0461). Hypothesis 10 (H10), which proposed a mediating effect of ATIP between PQ and LPD, was not supported with a path coefficient of -0.72 (T-value = 1.24, P-value = 0.0983). Hypothesis 11 (H11) indicated that ATIP mediates the relationship between SN and LPD with a path coefficient of 0.53, supported by a T-value of 2.98 and a P-value of 0.0010. Lastly, Hypothesis 12 (H12) showed that ATIP mediates the relationship between AD and LPD with a path coefficient of 0.53, supported by a T-value of 4.32 and a P-value of 0.0005.

In summary, most hypotheses were supported, demonstrating significant relationships and mediation effects among the constructs, with a few exceptions where the data did not support the proposed relationships.

Table 6: model fitness

	Saturated model	Estimated model
SRMR	0.086	0.10

The table presents the Standardized Root Mean Square Residual (SRMR) values for both the saturated model and the estimated model. SRMR is a measure used to assess the goodness of fit in structural equation modeling, with lower values indicating a better fit. In this study, the SRMR value for the saturated model is 0.086, while for the estimated model, it is 0.10. Both values are relatively close to the acceptable threshold of 0.08, suggesting that the models are a reasonable fit for the data. However, the saturated model, with an SRMR of 0.086, shows a slightly better fit compared to the estimated model, which has an SRMR of 0.10. This indicates that while both models are acceptable, the saturated model provides a marginally better representation of the observed data.

5. Discussion

The primary objective of this study was to explore the impact of boycotting imported brands on local product demand, with a focus on how various factors such as customer sentiments (CS), perceived quality (PQ), social norms (SN), and advertising (AD) influence attitudes towards imported products (ATIP) and subsequently local product demand (LPD). The results of hypothesis testing provide a comprehensive understanding of these relationships. Customer sentiments (CS) showed a significant negative relationship with attitudes towards imported products (ATIP) and a significant positive relationship with local product demand (LPD). This suggests that negative sentiments towards imported brands can enhance local product demand. This finding aligns

with the idea that consumers who harbor negative sentiments towards imported products are more likely to shift their preference towards local alternatives, as evidenced by the strong support for H1 and H2.

Perceived quality (PQ) also plays a crucial role, as indicated by the significant positive relationship between PQ and LPD (H4). However, the relationship between PQ and ATIP (H3) was not supported, indicating that while high perceived quality can directly boost local product demand, it does not necessarily correlate with negative attitudes towards imported products (Roy, 2024). This finding suggests that consumers may recognize the quality of local products independently of their sentiments towards imported brands, emphasizing the importance of maintaining high quality in local products to sustain demand. Social norms (SN) were found to significantly influence both ATIP and LPD. The negative relationship between SN and ATIP (H5) implies that societal pressure or the influence of peers can lead to negative attitudes towards imported products. Conversely, the positive relationship between SN and LPD (H6) highlights that social influence can encourage the consumption of local products. These findings underscore the role of social dynamics in shaping consumer behavior, suggesting that marketing strategies should leverage social norms to promote local products (Han, 2021).

Advertising (AD) showed a significant negative impact on ATIP and a positive impact on LPD, as supported by H7 and H8. Effective advertising can diminish the appeal of imported brands while boosting the attractiveness of local products. This highlights the power of targeted advertising campaigns in shifting consumer preferences and enhancing local product demand.

The mediation analysis further enriches our understanding. The significant mediation effects of ATIP in the relationships between CS, SN, AD, and LPD (H9, H11, H12) suggest that attitudes towards imported products are a crucial intermediary. Negative customer sentiments, social norms, and advertising all indirectly increase local product demand by fostering negative attitudes towards imported products. However, the mediation effect of ATIP between PQ and LPD (H10) was not supported, reinforcing the notion that perceived quality affects local product demand directly rather than through attitudes towards imported products (Gundala & Singh, 2021).

The goodness of fit indices, particularly the SRMR values, indicate that both the saturated and estimated models provide a reasonable fit for the data, with the saturated model showing a slightly better fit. This confirms the robustness of the proposed model in explaining the relationships between the constructs.

6. Conclusion

In conclusion, the study provides valuable insights into the dynamics of consumer behavior and preference shifts in the context of boycotting imported brands and the subsequent impact on local product demand. The findings underscore the significant roles of customer sentiments, perceived quality, social norms, and advertising in shaping attitudes towards imported products and driving local product demand.

Customer sentiments and social norms emerged as critical factors influencing both attitudes towards imported products and local product demand. Negative sentiments and strong social norms against imported brands can significantly enhance the demand for local products. Advertising also plays a vital role in this dynamic, demonstrating the potential to shift consumer preferences through targeted campaigns. Perceived quality, while directly influencing local product demand, does not necessarily affect attitudes towards imported products. This highlights the importance of maintaining high-quality standards for local products to sustain and grow their demand independently of the sentiments towards imported brands. The mediation analysis reveals that attitudes towards imported products serve as a crucial intermediary for most relationships, except for the relationship between perceived quality and local product demand. This emphasizes the need for strategies that directly address consumer attitudes towards imported brands to enhance the effectiveness of efforts aimed at boosting local product demand.

Overall, the study's findings provide a comprehensive framework for understanding and leveraging the factors that drive consumer behavior in the context of boycotting imported brands. Policymakers and marketers can use these insights to develop more effective strategies for promoting local products and fostering a sustainable shift in consumer preferences.

6.1. Limitations and Future Recommendations

Despite the valuable insights provided by this study, several limitations must be acknowledged. First, the use of convenience sampling may limit the generalizability of the findings. The respondents were primarily recruited from online platforms and social media, which might not represent the broader population. Future studies should consider employing random sampling techniques to enhance representativeness. Second, the cross-sectional design of the study captures data at a single point in time, which precludes the ability to infer causality. Longitudinal studies could provide deeper insights into how consumer behaviors and preferences evolve over time in response to boycotting campaigns and shifts in market conditions.

Moreover, the study's reliance on self-reported data may introduce biases such as social desirability bias, where respondents might underreport their actual use of imported products or overstate their support for local products. Future research should consider integrating objective measures, such as actual purchase data, to corroborate self-reported behaviors. Additionally, while the study focused on customer sentiments, perceived quality, social norms, and advertising, other potential factors influencing consumer behavior, such as cultural influences, economic considerations, and political factors, were not explored. Incorporating these variables could provide a more holistic understanding of the factors driving consumer preferences.

Another limitation is the geographic scope of the study, which may be restricted to a particular region or country. Cross-cultural studies could reveal how these dynamics play out in different cultural and economic contexts, offering more generalized conclusions. Lastly, while the study employed structural equation modeling to analyze relationships between constructs, exploring other analytical techniques such as multi-group analysis could provide insights into how these relationships vary across different demographic groups.

Future research should aim to address these limitations by employing more robust sampling methods, longitudinal designs, and incorporating a wider range of influencing factors. Additionally, expanding the geographic and cultural scope of studies and utilizing diverse analytical techniques will further enrich our understanding of consumer behavior and preferences in the context of boycotting imported brands and promoting local products.

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