Dynamics of Consumer Boycotts: Exploring the Interplay of Expressive and Instrumental Factors

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Abstract: This research explores consumer participation in product boycotts in Indonesia, focusing on the interplay between expressive and instrumental factors over time. Through a systematic literature review, this study reveals that emotional responses and personal identity trigger boycotts, serving as expressions of solidarity or protests against conflicting values. As time progresses, practical considerations, such as boycott effectiveness, become dominant motivators, following the "hot" to "cold" phase transition. Social media plays a critical role in strengthening boycott movements and facilitating discussions that impact this transition. Implications extend to businesses, activists, policymakers, and academics. Companies should develop responsive communication strategies addressing both expressive and instrumental factors. Activists can leverage technology to enhance campaign impact, and policymakers can use insights to encourage responsible business practices. In summary, this research highlights multidimensional boycott dynamics influenced by expressive and instrumental factors, emphasizing the pivotal role of social media and its implications for various stakeholders.

Keyword: Consumer Behavior, Product Boycotts, Expressive Factors, Instrumental Factors.

INTRODUCTION

In the era of globalization and increased connectivity through social media, the phenomenon of product boycotts has evolved into a powerful tool for consumers to express their dissatisfaction with specific company actions or government policies. Boycotts, as a form of consumer protest, reflect reactions to perceived injustices, unethical business practices, or controversial political policies, providing insights into contemporary social and economic dynamics. In-depth insights into the factors influencing consumers' intentions to participate in boycotts have been provided by research conducted by Pratiwi et al. (2021) and Rahmawati et al. (2021) in Indonesia. These studies highlight elements such as animosity toward specific countries or companies and intrinsic religious motivation, which can play a significant role in motivating individuals to boycott products. This underscores how personal

values and consumer perceptions, often influenced by external and internal factors, affect their purchasing decisions in boycott situations.

Historically, research on boycotts has often been limited to cross-sectional observations and has not accounted for changes in individual behavior over time, including potential drivers of such changes. Ettenson and Klein (2005) noted boycott durations exceeding one year, but their study design did not allow conclusions to be drawn about changes in individual boycott behavior. Hofmann (2011) provided additional insights into temporal effects, exploring why consumers join boycotts at different stages but did not extend to further changes in boycott behavissor. In conclusion, previous research has not analyzed temporal changes in boycott participation at the individual level after the decision to join has been made, nor has it explored the factors influencing these changes.

From a practical perspective, understanding why consumers maintain or cease boycotts will assist companies in addressing boycotts more effectively and help activists sustain boycotts and maintain momentum. This underscores the importance of understanding intrapersonal motivation and behavioral changes in the dynamics of boycott participation and highlights the need for a more dynamic and adaptive approach in responding to and managing boycotts from both the corporate and activist perspectives.

Internationally, research by Kim, Yan, & Park (2023) explores the phenomenon of boycotts from the perspective of planned behavior theory and gender differences analysis, highlighting the influence of attitudes, subjective norms, and perceived behavioral control on participation in boycotts. This research demonstrates that psychological and social factors play a crucial role in motivating or inhibiting individuals from participating in boycotts.

Against this backdrop, our study aims to fill existing knowledge gaps by applying the understanding of the "hot" and "cold" phases of boycott participation identified by Lasarov et al. (2023) to the Indonesian context. We seek to identify and analyze the factors influencing consumer purchasing decisions in the context of boycotts, with a specific focus on the interaction and changes between expressive and instrumental factors over time. We aim to extend the boycott participation model to encompass longer time periods and to detail temporal changes in boycott participation at the individual consumer level. We use the term "intrapersonal" to better communicate variations within individuals at different points in time.

Based on the background outlined above, the research question underlying this study is: "How do expressive and instrumental factors influence the dynamics of consumer participation in product boycotts in Indonesia over time?" This question aims to investigate in-depth how consumer motivation to participate in boycotts evolves and what influences their decisions to continue or discontinue boycotting.

The primary objective of this research is to identify and analyze the factors influencing consumer purchasing decisions in the context of boycotts in Indonesia, with a specific focus on the interaction and changes between expressive and instrumental factors over time. This research aims to fill existing knowledge gaps by applying the understanding of the "hot" and "cold" phases of boycott participation identified by Lasarov et al. (2023) to the Indonesian context.

This research holds significant importance as it provides fresh insights into how companies and activists can understand and respond to boycott dynamics, especially in terms of managing and sustaining boycott momentum or developing recovery strategies for boycotted companies. By understanding the factors influencing consumer purchasing decisions in boycott situations, companies can design more effective communication and marketing strategies to respond to or prevent boycotts in the future while maintaining consumer trust and loyalty.

Overall, this research aims to make a valuable contribution to academic literature and business practices by explaining the complexity of consumer behavior in the context of

boycotts and offering strategic recommendations that can assist companies in addressing these challenges. Through in-depth analysis of expressive and instrumental factors, this research seeks to bridge the gap between theory and practice, providing guidance for companies and activists in formulating effective and sustainable actions.

METHOD

This research is designed as a comprehensive literature review, aiming to collect, analyze, and synthesize findings from previous studies on the expressive and instrumental factors influencing consumer participation in product boycotts, with a specific focus on the Indonesian context. This method allows for an in-depth understanding of various perspectives and factors contributing to boycott dynamics.

Source Selection Literature sources were chosen through systematic searches in several leading academic databases, including Google Scholar, JSTOR, ScienceDirect, and EBSCOhost, using keywords such as "consumer boycott," "expressive factors in boycott," "instrumental factors in boycott," "theory of planned behavior and boycott," and "social media and boycott." The selected sources were limited to peer-reviewed journal articles, books, and conference papers published between 2000 and 2023 to ensure relevance and the freshness of data.

Inclusion and Exclusion Criteria Inclusion criteria for literature in this study include:
1) Studies that explicitly address expressive and/or instrumental factors in the context of consumer boycotts.
2) Research that contains empirical data or theoretical analyses regarding product boycotts.
3) Literature that provides insights into the role of social media in influencing consumer boycotts.

Exclusion criteria include:
1) Studies that do not primarily focus on consumer boycotts as the main subject of research.
2) Articles or sources that have not undergone a peer-review process.
3) Research that is not available in full text or inaccessible through open sources or academic institutions.

Analysis Process The literature review was conducted through several stages. First, the initial identification of relevant literature based on keywords and inclusion criteria. Second, the sorting and assessment of the eligibility of studies based on abstracts and alignment with research objectives. Third, in-depth reading and analysis of the selected literature to identify main themes, findings, and gaps in existing literature.

The analysis was performed by categorizing the literature findings into two main themes: expressive factors and instrumental factors in consumer boycotts. Each category was then analyzed to understand their roles and influences on participation in boycotts, as well as the interactions between factors in different contexts, including the role of social media as a driver or inhibitor of boycotts.

RESULTS AND DISCUSSION

The synthesis of findings from the literature analysis aims to build a comprehensive understanding of the dynamics of consumer boycotts, considering the complexity and multifaceted factors at play. This includes the influence of expressive and instrumental factors, the role of gender, the impact of social media, and how these factors interact in different boycott contexts, especially in Indonesia. The methodology of this literature review is expected to make a significant contribution to the existing literature by identifying, analyzing, and synthesizing findings from various studies related to consumer boycotts. Thus, this research aims to fill knowledge gaps and offer new insights that can be used by

academics, business practitioners, and policymakers in understanding and responding to the dynamics of consumer boycotts.

Influence of Expressive Factors in Consumer Boycotts Animosity and Religious Motivation: Pratiwi et al. (2021) found that animosity toward a particular country and intrinsic religious motivation significantly played a role in driving the boycott of French products in Indonesia. This suggests that expressive factors, especially those stemming from personal and emotional values, have a strong impact on the intention to boycott. This study emphasizes that boycotts are often more than just responses to corporate actions; they are expressions of identity and group solidarity. In contrast, Rahmawati et al. (2021) revealed that religiosity and product knowledge significantly influenced the decision to boycott KFC products in Bandar Lampung, highlighting how product knowledge and religious values can strengthen the motivation to participate in a boycott. Although both studies focused on religious motivation, Rahmawati et al. provided additional insights into the importance of product knowledge as a factor that reinforces the boycott intention.

Role of Instrumental Factors Effectiveness and Impact of Boycotts: Lasarov et al. (2023) offered a dynamic model of boycott participation that includes "hot" and "cold" phases. Their findings suggest that over time, instrumental considerations regarding the effectiveness of the boycott become more dominant. This indicates that consumers begin to evaluate the actual impact of their boycott actions, considering whether boycott goals are achieved and whether there are positive changes as a result of their actions.

Social Media as a Supporter of Boycotts Influence and Information Dissemination: Social media was identified as a powerful tool in supporting and expanding the reach of boycotts. The ability to rapidly share information and organize collective actions through digital platforms strengthens the momentum of boycotts, especially in the early stages. However, social media interactions can also lead to a shift from expressive to instrumental factors by facilitating discussions about the effectiveness and impact of the boycott on brands or target countries.

The analysis of references reveals a gap in understanding the interaction between expressive and instrumental factors in the dynamics of consumer boycott participation over time. In particular, there is a need for further research to explore how these changes are influenced by various social media campaigns and how companies can effectively respond to mitigate the negative impacts of boycotts.

The synthesis of existing references highlights the significant roles played by expressive and instrumental factors in motivating and sustaining consumer boycott participation. While initial motivation may stem from emotions and group identity, considerations of the long-term effectiveness and impact of the boycott become crucial over time. Social media emerges as a potent tool for supporting boycotts, yet it also facilitates the transition from expressive to instrumental motivations. Future research should delve deeper into exploring the interactions between these factors and identifying strategies that companies can employ to effectively respond to boycotts.

In essence, this synthesis underscores the dynamic nature of consumer boycotts, where motivations evolve, and individuals navigate between expressive and instrumental considerations as they engage in collective actions. Understanding these complexities is essential for both academics and practitioners in comprehending and responding to the multifaceted dynamics of consumer boycotts in contemporary contexts, particularly in the era of digital communication.

Discussion of Research Findings

The discussion of the research findings delves deeper into the insights gained from the literature review concerning expressive and instrumental factors in consumer boycotts, with a specific focus on the Indonesian context and the role of social media.

Interaction Between Expressive and Instrumental Factors

Findings from Pratiwi et al. (2021) and Rahmawati et al. (2021) underscore the importance of expressive factors such as animosity and intrinsic religious motivation in triggering initial participation in boycotts. This suggests that consumers often view boycotts as a means of expressing personal values and identity, resonating with Lasarov et al.'s (2023) findings on the "hot" phase in boycott participation. However, the transition to the "cold" phase, where instrumental factors become more dominant, reflects consumers' reevaluation of the effectiveness and tangible impact of their boycott actions.

The significance of this transition may imply that to sustain participation in boycotts, activists and organizations need to strategically balance between evoking emotions and providing tangible evidence of their actions' effectiveness. This means that the narratives used in boycott campaigns should not only be emotionally stirring but also informative and results-oriented.

The Role of Social Media in Strengthening and Expanding Boycotts

Social media has proven to be a powerful tool for mobilizing and sustaining boycott actions, allowing information to spread rapidly and widely. This aligns with the finding that social media can facilitate the "hot" phase of boycotts by enabling collective emotional expression. However, the discussions that emerge on social media can also accelerate the transition to the "cold" phase, where consumers begin to focus more on the impact and effectiveness of the boycott.

Companies targeted for boycotts can strategically use social media as a tool to respond. Timely, transparent, and responsible responses can help mitigate the negative impact of boycotts and even change the public narrative. Companies should strive to understand the dynamics of boycotts and use social media to communicate the steps taken to address underlying concerns.

Research Gaps and Implications for Business Practices

The analysis indicates a gap in understanding how expressive and instrumental factors interact over time in the context of boycotts. Specifically, there is a need for further research on how these changes are influenced by various social media campaigns and how companies can effectively respond to reduce the negative impact.

From a business practice perspective, these findings suggest that companies need to develop effective and responsive crisis communication strategies that not only address the underlying issues of boycotts but also demonstrate empathy and commitment to improvement. This can help minimize damage to brand reputation and rebuild trust with consumers.

It is important to note that previous research on consumer boycotts did not account for changes in individual behavior and the factors influencing them. Some studies, such as those reported by Ettenson and Klein (2005), only conducted cross-sectional studies with data from independent samples at two time points, indicating an expansion in boycott behavior over one year but unable to draw conclusions about changes in individual boycott behavior. Hofmann (2011) provided additional insights into temporal effects in consumer boycotts by grouping participants based on when they joined the boycott. However, this research also did not further explore changes in boycott behavior.

In this context, this research makes a significant contribution to the literature by extending the boycott participation model to include longer time periods and by examining temporal changes in individual consumer boycott participation. The concept of "intrapersonal" change is used to describe variations in individual behavior over time. Additionally, this research identifies the "hot" and "cold" phases in boycott participation. The "hot" phase is characterized by strong expressive drivers, while the "cold" phase is more influenced by instrumental considerations. These phases reflect how consumers can initially join boycotts emotionally, but over time, considerations of the effectiveness and long-term impact of the boycott become more dominant.

Finally, this research identifies different consumer groups (types of boycott actors) that systematically vary in their reasons for continuing or discontinuing participation in boycotts. This helps understand that there is no one-size-fits-all approach to managing boycotts, but rather different strategies are needed for various types of consumers.

Therefore, this research has important practical implications, especially in helping companies better address boycotts and assisting activists in maintaining their boycott momentum. Overall, this research provides a deeper understanding of the dynamics of boycott participation at the individual consumer level.

Contrasting Findings with Theory

Theory of Planned Behavior (Ajzen, 1991): Research by Kim, Yan, & Park (2023) applying the Theory of Planned Behavior to the context of boycotts shows how attitudes, subjective norms, and perceived behavioral control significantly influence the intention to boycott. This discussion can be enriched by considering how this model interacts with expressive factors such as animosity and religious motivation, as found by Pratiwi et al. (2021), suggesting that the theory may need to be expanded to incorporate emotional elements and personal values in the context of boycotts.

Comparison of Cultural Context

Influence of Cultural Context: Lasarov et al. (2023) discuss the dynamics of the "hot" and "cold" phases in boycott participation without a specific focus on a particular cultural context. In the discussion, comparing their findings with the Indonesian cultural context, as seen in the research by Pratiwi et al. (2021) and Rahmawati et al. (2021), can offer insights into how the cultural context influences the transition from expressive to instrumental factors in boycotts. This can indicate that the shift from the "hot" to the "cold" phase may occur differently depending on cultural values and social norms.

Implications for Business Strategies

Company Responses to Boycotts: The discussion on instrumental and expressive factors underscores the importance of companies in understanding and effectively responding to boycotts. The analysis of expressive and instrumental factors suggests that companies should develop strategies that not only address practical (instrumental) concerns but also address the emotional and value (expressive) concerns of consumers. This demands more nuanced communication and recovery strategies that touch on both the expressive and instrumental aspects of consumer concerns.

While this literature review provides a comprehensive insight into the factors influencing participation in boycotts, there are limitations in our understanding of the dynamics in the ever-evolving digital context. Future research can focus on the influence of social media algorithms and digital campaigns in sustaining or diminishing boycott momentum, as well as how online narratives change over time and affect consumer perceptions.

The discussion of these findings, considering the existing literature in this conversation, highlights the importance of understanding the interaction between expressive and instrumental factors in boycott dynamics. It also suggests that company responses to boycotts require a comprehensive approach, considering both the emotional and practical aspects of consumers. The implications of these findings are not only relevant to academics but also to business practitioners striving to navigate the complexities of responding to boycotts in the digital era.

CONCLUSION

This research has explored the dynamics of consumer boycotts through the lens of expressive and instrumental factors, integrating insights from various studies to understand how these elements influence purchasing decisions in the context of Indonesia. The following is a synthesis of the conclusions drawn from this systematic literature review:

Expressive Factors as Catalysts for Boycott

Emotions and Identity: Expressive factors, including animosity towards companies or countries and intrinsic religious motivation, were found to be primary triggers in initiating boycotts. Findings from Pratiwi et al. (2021) and Rahmawati et al. (2021) affirm that the expression of personal and collective values plays a crucial role in motivating individuals to participate in boycotts. This suggests that boycotts are often expressions of group solidarity or protests against practices contradicting personal and collective values.

Instrumental Factors in Sustaining Boycotts

Practical Considerations: The analysis highlights how, over time, instrumental factors such as considerations of the effectiveness and impact of boycotts become more dominant. The "hot" and "cold" model proposed by Lasarov et al. (2023) helps explain this transition, indicating that consumers gradually shift from expressive motivations to more pragmatic considerations in maintaining their participation in boycotts.

Critical Role of Social Media

Social Media as Mobilization Tools: Social media is identified as a powerful supportive factor in strengthening and expanding the reach of boycotts. Its ability to rapidly disseminate information and organize collective action plays a vital role in the "hot" phase of boycotts while also facilitating discussions that can influence the transition to the "cold" phase.

Implications for Business Strategies

Navigating Boycotts: The findings suggest that companies targeted by boycotts need to develop holistic strategies that not only address practical concerns but also deal with expressive aspects of boycotts. This involves empathetic and transparent communication as well as substantive actions to address the root causes of boycotts.

Limitations and Future Research Directions

This research primarily focused on the Indonesian context, which may not fully reflect boycott dynamics in other countries with different social, economic, and cultural backgrounds. This diversity calls for a more global approach to understanding consumer behavior universally. Relying on existing literature means that this research is limited to data and analyses that have been published, which may not encompass all perspectives or the latest data, especially in rapidly changing contexts like social media and digital technology.

Future research can expand geographic coverage to include cross-cultural analyses of consumer boycotts, providing insights into how expressive and instrumental factors operate

in various social and cultural contexts. With the rapid advancements in digital technology, it is essential to explore how social media algorithms, virtual reality, and similar technologies influence boycott dynamics. This research can encompass how companies use technology to respond to or manage boycotts. Applying qualitative and quantitative research methodologies to gather primary data on consumer boycotts can provide new insights and validate findings from literature studies. This includes surveys, in-depth interviews, and sentiment analysis of boycott campaigns.

Implications for Various Stakeholders

This research offers a framework for understanding expressive and instrumental factors in boycotts, paving the way for exploration of new theories and methodologies in consumer behavior studies and corporate responses to boycotts. The findings suggest that companies need to develop more dynamic and responsive communication strategies that target not only instrumental factors like price and quality but also address expressive factors, including consumer values and identity. This requires a better understanding of how consumers use social media and other digital technologies to voice and organize boycott actions. The research results emphasize the importance of building narratives that resonate emotionally while also presenting strong evidence and arguments to maintain boycott momentum. Activists can leverage new technology to expand the reach and impact of their campaigns. Insights from this research can assist policymakers in formulating regulations that support constructive dialogue between consumers and companies, ensuring that consumer concerns are effectively addressed while also promoting responsible business practices.

Closing Thoughts

This literature review provides in-depth insights into the complexity of consumer boycott behavior, highlighting the importance of understanding expressive and instrumental factors as well as the role of social media. By acknowledging limitations and identifying directions for future research, this study lays the foundation for further exploration that will inform effective strategies for companies to manage boycotts and for consumers to voice their concerns. The implications of these findings provide added value not only to the academic community but also to practitioners, activists, and policymakers, underscoring the importance of a multidisciplinary approach in understanding and responding to boycott dynamics in the digital era.

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