

The moderating role of boycott participation in the relationship between brand commitment and brand loyalty

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Abstract

This study aims to investigate the moderating role of boycott participation in the relationship between brand commitment as measured by the Conversion Model and brand loyalty. It has two main objectives. First, examine how a customer's level of commitment to a brand can influence their response to a boycott and second, to study the effect of customer participation in boycotts on brand loyalty and determine whether boycotts weaken this relationship or not. The study adopted a descriptive-analytical approach, to analyze data and test hypotheses relying on a questionnaire as a tool for collecting the required data from a simple random sample of Egyptians which consisted of (412) respondents. The findings show that there is a significant impact of brand commitment on brand Loyalty, additionally the study reveals that attitude towards boycotting a brand does not significantly affect brand commitment and loyalty, but intention to boycott, boycotting behavior, and perceived behavioral control of boycotts do.

Keywords: Brand commitment, Customer commitment, Hofmeyr's conversion model, Boycott participation, Brand loyalty.

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الدور المعدل للمشاركة في المقاطعة في العلاقة بين الالتزام بالعلامة التجارية والولاء للعلامة التجارية

ملخص

تهدف هذه الدراسة إلى استكشاف الدور المعدل للمشاركة في المقاطعة وقياس كيفية تأثير مستوى التزام العميل بالعلامة التجارية على استجابته للمشاركة في المقاطعة، ومن ثم دراسة تأثير مشاركة العملاء في المقاطعات على الولاء للعلامة التجارية وتحديد ما إذا كانت تلك المشاركة تضعف هذه العلاقة أم لا. وانتهجت هذه الدراسة المنهج الوصفي التحليلي، لتحليل البيانات واختبار الفروض بالاعتماد على الاستبيان كأداة لجمع البيانات المطلوبة من عينة عشوائية بسيطة من المصريين والتي تتكون من (412) مفردة. وقد أظهرت النتائج أن هناك تأثيرًا كبيرًا للالتزام بالعلامة التجارية على الولاء للعلامة التجارية، بالإضافة إلى أن الدراسة توصلت إلى أن الموقف تجاه مقاطعة العلامة التجارية لا يؤثر بشكل كبير على الالتزام بالعلامة التجارية والولاء لها، ولكن نية المقاطعة، وسلوك المقاطعة، والتحكم السلوكي المدرك في المقاطعات يؤثران بذلك. تكمن حداثة هذه الدراسة في فحصها المركز لاستجابة السوق الاستهلاكية المصرية لحركة المقاطعة ضد منتجات شركة بيبسي بسبب دعم العلامة التجارية للتوغل العسكري الإسرائيلي في قطاع غزة.

الكلمات المفتاحية: الالتزام تجاه العلامة التجارية، مقاطعة المنتجات، المشاركة في المقاطعة، الولاء للعلامة التجارية.

1- Introduction

Scholarly attention to anti-consumption behavior has been very substantial. The phrase encompasses a broad range of actions, such as minimalism, brand refusal, boycotting, ethical consumption, product aversion, consumer defiance, and retaliation. (Ozanne & Ballantine, 2010; Chatzidakis & Lee, 2012; Leipämaa-Leskinen et al., 2016).

This study focuses on a particular type of anti-consumption protest known as a consumer boycott, which is the voluntary refusal to purchase a particular product for ethical, political, religious or environmental grounds.

Ever since October 7, 2023, when Hamas launched its fatal onslaught on southern Israel, there has been a widespread, mostly spontaneous grassroots boycott movement against Israel's military incursion into the Gaza Strip.

Boycotts have developed into a common and effective tactic in today's market for expressing dissatisfaction among customers. So gaining a greater comprehension of the intricate nature of consumer loyalty and commitment is crucial for academics.

Additionally, due to a religious dispute sparked by the publication of extremely and purposefully offensive caricatures of the Prophet Muhammad and Muslims in general, portraying them as terrorists, Customers in Muslim and Middle Eastern nations have been advised to boycott Danish products. (Knight

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et al., 2009). As a result, the boycott caused the Danish companies Middle Eastern sales to drop to zero in a couple of days.

Therefore, Brands that are the target of a boycott may face serious repercussions that extend beyond short-term declines in revenue and sales and include damaged reputation and long-term effects on brand image. In fact, there has recently been an escalating interest regarding the possible drawbacks of consumer-brand interactions (Brandão & Popoli, 2022). It is one of the most significant business concerns to build, maintain, and develop profitable relationships with customers, as they are the main source of the revenue and profit in a dynamic, competitive, and diverse business. Hence, a burgeoning number of brands are worried about Retention of customers as a variable in the loyalty paradigm. Which (Yobeanto, 2020) states that higher levels of brand commitment lead to increased brand loyalty.

2- Purpose and objectives of the study

While earlier studies on boycotts have focused on customer motivations, they frequently ignore the part that brand loyalty plays in these choices. (Suhud, 2018) This study closes this gap by scrutinizing the effect of brand loyalty on Egyptians' decisions to boycott brands they believe to be supportive of Israel. In addition, whether committed customers are less inclined to engage in boycotts.

Therefore, the aim of this study is to investigate the moderating role of boycott participation in the relationship between brand commitment and brand loyalty.

This study has two main objectives. First, examine how a customer's level of commitment to a brand can influence their response to a boycott and second, to study the effect of customer participation in boycotts on brand loyalty and determine whether boycotts weaken this relationship or not.

The study will contribute to the existing literature on brand commitment and brand loyalty by providing insights into the role of boycott participation.

Practical implications – The study explores the moderating role of boycott participation in the Egyptian context, highlighting how Egyptian consumers may exhibit loyalty differently that provide valuable insights for managers in Egypt, emphasizing the need for swift public response and data analytics for customer segmentation based on their likelihood to join boycotts.

The study's findings also could potentially offer marketing managers' valuable perspectives on creating loyalty programs that enhance brand commitment and developing a strategy to increase customer's loyalty.

To achieve these goals, the study includes a literature review in Section three the theoretical framework and hypotheses in Section four, the methodology in Section five, the empirical results in Section six, and a summary and conclusion in Section

seven. Finally, the restrictions of our study and guidance for future research endeavors.

3- Literature Review

3-1- Brand commitment

The literature on marketing presents numerous interpretations of brand commitment, along with a range of attributes that characterize and describing its components. It has been challenging to come to a consensus among scholars due to the usage of various definitions and sometimes overlapping in addition to theoretical frameworks that employ a variety of dimensions to explain the construct.

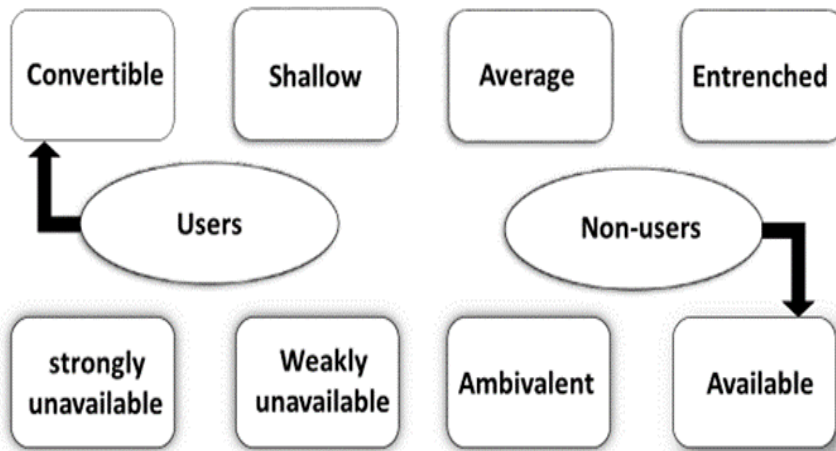
Another issue is that brand commitment and other constructions, such as brand love (Papista& Dimitriadis, 2012), brand passion (Albert et al., 2013), brand involvement (Wolny& Mueller, 2013) and brand loyalty (Matthews et al., 2014; Hamilton et al., 2014) are not clearly distinguished from one another. However, according to marketing studies (Dholakia, 1997; Warrington, 2000; Chaudhuri& Holbrook, 2002; Fullerton, 2005; Phau and Cheong, 2009; Lariviere et al., 2014), brand commitment and brand loyalty appear to be most closely related constructs. According to some writers, Brand commitment is a precursor to brand loyalty, as it represents the bond that encourages loyalty. (Ramírez et al., 2017) While (Kim et al., 2008; Lacey, 2007) stated that brand Commitment is the vital aspect that distinguishes authentic loyalty from superficial loyalty, (Cahaya et al., 2023) found that Brand

commitment contributed to an increase in customer loyalty. Customers that have a strong brand loyalty are less likely to switch to competing brands. (Jamshidi et al., 2021).

Brand commitment has evolved, from focusing on behavior and attitude to creating consumer relationships, several studies suggest that customer loyalty and commitment are important in retaining customers. (Jones et al. 2010)found that effective commitment is the primary factor in customer retention that determines the duration of customer loyalty. In past studies, commitment recognized as the fourth phase in customer relationship building.

Customer commitment measured with Conversion Model; it quantifies the impact of the psychological relationship individuals maintain with a brand on their market choices. (Hofmeyr & Rice, 1995). Hofmeyr & Rice Classified customers as it pertains to their commitment to a brand into two types, Users who are currently using a product or service ranked according to how dedicated they are to using the brand going forward, and non-users ranked according to how ready they are to switch to a specific product or service.as illustrated in the figure (1).

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Source: Buttle, Francis. (2008). Customer relationship management: concepts and technologies.

Figure no. (1)
Segments of the conversion model

In the previous figure Users of a brand divided into four distinct segments (Hofmeyr & Rice, 2001):

- **Entrenched:** Users of the brand who are not inclined to change brands in the immediate future.
- **Average:** Users of the brand who are stable in the short term but may be inclined to change during the medium term.
- **Shallow:** Brand users who have a commitment level below average, with a portion actively considering substitute options.
- **Convertible:** Users of the brand with the greatest likelihood of abandoning it.

Correspondingly, four distinct segments proposed for individuals who do not use the brand:

- **Available:** who have never used the brand, while they have not yet switched, they show a preference for the brand over their existing options and considered psychologically ready to make the change.
- **Ambivalent:** who exhibit the same level of attraction toward the brand as they do toward their existing brands.
- **Weakly unavailable non-users:** who find the brand equally appealing alongside their current preferences.
- **Strongly unavailable non-users:** who are strongly inclined towards their existing brands.

The committed users in Hofmeyr's framework often analyzed in terms of their degree of loyalty, their behavior towards switching, and their level of engagement with the brand, our study will concentrate on all of four segments' committed Users of a brand to ascertain the degree to which brand loyalists are most likely to switch brands.

Many studies as displayed in table (1) explore the conversion potential from shallow to entrenched loyalty, focusing on how brands might foster stronger emotional and behavioral ties.

Table (1)

The essence of Hofmeyr's commitment categories across different studies

Study	Entrenched	Average	Shallow	Convertible
(Hofmeyr & Rice, 2000)	✓	✓	✓	✓
(Colombo & Sabavala, 2000)	✓	×	×	✓
(Bansal, Irving & Taylor, 2004)	✓	✓	✓	✓
(Fullerton, 2005)	✓	✓	×	✓
(Mattila, 2006)	✓	✓	✓	✓
(Li & Petrick, 2008)	✓	×	✓	✓
(Sung & Campbell, 2009)	✓	✓	✓	✓
(Pereira & Rita, 2016)	✓	✓	✓	✓
(Shukla, Banerjee, & Singh, 2016)	✓	✓	×	✓
(Medeiros & Salciuviene, 2018)	✓	✓	✓	✓
(Bravo, Catalán & Pina, 2022)	✓	✓	✓	✓

Source: By the researchers based on literature review.

Table 1 captures the essence of Hofmeyr's commitment categories across different studies, illustrating the model's development and its uses in relation to brand switching and customer loyalty. Entrenched and Average Commitment are consistently included in studies as they represent the steady portion of the consumer base that is essential to brand performance. While Shallow and Convertible Commitment dimensions are important for understanding churn rates and how likely customers are to switch, making them important for customer retention strategies.

3 - 2 Boycott

When customers choose not to purchase particular brands or products from a store, this is known as a boycott. (Ali, 2021; Lasarov et al., 2021). Brand boycotts are efforts by one or more parties to accomplish specific goals by discouraging specific consumers from making particular purchases in the marketplace (Dalakas et al., 2022).

The literature review states that there are three potential causes of unfavorable consumer perceptions of brands: Unfavorable prior experiences, incompatible ideologies, and socially irresponsible behavior. (Brandão & Popoli, 2022) Consumers utilize boycotts as a means to effect change in the policies of businesses they oppose.

There are many reasons to study the phenomenon of boycotts, including the increase of using boycott as a tool to express anger towards companies. Additionally Sales and the stock prices of Boycotted companies negatively affected due to the boycott campaigns.

The boycott categorized into direct boycott, in which Consumers refuse to purchase products from a particular company as a response to its actions or policies they oppose, until, the management of the targeted company changes its operations or policies. Moreover, indirect boycott, in which consumers refuse to use the company's products due to the actions of another party related to the company rather than the company itself. (Mirza et.al. 2020).

Many research efforts focused on product boycotts, brand image, and customer loyalty contribute to a fundamental understanding of consumer behavior, via their purchasing decisions, to social and political issues. (Klein et al., 2004; Lee et al. , 2008; Dalakas et al.,2022; Kakashekh et al., 2021) Reviewed the repercussions of political boycotts on business reputations, primarily addressing the motivations behind consumer boycotts and their effects on businesses found that they may significantly alter how consumers perceive a brand While (Hoffmann, S., 2011). Demonstrated the complex relationship between corporate accountability and consumer action.

Some studies (Asnawi et al., 2023; Seif, 2023; Mirza et al., 2020) have shown that the goal behind boycott campaigns is rooted in religious reasons. Especially the offensive drawings of the Prophet Muhammad, peace be upon him.

(Ali, 2021) finds that political and economic factors drive boycott campaigns in developed countries, while religious incidents and political conflicts are the main engines in developing countries.

Prior research has shown that social pressure can motivate boycott participation. (Delistavrou et al., 2020) found that social pressure significantly influences individuals' intention to boycott. According to (Mirza et al., 2020) among the reasons why some customers choose for not participating in the boycott are their perceptions that they only make up a small fraction of

the market, with their contribution not likely to have a considerable effect. Moreover, when confronted with a range of brands to protest against, consumers may be less willing to endorse any specific boycott campaign. (Yeksel et al., 2020). While dedicated consumers will challenge the authenticity of negative claims about the brand, they prefer. (Ramírez et al., 2017)

These studies indicate that consumer responses to boycotts are nuanced and multifaceted, influenced by a range of factors such as cultural resonance, ethical standards, and the strength of existing brand affiliations.

Recent studies (Wu & Zhang, 2020; Lasarov et al., 2023) on boycott participation has concentrated on the stages of consumer engagement, attitude formation, participation intention, actual behavior, and control over boycott actions are usually considered key stages. These stages illustrate how boycotts are dynamic and that not all customers who initiate a boycott will maintain their commitment, as motivations change over time.

- During the Attitude Formation, customers form opinions about the target company's moral failings or lack of social responsibility. (Lasarov et al., 2023) has shown that outrage, triggered by media coverage or peer influence, often fuels this stage.
- After developing a bad attitude Consumers express a desire or intention to boycott, this stage reflects an emotional and cognitive decision process, where they evaluate the

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effectiveness and personal relevance of engaging at this stage. Intention acts as the bridge between attitude and behavior.

○ At the behavioral engagement stage, customers actively participate in boycotting the brand which customers publicly or privately stop making purchases and withdraw their financial support. (Hoffmann & Müller, 2009) discuss how external factors like the availability of alternatives affect boycott behavior.

○ Finally, perceived behavioral control represents the perceived capacity of a customer to engage in a boycott. This encompasses both external obstacles such as the availability of alternatives or social pressures and internal variables as belief in their capacity to boycott.

These stages provide a structured understanding of how customers move from developing an attitude to engaging in boycott activity. Several studies have shown that even with a positive mindset, boycott behavior may not occur if there is not a strong intention and adequate perceived control.

Recent studies (Yan et al., 2024) show that a positive attitude towards boycotting does not necessarily lead to actual boycott behavior; perceived control and strong behavioral intentions are essential. Subjective norms can adversely affected by subjective norms, which imply that consumers may hesitate to boycott if they lack power or social support.

(Bravo& Chapa, 2024) reveals that moral awareness influences consumer boycott intentions, but moral judgment and perceived control moderate their impact, highlighting the need for strong control, even when consumers hold positive attitudes toward a boycott.

3 -3 Brand Loyalty

(Oliver, 1999) defined loyalty as a strong feeling characterized by a consumer's eagerness to repeatedly purchasing and endorsing a particular product, in spite of alterations in marketing strategies or external factors over time. According to (Aaker, 2015) brand loyalty is a link between customers and a brand.

Brand loyalty defined as a customer's emotional attachment to a particular brand demonstrated by their consistent purchases of the same product over an extended period based on aspects of the customer's assessment. (Putra & Keni, 2020). Many researchers have evaluated brand loyalty as encompassing both behavioral and attitudinal components.

Brand Loyalty and Customer Loyalty in past literature Classified into two key dimensions: attitudinal loyalty and behavioral loyalty. (Chaudhuri & Holbrook, 2001). The behavioral typology is primarily concerned with repeat purchase rates. While attitudinal approach includes measures of commitment and trust and been observed to have a deeper comprehension of loyalty.

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According to the literature, developing loyalty happens over the course of four stages:

- 1) **Cognitive loyalty** (which is rooted in brand belief)
- 2) **Affective loyalty** (cognition and affect where a positive attitude or affection for the brand has emerged)
- 3) **Conative loyalty** (behavioral intentions shaped by multiple instances of favorable emotional experiences related to the brand. A commitment to the brand is essential for making repeat purchases)
- 4) **Action loyalty** (intentions manifested as actions, reflecting a readiness to engage, accompanied by a strong desire to navigate any obstacles that may arise) (Ramírez et al., 2017).

Loyalty as a dependent variable in scientific research may include some or all of these qualities. Typically measured using three to four dimensions, providing a comprehensive and multidimensional analysis. Our study will concentrate on behavioral, attitudinal, cognitive, and conative loyalty since they are the most frequently used dimensions as displayed in the table (2).

Table (2)

The development of loyalty dimensions in scientific research

Study	Behavioral Loyalty	Attitudinal Loyalty	Cognitive Loyalty	Conative Loyalty	Affective Loyalty	Action Loyalty
(Oliver ,1999)	✓	✓	✓	✓	✓	✓
(Chaudhuri & Holbrook ,2001)	✓	✓	✓	×	✓	×
(Back & Parks, 2003)	✓	✓	✓	×	✓	×
(Harris & Goode, 2004)	✓	✓	×	✓	×	×
(Kumar & Shah, 2004)	✓	✓	✓	×	✓	×
(Bennett & Rundle, 2005)	✓	✓	✓	×	×	×
(Jones & Taylor, 2007)	✓	✓	✓	✓	✓	×
(Anuwichanont & Mechinda, 2009)	✓	✓	✓	✓	×	×
(So et al., 2016)	✓	✓	×	✓	×	×
(Islam et al., 2017)	✓	✓	×	×	✓	×
(Martínez & Rodríguez,2020)	✓	✓	✓	×	✓	×
(Zhang et al., 2020)	✓	✓	✓	✓	×	×
(Lee & Han, 2022)	✓	✓	✓	✓	×	×

Source: By the researchers based on literature review.

Since behavioral loyalty present in almost all studies as it is the observable and quantifiable characteristic, also attitudinal loyalty highly used across studies, focusing on customer preferences, emotional attachment, and cognitive loyalty often paired with behavioral and attitudinal loyalty.

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While conative loyalty is increasingly popular since the year 2007, but action loyalty is less commonly used and affective loyalty often used in studies exploring emotional attachment.

As a result, our study considers behavioral, attitudinal, cognitive and conative loyalty.

There is a significant lack of research on customer loyalty, brand commitment, and boycotts, particularly when it comes to Egyptian consumers. This study's uniqueness comes from its concentration of how the Egyptian consumer market reacted to the boycott movement against Pepsi products due to brand support Israel's military incursion into the Gaza Strip.

4. Theoretical Framework and Hypotheses

4.1 Theoretical Framework

According to the available theoretical and empirical literature, Statement of the problem of this study is to explore the precise influence of the boycott campaign opposed to Pepsi products effects brand commitment and customer loyalty among Egyptian consumers.

This study seeks to address it by answering the following questions:

SQ1: How a customer's level of commitment to a brand can influence their response to a boycott.

SQ2: How does customer participation in boycotts affect brand loyalty, and do boycotts weaken this relationship?

This study is limited to the products of Pepsi Company.

PepsiCo, Inc. is a corporation specializing in the production, marketing, distribution, and sale of beverages, as well as food and snack items. It is one of the world's largest beverage companies, which accused of supporting Israel and suffering the effects of a campaign encouraging consumers to turn away from their products.

The Pepsi boycotts are part of a broader movement to protest US support for Israel, with many consumers choosing to avoid American brands.

The effects of the boycotts due to the ongoing violence in Gaza on PepsiCo's operations in the region is being felt with Pepsi's market share fell to 10.4% from 10.8% in 2022.(www.globaldata.com).

4.2 Hypotheses Development

Against the background of the present theoretical study, we hypothesize the following:

H1: There is a significant impact of brand commitment on brand Loyalty.

H2: Boycott participation moderates the relationship between brand commitment and brand loyalty.

Based on, the aim of the current study, literature review, and hypotheses development, Figure 1 displayed the proposed study model.

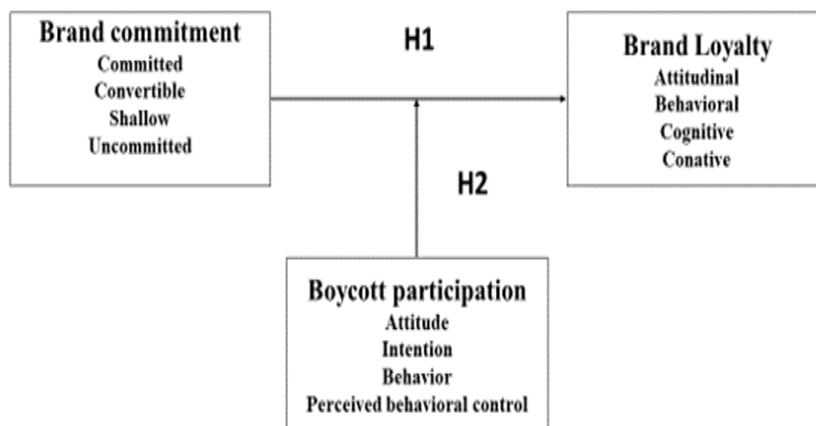


Figure no. (2)
The proposed study model

4. Methodology

In this study, descriptive research was conducted to scientifically analyze the data of this study, interpret its results, and benefit from them in achieving the objectives on which it was based and testing its hypotheses.

4.1 Sample Selection

This study's population is restricted to Egyptian consumers represented by members of the Egyptian family in the Canal Zone, whose population, according to the latest update from the

Central Agency for Public Mobilization and Statistics, is (3,077,470)⁽³⁾ And since the average household is (4.04)⁽⁴⁾

By dividing the population by the average household size, the number of households targeted in the study becomes (761,750) households. Since the population is large, the researchers used the conservative random sample size formula for large populations, which showed that the optimal sample size should not be less than 384 observations according to the sample size table (Krejcie and Morgan Formula) (Bukhari, 2021.)

$$n = \frac{NP(1 - P)x^2}{(N - 1)d^2 + P(1 - P)x^2}$$

n: required sample size.

N: size of the research population.

P: the population proportion equals 0.50.

D: The percentage of error that can be overlooked and its largest value is 0.05

Where the questionnaire was distributed to a random sample via Google Form and the forms validity was restricted so that it could not be submitted unless the respondent answered all the items, to prevent missing values in the data. The form duration was specified as recommended by (Saunders et al., 2019) that is preferable, if the study population is large and geographically dispersed, to leave it for a period ranging from three to six

³ <https://www.capmas.gov.eg/Pages/populationClock.aspx>

⁴ https://www.capmas.gov.eg/Pages/IndicatorsPage.aspx?page_id=6156&ind_id=4575

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weeks to increase the sample size, 500 responses were received, and 88 responses were excluded. The sample became 412, representing more than 100 % of the research sample.

4.2 Measures/Instruments

A structured questionnaire was used to collect primary data on a five-point Likert scale. The questions are rated on a scale of one to five: five- strongly agree, four - agree, three - Neutral, two -disagree, and one - strongly disagree. The questionnaire is divided into three main parts. The first part of the questionnaire contains questions about Independent variable brand commitment (four segments, Committed, Convertible, Shallow and Uncommitted) (eight statements). The second section of the questionnaire contains questions about the Moderator Boycott participation covering the following dimensions (Attitude toward Boycotting the Brand, Intention, Boycotting Behavior and perceived behavioral control of boycotts (thirteen statements). The third section that assess customers' loyalty toward the brand with dimensions (Attitudinal, Behavioral, Cognitive and Conative Loyalty) (eleven statements).

4.3 Statistical analysis methods used in the study

The Statistical Package for Social Sciences (SPSS) version 27 was used to input survey data, verify the validity and reliability of the measurement tool (the survey questionnaire), and conduct descriptive and inferential analysis of the responses.

According to the nature and type of the data as well as the variables under study, a set of statistical methods were relied upon, including validity and reliability tests, descriptive statistics, and structural equation modeling for the purpose of analysis.

4.3.1 Validity and reliability tests of the measurement tool (questionnaire)

These are the tests used to discover the extent to which the questionnaire is suitable for achieving the research objectives and to ensure the appropriateness of classifying the statements in the questionnaire axes with the subjects targeted for study. These tests are divided into two main types: validity tests and reliability tests.

Content Validity is the degree to which the measurement tool measures the content; Content validity requires ensuring the fulfillment of two things: the validity of the items and the validity of the sample. The researchers used the following method:

- Accurately identifying and defining the scale items.
- Reviewing the previous literature that has identified the dimensions of both brand commitment, Boycott participation, and brand loyalty, contributing to the integration of the measurement tool.

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- Conducting an exploratory study with some open-ended questions for consumers to grasp the dimensions of the variables under study.
- Informing the respondents of the purpose of conducting the test to motivate them towards seriousness in answering its items.
- The list was also presented to a group of judges specialized in marketing, and statistics to provide their opinion on the suitability of the form for the purpose it was prepared for and to ensure the correctness of the phrasing, which the judges unanimously agreed was appropriate for measurement.

While stability refers to consistency, meaning that if the measurement process is repeated multiple times, its results would show some degree of stability. The reliability of the test indicates objectivity and the ability to depend on its results. There are many methods to calculate reliability, among which we use the most famous coefficient for calculating reliability, which is the Alpha Cronbach coefficient. Using the SPSS program, the following results were obtained as follows:

Tab

The reliability and self-validity coefficients of the research variables using the Cronbach's alpha coefficient

le no. (3)

Variable/Dimension	Number of statements	Validity	Reliability
Brand commitment	8	0.99	0.983
Boycott participation	13	0.99	0.982
Brand loyalty	11	0.99	0.983

Source: Prepared by the researchers according to statistical analysis results.

The overall reliability reached 0.983, which is a high reliability coefficient and suitable for the purposes of the research, Since the alpha coefficients must be greater than or equal to (0.7) to judge the internal consistency of the study's variables and dimensions (Devaus, 2002).

As increasing the value of the coefficient means increasing the credibility of the data in reflecting the results of the sample on the research population and since all the study's variables are greater than 0.7, we are reassured to rely on the results of this scale in generalizing its outputs to the entire community.

The Validity coefficient for the data was also calculated and came in at 0.99.

4.3.2 Descriptive statistics

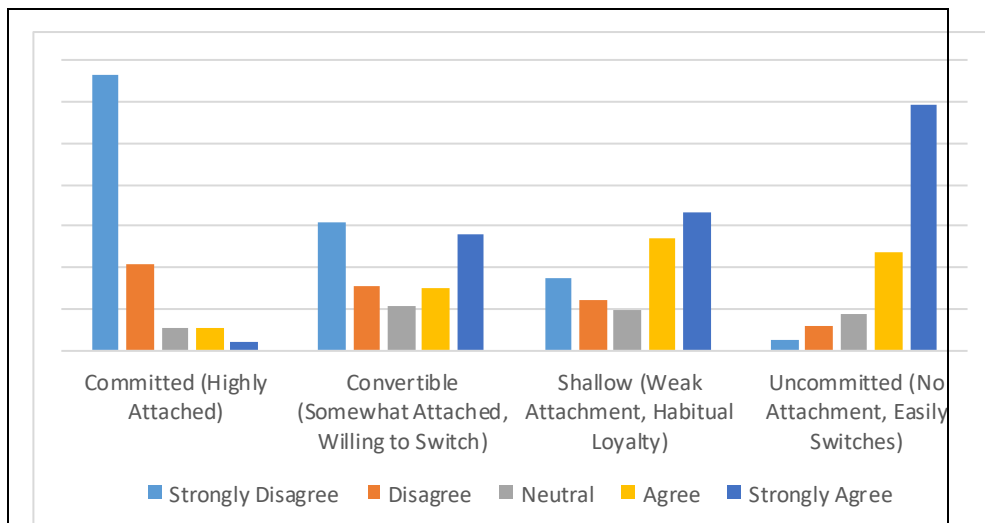
The following presentation of descriptive statistics for the three study variables shows the descriptive statistics table, which includes the means, standard deviations, and Correlation as well as the relative importance and ranking.

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First: Arranging the segments of the independent variable:

Table no. (4)

Descriptive statistics for Independent variable brand commitment



	Mean	Std. Deviation	Correlation	Ranking according to Importance
Committed (Highly Attached)	1.5546	0.952815	0.74	4
Convertible (Somewhat Attached, Willing to Switch)	2.9381	1.25355	0.854	3
Shallow (Weak Attachment, Habitual Loyalty)	3.46605	1.277205	0.886	2
Uncommitted (No Attachment, Easily Switches)	4.3107	1.026245	0.8645	1

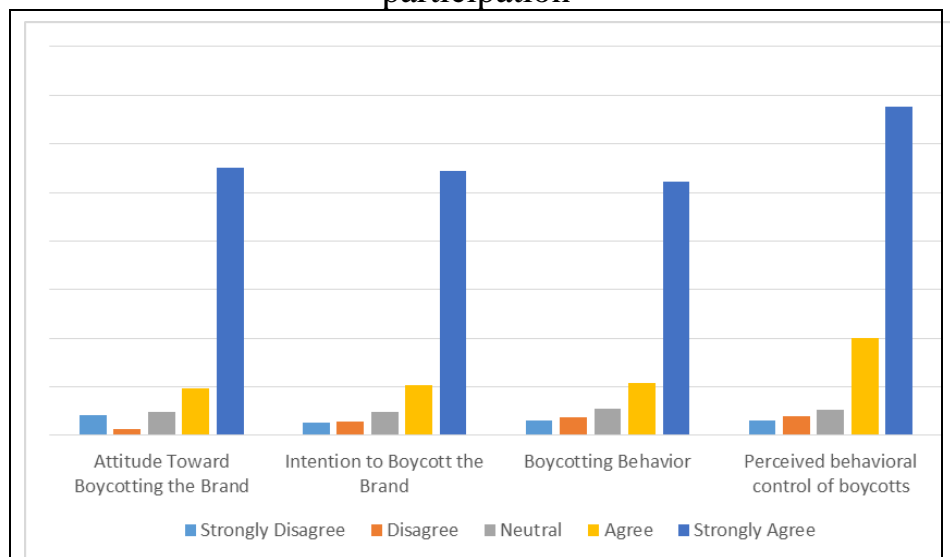
Source: Prepared by the researchers according to statistical analysis results.

The previous table shows the relative importance and ranking of the Independent variable brand commitment of the research, which is:

The ranking was done and the relative importance was determined by calculating the weighted mean. It was determined that the most important element in the sub-elements of this axis, according to the average opinions of the respondents, is the Fourth element in the sequence, with an average power of 4.3107 and a standard deviation 1.026245. The correlation coefficient also showed the existence of a strong correlation, as the value of the correlation coefficient was 0.8645. Moreover, it was reported that the least important element according to the average opinion of the respondents was the first element in the sequence, which was reported with an average power of 1.5546 and a standard deviation of 0.952815. Moreover, the correlation coefficient showed the presence of a strong correlation, where the value of the correlation coefficient is 0.74.

Second: Arranging the dimensions of the moderator:

Table no. (5)
Descriptive statistics for moderator variable Boycott participation



	Mean	Std. Deviation	Correlation	Ranking according to Importance
Attitude Toward Boycotting the Brand	4.463566	1.07021	0.792	2
Intention to Boycott the Brand	4.477366	1.01168	. 0.798	1
Boycotting Behavior	4.4029	1.07740	0.821	4
Perceived behavioral control of boycotts	4.4545	0.97176	0.816	3

Source: Prepared by the researchers according to statistical analysis results.

The previous table shows the relative importance and ranking of the Moderator variable Boycott participation of the research, which is:

The ranking was done, and the relative importance was determined by calculating the weighted mean. It was determined that the most important element in the sub-elements of this axis, according to the average opinions of the respondents, is the second element in the sequence, with an average power of 4.477366 and a standard deviation 1.01168. The correlation coefficient also showed the existence of a strong correlation, as the value of the correlation coefficient was 0.798.

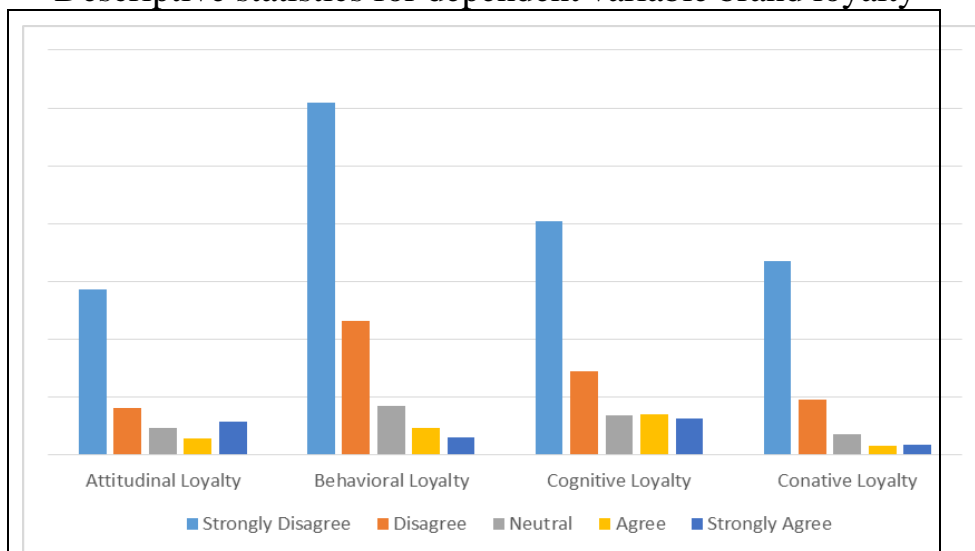
Additionally, it was reported that the least important element according to the average opinion of the respondents was the third element in the sequence, which was reported with an average power of 4.4029 and a standard deviation of 1.07740. In addition the correlation coefficient showed the presence of a strong correlation, where the value of the correlation coefficient is 0.821.

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Third arranging the dimensions of the dependent variable brand loyalty:

Table no. (6)

Descriptive statistics for dependent variable brand loyalty



	Mean	Std. Deviation	Correlation	Ranking according to Importance
Attitudinal Loyalty	1.97935	1.3688	0.788	2
Behavioral Loyalty	1.6584	1.0037075	0.765	3
Cognitive Loyalty	1.991933	1.276806667	0.808	1
Conative Loyalty	1.5643	0.996615	0.733	4

Source: Prepared by the researchers according to statistical analysis results.

The previous table shows the relative importance and ranking of the dependent variable brand Loyalty, ranking done and the relative importance was determined by calculating the weighted mean. It was determined that the most important element in the sub-elements of this axis, according to the average opinions of the respondents, is the third element in the sequence, with an average power of 1.991933 and a standard deviation 1.276806667. The correlation coefficient also showed the existence of a strong correlation, as the value of the correlation coefficient was 0.808. It was also reported that the least important element according to the average opinion of the respondents was the Fourth element in the sequence, which was reported with an average power of 1.5643 and a standard deviation of 0.996615. Moreover, the correlation coefficient showed the presence of a strong correlation, where the value of the correlation coefficient is 0.733.

5. Study results and hypothesis test

The previous Hypothesis tested by Simple regression

Table no. (7)

Simple regression for brand commitment / brand Loyalty

brand commitment / brand Loyalty			
R	R²	Anova	SIG
0.712	0.506	0.000	0.000

Source: Prepared by the researchers according to statistical analysis results.

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The previous table shown:

R: From correlation, value there is strong relationship between brand commitment and brand Loyalty

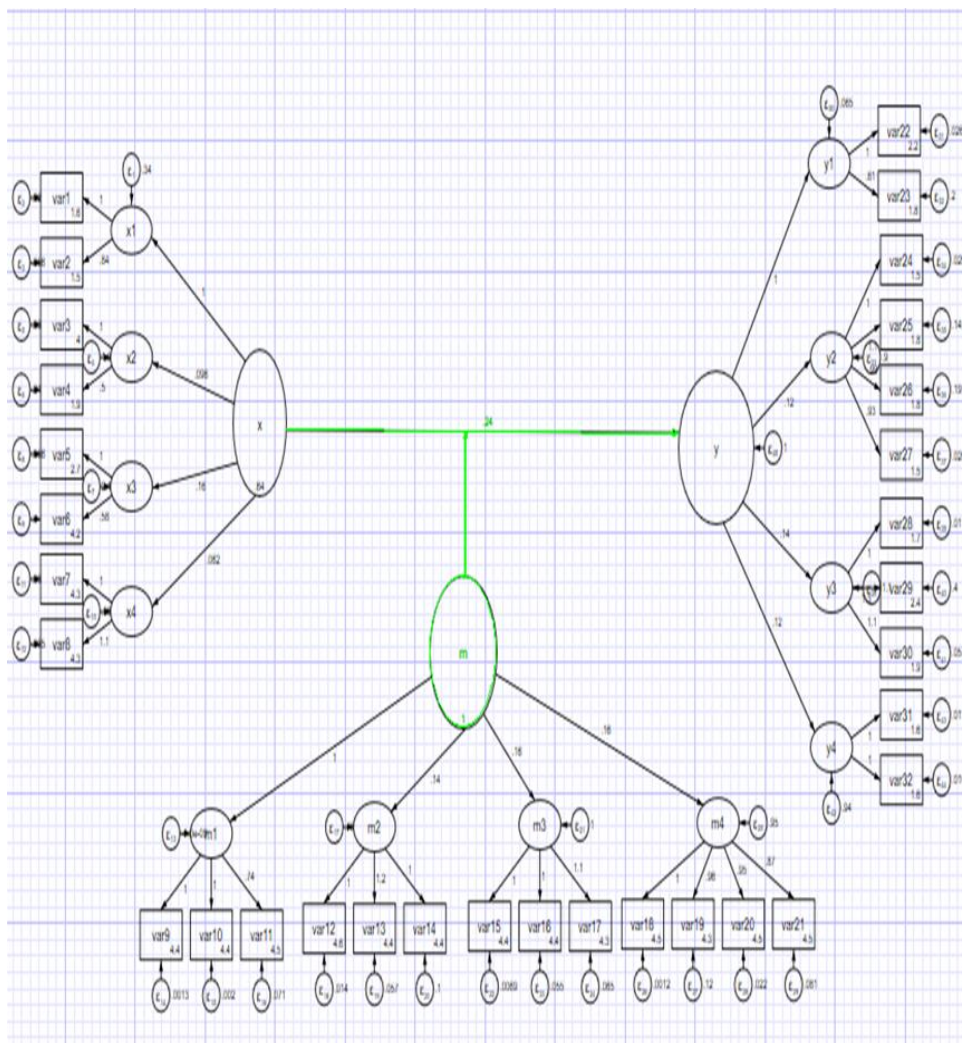
R^2 : shown that the brand commitment (independent) can explain 50 % of brand Loyalty (dependent variable) variation.

The previous Hypothesis tested by Simple regression and from the previous table shown that there is a significant impact of brand commitment on brand Loyalty

Therefore, we will reject H0: there is insignificant impact of brand commitment on brand Loyalty.

H2:there is a significant impact of Moderator variable Boycott participation on the relationship between brand commitment and brand Loyalty.

The previous Hypothesis tested by SEM (Structural equation modeling)



Source: Prepared by the researchers according to statistical analysis outputs of the STATA17 program.

Figure no. (2)
SEM -The extent of the statistically significant effect between the study variables.

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Table no. (8)

Results of the hypothesis test by SEM

Structural equation model	Coef.	P-value	[Conf. Interval %95]	
X1----X	1.589806	0.000	1.686423	1.493189
X2----X	1.519417	0.000	1.602549	1.436286
X3----X	1.902913	0.000	2.011586	1.79424
X4----X	2.728155	0.000	2.871526	2.584784
M1----M	1.771845	0.000	1.865498	1.678192
M2----M	1.504854	0.000	1.598683	1.411026
M3----M	1.791262	0.000	1.897169	1.685355
M4----M	1.822816	0.000	1.923752	1.721879
Y1----Y	1.514563	0.000	1.601754	1.427372
Y2----Y	1.701456	0.000	1.803195	1.599718
Y3----Y	1.871359	0.000	1.98894	1.753779
Y4----Y	1.553398	0.000	1.648435	1.458361

Source: Prepared by the researchers according to **statistical analysis results.**

The previous table shown that all the P-values for all coefficients are less than 0.05. This indicates that a significant value for all coefficients

The second stage was to determine the extent to which the data fit the model, and it was carried out using four tests

1. Adjusted goodness of fit index (AGFI)
2. Goodness of fit index(GFI)
3. Comparative fit index (CFI)
4. Chi-square χ^2

Table no. (8)
The suitability of the data for the model

	χ^2	(AGFI)	(GFI)	(CFI)
x	0.245	0.877	0.741	0.863
m	0.331	0.706	0.779	0.897
y	0.278	0.788	0.812	0.936

Source: Prepared by the researchers according to statistical analysis results.

The previous table shown that:

1. Chi-square χ^2 value greater than 0.05 this indicates that the data fit the model
2. Adjusted goodness of fit index (AGFI) value getting closer to 1 this indicates that the data fit the model
3. Goodness of fit index (GFI) getting closer to 1 the data fit the model
4. Comparative fit index (CFI) getting closer to 1 this indicates that the data fit the model

The third stage was to determine impact of Moderator variable Boycott participation on the Relationship between brand commitment and brand Loyalty.

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Table no. (9)

	impact	P-value	[95% Conf. Interval]	
Attitude Toward Boycotting the Brand	0.0373	0.0845	0.0052	0.0797
Intention to Boycott the Brand	0.3041	0.000	0.9234	0.3321
Boycotting Behavior	0.2836	0.000	0.2583	0.3089
Perceived behavioral control of boycotts	0.2463	0.000	0.2057	0.2869

Source: Prepared by the researchers according to statistical analysis results.

The previous table shown that:

1. There is insignificant impact of attitude toward boycotting the brand on the relationship between brand commitment and brand loyalty
2. There is a significant impact of Intention to boycott the brand on the relationship between brand commitment and brand loyalty
3. There is a significant impact of boycotting behavior on the relationship between brand commitment and brand loyalty
4. There is a significant impact of perceived behavioral control of boycotts on the relationship between brand commitment and brand loyalty

6. Conclusion and Recommendations

The results of our study confirm critical role of brand commitment in influencing customer behavior; this finding resonates with existing literature (Ramírez et al., 2017).

When brand commitment significantly affects brand loyalty, it implies that committed customers are more likely to stick with a brand and may even choose it over others in spite of lower prices or promotions from competitors. This relationship is particularly strong in contexts where consumers have an emotional connection to the brand or identify with its values, which can create a sense of brand loyalty that is resistant to external factors.

The outcomes of our study also support the existence of the relationship between brand commitment and loyalty varies depending on whether customers are involved in a boycott or not; this finding is consistent with previous research(Wu & Zhang, 2020; Lasarov et al., 2023) Boycott participants may experience a barrier to loyalty, as personal values or social influences may override commitment. Non-boycott participants may see a stronger relationship between commitment and loyalty. The conditional influence of boycott participation affects the influence of brand commitment on loyalty, with commitment potentially affecting loyalty when no boycott is present.

One of the more worthy of attention results of our study that attitude towards boycotting a brand does not significantly impact brand commitment and loyalty, but intention to boycott,

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boycotting behavior, and perceived behavioral control of boycotts do.

This can be explained as that actual intention to boycott a brand, the act of participating in the boycott, and the perceived ability to control one's boycott behavior play a significant role in a customer's loyalty to the brand.

While attitude towards boycotting reflects a consumer's general opinion or feelings about participating in a boycott, but it does not necessarily mean they will act on it.

The role of behavior and actual participation in the boycott directly influences loyalty and commitment levels. Perceived behavioral control involves a consumer's belief in their ability to carry out the boycott, which can weaken their brand commitment. This understanding helps brands focus on strategies to mitigate boycotting intentions and behaviors. Consumer behavior theory suggests that commitment and loyalty are affected more by action-oriented variables (behavior, intentions, control) than passive attitudes.

Brand commitment significantly influences brand loyalty, as committed customers are more likely to choose the same brand over competitors and exhibit resistance to switching. Brands can influence loyalty through personalized marketing, loyalty rewards, and customer engagement. This relationship is particularly strong in contexts where consumers have an emotional connection to the brand or identify with its values. Understanding this impact allows businesses to prioritize efforts to enhance commitment, design customer relationship

management strategies, and yield long-term benefits like higher lifetime value and reduced price sensitivity.

The moderation effect suggests that boycott participation may not guarantee brand loyalty. Companies may need to address boycott reasons or reputation management to retain customers. Restoring customer trust and addressing concerns could rebuild the commitment-loyalty link. Developing adaptive loyalty strategies, such as emphasizing ethical or social responsibility, can help maintain loyalty.

Limitations and future directions

This current study presented a few constraints. This ongoing study may not be generalizable to all other products or services sectors, so future studies should focus on other products and services fields. In addition, this current study only measured the moderating role of boycott participation in the relationship between brand commitment and brand loyalty, so future researches should concentrate on other influence determinants. Consequently, these limitations can give some direction for future studies.

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APPENDIX A: Questionnaire

Dear participant

Thank you for taking the time to participate in this survey, which aims to study consumer behavior regarding product boycotts and the factors that influence their decisions. We seek to understand the reasons and motivations behind the boycotting of certain products, and its impact on brands and society as a whole.

Your participation in this survey will contribute valuable insights into the role of boycotts in shaping the market and consumer-brand relationships. We assure you that all the information you provide will be treated with complete confidentiality and will be used solely for scientific research purposes.

We thank you once again for your cooperation and contribution to this important research.

No.	Statement	Strongly agree	agree	neutral	disagree	strongly disagree
Independent variable brand commitment (4 segments)						
Committed (Highly Attached)						
1	I feel emotionally attached to this brand and will continue to buy it regardless of other options.					
2	This brand is my first choice, and I am unlikely to switch to other brands.					
Convertible (Somewhat Attached, Willing to Switch)						

3	Although I like this brand, I would switch if I found a better alternative.					
4	I am open to trying other brands, but I tend to return to this one.					
Shallow (Weak Attachment, Habitual Loyalty)						
5	I buy from this brand mostly out of habit, not because I am particularly loyal to it.					
6	I have no strong attachment to this brand and would switch if a competitor offered a better price.					
Uncommitted (No Attachment, Easily Switches)						
7	I do not have any specific loyalty to this brand and often switch between brands.					
8	I would purchase any brand that offers the best deal at the time, with no preference for this brand.					
Moderator Boycott participation						
Attitude Toward Boycotting the Brand						
9	I have a negative opinion of this brand due to its unethical practices					
10	I believe boycotting this brand is a morally justified action.					
11	I feel strongly that this brand's behavior goes against my personal values.					
Intention to Boycott the Brand						
12	I intend to boycott this brand in the future because of its unethical					

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	actions.					
13	If I hear about further unethical behavior by this brand, I will stop purchasing its products.					
14	I am likely to encourage others to boycott this brand due to its practices.					
Boycotting Behavior						
15	I have previously stopped purchasing this brand's products due to its unethical actions.					
16	I am currently avoiding purchasing products from this brand because of its business practices.					
17	I have reduced my purchases of this brand and plan to continue doing so as a form of boycott.					
Perceived behavioral control of boycotts						
18	I think there are enough alternatives to replace Pepsi					
19	I think there is no problem in replacing Pepsi with other things					
20	I have the resource and the knowledge to buy alternative products					
Dependent variable brand loyalty						
Attitudinal Loyalty						
21	This brand reflects my personal values and beliefs.					
22	I am willing to pay a premium price for this brand because I believe it offers superior value.					
Behavioral Loyalty						

23	I frequently purchase products from this brand.					
24	I will continue to buy this brand, even if another brand offers a promotion					
25	I rarely switch to other brands.					
26	I consider myself loyal to this brand and rarely switch to other brands.					
Cognitive Loyalty						
27	I believe this brand is the best option available.					
28	This brand offers better quality than other brands in the same category.					
29	I trust this brand to consistently meet my expectations.					
Conative Loyalty						
30	I am committed to buying this brand in the future.					
31	I plan to continue purchasing this brand.					