

ABSTRACT

Animosity or hostility is defined as a negative attitude towards a group, region, or country that causes hatred towards certain things obtained or produced by the group or country. Hatred towards certain things including products produced by a group or country causes negative perceptions from consumers and influences purchasing decisions. Purchasing decisions can be a reluctance to make purchases due to negative perceptions or animosity. More and more consumers have animosity the more products produced by the group or country experience a decline in performance. Then reluctant to buy (RTB) against certain matters related to animosity can be a reflection of the movement boycott which is done consciously and unconsciously. This case is like what is experienced by products originating from Israel or affiliated with Israel, because animosity society towards Israel because of the geopolitical issues of Israel and Palestine. Animosity turned into an action to show human solidarity in the form of a movement. Boycott which directs the public not to make purchases on the product. One of the companies affected boycott which experienced a decline in sales was Unilever Indonesia.

This study aims to determine the influence animosity to reluctant to buy on Unilever Indonesia products through boycott. By using a descriptive quantitative approach using SmartPLS 4.0. Indonesian people who know Unilever Indonesia products and know the movement boycott towards products affiliated with Israel is the population of this study. The sample in this study amounted to 400 respondents with data collection using a questionnaire. The results of the study showed that animosity, boycott, and reluctant to buy has a high number on Unilever Indonesia products. Then, animosity has a positive and significant influence on boycott and reluctant to buy. Boycott also has a positive and significant influence on reluctant to buy. Also, boycott successfully mediate the relationship between animosity and reluctant to buy. This means that feelings of hatred towards a product obtained or produced by a particular group or country can give rise to a boycott movement and create reluctant buying behavior.

Keywords: Animosity, Boycott, Reluctant To Buy