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Boycott to Buycott: A Behavioral Pathway to Peace of Mind in Political Consumerism

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ABSTRACT

This study investigates the post-boycott consequences of political consumerism by examining the sequential relationship between boycott, buycott, and peace of mind. A quantitative research design was employed using survey data from 1,329 Indonesian consumers, and the hypotheses were tested using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings show that boycott significantly increases buycott and that both behaviors positively influence peace of mind, with buycott exerting a stronger effect. Additionally, buycott partially mediates the relationship between boycott and peace of mind. This study contributes to the political consumerism literature by advancing a mediation-based perspective, demonstrating that the psychological benefits of boycott are transmitted through subsequent buycott engagement. It further conceptualises boycott and buycott as sequential and interdependent behaviours, offering a more integrated explanation of how ethical consumption influences consumer well-being.

Keywords: boycotts, buycotts, peace of mind, subjective well-being

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INTRODUCTION

Boycotts have become a prominent expression of consumer agency in politically and ethically charged markets. Defined as the intentional refusal to purchase products associated with contested practices or political affiliations (Cruz et al., 2013; Friedman, 1996), boycotts function as visible manifestations of consumer resistance. The recent global boycott targeting brands perceived to support Israel has amplified this form of political consumerism, particularly within Muslim-majority contexts, where commercial consequences and public discourse have been substantial (Fabino, 2023; Saafan & Al-Khalidi, 2023). While the boycott literature has traditionally concentrated on motivational drivers and attitudinal intentions (Fernandes, 2020; Klein et al., 2004; Palacios-Florencio et al., 2021; Shin & Yoon, 2018), far less attention has been devoted to what happens after consumers decide to boycott a brand. In reality, boycott participation rarely represents the end of consumers' marketplace actions. Instead, it often marks the beginning of subsequent behavioural adjustments and psychological evaluations.

One important behavioural extension of boycott participation is buycott. Rather than merely withdrawing support, consumers may redirect their purchasing toward alternative brands that are perceived as ethically or religiously aligned (Friedman, 1996; Neilson, 2010). This shift reflects an

affirmative use of purchasing power, transforming resistance into constructive support. Political consumerism therefore encompasses not only the rejection of objectionable brands but also the deliberate endorsement of preferred alternatives. Empirical studies indicate that buycotting frequently accompanies boycotting within broader political consumerism practices (Akintimehin et al., 2022; Friedman, 1996; Hong & Li, 2021; Neilson, 2010). However, the structural linkage between these two behaviours has not been sufficiently examined as part of a sequential process. Specifically, it remains unclear how boycott participation translates into buycott and how this transition shapes subsequent consumer outcomes.

Beyond influencing subsequent purchasing behaviour, boycott participation may also shape consumers' subjective well-being. Political consumerism research has primarily evaluated observable behaviour, with limited empirical exploration of psychological outcomes (Aji et al., 2025). Yet alignment between personal values and marketplace decisions may foster subjective states of inner calmness and moral coherence. In this context, peace of mind emerges as a relevant outcome reflecting the psychological reassurance that consumption behaviour is consistent with ethical commitments (Ozer et al., 2022). Despite its conceptual relevance, peace of mind remains largely under-investigated in boycott studies. Furthermore, the mechanism through which boycott-related actions contribute to peace of mind, particularly through subsequent buycott, remains insufficiently theorised and empirically tested.

Accordingly, the present study shifts the analytical lens from motivational antecedents to post-boycott consequences. It conceptualises boycott as an initiating act that potentially stimulates buycott and contributes to peace of mind. Specifically, this study proposes a sequential and mediated framework in which boycott influences peace of mind both directly and indirectly through buycott. The study therefore investigates whether disengagement from targeted brands is associated with increased support for value-consistent alternatives, and whether these behaviours collectively relate to consumers' psychological tranquillity.

Using a quantitative research design, data were analysed through Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the structural relationships among boycott, buycott, and peace of mind (Hair et al., 2022). By concentrating exclusively on these three constructs, the study advances the understanding of political consumerism as a behavioural and psychological process rather than merely an attitudinal stance.

This study contributes to the literature on ethical and religious consumption by demonstrating how marketplace resistance may evolve into constructive support and subjective well-being within contexts marked by geopolitical and moral contestation. Specifically, it extends political consumerism theory by conceptualising boycott and buycott as sequential rather than isolated behaviours and by establishing buycott as a mediating mechanism linking boycott to peace of mind. In doing so, the study offers a more integrated and process-based explanation of how political consumerism shapes both consumer behaviour and well-being.

LITERATURE REVIEW

Political Consumerism: Boycott and Buycott

Political consumerism is *"consumers' use of the market as an arena for politics in order to change institutional or market practices found to be ethically, environmentally, or politically objectionable"* (Stolle & Micheletti, 2013). Political consumerism literature conceptualises market choices as expressions of civic and ethical positioning (Friedman, 1996; Neilson, 2010). Within this framework, boycott and buycott represent two distinct but related forms of marketplace engagement. A boycott involves intentional market withdrawal from targeted firms, whereas a buycott reflects affirmative support for alternative firms perceived as aligned with consumers' ethical or social expectations (Friedman, 1996; Neilson, 2010). Together, these behaviours represent the two complementary mechanisms through which consumers express their political or ethical preferences in the marketplace (Cuadras-Morató & Raya, 2016; Hong &

Li, 2021). Boycott communicates disapproval by refusing to purchase objectionable products or brands, whereas buycott communicates approval by intentionally purchasing products or brands that better reflect consumers' ethical values. Thus, political consumerism encompasses both negative market sanctions and positive market support (Friedman, 1996; Neilson, 2010; Stolle & Micheletti, 2013).

Although boycott and buycott are conceptually distinct, they are behaviourally connected. Consumers who decide not to purchase products from objectionable firms do not eliminate their consumption needs. Instead, they must redirect their purchasing power to alternative products or brands. Consequently, the decision to boycott naturally creates an opportunity for buycott, particularly when consumers seek alternatives that are consistent with the ethical values motivating their initial boycott (Aji et al., 2025; Ozer et al., 2022). In this sense, political consumerism involves not only withdrawing support from one set of firms but also reallocating market support to another.

This behavioural sequence is consistent with political consumerism research, which suggests that ethical consumption involves both avoidance and endorsement mechanisms rather than either behaviour in isolation (Cuadras-Morató & Raya, 2016). Empirical studies similarly indicate that civic-oriented and ethically motivated consumption behaviours tend to reinforce one another (Chort & Rupelle, 2022). Accordingly, boycott can be conceptualised as an antecedent to buycott because consumers who refuse objectionable brands are more likely to seek and support value-congruent alternatives.

H1: *Boycott positively influences buycott.*

Subjective Well-being: Boycott, Buycott, and Peace of Mind

Subjective well-being has been conceptualised as a multidimensional construct encompassing multiple dimensions, such as evaluative, eudaimonic, hedonic, mental, and spiritual well-being (Diener, 1984; Ellison, 1983; Y. C. Lee et al., 2013; Steger et al., 2006; Watson et al., 1988) . Rather than treating subjective well-being as a single outcome, these perspectives suggest that different dimensions capture distinct aspects of individuals' psychological functioning and quality of life. Among these dimensions, the present study focuses specifically on peace of mind, which reflects an individual's experience of inner calm, harmony, and psychological tranquillity (Lee et al., 2013; Sophie et al., 2022). This focus is particularly relevant because political consumerism involves ethical decision making that may influence individuals' internal psychological states.

The theoretical rationale for examining peace of mind is grounded primarily in the eudaimonic perspective of well-being. Eudaimonic perspectives emphasise meaning, self-realisation, and alignment between values and actions (Ryff & Keyes, 1995; Sophie et al., 2022; Steger et al., 2006). Within ethically charged consumption contexts, behavioural alignment with personal convictions may contribute to internal states associated with eudaimonic functioning. Peace of mind represents one such psychological state because it emerges when individuals perceive consistency between their moral values and their behaviours (Aji et al., 2025).

Prosocial and value-driven behaviours have been linked to enhanced well-being (Li et al., 2021; Tian et al., 2015; Webb & Wong, 2014). Political consumerism, as a form of civic and ethical engagement, may similarly generate internal benefits. By participating in boycotts, consumers enact their moral positions in tangible ways, potentially fostering a sense of integrity and personal coherence. Such coherence may contribute to peace of mind, understood as a state of psychological calmness resulting from congruence between belief and behaviour (Ozer et al., 2022).

However, boycott alone may not fully resolve the psychological tension associated with ethical consumption decisions. Withdrawal addresses disapproval, yet it does not necessarily provide constructive affirmation. Buycott, by contrast, represents active endorsement of preferred values in the marketplace (Friedman, 1996; Neilson, 2010). Supporting ethically aligned firms may reinforce a sense of purposeful action, which aligns closely with eudaimonic conceptions of well-being (Ryff & Keyes, 1995; Sophie et al., 2022; Steger et al., 2006). From this perspective, boycott may influence peace of mind both

directly and indirectly through buycott. Directly, refusing to support contested brands may reduce cognitive dissonance and moral discomfort. Indirectly, engaging in buycott may further strengthen feelings of ethical consistency and purposeful action, thereby enhancing peace of mind. Accordingly, the following hypotheses are proposed:

H2: *Boycott positively influences peace of mind.*
H3: *Buycott positively influences peace of mind.*
H4: *Buycott mediates the relationship between boycott and peace of mind.*

Research Model

Figure 1 presents the proposed structural model examining the sequential relationship among boycott, buycott, and peace of mind. The model conceptualises boycott as the initiating construct that directly influences both buycott and peace of mind. Buycott is positioned as both an outcome of boycott participation and a predictor of peace of mind.

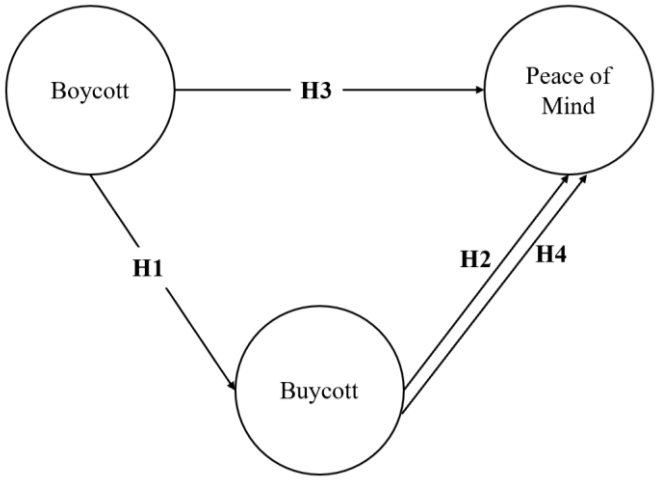


Figure 1. Research Model

METHOD

Research Design

This study employed a quantitative research design to examine the structural relationships among boycott, buycott, and peace of mind. Data were analysed using Partial Least Squares Structural Equation Modeling (PLS-SEM), which is appropriate for assessing predictive models and mediation effects within complex behavioural frameworks (Hair et al., 2022). Data collection was conducted through an online questionnaire developed using Google Forms. The survey instrument was structured to capture respondents' engagement in boycott, their corresponding buycott practices, and their perceived peace of mind following marketplace participation.

Data Collection and Sampling Design

Respondents were recruited through targeted Meta advertisements distributed to Facebook and Instagram users residing in Indonesia. Algorithmic targeting random sampling procedures were applied within the defined target population, estimated at between 58.2 and 68.5 million individuals. As an incentive for participation, selected respondents were offered an e-wallet credit worth IDR 1 million (approximately USD 64.44). The research protocol received ethical clearance from the Ethics Committee of the National Research and Innovation Agency (BRIN), Republic of Indonesia. A total of 1,329 usable responses were obtained.

Measures

The questionnaire measured three constructs: boycott, buycott, and peace of mind. All items were assessed using a seven-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree). Boycott was measured using two self-reported items capturing active withdrawal from targeted brands (Aji et al., 2025). Buycott was operationalised using five items reflecting deliberate support for brands perceived as ethically or religiously aligned alternatives (Aji et al., 2025). Peace of mind was measured using five adapted items from Xi and Lee (2021), capturing respondents' feelings of ease, contentment, stability, harmony, and comfort after engaging in boycott.

Table 1. Constructs Measurement

Constructs	Measures
Boycott (Aji et al., 2025)	1. I stopped buying from brands that support Israel 2. I asked my friends to stop buying from brands that support Israel.
Buycott (Aji et al., 2025)	1. I prefer to buy products from a brand that does not support Israel. 2. I prefer to buy products from a brand that does not support Israel's colonialism of Palestine. 3. I prefer to buy products from brands that support the Palestinian people. 4. I prefer to buy products from brands originating from Muslim countries. 5. I prefer to buy products from the local brand.
Peace of Mind (Xi & Lee, 2021)	1. Ease 2. Content 3. Stable 4. In harmony 5. Comfort

RESULTS

Respondent Profiles

Table 2 summarizes the demographic characteristics of the 1,329 participants, focusing on their participation in the boycott of pro-Israel brands. Geographically, most respondents are located on Java Island (85.4%), with smaller proportions distributed across other regions such as Sumatera (10.0%) and Kalimantan (2.5%). In terms of age, the sample is predominantly composed of individuals between 24–29 years (44.0%) and 30–35 years (32.7%), followed by those aged 18–23 (10.8%). This indicates that the respondents are largely within the young adult demographic.

The gender composition is heavily skewed toward female participants (82.0%), compared to 18.0% male respondents. Regarding marital status, a substantial majority are married (84.9%), while 13.6% are single and 1.5% are divorced. Educational attainment is primarily concentrated at the senior high school level (60.8%), followed by undergraduate degree holders (20.8%) and diploma graduates (9.6%). From an occupational perspective, the largest group consists of small business owners (41.4%), followed by individuals without fixed occupations (33.0%) and private sector employees (21.7%). Only a small fraction are civil servants (2.0%) or involved in medium to large-scale business ownership (1.9%). Income levels show a relatively broad distribution. The largest segments fall within the 1–3 million IDR range (30.8%) and the 3.1–5 million IDR category (29.2%), followed by those earning below 1 million IDR (14.1%) and between 5.1–7 million IDR (15.5%). Smaller proportions are observed in higher income brackets, including 7.1–9 million IDR (6.5%) and above 9 million IDR (3.8%).

Table 2. Respondent Profiles

No	Demographic Variables	N	%
Total		**1,329**	**100**
1	**Current area**		
	• Sumatera island	133	10.0
	• Java island	1135	85.4
	• Kalimantan island	33	2.5
	• Sulawesi island	16	1.2
	• Maluku & Papua Island	2	0.2
	• Nusa Tenggara & Bali Island	7	0.5
	• Outside Indonesia	3	0.2
2	**Age**		
	• 18 – 23	144	10.8
	• 24 – 29	585	44.0
	• 30 – 35	434	32.7
	• 36 – 41	120	9.0
	• 42 – 47	35	2.6
	• 48 – 53	6	0.5
	• 54 – 59	1	0.1
	• 60 – 65	2	0.2
3	**Gender**		
	• Male	239	18.0
	• Female	1090	82.0
4	**Marital Status**		
	• Single	181	13.6
	• Married	1128	84.9
	• Divorced	20	1.5
5	**Education**		
	• No formal education	1	0.1
	• Elementary school	15	1.1
	• Junior high school	83	6.2
	• Senior high school	808	60.8
	• Diploma	128	9.6
	• Undergraduate degree	277	20.8
	• Master's degree	12	0.9
	• Doctoral Degree	5	0.4
6	**Gross Income (IDR)**		
	• < 1 million	188	14.1
	• 1-3 million	409	30.8
	• 3.1 – 5 million	388	29.2
	• 5.1 – 7 million	206	15.5
	• 7.1 – 9 million	87	6.5
	• > 9 million	51	3.8
7	**Occupation**		
	• No fixed occupation	439	33.0
	• Small business owner	550	41.4
	• Medium/large scale business owner	25	1.9
	• Private employee	288	21.7
	• Civil servant	26	2.0
	• Retired	1	0.1

Source: *Authors own work*

Measurement Model Assessment

Tables 3 and 4 present the evaluation results of the measurement model for Study 2, confirming its adequacy and robustness. As shown in Table 3, all constructs meet the recommended thresholds for reliability and convergent validity. Specifically, composite reliability (CR) values exceed 0.70, Cronbach's alpha (CA) values are above 0.70, and the average variance extracted (AVE) values are greater than 0.50,

indicating satisfactory internal consistency and convergent validity across constructs (Hair et al., 2022). At the construct level, Religious Boycott Participation (BOY) demonstrates acceptable reliability (CR = 0.889; CA = 0.750) and convergent validity (AVE = 0.800). Buycott Participation (BUY) also shows strong measurement properties, with CR = 0.890, CA = 0.845, and AVE = 0.618. Peace of Mind (POM) exhibits particularly high reliability and validity, with CR = 0.982, CA = 0.977, and AVE = 0.915, indicating a highly consistent measurement of the construct.

Table 3. Construct Reliability and Validity

Code	Items	Mean	Loadings	CR	CA	AVE
Boycott (BOY) (Aji et al., 2025)		5.65		0.750	0.889	0.800
BOY1	I stopped buying from brands that support Israel.		0.885			
BOY2	I asked my friends to stop buying from brands that support Israel.		0.903			
Buycott (BUY) (Aji et al., 2025)		6.35		0.845	0.890	0.618
BUY1	I prefer to buy products from a brand that does not support Israel.		0.837			
BUY2	I prefer to buy products from a brand that does not support Israel's colonialism of Palestine.		0.821			
BUY3	I prefer to buy products from brands that support the Palestinian people.		0.763			
BUY4	I prefer to buy products from brands originating from Muslim countries.		0.767			
BUY5	I prefer to buy products from the local brand.		0.738			
Peace of Mind (POM) (Xi & Lee, 2021)		6.23		0.977	0.982	0.915
	After boycotting Pro-Israel brands, I feel:					
POM1	Ease		0.952			
POM2	Content		0.944			
POM3	Stable		0.969			
POM4	In harmony		0.956			
POM5	Comfort		0.961			

Source: *Authors own work*

Discriminant validity was assessed using the heterotrait–monotrait ratio (HTMT), as reported in Table 4. All HTMT values are below the conservative threshold of 0.85, supporting the distinctiveness of each construct (Henseler et al., 2015). Specifically, the HTMT values between BOY and BUY (0.802), BOY and POM (0.795), and BUY and POM (0.797) confirm that the constructs are empirically separable. Additionally, the correlations involving RA remain well below the threshold (0.414 with BOY, 0.398 with BUY, and 0.406 with POM), further reinforcing discriminant validity.

Although earlier approaches such as the Fornell–Larcker criterion and cross-loadings have traditionally been employed to evaluate discriminant validity, more recent methodological developments advocate the use of HTMT as a more stringent and reliable criterion (Hair et al., 2022). Prior research has shown that the Fornell–Larcker approach may fail to detect discriminant validity issues when indicator loadings fall within similar ranges, whereas HTMT demonstrates superior sensitivity in identifying such problems (Henseler et al., 2015). Accordingly, this study prioritizes HTMT as the primary method for assessing discriminant validity, in line with current best practices in PLS-SEM research. Overall, the measurement model satisfies all required reliability and validity criteria, providing a solid foundation for subsequent structural model analysis.

Table 4. Discriminant Validity – HTMT

Constructs	BOY	BUY	POM
BOY			
BUY	0.802		
POM	0.795	0.797	
RA	0.414	0.398	0.406

Note: BOY = Boycott; BUY = Buycott; POM = Peace of mind

Source: *Authors own work*

Structural Model Assessment

The results presented in Table 5 demonstrate that both boycotting and buycotting significantly influence peace of mind among Muslim consumers. Specifically, boycotting pro-Israel brands shows a positive and significant effect on peace of mind (β = 0.365, T-stat = 13.120, p-value = 0.000), while buycotting exhibits an even stronger positive impact (β = 0.490, T-stat = 14.922, p-value = 0.000). These findings indicate that participation in political consumerism, whether through avoidance of certain brands or support for alternative ones, contributes positively to consumers' well-being. This pattern suggests that such behaviors may provide individuals with a sense of control and moral alignment when responding to perceived ethical concerns. Boycotting functions as a mechanism for expressing rejection or disapproval, whereas buycotting enables consumers to engage in constructive actions by supporting brands that align with their values.

In addition, Table 5 highlights the significant relationship between boycotting and buycotting (β = 0.641, T-stat = 31.592, p-value = 0.000), indicating that individuals who engage in boycotting are also likely to participate in buycotting practices. This finding reflects the interconnected nature of these two forms of political consumerism. The mediating role of buycotting is also confirmed. As shown in Table 4.4, the indirect effect of boycotting on peace of mind through buycotting is statistically significant (β = 0.314, T-stat = 13.193, p-value = 0.000). This indicates that buycotting partially mediates the relationship between boycotting and peace of mind, suggesting that part of the psychological benefit derived from boycotting operates through subsequent engagement in supportive purchasing behavior.

Table 5. Structural Model Assessment

Path	VIF	Common Method Bias	β	T-Stat	p-Value	Remark
Direct Relationships						
• Boycott → buycott	1.008	No Issue	0.641	31.592	0.000	Significant
• Boycott → peace of mind	1.716	No Issue	0.365	13.120	0.000	Significant
• Buycott → peace of mind	1.726	No Issue	0.490	14.922	0.000	Significant
Mediating Role of Buycott						
• Boycott → buycott → peace of mind	-	-	0.314	13.193	0.000	Significant

Source: *Authors own work*

Discussion

This study advances the understanding of political consumerism by identifying the behavioral mechanism through which boycott participation contributes to a specific dimension of subjective well-being, namely peace of mind (Ryff & Keyes, 1995; Sophie et al., 2022; Steger et al., 2006). The findings support a sequential behavioral pathway in which boycott participation stimulates buycott engagement, which in turn enhances consumers' peace of mind. This pathway indicates that the psychological benefits of political consumerism arise not only from refusing targeted brands but also from redirecting

consumption toward alternatives perceived as more consistent with consumers' moral and political values (Aji et al., 2025; Ozer et al., 2022). The indirect effect therefore provides a more nuanced explanation than direct-effect models by demonstrating that avoidance and affirmative consumption operate as interconnected rather than independent behaviors.

From a mediation perspective, the results indicate that buycott participation partially mediates the relationship between boycott and peace of mind. While boycott participation directly enhances peace of mind, part of this effect also operates indirectly through buycott participation. This pattern suggests that the emotional relief associated with boycotting is strengthened when consumers complement the withdrawal of support with affirmative purchasing decisions. The persistence of a significant direct effect indicates that refusing targeted brands can itself provide psychological reassurance, whereas the significant indirect effect shows that redirecting spending toward preferred alternatives generates an additional source of well-being. Thus, boycott and buycott represent distinct but complementary pathways through which consumers may attain peace of mind (Ozer et al., 2022).

The positive relationship between boycott and buycott can be explained by the practical and moral continuity of consumption. Consumers who stop purchasing targeted brands do not necessarily eliminate the underlying need for the product. Instead, they must identify substitutes that allow them to satisfy the same consumption need without violating their ethical or political commitments. Boycott participation may therefore stimulate buycott behavior because the decision to reject one brand creates both a practical need for replacement and a moral motivation to support an acceptable alternative. In this sense, buycott is not merely an incidental consequence of boycott but a constructive extension of consumers' initial oppositional action.

Conceptually, this finding contributes to the literature by positioning political consumerism as a dual behavioral repertoire that combines oppositional and supportive marketplace actions. Boycotting represents the withdrawal of economic support from organizations perceived as violating moral, humanitarian, or political standards. In contrast, buycotting enables consumers to reward businesses considered more consistent with their values. The transition from boycott to buycott is therefore a predictable process through which consumers convert rejection into constructive marketplace participation. By replacing a targeted product with a value-consistent alternative, consumers can maintain their everyday consumption while preserving consistency between their beliefs and purchasing decisions. Consequently, the psychological benefits of boycott participation may be more pronounced when avoidance is accompanied by affirmative consumption, although boycott alone may still provide meaningful emotional relief.

The findings also provide insight into why both boycott and buycott contribute to peace of mind. Prior studies suggest that boycott participation can reduce negative affect, particularly guilt associated with perceived complicity in objectionable business practices (Abbate et al., 2022; Cruz et al., 2013). By discontinuing purchases from a targeted brand, consumers may distance themselves from practices they consider morally unacceptable, thereby reducing internal conflict between their values and behavior. Boycotting may also restore a sense of personal control by allowing individuals to respond behaviorally to a political or humanitarian concern that might otherwise appear beyond their influence.

Buycott participation provides an additional psychological benefit because it converts avoidance into constructive support. Purchasing from preferred alternatives allows consumers to perceive that their economic resources are supporting rather than merely avoiding particular marketplace actors. Such value-consistent action may strengthen consumers' sense of agency, personal coherence, and moral purpose (Ryff & Keyes, 1995; Sophie et al., 2022; Steger, Frazier, Kaler, et al., 2006). The stronger relationship between buycott and peace of mind than between boycott and peace of mind further suggests that constructive action may provide greater psychological reassurance than withdrawal alone. Whereas boycott reduces perceived involvement with an objectionable brand, buycott enables consumers to actively contribute to an alternative they regard as more deserving of support. The combination of these mechanisms produces a more comprehensive sense of peace of mind.

Importantly, the significant indirect effect underscores the centrality of buycott participation within the broader political consumerism framework. The findings suggest that buycott is not merely an auxiliary behavior but an important behavioral pathway through which boycott participation is translated into psychological outcomes. This result also demonstrates that the consequences of boycott cannot be fully understood by examining purchasing withdrawal alone. Future research should therefore move beyond studying boycott as an isolated form of consumer resistance and instead examine how consumers redistribute their spending after withdrawing from targeted brands. Integrated models that incorporate both boycott and buycott can provide a more complete account of how political consumerism affects consumer behavior and well-being.

CONCLUSION

This study set out to examine the relationships between boycott, buycott, and peace of mind, with particular emphasis on the mediating role of buycotting. The findings provide clear empirical support for all proposed relationships. Boycott significantly and positively influences buycott, confirming that consumers who disengage from objectionable brands tend to redirect their consumption toward value-aligned alternatives. In turn, both boycott and buycott exert positive effects on peace of mind, with buycotting demonstrating a stronger impact. Most importantly, the results establish that buycotting partially mediates the relationship between boycott and peace of mind, indicating that the psychological benefits of boycott participation are not solely derived from avoidance but are substantially enhanced through constructive, supportive consumption. The measurement model satisfies all reliability and validity criteria, while the structural model confirms both direct and indirect effects with strong statistical significance. Collectively, these findings demonstrate that political consumerism operates as an integrated behavioral process in which boycott-driven disengagement is complemented by buycott-driven engagement, ultimately contributing to improved well-being.

Recommendations

The findings offer important strategic implications for firms operating in environments where consumer decisions are shaped by ethical and political considerations. In particular, the results highlight that the relationship between boycott and consumer well-being is not linear, but operates through buycotting as a critical mediating mechanism.

First, managers should recognize that boycott does not necessarily signify a complete withdrawal from the market. Instead, consumers often reallocate their consumption toward alternative brands that better align with their values. This indicates that boycotting can trigger a transition rather than a termination of consumption. Firms should therefore anticipate that consumer exit may be accompanied by simultaneous support for competing brands perceived as ethically compatible. Understanding this behavioral shift is essential for anticipating market share redistribution in politically sensitive contexts.

Second, the mediating role of buycotting underscores the strategic importance of positioning the brand as a viable ethical alternative. Since buycotting channels the effect of boycott into enhanced peace of mind, firms that are able to align their offerings with consumers' moral expectations are more likely to benefit from this reorientation of demand. This implies that ethical positioning is not merely reputational, but functionally linked to consumers' psychological outcomes. Brands that communicate clear value alignment, whether through sourcing practices, partnerships, or social initiatives, are better positioned to capture consumers transitioning from boycott.

Third, the findings suggest that consumer well-being is reinforced when avoidance behavior is complemented by affirmative purchasing decisions. From a managerial standpoint, this means that restoring or strengthening consumer relationships requires more than reducing negative perceptions. Firms must actively facilitate positive engagement by offering credible alternatives that allow consumers to act in accordance with their values. This may involve developing product lines,

certifications, or campaigns that explicitly signal ethical alignment, thereby enabling consumers to experience both moral consistency and psychological reassurance.

Finally, the central role of buycotting as a mediating pathway indicates that competitive advantage increasingly depends on a firm's ability to integrate ethical considerations into its core value proposition. In markets characterized by heightened moral awareness, firms that fail to position themselves within this ethical consumption pathway risk being excluded not only through boycott but also from the subsequent buycott-driven reallocation of demand. Conversely, firms that successfully embed ethical alignment into their brand strategy can benefit from both increased patronage and stronger emotional connections with consumers.

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