| RESEARCH ARTICLE

The Electronic Boycott of Foreign Products and its Impact on the Purchasing Rate of the Jordanian Consumer for Products from Beirut Lights Company for Hygienic Paper Manufacturing

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| ABSTRACT

This study investigated the effect of an electronic boycott of foreign products on the purchasing rate of Jordanian consumers for products from Beirut Lights company for hygienic paper manufacturing. This study collected data from 310 consumers purchasing products from Beirut Lights Company for Hygienic Paper Manufacturing using questionnaires. This study employed the Partial Least Square Structural Equation Modelling (PLS-SEM) approach and analysed the data. The results revealed that electronic boycotts (consumer animosity, consumer ethnocentrism, consumer efficacy, and product judgment) have significant and positive effects on purchasing rates. The results revealed that a 1% increase in Consumer Animosity would lead to an 18.5% increase in Purchasing Rate. Additionally, the results demonstrated that Purchasing Rate would increase by 15.2 percent with a 1% increase in Consumer Efficacy. Also, the results revealed that a 1% increase in Consumer Ethnocentrism would lead to a 23.5% increase in Purchasing Rate. Similarly, the results revealed that a 1% increase in Product Judgement would lead to a 44.1% increase in Purchasing Rate. For Western multinational corporations focused on expanding their foothold in the world's biggest consumer market, this study's conclusions have crucial consequences for decision-makers and management. The suppressed and intense emotion of hostility, which is a remnant of past hostilities, needs much more attention from the Beirut lights firm, which manufactures hygiene paper in Jordan. In other hostile market scenarios, the conclusions of this examination may be applicable to a strategic study of the boycott model.

1. Introduction

Consumers are exposed to a wide range of global conflicts in their daily lives, including political wars, cultural and religious conflicts (like those between Israel and Palestine or India and Pakistan), and trade restrictions or economic sanctions (Sandıkcı, 2020). An important notion for analysing consumer behaviour, including numerous unfavourable reactions in the context of global exchange, is the hatred towards foreign countries. Researchers have only just been prompted to recognise the managerial worth of consumer boycotts due to their increase in public appeal, despite the fact that the phenomena have been around for over a century. A shift from more prescriptive and anecdotal approaches to more descriptive and scientific ones has occurred in recent years in the study of consumer boycott behaviour (Hoffmann et al., 2020). Investigating the primary drivers of protests has been a highly productive subfield of consumer boycott studies. Extensive discussions of other factors and their application in diverse contexts have contributed to the theoretical framework of the animosity model of foreign product purchase. These studies include Balabanis et al. (2019), which conducted an initial test, and Hoang et al. (2022), among others. These studies embrace consumer ethnocentrism,

product judgement, and willingness to participate in boycotts. Few studies have attempted to develop a comprehensive model of boycott involvement from the vast body of relevant information (Palacios-Florencio et al., 2021).

Moreover, consumers in industrialised nations have also been the focus of the majority of research. Nevertheless, it is now abundantly evident that consumer boycotts pose a significant threat alongside rising nationalism within the framework of Jordan's civil society transformation. Many foreign enterprises and their products or services have been affected by the worrisome phenomenon of consumer boycotts in modern Jordan (Yousaf & Laber, 2020). As a result, Jordan's consumer strikes have been politically and economically devastating for many global multinational corporations. A number of international companies were also pressured to leave the Jordan market altogether. Rather than focusing on consumer behaviour, Aung et al. (2021) argue that political science and organisational behaviour have surprisingly paid a lot more attention to relevant research on consumer boycotts. Considering that marketing logic is based on the process of correlation between an enterprise and its customers, it is strange that there is so little research that addresses consumer behaviour (De Mooij, 2019; Sima et al., 2020). Magnani et al. (2019) Saad (2021) are only a few examples of the more optimistic studies that have filled this gap in the past decade. Any consumer boycott, according to Pereira (2019), usually serves two main functions: instrumental and expressive. Instrumental boycotts aim to get the targeted companies to change their marketing strategies from the start, including reducing pricing or enhancing after-sale service and recall. Such a boycott typically makes specific promises about how it will improve things. On the other hand, an expressive boycott takes the shape of a broader demonstration that seeks to address customer discontent stemming from company policy. For this reason, it is defined as a "vague statement of goals and may simply vent the frustrations of the protesting group". Hence, the aim of this study is to examine the electronic boycott of foreign products and its impact on the purchasing rate of Jordanian consumers for products from Beirut Lights Company for Hygienic Paper Manufacturing.

2. Literature Review
2.1 Electronic Boycott of Foreign Products
In the year 2012, in King Abdullah II Industrial City, Jordan, Beirut Lights Company began producing sanitary napkins. Making sanitary paper goods from premium raw materials like 100% natural cellulose is what sets our business apart. When it comes to making tampons and other paper products, this firm was among the pioneers. The quality of the products given by the company to clients is guaranteed by the ISO 9001 quality accreditation, which the company got. According to Texeira et al. (2022), boycotted companies can be classified as either directly or indirectly boycotted. Consumers or targeted groups publicly scold the former, accusing them of being the "chief criminal" behind objectionable practices. People stop buying a certain brand or even everything made by that offending company because of it. Then, it's up to that producer to deal with the major fallout from contentious advertising policies. In an indirect boycott, the company in question is used as a scapegoat rather than the actual cause of the problems. In this scenario, customers or their representatives would accuse that real "troublemaker" of engaging in unfair business practices, which would lead to a decrease in sales for that company. Put simply, a company that stands out as the "outlier" when it comes to customer issues will face the consequences of public disapproval in the marketplace.

According to Barwick et al. (2019), the growing purchasing power of consumers puts societal and economic pressure on immoral businesses, compelling them to alter their practices. Instances of delicate or contentious matters involving alleged harm to bilateral or multilateral relations often give rise to indirect boycotts. In most cases, contentious policies or acts taken by particular powerful foreign governments or organisations initially incite a significant dislike towards consumers generally. The next thing to watch is how domestic or international markets react to a protest or series of protests. For instance, in 1995, when France conducted nuclear tests, the French government went its own way, which led to massive demonstrations across the South Pacific, especially in New Zealand and Australia. According to multiple sources (Jarvis, 2019), local consumers in the region channelled their wrath into a rejection of all goods and services made in France. Incredible as it may seem, companies "with only a spurious association to France (for example, locally owned French bakeries and restaurants)" yet saw a drop in sales (Yoon, 2023).

The French government was accused of complicity at the time when pro-Tibet protesters attempted to seize the Olympic flame from a female fencer. Allegations surfaced that the parent firm of two renowned French fashion houses, Louis Vuitton and Carrefour, had given financial support to the Dalai Lama, who is held responsible by Jordan authorities for inciting Tibetan insurgents. Almost immediately, nationalists in Jordan began urging their fellow countrymen to stop buying goods from Carrefour and LV stores lest they "give the French money by buying their products". Consumer boycott behaviour can be categorised according to organisational and individual leadership, in addition to the other taxonomies of boycott that have been discussed in the previous paragraphs. Individual consumer boycotts are extremely unusual because, as Palacios-Florencio et al. (2021) argue, all forms of protest are orchestrated by one or more groups. Responsibility, variety, and spontaneity are the three fundamental goals of a personal boycott. Rather than being a generic call to action by any consumerist or group, the effectiveness of a protest, according to Lasarov et al. (2023), depends on the degree to which individual consumers want to openly participate. Additionally,

each individual's genuine motivation is up for debate (Eccles & Wigfield, 2020). Their participation in a particular campaign can be seen as an expression of their displeasure, and they are inclined to join it for that reason alone. The basic reason for participation can be defined as instrumental incentives, although some customers engage in boycotts to modify unfair commercial activity. As for the third kind of demonstration, it might be characterised as an unorganised "grass-roots movement" (Jansson, 2021). A customer's decision not to purchase from a company might be seen as an individual's unprompted reaction to the company's offensive business practices.

2.2 Motivations for Boycott Participation

The term "boycott" is defined as "to engage in a concerted refusal to have dealings with (as a person, store, or organisation)." according to Merriam-Webster's Collegiate Dictionary. Banned goods and services are "the attempt by one or more parties to achieve certain objectives by urging individual consumers to refrain from making selected purchases in the marketplace", according to Hill and Sharma (2020). Boycotts, which are frequently orchestrated by lobbying organisations, call on customers to refrain from purchasing particular brands or goods from particular nations in an effort to put financial pressure on those entities to change their policies and practices. In most cases, boycotts can be used to encourage CSR and exert societal control over businesses (Smith 1990). One way of looking at boycotts is as an individual act, while another one is as a group trying to get companies to change their ways. According to Peng (2020), customers can actively express their negative emotions, such as anger and animosity, against an institution or even a country by participating in a boycott. Indeed, consumers are increasingly using boycotts as a political statement rather than a consumer movement targeting specific businesses or nations (Beck, 2019). Put another way, the countries' political and social positions, and not the quality of the products, are driving the activities.

Little research has focused on the motivations behind consumer boycotts during times of global crises, despite the growing importance of boycotts from a corporate and social viewpoint. The motivations of hostile consumers who want to boycott and, hence, refrain from buying certain foreign products have been previously illuminated by studies on boycott participation. Four goals—instrumental, expressive, punitive, and clean hands—were highlighted by Fallah et al. (2022) in their literature analysis on consumer boycotts. The goal of an instrumental boycott is to get the target to do something, like cut the price of a product or change its diplomatic procedures, that it is unhappy with. Expressive boycotts, on the other hand, are more of a broad demonstration of customer fury or disgust directed at the target. The participants in such a boycott are "more concerned with venting the frustrations of the protesting group" (Witkowski, 2021) rather than hoping to influence the target's actions or policies. The consumer's urge to retaliate against the target by not buying from them is satisfied by punitive boycotts. According to Le (2023), customers in this situation are not very interested in starting a conversation with the company or the nation. Last but not least, a clean hands boycott allows customers who feel bad about a target's activities not to feel guilty about it (Scheidler & Edinger-Schons, 2020). A consumer's involvement in a boycott could be prompted by various factors, as pointed out by Lasarov et al. (2023). A product boycott can be an angry expression, a means of price control, or a kind of punishment against an overseas company. Incorporating the idea of boycott motives into the 38 model of consumer anger yields intriguing conceptual work and consequences.

According to empirical research, there is a wide variety of consumer incentives for boycotting, each of which might give rise to undesirable behaviours. Theoretically, high-hostility consumers are more prone to show their resentment or animosity towards a country through boycotts, which could impact their purchasing decisions for certain goods in comparison to low-hostility consumers. Regarding the connection between customer hostility and boycott involvement, Ali (2021) provided intriguing related evidence. They discovered that over time, boycotts of French items were actively participated in by Australian consumers with significant negative attitudes towards France. At the same time, consumer nationalism is associated with anti-imperialist sentiment and ethnocentrism, which in turn inspire consumers to boycott goods from the enemy nation (Güven, 2022; Alyahya et al., 2023). These findings demonstrated that it is viable to conduct empirical experiments to determine the relationship between consumer animosity and purchase intentions in relation to boycott motivations.

2.3 Previous Studies

Many people believe that when they refuse to buy things from other countries, they are really showing their support for their home country (Sun et al., 2021). According to Mirza et al. (2020) and Kim et al. (2023), consumer boycotts might represent individual or inter-national concerns through consumer behaviour. Thus, these boycotts could be on a nationwide level (Luo & Zhou, 2020). An individual or group may engage in a boycott if they feel social pressure to do so, according to one school of thought (Verma, 2022). When it comes to politics in general, Ali and Anwar (2021) investigated where consumers stand in terms of worldview. According to Sandıkçı and Ekici (2009), consumers could also engage in boycotts due to political motives. Consumers often take part in boycotts in opposition to globalisation (Ulker-Demirel et al., 2021) or in response to a disregard for ethical principles. Two perspectives exist when considering boycotts. The activists' internalised identity becomes significant when boycotts are framed inside the consumer movement (Beck, 2019). Because boycotts are based on the principle of punishment, it is reasonable to assume

that a country-based product boycott is an attempt to get that country to change its ways (Rozenkowska, 2023). According to Lee and Choi (2019), there is a connection between consumers' ethnocentric structures, globalisation, and global openness. Customers with an ethnocentric bias are more likely to value homegrown goods than those made in other countries (Karoui & Khemakhem, 2019). According to Danilwan and Pratama (2020), consumers' purchasing behaviour is influenced by their level of animosity towards another country or group of countries. GE (2021) found that when this viewpoint is adopted, boycott participation is also influenced by animosity. "Remnants of antipathy related to previous or ongoing military, political or economic events" is how Alvarez and Campo (2020) described enmity. According to Cossío-Silva et al. (2019), there is a correlation between hostile sentiments and consumer boycotts. So, xenophobia could start with hostile attitudes, which in turn lead to boycotts of foreign goods. The fact that boycotts are more strongly predicted by sentiments lends credence to these findings (Youn & Dodoo, 2021). Boycotts of foreign goods can be prompted by a multitude of events and developments. Consumers may develop animosity towards that nation and its brands as a result of this predicament. They may be acting from a place of inferiority complex or the conviction that the other person takes advantage of their riches. The underlying causes of this kind of behaviour include distrust, anger, fear, and animosity. The fear of harm is another powerful motivator. Boycotts of foreign goods can be a part of economic nationalism.

2.4 Social Identity Theory

Social identity theory sought to explain the psychological mechanism of intergroup discrimination, which underlies the formation and preservation of social identity; it was developed by Tajfel and Turner (Tajfel, 1978). "That part of an individual's self-concept which derives from his knowledge of his membership of a social group (or groups) together with the value and emotional significance attached to that membership". This is what Brown (2020) means when he talks about our social identities. Members of a social group share characteristics such as a shared nationality, ethnicity, gender, socioeconomic status, religious affiliation, political leanings, occupation, and so on. Achieving and maintaining a positive psychological group uniqueness is a motivation for individuals, according to social identity theory. Accordingly, they seldom behave independently but rather as an exemplar of a social category or group (An et al., 2019; Kellezi et al., 2019; Häusser et al., 2020; Reimer et al., 2020; Reyes-Menendez et al., 2020; Mittal et al., 2022). The concept of national identity encompasses "being proud to be a national of a country, appreciating the nation's problems and sharing in problem solving, believing the country is achieving its goals within constraints, taking personal pride and joy in achievements, introducing oneself openly as a national, and encouraging friends and close acquaintances to see ones country in positive lights" (Rubin et al., 2023). According to Scuzzarello, and Carlson, (2019), "a collective sentiment upon the belief of belonging to the same nation and of sharing most of the attributes that make it distinct from other nations". It is important to remember that people's social dynamics and personality factors determine whether they accept all aspects of national identity. The nation and its people's influence systems, both good and negative, largely affect the strength of the national identity that an individual displays. Everyone believes that national identity promotes unity within a country and is linked to international conflict, even though different institutions and cultures view identity differently (Motta et al., 2023). As such, it can serve as a foundation for understanding the manifestation of anti-French sentiment in public discourse. Individuals' nationalistic actions may be prompted by the contextual importance of their national identity. For social psychologists, "the likelihood that the identity will be invoked in diverse situations" is the essence of identity salience (Webber & Madden-Smith, 2023). According to Barker and Rodriguez (2019), national identity can be elevated from a lower level of salience to a higher one by the everyday promotion of relatively low-level special events like the Olympic games. Behaviour that is consistent with one's identity is more likely to occur when that identity is more prominent (Dinger et al., 2020).

2.5 Research Model

The conceptual structure of this paper is shown in Figure 1. It is based on the hypothesised links between different constructs from different studies that have been discussed in earlier research.
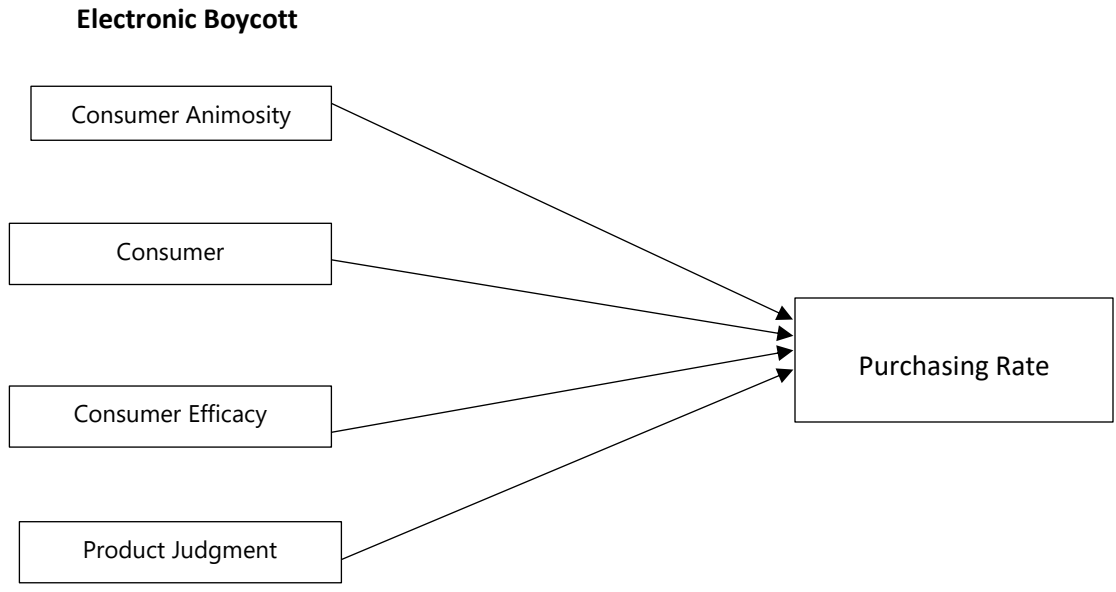
Electronic Boycott

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┌─────────────────────────┐
│   Consumer Animosity    │──────────┐
└─────────────────────────┘          │
                                     │
┌─────────────────────────┐          │    ┌─────────────────────────┐
│       Consumer          │──────────┼───▶│                         │
└─────────────────────────┘          │    │     Purchasing Rate     │
                                     │    │                         │
┌─────────────────────────┐          │    └─────────────────────────┘
│   Consumer Efficacy     │──────────┤
└─────────────────────────┘          │
                                     │
┌─────────────────────────┐          │
│    Product Judgment     │──────────┘
└─────────────────────────┘
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Fig 1 Research Model

3. Research Methodology

Participants in the study are those who have bought hygienic paper products from Beirut Lights Company. Due to the lack of a sample frame, non-probability sampling is being utilised in this research. This study employed a nonprobability sampling technique called judgmental sampling, which is also called purposive sampling. This method involves selecting sample members based on an expert's opinion of what qualities are most important (Zikmund et al., 2010). The participants who were qualified to participate in this study filled out self-administered surveys. Many studies in the fields of management and marketing use a 95% confidence level (the degree to which one can be sure that the results will be accurate) and a tolerated error of up to 5% (the degree to which one may say that the results differ from the actual population value) to approximate the population's characteristics. It is presumed that a minimum of 310 samples would be suitable for a 5% margin of error, according to a table supplied by Saunders et al. (2012) that calculated the minimum required sample size based on population number and allowable margin of error. The months of November and December 2023 were used for data collection. This study adopted and modified the items of Electronic Boycott (Consumer Animosity (CA), Consumer Ethnocentrism (CE), Consumer Efficacy (CEF), and Product Judgment (PJ)) and purchasing rate (PR) from the work of Fallah et al., (2022), and Wu et al., (2020). This study used the PLS-SEM approach. Fornell and Bookstein (1982) state that component-based methods, such as partial least square (PLS-SEM) and co-variance-based methods, are the two most popular approaches to structural equation modelling (SEM). Both approaches rely on fit analysis models as their foundational statistical premise; however, these models are not identical. The goal of this study is not to determine which model is most applicable; rather, it is to test and predict using the partial least square method, which is based on the literature (Sosik et al., 2009). The first of two parts to data evaluation are checking the measurement model for accuracy and reliability, which includes checking for convergent and discriminant validity as well as internal consistency and indicator reliability.

4. Research Findings and Discussion

To ensure the constructs' discriminant and convergent validity, a measurement model evaluation was carried out. Here, we will go over both of these points of validity. In order to determine whether the concept is convergently valid, researchers propose three requirements. The outcomes of the constructs' measurement models are presented in Table 1. The results showed that all of the variables' factor loadings were more than 0.6 (Hair et al. 2020); items with loadings below 0.6 do not contribute to the construct of the variable. The results indicated in Table 2 that the values of the Average of Variance Extracted (AVE) are all above the threshold of 0.5. In addition, both composite reliability (CR) are above 0.7, the Cronbach's alpha values are also above 0.7, which indicates that all meet the cut-off values. There is an absence of internal consistency and dependability when the composite reliability is less than 0.6 (Hair et al. 2017). For exploratory research, a composite reliability score between 0.6 and 0.7 is considered appropriate (Hair et al., 2019). The items in Table 1 meet the criteria for convergent validity.

Table 1 Factor Loadings

	Consumer Animosity	Consumer Efficacy	Consumer Ethnocentrism	Product Judgement	Purchasing Rate
CA1	0.775				
CA2	0.767				
CA3	0.796				
CA4	0.835				
CA5	0.604				
CE1			0.785		
CE2			0.807		
CE3			0.726		
CE4			0.792		
CEF1		0.796			
CEF2		0.818			
CEF3		0.834			
CEF4		0.85			
CEF5		0.801			
CEF6		0.772			
PJ1				0.864	
PJ2				0.866	
PJ3				0.863	
PJ4				0.769	
PJ5				0.719	
PR1					0.892
PR2					0.82
PR3					0.867
PR4					0.83
PR5					0.838
PR6					0.898

Table 2 Reliability Results

	CA	CR (rho_a)	CR (rho_c)	AVE
Consumer Animosity	0.82	0.899	0.871	0.577
Consumer Efficacy	0.901	0.951	0.921	0.66
Consumer Ethnocentrism	0.806	0.899	0.86	0.606
Product Judgement	0.875	0.883	0.91	0.67
Purchasing Rate	0.928	0.932	0.944	0.736

In contrast, the PLS-SEM method was used to examine construct validity through convergent and discriminant validity evaluations. As a result, AVE is only considered for convergent validity evaluations when it exceeds 0.50. Table 2 shows that the constructs' AVEs were more than 0.50, indicating that convergent validity was demonstrated. According to the research, latent variable square roots of AVEs should be greater than latent variable correlations in order to determine discriminant validity. Discriminant validity based on the heterotrait-monotrait ratio must also be less than 0.90. Tables 3 and 4 show the results of the discriminant validity

test. Results from the assessment of the measurement model indicated that the research model in question was appropriate for the assessment of the structural model (Al-Emran et al., 2019).

Table 3 Fornell-Larcker Creterion Discriminant Validity

	Consumer Animosity	Consumer Efficacy	Consumer Ethnocentrism	Product Judgement	Purchasing Rate
Consumer Animosity	**0.760**				
Consumer Efficacy	0.686	**0.812**			
Consumer Ethnocentrism	0.656	0.771	**0.778**		
Product Judgement	0.677	0.617	0.671	**0.818**	
Purchasing Rate	0.687	0.733	0.670	0.737	**0.858**

Table 4 Heterotrait-monotrait Ratio Discriminant Validity

	Consumer Animosity	Consumer Efficacy	Consumer Ethnocentrism	Product Judgement	Purchasing Rate
Consumer Animosity					
Consumer Efficacy	0.721				
Consumer Ethnocentrism	0.705	0.865			
Product Judgement	0.766	0.647	0.723		
Purchasing Rate	0.817	0.724	0.767	0.726	

In order to avoid the common technique bias, researchers took precautions to protect the anonymity of questionnaire respondents and refused to accept questions with ambiguous responses. Researchers may be able to influence respondents' responses in a similar manner when they administer surveys, which could result in some shared variation in the indicators. The use of Harman's single factor test is a common technique for detecting bias. It is possible to do Harman's single factor test by comparing the percentage of variance of the first component (or factor) to a threshold of 0.5 (Aguirre-Urreta & Hu, 2019). Also, to make sure there wasn't any common approach bias in the data, researchers utilised Harman's single-factor test. The typical technique bias is no longer a worry, as seen in Table 5, where the single-factor variation is less than 50%.

Table 5 Common Method Bias

C	IE			ESSL			RSSL		
	T	% V	C%	T	% V	C %	T	% V	C %
1	11.608	46.431	46.431	11.608	46.431	46.431	6.740	26.960	26.960

The predictive power of the model is shown in Table 6. This was done in order to assess the impact of each exogenous construct on the endogenous constructs, as well as the change in R2 value when that construct was removed from the model. The Q2 score in Table 4, which is "determined by the blindfolding procedure" (Hair et al. 2014), predicts the structural model's relevance in predicting the indicators of endogenous constructs. This technique makes a guess as to the missing data matrix using the estimated models. According to Hair et al. (2014), the blindfold approach is effective when used with reflected measurement models and can be used for one or more items. It was stated by Shmueli et al. (2019) that predictive relevance is adequate when Q2 > 0, but it is insufficient when Q2 < 0.

Table 6 Predicted Capability of This Model

Exogenous Variables	R^2	Q^2
Purchasing Rate	0.808	0.582

5. Structural Model

Once the measurement model assessment is validated and carried out as the second step of analysis in the PLS-SEM approach, structural model evaluation becomes crucial. By doing so, we may gauge the statistical importance of the path coefficients and

foretell the framework's predictive usefulness. We followed the guidelines in the literature when we assessed the structural model and presented our findings. In addition, the use of mediation analysis for this research was based on the following suggestions. In the part that follows, we determined if the path coefficients were statistically significant. The statistical significance of the route coefficients of postulated relationships, as well as t-values and p-values, were evaluated using a bootstrapping technique with 5000 resamples. Table 7 shows that Consumer Animosity has a significant and positive effect on the Purchasing Rate of Jordanian Consumers for Products from Beirut Lights Company for Hygienic Paper Manufacturing. The results revealed that a 1% increase in Consumer Animosity would lead to an 18.5% increase in Purchasing Rate. Additionally, the results demonstrated that Consumer Efficacy significantly impacts Purchasing Rate positively. The findings showed that the Purchasing Rate would increase by 15.2 percent with a 1% increase in Consumer Efficacy of the Jordanian Consumer for Products from Beirut Lights Company for Hygienic Paper Manufacturing. Also, Consumer Ethnocentrism has a significant and positive effect on Purchasing Rate. The results revealed that a 1% increase in Consumer Ethnocentrism would lead to a 23.5% increase in the Purchasing Rate of Jordanian Consumers for Products from Beirut Lights Company for Hygienic Paper Manufacturing. This study similarly found that Product Judgement has a significant and positive effect on the Purchasing Rate of Jordanian Consumers for Products from Beirut Lights Company for Hygienic Paper Manufacturing. The results revealed that a 1% increase in Product Judgement would lead to a 44.1% increase in Purchasing Rate.

Table Structural Result

	B	STDEV	T	P
Consumer Animosity -> Purchasing Rate	0.185	0.035	5.351	0.000
Consumer Efficacy -> Purchasing Rate	0.152	0.034	4.445	0.000
Consumer Ethnocentrism -> Purchasing Rate	0.235	0.037	6.282	0.000
Product Judgement -> Purchasing Rate	0.441	0.04	11.049	0.000

6. Discussion and Conclusion

Significant positive and negative correlations between the four constructs of an electronic boycott of foreign products and the purchasing rate of the Jordanian consumer for products from Beirut lights company for hygienic paper manufacturing. Specifically, a high degree of anger in one's mentality increases the intention of boycott involvement in practice, as suggested by the statistically significant and positive association between electronic boycott of foreign products and the purchasing rate. Additionally, the amount of intention to engage is increased when one believes that this boycott behaviour will affect the relevant Beirut lights company for hygienic paper manufacturing policies. To rephrase, customers who feel more powerful in their activities are more likely to rate their intent to boycott as high. When it came to Jordan customers' intention to boycott, prior experiences or behavior—specifically, the amount of money spent or the frequency of purchases—had the opposite effect on boycott participation. That is to say, the anti-boycott sentiment was more prevalent among Jordanian customers who had previously purchased more products from Beirut Lights company for hygienic paper manufacturing items.

Based on the connections shown above, it seems like Beirut Lights company for hygienic paper manufacturing multinational corporations' upper management would do well to pay close attention to local levels of hostility, effectiveness, and purchasing history while making day-to-day decisions. Because of this, we may have a better chance of warding off the new fanaticism among Jordan buyers. Taken together, the findings point to a strong relationship between the aforementioned three constructs and the other two crucial ones (consumer ethnocentrism and product judgement), all of which may have an indirect or direct impact on the likelihood of purchasing rate. Further research has shown that Jordanian customers' ethnocentrism and product judgement play a role in their propensity to buy in bulk. These results are in line with what has been suggested in the literature, which states that these two determinants determine preceding buying behaviour (Ulker-Demirel et al., 2021). The findings also show that consumer hostility is a key factor in boycott creation. This finding may be seen as an extension of the traditional boycott and animosity theory (Karoui & Khemakhem, 2019) since the tendency of animosity has a more significant impact on Jordanian consumers' willingness to participate in boycott activities than other formative factors, such as consumer efficacy and prior purchase.

Another crucial aspect of customer hostility becoming the most essential component is that it suggests that consumers' intention to boycott is increased by high levels of enmity sentiment, while it may be decreased by low levels of animosity emotion. After adding customer sentiment and the other two variables to the boycott model, two conclusions can be drawn. The first is the direct correlation between animosity, efficacy, and affective effects stemming from earlier purchases. The second takeaway is that it's true what Youn and Dodoo (2021) said: that the propensity to participate in consumerism is a combination of past buying

behaviour and possible national feelings. A boycott verdict is formed by combining the bitter legacy of the past with product quality.

7. Implication of the Study

A number of significant new insights into consumer behaviour and related marketing strategies are provided by this study. The first way the boycott participation conceptual model can help the study of consumer behaviour is by offering a combined model of emotional and rational aspects. Among the many components of the suggested hierarchical model are four overarching aspects of the electronic boycott. Beirut Lights Company for Hygienic Paper Manufacturing operates in the Jordanian market, and the generic factors that capture the general content of their information-processing and decision-making system are those that pertain to consumer psychographics, which include consumer animosity, consumer efficacy, consumer ethnocentrism, and product judgement. The features of the Jordanian market, which impact the buy rate, are reflected in many special components of each of the generic dimensions. As a result, additional research on boycott involvement in other markets can be grounded in this framework's conceptual foundation. The second reason is that this study's analytical tools (PLS-SEM) offer a different backdrop for developing scales and testing models.

The PLS-SEM approach allows research to be conducted on four conceptual and theoretically-based constructs in turn. Researchers can also find general aspects of thought and feeling using a multiple-dimension factor structure. Looking at the relationship between the four components is another good usage of structural equation analysis. The third and last point is that the research shows, both theoretically and practically, how Jordanian customers feel about Beirut Lights Company for Hygienic Paper Manufacturing and its international affiliates. Fourthly, this study has greatly improved upon previous research on consumer boycotts by refining their research model following a practical evaluation in Jordan. The order has changed significantly in terms of the weighting of pathways between constructs. To illustrate the point, in the previous study, consumer resentment ranked second among the causal factors affecting the amount of desire to participate in a boycott, but in the present study, it ranked first. Also, using a suite of well-designed survey methods and statistical approaches, the boycott model proves that the previously described direct link between product judgement and boycott participation is ultimately unimportant. Aside from the study model's inherent importance, additional initiatives may also stand out.

Applying this study to a wider range of situations, such as long-term animosity between a "conquered country" and a "conqueror country" rather than a short-lived incident between two industrialised nations, is the goal of this research. The latter bilateral relationship encompasses a broader range of variables, making it more sophisticated and potentially more valuable in reality. For directors who hold administrative roles, there are multiple consequences. To start, many Japanese companies operating in Jordanian consumer sectors can benefit from the suggested conceptual approach. All five levels of the proposed hierarchical model of boycott participation are features that are prevalent in local consumer decision-making processes involving Japanese brands. Thus, directors might employ the fundamental ideas (i.e., dimension level) when developing strategies for management. Japanese company directors, for instance, can avoid alienating their Jordanian customers by using very broad criteria to assess the boycott decision-making process and its outcomes. Allotting funds and other management resources (such as those for facility management) can be informed by the evaluation's findings.

Furthermore, the subdimension's specific elements might be utilised to shape day-to-day management strategies. For instance, by utilising the particular sub-dimension of the model, directors might alter their day-to-day operations to enhance their system and method for managing complaints. Second, this study's integrated boycott model can give directors a legitimate and accurate analytical instrument for measuring the perceived anger and efficacy of customers. The scale is most useful for measuring customer satisfaction with a product or service. Based on the feedback from local consumers, the directors can pinpoint what needs improvement to make it more acceptable. Using a model that incorporates boycotts has various benefits. From a more pragmatic standpoint, many levels of analyses are feasible for the Beirut Lights Company for Hygienic Paper Manufacturing based on its type and size. To illustrate the point, directors are free to utilise an enmity model to ascertain boycott performance within the limits of time and money. To gauge how customers feel about the various parts of the boycott, a sizable company may administer the whole model scale, which includes all six structures. Directors of smaller companies can save money and time by utilising a one-dimensional level of an integrated model for measurement.

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