

Effectiveness of Boycott Behavior and Consumer Knowledge on Brand Switching (Case Study of UBSI Students)

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Abstract

The decision to switch brands in a phenomenon such as the war in Gaza, particularly in Indonesia, can be influenced by a variety of factors, including boycotting Israeli-affiliated products, and consumer knowledge of a product, which becomes the foundation of consumer behavior and thus a driving factor in brand switching decisions. As a result, more research is needed to determine how boycott behavior and consumer understanding affect brand switching. The research was carried out at UBSI Kramat 98 Campus, with 4th semester management study program students from the even years 2024/2025 serving as the research sample. Purposive sampling was employed to recruit 126 participants. This study takes a quantitative approach, utilizing SPSS multiple regression analysis techniques. The findings of this study show that boycott behavior and consumer knowledge have a significant effect on brand switching at the same time, and that boycott behavior has no significant effect on brand switching while consumer knowledge does.

Keywords: boycott behavior, consumer knowledge, brand switching

Abstrak

Keputusan untuk berpindah merek dalam fenomena seperti perang di Gaza, khususnya di Indonesia, dapat dipengaruhi oleh berbagai faktor, termasuk tindakan boikot terhadap produk yang berafiliasi dengan Israel serta pengetahuan konsumen terhadap suatu produk. Kedua faktor tersebut menjadi dasar dari perilaku konsumen dan berperan sebagai pendorong dalam pengambilan keputusan untuk berpindah merek. Oleh karena itu, diperlukan penelitian lebih lanjut untuk mengetahui sejauh mana perilaku boikot dan pemahaman konsumen memengaruhi perpindahan merek. Penelitian ini dilakukan di Kampus UBSI Kramat 98 dengan melibatkan mahasiswa Program Studi Manajemen semester 4 tahun akademik genap 2024/2025 sebagai sampel penelitian. Teknik purposive sampling digunakan untuk memperoleh 126 responden. Pendekatan yang digunakan adalah kuantitatif dengan analisis regresi berganda menggunakan perangkat lunak SPSS. Hasil penelitian menunjukkan bahwa perilaku boikot dan pengetahuan konsumen secara simultan berpengaruh signifikan terhadap perpindahan merek. Namun, secara parsial, perilaku boikot tidak memiliki pengaruh yang signifikan, sedangkan pengetahuan konsumen berpengaruh signifikan terhadap perpindahan merek.

Kata Kunci: perilaku boikot, pengetahuan konsumen, perpindahan merek

INTRODUCTION

For almost 76 years, Israel has been conquering Palestine. Following the October 7, 2023, offensive by Hamas, this escalation intensified. Since then, Israel has been indiscriminately destroying and committing acts of war and genocide by shelling Palestine, especially the Gaza Strip. In addition to the ongoing increase in the number of victims, the Palestinian people have

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endured incredible hardships on all fronts economic, physical, social, and humanitarian. Over 47,000 people have been impacted by the 24-month Israeli attacks, with 111,483 more people suffering significant injuries. Women and children have made up the majority of the victims.

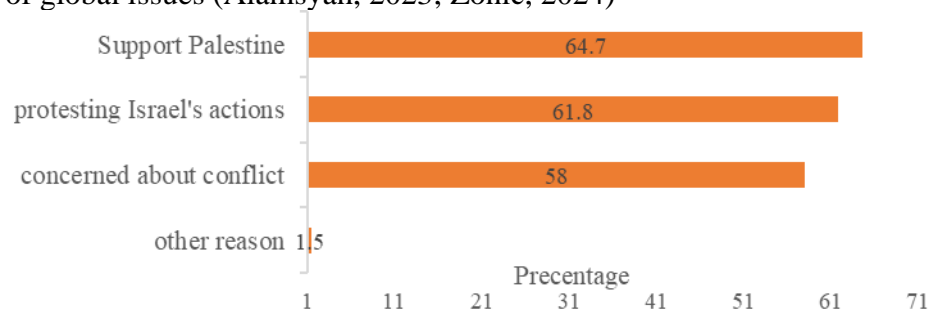
This has aroused widespread indignation and condemnation, as well as significant concern from countries around the world. It is morally required of the international community to evaluate the humanitarian crises' effects and take part in initiatives to find a long-term solution. Actions for global solidarity have surfaced, including large-scale public protests across the globe. These measures are motivated by humanitarian concerns, and the Boycott, Divestment, and Sanctions (BDS) Movement is one of many large-scale movements that have expressed their opposition to Israel. Boycotts and social sanctions against a number of firms, sectors, and brands that support Israel are part of these initiatives.

In this context, the study of boycott behavior is important because it demonstrates how consumer knowledge plays a crucial role in transforming humanitarian concern into concrete action through consumption decisions. Recent studies emphasize that boycott behavior is strongly influenced by the extent to which consumers understand the connections between corporations, products, and ongoing humanitarian conflicts (Broeckerhoff & Qassoum, 2019). Without adequate knowledge, calls for boycotts risk becoming symbolic and unsustainable.

With regard to the Palestinian humanitarian crisis, consumer knowledge includes an understanding of companies or brands that are perceived to support Israeli aggression, the forms of support provided, and the economic and moral consequences of consumption choices (El-Menawy & Mohamed, 2024). Consumers who possess clear and credible information are more confident in identifying boycott targets and more consistent in engaging in boycott actions. Thus, consumer knowledge becomes a key factor that distinguishes mere expressions of sympathy from active participation in boycott movements (Rahmawati et al., 2020)

Indonesia is among the nations that have denounced Israel's atrocities on Palestine. Indonesians have expressed solidarity with the Palestinian people through social media and regular demonstrations in front of the US Embassy, despite Israel's violence against Palestine. Additionally, boycotts of goods associated with or supporting Israel have been demanded by Indonesians. The boycott movement is in accordance with the November 8, 2023, Fatwa Number 83 of 2023 of the Indonesian Ulema Council (MUI) regarding the Law on Supporting the Palestinian Struggle. Additionally, the MUI clearly declared that it is not acceptable to support Israeli aggression against Palestine and expressed its rejection of the genocide in Palestine. The MUI also cautioned Muslims against doing business with or using Israeli-related goods. The Indonesian Boycott, Divestment, Sanctions (BDS) Movement released a list of pro-Israel products prior to the MUI fatwa. The Palestinian BDS National Committee, which includes this movement, enumerates several major corporations that have aided Israel's genocide in Palestine.

The goal of this movement is to show public opposition to Israel's actions, particularly products that contribute to the war. Additionally, the boycott campaign has a good effect on the local economy, increases global sympathy with the injustices in Palestine, and enhances public understanding of global issues (Alamsyah, 2023; Zonic, 2024)



Source: Databoks, 2023

Figure 1. Reason of Boycott

About 36% of the 2,554 Indonesian respondents are actively boycotting, while 47% favor similar action but have not yet done so, according to Table 1, which was taken from a databox from the Kurios Katadata Insight Center. Kurios-KIC conducted a study, and around 2,118 respondents claimed to be active and supporting the boycott of pro-Israel items, with 58.9% being women and 41.1% being men. The largest respondents—63.7%—were from locations other than Jakarta on the island of Java, followed by DKI Jakarta (15.1%) and Sumatra (13.9%). In contrast, between 0.2 and 4% of responses were from Kalimantan, Sulawesi, Bali-Nusa Tenggara, and Maluku-Papua. The Computer-Assisted Web Interviewing (CAWI) approach was used to collect data between November 10 and 17, 2023, with a 95% confidence level and a margin of error of $\pm 1.94\%$.

In line with the data presented above, Rahmani (2024) discovered that the boycott harmed 30 companies, resulting in lower stock prices and purchasing interest. Ardhani (2023) claims that the boycott of companies and products thought to be connected to Israel had a major negative effect on the Indonesian economy, resulting in a 40% decline in restaurant and retail sales. From the standpoint of consumer behavior, Hartawan et al. (2021) stressed that neither social context nor consumer information has a substantial impact on the decision to buy pro-Israel boycotted items.

Although research on boycott behaviour has continued to expand, most previous studies have examined boycott participation from a general consumer perspective, emphasizing moral motivations, attitudes toward injustice, and emotional responses (Buheji & Khunji, 2023; Husaeni & Ayoob, 2025; Noorhafidz & Ishak, 2025). Prior research indicates that boycott behaviour is commonly triggered by consumers' reactions to corporate actions perceived as violating moral and humanitarian values (Amanda & Alaouir, 2024). Nevertheless, empirical studies that specifically explore the role of consumer knowledge in shaping boycott-related outcomes remain relatively limited, particularly in the context of brand switching behaviour.

Moreover, most boycott-related studies have been conducted in Western or global contexts, meaning that existing findings do not fully reflect consumer characteristics in developing countries (Florencio et al., 2021; Wasili et al., 2023). However, research that specifically focuses on Muslim-majority societies and developing-country contexts remains scarce. In Indonesia, particularly following the escalation of the Palestinian humanitarian crisis and the issuance of the MUI Fatwa, empirical evidence on how consumer knowledge drives brand switching in response to boycott calls is still very limited.

Accordingly, this study aims to address these research gaps by focusing on students at Bina Sarana Informatika University and by analyzing how different dimensions of consumer knowledge (including product knowledge, knowledge of product benefits, and knowledge of product usage) influence brand switching behaviour in the context of boycotting pro-Israel products. By doing so, this research is expected to contribute empirical insights into knowledge-driven boycott behaviour within a specific social, cultural, and educational setting.

A boycott, as defined by the Big Indonesian Dictionary (KBBI), is a conspiracy to refuse to collaborate. Rejecting goods, services, or products that come from a specific group as a means of economic and political protest is known as a boycott. According to Yuksel in Nugraha (2024), boycotting is a strategy used to sway decisions and practices inside a nation or organization. According to Kurniawan et al (2024), a boycott is a way for one party to show their displeasure or protest against another party that they believe has engaged in inappropriate behavior. This can be manifested by acts of rejection. Boycotting is regarded as a form of protest and a way to use the business world to promote justice and meaningful social change.

Using social and psychological methods, Palacios's (2021) study investigated how people participate in boycott behavior. Parts of Ajzen's Theory of Planned Behavior (1991) and Ajzen and Fishbein's Theory of Reasoned Action (TRA) (1980) were used in the study. A model that

explains boycott behavior is formed in part by these theories. A person's decision to boycott is directly influenced by a number of elements, according to the model developed by Palacios-Florencio et al. (2021). These elements include their interest in the brand, the legitimacy of the boycott, the influence of others, and their purpose to boycott. The planned behavior model states that a person's intention plays a significant role in predicting whether or not they will act.

In addition to boycott behavior, consumer knowledge plays a fundamental role in shaping consumption decisions. Consumer knowledge refers to the information that consumers have about the product or service they want to acquire. Knowledge is information that has been paired with comprehension and the ability to act, and which then remains in a person's mind. According to Kotler in Meliala (2019), knowledge is a change in an individual's behavior resulting from experience. Consumers with this level of expertise can process new information, consider it, and make judgments in response to public offers or information about products/services. In Munthe et al., (2024), Peter and Olson classify consumer knowledge into three categories: 1) understanding of product qualities or attributes. 2) Knowledge of product benefits, and 3) Understanding of the product's value/satisfaction. Consumer knowledge of a product serves as the foundation for consumer behavior and is a motivating factor when making purchasing decisions. With enhanced consumer knowledge, customers can think about items in a broader range of dimensions and make better distinctions across brands. Companies must comprehend the product information that consumers retain.

Another concept relevant to this study is brand switching, which refers to consumers shifting from one brand to another based on their evaluations and preferences. Brand switching may occur when consumers feel dissatisfied with a product or perceive alternatives as more appealing, either in quality, values, or features. Pantawis and Kristanto (2016) define brand switching as a behavioral transition driven by consumer assessment and deliberation, while Rooroh et al. (2024) note that it is influenced by various triggers such as environmental changes, product issues, and the presence of more attractive substitutes.

According to the American Marketing Association in Kotler (2016) A brand is a name, word, sign, symbol, or design, or a combination of them, designed to identify the goods or services of one seller or group of sellers and differentiate them from those of competitors." According to this definition, a brand can be any name, phrase, sign, symbol, or design, or a combination of these, that is used to identify and set one seller's or group of sellers' products or services apart from those of rivals. "Brand switching is a purchasing trend characterized by a transition or shift from one brand to another," according to Zhu and Mo (2024).

Lubis and Cindy (2015) found that brand switching has a favorable and significant impact on purchase decisions, making it the most influential factor when compared to other variables. Studying the public's brand switching behavior is essential since it may be used as a standard by marketers to compete with well-known companies.

Thundeniya and Dissanayake (2023) outline several dimensions of brand switching. The first is perceived quality, which includes not only packaging and defect rates but also competitive pricing and service performance. The second is product attractiveness, where a brand's unique and creatively presented qualities can strengthen consumer appeal. The third dimension is variety of features, meaning that products with more appealing and comprehensive features are more likely to draw consumers toward competing brands. Lastly, commitment level refers to the degree of customer loyalty, where lower loyalty increases the likelihood of switching to another brand.

Research on brand switching has produced varied findings depending on the context and audience. Imran et al. Imran et al. (2025) examined the influence of e-WoM, religiosity, and product expertise on brand switching, while Mar'ah et al. (2020) studied the impact of price and product attributes in the bottled drinking water sector. Pantawis and Kristanto (2016) observed brand switching among student entrepreneurs influenced by price, promotions, and product

features. More recently, Alfian (2025) found that the Boycott, Divestment, and Sanctions (BDS) campaign significantly affected consumer behavior among Muslim communities, particularly encouraging brand switching from pro-Israel products. These findings suggest that boycotts, consumer knowledge, and ethical considerations can collectively shape brand-switching behavior. In the Indonesian context, particularly during the Gaza conflict, moral and emotional reactions have heightened consumer willingness to switch brands as a form of solidarity with Palestine.

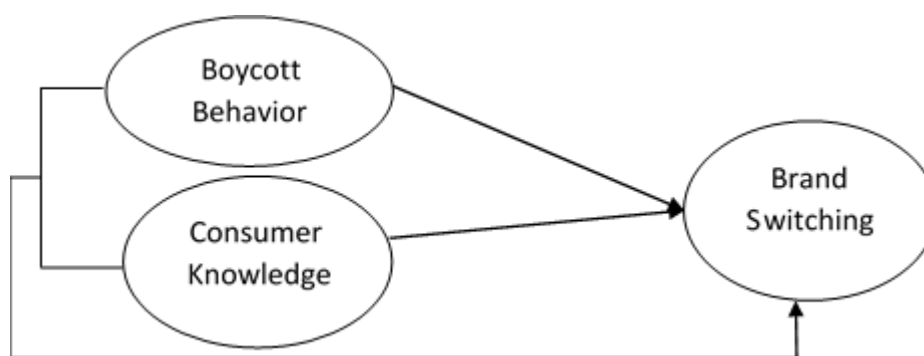
Based on the theoretical background and previous studies, this research examines the role of boycott behavior and consumer knowledge in influencing brand switching among students at Universitas Bina Sarana Informatika (UBSI). The hypotheses proposed in this study are as follows:

Hypothesis

H1: Boycott behavior affect Brand switching

H2: Consumer knowledge affect Brand switching

H3: Boycott behavior and Consumer knowledge affect brand switching



Source: Author

Figure 2. Proposed Conceptual Framework

METHODOLOGY

This research employs a descriptive method with a quantitative approach. Descriptive analysis examines data by describing or presenting it as it is, without aiming to draw broad generalizations (Sugiyono, 2019). The population of this study comprises 246 fourth-semester Management Study Program students at the Kramat 98 campus of UBSI during the even semester of the 2024/2025 academic year, distributed across five classes. Purposive sampling was applied by selecting respondents who met the criteria of having knowledge of the boycott topic and being between 19 and 25 years old. Based on these criteria, 126 students were selected as research respondents.

This research looks at how people reacted to different topics of study. The topics include refusing to buy things, what consumers know, and changing brands. The information for this research comes from two different types of data: primary data and secondary data. The primary data was collected from students in their fourth semester of the Management program at UBSI Kramat 98 campus during the 2024/2025 school year. The secondary data was gathered from books, articles, and websites that relate to the research being done.

For this study, a special type of survey was used, with a Likert scale and multiple-choice questions to understand the topics. The survey included five different levels. To measure people's agreement or disagreement, scores were assigned based on their responses: a score of 1 was for people who strongly disagreed, a score of 2 was for those who disagreed, a score of 3 was for neutral or unsure responses, a score of 4 was for those who agreed, and a score of 5 was for those who strongly agreed.

Multiple linear regression helps to find a mathematical formula that can estimate how much a dependent variable will change. Sugiyono (2019) talks about how to use multiple linear regression. So, when there are two or more factors that can change the outcome, we can apply multiple linear regression. The analysis tool used by the author is SPSS software version 31.

Table 1. Definition of variables

Variables	Indicator	Statement
Boycott behavior		I've stopped buying the affiliation product with Israel
		I don't look where products are from when buying, but I don't buy brands I think are the affiliation product with Israel
		My boycott will reduce the decline in sales of products that support Israel.
		I support the boycott of Israeli-affiliated products
		I spread information regarding the boycott campaign to other people with the aim of inviting them to participate.
Consumer knowledge	Product knowledge	I learned about Israeli-affiliated products from social media information.
		I found out about the boycotted products from social media information.
		I often follow the latest information regarding products that are included in the boycott list.
	Purchasing knowledge	I am aware that the product I purchased is not affiliated with Israel.
		I am aware that proceeds from the sale of affiliated products are used to fund the genocide of the Gaza population.
		I consider a product's affiliation with Israel before purchasing an item.
		I avoid purchasing products that support the Israeli economy.
	Knowledge of use	I learned about non-Israeli affiliated product alternatives while shopping.
		I am aware of the social impact of continuing to use products that should be boycotted.
		I often re-evaluate the products I use based on their political and social affiliations.
Brand switching	Curiosity	I'm curious about other brands, especially those that are not affiliated with Israel.
	Variety seeking	I'm looking for variations of other products that aren't boycotted,
		I will reconsider when purchasing products that support Israel.
	Price comparison	I feel bored of buying the same products
		I compared the prices of boycotted products with non-boycotted products.
		I switched brands because the alternative brands were cheaper.

Variables	Indicator	Statement
Promotion		I switched brands because I was getting a lot of promotions from brands that were not affiliated with Israel.
		I am interested in unaffiliated brand promotions
		I switched brands because I was influenced by promotions.
Disappoint ment with the product currently being used		I switched brands because my previous brand was affiliated with Israel.
		I changed brands because of the boycott campaign
		I switched brands because the quality of the previous brand had decreased.

RESULTS AND DISCUSSION

According to Table 2, here's what we found: most of the people who answered were girls, with 91 students making up 72.2%, while there were 35 boys, which is 27.8%. The biggest age group was 19 to 21 years old, with 76 students or 60.3%. The smallest age group was 22 to 25 years old, with 50 people or 39.7%.

Table 2. Descriptive Statistic

	Characteristic	Answer	Percentage
Gender	Boy	35	27,8
	Girl	91	72,2
Age	19 to 21 years old	76	60,3
	22 to 25 years old	50	39,7

Source: Primary data processed 2025

In this research, we carried out a validity test using item analysis. This means we looked at how each question related to the total score, which is the sum of all answers (Sugiyono, 2019). The purpose of the validity test is to find out if the answers from the questionnaire are appropriate for this study. On the other hand, reliability testing checks how dependable the measurement tool is.

To test for validity and reliability, we compared the calculated r value with the r values from a table, using $Df = n - 2$, where n is the number of samples. The rule for this test is that if our calculated r is higher than the table r (calculated r & gt; table r), it shows that the test is valid and reliable. This study surveyed 126 people, making the sample size (n) 126, and with $df = 126 - 2 = 124$ and an α of 0.05, the r table value is 0.1750. You can check the calculated r value in the table we provided.

Looking at Table 3, we see that every question indicator in this research has a calculated r value greater than the table r. This means we can say that all the questions in the survey are valid and suitable for analysis in this study. Additionally, the Cronbach's alpha value was more than 0.70, indicating that all indicators in this research are reliable.

Table 3: Validity and Reliability test result

Variable	indicator	Corellation		status	coefficient		
		R count	R table		Alpha Cornbach	Std Value	Status
Boycott behavior	X11	0,944					
	X12	0,941					
	X13	0,880	0,1750	Valid	0,952	0,70	Reliable
	X14	0,888					
	X15	0,927					

	X21	0,830					
	X22	0,869					
	X23	0,637					
	X24	0,862					
Consumer's knowledge	X25	0,912	0,1750	Valid	0,959	0,70	Reliable
	X26	0,897					
	X27	0,879					
	X28	0,873					
	X29	0,889					
	X210	0,950					
	Y11	0,880					
	Y12	0,902					
	Y13	0,854					
Brand Switching	Y14	0,846	0,1750	Valid	0,949	0,70	Reliable
	Y15	0,897					
	Y16	0,836					
	Y17	0,694					
	Y18	0,817					
	Y19	0,762					
	Y10	0,726					
	Y111	0,738					

Source: Primary data processed 2025

Table 4: Regression result

		coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	8.025	2.213		3.627	<,001
	Boycott behaviour	-.064	.079	-.037	-.805	.423
	Consumer's knowledge	.862	.046	.859	18.584	<,001

a. Dependent Variable: brand switching

Source: Primary data processed, 2025

According to table 4, the coefficient for boycott actions is -0.064, while the coefficient for consumer knowledge is 0.862. The significance level is lower than $\alpha = 0.050$, meaning it is less than 5%. This indicates that boycott behavior (X1) do not have a strong impact on changing brands, as the significance level for boycott behavior is 0.423, which is greater than 0.050. On the other hand, consumer knowledge (X2) has a significance level of 0.001, which is less than 0.050, showing that it does have a strong effect on brand switching. The formula used for this study is: $\text{Brand Switching} = 8.025 - 0.064X1 + 0.862X2$.

Table 5: R Square result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.859 ^a	.737	.733	5.602

a. Predictors: (Constant), consumer's knowledge, boycott behavior

Source: Primary Data processed, 2025

In Table 5, brand switching, which is the dependent variable, is affected by R-square and other independent factors like boycott behavior and what consumers know, showing a notable influence of 73.7%. The other 26.3% is affected by different factors that were not looked at in this research.

Table 6: F test Result

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10840.036	2	5420.018	172.697	<.001 ^b
	Residual	3860.290	123	31.384		
	Total	14700.325	125			

a. Dependent Variable: brand switching

b. Predictors: (Constant), boycott behavior, consumer knowledge

Source: Primary Data Processed, 2025

According to table 6, the f value we figured out is 172.697, and the f table value is 3.07. Since the calculated f is greater than the f table value (172.697 is more than 3.07), we can say that boycott behavior and consumer knowledge both have a strong positive impact on the decision to switch brands at the same time.

Continuing to the t-test interpretation, the findings in Table 4 show that the t-count for boycott behavior (X1) is -0.805. The t-count for consumer knowledge (X2) is 18.584. For the t-table, with 3 variables and 126 respondents, the t-table value is 1.657, which comes from calculating the degrees of freedom ($df = n - k - 1$), or $df = 126 - 3 - 1$. Since the t-count is greater than or equal to the t-table value, we can say that the boycott behavior does not significantly affect switching brands by itself. However, consumer knowledge does have a significant impact on switching brands.

Furthermore, according to the t-test results, the first hypothesis is not supported. This means that the behaviour of boycotting, known as variable X1, does not significantly influence switching from one brand to another. In simpler terms, changes in boycott behaviour don't really affect whether people will choose a different brand. This research shows there isn't strong proof to say that boycotting impacts brand switching. You can also think of boycotting as a way of thinking instead of just a choice made when buying something. Students from the Management program at UBSI's Kramat 98 campus who are in their fourth semester for the 2025/2025 academic year showed that they support boycotting for moral, social, and political reasons, but this does not always lead to them actually changing to other brands. Boycotting can be seen as just a short break from buying or using a product instead of completely changing brands. This matches what Erlinda and her team found in (2024), which showed that how appealing other products are matters more for switching brands than the boycott itself. This means that if there aren't good options available, just boycotting isn't enough to make people switch brands. The study by Qotrunnada in (2024) also found that whether someone decides to change brands during a boycott relies more on personal reasons, like beliefs and feelings, rather than on outside influences. Additionally, the idea of FOMO, or fear of missing out, plays a big role in getting people to switch brands.

Moreover, based on the t-test results, we can say that hypothesis 2 is accepted. This means that when consumers know more, it positively affects their choice to switch brands.

So, the more a person knows about products, the more likely they are to change brands. This matches what Asnawi found in (2022) which said that knowing about a product really

influences brand switching. Aat Ruchiat Nugraha et al., (2025) provide more evidence for the positive association by showing that brand attitude is highly influenced by customer knowledge. The process seems to be that consumers get more discerning as their product knowledge increases, which enables them to assess brand alternatives critically and make better switching decisions. In this study, the consumers are students from the UBSI Kramat 98 campus who are in the Management Study Program during their 4th semester in 2024/2025. Those students who have better product knowledge tend to be pickier and are more willing to change brands because they have enough information to explore other options. Here, consumer knowledge means understanding the product or brand, its features, alternatives, and what is happening in the market.

Finally, based on the t-test results, we accept hypothesis 3. This indicates that the two factors, X1 and X2, which are boycott behavior and consumer knowledge, positively and significantly affect brand switching. In simpler terms, when people boycott more and know more about products, they tend to switch brands more often. In this research, consumer knowledge acts as a helpful factor that supports how boycott behavior can lead to brand switching. So, when consumers have a good amount of knowledge, their tendency to boycott can really influence their choice to change brands. People who know about different products or brands are better at judging their past choices, looking at other options, and deciding to switch brands. Esther's (2019) empirical study results confirm the conclusions of this study, claiming that larger marketing studies on consumer decision-making processes support the notion that knowledgeable consumers are more likely to switch brands. Consumers with product/brand/alternative knowledge are better equipped to evaluate previously used brands, compare alternatives, and make brand switching decisions.

CONCLUSION

Brand switching due to strong feelings is a tricky problem and can be affected by many things. In this case, consumers like UBSI students show how their shopping choices reflect their beliefs about Israeli actions. This shows that simply having moral reasons isn't enough to explain why people change brands or refuse to buy certain ones. Customers need to know about their options and be able to think about and compare different brands that align with what they want or believe in to switch effectively. So, when people choose to boycott and they have good information about other products, their chances of successfully changing brands go way up.

This study focused on three variables, consumer knowledge, boycott behavior, and brand switching. As a result, future research should take into account variables that were not considered in this study. It is also advisable to mix data collection methods, such as observation and interviews. This study's research population consisted solely of undergraduate Management students from UBSI. Future studies are encouraged to broaden the population coverage.

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