

INTRODUCTION

The global proliferation of product boycotts highlights a growing ethical consciousness among consumers, especially Generation Z, known for their digital connectivity and heightened social awareness. In Indonesia, this phenomenon gained significant traction after MUI Fatwa No. 83/2023 urged Muslims to abstain from products associated with political or humanitarian transgressions. This investigation thus explores the interplay between this faith-based directive and boycott motivation in shaping Indonesian Gen Z consumers' purchasing behavior concerning L'Oréal Group products.

OBJECTIVES

The research aims to examine the influence of boycott motivation on purchasing decisions and assess whether the MUI Fatwa moderates this relationship. It seeks to clarify whether religious guidance amplifies or diminishes Gen Z's boycott-driven consumption patterns.

MATERIALS AND METHODS

MATERIALS

Boycott Motivation Theory (Friedman, 1999): Consumers refrain from purchases as a form of moral or political protest.

Consumer Decision Theory (Kotler & Keller, 2016): Behavior shaped by internal motives and cultural-social influences.

Theory of Planned Behavior (Ajzen, 1991): Attitudes, norms, and perceived control guide behavior; the MUI Fatwa acts as a normative belief.

Religious Moderation Concept: MUI Fatwa as ethical-religious guidance in market ethics.

Islamic Consumer Ethics (Maqasid al-Syariah): Promotes justice, responsibility, and moral consumption.

METHODS

This study applied a quantitative explanatory approach to examine how boycott motivation influences Generation Z's purchasing behavior, with the MUI Fatwa No. 83/2023 serving as a moderating variable. Data were collected through an online questionnaire distributed to Indonesian Gen Z consumers aged 12–29 years, resulting in 384 valid responses obtained using purposive sampling to ensure participants were aware of the fatwa and ongoing boycott movements.

Data analysis employed Partial Least Squares-Structural Equation Modeling (PLS-SEM) using SmartPLS 4.1.0.9. The study tested the measurement model's validity and reliability before evaluating structural relationships among variables: Boycott Motivation (X), MUI Fatwa (Z), and Purchase Decision (Y). The 5% significance threshold was used to assess the strength of relationships and moderation effects within the model.

CONCLUSIONS

Boycott motivation significantly shapes the consumer behavior of Generation Z, with moral and social consciousness emerging as key determinants of their ethical consumption practices. While the MUI Fatwa confers religious sanction upon boycott initiatives, it does not intensify the relationship between boycott motivation and subsequent purchasing decisions. This suggests an evolving form of consumer activism, religiously informed yet primarily driven by social consciousness, where humanitarian principles take precedence over formal religious decrees.

RESEARCHER:



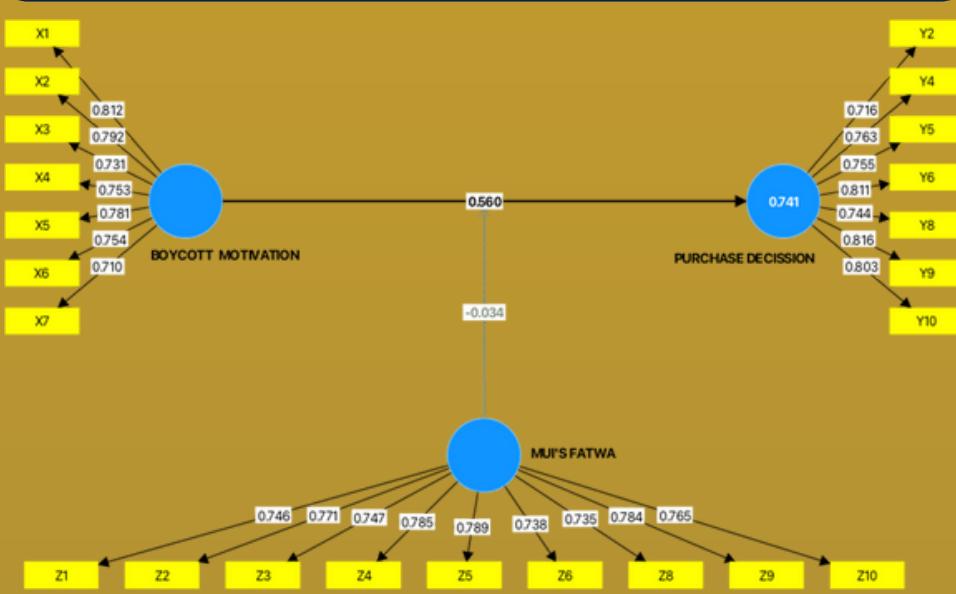
DR. AHMAD MAULIDIZEN



HANA HANIFAH

RESULT AND DISCUSSION

Result of the Third-Stage Loading Factor Test



The Effect of Boycott Motivation on Gen Z's Purchase Decision

The analysis confirms that **boycott motivation has a positive and significant influence on Generation Z's purchasing decisions** toward L'Oréal Group products. The path coefficient results ($\beta = 0.560$; $T = 11.870$) indicate that higher levels of boycott motivation—driven by moral awareness, empathy, and social activism—encourage Gen Z consumers to reconsider or avoid buying products associated with political or humanitarian controversies. This finding highlights the strength of ethical consciousness and digital engagement in shaping purchase behavior among young consumers.

The Effect of MUI Fatwa on Gen Z's Purchase Decision

The findings also show that **the MUI Fatwa No. 83/2023 has a direct positive and significant effect on Gen Z's purchase decisions** ($\beta = 0.303$; $T = 5.991$). The result suggests that religious guidance and moral legitimacy issued by authoritative institutions such as the Majelis Ulama Indonesia (MUI) continue to influence the ethical reasoning of Muslim consumers. The fatwa serves as a symbolic reinforcement of moral responsibility, validating ethical consumption as part of religious commitment within the context of Islamic consumer ethics.

The Moderating Effect of MUI Fatwa on the Relationship between Boycott Motivation and Purchase Decision

The moderation test, however, **reveals that the MUI Fatwa does not significantly moderate the relationship between boycott motivation and purchasing decisions** ($\beta = -0.034$; $T = 2.953$). This implies that the fatwa neither strengthens nor weakens the effect of boycott motivation on consumer behavior. Generation Z's participation in product boycotts is thus more influenced by humanitarian and social solidarity values than by formal religious decrees. The finding indicates a transformation toward faith-inspired yet socially driven consumer activism, where ethical and moral awareness transcend institutional religious influence.

IMPLICATIONS

This study highlights that Generation Z's purchasing behavior is more influenced by ethical and humanitarian awareness than by formal religious decrees. Therefore, marketers should emphasize social responsibility and moral values in brand communication, while religious institutions like the MUI can enhance their relevance by promoting fatwas through digital platforms that align with Gen Z's social justice perspective. Strengthening collaboration between policymakers, religious leaders, and youth communities will help foster faith-inspired yet socially conscious consumer behavior in the Islamic market context.

REFERENCES

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)

Friedman, M. (1999). Consumer boycotts: Effecting change through the marketplace and the media. Routledge.

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.

Majelis Ulama Indonesia (MUI). (2023). Fatwa MUI Nomor 83 Tahun 2023 tentang Hukum Dukungan terhadap Palestina. Jakarta: Komisi Fatwa MUI.

Maulidizen, A. (2022). Islamic consumer ethics and the dynamics of moral economy in Indonesia. *Journal of Islamic Marketing Studies*, 8(3), 45–59.