

## Buy Now or Buy Later: Moderating Role of Religiosity in Purchasing Decisions

Marsudi<sup>1\*</sup>, Rahmad Wijaya<sup>2</sup>  
Universitas Muhammadiyah Malang

**Corresponding Author:** Marsudi [marsudiudik@gmail.com](mailto:marsudiudik@gmail.com)

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### ABSTRACT

This study aims to develop a model aimed at strengthening consumer purchasing decisions through religiosity. The research method used involves qualitative and quantitative approaches. This research is also in line with the government's priority research topics, particularly in developing a consumer protection model related to boycott intention and supporting community welfare and environmental governance. In addition, this study is expected to produce a theoretical model explaining the relationship between boycott intention, religiosity, and purchasing decisions, as well as practical recommendations for companies in improving consumer understanding of religiosity through effective marketing strategies, as well as educational tools to increase consumer awareness and knowledge about fast food products.

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## INTRODUCTION

The global market size for fast food is estimated to reach USD 775.34 billion in 2025 and could still increase to USD 811.01 billion in 2026. The market drivers are rapid urbanization, the emergence of time-constrained consumer lifestyles, digital transformation and the expansion of the delivery ecosystem. One significant change in consumer consumption behavior is the increasing availability of fast food in Indonesia. In recent years, the boycott movement against products, particularly fast food brands associated with Israel, has become a significant global phenomenon. This movement is often driven by political and religious solidarity with Palestine. In Indonesia, this boycott movement has gained particular momentum due to its strong emotional resonance among the public. Changes in government policy and consumer behavior have become increasingly pressing global issues. The current environmental crisis requires every individual and organization to adopt product boycott practices, especially with the intention of repurchasing products that are truly comfortable to consume. This is because the environment can influence positive attitudes, expected performance, and social interactions for consumers. Modern consumers are increasingly aware of the importance of choosing or deciding to purchase ready-to-eat products that have a minimal impact on the planet. This boycott aims to exert economic pressure on entities deemed to contribute to the Israeli-Palestinian conflict, in the hope of influencing political and humanitarian policies. Although awareness of fast food products is increasing, many consumers still do not apply consumer sentiment in their purchasing decisions. Antipathy related to previous or ongoing military, political, or economic events can influence consumer purchasing behavior in international markets. Boycott intention is often driven by past or current military, political, or economic conflicts, as well as actions between countries. Therefore, in-depth research is needed to develop a model that can strengthen purchasing decisions through religiosity.

The purpose of this study is to address the issue of fraudulent marketing practices, focusing on how boycott intention influences consumer purchasing decisions, such as those involving false advertising and testimonials, or sentiment regarding products containing hazardous materials or those using price traps. Furthermore, this study explains factors that can increase consumer purchasing behavior and formulates an effective model for strengthening purchasing decisions through religiosity as a moderating variable.

The benefit of this research, which uses a problem-solving approach, is that the development of this research model is part of an effort to formulate a model to strengthen purchasing decisions through religiosity. The innovation of this problem-solving approach is that the model being developed is a model to strengthen purchasing decisions through religiosity. This research is also expected to serve as an additional reference for further research exploring marketing concepts focused on boycott intention, religiosity, and consumer purchasing decisions.

Recent developments in research related to consumer behavior and model formulation have progressed rapidly in recent years. Recent studies have shown

that boycott intention has significant potential to influence consumer purchasing decisions. However, many previous studies have not comprehensively integrated boycott intention into purchasing decision models for fast food products.

Several previous studies have described the practice of choosing between two or more alternatives in decision-making. Consumers go through a series of stages, from problem recognition and evaluation to finally making a purchase decision. Furthermore, factors influencing purchasing decisions include competition from similar competitors, lifestyle, economic conditions, social conditions, and purchasing interest in a product. Meanwhile, internal factors also have a significant influence through communication efforts on purchasing decisions.

The uniqueness of this research lies in the development of a model that systematically integrates religiosity, which is expected to provide practical guidance for consumers and companies.

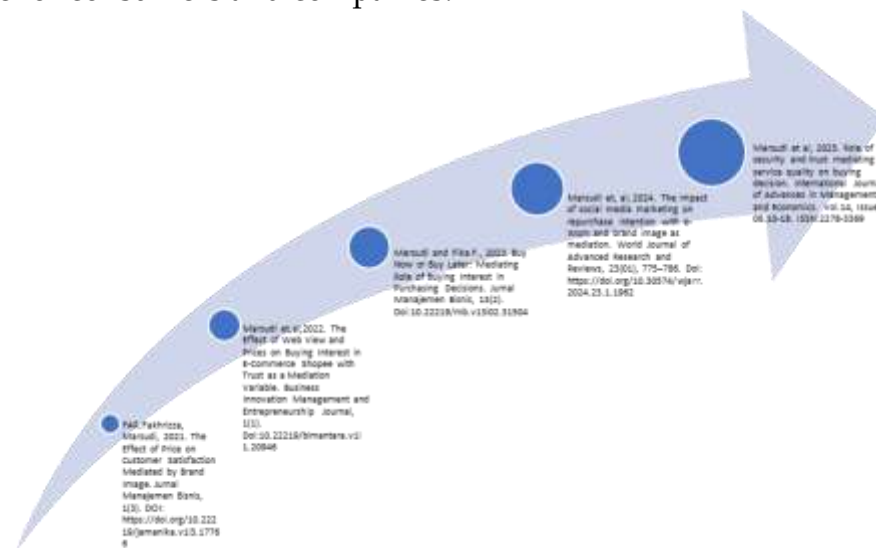


Figure 1. Research roadmap

Researchers have long been interested in boycott behavior towards a product. This study aims to develop a model to strengthen purchasing decisions through religiosity among consumers of Pizza Hut fast food in Malang (Malang City and Malang Regency). The worsening environmental crisis drives the need for sustainable practices in various sectors, including consumption and purchasing. Boycott intention can be a key element in influencing consumer behavior towards more convenient choices in consuming. However, the implementation of religiosity in purchasing decisions is still less than optimal and requires a more systematic approach. It is hoped that this research can be further developed at the stage of implementing a model to strengthen purchasing decisions through religiosity in supporting the realization of the management of negative impacts on consumption and encouraging companies to be more ecologically responsible.

With this roadmap, it is hoped that this research can make a significant contribution to understanding and promoting fast food purchasing decisions that

can be strengthened by consumer religiosity. Figure 1 above shows that this research is based on the results of previous research conducted by researchers over the past five years. This confirms that this research proposal has a strong foundation regarding the problem, concept, and direction of research development. This research is oriented towards formulating a model to strengthen purchasing decisions through religiosity. The research gap is caused by the role of moderation that is still rarely or not widely studied, especially in strengthening consumer purchasing decisions for fast food products.

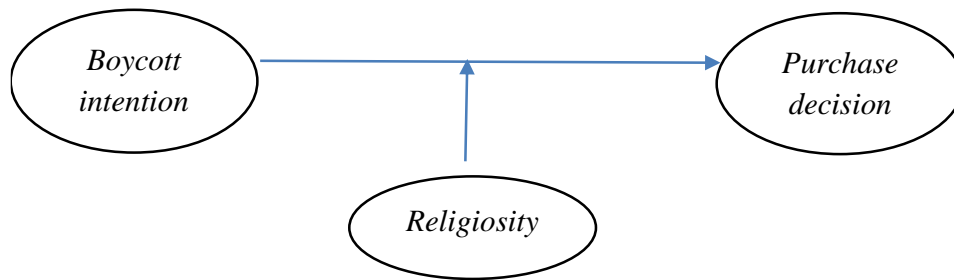
## **THEORETICAL REVIEW**

Boycott intention can be defined as a person's desire to refrain from using or supporting a particular product, country, region, organization, or entity as a form of protest or disapproval of policies, actions, or practices deemed inconsistent with values or principles, consisting of reluctance to purchase the product, concern for political and social issues, contribution to political change, and the effectiveness of the boycott. This behavior reflects a consumer's decision to boycott as a way to express dissatisfaction or to influence social, political, or economic change. This intention reflects a desire to refrain from using or supporting the entity as a form of protest or disapproval that can reduce sales and can affect consumer behavior or the organization's reputation.

Religiosity is a term that describes a person's level of involvement in religious practices and the extent to which religious values influence their life and behavior, including daily decision-making, such as consumption and purchasing. In other words, religiosity is a person's level of commitment to religious teachings, which influences their way of thinking, feeling, and behaving in daily life, encompassing beliefs, rituals, experiences, knowledge, and consequences.

A purchase decision is a series of stages consumers go through, starting with problem recognition, evaluating alternatives, and finally making a decision, which may continue with post-purchase behavior. This process begins long before consumers actually make a purchase and has long-term consequences afterward. A purchase decision can be defined as a choice between two or more alternative purchasing decisions, a decision to be made, and several available alternatives. The decision to purchase something can direct how consumers will carry out the decision-making process. A purchase decision can also be described as a problem-solving stage that involves understanding needs and wants, searching for information, evaluating various purchasing options, making a decision, and even post-purchase behavior. Many elements influence purchasing decisions, including competition from similar competitors, lifestyle, economic conditions, and social factors. Furthermore, internal factors also have a significant influence on communication efforts about a product's purchase decision.

*Research conceptual framework*



**Figure 2. Conceptual Framework**

**METHODOLOGY**

This study combines quantitative and qualitative approaches to obtain a comprehensive and in-depth picture of fraudulent practices in marketing management, for example, regarding boycott advertisements for certain products, fake testimonials, products with hazardous materials, or those that use emotional sentiment traps among Pizza Hut fast food consumers in Malang. This information then serves as the main basis for formulating a model to strengthen purchasing decisions through religiosity. A survey was used to collect consumer data regarding boycott perceptions and understanding of religiosity among Pizza Hut fast food consumers in Malang (Malang City and Malang Regency). Data were analyzed using a combination of Vosviewer to visually map boycott intention and Structural Equation Model-Partial Least Square. The research location is Malang (Malang City and Malang Regency), East Java Province. The reason for choosing Malang City and Malang Regency as the research location is because it is the second largest city in East Java and is known as an educational city with the largest number of universities in the province. The research procedure was carried out systematically by considering problem-solving methods, research approaches, and data analysis techniques that support the achievement of research results.

**RESULTS AND DISCUSSION**

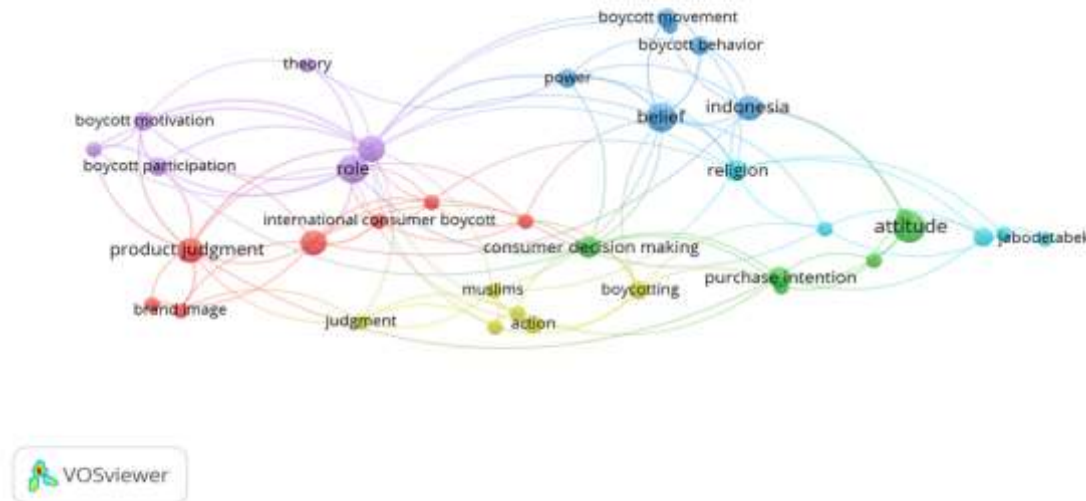
Based on the results of the study on the influence of boycott intention on consumer purchasing decisions, a t-statistic value of 2.940 was obtained, which was greater than the t-table of 1.96 at  $\alpha = 5\%$ . Because the calculated t-statistic value or t-statistic > t-table or a significance value (p-value) of  $0.003 < 0.05$  ( $\alpha = 5\%$ ), it can be said that boycott intention has a significant effect on consumer purchasing decisions. In other words, the higher the boycott intention, which is the tendency of a person's desire not to use or support certain products, countries, regions, organizations, or entities as a form of protest or disapproval of policies, actions, or practices that are considered inconsistent with values or principles, which consist of reluctance to buy products, concern for political and social issues, contributions to political change and the effectiveness of boycotts. The results of this study support previous research conducted by Salma et al, which stated that boycott intention has a significant influence on consumer purchasing decisions.

Table.1. Path coefficients-Mean, STDEV, T-statistics, P-values

	Original sample	Mean	STDEV	T-Statistics	P-value
X → Y	0.492	0.503	0.167	2.940	0.003
X*Z→Y	0.023	0.035	0.047	0.478	0.633

Furthermore, the results of the study on the influence of boycott intention on consumer purchasing decisions moderated by religiosity obtained a t-statistic value of 0.478 which is still smaller than the t-table of 1.96 at  $\alpha = 5\%$ . Because the t-statistic value  $<$  t-table or a significance value (p\_value) of  $0.633 > 0.05$  ( $\alpha = 5\%$ ), it can be said that the influence of boycott intention on purchasing decisions cannot be moderated by religiosity. In other words, religiosity can be said to describe the level of a person's involvement in religious practices and the extent to which religious values influence the individual's life and behavior, including in daily decision-making such as consumption or purchasing decisions. Religiosity can influence consumer decisions in choosing products that are in accordance with their religious teachings or beliefs. In this context, religiosity plays an important factor in shaping consumer preferences for products that are considered in accordance with their religious beliefs. However, the results of this study indicate that religiosity, which can be formed from beliefs, rituals, experiences, knowledge, and consequences, does not moderate the influence of boycott intention on purchasing decisions. This may be due to the fact that the majority of respondents in this study are young adults who tend to be more flexible in their consumption decisions, particularly when choosing products trending on social media.

Furthermore, products that tend to be boycotted can reduce consumer concerns about religious aspects, so that religiosity is no longer a major factor in purchasing decisions. In the fast food industry, consumer purchasing decisions are more influenced by taste, price, and brand popularity. Although religiosity can increase awareness in consumption decisions, the results of this study indicate that this factor is not strong enough to moderate the relationship between boycott intention and purchasing decisions. This study supports previous research conducted by Hasanah et al., which stated that religiosity cannot play a moderating role in the relationship between boycott intention and consumer purchasing decisions.



**Figure. 3 The results of the analysis of cluster 1**

This study obtained 6 clusters with each occurrence containing several findings in the formed cluster. The results of the analysis of cluster 1 at the red node show occurrences including brand image, brand loyalty, international customer local product, product judgment and religious motivation. These results indicate that boycotts carried out by consumers can have a negative influence on brand image and foreign product judgment. Meanwhile, the results of the analysis of cluster 2 at the green node show the occurrence of antecedent attitude, boycott, consumer decision making and political consumerism. These results can be said to be the influence of political ideology in the activities owned by consumers and these consumers only have the desire/tendency to boycott rather than the decision or action of boycotting. The results of the study in cluster 3 with the blue node show the occurrence of belief, boycott behavior in Indonesia, power, and purchase. These results can reveal that the stronger religious beliefs and sense of social solidarity can strengthen involvement in carrying out a boycott and these consumers feel that the boycott action is a form of support for Palestinian independence. Furthermore, the results of the study in cluster 4 on the yellow node show the occurrence of action, boycott action, boycotting, judgment, moderating role, and Muslims. These results indicate that boycott actions can be carried out through the dissemination of information through social media that can influence students' decisions to avoid pro-Israeli products, and this is intended as a form of social concern, humanitarian values, and concern for the development of global issues. Meanwhile, the results of the study in cluster 5 on the purple node show boycott motivation, boycott participation, consumer animosity, purchase readiness, and role, where these results can show that religiosity, consumer animosity, and ethnocentrism have an influence on consumer motivation to boycott the purchase of products produced by Unilever Indonesia. As for the last

cluster, the results of the study of cluster 6 on the light blue node show consumer behavior, Israel boycott, Jabodetabek, opinion leaders and religion, where these results can show that social media and religiosity have a positive influence on boycott attitudes but subjective norms and behavioral control have no influence on consumer purchasing behavior. Thus, it can be said that the results achieved by this study can be expected to develop a theoretical model explaining the relationship between boycott intention, religiosity, and consumer purchasing decisions.

Practical recommendations for companies and governments include increasing consumer awareness through effective marketing strategies, such as improving dine-in service formats, drive-thru services, international delivery networks, expanding reach and establishing strong franchise networks, and diversifying innovative menus and international expansion strategies to maintain growth in a competitive environment. Public relations and education on consumer protection, particularly to increase awareness and knowledge of fast food products despite the pressure to boycott them, are also needed.

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on the research results, it can be concluded that boycott intention can have a significant influence on purchasing decisions. This shows that the boycott intention applied to Pizza Hut fast food products can make consumers feel confident in their purchasing decisions. Meanwhile, religiosity cannot moderate the influence of boycott intention on purchasing decisions. It is known that religiosity in the concept of boycott intention used by Pizza Hut fast food products and obtaining information about these products cannot be the right driver or reinforcement for consumers in making purchasing decisions. Therefore, information about boycott intention about this product will make consumers more confident and sure in their purchasing decisions. Companies need to understand that religiosity cannot strengthen consumer purchasing decisions for fast food products. Therefore, it is very important for companies to build positive relationships with the public, including through corporate social responsibility and responding to public issues quickly and wisely. It is also recommended that companies be more sensitive to moral aspirations and environmental values developing in society and maintain business ethics that meet consumer expectations. Products that tend to be boycotted can reduce consumer concerns about religious aspects, so that religiosity is no longer a major factor in purchasing decisions. In the fast food industry, consumer purchasing decisions are primarily influenced by taste, price, and brand popularity. While religiosity can increase awareness in consumer decisions, this study found that this factor was not strong enough to moderate the relationship between boycott intention and purchasing decisions.

Suggestions that are expected to be useful for the company and other parties include the fact that some consumers still believe that Pizza Hut fast food products are products that consistently offer high taste while continuing to communicate positive reviews from consumers. Therefore, in the future, it is hoped that more interactive communication media can be developed with its

customers that will make it easier for consumers to obtain positive information about the product. In addition, some consumers still do not purchase products based on recommendations from those closest to them. This means that consumers buy products based on their own desires and obtain information about the product independently. In the future, it is hoped that Pizza Hut can increase the number of articles/information or reviews and be more intensive in branding related to communication of fast food products affiliated with the boycott of Israel, especially through the internet or social media.

Meanwhile, future researchers should be able to develop this research methodology to address the shortcomings of this study. Furthermore, future researchers could consider using other variables or indicators, or explore new research topics with the goal of producing research that is both evolving and relevant to the current situation.

### **FURTHER STUDY**

Future researchers are expected to develop the methodology of this study to add to the shortcomings of this study. Future research could improve and develop other variables and indicators, including exploring new research topics, with the aim of producing research that yields up-to-date results and remains relevant today. Furthermore, research with a similar concept could utilize other, potentially more effective analytical tools, such as SEM-AMOS, to determine the moderating role of the independent variable on the dependent variable.

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*Marsudi, Wijaya*

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