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## Explaining Clean Buying in Digital Boycott Movements: Ethical Information Interpretation as a Core Mediating Mechanism

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**Abstract:** Consumer boycott behavior in digital environments continues to exhibit an attitude–behavior gap, whereby extensive access to ethical information does not consistently translate into ethical purchasing decisions. The central problem addressed in this study is the limited understanding of how consumers cognitively interpret ethical information before converting it into behavior. The novelty of this research lies in the development and empirical validation of Ethical Information Interpretation (EII) as a multidimensional cognitive mechanism that explains this interpretive process.

The aim of the study is to examine the mediating role of EII in linking digital ethical stimuli to clean buying behavior. A quantitative research design was adopted using survey data collected from 610 active users of consumer boycott applications in Indonesia. Measurement instruments were developed to operationalize EII across four dimensions: information processing depth, ethical evaluation, personal value connection, and source credibility assessment. Structural Equation Modeling (SEM) was applied to test both measurement and structural models, including indirect effects of opinion leaders, boycott application features, and electronic word of mouth.

The results indicate that EII significantly mediates the effects of all examined digital stimuli on clean buying behavior. Among these factors, boycott application features demonstrate the strongest indirect effect. The model explains 87.3% of the variance in clean buying behavior, indicating strong explanatory power within the sample.

The findings suggest that ethical consumption in digital environments depends not only on the availability of information but also on consumers' cognitive capacity to interpret and internalize ethical content. This study advances



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ethical consumption theory by positioning EII as a key explanatory mechanism in digitally mediated ethical decision-making.

**Keywords:** Ethical Information Interpretation (EII); Consumer Boycott; Ethical Consumption; Clean Buying Behavior; Digital Platforms; Electronic Word of Mouth.

## 数字抵制运动中清洁购买行为的解释：伦理信息解释作为核心中介机制

**摘要：**数字环境中的消费者抵制行为持续呈现出态度-行为差距，即对伦理信息的广泛获取并未始终转化为实际的伦理消费行为。本研究所关注的核心问题在于，当前对消费者在将伦理信息转化为行为之前的认知解释过程缺乏充分理解。本文的创新之处在于提出并实证验证了“伦理信息解释”（Ethical Information Interpretation, EII）这一多维认知机制，用以解释该解释过程。

本研究旨在探讨EII在数字伦理刺激与清洁购买行为之间的中介作用。研究采用定量研究设计，通过对印度尼西亚610名活跃的消费者抵制应用用户进行问卷调查收集数据。测量工具围绕EII的四个维度构建，包括信息加工深度、伦理评价、个人价值关联以及信息来源可信度评估。采用结构方程模型（SEM）对测量模型与结构模型进行检验，同时分析意见领袖、抵制应用功能及电子口碑的间接影响。

研究表明，EII在所有所考察的数字刺激因素与清洁购买行为之间均发挥显著中介作用。其中，抵制应用功能表现出最强的间接影响。模型对清洁购买行为的解释率达到87.3%，表明其在样本中具有较强的解释力。

研究发现，数字环境中的伦理消费不仅取决于信息的可获得性，还取决于消费者对伦理信息的认知解释与内化能力。本文通过将EII界定为数字化情境下伦理决策的重要解释机制，为伦理消费理论的发展提供了新的视角。

**关键词：**伦理信息解释（EII）；消费者抵制；伦理消费；清洁购买行为；数字平台；电子口碑

### 1. Introduction

Consumer boycott movements have undergone a rapid transformation in the digital era, with mobilizations that once unfolded over months now spreading within hours through social media and digital platforms. In Indonesia, the growing use of applications such as No Thanks illustrates the expanding role of technology in facilitating consumer activism.

Yet the proliferation of information introduces new challenges. Consumers are simultaneously exposed to messages from influencers, boycott applications, and peer discussions—sources that often present inconsistent or conflicting ethical claims. Although information has become more accessible than ever, this abundance complicates consumers' ability to assess credibility and relevance. As noted in prior research, greater information availability can paradoxically increase uncertainty in ethical decision-making [1][2]

#### 1.1. The Digital Information Ecosystem and Consumer Confusion

Contemporary consumers encounter boycott-related information through three interconnected channels. The first involves opinion leaders—religious scholars, activists, and digital influencers—who play a central role in shaping public ethical discourse, particularly in Indonesia where moral framing by prominent figures carries substantial weight [3]. The second stems from boycott applications that provide structured databases and real-time product identification features, offering technological support for ethical decision-making [4]. The third arises from electronic word of mouth (eWOM), including WhatsApp groups, online forums, and social media discussions, which function as influential peer-to-peer information networks [5].

Yet, the abundance of information across these channels often produces interpretive contradictions. Consumers may receive divergent cues—an app recommending complete avoidance, an influencer endorsing selective participation, and peer discussions circulating conflicting narratives. Such dissonance contributes to the persistent attitude–behavior gap, where ethical awareness fails to consistently generate ethical action [2] [1]. This confusion underscores a core challenge within digital information ecosystems: the difficulty consumers face in translating ethical intentions into coherent purchasing decisions.

### 1.2. Economic and Social Impact of Information-Driven Boycotts

Boycott movements amplified by digital information flows have generated tangible economic consequences. Prior research shows that boycott campaigns can substantially reduce sales and erode brand equity, with targeted firms experiencing declines in demand and shifts in consumer purchasing behavior [6] [7]. In several contexts, retailers have even reduced or withdrawn specific products in response to sustained consumer pressure [8].

Despite these observable impacts, the psychological mechanisms shaping individual consumer responses remain insufficiently understood. A central unresolved question persists: why do consumers exposed to the same boycott information react in markedly different ways? The literature consistently documents an attitude–behavior gap in ethical consumption, where only a small fraction of ethically aware consumers translate their concerns into consistent behavioral change [2][9]. This heterogeneity suggests that the pathway from information exposure to ethical action involves complex cognitive and affective processes that cannot be explained solely by information availability or levels of awareness [1].

### 1.3. Theoretical Gap: The Missing Interpretation Mechanism

The consumer behavior literature acknowledges the importance of ethical information in shaping decisions. Prior studies show that awareness of ethical issues correlates with purchase intentions [2], that consumers are willing to pay premiums for ethically favorable products [10], and that socio-environmental information can shift product preferences [11]. Yet, a critical limitation persists: most research implicitly assumes a direct progression from informational exposure to behavioral response, without examining the interpretive processes that occur in between.

In practice, consumers do not process ethical information passively. While constructs such as moral judgment [12] explain how individuals evaluate right and wrong, they do not account for how consumers derive meaning from ambiguous or contradictory ethical cues. Similarly, information-processing models [13]

outline cognitive stages but fail to capture the uniquely moral and often contested nature of boycott-related decision-making. [1] highlight this gap, noting that the literature has yet to articulate the cognitive mechanisms through which ethical information becomes meaningful to consumers.

As a result, several foundational questions remain unresolved: (1) why consumers interpret identical ethical information in divergent ways; (2) how they construct meaning when confronted with conflicting inputs from multiple sources; and (3) through what affective and cognitive pathways these interpretations shape subsequent responses.

### 1.4. Research Objective and Ethical Information Interpretation as Solution

This study addresses the existing theoretical gap by introducing Ethical Information Interpretation (EII) as a key mechanism that explains how consumers actively construct meaning from complex ethical information before forming emotional and evaluative responses. EII refers to the cognitive process through which consumers selectively attend to ethical cues, engage in deeper elaboration, relate the information to their personal values, assess the credibility of its sources, and ultimately form a meaningful understanding of the ethical implications conveyed.

This research develops and empirically tests a model that examines the effects of three information sources—opinion leaders, boycott app features, and electronic word of mouth—on EII. In turn, EII is proposed to shape discrete emotions and attitudes toward ethical information through multiple pathways, ultimately leading to clean buying behavior. The focus on convenience goods further elevates the contribution of this study, as products in this category are typically purchased habitually and with low involvement, making ethical considerations less likely to be activated without a distinct interpretive mechanism such as EII.

## 2. Literature Review

### 2.1. Critical Review of Existing Constructs: Identifying Gaps in Consumers' Interpretation of Ethical Information

The literature on ethical consumer behavior offers several theoretical frameworks aimed at explaining how individuals process information and arrive at moral decisions. However, a closer examination of dominant constructs such as moral judgment [14],[12], information-processing models [13],[15], cognitive appraisal, and sensemaking [16] reveals substantial limitations in capturing how contemporary consumers interpret ethical information.

Moral judgment theories [14],[12] emphasize evaluative reasoning after individuals understand a moral situation, yet they do not explain how consumers construct that understanding in the first place—particularly when the information is complex,

ambiguous, or contradictory [1]. Information-processing models [13], [15] describe general cognitive mechanisms but overlook the uniquely moral nature of ethical content, which often elicits strong emotions and must be aligned with consumers’ personal value structures [17]. Cognitive appraisal theory [18], while valuable, is too broad to capture how consumers integrate inputs from multiple sources with varying levels of credibility, especially in digital environments saturated with competing narratives [19]. Finally, sensemaking theory [16] offers insights into meaning construction but does not address how such meaning formation triggers discrete moral emotions with distinct action tendencies [20].

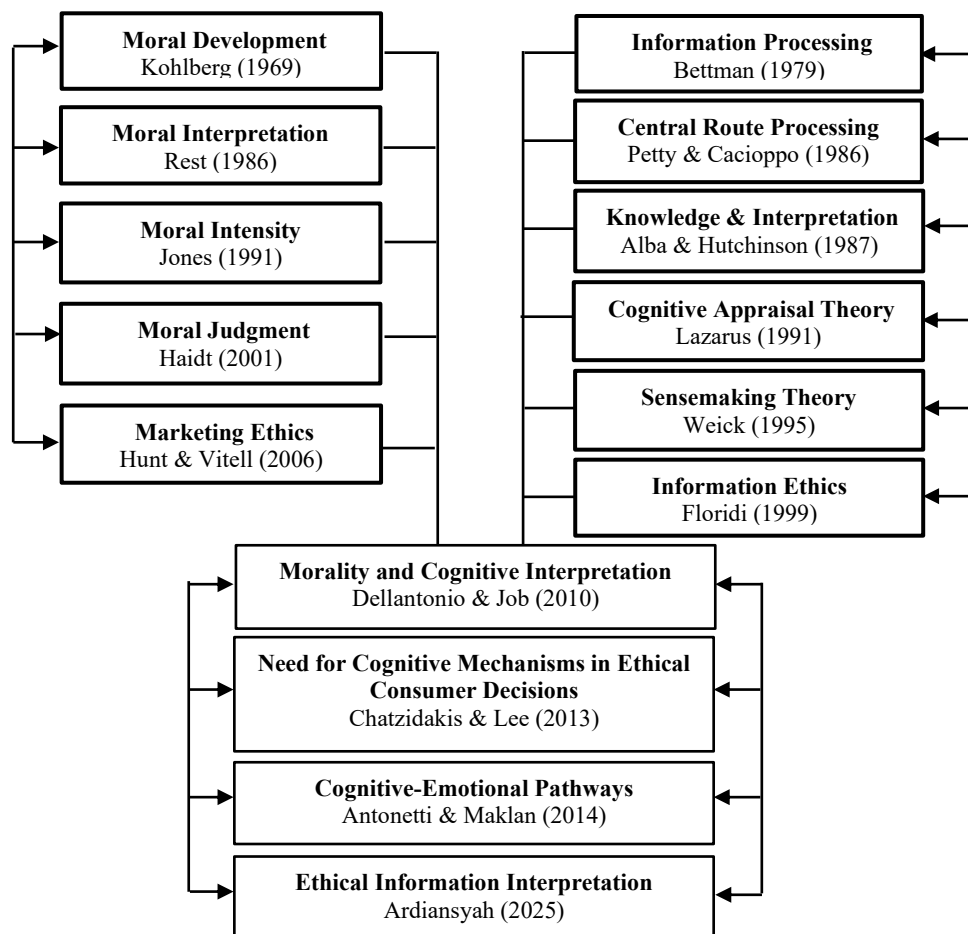
The core theoretical gap, therefore, lies in the absence of a construct that explains consumers’ active cognitive processes when interpreting ethical information from diverse and often conflicting sources—prior to the emergence of emotional or evaluative responses. To address this gap, the present study introduces Ethical Information Interpretation (EII) as a mediating mechanism capable of capturing this crucial but previously overlooked interpretive stage.

**2.2. Theoretical Synthesis: The Construction of Ethical Information Interpretation as a New Cognitive Mechanism**

Ethical Information Interpretation (EII) is introduced as a new construct that synthesizes key elements from multiple theoretical traditions, including moral interpretation [12], cognitive appraisal [18], meaning construction [16], cognitive capacity and information-processing perspectives [13], [21], and the ethical dimensions of information [22]. EII explains how consumers actively construct ethical meaning from information about companies or products by integrating inputs from diverse sources—such as opinion leaders, digital applications, and peer-to-peer communication—and connecting them with personal values, prior experiences, and the broader social context. This interpretive output then becomes the foundation for subsequent emotional and evaluative responses.

EII differs from existing constructs in five critical ways. First, it specifically addresses the interpretation of ethical information within consumer contexts. Second, it captures how individuals construct meaning from complex or even contradictory inputs. Third, it accounts for the simultaneous integration of information from multiple sources. Fourth, it explains how interpretation activates both affective and cognitive pathways.

Finally, it clarifies why consumers exposed to identical information may arrive at divergent interpretations



**Figure 1: Synthesis of Ethical Information Interpretation**

The fundamental characteristics and mechanisms outlined earlier suggest that Ethical Information Interpretation can be captured through four key indicators. These indicators reflect the transition from merely receiving information to actively constructing its ethical meaning. Beyond cognitive processing, they encompass how consumers link incoming messages to personal values and evaluate the credibility of information sources. Conceptually, these four dimensions form the core structure of the EII construct and serve as the foundation for the overall ethical interpretation process (see Table 1).

**Table 1. Construct EII**

Construct	Indicators	References
Ethical Information Interpretation	Information Processing Depth	[15]
	Ethical Evaluation	[12]
	Value Connection	[23]
	Source Credibility Assessment	[24]

Although prior studies have explored related constructs such as cognitive appraisal, sensemaking, and moral judgment, these approaches tend to capture fragmented aspects of how individuals process ethical information. In contrast, this study introduces Ethical Information Interpretation (EII) as an integrative and multidimensional construct that more comprehensively explains how consumers cognitively engage with ethical stimuli in digital environments.

Specifically, EII extends beyond existing frameworks by incorporating four key dimensions: depth of information processing, ethical evaluation, personal value connection, and source credibility assessment. While cognitive appraisal focuses primarily on evaluative reactions and sensemaking emphasizes meaning construction, EII captures the full interpretive pathway through which ethical information is internalized and translated into behavioral intention.

Therefore, the primary contribution of this study lies in positioning EII as a core mediating mechanism that bridges the gap between digital ethical information exposure and actual clean buying behavior. This is particularly important in the context of digital boycott movements, where the abundance of information does not necessarily lead to consistent ethical consumption. By empirically demonstrating the mediating role of EII, this study provides a more nuanced explanation of the

attitude–behavior gap and offers a novel theoretical lens for understanding ethical consumption in digitally mediated environments.

### **2.3. Ethical Information Interpretation and Multiple Information Sources (Opinion Leader, Boycott Application Features, Electronic Word of Mouth Boycott)**

Research consistently shows that opinion leaders play a pivotal role in shaping how consumers interpret ethically charged information. Through framing processes, they highlight specific moral elements and simplify complex issues, thereby guiding meaning construction [25], [26]. Opinion leaders act as interpretive anchors, providing cues that help followers evaluate the ethical implications of marketplace actions [27]. Their influence is further reinforced by perceived expertise and trustworthiness, which increase consumers' reliance on their interpretive judgments [24]. Accordingly:

#### **H1: Opinion leaders positively influence consumers' Ethical Information Interpretation.**

Establishes that system characteristics—particularly perceived ease of use and usefulness—shape how users process and internalize information embedded within digital systems [28]. Consistent with this view, the [29] IS Success Model demonstrates that system quality and information quality significantly determine users' perceptions of informational value. Within boycott applications, high-quality design reduces cognitive load by structuring complex ethical information into more accessible formats [30]. Structured and criteria-based evaluations also enhance semantic clarity, enabling users to more readily identify the moral implications of marketplace actions [22]. Furthermore, actionable features—such as barcode scanning and ethical product alternatives—improve result demonstrability, strengthening users' interpretive confidence [31]. Accordingly:

#### **H2: Boycott Application Features positively influence Ethical Information Interpretation.**

According to [32] show that core attributes of eWOM—including argument quality, source credibility, and content relevance—are decisive in shaping information adoption. Extending this view, [33] emphasizes the role of information diagnosticity in enabling consumers to evaluate ethical issues accurately. Peer-generated content also provides experiential insights that enrich consumers' interpretive processes [34], [35] demonstrate that authenticity and perceived similarity among users strengthen trust in circulating information, while eWOM volume and valence function as social proof that signals issue severity and consensus [5]. Accordingly:

### **H3: Electronic Word of Mouth positively influences Ethical Information Interpretation.**

According to [20], discrete emotions such as shame, anger, guilt, and contempt emerge from distinct antecedent appraisals and are characterized by unique experiential and behavioral tendencies. Consistent with cognitive appraisal theory, [18] argues that individuals activate specific emotions based on their interpretation of situational meaning. Ethical Information Interpretation plays a central role in activating these emotions. Interpreting violations of personal standards elicits shame due to threats to self-identity; perceptions of corporate injustice trigger anger and confrontational tendencies; recognizing complicity in harm induces guilt, motivating reparative actions [19], [36]. Immoral or degrading corporate behavior, in turn, evokes contempt as a form of moral rejection [37]. Accordingly:

### **H4: Ethical Information Interpretation positively influences Discrete Emotion.**

Ethical Information Interpretation (EII) shapes consumers' attitudes toward ethical content by influencing how they judge its relevance and moral significance. When consumers interpret ethical information as socially consequential, they assign greater importance to it [15]. Interpreting the information as efficacious in enabling meaningful action strengthens positive evaluations [2]. Likewise, when the interpreted message aligns with personal moral values, consumers prioritize ethical considerations above convenience or price [17]. Accordingly:

### **H5: Ethical Information Interpretation positively influences Attitude Toward Information.**

Discrete emotions provide an affective foundation for evaluative judgments, thereby shaping consumers' attitudes toward ethical information [38]. In ethical contexts, emotions such as shame and guilt strengthen positive attitudes toward information that highlights moral transgressions, as they support self-repair motivations [19]. Conversely, anger amplifies perceptions of importance and urgency, reinforcing the belief that the issue requires immediate action [36]. Accordingly:

### **H6: Discrete Emotion positively influences Attitude Toward Information.**

Clean buying refers to consumers' intentional avoidance of ethically problematic products and preference for ethically clean alternatives [39]. Such choices often reflect value expression and a desire for social impact [6]. Attitudes play a decisive role in converting ethical evaluations into behavior. As [40] notes, attitudes provide the evaluative basis that guides consistent ethical action. When consumers hold favorable attitudes toward ethical information, they are more likely to engage in clean buying despite competing

factors such as convenience or price [17], [41]. Accordingly

### **H7: Attitude Toward Information positively influences Clean Buying.**

## **2.4. Ethical Information Interpretation as a Mediator Between Opinion Leaders, Boycott Application Features, Electronic Word of Mouth, and Discrete Emotion**

Opinion leaders help shape consumers' perceptions of unethical corporate behavior, but emotional reactions arise only after consumers cognitively interpret the ethical meaning of these messages. Through Ethical Information Interpretation, consumers assess credibility, value alignment, and moral severity, which in turn activates discrete emotions such as anger or disgust [6]; [26], [42]. Because emotional responses emerge through cognitive appraisal [43], Ethical Information Interpretation serves as the mechanism linking opinion-leader input to emotional outcomes. Accordingly:

### **H8: Opinion Leaders positively influence Discrete Emotion through Ethical Information Interpretation.**

Boycott applications deliver structured and easily accessible information about corporate misconduct, yet emotional reactions emerge only after this content is cognitively interpreted. Through Ethical Information Interpretation, consumers evaluate the credibility, relevance, and moral severity of the information. Prior research shows that ethical appraisals shape boycott participation [8] and trigger discrete moral emotions—such as anger or disgust—when violations are perceived as severe [37]. Because these emotions arise through cognitive appraisal, Ethical Information Interpretation functions as the mechanism linking application features to emotional responses. Accordingly:

### **H9: Boycott Application Features positively influence Discrete Emotion through Ethical Information Interpretation.**

Ethical Information Interpretation (EII) functions as a cognitive–ethical filter through which boycott-related eWOM elicits discrete emotions. Rather than triggering emotions automatically, digital boycott messages are appraised against consumers' moral standards and ethical beliefs, producing emotions such as anger, guilt, or moral outrage [44], [45]. Thus, EII operates as the mediating mechanism linking eWOM to emotional responses. Accordingly:

### **H10: Electronic Word of Mouth (eWOM) positively influences Discrete Emotion through Ethical Information Interpretation as a mediating variable.**

## **2.5. Ethical Information Interpretation as a Mediator Between Opinion Leaders, Boycott**

### **Application Features, electronic word of mouth boycott and Attitude Toward Information**

Consumers' ethical interpretation of information serves as a cognitive filter linking opinion leaders' messages to attitudes toward information. In social media environments saturated with competing content, attitude formation is not linear; consumers selectively attend to opinions that align with existing beliefs to minimize cognitive dissonance [46]. Opinion leaders' endorsements further heighten perceived credibility and shape trust judgments [47]. In boycott contexts, messages about unethical corporate behavior are evaluated through consumers' moral standards and value structures before any attitudinal judgment is formed. This positions ethical interpretation as a core mechanism through which opinion leaders shape information-related attitudes. Accordingly:

**H11: Opinion Leaders positively influence consumers' Attitude Toward Information through the mediating role of Ethical Information Interpretation.**

Ethical Information Interpretation operates as the core mechanism linking Boycott Application Features to consumers' Attitude Toward Information. Consistent with the Technology Acceptance Model, system features influence attitudes indirectly through cognitive evaluations [28], and interface quality shapes trust and attitudes by reducing complexity [48]. In boycott applications, ethical, social, and environmental features shape attitudes only after consumers assess the information's credibility, value congruence, and relevance. Information quality likewise affects attitudes through appraisal processes [49]. Thus, attitudes emerge from ethical interpretation rather than from the features themselves. Accordingly:

**H12: Boycott Application Features positively influence consumers' Attitude Toward Information through the mediating role of Ethical Information Interpretation**

Ethical Information Interpretation serves as the central mechanism linking boycott-related eWOM to consumers' attitudes. Information credibility has been shown to shape perceived usefulness and adoption [50], while eWOM influences attitudes through cognitively driven persuasion routes [51]. Information quality and source credibility also play a decisive role in shaping evaluative judgments [52]. In digital boycott settings, eWOM affects attitudes only after consumers interpret the message ethically—evaluating credibility, moral legitimacy, value congruence, and the implications of participation. This appraisal determines acceptance or rejection of the message. Accordingly:

**H13: Electronic Word of Mouth (eWOM) related to boycotts positively influences consumers'**

### **Attitude Toward Information through the mediating role of Ethical Information Interpretation.**

#### **2.6. Discrete Emotion as a Mediator between Ethical Information Interpretation and Attitude Toward Information**

Discrete emotions translate the cognitive process of ethical information interpretation into consumer attitudes. Ethically charged content often evokes emotions such as anger, disappointment, or empathy, which directly shape evaluative judgments. Emotional cues function as informational signals that guide attitude formation [53], while emotions more broadly influence core cognitive processes including perception and reasoning [54]. Thus, emotions operate as the affective pathway through which ethical interpretation shapes consumers' attitudes. Accordingly:

**H14: Ethical Information Interpretation positively influences consumers' Attitude Toward Information through Discrete Emotion as a mediating variable**

#### **2.7. Attitude Toward Information as a Mediator between Ethical Information Interpretation and Clean Buying**

Consumers' attitudes toward information serve as the key pathway through which ethical interpretation shapes purchasing behavior. Ethical understanding alone does not drive action; consumers must translate it into evaluative judgments that guide decisions. Prior research shows that ethical perceptions influence behavior only indirectly through trust and attitudes [55], aligning with the Theory of Planned Behavior, which positions attitudes as a primary predictor of behavioral intention [56]. Accordingly:

**H15: Ethical Information Interpretation positively influences Clean Buying through Attitude Toward Information as a mediating variable.**

#### **2.8. Attitude Toward Information as a Mediator between Discrete Emotion and Clean Buying**

Consumers' attitudes toward information operate as an evaluative filter through which discrete emotions shape ethical purchasing behavior. Emotional reactions to unethical practices do not directly produce action; they influence behavior only once cognitively integrated into stable attitudes. Emotions guide decision-making through evaluation processes [44], and attitudes consistently emerge as the link between affective responses and behavioral intentions [57], [56]. Accordingly:

**H16: Discrete Emotion positively influences Clean Buying through Attitude Toward Information as a mediating variable.**

### 3. Methodology

#### 3.1 Research Design

This study employs a quantitative survey grounded in positivist philosophy, emphasizing objective measurement and statistical inference. The target population consists of convenience-goods consumers across Indonesia's five major islands (Java, Sumatra, Sulawesi, Kalimantan, and Bali–Nusa Tenggara) who are aware of boycott issues and actively use boycott applications such as No Thanks, Boycat, or Boycott Dedektifi.

##### 3.1.1. Sample Size Determination

Purposive sampling was used to recruit respondents with prior experience using boycott applications, ensuring alignment with the study's analytical requirements. Following [58], sample adequacy in complex SEM models depends on the number of parameters—in this case, 31 indicators. To meet and exceed these requirements, the study collected 610 valid responses, providing strong statistical power and ensuring the reliability, stability, and precision of parameter estimates.

#### 3.2. Data Collection

Data were collected through an online survey distributed across Indonesia's five largest islands using Google Forms, supplemented by social media, messaging platforms, and boycott-app user communities. Screening questions ensured that only respondents who had used at least one boycott application (No Thanks, Boycat, Boikot Dedektifi) and were aware of boycott issues proceeded to the full survey. Data collection took place from January to October 2024, with continuous monitoring to maintain proportional regional representation. Participation was voluntary, informed consent was obtained, and all responses were anonymized. The final dataset was screened for completeness and consistency prior to analysis.

A structured questionnaire measured all constructs using items adapted from validated scales in consumer behavior, the Technology Acceptance Model, the Elaboration Likelihood Model, and discrete emotion theory [28], [15], [20], [26], [6]. The instrument included: Opinion Leader (5 items), Boycott App Features (5 items), eWOM Boycott (5 items), Ethical Information Interpretation (4 items), Discrete Emotion (4 items), Attitude Toward Information (3 items), and Clean Buying (5 items). Responses were captured on a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). Procedural remedies—item randomization, clear instructions, and temporal separation of predictor and criterion variables—were applied to reduce common method bias [59].

#### 3.3 Measurement of Opinion Leader

Opinion Leader (OL) was operationalized using items adapted from established boycott and consumer behavior scales [26], [25], [60], [8], [61]. The items capture individuals' persuasive influence and their centrality within social networks, which shape consumers' likelihood of engaging in boycott participation.

#### 3.4 Measurement of Boycott Application Features

Boycott Application Features (BAF) were measured using validated scales from information systems and consumer behavior research [28]; [29]; [30]; [62]. The items assess perceived application quality and functionality, including information quality, usability, and system reliability.

#### 3.5 Measurement of Electronic Word of Mouth Boycott

Electronic Word of Mouth Boycott (EWOM) was measured using scales from digital communication literature [32]; [63]. Indicators evaluate consumers' perceptions of boycott-related information on digital platforms—specifically credibility, relevance, timeliness, accuracy, and completeness.

#### 3.6 Measurement of Discrete Emotion

Discrete Emotion (DE) was operationalized using well-established emotion scales research [64]. The construct captures distinct emotional states—such as anger, fear, sadness, happiness, and disgust—that shape consumers' evaluations and boycott-related decisions.

#### 3.7 Measurement of Attitude Toward Information

Attitude Toward Information (ATI) was measured using items adapted from consumer behavior and boycott research [65]; [40]; [66]. Indicators assess consumers' evaluative judgments of boycott-related information, including perceived credibility, usefulness, and persuasiveness.

#### 3.8 Measurement of Clean Buying

Clean Buying (CB) was measured using scales from ethical consumption and consumer activism studies [6], [39], [8], [17], [41]. The items capture consumers' tendencies to avoid boycotted products and to intentionally choose ethically aligned alternatives.

#### 3.9. Measurement Transparency

All measurement items in this study were adapted from established literature and tailored to the context of digital boycott behavior. Specifically, the constructs of opinion leader, boycott application features, electronic word of mouth, discrete emotions, ethical information interpretation, attitude toward information, and clean buying were operationalized using multiple indicators derived

from prior studies (e.g., [26], [28], [32], [64], [15], [40], [6]).

Prior to the main survey, the questionnaire was pre-tested to ensure clarity, relevance, and contextual appropriateness of the items. Minor revisions were made based on respondent feedback.

The measurement of Ethical Information Interpretation (EII) was designed to capture a multidimensional cognitive process, including depth of information processing, ethical evaluation, connection to personal values, and source credibility assessment. For example, respondents were asked to indicate their agreement with statements such as “I take time to thoroughly understand information about the reasons behind boycotts” and “I evaluate whether the sources of boycott information are trustworthy.”

Similarly, discrete emotions were measured using items reflecting emotional reactions such as shame, anger, disgust, and guilt in response to unethical business practices. Clean buying behavior was operationalized through indicators such as intention to avoid boycotted products, preference for ethical alternatives, and willingness to make sacrifices for ethical consumption.

A complete list of measurement items and their corresponding sources is provided in Appendix A to enhance transparency and facilitate future research replication.

### 3.10 Validity and Reliability Test Results

**Convergent Validity.** Convergent validity was evaluated using factor loadings ( $\lambda \geq 0.60$ ), Average Variance Extracted ( $AVE \geq 0.50$ ), and the statistical significance of all loadings ( $p < 0.001$ ). High loadings indicate that the indicators adequately represent their latent constructs, while AVE values above 0.50 suggest that each construct explains more than half of the variance in its indicators.

**Reliability.** Internal consistency was assessed using Cronbach’s alpha and Composite Reliability (CR), with thresholds of 0.70 or higher [67]. Values exceeding this threshold indicate satisfactory reliability and consistency among the indicators measuring each construct.

**Table 2. Validity and Reliability Test Results**

Indicators	Loading	CR	AVE
Opinion Leader		0,936	0,745
OP.1	0,774		
OP.2	0,891		
OP.3	0,756		
OP.4	0,864		
OP.5	0,856		

Boycott App Features		0,966	0,852
BAF.1	0,674		
BAF.2	0,905		
BAF.3	0,932		
BAF.4	0,901		
BAF.5	0,884		
Ewom Boycott		0,974	0,883
EWOM.1	0,912		
EWOM.2	0,883		
EWOM.3	0,893		
EWOM.4	0,908		
EWOM.5	0,877		
Ethical Information Interpretation		0,954	0,850
EII.1	0,735		
EII.2	0,888		
EII.3	0,915		
EII.4	0,837		
Discrete Emotion		0,958	0,839
DE.1	0,779		
DE.2	0,905		
DE.3	0,924		
DE.4	0,892		
Attitude Towards Information		0,975	0,927
ATI.1	0,933		
ATI.2	0,918		
ATI.3	0,916		
Clean Buying		0,974	0,882
CB.1	0,868		
CB.2	0,930		
CB.3	0,913		
CB.4	0,914		
CB.5	0,760		

Source : Data Processed (2025)

### 3.11 Data Analysis

Structural Equation Modeling (SEM) was employed to examine the relationships between ethical information sources—opinion leaders, boycott application features, and eWOM—and clean buying behavior through ethical interpretation, discrete emotions, and attitudes toward information. SEM was chosen for its ability to estimate complex models with multiple direct and mediated effects [58].

All analyses were conducted using IBM SPSS AMOS 24. Multivariate normality met acceptable thresholds, with skewness values within  $\pm 2.58$  [68]. A two-stage SEM procedure was applied: first assessing the measurement model to establish validity and reliability[69], followed by testing the structural model to evaluate sixteen hypotheses. The measurement model demonstrated strong psychometric properties, supporting the subsequent analysis of pathways linking ethical information sources to cognitive–affective mechanisms and clean buying behavior.

Prior to testing the measurement and structural models, this study assessed the potential presence of common method bias (CMB). To do so, Harman’s single-factor test was conducted using principal axis factoring. The results indicated that the first factor accounted for 52.93% of the total variance, which is slightly above the commonly suggested threshold of 50%.

However, it is important to note that Harman’s single-factor test is widely regarded as a conservative and limited diagnostic tool and should not be used as the sole criterion for detecting common method bias. Therefore, the results should be interpreted with caution.

In this study, several procedural remedies were implemented, including ensuring respondent anonymity and minimizing evaluation apprehension during data collection. Furthermore, the measurement model demonstrated strong reliability and validity, as evidenced by high factor loadings, composite reliability, and average variance extracted (AVE). These findings suggest that common method bias is unlikely to substantially distort the relationships among the constructs.

## 4. Results and Discussion

### 4.1. Data Analysis and Results

A total of 800 questionnaires were distributed, and after applying screening criteria and removing incomplete responses, 610 valid cases were retained for analysis. This exceeds the minimum requirement suggested by [58], which recommends at least ten respondents per indicator. With 31 indicators, the minimum sample size was 310; thus, the final sample of 610 provides strong statistical precision and robust power for SEM estimation.

**Table 3 Demographic of Respondents**

Demographic Profile	Category	Count	Percentage (per cent)
Sex	Male	244	40,00
	Female	366	60,00
Age	16-25 years	128	20,98
	26-35 years	313	51,31
	36-45 years	84	13,77
	45-55 years	56	9,18
	≥ 56 years	29	4,76
Education	High School	231	37,87
	Diploma/ Bachelor	360	59,02
	Master	19	3,11
Domicile	Java Island	312	51,15
	Sumatra Island	93	15,24
	Kalimantan Island	67	10,98
	Sulawesi Island	60	9,84

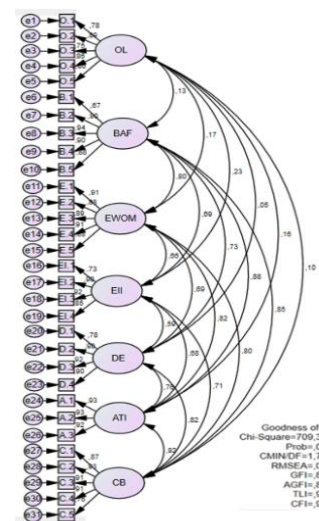
	Bali and Nusa Tenggara Islands	46	7,54
	Papua Island	32	5,25
Boycott Apps Use	No Thanks	442	72,46
	Boycott	136	22,30
	Boycot Dedektifi	32	5,24
Long Time Using Boycott Apps	1-3 mounth	412	67,54
	4-12 mounth	130	21,31
	≥ 1 years	68	11,15

Source : Data Processed (2025)

The demographic characteristics of respondents are summarized in Table 3. The sample is predominantly female, largely composed of working-age and highly educated individuals. Geographically, respondents are distributed across major islands, with the largest share from Java. Variation was also observed in the types of boycott applications used and the duration of boycott participation. Overall, the profile reflects broad and diverse engagement in boycott behavior among educated consumers.

#### 4.1.1 Measurement Model

The measurement model was assessed using CFA to establish validity and reliability. Standardized factor loadings exceeded 0.70 [58], and construct reliability (CR) values were above 0.70, confirming internal consistency [67], Convergent validity was supported by AVE values above 0.50, indicating that constructs captured substantial variance relative to measurement error. As shown in Figure 3, all indicators demonstrated satisfactory loadings within a unified SEM framework, and model fit indices met recommended thresholds. These results confirm that the measurement model provides a robust basis for subsequent structural analysis.



**Figure 2 Measurement Model**

### 4.1.2 Structural Model

After validating the measurement model, the structural model was estimated to test the hypothesized relationships. The analysis evaluated how opinion leaders, boycott application features, and eWOM shape clean buying behavior, incorporating multiple mediators—ethical information interpretation, discrete emotion, and attitude toward information. This framework allows a comprehensive assessment of the cognitive and affective pathways through which ethical information is processed and ultimately transformed into ethical purchasing behavior.

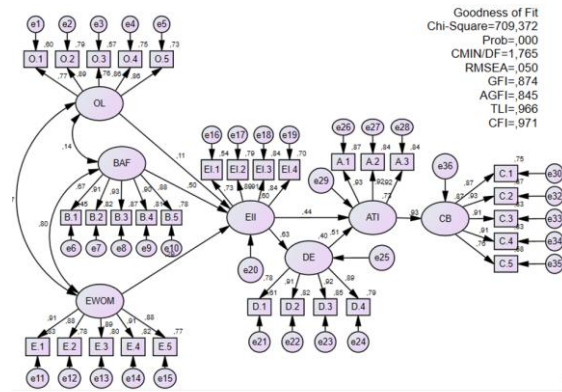


Figure 3 Structural Model

Source: Output of SEM AMOS, data processed, 2025; Total sample size = 610 CMIN/DF = 1.765; GFI = 0.874; AGFI = 0.845; RMSEA = 0.050; CFI = 0.971 Squared Multiple Correlations (Ethical Information Interpretation = 0.600; Discrete Emotion = 0.399; Attitude Towards Information = 0.731; Clean Buying = 0.873)

Tabel 4 Hypothesis Direct Effect

Hypothesis	Parh	B	S.E	C.R	P	Results
H1	OL → EII	0,071	0,028	2,503	0,012	Significant
H2	BAF → EII	0,429	0,069	6,244	0,000	Significant
H3	EWOM → EII	0,229	0,060	3,837	0,000	Significant
H4	EII → DE	0,759	0,075	10,120	0,000	Significant
H5	EII → ATI	0,530	0,066	8,085	0,000	Significant
H6	DE → ATI	0,516	0,051	10,155	0,000	Significant
H7	ATI → CB	0,856	0,040	21,252	0,000	Significant

Source: Data analysis using IBM SPSS AMOS, 2025

The next stage involved assessing the indirect effects among latent variables using the Sobel test. The Sobel procedure evaluates the significance of mediation by applying a z-test, calculated using the following formula:

$$z = \frac{ab}{\sqrt{(b^2SE_a^2) + (a^2SE_b^2)}}$$

Where:

a : regression coefficient of the independent variable on the mediating variable

b : regression coefficient of the mediating variable on the dependent variable

SEa : standard error of estimation of the effect of the independent variable on the mediating variable

SEb : standard error of estimation of the effect of the mediating variable on the dependent variable

Table 5 presents the results of the mediation analysis, reporting the significance of each indirect effect tested within the structural model.

Tabel 5 Hypothesis of Indirect Effect

Hypothesis	Parh	Sobel Test		Result
		t-statistic	p-value	
H8	OL → EII → DE	2.460	0,014	Significant
H9	BAF → EII → DE	5.297	0.000	Significant
H10	EWOM → EII → DE	3.571	0.000	Significant
H11	OL → EII → ATI	2.419	0,016	Significant
H12	BAF → EII → ATI	4.916	0.000	Significant
H13	EWOM → EII → ATI	3.447	0.001	Significant
H14	EII → DE → ATI	7,144	0.000	Significant
H15	EII → ATI → CB	7.518	0.000	Significant
H16	DE → ATI → CB	9.147	0.000	Significant

Source: Data analysis using IBM SPSS AMOS, 2025

Model fit was evaluated using multiple goodness-of-fit indices, including  $\chi^2/df$ , CFI, TLI, RMSEA, GFI, and AGFI. Following established thresholds [58]; [70], CFI and TLI values  $\geq 0.95$ , RMSEA  $\leq 0.08$ , and  $\chi^2/df \leq 3$  indicate strong fit, while GFI and AGFI values near 0.90 are considered acceptable. The results show that the model achieves excellent fit, with  $\chi^2/df = 1.765$ , RMSEA = 0.050, CFI = 0.971, and TLI = 0.966. Although GFI (0.874) and AGFI (0.845) fall within the marginal range, they remain acceptable given the model's complexity. Overall, the convergence of fit indices provides strong support for the model's empirical adequacy and theoretical coherence, confirming that the proposed cognitive–affective pathways in clean buying behavior are robustly represented.

## 4.2 Discussion

**Hypothesis One** confirms that opinion leaders exert a positive and significant effect on ethical information interpretation. Their influence operates through credibility, information simplification, and moral legitimacy, consistent with findings by [71], [72], and [73]. Nonetheless, the attitude–behavior gap noted by [2] suggests that opinion leader influence alone is insufficient to drive behavioral change.

**Hypothesis Two** shows that boycott application features produce the strongest positive effect on ethical information interpretation. High-quality features enhance information accessibility and clarity, aligning with the Technology Acceptance Model [28], [31] and prior evidence that contextualized and well-designed digital interfaces support consumer decision-making [74], [75].

**Hypothesis Three** demonstrates that eWOM boycott positively affects ethical information interpretation with a moderate effect. This underscores the role of social media in diffusing boycott-related information through interactive and networked communication. The result is consistent with evidence on eWOM credibility and message quality [35], [5], social ties [76], and digital collective sense-making [3].

**Hypothesis Four** shows that ethical information interpretation strongly enhances discrete emotions. This supports cognitive appraisal theory [18], indicating that emotions arise from meaning-making processes. Prior work confirms that understanding ethical consequences triggers affective reactions shaping consumption decisions [44], [19].

**Hypothesis Five** demonstrates that ethical information interpretation significantly strengthens attitudes toward information. This aligns with cognitive–evaluative models [77], [15], showing that deeper ethical comprehension generates more positive and enduring attitudes, consistent with findings in ethical consumption research [17].

**Hypothesis Six** reveals that discrete emotions positively shape attitudes toward information. Consistent with affect-based attitude theories [78] [79], emotional reactions enhance message evaluation and receptivity, especially for morally framed information [19].

**Hypothesis Seven** confirms that attitudes toward information strongly predict clean buying. This supports the Theory of Planned Behavior [56] and evidence that strong, accessible attitudes guide ethical purchasing decisions [80], [2].

**Hypothesis Eight** shows that ethical information interpretation mediates the effect of opinion leaders on discrete emotions. This follows social learning mechanisms [77], where opinion leaders facilitate cognitive appraisal processes that subsequently trigger emotional responses [27].

**Hypothesis Nine** demonstrates that ethical information interpretation mediates the effect of boycott application features on discrete emotions. Consistent with technology adoption literature [28], [31], well-designed features enhance understanding, which then elicits affective responses relevant to ethical consumption [4].

**Hypothesis Ten** shows that ethical information interpretation mediates the link between eWOM boycott and discrete emotions. This reflects digital social learning [5], [35], where shared narratives promote collective ethical understanding that generates emotional reactions [3].

**Hypothesis Eleven** indicates that ethical information interpretation mediates the effect of opinion leaders on attitudes toward information. This aligns with source credibility frameworks [24] emphasizing that trusted communicators enhance message processing, fostering stronger and more stable attitudes [15].

**Hypothesis Twelve** shows that ethical information interpretation mediates the relationship between boycott application features and attitudes toward information. This supports persuasive system design principles [81], where informative and transparent applications facilitate understanding that strengthens user attitudes [82].

**Hypothesis Thirteen** confirms that ethical information interpretation mediates the effect of eWOM boycott on attitudes toward information. This is consistent with elaboration models [15] showing that credible digital information only shapes attitudes once it is meaningfully processed [5].

**Hypothesis Fourteen** demonstrates that discrete emotions mediate the effect of ethical information interpretation on attitudes toward information. This supports affective mediation models [78], [44], showing that cognitive understanding activates emotional responses that subsequently strengthen attitudes toward ethical messages.

**Hypothesis Fifteen** shows that attitudes toward information mediate the effect of ethical information interpretation on clean buying. This follows core attitude–behavior theories [83], [56], indicating that ethical understanding drives behavior only after forming positive evaluative responses [2].

**Hypothesis Sixteen** confirms that attitudes toward information mediate the effect of discrete emotions on clean buying. This aligns with emotion–intention models [44], [84], showing that emotional reactions influence ethical behavior through stabilized attitudinal pathways [57].

### 4.3. Theoretical Contributions

This study provides three key theoretical contributions to the literature on ethical consumer behavior and digital-era boycott movements, addressing critical gaps in how consumers cognitively and affectively process ethical information across online environments.

#### 4.3.1. Development of Ethical Information Interpretation as a Novel Cognitive Mechanism

This study introduces Ethical Information Interpretation (EII) as a distinct cognitive mechanism that addresses a major theoretical gap in ethical consumption research. Although prior studies highlight the persistent attitude–behavior gap [2], they offer limited explanation of how consumers transform ethical information into meaningful cognitive structures that guide judgment and action. Existing frameworks—moral judgment [12], information processing theory [13], the ELM [15], cognitive appraisal theory [18], and sensemaking [16]—do not fully capture how consumers construct ethical meaning or how this process activates discrete moral emotions.

EII advances theory by articulating a four-dimensional interpretive process: (1) depth of processing, (2) ethical evaluation, (3) value congruence, and (4) credibility assessment. This mechanism is distinctive in its ethical focus, its ability to integrate multiple information sources, and its dual activation of cognitive and affective pathways—explaining why

identical boycott information produces divergent consumer responses.

Empirically, EII demonstrates strong psychometric validity ( $AVE = 0.839$ ;  $CR = 0.954$ ) and substantial explanatory power, accounting for 39.9% of the variance in discrete emotions and 73.1% in attitudes toward information. Mediation tests (H8–H13) further confirm that ethical interpretation—not simple information exposure—drives consumers’ emotional and attitudinal reactions to boycott-related content.

#### 4.3.2. Dual-Pathway Mechanism: Integrating Affective and Cognitive Routes

This study identifies a dual-pathway mechanism whereby Ethical Information Interpretation (EII) shapes consumer behavior through cognitive and affective processes. The affective route (EII → Discrete Emotion → Attitude Toward Information → Clean Buying) shows that moral emotions such as anger, guilt, and shame mediate the impact of EII on attitudes ( $\beta = 0.516$ ,  $p < 0.001$ ). Concurrently, the cognitive route confirms that EII directly informs evaluative judgments ( $\beta = 0.530$ ,  $p < 0.001$ ). Discrete emotions reinforce rather than compete with cognitive appraisal ( $t = 7.144$ ,  $p < 0.001$ ), and attitudes toward information strongly predict clean buying ( $\beta = 0.856$ ,  $R^2 = 0.873$ ). These results integrate affective and cognitive perspectives, explaining how ethical information translates into boycott-supportive behavior.

#### 4.3.4. Comparison of EII with Related Constructs

To delineate the unique contribution of Ethical Information Interpretation (EII), Table 5 presents a systematic comparison with conceptually related constructs in prior literature. This comparison highlights key distinctions in definitional focus, psychological mechanisms, and behavioral implications, thereby clarifying the specific theoretical gap that EII fills in explaining how consumers process ethically charged information.

**Table 6. Comparison of Ethical Information Interpretation with Related Constructs**

Construct	Core Focus	Theoretical Origin	Key Limitation in Ethical Consumption Context	How EII Differs
Moral Judgment [12], [14]	Evaluating right versus wrong after understanding moral situation	Moral development psychology	Focuses on evaluation stage; does not explain how consumers construct understanding from ambiguous or contradictory information	EII focuses on pre-evaluative meaning construction process; explains how consumers actively interpret complex ethical information before making moral judgments
Information Processing [13], [15]	General cognitive processing of information through	Cognitive psychology and	Generic framework not specific to ethical domain; does not capture unique	EII specifically addresses ethical information with moral content; incorporates value-connection and

Construct	Core Focus	Theoretical Origin	Key Limitation in Ethical Consumption Context	How EII Differs
	attention, comprehension, and elaboration	consumer behavior	moral dimensions, emotional intensity, and value-alignment processes	source credibility assessment unique to ethical contexts
Cognitive Appraisal [18]	Evaluation of situational meaning and personal relevance that generates emotions	Emotion theory	Too broad; does not specifically address multi-source information integration or ethical dimensions of consumer decision-making	EII is domain-specific to ethical consumption; operationalizes four distinct dimensions; explains simultaneous triggering of affective and cognitive pathways
Sensemaking [16]	Constructing meaning from ambiguous organizational situations	Organizational behavior	Does not explain discrete emotion generation or how meaning-construction triggers specific moral emotions with different action tendencies	EII demonstrates empirically how interpretation triggers specific discrete emotions (anger, guilt, shame, contempt) and shapes cognitive evaluations simultaneously
Moral Intensity [85]	Characteristics of ethical issues that make them more or less salient	Business ethics	Focuses on objective issue characteristics rather than individual cognitive interpretation processes	EII focuses on subjective interpretation processes; same objective information interpreted differently based on processing depth, values, and credibility assessments
Ethical Sensitivity [12]	Recognizing that ethical issues exist in a situation	Moral development	Focuses on recognition only; does not address deep processing, meaning construction, or integration from multiple sources	EII goes beyond recognition to explain deep processing, personal value connection, and construction of coherent understanding from multiple sources
Consumer Skepticism [86]	General tendency to disbelieve advertising claims	Advertising and persuasion	Generic disbelief not specific to ethical information; does not explain constructive interpretation processes	EII includes source credibility assessment but as one dimension within broader constructive interpretation process; explains how consumers build understanding, not just doubt claims
Elaboration Likelihood [15]	Central versus peripheral routes to persuasion	Persuasion theory	Describes processing routes but not specific mechanisms for ethical interpretation; does not address value-alignment or multi-source integration	EII operationalizes specific dimensions of ethical interpretation including personal value connection and integration across multiple simultaneous sources (opinion leaders, apps, eWOM)

## 4.4. Research Implication

### 4.4.1. Theoretical Implications

This study advances consumer behavior theory by explicitly identifying ethical interpretation as a central cognitive mechanism. It refines the Theory of Planned Behavior [56] by linking attitudes to interpretation rather than mere exposure, addressing the attitude–behavior gap. It extends the Elaboration Likelihood Model [15] by showing intertwined affective–cognitive processing in ethical contexts. Moral Development Theory [12], [14] is enriched through a pre-evaluative meaning-construction stage preceding moral judgment. The Technology Acceptance Model [28] is broadened

by demonstrating that technology enhances ethical cognition, while Social Learning Theory [77] emphasizes interpretation over imitation. Collectively, these contributions integrate multiple frameworks, positioning ethical interpretation as the cognitive bridge linking diverse information sources to dual affective–cognitive pathways that shape behavior.

### 4.4.2. Managerial Implications

In the digital marketplace, consumers actively interpret information from opinion leaders, platforms, and peer networks, rendering traditional message-control strategies less effective. The findings advocate an “interpretation facilitation” approach, where firms

enable deeper consumer understanding by providing layered, accessible information, clarifying ethical frameworks and value trade-offs, ensuring alignment with stakeholder values, and disclosing sources transparently. Effective communication engages both affective and cognitive pathways, addressing emotions while providing corrective actions. Transforming transparency from static CSR reporting into interactive interpretation platforms enhances credibility and aligns with how consumers process ethical information amid abundant digital content.

#### 4.4.3. Generalizability and Cultural Context

While this study provides strong empirical support for the role of Ethical Information Interpretation (EII) in explaining clean buying behavior, the findings should be interpreted within the specific cultural context in which the data were collected. The sample consists of Indonesian consumers, whose decision-making processes may be influenced by cultural characteristics such as collectivism, strong social norms, and relatively high levels of religiosity.

In particular, ethical consumption in Indonesia is often closely linked to moral and religious values, which may intensify consumers' sensitivity to ethical issues and strengthen the relationship between ethical interpretation and behavioral responses. The prominence of community-oriented values may also enhance the influence of opinion leaders and digital social interactions in shaping ethical consumption patterns.

Therefore, while the proposed model demonstrates strong explanatory power within this context, its applicability to other cultural settings—particularly more individualistic or less religious societies—should be approached with caution. Future research is encouraged to validate the model across different cultural and socio-economic environments to assess its generalizability and refine the theoretical framework.

#### 4.4.4. Limitations and Directions for Future Research

This study has several limitations. The cross-sectional design restricts causal inference, and self-reported measures may introduce social desirability and recall biases. The focus on convenience goods within Indonesia limits generalizability, as ethical interpretation may vary across product categories, cultures, and ethical domains. Unmeasured factors such as digital literacy, religiosity, and group dynamics, along with Indonesia's unique sociocultural context, may further constrain applicability. Future research should employ longitudinal or panel designs, incorporate behavioral data, and conduct cross-cultural or cross-category comparisons to enhance causal robustness and generalizability.

## 5. Conclusion

This study shows that digital boycott decisions arise not from mere information exposure but through Ethical Information Interpretation (EII), whereby consumers actively integrate inputs from applications, opinion leaders, and eWOM to form personalized ethical judgments. EII, conceptualized across four dimensions—information processing depth, ethical evaluation, value alignment, and source credibility—emerges as a robust predictor of clean buying, with boycott-app features exerting the strongest influence.

Findings confirm a dual-pathway mechanism: EII elicits discrete moral emotions (anger, guilt, contempt) while directly shaping attitudes toward information, demonstrating that affective and cognitive processes operate synergistically. Incorporating EII enhances explanatory power, clarifies divergent consumer responses, and helps narrow the attitude–behavior gap. Overall, the study advocates a shift from “information provision” to “interpretation facilitation” as a strategic foundation for ethical consumption management in the digital age.

## Declarations

### *Author Contributions*

#### **The following statements should be used:**

Conceptualization, A. and N.A.; methodology, A.; software, A.; validation, N.A., J.; formal analysis, A.; investigation, J.; resources, N.A.; data curation, A.; writing—original draft preparation, ALL AUTHORS.; writing—review and editing, A.; visualization, A.; supervision, N.A.; project administration, A.; funding acquisition, N.A. All authors have read and agreed to the published version of the manuscript.

### *Data Availability Statement*

Data was obtained from consumers of convenience goods products in Indonesia who are aware of the boycott issue and users of the boycott application.

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#### *Institutional Review Board Statement*

The study was conducted in accordance with the Declaration of Helsinki and approved by the review committee of Research Center of the Universitas Muhammadiyah Pontianak, Indonesia

#### *Conflicts of Interest*

The author declares that there is no conflict of interests regarding the publication of this manuscript.

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## Appendix

### Measurement Items

	Variable	Indicators	Item	Source
1	<i>Opinion Leader (X1)</i>	Dissemination of Ethical Information	Opinion leaders I actively follow disseminate information about boycott movements	[26]
		Education on Ethical Issues	Opinion leaders I follow explain the ethical or moral reasons behind boycott movements against certain products.	[25]

		Boycott Mobilization	Opinion leaders I follow actively encourage consumers to participate in boycott movements against unethical products.	[60]
		Alternative Recommendations	Opinion leaders I follow provide recommendations for alternative products free from ethical controversies	[8]
		Source Credibility and Influence	I consider recommendations from opinion leaders I follow in my purchasing decisions.	[61]
2	<b>Boycott Application Features (BAF) (X2)</b>	Ease of Use	The boycott application I use is easy to operate.	[87]
		Perceived Usefulness	I feel this boycott application provides real benefits in helping me make purchasing decisions aligned with my values.	[87]
		Information Quality	The information provided in this application is relevant to my needs regarding boycotts.	[29]
		User Satisfaction	I feel this boycott application has successfully met my needs as a consumer concerned about boycott issues.	[30]
		Trust	I feel I can trust the recommendations provided by this boycott application in making my purchasing decisions	[62]
3	<b>Electronic Word of Mouth Boycott (X3)</b>	Information Relevance	Information about boycotts that I read from fellow consumers on social media is relevant to my needs.	[32]
		Information Credibility	The experiences and opinions of other consumers about boycotts shared online feel authentic and reliable.	
		Information Accuracy	Boycott information circulating on online platforms is supported by clear evidence or sources.	
		Information Completeness	The boycott information I receive from online platforms covers various perspectives that help me understand the issue comprehensively.	
		Timeliness	I feel that information about boycott campaigns on digital platforms is shared at the right time to create maximum impact.	
4	<b>Discrete Emotion (DE) (M1)</b>	Shame	I feel ashamed when I realize that I am still using products targeted by boycotts.	[64]
		Anger	I feel angry when I learn that certain companies are involved in unethical business practices.	
		Disgust/Contempt	I feel disgusted when I learn that certain companies ignore ethical standards for profit.	
		Guilt	I feel guilty when I purchase products that support practices contrary to humanitarian values.	
5	<b>Ethical Information</b>	Depth of Information Processing	I take time to thoroughly understand information about the reasons behind boycotts of certain products.	[15]

	<b>Interpretation (EII) (M2)</b>	Ethical Evaluation	I evaluate whether the company practices reported are truly morally wrong.	[12]
		Connection to Personal Values	I relate boycott information to the humanitarian values I uphold.	[23]
		Source Credibility Assessment	I evaluate whether the sources of boycott information are trustworthy.	[24]
6	<b>Attitude Towards Information (ATI) (M3)</b>	Perception of Information Impact	I believe that the ethical information I receive has an important impact on my purchasing decisions.	[65]
		Perceived Economic Benefits	I believe that information about companies' ethical practices helps me make better purchasing decisions.	[66]
		Evaluation of Product Ethical Information	I value the availability of transparent information about the ethical aspects of a product.	[40]
7	<b>Clean Buying (CB) (Y)</b>	Intention to Avoid Boycotted Products	I intend not to purchase products listed in boycotts for ethical reasons.	[6]
		Alternative-Seeking Behavior	I prefer to buy products from brands I consider more ethical as substitutes for boycotted products.	[39]
		Support for Local Economy	I choose local products as substitutes for products listed in boycotts.	[8]
		Commitment to Ethical Purchasing	I am committed to purchasing only products free from ethical controversies.	[17]
		Willingness to Sacrifice	I am willing to pay a higher price for alternative products that align with my ethical values.	[41]