

The Impact of The Israeli Product Boycott on The International Economy, The Israeli Product Boycott Movement: Economic, Legal, and Ethical Perspectives

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Abstract

This study examines the impact of the Israeli–Palestinian conflict on the international economy through petitions to boycott Israeli products. The boycott movement refers to actions that refuse to purchase or use products made by Israeli companies or parties perceived as supporting Israel’s actions toward Palestinians. Using a descriptive qualitative method, this research analyzes case studies from developed and developing countries to identify the positive and negative impacts of the boycott. In developed countries such as China, boycotts influence investment patterns, leading to shifts in investment priorities toward sectors or countries considered more stable and less exposed to boycott risks. In developing countries such as Indonesia, boycotts negatively affect companies such as PT Unilever Tbk, resulting in declining sales, mass layoffs, and rising unemployment. However, boycotts also have positive effects. In developed countries, it encourages the use of domestic products, supports the growth of small and medium enterprises (SMEs), strengthens local economies, and creates job opportunities. In developing countries, the positive impacts include changes in consumption patterns and increased humanitarian solidarity.

Keywords: International Economy, Palestinian Legal Justice, Israel Boycott Petition

1. INTRODUCTION

The boycott movement on Israeli products is a phenomenon that has high exploitation, covering various aspects, especially economic and legal ones (McDowell, 2021). Boycott is an act of rejecting products, services, or goods that come from a certain group as a form of political and economic protest (Sari, Mizerski, & Liu, 2017). A boycott can be defined as a choice to purchase a particular product or service and can be considered a consumer reaction resulting from dissatisfaction with the values and actions of a company, group, region, or country (Li & Zhao, 2025). Therefore, before there is a boycott behavior, the intention of the boycott must first be fulfilled through several creditors, namely, anastomosis (hostility), boycott attitude, and usefulness of the boycott. An antecedent with a large contribution to boycott intention is the hostility felt by consumers towards the object of the boycott.

This was followed by the perception of the boycott’s usefulness or benefits and the intention to boycott. It is related to the morals, beliefs, and values that individuals have to engage in boycotts (Wong, Easley, & Tang, 2023). Highly idealistic individuals believe that ethical actions should always have positive consequences and that actions that cause harm to others are always wrong and reprehensible (Arli and Leo, 2017). On the other hand, people who are not idealistic are more pragmatic in their orientation because they consider that negative consequences are sometimes necessary to achieve greater well-being. The impact of the boycott movement can provide valuable insights into its effectiveness of the boycott movement as a tool for economic and legal change (Afego & Alagidede, 2021; Beck, 2019). Over time, the boycott movement has remained a matter of debate (Krugman, Obstfeld, & Melitz, 2018).

This explains that some people view the boycott as a small conspiracy to help the Palestinians by having indirect negative consequences for the Israeli regime (Utama, Simon, Nurlaela, & Arsyad, 2023). Therefore, studying consumer boycotts and the problems inherent in small agents, that is, the success of the boycott depends on the time, but the impact and motivation of each individual to join is relatively low, regarding the effectiveness of the boycott by targeting consumer goods, especially well-known branded export goods such as Japanese cars, and only having a temporary impact on semi-finished goods and capital goods. It also shows that the Chinese boycott depresses the stock

values of companies that exclusively boycott only temporarily. Nonviolent actions, such as boycotts, are quite effective in communicating disapproval of situations that increase nonviolent support. In all cases, it can be seen that the boycott is highly dependent on consumer participation (Mulyantini, Surbakti, Maulana, & Wibawaningsih, 2025; Nuraini, Muzakir, Ponirin, & Buntuang, 2025).

In the highest condition is in the form of conditions where conflicts between humanity that occur in the countries of Palestine and Israel which for the legal side are crimes against humanity by using chemical weapons in armed conflicts and how normative law enforcement studies by bringing the method of literature study closer (N. Soraya, Muhammad, & Ladiqi, 2024). It uses normative laws that focus on anti-goods from the state of Israel with a prescriptive nature (prescriptive research). The approaches used are in the form of a statutory, conceptual, and case approach (Commeey, Kokt, & Hattingh, 2020; Hassan, Shiu, & Shaw, 2016). The legal materials used were obtained from this research in the form of focusing on the International Human Rights Law UDHR (Universal Declaration of Human Rights), which came from the legal materials used were primary and secondary legal materials (Quddus, Astuti, & Nufitasari, 2025). The primary legal materials referenced include the 1868 St. Petersburg Declaration, the 1899 Hague Convention, the 1977 Geneva Convention, the 1998 Rome Statute, and the 1993 Chemical Weapons Convention. Secondary legal materials are obtained from relevant books, articles, and scientific publications.

The use of chemical weapons is clearly prohibited in world wars by the humanitarian law of the St. Petersburg Declaration of 1868 and the Hague Convention of 1899, which includes chemical weapons as a method of war in the form of tools or objects that contain chemical compounds, if used, can cause instant killing and injury to the opponent and cause many injuries that are difficult to treat and often can cause victims with permanent disabilities (Lumbantobing & Sadalia, 2021).

2. LITERATURE REVIEW

The second Palestinian resistance occurred on September 28, 2000. At that time, the leader of Israel's opposition Likud Party, Ariel Sharon, made a provocative visit to the Al Aqsa Mosque complex. There were clashes that killed five Palestinians and injured over 200 over two days. In addition, it expanded armed rebellion. Since then, Israel has been known to conduct prolonged military attacks in Gaza. Namely in 2008, 2012, 2014 and 2021. This has left many Palestinians, including children, dead. In addition, it destroyed thousands of homes, schools, and office buildings.

The military conflict that occurred in the Israeli-Palestinian state occurred in the 19th and 21st centuries (Ezugwu, 2023). Many peace efforts have been made, but a common ground for the conflict has not been found. Peace negotiation efforts include the 1991 Madrid Conference, the Annapolis Conference, the Camp David Peace Agreement, the Oslo and Oslo 2 Accords, the Hebron Protocol, the Sharm El Sheikh Memorandum, the 2000 Camp David Meeting, the Taba Meeting, and the Peace Path Map.

According to Thiessen and Darweish (2018) and Fadliah (2024), the imbalance in war equipment experienced by Palestinians resulted in defeat. In addition, there is another factor behind the defeat on the Palestinian side, namely the lack of unity of Palestinian fighter groups to fight the Israeli side. Meanwhile, according to Almuzammil Yusuf, this defeat was due to the attitude and support of the British in approving the Balfour Declaration in 1917 and their determination to adopt policies that supported Israel in its efforts to control the Palestinian territories and counter the Palestinian rebellion that hindered Israel's efforts (Samarskaia, 2020). As a result of this defeat, most Palestinian territory was controlled by Israelis. This reality does not disappoint Palestinians because they believe that the struggle will continue until the Israeli side withdraws from the Palestinian territories. The means used are war and negotiation. One way to resolve conflicts is through war. The first Palestinian-Israeli war broke out in 1948 and continued in 1957, 1963, 1967, 1973, 1982, 1993, 2002, 2003, and 2013 to 2021. Negotiation is another way to resolve conflicts. Negotiations continue to be pursued by both parties, as this has resulted in many casualties.

According to Utami, Wianto, and Surasmi (2025), profitability is an indicator that shows the ability of a company or business entity to generate profits from its operational activities in dealing with a decline in consumer purchasing power in the Palestinian product boycott petition. This measure reflects the effectiveness of a company in obtaining net profits through the sale of goods or

services. Profitability is usually analyzed using several ratios, such as the ratio of net income to sales, assets, and equity. In the realm of finance and the stock market, trading volume refers to the total number of stocks or financial contracts traded in a given period (D. Soraya, Vidiati, Selasi, & Pratama, 2023). This indicator depicts the level of market activity and reflects investors' interest and engagement. Trading volume is usually calculated in units of shares or contracts and recorded on the trading platform or the transaction sheet. Meanwhile, stock price volatility refers to the magnitude of changes in stock prices over a certain period of time (Supeni, Amin, & Azizah, 2025).

3. RESEARCH METHODOLOGY

The descriptive qualitative research method is a research approach that aims to describe a phenomenon or event in detail and depth without manipulating variables (Bazen, Barg, & Takeshita, 2021; Pali, Hidayah, & Parmono, 2024). The results of this study are in the form of narrative descriptions that are rich in information and provide a deep understanding of the phenomenon being studied. This study uses a descriptive event study method, which is a research method used to measure the impact of a certain event on economic or financial variables. The results of the analysis will then be described in depth by the researcher to answer the research objectives of this study. This study used secondary data. Secondary data refers to information that has been collected by other parties in the past and can be used by researchers or other individuals for specific purposes (Olabode, Olateju, & Bakare, 2019). These data were not collected directly by the researchers who used the data. Instead, secondary data already exist and can come from various sources, including government agencies, nongovernmental organizations, companies, scientific literature, or other sources.

4. RESULTS AND DISCUSSION

PT Unilever Indonesia began operations in 1933, long before it became a public company whose shares could be purchased by the public. An important transformation occurred in 1971 when the company officially listed its shares on the Jakarta Stock Exchange, now known as the Indonesia Stock Exchange. Since then, Unilever has continued to grow rapidly and has become one of the major players in the daily necessities industry. The company has a diverse product line, including food and beverages, personal care products, body hygiene, and household appliances. Various popular brands that are often encountered in the Indonesian market are under the auspices of Unilever, such as Lifebuoy, Sunsilk, Dove, Pepsodent, Rinso, Wall's, and many other well-known brands. Unilever's presence in the lives of the Indonesian people is very strong because its products are used almost every day by various circles. With a wide market reach and global reputation, Unilever continues to be an influential company in the national consumer sector.

4.1 The Positive Impact of Boycotts on Developed Countries: A Case Study in China.

From an international economic perspective, the boycott movement against products or companies that have ties to Israel has far-reaching consequences for various countries worldwide (Wang, Hao, Wang, & Moon, 2025). The impact is felt not only by countries that are in direct contact with Israel but also by developed and developing countries that are part of the global trade network. This boycott is not just a collective action of consumers but a global phenomenon that is closely related to the geopolitical dynamics, international morals, and ethical pressures that are developing in the world community. Because of its transnational nature, this movement can create a chain effect that affects trade flows, investment policies, diplomatic relations, and consumption patterns of the global community.

For developed countries like China, which have strong economic structures, large production capacities, and strategic positions in international supply chains, the impact of a boycott could be twofold. On the one hand, China has the potential to gain as many countries or consumers turn to alternative products that are not related to Israel. This can open up new export opportunities for China, expand the market, and increase economic turnover in various industrial sectors that are its mainstays. However, China could also face negative impacts, especially if companies operating in its territory have trade or investment relationships with global companies affiliated with Israel. In addition, geopolitical tensions due to rising pro-Palestinian and pro-Israel sentiments in various parts

of the world can affect international trade stability, logistics costs, and investor confidence. In other words, developed countries, such as China, are in a position to balance economic interests, foreign policy, and global market dynamics to remain competitive while being responsive to evolving international issues.

4.1.1 Growth of Local Products in The Midst of Boycott Action

One of the most visible positive impacts of the boycott movement on Israeli-affiliated products is increased public attention and support for local products. When consumers in developed countries decide to stop using certain imported goods, they naturally start looking for domestically produced alternatives. This shift in preferences not only impacts changing consumption patterns but also opens up a wider space for local business actors to develop and strengthen their position in the domestic market.

This situation creates significant growth opportunities for the domestic industry. Increasing market demand encourages local producers to increase their production capacity, improve the quality of their goods, and expand the variety of products offered. This condition can ultimately trigger the creation of healthy competition between local business actors, which has a positive impact on innovation and efficiency in the national industry. In the long run, increased consumption of local products can make a major contribution to the economy of the region. Domestic industries have the potential to expand their distribution networks, gain more stable profits, and increase their bargaining power in the global market.

This growth also encourages the opening of new job opportunities in the production, distribution, and marketing sectors, thus having a chain effect on improving people's welfare. In addition, the increased dependence on local products has strengthened the domestic economic structure and reduced dependence on imported products. With a growing local business ecosystem, countries can build stronger economic independence and resilience to often uncertain global economic dynamics. Thus, the boycott action indirectly plays a role as a driver of progress for local industries and national economic stability.

4.1.2 Shifting Consumer Priorities in Choosing Products

The growing global boycott movement has also led to significant changes in consumer behavior patterns, especially in developed countries. Consumers no longer focus only on basic factors such as affordable prices, quality of goods, or product usability. Today, purchasing decisions are increasingly influenced by non-material aspects, especially moral and ethical values and the socio-political impact inherent in a product. This shows that consumers have moved from a completely pragmatic orientation to a more critical and conscious mindset regarding global issues.

In the process of selecting products, consumers begin to search the company's background, finding out if the manufacturer has any involvement in activities that violate human values or are related to geopolitical conflicts. They increasingly consider whether the products they purchase support ethical business practices, are environmentally friendly, and do not engage in actions that are contrary to the principles of social justice. This new awareness makes consumers more careful and reflective before making decisions, so that every purchase choice carries a broader meaning than just getting the items they need. This shift puts great pressure on large companies and global brands to operate more transparently. Companies are required to disclose information related to supply chains, production practices, and internal policies related to social responsibilities.

4.1.3 Increasing Social and Political Awareness of The Community

Another social impact of the boycott is the increase in people's collective awareness of global issues. This action encourages the public to better understand the background of the conflict, seek credible information, and discuss the socio-political aspects of products or business entities. Societies are no longer passive towards international conflicts but rather take an active role as agents of change through economic measures such as boycotts. This process raises public awareness of the importance of global solidarity and social justice and forms strong public opinion in suppressing those involved in human rights violations.

As the country with the world's second-largest economic power and a very significant role in international trade flows, China holds a very strategic position in the context of the global economy. China's position on the boycott of Israeli-affiliated products is interesting to analyze because of the complexity of its trade, political, and investment relations. Unlike developing countries, which may only be affected by limited levels of consumption and exports, the impact on China is much broader, encompassing a wide range of important sectors and strategic international relations. China has been known to have quite intensive economic involvement with Israel, both in terms of trade in goods and services and in the form of cross-sectoral investment, including in technology, defense, and industrial innovation.

Therefore, as a wave of boycott action begins to spread globally in protest against Israel's actions in the conflict with the Palestinians, China cannot be completely detached from the economic and political consequences that may arise from such dynamics. The impact felt by China due to this boycott is not limited to a decrease in bilateral trade volume or a potential decline in exports and imports of certain products. Furthermore, the effect also touches the diplomatic sector, where China must carefully navigate its position on the geopolitical stage to avoid damaging its image as a neutral country that upholds global stability and humanity. In addition, the investment world is one of the affected sectors.

The capital relationship between Chinese and Israeli companies could come under pressure if international market perceptions consider such investments contrary to global moral and ethical values. China's international relations were also tested in this situation. China must balance its economic interests with Israel and the pressure from other countries, international organizations, and the global community that demands a firm stance on human rights abuses. A massive boycott could put China in a dilemma, where the decision taken will affect its bilateral relations and global reputation. Thus, the impact of the boycott of Israeli products on China includes various interconnected aspects: domestic economic stability, continuity of foreign investment, international reputation, and diplomatic credibility in handling global issues. China's strategic position in the midst of global dynamics makes it necessary to take calculated steps and consider not only economic advantages but also social, political, and ethical aspects in each of its foreign policies.

4.1.4 Dynamics of Bilateral Trade Relations

China has close trade relations with Israel, especially in technology, defense, and industrial innovation. Global boycotts could affect this bilateral relationship, especially if there is pressure from global consumers on products that involve cooperation with Israeli companies. These tensions can lead to a review of trade deals, import restrictions, or even cancellation of cooperation. In this context, China needs to consider the balance between its economic interests and the diplomatic pressure that may arise from other countries or the international community.

4.2 The Negative Impact of Boycotts on Developed Countries: A Case Study on China

As the world's second-largest economic power and an active participant in global trade networks, China has not escaped the negative impact of boycotts on products and companies that are affiliated with or perceived to support Israel. Although boycotts are often driven by political motives and humanitarian solidarity, the economic consequences can be far-reaching and complex, especially for developed countries like China that have many cross-border business interests (Santosa, 2024; Yu, McManus, Yen, & Li, 2020). Here are some of the negative impacts that can be felt directly or indirectly by China as a result of the global boycott.

4.2.1 Significant Decline in Product Sales

One of the earliest and most significant economic impacts that emerged as a result of the boycott was a decrease in the volume of sales of goods and services related to the entities targeted by the boycott. In this context, both products that come directly from Israel and products from multinational companies, including companies from China, which are known to have trade or investment ties with Israel, can experience a drastic decrease in demand due to the boycott. This decline in sales affects not only the companies directly involved but also distributors, logistics partners, and other supply

chains that support the product's marketing systems in various countries. For China, which produces many goods for the global market, this pressure can spread to the manufacturing, technology, and retail industry sectors.

4.2.2 Financial Losses Suffered by Related Companies

The decline in sales directly contributes to a decline in the company's revenue. If this situation persists for a long period, companies with direct or indirect links to Israel or controversial projects could face significant financial losses. These losses can include operating costs that are not covered by revenues, excess stock, and lost market. In certain situations, companies may be forced to reduce their workforce, drastically reduce production efficiency, and face bankruptcy threats. In China, where many companies are connected to global trade networks, this impact could create a domino effect on the economic stability of certain sectors, such as technology, automotive, and logistics.

4.2.3 Disruptions to International Supply Chains

The international supply chain, which is heavily dependent on global connectivity, is one of the sectors most vulnerable to the impact of the boycott. When the boycotted products involve components from Israel or companies that cooperate with Israeli entities, production activities in other countries, including China, can be disrupted. China, the world's manufacturing hub, will face logistical challenges in obtaining certain raw materials or selling finished products if some components are supplied from the boycott targets. This kind of disruption not only causes production delays but can also increase logistics costs and decrease operational efficiency, as well as force companies to look for more expensive or less optimal supply alternatives.

4.2.4 Shifts Pattern Public Consumption

Boycotts indirectly trigger changes in consumer preferences and behaviors. Many global consumers are beginning to realize the origins of products and consider ethical and geopolitical aspects in their purchasing decisions. Consequently, the demand for products associated with Israel or companies that cooperate with the country decreased. Instead, consumers tend to turn to local products, products from neutral countries, or brands that are not involved in the conflict. For China, this change in consumption patterns can impact the sales performance of Chinese brands that operate internationally or have trade cooperation with Israel, as well as force companies.

4.3 Positive Impact of Developing Countries: Country Case Studies Indonesia

The boycott of Israeli-affiliated products not only has a global impact but also has a complex range of influences in developing countries, both positive and negative (Zejjari & Benhayoun, 2025). Developing countries, such as Indonesia, are experiencing the various implications of this movement, which is not only limited to economic aspects but also encompasses the social dimension, labor, and consumption patterns of society.

4.3.1 Increased Opportunities for Entrepreneurship Micro, Small, and Medium (MSMEs)

One of the most prominent positive impacts of the boycott is the opening of great opportunities for Micro, Small, and Medium Enterprises (MSMEs) in the country. As consumers began to abandon imported products from large companies affiliated with Israel, the demand for local products has increased. This creates a gap for MSMEs to expand their market, increase their competitiveness, and develop their businesses sustainably. Amidst the reduced dominance of foreign products, MSMEs have more room to grow, develop innovation, and strengthen their position in the domestic market. In addition, the growth of MSMEs can create new jobs and increase the income of local communities.

4.3.2 Shift in consumption patterns towards local products

The boycott movement also indirectly encourages changes in consumption patterns. Consumers are becoming more aware and selective in choosing products and show a tendency to love and support domestically made products. These changes support the creation of a more independent economy, reduce dependence on imported products, and increase the competitiveness of local products in the

national market. In addition, consumption patterns that are more oriented towards domestic products have a positive chain effect on the growth of the local industrial, distribution, and logistics sectors

4.3.3 Increasing Social Solidarity and Humanitarian Awareness

Boycotting is not only an economic action but also a tangible manifestation of the community's social solidarity on humanitarian issues, especially in the context of the Israeli-Palestinian conflict. Many societies in developing countries show concern and empathy for the plight of the Palestinian people and use boycotts as a form of moral and social pressure on companies or countries involved in human rights violations. This movement shows that people are increasingly aware of their collective power to influence global policies and practices, as well as increasing social awareness in the fight for justice and humanity at the international level.

4.3 The Negative Impact of the Boycott of Developing Countries Case Study of the State of Indonesia

4.3.1 Decline in Company Sales and Losses

Boycotts of products associated with or perceived to have ties to Israel can significantly impact sales volumes. Consumers who support boycott movements tend to switch to alternative products that are considered more ethical or neutral. As a result, product sales from companies involved or affiliated with Israel have decreased drastically. This condition ultimately causes the company to suffer considerable financial losses, which not only affects short-term revenues but also has the potential to disrupt financial stability and long-term business continuity. A large-scale decline in sales also affects the brand image and investor trust in the company.

4.3.2 Potential Termination

If the downward trend in sales continues for a long period without improvement, the affected company may have no other option but to improve cost efficiency. One of the steps often taken under these conditions is to reduce the scale of production. This operational efficiency can reduce the number of workers required. In a more severe scenario, companies may conduct mass layoffs. Consequently, many employees lose their primary source of income, contributing to the rising unemployment rate. This situation not only impacts individuals who lose their jobs but also puts additional pressure on the national economy as a whole.

4.3.3 Supply Chain Disruptions

In addition to having a direct impact on the boycotted companies, the boycott can also have further effects on the supply chain. The products that are boycotted are often not only final consumer goods but also serve as raw materials or important components in other industrial production processes in the country. When these products are no longer widely available or are available in limited quantities due to trade terminations, there will be obstacles in the production process of the industrial sector that depends on these materials. This disruption can cause production delays, increased operational costs, and losses in the manufacturing and distribution sectors. The domino effect of this supply chain disruption can also have a wider impact on the national economic stability.

4.3.4 Decrease in Investment

In addition to causing direct losses for companies, boycotts can also reduce the attractiveness of investments both domestically and abroad. Political uncertainty and social pressures due to geopolitical issues, such as the Israeli-Palestinian conflict, have made investors more cautious. They tend to shift capital to countries or sectors that are considered more stable and safe. This decrease in investment has implications for business expansion, technology development, and the creation of new jobs. In the long term, this condition can hinder economic growth and reduce Indonesia's global competitiveness.

5. CONCLUSION

The conflict between Palestine and Israel is still ongoing with high intensity and has caused concern and anger in various circles of the international community. One of the things that has been in the spotlight is Israel's alleged use of biological weapons in warfare, something that is expressly prohibited by international law through the Biological Weapons Convention (BWC), which has been in force since 1975. Unfortunately, despite strong evidence of such violations. The United Nations (UN) has not shown a firm response or imposed sanctions on Israel. The boycott of products affiliated with Israel has had a wide and diverse impact on various countries, both developed and developing. From the perspective of developed countries such as China, this boycott creates a two-way economic dynamic. On the one hand, China is gaining new opportunities through increasing demand for alternative products that have no ties to Israel, thus expanding the market for its domestic industries. But on the other hand, China's involvement in global supply chains has also made the country face challenges, especially when international trade relations are disrupted due to geopolitical tensions and increasing consumer sensitivity to ethical and humanitarian issues.

Meanwhile, for developing countries such as Indonesia, boycott actions are important to strengthen the position of local products. Changes in consumer behavior, such as a preference for domestic goods, encourage the growth of local industries, increase the competitiveness of MSMEs, and open up new job opportunities. In addition, increasing public awareness of the moral and ethical aspects of consumption encourages business actors to develop more innovative, quality, and sustainability-oriented products. Overall, this boycott movement shows that the consumption decisions of global societies are no longer determined only by economic factors but also by human values and social justice. Both developed and developing countries are affected, albeit with different intensities. The boycott is also proof that modern consumer behavior has great power in influencing the direction of international trade, pressuring global companies to be more transparent, and encouraging economic independence by strengthening domestic products. Thus, the boycott movement is not only a moral solidarity but also an economic instrument that can shape the global economic map more broadly.

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