Ethical consumerism and boycott movements in Morocco : Analyzing the Starbucks case.

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Abstract :

The boycott of Starbucks, in the current context of the Israeli-Palestinian conflict, highlights the intersection of geopolitical issues, consumer responsibility, and corporate accountability. This boycott, which falls within the broader framework of the Boycott, Divestment, and Sanctions (BDS) movement, targets Starbucks due to allegations of associations with Israeli policies. Despite the company's denials of any involvement, this movement symbolizes international solidarity with the Palestinian cause.

The analysis explores the economic, social, and political dimensions of this boycott, with a focus on its impact in Morocco. The Moroccan context reflects increased consumer awareness, changes in purchasing habits, and a strengthened collective identity around ethical consumerism. Additionally, this mobilization has led Starbucks to reassess its business strategies and respond to consumer concerns.

Key consequences include reputational risks for Starbucks, economic effects on franchisees, and a broader debate on corporate responsibility in conflict zones. By analyzing the motivations, amplification through social media, and the symbolic significance of consumer activism, this study highlights the power of collective action to influence multinational corporations and promote social justice agendas on a global scale.

This article aims to illustrate the evolving role of consumers in geopolitical conflicts and how their choices influence corporate strategies. It sheds light on the growing impact of boycott movements as tools of economic and political pressure, as well as their effect on consumers' emotional intelligence. Finally, it raises questions about the sustainability of such social actions (CSR) and their long-term effects.

Keywords : Israeli-Palestinian conflict - Starbucks boycott - Boycott, divestment and sanctions (BDS) - Consumer activism - Corporate responsibility - Ethical consumerism

Résumé :

Le boycott de Starbucks, dans le contexte actuel du conflit israélo-palestinien, met en lumière l'intersection entre les enjeux géopolitiques, la responsabilité des consommateurs et la redevabilité des entreprises. Ce boycott, qui s'inscrit dans le cadre plus large du mouvement de Boycott, Désinvestissement et Sanctions (BDS), cible Starbucks en raison d'allégations d'associations avec les politiques israéliennes. Malgré les démentis de l'entreprise quant à son implication, ce mouvement symbolise une solidarité internationale avec la cause palestinienne. L'analyse explore les dimensions économiques, sociales et politiques de ce boycott, en mettant l'accent sur son impact au Maroc. Le contexte marocain illustre une sensibilisation accrue des consommateurs, des changements dans les habitudes d'achat et une identité collective renforcée autour du consumérisme éthique. De plus, cette mobilisation a conduit Starbucks à réévaluer ses stratégies d'entreprise et à répondre aux préoccupations des consommateurs.

Parmi les conséquences clés figurent les risques pour la réputation de Starbucks, les effets économiques sur les franchisés et un débat élargi sur la responsabilité des entreprises dans les zones de conflit. En analysant les motivations, l'amplification par les médias sociaux et la portée symbolique de l'activisme des consommateurs, cette étude met en évidence le pouvoir de l'action collective pour influencer les multinationales et promouvoir des agendas de justice sociale à l'échelle mondiale.

Cet article vise à illustrer l'évolution du rôle des consommateurs dans les conflits géopolitiques et la manière dont leurs choix influencent les stratégies des entreprises. Il met en lumière l'influence croissante des mouvements de boycott en tant qu'outils de pression économique et politique, mais aussi leur impact sur l'intelligence émotionnelle des consommateurs. Enfin, il soulève des questions sur la durabilité de ces actions sociales (RSE) et leurs effets à long terme.

Mots clés: Conflit israélo-palestinien - Boycott de Starbucks - Boycott, désinvestissement et sanctions (BDS) - Activisme des consommateurs - Responsabilité des entreprises - Consommation éthique

Introduction: :

The Israeli-Palestinian conflict, ongoing for over 76 years since the establishment of the State of Israel on May 14, 1948, remains one of the most complex and protracted confrontations in modern history. Rooted in territorial, identity, religious, and human rights tensions, its origins can be traced back to the British Mandate over Palestine, a period when divisions between Jewish and Arab communities began to intensify. The declaration of Israel's independence in 1948 marked a pivotal moment, sparking the first Arab-Israeli war and leading to the displacement of hundreds of thousands of Palestinians—an event commonly referred to as the Nakba ("catastrophe") in Palestinian discourse. Since then, regions such as the West Bank, East Jerusalem, and Gaza have become major points of contention, with Israel occupying these territories after the 1967 war while Palestinians claim them for a future independent state.

Recent developments have further escalated tensions. In October 2023, a surprise attack by Hamas resulted in significant loss of life, including hundreds of Israeli civilians and security personnel, and led to the taking of hostages. In response, Israel launched a military operation in Gaza on October 27, resulting in widespread casualties among the local population. Estimates indicate that thousands of civilians, on both sides, have been directly impacted by the violence. Meanwhile, the West Bank has also witnessed rising tensions and confrontations, contributing to the worsening humanitarian situation.

Beyond the immediate human cost, the conflict has had far-reaching political, economic, and social repercussions, extending beyond the region's borders. Internationally, boycott movements have emerged targeting businesses perceived as being involved in the conflict. Among these, Starbucks has been a prominent focus of protests, reflecting the growing trend of consumer activism in response to geopolitical crises. These boycotts, while symbolic, have led to significant financial losses for some companies, underscoring the power of global civil society to influence markets in reaction to political and humanitarian events.

Literature review:

1. History of the Israeli-Palestinian conflict::

The Israeli-Palestinian conflict, one of the most prolonged and complex disputes in modern history, has its roots in the late 19th century with the rise of Zionism and Arab nationalism under Ottoman rule. Tensions escalated during the British Mandate over Palestine, particularly after the 1917 Balfour Declaration, which supported a Jewish homeland. The 1947 United Nations Partition Plan, proposing separate Jewish and Arab states, was accepted by Jewish leaders but rejected by Arabs, leading to the 1948 creation of Israel and the first Arab-Israeli war. This conflict displaced over 750,000 Palestinians, an event known as the Nakba ("catastrophe"). The 1967 Six-Day War further intensified hostilities, as Israel occupied the West Bank, East Jerusalem, Gaza, and other territories, becoming a focal point for Palestinian demands for statehood.

Despite peace efforts such as the Oslo Accords, critical issues like borders, refugee rights, and the status of Jerusalem remain unresolved. The conflict persists as a significant geopolitical challenge, influencing regional dynamics and international relations. Recent developments, including the Abraham Accords and recurrent violence in Gaza and the West Bank, underline the enduring complexity of achieving peace. This protracted dispute continues to impact millions, reflecting deeply rooted historical grievances and contested national identities.

1.1. Origins and development of the Israeli-Palestinian conflict:

The Israeli-Palestinian conflict traces its origins to the late 19th century, with rising nationalist tensions between Jews and Arabs in Palestine, fueled by the Zionist movement advocating for a Jewish homeland. Following the Ottoman Empire's decline, the 1917 Balfour Declaration and British control in 1920 intensified divisions. The 1947 UN Partition Plan, accepted by Jewish leaders but rejected by Arabs, led to the creation of Israel in 1948 and the first Arab-Israeli war, resulting in large-scale displacement of Palestinians. Subsequent events, such as the 1967 Six-Day War, saw Israel occupy key territories, further exacerbating tensions.

The following decades featured significant conflicts, including the Yom Kippur War (1973) and Palestinian uprisings, such as the Intifadas (1987-1993, 2000-2005), underscoring frustration with the lack of a political resolution. More recently, violent escalations, including the Gaza conflicts (2008, 2014), have heightened civilian suffering, while the 2020 Abraham Accords normalized relations between Israel and some Arab states without resolving critical issues like borders, refugees, and Jerusalem's status. These unresolved matters continue to fuel one of the most protracted disputes in modern history.

1.2. Current repercussions::

The Israeli-Palestinian conflict has profound repercussions at local, regional, and international levels. Humanitarianly, Palestinians in Gaza face severe hardships due to an ongoing blockade, recurring violence, and critical shortages of basic necessities, while the West Bank is marked by movement restrictions and settlement expansions. These conditions exacerbate poverty, psychological trauma, and tensions. Internationally, the conflict polarizes diplomatic relations, with Arab nations broadly supporting the Palestinian cause, while Israel normalizes ties with some states through agreements like the Abraham Accords. Despite numerous peace efforts, progress remains limited, and initiatives like the Boycott, Divestment, and Sanctions (BDS) movement highlight global divisions over Israeli policies.

The conflict also has significant economic and socio-cultural impacts. The Palestinian economy struggles under restrictions, with high unemployment and poverty, while Israel faces increased security costs and periodic hits to tourism and business confidence. Culturally, the conflict reinforces nationalist narratives and communal mistrust, fueled by biased education and media on both sides. Regionally, it destabilizes the Middle East, influencing dynamics in Jordan, Lebanon, and Syria, and intensifying tensions between Iran and moderate Arab states. Fundamental issues such as borders, Jerusalem, and refugee rights remain unresolved, hindering prospects for lasting peace.

1.3. Political and humanitarian situation in Palestine:

The political and humanitarian situation in Palestine is defined by significant challenges, driven by internal divisions and persistent tensions with Israel. Politically, leadership fragmentation persists, with Fatah governing the West Bank under Mahmoud Abbas and Hamas controlling Gaza since 2007. This division hampers the formulation of a unified national policy and has led to stalled national elections, diminishing public trust in governance. In the West Bank, the Palestinian Authority manages limited civil and security affairs but faces criticism for alleged corruption, while Gaza remains under Hamas' strict control amid ongoing tensions and the effects of the Israeli blockade.

Humanitarian conditions are dire, particularly in Gaza, where blockades restrict access to essential goods, including water, electricity, and medical care, leading to widespread poverty. The healthcare and education systems are severely under-resourced, with frequent disruptions due to conflict. In the West Bank, movement restrictions and settlement expansions further exacerbate daily challenges for Palestinians, while recurring clashes intensify violence. For Palestinian refugees within and beyond the territories, conditions remain precarious, with

limited access to stable resources or opportunities, underscoring the urgent need for solutions to these intertwined political and humanitarian crises.

1.4. Recent developments (2015–2024) :

Recent developments in the Israeli-Palestinian conflict (2015–2024) reflect escalating violence, geopolitical shifts, and worsening humanitarian conditions. Notable escalations in Gaza during May 2021 and October 2023 involved airstrikes and rocket attacks, leading to severe humanitarian crises. Advanced technologies, including drones and cyber warfare, played an increasing role in these conflicts. Geopolitically, the 2020 Abraham Accords normalized Israel's relations with countries like the UAE, Bahrain, and Morocco, marking a realignment in the region but excluding Palestinian representation and leaving core issues unresolved. Meanwhile, proxy conflicts involving Iran-backed groups such as Hezbollah and Hamas intensified regional instability.

Domestically, Israel faced significant internal challenges with judicial reforms sparking widespread protests in 2023–2024. In Palestine, the Palestinian Authority (PA) continued to struggle with internal legitimacy, while Hamas maintained control over Gaza. Humanitarian crises remain acute, particularly in Gaza, where over 2 million residents endure a blockade, and 80% of the population depends on aid. Settlement expansions in the West Bank exacerbate tensions, with over 500,000 settlers now present. Global responses, including the BDS movement, have gained momentum but face criticism for alleged anti-Semitism. The Palestinian economy remains fragile, while Israel's economy experiences periodic disruptions due to security concerns. As of 2024, achieving sustainable peace requires addressing core issues such as borders, Jerusalem, refugee rights, and dire humanitarian conditions.

2. The Starbucks boycott amid the Israel-Palestine war :

The ongoing Israel-Palestine conflict has sparked various global responses, including consumer boycotts, which have emerged as a significant form of protest. Among the brands targeted, Starbucks has become a prominent focus due to allegations of corporate complicity or symbolic representation. Although Starbucks denies any direct involvement in the conflict, its global visibility and historical associations have placed it at the center of these actions, highlighting the intersection of geopolitical issues, consumer responsibility, and corporate accountability.

This boycott, part of broader campaigns like Boycott, Divestment, and Sanctions (BDS), aims to pressure companies perceived to support Israeli policies in Palestinian territories. It underscores the power of consumer activism in addressing justice and human rights concerns. By examining the origins, motivations, and pressures tied to the Starbucks boycott, this case

sheds light on the growing influence of ethical consumerism amid one of the most protracted geopolitical conflicts in modern history.

2.1. Moral arguments and consumer responsibility :

The Starbucks boycott amid the Israel-Palestine conflict serves as a prominent example of moral consumerism, where individuals and groups use their purchasing power to advocate for ethical concerns. Rooted in the broader Boycott, Divestment, and Sanctions (BDS) movement, this action seeks to hold corporations accountable for perceived political or financial associations with one side of the conflict. It reflects the growing role of consumer activism in addressing global justice and human rights issues.

2.2. Origins and motivations of the boycott :

The Starbucks boycott originated from allegations of indirect support for Israel, claims that Starbucks has consistently denied. Although no substantive evidence supports these accusations, they have influenced public perception, prompting activist groups to target the company as part of a larger campaign for Palestinian rights. The boycott reflects an effort to align consumer behavior with moral objectives, underscoring the role of consumer responsibility in advocating for justice and human rights.

2.3. Motivations for participating in the boycott often include:

Motivations for participating in the Starbucks boycott include several key factors. Support for Palestinian rights drives advocates to challenge companies perceived as complicit in Israel's actions in occupied territories. Moral opposition to corporate policies inspires activists to use the boycott as a means of pressuring corporations to adopt neutral or equitable stances on global conflicts. Additionally, social solidarity motivates many participants to align themselves with Palestinians affected by violence and displacement, emphasizing collective action in the pursuit of justice.

2.4. Pressure on companies :

The Starbucks boycott reflects a broader trend of increasing scrutiny on corporations for their perceived involvement in geopolitical conflicts. As part of the BDS movement, these efforts aim to discourage investments or actions that might indirectly support the Israeli occupation of Palestinian territories. Starbucks, as a globally recognized brand, has become a symbolic target due to its visibility and historical associations. Despite ending its operations in Israel in 2003, the brand's continued presence in regions with strong pro-Palestinian activism keeps it a frequent focus of such campaigns. This growing pressure underscores the influence of ethical

consumerism, as public demands for corporate accountability in geopolitical matters continue to rise.

- **Connection to the conflict :**

The Israel-Palestine conflict serves as the backdrop for the Starbucks boycott, connecting corporate actions to broader discussions on human rights. The boycott reflects public frustration with the lack of progress in resolving the conflict, prompting civil society to adopt nonviolent resistance strategies such as consumer boycotts. While Starbucks maintains a neutral position, it has been associated with the narrative due to perceived connections with Israel. Activists see the boycott as a means to raise awareness of issues like settlement expansion, violence in Gaza, and humanitarian challenges in the West Bank.

3. **Impact of the Starbucks Boycott in the Context of the Israel-Palestine Conflict**

The Starbucks boycott, stemming from the Israel-Palestine conflict, highlights the interplay of economic, political, and social dimensions in consumer activism. While the direct economic impact on Starbucks may be localized, the broader symbolic and social effects reveal the complexities of such movements in politically charged environments. The boycott has notably led to reduced local sales in regions like Morocco, placing financial pressure on franchisees and raising reputational concerns for Starbucks as negative perceptions spread via social media. These factors can also impact investor confidence and long-term market strategies.

Beyond economic repercussions, the boycott has become a symbol of international solidarity with the Palestinian cause, fostering alliances among civil society organizations and human rights advocates. It pressures Starbucks to reevaluate its corporate strategies and align with ethical consumer demands while serving as a cautionary example for other multinational corporations navigating politically sensitive contexts. Socially, the boycott reinforces consumer activism as a tool for justice, though it can create tensions in communities dependent on Starbucks for employment. It also spurs support for local alternatives, emphasizing sustainable and community-focused practices. Ultimately, the Starbucks boycott underscores the power of collective action to challenge global corporations and advocate for social justice in contentious geopolitical landscapes.

4. **Moroccan case study: Starbucks boycott :**

In Morocco, the Starbucks boycott has gained significant traction in response to the ongoing Israel-Palestine conflict, with activists urging consumers to avoid brands perceived as supporting Israel. Despite Starbucks' denial of any direct involvement in the conflict, it remains a key target of these campaigns. This case illustrates the intersection of geopolitical tensions

and consumer activism, underscoring the power of collective action in shaping corporate behavior.

- ### Origins and motivations of the Boycott :

The boycott in Morocco stems from broader geopolitical and social dynamics tied to the Israel-Palestine conflict, reflecting strong solidarity with the Palestinian cause. Allegations—largely unsubstantiated—of Starbucks' financial or ideological ties to Israel have fueled this movement, despite the company ceasing operations in Israel in 2003. The boycott gained momentum in 2023 amid escalations in regional violence, with Moroccan activists mobilizing collective actions through social media platforms such as Facebook, Twitter, and Instagram. These campaigns have encouraged discussions on ethical consumerism and corporate accountability, aligning consumer choices with moral opposition to perceived corporate complicity in geopolitical conflicts.

- ### Economic impact and consumer perspectives:

To deepen the analysis, specific economic indicators and consumer perspectives provide a clearer understanding of the boycott's implications. According to market data, Starbucks' capital in Morocco dropped significantly, from 142 million dirhams ($15 million) to 65 million dirhams ($7 million) by December 2022, with COVID-19 challenges compounding the impact. Consumer surveys conducted as part of the quantitative study reveal shifts in purchasing patterns, with many opting for local coffee brands over Starbucks. This transition reflects the boycott's influence on consumer preferences and the growing emphasis on supporting domestic businesses perceived to align with local values.

- ### Broader implications :

The boycott has reinforced a collective identity rooted in solidarity with Palestine, amplifying its economic and social impact. It has also sparked broader debates on corporate responsibility in international conflicts, positioning Starbucks as a symbolic target in the global conversation on ethical consumerism. Future quantitative analysis, including revenue trends, consumer sentiment surveys, and comparative studies of local and global brands, will provide actionable insights into the boycott's long-term effects on multinational corporations like Starbucks within politically charged environments.

- ### Connection to the conflict :

The Starbucks boycott in relation to the Israeli-Palestinian conflict forms part of a broader movement against companies perceived as complicit in supporting Israel, whether directly or indirectly. Rooted in the long-standing and deeply politicized nature of the conflict, the boycott

reflects the interpretation of economic actions as political stances. Like other actions in the Boycott, Divestment, and Sanctions (BDS) movement, the Starbucks boycott aligns with efforts to leverage economic influence to advocate for justice and human rights in the context of the Israeli occupation.

- **Perceptions of support for Israel :**

Starbucks has been targeted by boycott campaigns due to allegations of indirect support for Israel, despite the company's consistent denial of involvement in the conflict. These perceptions, often driven by activist narratives and amplified through social media, link Starbucks to pro-Israel financial contributions or symbolic representation. Activists view Starbucks as a prominent global brand and a symbolic target for consumer activism, emphasizing the power of collective action in influencing corporations' roles in politically sensitive matters.

- **Symbolism and global mobilization :**

Beyond its economic implications, the Starbucks boycott represents a symbolic form of resistance and a method of raising international awareness of the Palestinian cause. By focusing on a multinational corporation, activists aim to emphasize the importance of ethical consumerism and public accountability. In countries like Morocco, the boycott carries significant emotional and cultural weight, enabling individuals to align their purchasing behavior with their values while advocating for justice and human rights on a global scale.

- **Company's response :**

In response to the boycott, Starbucks may need to reassess its communication strategy and consider initiatives to address public concerns. Potential actions could include launching awareness campaigns, strengthening social responsibility programs, or supporting charitable efforts to demonstrate its neutrality and commitment to ethical business practices. However, such initiatives require careful planning and come with significant costs. Starbucks must weigh these expenses against the potential economic and reputational impact of the boycott.

While the direct economic consequences of the Starbucks boycott may vary depending on the intensity and geographic scope of the movement, its effects on the company's reputation and consumer trust can be significant. The boycott challenges Starbucks to engage transparently with global audiences, address perceptions of complicity, and adapt its corporate strategies to navigate politically sensitive contexts. Long-term, the company may also need to strengthen its messaging around neutrality and ethical practices to mitigate risks of future boycotts.

In conclusion, while the financial effects of the Starbucks boycott may be localized, the broader implications on corporate reputation, franchisee relationships, and social responsibility strategies are far-reaching. This situation highlights the complex interplay of consumer activism, global corporate accountability, and the role of multinational businesses in geopolitically sensitive environments.

4. Research model and hypotheses:

Here are the research hypotheses adapted specifically to the Starbucks case:

- **H1:** Moroccan consumer behaviour in response to the crisis in Palestine has a positive influence on Starbucks' corporate social responsibility (CSR) actions.

- **H2:** Moroccan attitudes toward the boycott, driven by the crisis in Palestine, positively influence Starbucks' corporate social responsibility (CSR) actions.

- **H3:** Moroccan motivations and perceptions related to the crisis in Palestine exert a positive influence on Starbucks' corporate social responsibility (CSR) actions.

- **H4:** Starbucks' corporate social responsibility (CSR) actions in response to the boycott significantly affect the emotional intelligence of Moroccan consumers.

Figure 1: Research hypotheses
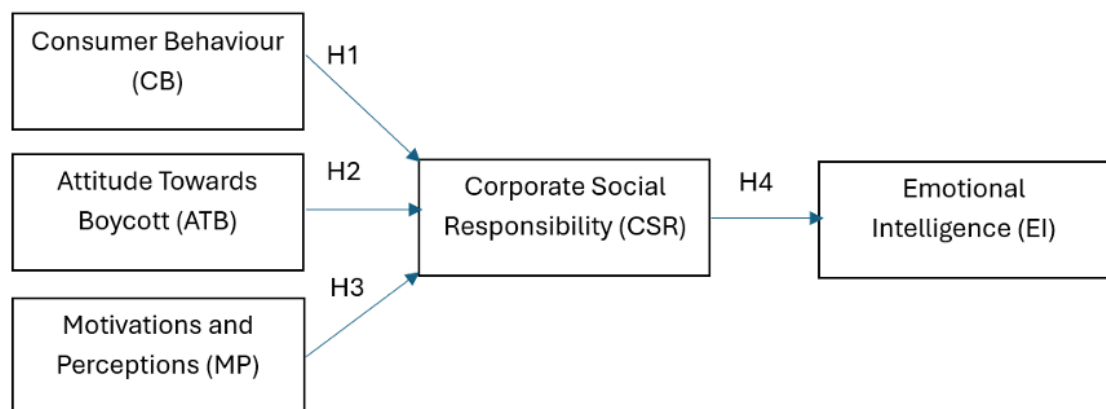
Source: Authors

5. Research methodology :

According to estimates, Morocco's population in 2024 is 37.37 million. Each individual adopts a unique perspective on brand positioning, purchasing attitudes, consumption, and boycotts. Some consumers focus primarily on the practical aspects of consumption, while others place particular importance on brands' social commitments. Still others seek to connect with a brand based on its positioning and political choices.

To better understand these complex dynamics and assess the impact of these various factors on Moroccan consumers' attitudes, I have undertaken a rigorous analysis. This analysis is based on a methodology that accounts for the diversity of opinions and motivations influencing purchasing behaviors.

From an epistemological standpoint, this research adopts a constructivist approach, recognizing that consumer behavior is shaped by social, cultural, and political contexts rather than existing as a fixed reality. The study follows an inductive reasoning process, allowing insights to emerge from observed behaviors and patterns rather than being confined to predefined theoretical frameworks. By combining qualitative and quantitative data collection methods, this approach provides a nuanced understanding of how Moroccan consumers navigate brand loyalty, ethical considerations, and political influences in their purchasing decisions.

5.1. Sampling methodology :

In a population of 37.37 million inhabitants, a sample size of approximately 385 responses was calculated to achieve statistically significant results. This calculation was based on a 5% margin of error and a 95% confidence level, which are standard parameters in quantitative research.

The questionnaire was distributed to Moroccan residents from various regions and professional backgrounds. Using a non-probabilistic sampling technique, 300 responses were collected, which, although below the calculated sample size, still provides valuable insights and a meaningful representation of the population for the purposes of this study.

The details of the sampling and response distribution are summarised in the following table:

Table 1 : Respondent's details

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Age			**Profession**			**Region of residence**		
Response	**No of Responses**	**%**	**Response**	**No of responses**	**%**	**Response**	**No of responses**	**%**

Between 18 and 24 years old	20	6.6	**Student**	62	20.6	**Casablanca**	190	63.3
25 - 34 years old	174	58	**Employee**	192	64	**Rabat**	71	23.6
35 - 44 years old	96	32	**Entrepreneur / Independent**	48	16	**Marrakech**	18	6
45 - 54 years old	6	2	**Retired**	4	1.33	**Tanger**	10	3.33
55 years and over	4	1.33	**Unemployed**	4	1.33	**Kénitra**	11	3.66

Source: Authors

6. Scale reliability (Outer loading) :

The measurement instrument's dependability is ascertained by the application of scale reliability analysis. Scale reliability and convergent validity are examined using outer loading values. An indication is considered reliable if the scale reliability value between the two variables is more than 0.5 (K. K.-K. Wong, 2013). Also, if the outer loading is more than 0.4 then is considered acceptable. 7 out of 9 sub variables of Attitude Towards Boycott (ATB) has outer loading above the acceptable limit. Similarly, Consumer Behaviour (CB) has only 3 outer loading values lower than the threshold limit out of 8 which is acceptable. For the Corporate Social Responsibility (CSR) variable, 6 out of 11 values are within the desired limit. 4 values out of 5 for the Emotional Intelligence (EI) are within the threshold limit and lastly, Motivation and Perceptions (MP) has 2 out of 6 satisfactory outer loading values. Since constructs (CB, CSR and EI) has at

least 50% of the sub variables in the significant range, therefore these three constructs (CB, CSR and EI) are reliable as shown in Table 2.

Table 2 : Items reliability (Outer loadings)

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Constructs	**Outer loadings**
ATB1 <- Attitude Towards Boycott (ATB)	-0.235
ATB2 <- Attitude Towards Boycott (ATB)	-0.069
ATB3 <- Attitude Towards Boycott (ATB)	-0.074
ATB4 <- Attitude Towards Boycott (ATB)	0.641
ATB5 <- Attitude Towards Boycott (ATB)	-0.286
ATB6 <- Attitude Towards Boycott (ATB)	0.798
ATB7 <- Attitude Towards Boycott (ATB)	0.758
ATB8 <- Attitude Towards Boycott (ATB)	-0.703
ATB9 <- Attitude Towards Boycott (ATB)	0.489
CB1 <- Consumer Behaviour (CB)	0.376
CB2 <- Consumer Behaviour (CB)	-0.155
CB3 <- Consumer Behaviour (CB)	-0.045
CB4 <- Consumer Behaviour (CB)	0.758
CB5 <- Consumer Behaviour (CB)	0.770
CB6 <- Consumer Behaviour (CB)	0.834
CB7 <- Consumer Behaviour (CB)	0.904
CB8 <- Consumer Behaviour (CB)	0.766
CSR1 <- Corporate Social Responsibility (CSR)	0.579
CSR2 <- Corporate Social Responsibility (CSR)	0.830
CSR3 <- Corporate Social Responsibility (CSR)	0.878
CSR4 <- Corporate Social Responsibility (CSR)	0.888
CSR5 <- Corporate Social Responsibility (CSR)	0.873
CSR6 <- Corporate Social Responsibility (CSR)	0.878
CSR7 <- Corporate Social Responsibility (CSR)	0.872
CSR8 <- Corporate Social Responsibility (CSR)	0.345

CSR9 <- Corporate Social Responsibility (CSR)	0.383
CSR10 <- Corporate Social Responsibility (CSR)	-0.029
CSR11 <- Corporate Social Responsibility (CSR)	-0.289
EI1 <- Emotional Intelligence (EI)	0.424
EI2 <- Emotional Intelligence (EI)	0.865
EI3 <- Emotional Intelligence (EI)	0.938
EI4 <- Emotional Intelligence (EI)	0.933
EI5 <- Emotional Intelligence (EI)	0.888
MP1 <- Motivation and Perceptions (MP)	0.562
MP2 <- Motivation and Perceptions (MP)	0.602
MP3 <- Motivation and Perceptions (MP)	0.727
MP4 <- Motivation and Perceptions (MP)	0.299
MP5 <- Motivation and Perceptions (MP)	-0.758
MP6 <- Motivation and Perceptions (MP)	0.857

Source: Authors

7. Construct reliability and validity :

Composite reliability statistics and Cronbach's Alpha are used to determine the scale's internal consistency or internal reliability. If the value of Cronbach's alpha and composite reliability are more than 0.7, it is referred to as a strong indicator (Purwanto, 2021) As shown in Table 3, the composite reliability values are above the threshold limit of 0.7. Likewise, variance is quantified by means of the average extracted variance (AVE) to ascertain the correlation between the variables and theories. A strong indicator is one whose value is equal to or higher than 0.5 (Baharum et al., 2023). According to Table 3, the AVE values of all the constructs apart from Emotional Intelligence (EI) are less than 0.5. This shows that there is very little variance in the response of the respondents. The response can be highly positive or highly negative. In the light of the current survey, people are more inclined towards the boycott and hence the response is mostly towards the positive side.

Table 3 : Construct reliability and validity

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Constructs	**Cronbach's Alpha**	**Composite reliability**	**Average variance extracted (AVE)**
Attitude Towards Boycott (ATB)	0.469	0.740	0.278
Consumer Behaviour (CB)	0.735	0.764	0.429
Corporate Social Responsibility (CSR)	0.815	0.909	0.475
Emotional Intelligence (EI)	0.874	0.927	0.693
Motivation and Perceptions (MP)	0.403	0.800	0.434

Source: Authors

8. Discriminant validity of the scale :

The measurement of the variation between the variables in the measuring tool is the discriminant validity of the scale. There are two ways to assess the measures' discriminant validity: HTMT ratios and the Fornell-Larcker criterion. According to the Fornell-Larcker criteria, an indicator is considered strong if its diagonal values exceed the values of the variables that came before it. Each construct has good discriminant validity if the diagonal values of the variables in Table 4 are higher than the values that came before it. The discriminant validity can also be found using the HTMT ratios. HTMT ratios have a threshold limit of 0.9 which predicts that the constructs have significant discriminant validity among each other (Cheung et al., 2023). Table 5 shows that all the diagonal values of the variables in HTMT ratios are smaller than the threshold limit of 0.9.

Table 4 : Fornell-Larcker criterion

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Constructs	Attitude Towards Boycott (ATB)		Consumer Behaviour (CB)	Corporate Social Responsibility (CSR)	Emotional Intelligence (EI)	Motivation and Perceptions (MP)
Attitude Towards Boycott (ATB)	0.527					
Consumer Behaviour (CB)	0.267		0.655			
Corporate Social Responsibility (CSR)	-0.580		-0.480	0.689		
Emotional Intelligence (EI)	0.530		0.443	-0.621	0.833	
Motivation and Perceptions (MP)	0.821		0.231	-0.525	0.558	0.659

Source: Authors

Table 5 : HTMT ratios

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Constructs	Attitude Towards Boycott (ATB)	Consumer Behaviour (CB)	Corporate Social Responsibility (CSR)	Emotional Intelligence (EI)	Motivation and Perceptions (MP)
Attitude Towards Boycott (ATB)					
Consumer Behaviour (CB)	0.387				
Corporate Social Responsibility (CSR)	0.705	0.499			
Emotional Intelligence (EI)	0.635	0.453	0.702		
Motivation and Perceptions (MP)	1.080	0.355	0.640	0.722	

Source: Authors

9. Model fitness :

Model Fitness is one of the most important features of SMART PLS as it determines the accuracy of the research model. It shows how the model is suitable for practical implementation. There are several methods to find out model fitness such as SRMR, NFI, Chi-square, d ULS, and others but according to different academic's findings, SRMR is the best suited method for complex relationships. The threshold value of SRMR is 0.8 or less (Asparouhov & Muthén, 2018). According to Table 6, the model fitness determined by applying the SRMR model is 0.121, which is within the threshold limit.

Table 6 : Model fitness

Table 6 : Model fitness		
Models	**Saturated model**	**Estimated model**
SRMR	0.121	0.124
d_ULS	11.418	12.070
d_G	2.255	2.297
Chi-square	3375.837	3423.162
NFI	0.602	0.596

Source: Authors

10. Hypothesis testing :

The validity of the research hypothesis is determined by hypothesis testing. The purpose of hypothesis testing is to find out whether the hypothesis is valid or not. It helps researchers to conclude a small sample size rather than testing it on a large population. It also provides unbiased decision-making for the researchers and guarantees that the conclusions are solid and dependable. T-statistics, p-value, and beta coefficient are used in hypothesis testing as shown in Table 7. If the t-statistics value is more than 1.96 then the hypothesis is supported. The threshold limit for the p-value is 0.05 and beta coefficient shows the strength of the relationship between the two variables. Figure 2, Figure 3 and Figure 4 display the tested research model by showing the beta coefficient, t-statistics and p-values for each hypothesis respectively.

- According to the 1St hypothesis, Consumer Behaviour (CB) and Corporate Social Responsibility (CSR) has a significant relationship among each other. The result of the analysis shows that this relationship is not supported with a beta coefficient of -0.348, t-statistics of 8.641 and p value of 0.000 respectively. This shows that Corporate Social Responsibility (CSR) actions taken by Starbucks is driven by Consumer Behaviour (CB).

- 2nd hypothesis claims that there is a significant relationship between Attitude Towards Boycott (ATB) and Corporate Social Responsibility (CSR). The result of the hypothesis testing validates it with a beta coefficient of -0.372, t-statistics of 3.534 and p value of 0.000 respectively. This shows that the Attitude Towards Boycott (ATB) of Starbucks due to war between Israel and Palestine has greatly influenced Starbucks to carry out Corporate Social Responsibility (CSR) actions.

- 3rd hypothesis shows that Motivation and Perceptions (MP) has an influence on Corporate Social Responsibility (CSR) actions taken by Starbucks. The outcome of the research proves the significance of this relationship with a beta coefficient of -0.139, t-statistics of 1.827 and p value of 0.068 respectively. This concludes that the motivation and perceptions of the people of Morocco towards the boycott has not influenced Starbucks to take Corporate Social Responsibility (CSR) actions.

- 4th hypothesis shows the connection between Corporate Social Responsibility (CSR) and Emotional Intelligence (EI) of the people. The analysis shows that this hypothesis is valid with a beta coefficient of -0.621, t-statistics of 13.736 and p value of 0.000 respectively. The conclusion of the analysis tells us that Corporate Social Responsibility (CSR) actions carried out by Starbucks have some effect on the Emotional Intelligence (EI) of the people of Morocco.

Table 7 : Hypothesis testing

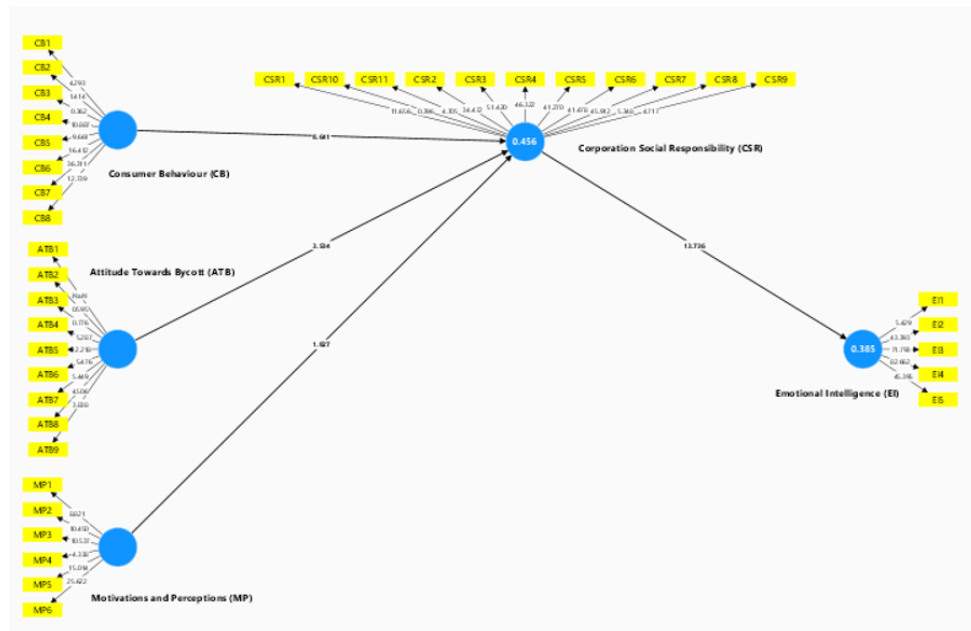| Table 7 : Hypothesis testing				
Hypothesis	Beta Coefficient	T statistics	P values	Remarks
H1: Consumer Behaviour (CB) -> Corporate Social Responsibility (CSR)	-0.348	8.641	0.000	Supported
H2: Attitude Towards Boycott (ATB) -> Corporate Social Responsibility (CSR)	-0.372	3.534	0.000	Supported
H3: Motivation and Perceptions (MP) -> Corporate Social Responsibility (CSR)	-0.139	1.827	0.068	Not Supported
H4: Corporate Social Responsibility (CSR) -> Emotional Intelligence (EI)	-0.621	13.736	0.000	Supported

Source: Authors
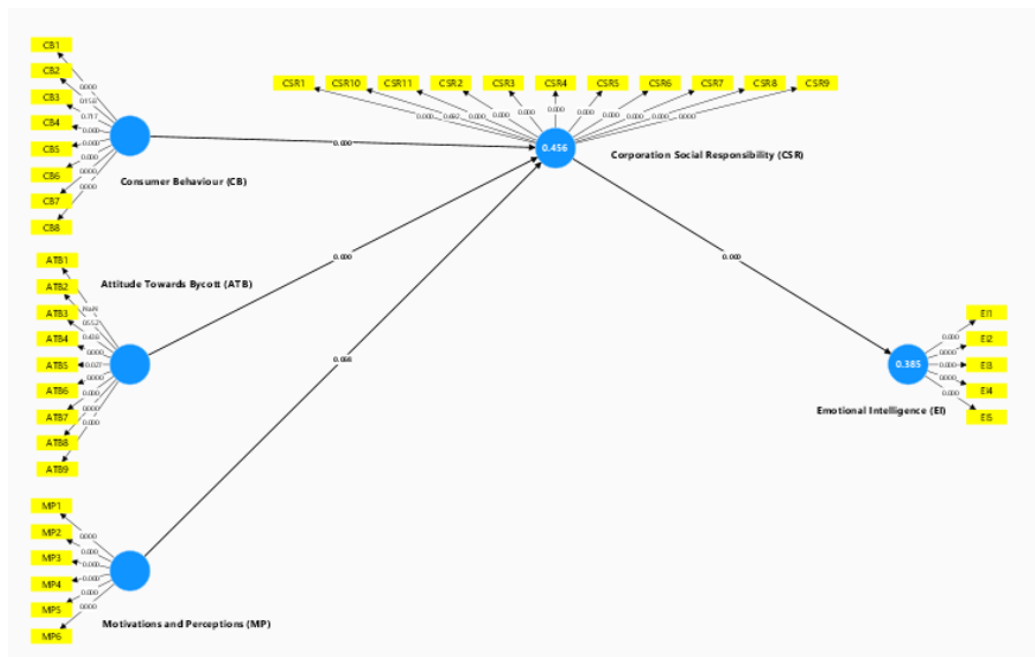
Figure 2: Hypothesis testing (Beta co-efficient)
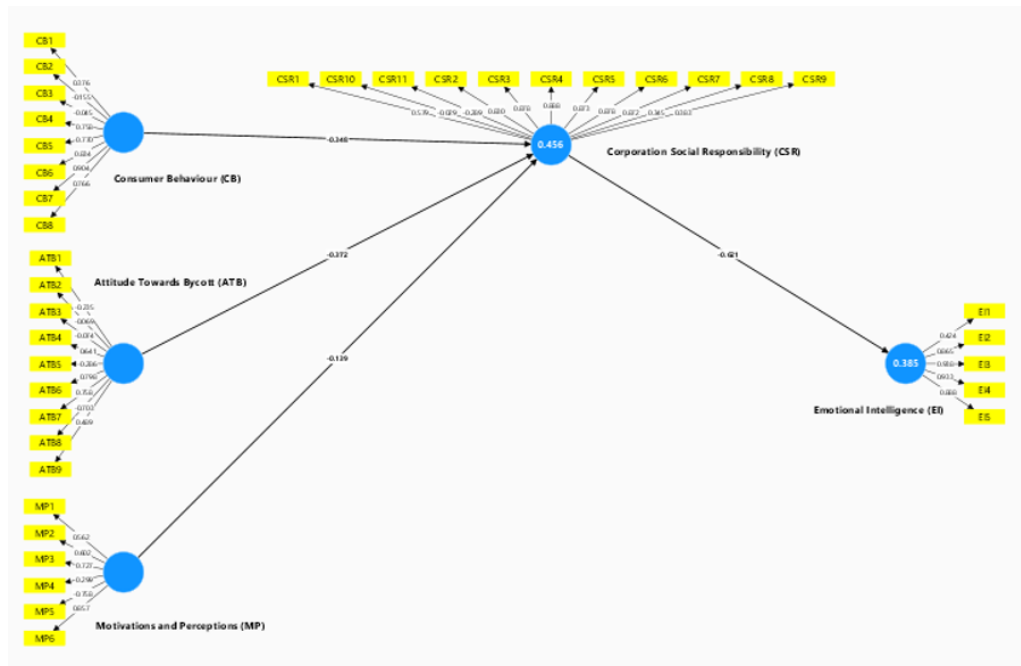
Source: Authors

Figure 3: Hypothesis testing (T-statistics)

Source: Authors

Figure 4: Hypothesis testing (P-values)

Source: Authors

11. Coefficient of determination :

The combined influence of each variable against the dependent variable is elaborated through the coefficient of determination known as R-square. R-square value of 0.35 to 0.99 is acceptable. Table 8 shows that the R-square value of Corporate Social Responsibility (CSR) is 0.456 where as that of Emotional Intelligence (EI) is 0.385. It shows that EI has a poor effect on the CSR activities carried out by Starbucks in Morocco.

Table 8 : Coefficient of determination

Table 8 : Coefficient of determination		
Constructs	**R-square**	**R-square adjusted**
Corporate Social Responsibility (CSR)	0.456	0.450
Emotional Intelligence (EI)	0.385	0.383

Source: Authors

12. `Predictive relevance of the model :

The predictive relevance of the research model is determined using the Q-square analysis. The relevance of the research model is checked about its dependent variables. The statistics in Table 10 shows the Q square value of 0.426 and 0.348 for CSR and EI indicating that the model has a 42.6% and 34.8% prediction power for these two constructs.

Table 9 : Predictive relevance of the model

Table 9 : Predictive relevance of the model	
Constructs	**Q²predict**
Corporate Social Responsibility (CSR)	0.426
Emotional Intelligence (EI)	0.348

Source: Authors

13. Importance of performance matrix analysis :

The Importance-Performance Map Analysis determines which variable has performed best among the other variables in the measurement instrument. According to Table 11, ATB has the highest performance value among all the other variables. EI has the least performance among the variables.

Table 11 : IPMA

Table 11 : IPMA	
Constructs	**Performance**
ATB1	98.667
ATB2	95.667
ATB3	90.500
ATB4	58.667
ATB5	92.000
ATB6	39.417
ATB7	5.667
ATB8	86.000
ATB9	3.000
CB1	44.333
CB2	93.667
CB3	66.778
CB4	33.583
CB5	33.083
CB6	34.333
CB7	37.750
CB8	45.556
CSR1	86.333

CSR10	33.167
CSR11	47.333
CSR2	64.750
CSR3	65.000
CSR4	65.667
CSR5	65.583
CSR6	65.917
CSR7	64.583
CSR8	42.333
CSR9	71.000
EI1	39.583
EI2	36.750
EI3	37.750
EI4	36.750
EI5	36.250
MP1	72.583
MP2	41.500
MP3	4.000
MP4	83.500
MP5	88.000
MP6	6.667

Source: Authors

14. Collinearity statistics (VIF):

Variance Inflation Factor (VIF) s a measure of the amount of multicollinearity in regression analysis. Multicollinearity exists when there is a correlation between multiple independent variables in a multiple regression model. This can adversely affect the regression results. The occurrence of a VIF greater than 3.3 is proposed as an indication of pathological collinearity and as an indication that a model is contaminated by common method bias. Therefore, if all VIFs in the inner model are lower than or equal to 3.3 then the model can be considered free of common method bias (Kock, 2015). The outer model VIF is calculated in Table 12 which shows that only few variables have VIF values greater than 3.3. But the outer model as shown in Table 13, indicates that all the four hypotheses have VIF values lower than 3.3. This proves that the model is free from common method bias.

Table 12 : Collinearity statistics (VIF)

Table 12 : Collinearity statistics (VIF)	
Constructs	**VIF**
ATB1	1.370
ATB2	1.173
ATB3	1.139
ATB4	1.364
ATB5	1.208
ATB6	1.804
ATB7	2.011
ATB8	1.729
ATB9	1.622
CB1	1.319
CB2	1.138
CB3	1.382
CB4	2.863
CB5	3.920
CB6	3.182
CB7	3.532

CB8	2.821
CSR1	1.815
CSR2	3.019
CSR3	3.904
CSR4	5.950
CSR5	7.910
CSR6	8.113
CSR7	4.521
CSR8	1.216
CSR9	1.261
CSR10	1.129
CSR11	1.221
EI1	1.199
EI2	3.185
EI3	4.956
EI4	6.951
EI5	5.233
MP1	1.261
MP2	1.286

MP3	2.035
MP4	1.139
MP5	1.457
MP6	2.560

 Source: Authors

Table 13 : VIF of the hypothesis

Table 13 : VIF of the hypothesis	
Hypothesis	**VIF**
Attitude Towards Boycott (ATB) -> Corporate Social Responsibility (CSR)	3.134
Consumer Behaviour (CB) -> Corporate Social Responsibility (CSR)	1.077
Corporate Social Responsibility (CSR) -> Emotional Intelligence (EI)	1.000
Motivation and Perceptions (MP) -> Corporate Social Responsibility (CSR)	3.075

Source: Authors

15. **Data screening process:**

The survey questionnaire consists of both quantitative and qualitative data sets. Into the screen the data for the SMART PLS, it is necessary to convert it into 1-5 Likert scale method where 1 is the weak agreement and 5 has the strong agreement with the statement. For quantitative data sets it is easier to rate the responses in the scale of 1 to 5 but for qualitative data sets, I have categorized the personal responses into 2 or 3 Likert scale values. Questions having No or negative response, neutral response and positive response were categorized into 1-3 scale respectively. Whereas questions having No or negative response, and positive response were categorized into 1-2 scale respectively. As each constructs have multiple questions, hence it was categorized into symbols which are Consumer Behaviour (CB), Attitude Towards Boycott (ATB), Motivation and Perceptions (MP), Corporate Social Responsibility (CSR) and Emotional Intelligence (EI). The detail of each question is further elaborated in the data file.

Discussion of results :

The findings of this study reveal significant insights into the dynamics of Moroccan consumer behaviour, attitudes, motivations, and perceptions in response to the Starbucks boycott amid the Israel-Palestine conflict. The results of hypothesis testing demonstrate that consumer behaviour and attitudes toward the boycott have a significant influence on Starbucks' Corporate Social Responsibility (CSR) actions. Specifically, the strong negative beta coefficients and high t-statistics validate the importance of these factors in driving CSR activities. This underscores the critical role of consumer activism in pressuring corporations to adopt ethical practices aligned with public sentiment.

However, the hypothesis testing for the influence of motivation and perceptions on CSR actions yielded inconclusive results. While motivation and perceptions are crucial factors in shaping consumer decision-making, the beta coefficient and p-value for this relationship indicate limited significance. This could be attributed to variations in personal priorities, as some respondents might prioritize practical considerations over ethical concerns. The findings highlight the complexity of motivations behind boycott participation and suggest the need for further research to explore these nuances.

The study also establishes a significant connection between Starbucks' CSR actions and the emotional intelligence of Moroccan consumers. The data indicates that consumers perceive Starbucks' CSR initiatives as an important response to their concerns, which influences their emotional reactions. This relationship highlights the potential for corporations to leverage CSR as a tool for fostering consumer trust and emotional engagement. It also demonstrates the role of CSR in addressing the moral and emotional dimensions of consumer behaviour in politically sensitive contexts.

Lastly, the reliability and validity analysis confirmed the robustness of the constructs used in the study, although some variables exhibited lower outer loading values. The findings emphasize the importance of refining measurement tools to capture diverse perspectives accurately. Additionally, the strong predictive relevance and acceptable R-square values of the research model validate its utility in understanding consumer behaviour. These results contribute to the growing body of literature on ethical consumerism and corporate accountability in global conflicts, offering practical insights for multinational corporations navigating geopolitical challenges.

General conclusion :

This study provides valuable insights into the relationship between Moroccan consumer behaviour, attitudes, motivations, and perceptions, and Starbucks' Corporate Social Responsibility (CSR) actions in the context of the Israel-Palestine conflict. The findings highlight the significant influence of consumer behaviour and attitudes on shaping corporate CSR activities, demonstrating the power of consumer activism in driving ethical practices and aligning corporate actions with public sentiment. This underscores the growing role of socially conscious consumers in holding corporations accountable for their perceived political and ethical positions.

The inconclusive results regarding the influence of motivations and perceptions on CSR actions point to the complexity of consumer decision-making processes. These results suggest that practical considerations may sometimes outweigh ethical motivations, emphasizing the need for further research to unpack the multifaceted drivers of boycott participation. The findings illuminate the nuanced and diverse factors shaping consumer engagement with CSR initiatives. The study also establishes a significant link between Starbucks' CSR actions and the emotional intelligence of Moroccan consumers, demonstrating that CSR can effectively foster trust, emotional engagement, and consumer loyalty. This reinforces the importance of CSR as a strategic tool for corporations to address moral and emotional dimensions in consumer behaviour, particularly in sensitive environments.

Overall, the study highlights the importance of ethical consumerism and corporate accountability in global conflicts. The robustness of the research model and its strong predictive relevance affirm its utility in examining consumer behaviour. These findings contribute to the broader understanding of how multinational corporations can navigate complex geopolitical challenges, adapt to consumer demands, and integrate social responsibility into their business strategies to maintain trust and relevance in diverse markets.

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