

1ST REVIEW AND AUTHOR RESPONSES

General Comments

Reviewer 1: The paper is written well. Congratulations. Nevertheless, having the youngsters as respondents make the study non-generalisable to me. Justifying them to be IT savvy is not appropriate for at least two reasons: i) youngsters are still unstable and immature in terms of their religiosity hence testing this aspect is inaccurate, ii) even the older generations are now IT savvy.

Recommendation: Accept

Reviewer 2: Restructure and make it clearer for the readers, kindly align hypothesis, framework and discussion

Recommendation: Major Revision

Authors' Response:

We thank the reviewers for such constructive comments and the opportunities for revisions.

In the following sections we will elaborate our responses in detail to address the comments from reviewers point by point related to the revisions that have been done.

We have corrected the term young Muslim to be adult Muslim as in fact the samples are in the age between 22 to 31 years old.

1. Originality

Does the paper contain new and significant information adequate to justify publication?

Reviewer 1: Yes, the paper has it.

Reviewer 2: Acceptable

We thank the reviewers for the compliment and acknowledgement of the originality of our research.

2. Relationship to Literature:

Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?

Reviewer 1: It seems that the paper displayed adequate understanding of the relevant literature.

Reviewer 2: Acceptable, update recent article 2016 onwards, revisit the hypothesis statement

Authors' Response:

We have added recent relevant literature to strengthen the hypothesis development. The added literature are as follow:

- Hypothesis 1: Literature from Muhamad et al. (2019)
- Hypothesis 2: Literature from Delistavrou et al. (2020), Sari et al. (2017), and Arora et al. (2017).
- Hypothesis 3: Literature from Hahn and Albert (2017)
- Hypothesis 4: Literature from Delistavrou et al. (2020)
- Hypothesis 5: Literature from Sari et al. (2017)
- Hypothesis 6: Literature from Dekhil et al. (2017)
- Hypothesis 7: Literature from Dekhil et al. (2017)

3. Methodology

Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?

Reviewer 1: Yes, the method is appropriate

Reviewer 2: Not Clear

Authors' Response:

We thank you for the indication of in clarity in the article. As we reviewed again our article we found several issues in the methodology that we have solved:

- To increase clarity, the order of subsections are rearranged into: scenario, procedures, measurements and samples.
- Few details of procedures are added for better elaborations.

4. Results

Are results presented clearly and analyzed appropriately? Do the conclusions adequately tie together the other elements of the paper?

Reviewer 1: Yes, results are presented clearly.

Reviewer 2: Not Clear

Authors' Response:

We have reviewed again the results part and have further elaborated to increase the clarity in the following issue:

- The reports of reliability and validity tests are separated from hypotheses tests results.
- Explanations are added for each measurement analysis.
- Some of the titles of tables are revised with more specific terms, such as in Table 3, that were originally written as "other variables" is revised to be "variables of Study 2".

5. Implications for research, practice and/or society:

Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?

Reviewer 1: Yes

Reviewer 2: Need to discuss whether each of the hypothesis/research objectives is achieved or not, support by past research

Authors' Responses:

In the discussion section, we have further explained the relationship between the findings (each of the tested hypotheses) supported by past research. Summary of the added explanations are as follow:

- Finding of hypothesis 1: consistent with Swimberghe et al. (2009) and Al Hyari et al. (2011). The findings sharpen the result of Alport (1963).
- Finding of hypothesis 2: consistent with Sari et al. (2017) and Kalliny and Lemaster (2005).
- Finding of hypothesis 3: consistent with Albrecht et al. (2013) and Tajfel and Turner (1986).
- Finding of hypothesis 4: consistent with Delistavrou et al. (2020) and Farah and Newman (2009).
- Finding of hypothesis 5: consistent with Sari et al. (2017).
- Finding of hypothesis 6: consistent with Dekhil et al. (2017).
- Finding of hypothesis 7: consistent with Dekhil et al. (2017).

6. Quality of Communication:

Reviewer 1: Yes

Reviewer 2: Restructure and make it more clearer to the reader

Authors' Responses:

Thank you for the review. As for the recommendation to restructure, we found several parts that we have further made it clearer to the reader:

- Subsections in methodology are rearranged to gain a better flow of ideas.
- In results and analyses, more detailed explanations have been added and separation between measurements and hypothesis test results has been made clearer.
- Discussions and implications have been elaborated separately for each hypothesis.
- Titles of some tables are revised to better identify the variables reported.

Reviewer 1:

The paper is written well. Congratulations. Nevertheless, having the youngsters as respondents make the study non-generalisable to me. Justifying them to be IT savvy is not appropriate for at least two reasons: i) youngsters are still unstable and immature in terms of their religiosity hence testing this aspect is inaccurate, ii) even the older generations are now IT savvy.

Recommendation: Accept

Reviewer 2:

Restructure and make it clearer for the readers, kindly align hypothesis, framework and discussion

Recommendation: Major Revision

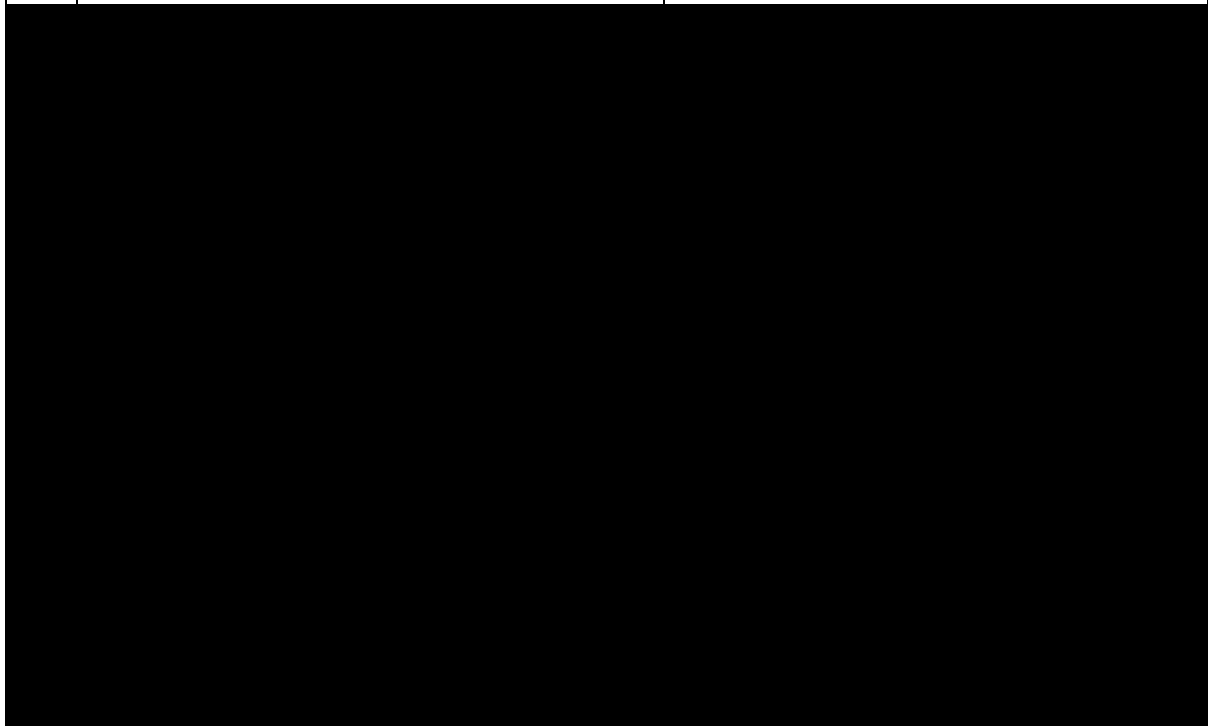
Review Points and Authors' Responses

No	Subject of Review	
	Comments and Recommendations	
	<p>Reviewer 1:</p> <p>The paper is written well. Congratulations. Nevertheless, having the youngsters as respondents make the study non-generalisable to me. Justifying them to be IT savvy is not appropriate for at least two reasons: i) youngsters are still unstable and immature in terms of their religiosity hence testing this aspect is inaccurate, ii) even the older generations are now IT savvy.</p> <p>Recommendation: Accept</p> <p>Reviewer 2:</p> <p>Restructure and make it clearer for the readers, kindly align hypothesis, framework and discussion</p> <p>Recommendation: Major Revision</p>	<p>Authors' Response:</p> <p>We thank the reviewers for such constructive comments and the opportunities for revisions.</p> <p>In the following sections we will elaborate our responses in detail to address the comments from reviewers point by point related to the revisions that have been done.</p> <p>We have corrected the term young Muslim to be adult Muslim as in fact the samples are in the age between 22 to 31 years old.</p>
1	Originality:	
	Does the paper contain new and significant information adequate to justify publication?	
	<p>Reviewer 1:</p> <p>Yes, the paper has it.</p> <p>Reviewer 2:</p> <p>Acceptable</p>	<p>Authors' Response:</p> <p>We thank the reviewers for the compliment and acknowledgement of the originality of our research.</p>
2	Relationship to Literature:	
	Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?	
	<p>Reviewer 1:</p> <p>It seems that the paper displayed adequate understanding of the relevant literature.</p>	<p>Authors' Response:</p> <p>We have added recent relevant literature to strengthen the hypothesis</p>

	<p>Reviewer 2: Acceptable, update recent article 2016 onwards, revisit the hypothesis statement</p>	<p>development. The added literature are as follow:</p> <ul style="list-style-type: none"> - Hypothesis 1: Literature from Muhamad et al. (2019) - Hypothesis 2: Literature from Delistavrou et al. (2020), Sari et al. (2017), and Arora et al. (2017). - Hypothesis 3: Literature from Hahn and Albert (2017) - Hypothesis 4: Literature from Delistavrou et al. (2020) - Hypothesis 5: Literature from Sari et al. (2017) - Hypothesis 6: Literature from Dekhil et al. (2017) - Hypothesis 7: Literature from Dekhil et al. (2017)
3	<p>Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?</p>	
	<p>Reviewer 1: Yes, the method is appropriate</p> <p>Reviewer 2: Not Clear</p>	<p>Authors' Response:</p> <p>We thank you for the indication of inclarity. As we reviewed again our article we found several issues in the methodology that we have solved:</p> <ul style="list-style-type: none"> - to increase clarity, the order of subsections are rearranged into: scenario, procedures, measurements and samples . - few details of procedures are added for better elaborations.
4	<p>Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?</p>	

	<p>Reviewer 1:</p> <p>Yes, results are presented clearly.</p> <p>Reviewer 2:</p> <p>Not Clear</p>	<p>Authors' Response:</p> <p>We have reviewed again the results part and have further elaborated to increase the clarity in the following issue:</p> <ul style="list-style-type: none"> - the reports of reliability and validity tests are separated from hypotheses tests results. - explanations are added for each measurement analysis. - some of the titles of tables are revised with more specific terms, such as in Table 3, that originally written as "other variables" is revised to be "variables of Study 2".
5	<p>Implications for research, practice and/or society:</p> <p>Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?</p>	
	<p>Reviewer 1:</p> <p>Yes</p> <p>Reviewer 2:</p> <p>Need to discuss whether each of the hypothesis/research objectives is achieved or not, support by past research</p>	<p>Authors' Responses:</p> <p>In the discussion section, we have further explained the relationship between the findings (each of the tested hypotheses) supported by past research. Summary of the added explanations are as follow:</p> <ul style="list-style-type: none"> - Hypothesis 1: supported by Swimberghe et al. (2009) and Al Hyari et al. (2011). The result sharpened the result of Alport (1963). - Hypothesis 2: supported by Sari et al. (2017) and Kalliny and Lemaster (2005). - Hypothesis 3: supported by Albrecht et al. (2013) and Tajfel and Turner (1986). - Hypothesis 4: supported by Delistavrou et al. (2020) and Farah and Newman (2009).

		<p>- Hypothesis 5: supported by Sari et al. (2017).</p> <p>- Hypothesis 6: supported by Dekhil et al. (2017).</p> <p>- Hypothesis 7: supported by Dekhil et al. (2017).</p>
6	<p>Quality of Communication:</p> <p>Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.</p>	
	<p>Reviewer 1:</p> <p>Yes</p> <p>Reviewer 2:</p> <p>Restructure and make it more clearer to the reader</p>	<p>Authors' Responses:</p> <p>Thank you for the review. As for the recommendation to restructure, we found several parts that we have further made it clearer to the reader:</p> <ul style="list-style-type: none"> - Subsections in results and analyses are rearranged to show a better flow of . - Titles of some tables are revised. - -



7	<p>I suggest a good, strong section on the political points, also on the intrinsic and extrinsic religiosity points and how they impact boycott - so to my way of reading, the intrinsically religious do perform more extrinsically religious acts. They may not boycott, but people who perform more extrinsic religious acts, are more likely to boycott. I think there is quite a good section on the extrinsic and intrinsic, but the justification for all of these choices of literature inclusions is not strong.</p>	<ul style="list-style-type: none"> - stronger section (literature) on the political points ☐ should we bring political points up to the title? - or mere justifications of the use of political tendency as the covariate. - refocusing the literature on intrinsic, extrinsic religiosity - better choices of literature, leaving four dimensions of religiosity <ol style="list-style-type: none"> 1. We've added a strong explanation on the political point and how it is assumed to be an extraneous factor that should be ruled out in the analysis 2. We've taken out unnecessary part in the Literature Review section regarding religiosity to justify the use of intrinsic and extrinsic religiosity as a variable
8	<p>A tightening of the religiosity section. A stronger discussion on the points related to the latter hypotheses. I mean, I would like to see a very strong, tight literature review which meant that the outcomes found in the results are not only supported, but argued for, before they are presented.</p>	<ul style="list-style-type: none"> - tighten religiosity section - literature to highlight/accentuate the findings <p>We've tightened the Religiosity and Religious Animosity into one section. More explanation was also added about religiosity dimensions; intrinsic and extrinsic religiosity.</p>
9	<p>Methodology: Yes, it is appropriate.</p>	<ul style="list-style-type: none"> - thank you
10	<p>Results: The findings are very interesting, but I do think they are drowned under the in clarity of the literature section.</p>	<ul style="list-style-type: none"> - increased clarity and the flow/stream of literature

	<p>There are some really good and important findings, but they are not highlighted clearly enough, due to an insufficient 'set up' in the literature section.</p>	<p>We've changed the literature section henceforth making the 'set up' sufficient.</p>
11	<p>Implications for research, practice and/or society:</p> <p>There are implications for NGO's as well as for governments and businesses that you could mention. These include encouraging an interest in boycotting in general in order to increase and motivate participation. The results also suggest ways to suppress boycotts.</p>	<ul style="list-style-type: none"> - thank you for the valuable suggestion - NGO implications - Government implications <p>We've added implications for NGO, business, and government in the third point of Managerial Implications section.</p>
12	<p>Quality of Communication:</p> <p>The paper needs a quick proofing. There are repeated phrases and some small mistakes.</p>	<ul style="list-style-type: none"> - apologize - proofing has been performed

2ND REVIEW AND AUTHOR RESPONSES

Dear Dr. Roswinanto:

The reviewer(s) have recommended publication, but also suggest some minor revisions to your manuscript. Therefore, I invite you to respond to the reviewer(s)' comments and revise your manuscript.

Reviewer(s)' Comments to Author:
Recommendation: Minor Revision

Comments:

the idea is good however the paper needs some more explanation such as when the data collection was taken. further explanation about Indonesian context/uniqueness in a boycott movement is also needed especially related to religious animosity

Authors' Response:

We thank the reviewers for the constructive review. We have added further explanation on two issues related to the time of the study and Indonesian context/uniqueness.

In the following sections we elaborate our responses in more detail to address the comments from the reviewer related to the revisions that have been done.

1. Originality: Does the paper contain new and significant information adequate to justify publication?: Sari Roti cases has loss its momentum in 2016 and it is not relevant with religious animosity. I do not think it is a good scenario . It is also not clear when the data collection was taken.

Authors' Response:

We appreciate the reviewer's comment related to the scenario. We have added more explanation about the case and how the scenario is relevant. The case of Sari Roti was indeed in end 2016, and data of the study was taken less than a year after the case took place to capture the collective emotion that was still in the society's memory. The case was related to the largest ever religious rally in Indonesia, and most probably in the world. The rally itself was not directed to Sari Roti per se however when the management declared unsupportive comments, the society's strong feeling (animosity) of dislike was then to some extent shifted toward the company.

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Yes

We thank the reviewer for the positive evaluation.

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: The weakness of the paper is in using scenarios to explain intention to boycott. It would be much better to ask the real boycott participants in a religious boycott movement in Indonesia

Authors' Response:

Our study selected individuals as our respondents with several criteria. First, all respondents were provided with the story of the Sari Roti case to either make them aware or to remind them about

what happened. In this case we have made sure all participants become aware about the case. Second, most respondents are individuals that have not joined the Sari Roti boycott and thus measuring the intention to participate in such boycott was relevant considering their future action related to the case. We intentionally avoided real boycott participants since it then became irrelevant to ask their intention anymore.

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: yes

We thank the reviewer for the positive evaluation.

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: need a better explanation for Indonesian context

Authors' Response:

We thank the reviewer for the input, we have added points related to Indonesian context among some that have been written. Increasing religious and political tension made the chance of religious animosity become higher and in turn made the chance of actions against perceived religious attacks become more severe. Despite the fact being the largest Muslim population in the world, Indonesia has several cases of defamation on religious symbols that in turn sparked religious animosity and the act of religious boycotts. We have mentioned most recent boycott instances including boycotts for Sari Roti, Grab Indonesia, Unilever, and Indonesian celebrities.

Further, in the implication section, we have briefly stated the managerial implications that are related to the potentially boycotted companies or institutions, government bodies, and the NGOs respectively. The theoretical implications highlight the significant relationship between religiosity dimensions and religious animosity in Indonesian context, as well as significant effects of religious animosity on attitude toward religious boycott.

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: yes

We thank the reviewer for the positive evaluation.

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AUTHOR RESPONSES FOR REVIEW II

General Comments Reviewer 1

This journal discusses an interesting topic and is generally quite good. It's just that it needs a little improvement, namely:

Check whether the **grammar** used is appropriate, check the **compatibility of writing with the format**, correct the **table containing the decimal numbers**. We recommend that you **equalize the decimal digits after the comma**. **Want to use two, three, or four decimal places to make it tidier.**

Recommendation: Minor Revision

General Comments Reviewer 2

the idea is good, however, **i do not think sari roti is a proper brand for a religious boycott in Indonesia. the paper also needs a better model, measurement and indicator.**

Recommendation: Major Revision

Authors' Response:

We thank the reviewers for such constructive comments and the opportunities for revisions. In the following sections we will elaborate our responses in detail to address the comments from reviewers point by point related to the revisions that have been done. We have corrected the term young Muslim to be adult Muslim as in fact the samples are in the age between 22 to 31 years old. We have also corrected grammar errors and equalized the decimal numbers in Table 4, 5, 6, 7, 8 and 9.

Our more detailed responses are elaborated for each section of the review.

1. Originality

Does the paper contain new and significant information adequate to justify publication?

Reviewer 1: Yes.

Reviewer 2: **The idea is good to see about religious boycott in Indonesia, however authors need to give newest phenomenon on religious boycott to show an urgency to study this. the case of Sari Roti, Grab or about Ernest the comedian are example of outdated cases.** people in Indonesia are almost forget about those cases. Please **find more relevant and much newer examples.** especially **related to sari roti, Indonesian politics has now go beyond that, the case of Ahok as Jakarta's non Muslim governor** and its relationship with Indonesian religious boycott phenomenon on Sari Roti products **need to have a better explanation and a proper study.** For example in a real life situation, we can see that **actually revenues of sari Roti are getting higher now in Indonesia,** therefore, I do not think that Sari roti is a good example.

We thank the reviewers for the feedback. More recent case has been added as an example of religious boycott. In fact, there are not many religious boycott cases that took place and that are considered massive and influential. We believe Sari Roti is the utmost representative to be the base case for our study for several reasons. First, there are not many significant religious boycott that happened more recently in Indonesia. Second, Sari Roti case was preceded by and strongly related to the largest religious protest in Indonesia and accordingly the society's memory remain strong. Finally, as a case, Sari Roti boycott has never been used in any study and literature. The last reason also signifies the novelty of using such a case and should not be considered as obsolete.

We use the case of Sari Roti to utilize the society's collective memory related to the scope of time when the boycott was in effect. Such scope of event or time is relevant to our study which investigates the religiosity dimensions and the effect on boycott intention. What happened next to Sari Roti, such as that it gets higher revenues after some time, is beyond the scope of our study. There are many other factors involved in how a company successfully deals with the boycott on its brand, such as the company's coping strategy, public relation and media management, government intervention, etc. It is interesting to see how the company successfully deals with the boycott

afterwards. We would like to harvest such phenomena in our future research. However, that is for the future research and not in the scope of our current study.

2. Relationship to Literature:

Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?

Reviewer 1: Yes.

Reviewer 2: **No. The authors need to put newer studies on boycott.**

Authors' Response:

We have added recent relevant literatures to illustrate boycott and to strengthen hypothesis development. The added literatures are from Long and Deng (2020), Muhamad et al. (2019), Delistavrou et al. (2020), Sari et al. (2017), Arora et al. (2017), Hahn and Albert (2017), Dekhil et al. (2017)

3. Methodology

Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?

Reviewer 1: Yes.

Reviewer 2: I am not sure about the **6 point Likert scale** in this study because it does not give the participant the chance to choose "neutral" position. the author claims that , he/she studied about religious boycott, however, her/his reason why she/he **chose respondents in big cities like Jakarta or Bandung are very unclear.** for example Why the author did not select participants in cities that known as place for **intrinsic religious followers , such as Aceh or Padang?** The author needs to explain her/his reason clearly, otherwise her/his choice does not make any sense because people in big cities could be more extrinsic.. **Sari Roti as the object analysis in in this study is also questioned.** **The indicators for each variable are unclear.** for example, in measurement about **religious animosity, the paper clearly mention sari roti as a brand.** while in the measurement about **perceived success likelihood of the boycott, it is about a boycott in general, not mentioning any brand.**

Authors' Response:

Related to the raised issue about the 6 point Likert scale, we understand that such issue has been a long discussion among researchers. The issue is generally related to the discussion of which one is better (between odd and even scales). Each choice has advantages and disadvantages such as central tendency bias in the use of odd scale and forced choice in even scale. In the current study, we opt to even scale mainly in order to prevent respondents from choosing the midpoint as a way of avoiding decisions.

Related to the issue about cities, we deliberately choose big cities such as Jakarta and Bandung to obtain heterogeneity of samples which resembles Indonesian Muslim population. That is also the reason we did not choose specific cities with high intrinsic religious Muslim populations.

Related to the use of Sari Roti as the base case, as partially explained in our replying comments pertaining to originality, the reasons are as follow:

- There are not many religious boycott cases that took place and which are considered massive and influential.
- Sari Roti case is considered the most representative one to be the base case for our study
- The case was preceded by the largest ever religious protest in Indonesia and accordingly the society's memory remain strong
- As a boycott case, Sari Roti case has never been used in any study or in extant literature which signifies the novelty

Related to the indicators, we thank the reviewer for reminding. In the real instruments/questionnaire we used in this study, we stated the brand context (Sari Roti) as the framing for each set of the questions (for each variable). And the framing also was made for the current boycott context (Sari Roti boycott). Accordingly, we have corrected the measurement items in the manuscript in Table 3.

4. Results

Are results presented clearly and analyzed appropriately? Do the conclusions adequately tie together the other elements of the paper?

Reviewer 1: Yes.

Reviewer 2: not clear. the author **need a better model. I do not think TPB is a good idea because reason to boycott a brand as part of religious movement is very complex.**

Authors' Response:

We believe that TPB is a good model to explain the part of religious movement, e.g. religious boycott.

Several extant literatures also employed the TPB model in explaining consumer boycott such as Farah and Newman (2009), Delistravrou et al. (2020). The explanation in the section titled "Applying TPB in Religious Boycott Context" have further elaborated why TPB is a good idea to model religious boycott.

5. Implications for research, practice and/or society:

Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?

Reviewer 1: Yes.

Reviewer 2: **not really clear**

We have divided the implications into theoretical implications and managerial implications. The overall results of the current study contribute to the literature in at least three main theoretical implications. For each of study 1 and study 2, we have analyzed whether the results complement the previous study both in the discussion section and the implication section.

As for the managerial implications, there are three implications for three different stakeholders which are the boycotted institution, the government, and the NGOs.

In the discussion section, we have further explained the relationship between the findings (each of the tested hypotheses) supported by past research. Summary of the added explanations are as follow:

- Finding of hypothesis 1: consistent with Swimberghe et al. (2009) and Al Hyari et al. (2011). The findings sharpen the result of Alport (1963).
- Finding of hypothesis 2: consistent with Sari et al. (2017) and Kalliny and Lemaster (2005).
- Finding of hypothesis 3: consistent with Albrecht et al. (2013) and Tajfel and Turner (1986).
- Finding of hypothesis 4: consistent with Delistavrou et al. (2020) and Farah and Newman (2009).
- Finding of hypothesis 5: consistent with Sari et al. (2017).
- Finding of hypothesis 6: consistent with Dekhil et al. (2017).
- Finding of hypothesis 7: consistent with Dekhil et al. (2017).

6. Quality of Communication:

Reviewer 1: Yes.

Reviewer 2: it is okay but I suggest to **use a professional proofreader** for publication.

Authors' Responses:

Thank you for the review. We have proofread the paper. We have also reconstructed the structure to make it clearer to the reader:

- Subsections in methodology are rearranged to gain a better flow of ideas.
- In results and analyses, more detailed explanations have been added and separation between measurements and hypothesis test results has been made clearer.
- Discussions and implications have been elaborated separately for each hypothesis.
- Titles of some tables are revised to better identify the variables reported.

Reviewer 1:

The paper is written well. Congratulations. Nevertheless, having the youngsters as respondents make the study non-generalisable to me. Justifying them to be IT savvy is not appropriate for at least two reasons: i) youngsters are still unstable and immature in terms of their religiosity hence testing this aspect is inaccurate, ii) even the older generations are now IT savvy.

Recommendation: Accept

Reviewer 2:

Restructure and make it clearer for the readers, kindly align hypothesis, framework and discussion

3RD REVIEW AND AUTHOR RESPONSES

Reviewer(s)' Comments to Author:

Reviewer: 1

Recommendation: Minor Revision

Comments:

The Author needs to give a better explanation about choice of respondents and about implications part in this paper

Authors' Response:

We thank the reviewers for the positive review and comments. We have added further elaboration on two issues related to the choice of respondents and the implications part.

In the following sections we explain our responses in more detail to address the comments from the reviewer related to the revisions that have been done.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication?: Yes

We thank the reviewer for the positive evaluation.

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Yes

We thank the reviewer for the positive evaluation.

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Respondents in this study are those who did not boycott Sari Roti when the real case happened, Thus, these respondents are not the right choice to study about intention to boycott, because even when the real case happened they even decided not to boycott. This is the weakness of the paper.

Authors' Response:

We have added explanations why the choice of respondents in our research is correct. In the current research, we measured the intention to participate in the boycott and not the actual behavior of the boycott.

Individuals who did not join such a boycott used in this research case might have several reasons such as being unaware of the boycott case, being not in need of the product being boycotted, the boycotted brand is indeed not the preferred brand, and so on. Principally, individuals who did not actually join the boycott might or might not have the intention to boycott. In this case we expect getting adequate variance in the responses.

On the other hand, if we used individuals who actually joined the boycott then we would have ended up getting no variance or at least skewed responses in the boycott intention.

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Yes

We thank the reviewer for the positive evaluation.

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: Please strengthen the Implications part

Authors' Response:

Thank you for the suggestion. We have intensified the explanations especially for the managerial implications. Government can manage the magnitude of the boycott in order not to escalate into a national instability. NGOs can benefit from understanding the conceptual model of this research to initiate campaigns or lobbies in order to optimize the three main antecedents.

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Yes,

We thank the reviewer for the positive evaluation.