Antecedents of Consumers' Engagement with Boycotting Content on Social Media: A Male Vs Female Perspective

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Abstract

The rise in popularity and reliance on social media has led to a stream of scholarly research in different aspects of life. As consumers, individuals and employees we all engage differently with social media content. Part of this difference stems from gender differences since it can reveal distinct behaviors and preferences in social media usage. Meanwhile, social media has transformed how consumers continue to engage with boycott content and narrative. Hence this study presents a conceptual framework that investigates the motivations to engage with boycotting content on social media from a male vs female perspective. This study takes #boycotisrael as its focus in investigating why consumers consume, contribute or create boycotting content on different social media platforms. Also, this study contributes to our understanding of how male vs female behaviors differ regarding social media content. Findings indicate that males show stronger correlation between their propensity for online interaction and behaviors like consumption, contribution and content creation, whereas females show a more pronounced response to social media marketing efforts, particularly in influencing consumption behavior. Future research should explore cross-cultural and longitudinal analyses to further understand the dynamics of different gender engagement with boycott-related content.

***Keywords**: Gender Differences, Social Media Engagement, Boycotting, Social Media Content, Anti-Consumption, Consumer Behavior.*

Introduction

It is of no doubt that the poliferation of social media use by both males and females have brought various impacts to our societies. Indeed, one of these is the role of social media and boycotting behaviours (Johnson, 2019; Dalkas et al., 2022; Susanti 2024). Boycotts include actions consumers take to stop buying products from specific companies and refusing their business practices (Friedman, 1991). Social media has transformed how consumers contribute to boycotting by offering new forms of engagement with content and narrative. Social media campaigns have influenced boycott motivations (Susanti et al. 2024). The emergence of hashtags in digital social movements shows the power of social media as a social change and advocacy tool (Ulya & Ayu, 2024). Research indicates that social media content and campaigns could affect the intention to purchase and consume products (Abdullah and Singam, 2014). Also, research shows that consumers would engage with content but will not stop buying the product if this comes at a cost, like looking for alternatives (Clerides et al. (2010) in Abdullah and singam (2014).

The hashtag #boycottisrael became more popular among the supporters of the Palestinians during the violent attacks that has been taking place since October 2023. Palestinian-led movements, such as BDS

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(Boycott, Divestment and Sanctions), have been using this hashtag through multiple social media platforms to place global pressure on Israel to comply with international law and cease the violent attacks. The hashtag, along other variants including #boycottisraelproducts, became especially popular among the Middle East where Arabs sought an active way to support their 'brothers'. Arabs have called for boycotting Israel even before social media for its significant economic impact, however, since the hashtag activism culture has been adopted by Egyptians, and Arabs in general, calls for boycotting are supported through social media in solidarity with Palestinians. The hashtag has been popular among younger generations - majority of social media users - yet the different genders and their perception and behavior towards boycotted brands remains unclear

According to Palacios-Florencio et al (2021), previous lines of research have focused on boycotting from three different approaches. The first focuses on the causes and objectives of the boycotts. The second focuses on outcomes, and the third focuses on investigating motives for individuals to take part in a boycott. Hence, in this study, we are interested in investigating what causes engagement with social media boycott content. Indeed, this study contributes to literaure by adding the gender differences to the analysis.

The purpose of this paper is to investigate the difference between males and females' engagement with social media boycotting content. Specifically, this research examines the effect of brand's social media boycot content efforts and the role of the individual's social media intercation on the individual's online social interaction propensity on various levels of consumers' engagement with brand-related social media content. Hence in this study the purpose is to measurie first, the effect boycotting content marketing efforts on the males VS female's engagement with the brand-related content on social media. Second, the difference across male's vs females' online behavior through their general online social interaction propensity. This synthesised this paper contributes to literature of gendre difference in consumer behaviour on socia media in the context of boyctiing.

Theoretical Framework and Review of Previous Studies

Consumer Behavior and Social Media Engagement

With regards to theories that explain consumer behaviour on social media, uses and gratification theory was found widely used in the field of media (Ruggiero, 2000). This theory suggests that users are not passive but rather active and they choose the media that will satisfy specific motives they have (Rafaeli & Ariel, 2008) hence users select to use and engage with media that will gratify psychological needs (Wei et al., 2015). Some of these specifically applicable needs to social media include remuneration, reward, and the motive to obtain importance (Tsai & Men, 2013). In addition, Wang and Fesenmaier (2003) found that remuneration included the reward received and the sense of empowerment achieved from the platform. Also, Wei et al. (2015) found that social and informational needs were factors affecting the stickiness of users to social media. Use and Gratifications Theory initially developed by Katz (1959) was adopted for general use of media. Later, studies used the framework for social media applications too (see the work of Malik et al., 2016).

From a marketing perspective, a great approach to understanding the influence of information diffusion would be through electronic word of mouth (Luo & Zhong, 2015). Still, some authors like Huberman et al. (2008) argue that for advertisers, companies and politicians, some connections and word of mouth could be useless. Further to that Media dependency theory helps explain why users would rely on social media. Tsai and Men (2013) found that social media dependence leads to outcomes such as engagement with brand communities. Consumers tend to rely on mediums like social media for information (Lee, 2012; Hwang and Kim, 2015; Fuscaldo, 2011). However, it is argued that the social media platform has democratised content, hence the user who relied on it for information is now the content creator. Accordingly, social media has challenged the initial assumptions of the media dependency theory.

When it comes to specific content on social media, this is measured through behavioural not cognitive assessment of how consumers are engaging with the content (Schivinski et al., 2016). Based on the initial framework developed by Tsai and Men (2013), studies like Schivinski et al. (2016) and Mishra (2019) conceptualised engagement as consumption, contribution, and creation of media content. First, consumption as a related activity was explained as the minimum effort dimension which involves only passive consumption of the content (Tsai and Men, 2013). Consumption was found to be the most widespread among other dimensions (Muntinga et al., 2011). Examples include watching a video or images on social media. Second, contribution includes participating in content that was previously produced Muntinga et al., 2011, this includes peer—peer or peer to content (Tsai and Men, 2013). This could include a like or a share of content. Third, creation, the strongest level of engagement (Muntinga et al., 2011). This includes the creation and posting of content by the user Tsai and Men (2013), which potentially acts as a stimulus to other users (Schivinski et al., 2016). An argument here is that one user engages with varied brands differently and/or simultaneously, depending on the context. Hence the present study argues that more understanding is needed in the context of boycotting content. Are the consumer consuming, continuing, or creating content based on social media marketing efforts and their internet propensity (Schivinski et al., 2016). Infact, in this study we argue that gendre could contibrute to how users enage differently, especially when it comes to boycotting content.

Brand-Specific Social Media Content

Social media is one of the main channels of communication the brands use to connect, communicate, and engage with audiences today. Kaplan and Haenlein (2010) defined social media as a developed form of Web 2.0 that enables users to create, share and exchange user-generated content. They advise companies that decide to communicate with audiences through social media to choose the platforms carefully according to their target audience and business goals, align their messages to other marketing activities to ensure brand consistency, be active, insteresting, humble and honest. De Vries, Gensler, and Leeflang (2012) specified that positioning a brand's post at the top of a brand's fan page would be a major reason behind the posts' popularity. The study also found a positive correlation between the vividness and interactivity of the posts content as well as the share of positive comments and the number of likes and comments. When it comes to fans content, it is not always in favor of brand; in other cases, it is an expression of dissatisfaction or even calling for boycotting. Making use of the mobilization opportunities that social media offers, such campaigns often call for a collective action against brands that are percieved to have engaged in an unethical practice or participated in undersirable moves. Ward and De Vreese (2011) confirm that 'political consumerism'- or purchasing for ethical or political reasons is evident among UK youth. The research identifies the youth's online presence and socially conscious consumption as an extension to political consumerism in the digital era. Also, Kim & Ko (2012), Tsai & Men (2013), and Schivinski et al. (2016) proposed motives under social media marketing efforts as motivations for engagmeent with social media content that is brand related. Hence the present study proposes the hypoethesis below.

- H1a. It is expected that social media marketing efforts will have a positive effect on consumption of boycotting content.
- H1b. It is expected that social media marketing efforts will have a positive effect on contribution to boycotting content.
- H1c. It is expected that social media marketing efforts will have a positive effect on creation of boycotting content.

Online Social Interaction

The relationship between gender and social media engagement has also been an interest of scholarship on marketing and communication. Harigittai (2007) explored the patterns of social network sites usage,

focusing on Facebook, MySpace, Xanga and Friendster, finding that woman tend to use such platforms more than men. Barker (2009) confirmed that females use of social network sites was more than males and explained that the use was more likely for communication with friends, entertainment, passing time and for higher collective self-esteem. Furthermore, Kim, Sin and Tsai (2014) focused on the relationship between gender and social media usage among undergraduate students. While no significant differences were found in the use of social media platforms and microblogs for information seeking, male students were found to use blogs, media sharing sites, user reviews, wikis and social platforms more than female students. These findings reinforce that men use social media for task-oriented and information seeking reasons, while women tend to use them for social interactions. Chen, Sin and Lee (2015) also surveyed undergraduate and postgraduate students in Singapore to find that more female students share misinformation than their male counterparts. Motivations behind such share were found to be maintaining relationships and interacting with others for female students. They also shared content that they found fun and/or enjoyable.

Interaction on social media platforms also influences user engagement as demonstrated by Ellison, Steinfield and Lampe (2007). The study shows the contribution of Facebook in forming and maintaining social capital among college students. Bridging social capital, as the study argues, supports students' connection to a wider community and fosters inclusivity. Furthermore, the interaction style influences participation in activism related content such as boycotting. The evolvement of social movements in the past decade was explored by Holgado-Ruiz, Saura and Herraez (2021) focusing on social media platforms including Twitter and Instagram and approaches such as User-generated content in movements including Black Lives Matter and Me Too. The study categorizes the content produced by activists into four types: (1) Call to action – encouraging people to take specific actions; (2) Information Sharing – content including facts related to the event or cause; (3) Personal Narratives – activists' personal stories; and (4) Expression of Solidarity – messages that show support and unity. The type of interaction whether active, such as commenting and/or discussing, or passive like sharing and/or liking, can influence the level of engagement with boycotting campaigns. It was found that active engagement, for example, amplify the commitment of users to the cause which subsequently leads to actions that can take place offline (Valenzuela, Arriagada and Scherman, 2012; and Vraga and Bode, 2017).

Online interaction propensity proposes that every individual has different traits and characteristics (Mishra, 2019). Hence given similar access some individuals might participate in social media and others not (Blazevic et al., 2014). Thus, social media strategy and platform might merely facilitate the decision but it's the person who decides (Schumann et al., 2001). Accordingly, more research addressing individual interaction preferences is needed (Blazevic et al., 2014). This synthesised, in the current study the research addresses the variations in individual interaction and so we hypothesise that:

- H2a. It is expected that online interaction propensity will have a positive effect on consumption of boycotting content.
- H2b. It is expected that online interaction propensity will have a positive effect on contribution to boycotting content.
- H2c. It is expected that online interaction propensity will have a positive effect on creation of boycotting content.

Gender Differences in Consumer Behavior

Consumer Behavior scholars have been interested in the gender differences, in terms of shaping consumption patterns, decision making and online engagement. Kanwal et al. (2022) produced a systematic literature review, that examines behavior commonalities and differences among different genders when shopping online. These literature review considered 61 academic articles from different geographical areas

including USA, Taiwan, China and India. Findings showed that men tend to favor online shopping when compared to women due to convenience purposes such as e-payments. On the other hand, women demonstrated higher concerns related to privacy compared to men. These differences are traced back to biological and socio-cultural factors. Kraljevic and Filipovic (2017) focused more on the gender differences in consumer behavior among millennials. The study demonstrated a difference in the price sensitivity, showing women are more price sensitive than men as well as preferring to engage in loyalty programs more than men. Yet, there were no differences in terms of preferring physical stores to online shopping. Lin et al. (2019) confirmed the differences among men and women when shopping online in terms of interactivity and perceived risk, vividness and diagnostic, and online product presentation.

Research on gender differences have also focused on social media use and engagement. Studies such as Miller and Slater (2020) revealed gender differences in content preferences, styles of interaction as well as responses to marketing communications. More recently, Feng and Ivanov (2022) examined the differences in the emotional expression and engagement of men and women on social media during the Covid-19 pandemic. Findings revealed that women tend to express more negative feelings than men, which consequently garnered more engagement through comments. Feng and Ivanov (2022) concluded that women seek more emotional support and/or validation through expressing their feelings on social media. Also, Manago, Walsh and Barsigian (2023) explored the impact of gender ideologies on social media behavior among adolescents. Findings included that girls use social media for purposes such as emotional bonding and appearance validation, provided by platforms such as TikTok and Instagram, while boys use social media for competitive activities such as gaming and challenges provided by platforms such as Discord and Reddit.

Scholarship on consumer behavior have been further interested in the gender differences' response to brand messages and ethicalities. Meyers-Levy and Loken (2015) examine various consumer behavior in relation to different genders. The research found that males are more selective in the information they process, while females are more comprehensive and sensitive to detailed information when responding to marketing messages. Females were also found to be more responsive to negative information and more likely to experience and express feelings of anxiety, worry, and sadness, which influence their consumption behavior. Pinna (2020) also explores how gender influences young consumers' behavior towards brands perceived as ethical. The research confirms previous studies' findings that individuals who identify with feminine traits are more likely to purchase ethical products, while individuals who identify with masculine traits are less likely to set their purchase decisions based on ethical considerations. Accordingly in the present study we hypothesis a difference between males and females with regards to how they engage with boycotting content on social media as follows

- H3a. It is expected that there will be a significant difference between gender groups in the effect of social media marketing efforts on consumption of boycotting content.
- H3ai. It is expected that social media marketing efforts will have a positive effect on consumption of boycotting content in females.
- H3aii. It is expected that social media marketing efforts will have a positive effect on consumption of boycotting content in males.
- H3b. It is expected that there will be a significant difference between gender groups in the effect of social media marketing efforts on contribution of boycotting content.
- H3bi. It is expected that social media marketing efforts will have a positive effect on contribution to boycotting content in females.
- H3bii. It is expected that social media marketing efforts will have a positive effect on contribution to boycotting content in males.
- H3c. It is expected that there will be a significant difference between gender groups in the effect of Online interaction propensity on creation of boycotting content.

- H3ci. It is expected that social media marketing efforts will have a positive effect on creation to boycotting content in females.
- H3cii. It is expected that social media marketing efforts will have a positive effect on creation to boycotting content in males.
- H4a. It is expected that there will be a significant difference between gender groups in the effect of Online interaction propensity on consumption of boycotting content.
- H4ai. It is expected that online interaction propensity will have a positive effect on consumption of boycotting content in females.
- H4aii. It is expected that online interaction propensity will have a positive effect on consumption of boycotting content in males.
- H4b. It is expected that there will be a significant difference between gender groups in the effect of Online interaction propensity on contribution of boycotting content.
- H4bi. It is expected that online interaction propensity will have a positive effect on contribution to boycotting content in females.
- H4bii. It is expected that online interaction propensity will have a positive effect on contribution to boycotting content in males.

Study Design

This research follows quantitative approaches to conclude how gender contributes to the antecedent of engagement on social media, especially with content related to boycotting.

This research utilized a quantitative method to assess the suggested conceptual framework presented in the image below. With regards to the scales this study adopted previously tested measurement scales. To demonstrate with regards to Social Media Marketing efforts, Kim and Ko (2012). With regards to Online Interaction Propensity an application of the scale Blazevic et al. (2014) was conducted. Furthermore, the scale of Schivinski et al. (2016) was adopted for Consumption, Contribution and Creation variables. Data were gathered from 334 participants and analyzed through Structural Equation Modeling (SEM) and Multi-Group analysis. The data and key trends of user engagement were employed through descriptive statistics. Then the model was validated by the Confirmatory Factor Analysis, to ensure variables of interest were adequately presented. Further to that, Structural Equation Modeling (SEM) was used to explore relationships between the different variables. Finally, to provide deeper insights multi-group analysis was conducted to test for differences among the gender and other demographic variables. Questionnaires were randomly distributed to social media users in a university with 8 different campuses across Egypt one of which includes a high school. The questionnaire was distributed electronically through the university's database which included the undergraduate and postgraduate students, high-school students, and academic and administrative staff. The responses are thus representative of different age groups, educational levels, income levels and employment statuses.

Sampling

As population size for all social media users are almost 46000000 in early 2023 and nothing is present later, it is preferable to use Cochran (1963) that depend on infinity number of individuals as population size. We considered a 10% confidence level and a 5% margin for error. The Cochran method is better than G power when population is unknown, and we used SEM model since G power depend on settling on regression model as a statistical method this is not written for the article this is just a clarification on sample size.

Findings and Discussion

The survey data provides a comprehensive overview of respondents' demographics and social media habits. In terms of gender, the sample is fairly balanced with 54.5% male and 45.5% female participants.

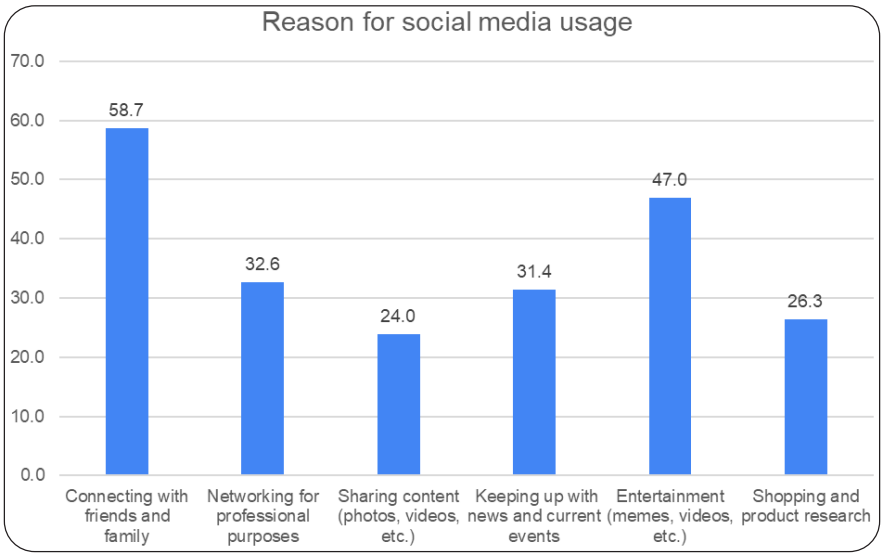
Age distribution shows two prominent groups: 35-44 years old (30.8%) and 18-24 years old (29.6%), while those 65 and over represent the smallest group at 4.8%. Educational attainment among respondents is relatively high, with bachelor's degree holders forming the largest group (43.7%), followed by those with master's degrees (19.5%). Only a small portion (6.6%) have less than a high school education. Regarding household income, the most common bracket is 5,000 EGP - 10,000 EGP, accounting for 34.1% of respondents, with other income categories more evenly distributed. Employment status data reveals that most respondents are employed, with full-time (26.9%) and part-time (25.7%) workers making up the majority. Students represent 13.8% of the sample, while various forms of unemployment account for 4.5%. As for marital status, nearly half of the respondents (46.7%) are single, with married individuals forming the next largest group at 19.8%. Social media usage among respondents is high, with 57.8% reporting used several times a day. Regarding the social media platforms, around 67.7% of the sample used Facebook, followed by 40.1% using WhatsApp and 35.9% using TikTok. The least used platform was Pinterest with only 6% of the sample using it.

As it can be observed, the majority of the sample representing more than half of the individuals uses social media primarily for connecting with friends and family. Around 47% of the sample, entertainment is considered the reason for social media usage. Networking and keeping up with news are considered to be an important reason for social media usage by 32.6% and 31.4% of the sample.

Table I: Frequency Table for Demographics of the Sample

	Categories	Frequency	Percentage
Gender	Female	162	48.5
	Male	172	51.5
Age Group	18 – 24	99	29.6
	25 – 34	43	12.9
	35 – 44	103	30.8
	45 – 54	46	13.8
	55 – 64	27	8.1
	65 and over	16	4.8
Educational Level	Bachelor`s degree	146	43.7
	Doctorate or professional degree	42	12.6
	High school diploma or equivalent	59	17.7
	Less than high school	22	6.6
	Master`s degree	65	19.5
Household`s income	10,001 EGP - 20,000 EGP	63	18.9
	20,001 EGP - 30,000 EGP	54	16.2
	5,000 EGP - 10,000 EGP	114	34.1
	Less than 5,000 EGP	52	15.6
	More than 30,000 EGP	51	15.3
Employment Status	Employed full-time	90	26.9
	Employed part-time	86	25.7
	Homemaker	24	7.2
	Other (please specify)	23	6.9
	Retired	18	5.4
	Self-employed	32	9.6
	Student	46	13.8
	Unemployed (actively seeking employment)	9	2.7
	Unemployed (not actively seeking employment)	6	1.8
Marital Status	Divorced	19	5.7
	Living with a partner	28	8.4
	Married	66	19.8
	Other	21	6.3
	Separated	14	4.2
	Single	156	46.7
	Widowed	30	9.0
Social Media Usage	A few times a week	20	5.9
	Less than once a week	15	4.5
	Never	59	17.7
	Once a day	24	7.2
	Once a week	23	6.9
	Several times a day	193	57.8
Facebook	No	108	32.3
	Yes	226	67.7
Instagram	No	243	72.8
	Yes	91	27.2
LinkedIn	No	291	87.1
	Yes	43	12.9
WhatsApp	No	200	59.9
	Yes	134	40.1
Twitter	No	300	89.8
	Yes	34	10.2
TikTok	No	214	64.1
	Yes	120	35.9
Snapchat	No	249	74.6
	Yes	85	25.4
Pinterest	No	314	94.0
	Yes	20	6.0
Other	No	303	90.7
	Yes	31	9.3

Source: Calculations based on sample of 334 Egyptian individuals



Source: Calculations based on sample of 334 Egyptian individuals

Figure I: Bar Chart for the Reasons of Social Media Usage

According to the benchmark set by Shrestha (2020), the Variance Inflation Factors in table II that were observed in the current study were lower than the suggested five. This indicates that the multicollinearity among the statements do not exist. All of them showed a Cronbach's Alpha value that was greater than 0.7. Based on this, it can be deduced that the statements are suitable and reliable for the selection of the variables that will be summarized in the study (Taber, 2018).

In addition, the Composite Reliability (CR) and Average Variance Extracted (AVE) variables were computed to provide evidence in support of the variables and to evaluate the degree to which the statements accurately define the latent variables. The results that were obtained from the study that is represented in Table II demonstrated that each of the factors that were taken into consideration had a CR that was greater than 0.7 and an AVE that was greater than 0.5. This was done to demonstrate that these assumptions are viable to take into consideration these factors as they are valid (Kamis et al. 2020). Observing the loadings, the statements have values higher

Table II: Reliability and Validity Analysis on the Variables in Phenomenon

Variables	Items	Outer Loadings	Outer VIF	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Consumption	Cons1	0.835	2.981	0.837	0.886	0.611
	Cons2	0.845	3.041			
	Cons3	0.871	2.548			
	Cons4	0.618	1.621			
	Cons5	0.709	1.599			
Contribution	Cont1	0.771	2.681	0.884	0.912	0.636
	Cont2	0.9	4.202			
	Cont3	0.799	2.427			
	Cont4	0.81	2.516			
	Cont5	0.666	1.522			
	Cont6	0.821	2.218			
Creation	Creat1	0.848	2.817	0.86	0.905	0.705
	Creat2	0.929	3.921			
	Creat3	0.814	2.127			
	Creat4	0.758	1.841			
Online Interaction Propensity	OIP1	0.765	2.706	0.881	0.907	0.585
	OIP2	0.875	3.591			
	OIP3	0.754	2.144			
	OIP4	0.687	1.973			
	OIP5	0.654	1.575			
	OIP6	0.85	2.71			
	OIP7	0.743	1.774			
Social Media Marketing Efforts	SMM1	0.773	3.283	0.877	0.905	0.578
	SMM2	0.848	4.082			
	SMM3	0.744	1.73			
	SMM5	0.638	1.599			
	SMM6	0.75	1.845			
	SMM7	0.748	1.871			
	SMM8	0.802	1.998			

Source: Calculations based on sample using SmartPLS 4

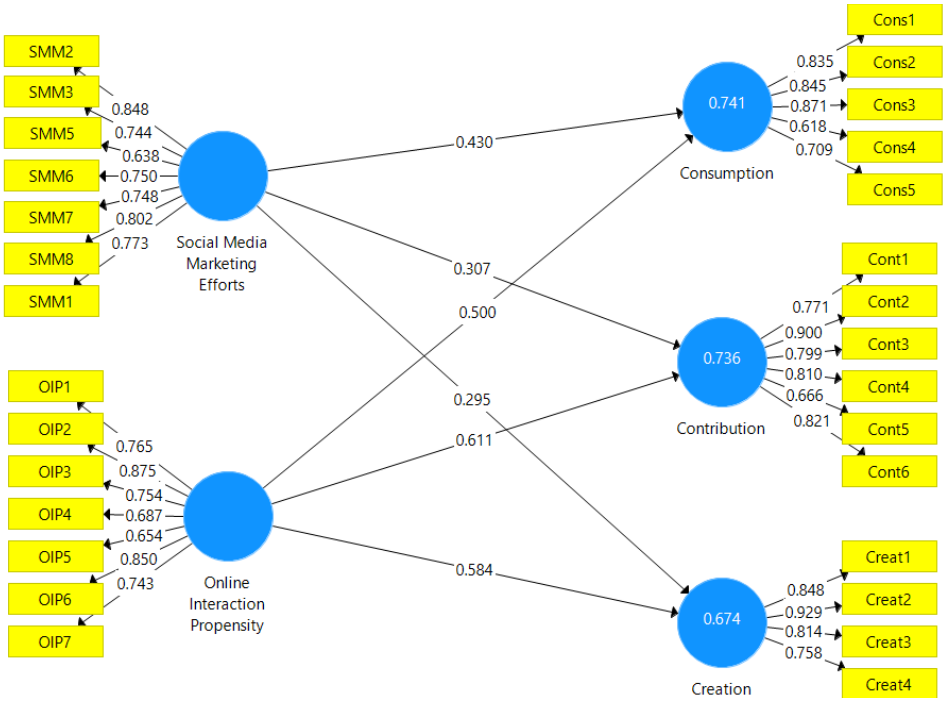
than 0.6 and the statement with a value lower than 0.5 was eliminated (Nasution et al., 2020).

The Fornell-Larcker Criterion is a widely recognized method for assessing discriminant validity in structural equation modelling. This approach posits that a construct's internal consistency should exceed its relationships with other constructs in the model. To demonstrate this, the square root of the Average Variance Extracted (AVE) for each construct should surpass the correlations or cross-loadings between that construct and others (Afthanorhan et al., 2021). In the current study, the analysis reveals that all constructs meet this criterion. This findings in table III provides strong evidence for discriminant validity, indicating that the various constructs in the model are indeed distinct from one another.

Table III: Fornell-Larcker Criterion for Discriminant Validity Analysis

	Consumption	Contribution	Creation	Online Interaction Propensity	Social Media Marketing Efforts
Consumption	0.782				
Contribution	0.721	0.798			
Creation	0.702	0.761	0.84		
Online Interaction Propensity	0.706	0.731	0.695	0.765	
Social Media Marketing Efforts	0.686	0.743	0.712	0.713	0.76

Source: Calculations based on sample using SmartPLS 4



Source: Calculations based on sample using SmartPLS 4

Figure II: Structural Equation Model for the Phenomenon

Figure II shows how the relationships between the variables are built in the Structural Equation Model (SEM). SEM is used to investigate the impact of variables on each other and gives an understanding of the phenomenon. As SEM have the advantage of dealing with multiple dependent variables simultaneously as well as explanatory variables (Purwanto, 2021).

Table IV shows that there is a positive significant effect of Online Interaction

Table IV: Bootstrapping Results of the Structural Equation Model

	Original Sample	Standard Deviation
Online Interaction Propensity -> Consumption	0.500***	0.057
Online Interaction Propensity -> Contribution	0.611***	0.054
Online Interaction Propensity -> Creation	0.584***	0.07
Social Media Marketing Efforts -> Consumption	0.430***	0.057
Social Media Marketing Efforts -> Contribution	0.307***	0.059
Social Media Marketing Efforts -> Creation	0.295***	0.073

***p-value<0.01, * p-value<0.05, "" p-value>0.05

Source: Calculations based on sample using SmartPLS 4

Propensity on Consumption, Contribution and Creation by (β=0.500, 0.611 and 0.584) at 99% confidence level. Therefore, the suggested hypotheses H1a, H1b, H1c are accepted. In addition, there is a positive significant effect of social media marketing efforts on Consumption, Contribution and Creation by (β=0.430, 0.307 and 0.295) at 99% confidence level. This shows that H2a, H2b and H2c are also accepted.

Multi-Group Analysis

As genders might have different effect of social media marketing on the consumption, creation and contribution, multi-group analysis may show these significant differences. Since, there was no proof that the normality assumption is satisfied, the non-parametric Welch-Statterthwait test can be used.

Table V: Welch-Statterthwait Test for Multi-group Analysis Based on Gender

	Path Coefficients-diff	t-Value	p-Value
Online Interaction Propensity -> Consumption	-0.091	0.774	0.440
Online Interaction Propensity -> Contribution	-0.048	0.453	0.651
Online Interaction Propensity -> Creation	-0.043	0.335	0.738
Social Media Marketing Efforts -> Consumption	0.036	0.316	0.752
Social Media Marketing Efforts -> Contribution	-0.057	0.5	0.618
Social Media Marketing Efforts -> Creation	-0.046	0.334	0.738

Source: Calculations based on sample using SmartPLS 4

The Welch-Satterthwaite test for multi-group analysis determined on the gender differences compares the significance of the different path coefficients of male and female. Nevertheless, it was found that there was no difference in the impact of Online Interaction propensity and social media marketing efforts on consumption, contribution, and creation between both genders, at 95% confidence level. This can show that the opinions of males and females are not significantly different.

Table VI: Bootstrapping Results for Comparing between Gender

Hypothesis		Female	Male
Online Interaction Propensity -> Consumption	Path Coefficient	0.443	0.535
	Standard Deviation	0.083	0.084
	T-value	5.318	6.345
	P-value	0.000	0.000
Online Interaction Propensity -> Contribution	Path Coefficient	0.571	0.62
	Standard Deviation	0.083	0.067
	T-value	6.866	9.228
	P-value	0.000	0.000
Online Interaction Propensity -> Creation	Path Coefficient	0.544	0.587
	Standard Deviation	0.099	0.082
	T-value	5.467	7.157
	P-value	0.000	0.000
Social Media Marketing Efforts -> Consumption	Path Coefficient	0.447	0.411
	Standard Deviation	0.088	0.075
	T-value	5.1	5.48
	P-value	0.000	0.000
Social Media Marketing Efforts -> Contribution	Path Coefficient	0.27	0.327
	Standard Deviation	0.093	0.069
	T-value	2.914	4.767
	P-value	0.004	0.000
Social Media Marketing Efforts -> Creation	Path Coefficient	0.271	0.317
	Standard Deviation	0.107	0.086
	T-value	2.531	3.669
	P-value	0.012	0.000

Source: Calculations based on sample using SmartPLS 4

The table VI provides a detailed comparison of how online interaction propensity and social media marketing efforts influence consumer behavior such as consumption, contribution, and creation across genders. The data reveals that both females and males exhibit significant positive relationships between online interaction propensity and these behaviors. However, the strength of these relationships is slightly stronger for males across all three behaviors. For instance, males show a higher path coefficient for consumption (β=0.535) compared to females (β=0.443), indicating a stronger link between their online interaction propensity and their consumption behavior. This trend continues with contribution and creation, where males again have higher path coefficients, suggesting that they are more likely to contribute and create content online when they are more engaged in online interactions.

When examining the impact of social media marketing efforts, the results are also positive and significant for both genders but with some notable differences. For consumption, females have a slightly stronger response to social media marketing efforts (β=0.447) than males (β=0.411). This indicates that marketing efforts may be more effective in driving consumption behavior among female consumers. On the other hand, males demonstrate stronger responses in terms of contribution and creation behaviors, with higher path coefficients in both areas. This suggests that while females might be more influenced to consume by

social media marketing, males are more likely to engage actively in contributing and creating content in response to these efforts.

In summary, the data highlights some gender-based differences in how online interaction propensity and social media marketing efforts influence consumer behavior. Males generally show stronger relationships between their online interaction propensity and their consumption, contribution, and creation behaviors, while females exhibit a slightly stronger response to social media marketing efforts in terms of consumption. These insights could be valuable for tailoring marketing strategies to better align with the behavioural tendencies of different genders, ensuring more effective engagement and outcomes.

Table VII: Model Evaluation Metrics for the Structural Equation Model.

	SSO	SSE	Q^2 (=1-SSE/SSO)	R Square	R Square Adjusted
Consumption	1665	923.841	0.445	0.741	0.739
Contribution	1998	1078.555	0.46	0.736	0.735
Creation	1332	713.595	0.464	0.674	0.672

SRMR=0.088, d_ULS=3.358, d_G=1.332, Chi-Square=2515.54, NFI=0.697

Based on the table VII obtained R2 value of 0.739, it can be inferred that Consumption explains approximately 74% of the observed variability in social media marketing efforts and Online interaction propensity. Similarly, the social media marketing efforts and Online interaction propensity 73.5% of the observed variability in Contribution same for Creation by 67.2%. The mode is assessed by employing Q2, a metric for cross-validated redundancy.

The predictive value of the model was demonstrated by the fact that the value of Q2 exceeded zero. The statistical fit metric known as the root mean square of residuals (SRMR) is used to evaluate the quality of a statistical model's fit. As the value approaches zero, the model is considered to be a suitable match for the data. According to the study conducted by Ximenez et al. (2022), a standardised root means square residual (SRMR) value of 0.088 is considered to be a good fit. The proportion of the improvement the model fit compared to having a null model was around 69.7% as represented by Normed fit index (Kline, 2016). It is deemed acceptable with a capacity for further improvement to reach 1.

Conclusion and Future Research

This study examines consumer engagement with boycotting content on social media platforms with a particular focus on gender differences. Previous work such as Cooke, Fletcher et al. (2019) presented the importance of context when it comes to engagement. This research expands the previously established scales of Kim and Ko (2012), Blazevic et al. (2014) and Schivinski et al. (2016) in applying it to a specific kind of content, boycotting. In doing so, this research contributes to gender implications on social media regarding; a) theories of political consumerism b) engagmeent theories c) social media content marketing.

In line with previous literature, gender differences contribute to online behaviour (see the work of Kanwal et al., 2022; Barker, 2009; Harigittai, 2007).

In this study, we especially prove that gender has a role in differentiating between males and females regarding a specific content. To elaborate, the results reveal that marketing efforts on social media and online interaction propensity impact consumption, contribution, and production of boycotting content among both male and female users. The findings also highlight a slight difference between genders, demonstrating that males are generally more inclined to actively engage (contribute and create) with boycott-related content. At the same time, females are more responsive to consumption driven by social media marketing efforts. This could be due to women being more comprehensive with online engagement (Meyers-Levy and Loken (2015).

Harigittai (2007), found that women were higher users of social media platforms. On the contrary, our findings include that male's inclination to engage in higher levels of content production and contribution, whereas females show a stronger tendency towards content consumption, particularly when influenced

by social media marketing efforts. This could be because previous research indicated that men were more task-oriented than females who tend to be online for socialising. (Kim et al., 2014)

The research contributes to a deeper understanding of consumer behaviour on social media, specifically in the context of boycotting campaigns. In line with previous studies, gender differences affect engagement (Feng & Ivanov, 2022). The findings confirm that both genders engage differently with boycott-related content on social media platforms. These differences are influenced by social media efforts and individual online interaction propensity. With males tending to show stronger relationships between online interaction propensity and behaviors like consumption, contribution and creation, females exhibit a stronger response to social media marketing efforts in dirving consumption behavior.

Hence, marketing efforts just facilitate but the decision to engage is personal (Mishra, 2019). This study's results are crucial for brands and social activities aiming to leverage consumer engagement on social media. These insights can support the development of more targeted and effective marketing strategies that conform to the different genders' behaviours, leading to better engagement outcomes.

While this research offers insights in relation to consumer engagement with boycotting content on social media focusing on gender differences, it also highlights areas that call for further exploration. Future researchers may consider identifying the differences among different genders with different geographic regions, which would give a deeper understanding of how gender-related behaviours change across cultures. We assume cultural values, gender roles and and societal norms can influence consumer responses to boycott campaigns.

The current study was cross-sectional, next studies should consider capturing the engagement of different genders over time through longitudinal studies to reveal how behaviours evolve. The current study relied on one method, in the future mixed methods, including qualitative approaches, can produce richer and more nuanced understandings of the motivations and/or barriers of engagement with boycotting content. Addressing these considerations can build a more holistic understanding of the factors that influence social media engagement and improve strategies for boycotting campaigns in digital advocacy and marketing.

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