

ABSTRACT

The long-standing Israel-Palestine conflict has sparked global solidarity, including among consumers in Indonesia. This solidarity is expressed not only in political support but also through consumption behaviors, such as preferences for Palestinian products and boycotts of Israeli products. This study examines the effect of perceived threats, both realistic and symbolic threats, on willingness to buy Palestinian products and word-of-mouth behavior (positive and negative) with place solidarity as a mediating variable.

The study was conducted on Generation Z and millennials in Semarang City using Structural Equation Modeling (SEM) analyzed with AMOS version 26 software. The results show that both realistic and symbolic threats positively and significantly influence place solidarity. Place solidarity also positively affects willingness to buy, positive word-of-mouth (PWOM), and negative word-of-mouth (NWOM), with the greatest effect coming from symbolic threat through place solidarity to willingness to buy. The mediating role of place solidarity is proven to strongly strengthen the effect of perceived threats on consumer behavior.

The implications of this study include theoretical enhancement of the mediating mechanism of place solidarity in the geopolitics conflict context and managerial recommendations for companies to leverage existing consumer solidarity to enhance loyalty and brand communication aligned with these solidarity values. Companies are advised to be sensitive to consumer solidarity values and to design authentic marketing strategies that respect the socio-political context. This study also recommends monitoring external factors that may influence consumer attitudes in the future.

Keywords: *Realistic Threat, Symbolic Threat, Place Solidarity, Willingness to Buy, Word-of-Mouth.*