



Supporting Gaza Through Consumer Selectivity – From Boycott To Buycott

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ABSTRACT

This paper explores the role of consumer selectivity and ethical decision-making in supporting the stopping of the Genocide in Gaza and the Free-Palestine movement in general, particularly through boycotts and buycotts. It emphasizes how selective consumer behaviour can empower local businesses in Gaza and Palestine, or those businesses around the world supporting this cause, which should foster economic resilience in the face of limitations of only products boycott. The study examines how boycotting and buycotting operate as collective action tools, showing their individual and societal impacts. A growing trend among younger generations toward value-based consumption, driven by empathy and ethical consciousness, is discussed, alongside the rising influence of grassroots movements.

Through case studies, including the effects of global buycott campaigns, and analysis of storytelling's influence on consumer behaviour, this paper demonstrates how selectivity in purchasing can shape global markets and contribute to the cause of Free Palestine. The research highlights the strategic role of digital platforms, social media, and ethical consumerism in encouraging individuals to make informed choices that align with humanitarian values. The paper concludes by proposing a framework for sustaining consumer-driven advocacy and its potential to generate lasting social justice and economic resilience for Gaza and Palestine.

Keywords: Gaza, Palestine, Selectivity, Boycott, Buycott, Consumer Behaviour

Figure (1) Understanding how Consumer Behavior would be more Selective and Based on Pull Thinking



1.0 Introduction

Consumer behaviour plays a pivotal role in shaping economic and political landscapes, especially in conflict-affected regions like Gaza. The power of consumer choices, manifested through boycotts and buycotts, can influence corporate policies and support political causes. In recent years, movements advocating for Palestinian rights, such as the Boycott, Divestment, and Sanctions (BDS) campaign, have gained momentum

by encouraging consumers to avoid companies perceived to support Israeli actions in Gaza and to support those aligned with pro-Palestinian causes. Buheji and Ahmed (2023)

This paper explores how selectivity in consumer decisions, driven by empathy and ethical considerations, can serve as a powerful tool for economic and social activism, highlighting the potential for consumer-driven change in the context of the Gaza conflict. Buheji et al. (2024).

2.0 Literature Review

2.1 Optimising our Selectivity Return

In our day-to-day life, everything is about selectivity, as life is a chain of selection, by selecting what to study, work, eat, wear, buy... etc. The more a person becomes adult and free, the more they can select what they want. One of the main concepts of freedom and having quality of life is having choices and the ability to select your choices.

In the realm of human decision-making, the concept of selectivity plays a significant role, as individuals often make choices based on various factors. We can group selectivity into three distinct categories: first, some selective people choose things based on a clear vision, or due to a desire to support a particular agenda; then, there are selective behaviours driven by conscious boycotting where they have a particular reason behind it, Phillips et al. (1997). The majority of selections came from the third group; when it is different, they select what is available or think that they are selective on it, but in fact, it is affected by media. These are more harmful selections to any community.

Most of the different economy regimes pushed people toward third group, as it controls people, the economy and reduces their freedom. This is where Inspiration Economy differentiates from other economies by considering 'pull thinking' and creating the balance between being selfless and selfish simultaneously in the selection process. In addition, emphasises on empathetic thinking, by thinking about other's needs. Buheji et al. (2024).

As a result, realizing the underlying motivations and cognitive biases that shape consumer behaviour is crucial for fostering a more ethical marketplace that prioritizes human well-being and social responsibility, rather than merely succumbing to the pressures exerted by media and corporate agendas, Hussain & Dar (2021), Toukabri and Ghali (2016), Frederiks et al. (2015), Kleinrichert (2005). The dual nature of consumer decision-making, where both moral responsibility and economic motivation intersect, highlights the complexity of navigating choices in an era heavily influenced by media portrayals and marketing strategies that may not always align with ethical considerations.

In this context, it becomes imperative to cultivate consumer awareness and critical thinking skills that enable individuals to discern between genuine ethical choices and those manipulated by corporate interests, thereby empowering them to make informed decisions that contribute to sustainable and responsible consumption practices within their communities, Hussain and Dar (2021), Dyck and Manchanda (2021), Toukabri & Ghali (2016). Furthermore, promoting ethical consumerism involves raising awareness about the implications of purchasing decisions and fostering a deeper understanding of the interconnectedness of personal choices and broader socio-ecological issues, which can drive consumers to align their purchasing habits with their ethical values.

2.2 Decision-making in Selections

Every action we take in our lives is about selection and decision-making. Thus, we are mostly pushed toward most of our selections. Nowadays, social media monopolizes these decisions even more than before, not only through advertisement but also by controlling our searches and what to see or not see. New economies like the behavioural economy have contributed to this big time. Even values are marketed to help the provider's agenda. For example, selling powdered milk as a healthy alternative with added vitamins, is thought by certain researchers to support an agenda of letting women work with short maternity leaves and long working hours. Although, it is well known that this may be harmful for both (mums and infants). Lots of examples can be said in the area. Another example is marketing water in plastic bottles, which we all know is unhealthy for humans and the environment.

The manipulation of consumer preferences via marketed values illustrates the detrimental impact of media-driven selectivity, where individuals may believe they are making informed choices while being subconsciously guided by persuasive marketing strategies that prioritize profit over well-being, ultimately leaving communities vulnerable to unsustainable and harmful practices. Bault & Rusconi (2020).

2.3 Buycott vs Boycott

A "buycott" for Gaza involves supporting businesses that align with pro-Palestinian causes, while boycotting means refraining from purchasing from companies perceived to support Israel's actions in Gaza. Several global brands, including Starbucks, McDonald's, and KFC, have faced significant backlash and boycotts in parts of the world due to their perceived or direct support of Israel during the conflict. For instance, Starbucks and McDonald's have been major targets due to their connections to Israeli franchises or donations made to the Israeli military. Abdal Monem (2024).

Many people are using apps and lists from movements like BDS (Boycott, Divestment, Sanctions) to identify which companies to avoid. Popular brands that are being boycotted include Nestle, Coca-Cola, PepsiCo, and several tech companies like NVIDIA and Netflix, which have partnerships with Israeli firms. Conversely, a "buycott" would encourage consumers to support businesses that actively advocate for Palestinian rights or provide aid to Gaza. Buheji and Ahmed (2024), Pezzullo (2011).

Those interested in supporting the boycott or buycott for the Free-Palestine movement see it essential to stay updated on which companies are targeted or need to be supported due to their position on this cause. This has become very dynamic since the October 7th, 2024, as BDS has updated the positions of the companies that are complacent or becoming complacent-free. Apps and websites associated with BDS often provide current lists and guidance on how to make consumer choices that align with pro-Palestinian activism. Buheji and Ahmed (2023)

2.4 Enhancing the Effectiveness of a Buycott for Gaza

Enhancing the effectiveness of a buycott for Gaza requires a comprehensive well-planned approach, leveraging grassroots mobilization, and supported with both digital tools, and strategic alliances. This means the movement for Buycott for Gaza or Palestine might use social media, apps, and websites to educate consumers about which companies are aligned with pro-Palestinian causes or neutral in the conflict. Apps titled Buycott might allow users to scan product barcodes to see a company's affiliations, and they can be optimized to highlight businesses supporting Palestinian rights.

The digital platforms can provide up-to-date lists of companies to support or avoid actionable information on how individuals can make informed purchasing decisions. Also, the movement should encourage the sharing of success stories and the impact of boycotts/buycotts, which can motivate more participants. The movement can also partner with businesses that either actively support Gaza or operate ethically that align with human rights standards. Encouraging people to support local businesses, especially in industries that are not linked to the conflict, can also divert consumer spending from corporations involved with Israel and strengthen local economies.

The goal in the end, is to create networks of businesses that consumers can turn to as alternatives. This can be highlighted by focusing on companies donating to Gaza humanitarian relief or employing fair trade practices. Also, high-profile endorsements from influencers can dramatically increase participation in buycotts. Celebrities and social media influencers who advocate for Palestinian rights can raise awareness and direct their followers to support the buycott. Targeted campaigns can focus more on influential figures that would promote businesses that directly or indirectly support the cause of Free-Palestine. Here, influencers from Muslim-majority countries can be more engaged and help expand the reach of the campaign to the rest of the world.

2.5 Sustain Momentum through Community Engagement with Buycott

Large-scale campaigns that are well-organized and sustained over time can influence major corporations. Consumers can use collective action like mass messages, emails, or social media campaigns calling for companies to change their policies regarding Israel or Palestine. Consumers pledges to switch to businesses that align with Gaza's support, adding a sense of commitment to the buycott.

To ensure consumers increasingly care about ethical sourcing and product, the campaigns should focus on identifying and promoting products with fair-trade certifications, ethical labor practices, and eco-friendly supply chains. This approach appeals not only to pro-Palestinian activists but also to the broader market of ethically-minded consumers. Certifications like 'Fair Trade' can be used to direct consumers to ethically produced goods.

Keeping the momentum of a buycott requires ongoing community engagement. Grassroots groups should regularly update participants on the impact of their actions, share news on the humanitarian crisis in Gaza, and provide new ways to get involved. Also, workshops or webinars can help educate consumers on how their spending habits impact global conflicts. The campaign fosters online communities where participants can share experiences, find new companies to support, and encourage others to join.

While buycotting is consumer-focused, it can be more powerful when combined with other forms of activism like divestment from Israeli-supporting companies and pushing for sanctions. Aligning these approaches amplifies the economic pressure on companies and governments to change their policies regarding Gaza and Palestine. By employing these strategies, the buycott for Gaza can gain more traction and have a lasting economic and political impact.

2.6 Selectivity and Boycott for Free-Palestine

Selectivity is a fundamental aspect of human existence, as we constantly make choices that shape our experiences and determine the course of our lives. In the context of the Israeli-Palestinian conflict, the dynamic

of selectivity takes on a heightened importance, particularly when it comes to supporting local businesses and small and medium-sized enterprises in Gaza and Palestine.

The ability to choose which businesses to support can empower individuals and communities to foster economic resilience, yet many potential consumers remain unaware of the specific challenges faced by local SMEs, including restrictions on trade and access to resources that severely hinder their operations and growth. Furthermore, understanding these challenges is crucial, as small and medium enterprises are often key drivers of economic development, representing a significant portion of the economy and providing vital employment opportunities within the region (Bayyoud & Sayyad, 2015).

Advocating and selecting support community independence and community self-sufficiency, Pezzullo (2011). The approach prioritizes building up local resources and strengthening community ties. On the other hand, boycotting can also be a powerful tool to show the strength and unity of a community. Yates (2010), Klein et al. (2004)

Previous research suggests that while boycotting is often seen as a collective effort, it can also serve as a complex emotional expression of individuality, with some consumers resisting the consumer culture despite being an inextricable part of it, Kozinets and Handelman (1998). Separating the analysis of boycotting from that of "buycotting" (the positive purchase of goods for ethical or political reasons) highlights that buycotting may be more resource-dependent and individualistic than boycotting, Yates (2010). Additionally, the impact of people's resources on their participation in consumer politics varies significantly across different countries, particularly between Northern/Central European and Southern/Eastern countries. This contextual approach underscores the importance of considering the social structural factors that shape consumer-based advocacy campaigns.

The decision to pursue selectivity or boycott in supporting the circle economy or self-sufficiency may depend on the specific circumstances and goals of the community, Catulli et al. (2013). For instance, if the community's primary objective is to foster local self-reliance and resilience, a more selective approach that directs resources and support towards local businesses and initiatives within the circle economy could be more effective.

Alternatively, if the community aims to make a strong statement against the dominant economic system and bring about broader systemic change, a boycott strategy may be more impactful, even if it requires greater individual sacrifice, Pezzullo (2011), Yates (2010).

On the other hand, boycotts can also be an important tool for communities to express their values and exert collective power. Research suggests that boycotting can serve as a "complex emotional expression of individuality" and a "vehicle for moral self-realization," challenging the traditional view of boycotts as purely economic tactics. The strategic actions employed by boycotting groups to maximize the effectiveness of their campaigns and the targeted entities' responses are also crucial considerations. Garrett (1987).

2.7 The Rise of Ethical Consumerism: Balancing Selfishness and Selflessness

One of the main elements of sustaining boycott, is moving to the next stage, which is the advocacy of certain items, according to new values that we can call it the second wave of new-normal, especially among younger generations, Gen-Z, who build their values that they searched for, and not accepting facts and history from one point of view, as they searched for it. Therefore, this generation was curious to go beyond boycott and not only add alternatives, but alternatives should be related to values, related to them and to society. The e generation, as much as they are selfish, is selfless in what supports their values. Therefore, they are selfish when they want to consume healthier, more affordable products by not letting themselves be guided by advertisements; hence, we can see more minimalism among this generation and more casual. Buheji (2024a)

There has been a notable shift in consumer behaviour in recent years, particularly among younger generations, as they seek to align their purchasing decisions with their personal values and social consciousness, Magano et al. (2022). This new wave of "new-normal" consumer behaviour is characterized by a growing emphasis on ethical and sustainable practices, moving beyond mere boycotting to active advocacy and the pursuit of alternative options that resonate with their values.

The 'Z-Gen', often referred to, are driven by self-interest and exhibit a strong sense of selflessness in their consumption choices, Buheji (2024a), Twenge et al., (2012). On the one hand, they are more selective in their purchases, seeking out healthier and more affordable products, and becoming more minimalist in their approach to consumption. Conversely, these consumers are increasingly cognizant of the broader societal and environmental ramifications of their purchasing decisions, taking into account factors such as environmental sustainability, fair trade practices, and the values and behaviours exhibited by the companies and countries they support Švecová et al. (2020), Toukabri and Ghali (2016).

This duality of selfishness and selflessness is evident in the research. In a context of economic uncertainty and social unrest, consumers are becoming more discerning, seeking pleasure and value and aligning their purchases with ethical and societal considerations. Grand et al. (2021), Trudel et al. (2019).

2.8 Empowered Boycotts: The Rising Influence of Grassroots Movements

Historically boycott was driven by policy decision-makers, for example, when there was no trade between communist and capitalism countries. Until today, countries are trying to have this control, i.e. Donald Trump's regulation toward some Chinese providers. However, this generation is changing the formula, as they control

what to boycott according to their roles and values. They are no longer followers of previous generations; they believe in their power and calculate circumstances differently.

In the annals of history, policymakers and decision-makers have often wielded boycotts as a powerful tool, serving as a means to exert control and influence. The recent actions of the current US administration, such as the regulations imposed on certain Chinese providers, exemplify this trend. However, a significant shift is underway, as the current generation is no longer content to simply follow in their predecessors' footsteps. They are actively shaping the narrative, determining what should be boycotted based on their own values and priorities. This generation is embracing their own agency, calculating the circumstances through a fresh lens and believing in their ability to enact meaningful change. Matheny (2019)

The strategic actions employed by boycotting groups to maximize the effectiveness of their campaigns. This paper has considered the factors that influence consumer participation in boycotts, including the desire to make a difference, the scope for self-enhancement, and the cost to the consumer of constrained consumption. Furthermore, studies have highlighted the role that personal interest, access to information, and a sense of efficacy play in shaping individual decisions to engage in ethical consumption. Scruggs et al. (2011).

Scholars have also explored the strategic position of the targets of boycotts, recognizing that the emphasis on the boycotting groups' perspective has often overlooked the stance of those being boycotted. Garrett (1987)

2.9 The Influence of Storytelling on Consumer Behavior and Brand Advocacy

Consumers nowadays with all these varieties tend to buy stories more than products, to know who made it, how it is made, where they paid for it, etc. in contrast previous generation didn't care a lot about this, which helped some high brands to raise their prices, we can see what came on the media in summer 2024 about Christian Dior and Armani, and how the sell bags that cost less than \$50 with \$1000, only by selling name of the brand. However, this generation is more aware and wants to buy the story of the makers, and their values, not a brand. Hence, we can see a change in the stock market for different brands, considering that people tend not to go for luxury brands in times of war.

In today's consumer landscape, the power of storytelling has become a crucial factor in shaping purchasing decisions and brand loyalty. This can apply to branding pro-Palestine or pro-Gaza where Consumers are increasingly drawn to products and brands that offer functional value and convey a compelling narrative (Buheji and Ahmed (2024). This shift in consumer behaviour is particularly evident in the luxury fashion industry, where high-end brands have historically relied on the prestige of their name to command premium pricing, Gurzki et al. (2019). However, the current generation of consumers is more discerning and seeks to understand the story behind the products they buy. They want to know the materials' origin, the makers' working conditions, and the values that the brand represents. This newfound awareness has led to a shift in the stock market performance of different brands, with consumers showing a preference for brands that align with their values and ethical considerations, even during economic uncertainty or conflict (Kapri, 2018).

Storytelling has emerged as a powerful tool for brands to connect with their target audience on an emotional level. Effective storytelling can establish trust, inspire consumers to achieve the brand's promised goals, and create a desirable image for the product or brand. (Kim et al., 2019) Simmons notes that consumers desire "confidence" in the narrative presented, indicating that storytelling is a way to build trust with the audience. Woldarsky (2019)

3.0 Methodology

The study follows a research technique that analyze the impact of buycotts and boycotts in the context of Gaza. The aim is to assess how consumer selectivity, driven by empathy and ethical concerns, can influence markets, raise awareness, and support Palestinian causes.

The case study analyzes the effectiveness of specific buycott and boycott campaigns related to Gaza. The case examines how global companies like Starbucks, McDonald's, and Nestlé have been affected by boycotts due to their perceived support of Israel during the Gaza conflict. The analysis focuses on the economic and social impact of the respective campaigns, focusing on changes in consumer behaviour, brand reputation, and financial performance.

4.0 Case of Boycott vs. Buycott for Gaza

4.1 The Impact of the Gaza War and Boycotts on the Stock Market

The relationship between geopolitical events, such as wars and boycotts, and their impact on financial markets is a topic of ongoing interest and importance. In this research paper, we investigate the effects of the recent war in Gaza and subsequent boycotts of companies supporting Israel on the stock market, Hassounah et al. (2018)

The outbreak of the 2014 war in Gaza had a significant impact on the region's economy. The manufacturing sector in Gaza shrunk by as much as 60% in real terms, and exports virtually disappeared due to the 2007 blockade. The blockade imposed in 2007 was particularly devastating, with GDP losses estimated to be above 50% and large welfare losses. The war and the resulting economic disruptions have had far-reaching consequences, including on the global supply chain and trade, Etkes and Zimring (2015).

Investors, market participants, and policymakers expect that the war will exert a drag on the global economy while pushing up inflation, with a sharp increase in uncertainty and risks of severe adverse outcomes. The turmoil in commodity markets and the high volatility in financial markets since the start of the conflict are prime examples of how the war has already begun to impact the global economy, Guenette et al. (2022). Alongside the direct impact of the war, the consumer-led boycotts of companies supporting Israel have also had significant implications for the stock market, Jackson et al. (2023). Statistics about change in the stock market after the war on Gaza and Boycott to places support Israel, such as McDonald, Starbucks, Carrefour and Nestle.

4.2 How Empathy with Gaza Could help Boycott and Buycott

Consumers with emphatical thinking are more selective; thus, this paper wants to put techniques to advocate and support products rather than boycotting only. As value-based empathy should drive us toward what we don't want to support and what we have to support, to keep the balance and make it sustainable and more visible economically, Buheji and Ahmed (2024). We can see some brands such as SHIEN are showing their support to Palestine, not only because they are value-based, but also to ensure they are on the buycott list. The behaviour economy tends to utilise this strategy in marketing certain products, which affects consumer behaviours. While this paper wants to make consumers more value based driven and utilise their empathy in advocating for it rather than being guided by different market techniques. Buheji et al. (2024).

Consumers with empathetic mindsets tend to be more selective in their purchasing decisions, leading to an increased focus on advocacy and support for products that align with their values Hetrick (1991), Stencel (1991). Empathetic approach to their purchasing behavior, fostering a balance between boycotting and advocacy that promotes sustainable economic growth, Karsaklian and Fee (2016).

Empathy-driven consumers are not only concerned with what they don't want to support, but also with what they actively want to endorse. This dual focus, rooted in value-based empathy, can drive consumers towards more intentional and impactful purchasing decisions. Some brands, such as SHIEN (SHEIN, 2024) have recognized this trend and are using it to their advantage, aligning their public stances and marketing strategies with specific social and political issues to appeal to empathetic consumers and secure a position on their "buycott" lists, Buheji and Ahmed (2024), Abd-Razak and Abdul-Talib (2012).

4.3 From 'Push Thinking' to 'Pull Thinking'

One of the main targets of this paper is to bring more techniques of being selective and pull thinkers, rather than market and media pushing them towards what they want. Mainly, this can be targeted by raising values based on our wants or needs. In today's information-saturated world, individuals are constantly bombarded with external stimuli and attempts to influence their decisions and behaviors.

As the digital landscape becomes more pervasive, companies and organizations increasingly leverage "digital nudging" techniques to steer user choices in desired directions, Mirsch et al. (2017). However, a shift towards more selective and values-driven decision-making is necessary to empower individuals and maintain their agency. Ganapini et al. (2023).

One of the key challenges posed by the proliferation of digital nudging is the potential for manipulation and the undermining of user autonomy. Individuals often make hasty and automated decisions on digital platforms, failing to process all the relevant information fully. This vulnerability can be exploited by various entities, potentially resulting in choices that do not accurately reflect the user's true preferences or values, but rather serve the interests of those seeking to influence the decision-making process, Sitar-Tăut et al. (2021). A shift towards "pull thinking" rather than "push thinking" is required to address this issue. Pull thinking involves empowering individuals to actively seek out information and make decisions based on their values and priorities, rather than passively accepting the choices presented to them, Crow and Henning (2021). One approach to promoting pull thinking is developing more transparent and accountable automated decision-making systems.

4.4 The Changing Landscape of Product Labeling and Corporate

In the beginning of this century, there was a big movement on Boycott after Muhamad AL-Dura, but it didn't sustain a lot, one of the reasons that producers tend to change their labels of production country, to minimize the effect of Boycott, nowadays people are more aware, they have access for the full list, people went to beyond labels and check shareholders, and companies' activities.

In the early 2000s, the boycott movement following the death of Muhammad al-Dura gained significant momentum, prompting producers to find ways to mitigate the impact of such initiatives, Welch and Rotberg (2006). One strategy that emerged was altering product labels to obscure the true origin of goods, effectively minimizing the effect of boycotts (Klein et al., 2004). However, as consumers have become more informed and proactive, the focus has shifted beyond just product labels, with people now scrutinizing companies' underlying ownership and activities. Garrett (1987)

Previous research has primarily focused on the perspective of the boycotting groups, neglecting to evaluate the position of the targets of such campaigns. Some studies have identified factors that can influence the success of boycotts, such as the perceived egregiousness of the target's actions and the cost to the boycotter of

constrained consumption (Klein et al., 2004). Additionally, a study on the Nestlé boycott highlighted the need for corporations to develop strategic guidelines for responding to consumer boycotts. Garrett (1987)

As consumers become more aware and have access to more information, the landscape of product labelling and corporate ownership transparency is evolving. Producers are now facing a more informed and engaged consumer base, one that is willing to look beyond surface-level labelling to uncover the true nature of a company's operations and ownership. Klein et al. (2004), Garrett (1987), Friedman (1985)

4.5 Examining the Impact on Stock Market Performance

The stock market is showing losses from boycotted brands such as Starbucks. Thus, this paper recommends that we show brands that increased income, which was advocated due to their values. In recent times, the stock market has witnessed significant losses for brands that have faced boycotts, such as Starbucks, Lawer and Knox (2006). However, this paper aims to highlight the potential benefits of brand advocacy, where brands that have aligned their values with consumer preferences have seen an increase in their financial performance. Li et al. (2022).

As the brand management literature suggests, customer advocacy has become companies' increasingly valuable strategic asset. By fostering strong relationships with their customers and encouraging them to promote the brand actively, companies can unlock new sources of consumer value and enhance their brand equity, Shailesh and Reddy (2016). This is particularly relevant in the context of social and political activism, where brands that authentically engage with societal issues can often garner greater support and loyalty from their consumer base. As a result of the War on Gaza, even when brands choose not to declare their stance on a particular issue publicly, consumers may still react strongly, launching boycotts or buycotts to express their support or opposition vigorously, Li et al. (2022). As a result, an increasing number of brands are now considering engaging in conversations about social issues, especially through social media channels, in an effort to position themselves as advocates for important causes.

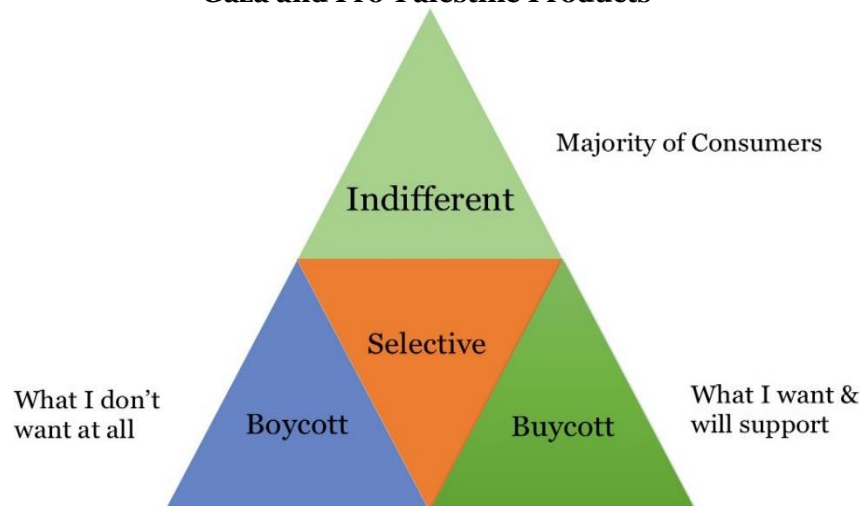
5.0 Discussion and Conclusion

5.1 The Importance of the Transformation towards Buycott and Selectivity to Enhance the Support for Gaza and Free-Palestine

This paper demonstrates consumer selectivity's significant role in influencing both local and global economies, particularly in relevance making a stand to ethical and human values challenging issues such as the War on Gaza and Free-Palestine. The growing power of grassroots movements, boycotts, and buycotts highlights how informed and ethical consumer decisions can challenge corporate behaviours and support political causes. By using digital tools and fostering consumer awareness, individuals can engage in more conscious consumption that reflects personal values and contributes to economic resilience and social justice for Gaza.

The authors focus on the importance of transforming passive to active selectivity, which empowers consumers to make choices that align with humanitarian principles, driving impactful change in global markets. Ultimately, the intersection of empathy, ethics, and consumer power underscores the potential for collective action to foster meaningful change in support of the Palestinian cause. The paper's reflection is illustrated in Figure (2) focus on enhancing value-driven consumers to be more selective through increasing their buycott practices.

Figure (2) Illustrates the Importance of Raising the Level of Selectivity in Supporting Pro-Gaza and Pro-Palestine Products



5.2 Generating Pro-Gaza and Pro-Palestinian Products Buycott Support

To support a Pro-Gaza buycott, it's essential to focus on products that not only align with humanitarian values but also actively raise awareness about the struggles of Gazans and Palestinians. For example, companies that produce ethically sourced clothing while sharing the stories of Palestinian artisans or workers from Gaza. These brands can showcase the resilience of Gazan communities through their products, telling personal stories of workers whose lives have been impacted by the conflict.

T-shirts, hoodies, and accessories printed with slogans or symbols advocating for Palestinian rights. A portion of profits could go toward humanitarian aid in Gaza, and the products could feature QR codes that link to stories or videos about Gaza's situation. Companies or cooperatives selling handcrafted Palestinian embroidery, pottery, and other artisan goods can come with stories about the artisans' lives in Gaza, highlighting the cultural heritage and its preservation despite the conflict.

Artists and illustrators who create works depicting the suffering of Palestinians in Gaza. These pieces could be sold with proceeds going to support families or initiatives in Gaza, with detailed descriptions of the inspiration behind each artwork. Food products such as olive oil, dates, spices, or traditional Palestinian foods are sourced directly from farmers and producers in Gaza or the West Bank. The packaging can include stories of the farmers and how their livelihoods are affected by the blockade and conflict.

Books that explain the situation in Gaza in age-appropriate ways or that tell the stories of Palestinian children living under occupation. Sales can support schools or educational initiatives in Gaza.

Non-fiction books, documentaries, or photo books that share firsthand accounts from Gazans, journalists, and activists. Profits from these could be used to fund projects in Gaza, and the stories can be highlighted to raise awareness globally.

5.3 Implications of this Paper

The importance of this paper for the Pro-Palestine and Pro-Gaza buycott movements lies in its exploration of how consumer choices can be harnessed as a powerful form of political and economic activism. By analyzing the dynamics of selectivity in consumer behaviour, the paper provides a framework for understanding how ethical decision-making can influence global markets and corporate policies, particularly in the context of the Gaza conflict.

For the Pro-Palestine and Pro-Gaza buycott, this paper emphasizes the strategic importance of supporting businesses that align with humanitarian and ethical values, while actively avoiding companies that are perceived to contribute to or support the Israeli occupation of Palestinian territories. It demonstrates how boycotting raises awareness about the plight of Gaza and helps economically empower local Palestinian businesses and communities, fostering resilience in the face of external pressures.

Additionally, the paper highlights the critical role of digital tools, such as apps and online platforms, which can help consumers identify which companies to support or boycott. These tools are essential for the Pro-Palestine movement, as they enable individuals to make informed, value-based purchasing decisions that align with their advocacy for Palestinian rights. By promoting this form of consumer activism, the paper underscores how grassroots movements can leverage collective buying power to create long-term economic and political impact, encouraging a shift toward more ethical and responsible consumption globally.

In summary, this paper provides a theoretical and practical roadmap for pro-Gaza and pro-Palestine advocates, offering insights into how selective consumption can be transformed into a sustained form of resistance and solidarity.

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