

Psychological mechanisms leading to rebound purchase decisions after political tensions ease: From boycott to buyback

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Abstract

This paper has explored the psychological processes of rebound purchase behavior after the de-escalation of the political situations, and the target consumers were a group of consumers in Jordan. With the help of quantitative survey method and SPSS analysis of the answers given by 370 consumers, the results are emphatic that alleviation of political tensions can lead to rebound buying behavior and post-boycott buying behavior. The model showed a high explanatory power as it was able to explain 78.3 percent rebound purchasing which proves the strength of the proposed psychological framework. Of the analyzed factors, the dissonance reduction became the strongest force, as it stressed the importance of cognitive consistency in making consumers excuse their shift to the old brands that it boycotted. Emotional reconciliation was also an important aspect by turning any negative emotions related to the boycott to a positive affect when the tensions are over. Conflict resolution also contributed to buyback through the ethical and moral closure, and the least impactful social proof normalization demonstrated the contribution of the changed social norms to the legitimizing of the repurchase behavior. Together the results can add to the literature of consumer behavior showing that rebound purchasing is not only economic but it is also firmly based on psychological and emotional mechanisms influenced by political settings.

Introduction

In a world with a growing globalized economy, politically instigated acts (along the lines of trade, geopolitical issues, or nationalistic actions) can generally prompt consumer boycotts of brands that represent hostile nations or groups to consumers. Wang et al. (2025) argued that the boycotts are driven by either patriotism, morality issues, or social pressure and this interferes with the market forces and doubts brand strength. But a little-investigated phenomenon occurs when the tension goes down: the so-called rebound purchase or buyback when previously boycotted customers not only start buying again but manifest significantly increased interest, which results in demand booms. Such a transition of boycott to buyback poses radically important questions regarding the psychological processes underlying it, such as cognitive dissonance and emotional release management, compensatory consumption, and identity reaffirmation (Do et al., 2024).

According to Sarfraz (2025), this issue is especially severe in unstable areas such as the Middle East, Asia, or Europe, whereby a particular event, such as the U.S.-China trade war or conflicts between Israel and Palestine, will trigger an instant boycott of a certain brand such as Starbucks or Coca-Cola and the next day the businesses will be restored to their usual level. Al-Farsi and Hammond (2025) added that these cycles may lose long-term brand equity, increase the volatility of the market and make international marketing strategies difficult. The companies will spend resources in the wrong direction, or miss opportunities to get back on track, or may even drive away customers with insensitive campaigns, without having knowledge of the psychological motivators behind each of them: is it the feeling of guilt relief after boycotting, or a rush of forbidden fruit recovered?

The available literature on consumer boycotts is strong, as it relies on the social identity theory (Patiro et al., 2025) and moral disengagement theory (Bravo and Chapa, 2025), which explain the initiation and

continuation of boycotts. Research (Ulfah et al., 2025) identifies such factors as perceived egregiousness and solidarity in the group. Nevertheless, a major gap on the study of the post-tension rebound phase. Very little research examines the psychological processes of reversal (Conflict Resolution, Dissonance Reduction, Emotional Reconciliation and Social Proof Normalization) which determine the decision to buyback.

In this study, these gaps are bridged by examining psychological processes that result in rebound purchases following the de-escalation of political tensions, through a quantitative approach that is based on a questionnaire to be self-administered by consumers in Jordan. It provides theoretical contributions to the field of consumer psychology and empirical information to companies operating in geopolitical instability by mediating boycott and post-boycott.

In order to better understand the relationship between variables, we have developed a conceptual framework from which study's hypotheses were generated:

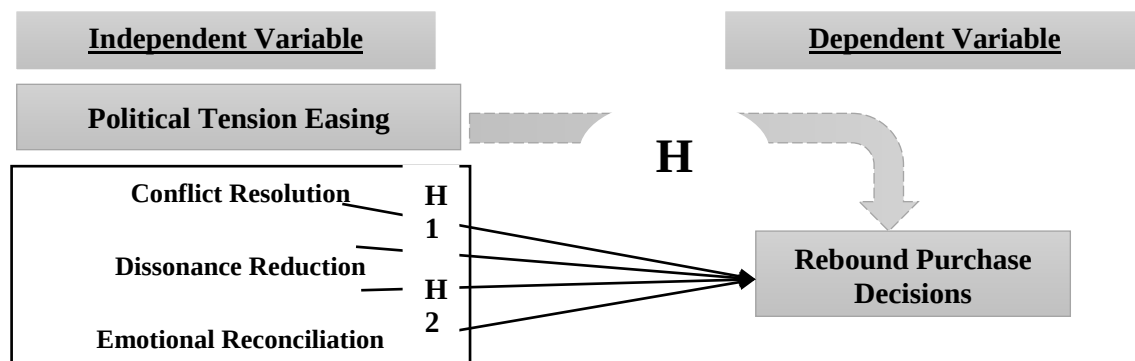


Figure 1. Conceptual Framework Al-Mansoori and Collins, 2025; Jedicke et al., 2025; Snyders, 2024; Mulyono and Rolando, 2025

H: Political tension easing might be able to cause a rebound purchase decision achieving the buyback post boycott

H1: Conflict resolution might be able to cause a rebound purchase decision achieving the buyback post boycott

H2: Dissonance reduction might be able to cause a rebound purchase decision achieving the buyback post boycott

H3: Emotional reconciliation might be able to cause a rebound purchase decision achieving the buyback post boycott

H4: Social proof normalization might be able to cause a rebound purchase decision achieving the buyback post boycott

Literature Review

Boycott Due to Political Tension

Boycotting is a type of protest through the organized behavior of refusing to buy, consume or patronize certain products, services or brands due to some form of political, ethical or moral wrongdoing (Adi et al., 2025). Boycotts are normally political in nature when they are fueled by geopolitical issues, government policies, international issues, military developments, abuse of human rights, or adverse support to controversial regimes. The purpose of these boycotts is to cause economic pressure, create awareness, show solidarity, or demonstrate moral disapproval, which in most cases is done via social media campaigns, calls to action, and grassroots campaigns (Nero and Haya, 2024).

According to Citra et al. (2025), political boycotts that are based on tension are emotional and communal. They most often appear as a reaction to a war, a territorial conflict, sanctions, or a diplomatic crisis. An illustration is the mass protests against American brands (e.g. Coca-Cola, Starbucks, McDonald's) in some Middle Eastern and majority-Muslim countries in times of intensification in the Israel-Palestine conflict, or protests against Russian products and brands in Western countries during the

2022 invasion of Ukraine (Misiewicz et al., 2024). The consumers tend to make the meaning of their action a moral statement: By purchasing this brand, I make a statement in favor of the other party (Mulyono and Rolando, 2025).

Ulfah et al. (2025) confirmed that moral outrage, social identity and group solidarity are psychologically the drivers of political boycotts. The social identity theory states that people gain self-esteem through belonging to an in-group; boycotting helps to enforce the us vs. them dynamics, which strengthens the national, religious, or ideological belonging. Moral foundations theory describes the high level of anger that is occasioned by the perceived breaches of care/harm, fairness or loyalty. Social media makes these movements viral with viral hashtags (#BoycottStarbucks, #NoToRussianGoods), where conformity pressure develops, participants are afraid to be branded traitors or hypocrites otherwise (Anand, 2024).

From perspective of AlQatan (2025), boycotts are also potentially damaging economically in the short-term: reduced sales, loss of reputation, and compelled apologies or change of policy by the companies that have been targeted. Nevertheless, they tend to be short-lived in their performance, most consumers go back once the tensions are relieved because of habit, preference of quality or emotional reconciliation. These acts of political boycotts are therefore the potent symbolic representations of the intersection of consumerism, geo-political and group moral values, yet, their effectiveness varies depending on length of time, media coverage, existence of substitutes and the level of underlying tensions (Kosciejew, 2025).

Cohen et al. (2025) and Mousa et al. (2025) noted that there are aspects that explain why the easing of political tension is often followed by a rebound, but often a sharp rebound, consumers are cleared, morally, emotionally, and cognitively, and sometimes even socially, of buying again, and they often do it more enthusiastically. Knowing them is the main asset of brands that pass-through boycott recovery in geopolitically sensitive markets. Such aspects include:

Conflict Resolution

Conflict resolution is where the outer or perceived solution of the underlying political conflict that had caused the boycott is resolved. It can be done by diplomatic settlements, official apologies by the brand or government, altering the policy or just by media statements that the problem is closed. At the psychological level, when consumers resolve the conflict, moral justification of the continuation of the boycott becomes weak. The elimination of the external stimulus enables people to go back to the brand without the feeling that they are betraying their values hence making it easy to get back on the feet. This resolution in most instances is a "permission slip" to consumers to start buying once again (Al-Mansoori and Collins, 2025).

Dissonance Reduction

Dissonance reduction consists in the reduction of cognitive dissonance, which is the mental unease that a person experiences when they are having different beliefs or behaviors (e.g., I like this brand vs.). Moral reasons (I am boycotting it because of moral reasons). Once the political tensions subside consumers become more dissonant in case they remain not buying a now innocent brand. In order to alleviate this tension, they justify their recurring purchase (The problem is fixed, now it is all okay) and buy the product again. It is a self-perpetuating process where the alleviation of internal conflict makes one become even more attached to the brand or even make a compensatory purchase in an attempt to establish consistency (Jedicke et al., 2025).

Emotional Reconciliation

Emotional reconciliation refers to the emotional release and healing that would be done after the boycott season. Boycotts produce strong negative experiences anger, guilt, moral outrage and sadness. Once tensions go down, consumers undergo catharsis: the anger is gone, the feelings of guilt about previous purchases go down, and positive (relief, joy, nostalgia) feelings towards the brand reappear. This emotional re-set frequently comes in the form of forgiveness and fresh affection that drives the buyback

behavior to an extreme. Emotional reconciliation with the brand is rewarding and increases the volume of purchase that was previously unattained as consumers need to create emotional balance (Snyders, 2024).

Social Proof Normalization

When a wider social context changes, social evidence normalization happens, which indicates that it is time to come back to the brand that has been boycotted. In active boycotts, non-purchase is enforced by social norms by pressuring peers, conducting social media campaigns, and collective identity. After the tensions decrease, influencers, peers, and the media start using again, which produces visual social evidence that it is time to buy again. Consumers can see that other people are also going back (e.g. friends reposting product pictures once more) and abide by the new standard not to be socially marginalized or judged. Such a normalization is lessening the fear of backlash and leads to rapid rebound buying (Mulyono and Rolando, 2025).

The Psychology of Boycott and Purchase decision

According to Ulfah et al. (2025) the phenomenon of consumer boycotts and following decisions on purchases is an exciting point of interaction between social psychology, emotion, identity, and rational choice. Boycotts are used when people or organizations deliberately decide to no longer purchase a brand, a company or a country based on what they believe to be an ethical, political or moral offence, e.g., human rights violation, environmental degradation, labor exploitation, or a geopolitical dispute. The boycotting decision mostly is not so rooted in economics; it is entrenched in the psychological processes. On that idea, Aji et al. (2025) stated that boycott might be rooted in the identity signaling and moral outrage. Moral outrage is often a potent emotional reaction to injustice, which produces boycotts. Moral foundations theory. Elshaer et al. (2025) demonstrates that infringement of care/harm, fairness/cheating or loyalty/betrayal are highly anger-inducing. Boycotts are done by consumers to redefine a state of moral coherence and announce their identity to others. Engaging will be a manifestation of virtue signaling and sense of belonging: I belong to a group that would be opposed to this injustice. The social identity theory (Patiro et al., 2025) is the reason why boycotts are gaining traction during polarizing times-people feel self-esteem through being a part of an in-group, and boycotting supports the us vs. them dynamics.

Batool et al. (2025) argued that individuals might boycott as a justification and cognitive dissonance. After a boycott, the consumer develops cognitive dissonance in case he or she still wants to have the product. In order to lessen the unpleasant feelings, they also indulge in post-decision rationalization: they amplify the wrongness of the brand, underrate its quality (It was never that good anyway), or even seek confirmation of their mistake by their fellow believers. This reason makes boycott determination more psychologically expensive to undo (Sen, 2024).

Anwar et al. (2025) saw motive for boycott as a form of social pressure and conformity of norms. Boycotts are viral and social networks enhanced by social proof and conformity help to spread. When social media influencers, friends or online communities urge people to boycott, they feel obligated to do it to avoid being ostracized. Personal convenience is less than the fear of being branded a traitor or a hypocrite, particularly in collectivist societies or very politicized settings (Gala et al., 2024).

On the other hand, Sen (2024) argued that a large number of consumers begin to feel a psychological backlash when the underlying tension is subsequently relieved (e.g. apology, change of policy or diplomatic solution). The venting of a built-up passion, together with reduction of guilt (I have made my point), emotional catharsis and the fascination of the forbidden fruit (reactance theory) tend to cause an explosion of purchases. Others go overboard, even purchasing more than they usually do to renegotiate commitment or to eliminate the dissonance. The phenomenon of buyback serves to bring out the elasticity of consumer behavior as boycotts tend to be short-lived and tend to be more of an emotion than a shift in preference (Kim and Kim, 2025).

On the same concept, Hammouda and Elkeerany (2024) confirmed that the length and severity of boycotts vary according to such factors as perceived egregiousness, brand attachment, presence of substitutes, and culture. Personal ethics are more important in individualistic society, whereas collective

ethics like group norms and the sense of national pride are more important in collectivist societies. Both initiation and reversal are further fastened by media amplification and sticking out influencer endorsements. Overall boycotts are emotionally colored acts of moral expression, identity statement and conformity in society. The dynamics of outrage, dissonance, reactance and emotional release are complex to purchase decisions in and after boycotts. Brands which learn about these mechanisms can be in a better position to navigate crisis, recover, and convert temporary boycotts into a chance of a second buying (ElGammal, 2025).

From Boycott to Buyback

Powerful demonstrations of moral anger, social identity, and collective action, consumer boycotts are usually provoked by political conflicts, ethical scandals, or digital wrongdoing of the brand (Christy Wahyuni Erwinata, 2024). But when the conflict behind-the-scenes subsides, with apologies, policy reversals, diplomatic compromises or waning media coverage, a large portion of the boycotting consumers start to repurchase the boycotted brand, often even more passionately than they previously did (Isjwardhani and Rahmah, 2025). The phenomenon of rebound buying (or buyback) is a complicated combination of psychological processes that turns the original rejection back.

On the idea, Betz (2024) argued that regarding the reactive theory and the charm of the forbidden. This theory suggests that any form of restriction of freedom like boycotts of oneself results in psychological tension. Once the boycott is not so socially and morally necessary, the formerly tabooed product becomes again attractive as forbidden fruit. Consumers are overly stimulated to make purchases as a result of the desire premise. The research on boycotts in the U.S. China trade war revealed that the release of this reactance led to a lot of consumers returning to purchase American brands in short periods.

Jimoh et al. (2024) confirmed that there might be a secondary theory for the rebound which is cognitive dissonance resolution. Boycotting usually would cause internal tension to consumers who actually loved the brand. They exaggerate the faults of the brand (reduction of post-decision dissonance) in order to defend the boycott. Once the boycott is over, dissonance changes and it is no longer the same to continue to avoid a brand that has become now innocuous. The solution to this anxiety by formulating a buyback reinstates psychological balance. Positive feelings can be enhanced by the release of the pressure of being free to consume the product again, which makes the process of rebound.

On the same idea, Kiyak and Dora (2025) argued that emotional catharsis and alleviation of guilt. Boycotts are associated with highly negative emotions- anger, guilt (of previous purchases) and moral superiority. The consumers are the ones who get an emotional catharsis once the cause has been solved. The discharge of accumulated guilt (I have done my part) and positive feelings of reconciliation (The brand has changed) may cause an outburst of positive affect to the brand. This emotional re-set can be in the form of high loyalty or even brand promotion.

From perspective of Hlavova (2025), boycotting and rebounding might be a form of reaffirmation of identity and social authentication. Boycotts are often identity based (I am with my group). Once the rules of society have changed and the boycott no longer has steam, people are interested in adjusting to the outside society. The re-buying is an act of re-establishing individual identity as fair-minded or pragmatic. This normalization is further promoted by social proof, which is the witnessing of peers coming back and this promotes less fear of judgement.

As for Matta et al. (2025), it can be argued that the mechanism of boycott and rebound is a form of habit restoration and perceived equity. A great deal of boycotts is momentary disturbance of a customary way of doing things. After removing the external pressure, the original brand is easily recalled by the consumers with familiarity. Moreover, other people view the boycotting term as punishment itself, and as a justification to feel the equity and fairness, which is necessary to receive renewed patronage.

According to ElGammal (2025), western brands have frequently been boycotted in the Middle East during political crises (e.g. 2023-2024 Gaza-related boycotts of Starbucks, McDonald's, Coca-Cola), but have usually reversed themselves quickly with diplomatic overtures or media exhaustion. Apparently, the same requests were observed following the recent tensions between the U.S. and China in 2018-2021, as consumers flocked to buy Apple and Nike again. These rebounds are not accidental; they have certain

psychological direction. As for Hank (2024), they confirmed that these mechanisms are important to brands. They emphasize that boycotts tend to be emotional and social and not permanently value-based which presents the possibility of strategic recovery in case of an honest approach, transparency and timing. On the other hand, the mishandling of the rebound phase can restart the distrust. So, rebound purchases psychology exposes the strength- and weakness- of the consumer-brand relationships during politically charged periods.

Methods and Material

Methodological Approach

We have adopted the quantitative methodology in order to collect primary data from a large sample size.

Population and Sampling

Population of study consisted of Jordanian consumers during the fiscal year 2024-2025. A convenient sample of (500) individuals was chosen to represent study's population. After application process, we were able to retrieve (370) properly filled questionnaires which indicated a response rate of (74%) as statistically accepted ratio. We have adopted the Helsinki Ethical Principles noting that the study was non-clinical research, but we have emphasized voluntary participation, informed consent, confidentiality, anonymity, minimal risk, and the right to withdraw at any time for participants.

Tool of Study

A questionnaire was built specifically for current study depending on previous studies including (Al-Mansoori and Collins, 2025; Jedicke et al., 2025; Snyders, 2024; Mulyono and Rolando, 2025). The questionnaire was built of Likert 5-point scale and consisted of two main sections. The first took into perspective demographics including (gender, occupation, income, qualification), while the other section consisted of statements related to study's variables (Political Tension Easing and Rebound Purchase Decisions). We have checked validity of the questionnaire through arbitration by scholars and academics in the field. While Cronbach's Alpha test (α) was used in order to check reliability and consistency of questionnaire items. Based on table 1, it was noticed that the questionnaire was reliable as Cronbach's Alpha scored higher than 0.70.

Table 1. Cronbach Alpha Value

variable	Alpha
Conflict Resolution	0.763
Dissonance Reduction	0.773
Emotional Reconciliation	0.729
Social Proof Normalization	0.809
Rebound Purchase Decisions	0.914

Screening and Analysis

Screening and analyzing collected primary data were done depending on statistical package for social sciences (SPSS). We have calculated responses. Frequencies and percentages were adopted to read through demographics. As for the questionnaire, we have depended on mean (μ) and standard deviation (σ) for each statement and hypotheses of study were analyzed depending on linear and multiple regression.

Results and Discussion

Demographic Results

Demographic analysis indicated that majority of respondents were males forming 51.4% who were working within private sector forming 43.2%. in addition to that, as it can be seen in table 2 below. Majority of respondents had BA degree forming 62.2% of total sample. As for the income, it was seen that respondents' income was shared between less than \$1000 and \$1001-\$1999 forming 35.1% for each option equally.

Table 2. Demographic Results

		f	%
Gender			
Valid	Female	180	48.6
	Male	190	51.4
Occupation			
Valid	Business Owner	40	10.8
	House wife	70	18.9
	Military	20	5.4
	Retired	10	2.7
	Private Sector	160	43.2
	Governmental Sector	70	18.9
Income			
Valid	More than \$ 2000	110	29.7
	Less than \$1000	130	35.1
	\$1001-\$1999	130	35.1
Qualification			
Valid	Diploma	60	16.2
	PhD	10	2.7
	BA	230	62.2
	MA	70	18.9
	Total	370	100.0

Questionnaire Analysis

We have used mean (μ) and standard deviation (σ) in table 3 to analyze the questionnaire. It was seen that all variables in the questionnaire had ratings higher than the mean on a scale of 3.00, suggesting that respondents had a positive attitude. The data in table 3 reflected the mean and standard deviation of the questionnaire's variables.

Table 3. Questionnaire Results

Statement	μ	σ
I feel more comfortable buying my favorite brand after political problems are solved	3.162	1.199
I do not think that I am willing to end my boycott even after political issues solved	4.000	1.117
It is possible that diplomatic/political agreements might lead me to end my boycott	2.541	1.267
I may end my boycott when I see that all involved parties are ready for reconciliation	2.757	1.262
I won't end my boycott unless there is an embracement for the affected parties	2.838	1.286
Conflict Resolution	3.059	.801
I think that solving the political tensions relieves me towards buying boycotted brands	2.973	1.175
Solving political tensions won't justify my purchase to previously boycotted brands	3.865	1.096
From now on, buying boycotted brands is a matter of values and principles	4.243	.884
I am accustomed now to live without the brands that I formerly used to buy	4.216	.844
Even if political tension is gone, I still feel guilty buying boycotted brands	3.973	1.001
Dissonance Reduction	3.854	.571
My anger towards boycotted brands won't get weaker even if the tension is gone	3.865	.936
I am stick to my values and believes towards harming others	4.486	.722
I won't forgive the brands that took a role in making someone's life harder	4.270	.860
I think I would be emotionally ready to buy from boycotted brands when the harm is stopped	2.649	1.215
The idea of "thing are back to normal" won't change my values	4.162	.887
Emotional Reconciliation	3.886	.518
I think I would change my mind when I see other people buy previously boycotted brands	2.162	1.028
I tend to follow influencers in their willingness to repurchase boycotted brands	2.054	1.065
I don't think that social media would be fine with repurchase boycotted brands	3.324	.903

I may reconcile with boycotted brands when my family and friends stop talking about boycott	2.243	1.102
Even if people are ok with it, boycotted brands won't be found in my house	4.108	1.009
Social Proof Normalization	2.778	.558
when it comes to my values and believe, I won't rebound	4.514	.643
It is a matter of principles not preference	4.351	.744
I think I miss using my favorite brands and making political reconciliation is a good move towards buying back	2.405	1.128
I won't let down those who trusted me and I will stick to boycotting	4.054	.930
The boycott has been beneficial so I think we will keep the boycotting continue	4.351	.846
Rebound Purchase Decisions	3.935	.429

Multicollinearity

VIF and Tolerance calculations were conducted on the independent variables to assess multicollinearity. The subsequent findings are identified. All VIF values in the referenced table are below 10, and all Tolerance values exceed 0.10, signifying that the data is devoid of multicollinearity.

Table 4. Multicollinearity

variable	Tolerance	VIF
Conflict Resolution	.603	1.659
Dissonance Reduction	.505	1.982
Emotional Reconciliation	.595	1.682
Social Proof Normalization	.683	1.465

Hypotheses Testing

The hypothesis is evaluated using multiple regression analysis, with a r value of 0.885 indicating a high correlation between the independent and dependent variables. 78.3% of the variation in the dependent variable is accounted for by the independent variables. Furthermore, the F value is statistically significant at the 0.05 level, indicating that Political tension easing might be able to cause a rebound purchase decision achieving the buyback post boycott.

Results of hypotheses testing indicated that the t value for each variable is significant at 0.05 level. That means:

Conflict resolution might be able to cause a rebound purchase decision achieving the buyback post boycott

Dissonance reduction might be able to cause a rebound purchase decision achieving the buyback post boycott

Emotional reconciliation might be able to cause a rebound purchase decision achieving the buyback post boycott

Social proof normalization might be able to cause a rebound purchase decision achieving the buyback post boycott

Table 5. Hypotheses Testing

H: Political tension easing might be able to cause a rebound purchase decision achieving the buyback post boycott

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R	R ²
	B	Std. Error	Beta				
1 (Constant)	1.083	.105		10.287	.000	.885	.783
Conflict Resolution	.044	.017	.082	2.598	.010		
Dissonance Reduction	.542	.026	.721	21.016	.000		
Emotional Reconciliation	.229	.026	.276	8.723	.000		
Social Proof Normalization	-.093	.023	-.121	-4.110	.000		

Discussion

Current study aimed to examine the psychological processes that result in rebound purchases following the de-escalation of political tensions, through a quantitative approach that is based on a questionnaire to be self-administered by consumers in Jordan. Total of 370 individuals responded to the online questionnaire and SPSS was used to deal with the collected primary data. The study hypothesized that “political tension easing might be able to cause a rebound purchase decision achieving the buyback post boycott”. Results of analysis indicated a high correlation between the independent and dependent variables. 78.3% of the variation in the dependent variable was accounted for by the independent variables, this managed to accept the presented hypothesis.

Among the chosen sub-variables, it was noticed that all adopted variables were influential. The highest of them was dissonance reduction scoring $B = .542$. Dissonance reduction is crucial in the rebounding process, since it helps in reducing the internal tension experienced by the consumers after boycotting a preferred brand. According to the cognitive dissonance theory (1957) by Festinger, boycotts cause incongruence due to incongruent attitudes (e.g., I love this product but hate the politics). With the tensions setting in, consumers justify their coming back by post hoc reasoning such as the problem has been resolved or my boycott has been heard. This lowers the dissonance, which buyers will be anxious to repurchase, usually with greater enthusiasm to compensate excessively on the lost time. Results agreed with Jedicke et al. (2025) who argued that with the Middle East boycotts of Western brands in 2023-2024, the conflict was easy to reduce, and consumers did not feel as guilty, which resulted in a swift sales recovery of companies such as Starbucks.

The second rank was scored by emotional reconciliation with $B = .229$. Emotional reconciliation is the reason behind a rebound purchase as it helps consumers overcome the negative feelings of the boycott (anger, betrayal) by substituting it with positive feelings once the tension is removed. This process entails a catharsis of emotions, with the end of political conflict being the outlet of frustration, which gives way to nostalgia or a fresh love to the brand. The brand can be forgiven by consumers and buyback can be seen as a form of personal reconciliation. To illustrate, following diplomatic thaws in the EU-Russia relations following the sanctions boycotted Russian products were rebounds as consumers came to terms with their feelings, linking repurchase with relief and reinstatement of normality, increasing loyalty even higher than before the boycott. Such results agreed with Snyders (2024).

As for the third rank, it was scored by conflict resolution with $B = 0.044$. The resolution of conflicts in the context of reversing the boycott to buyback serves as a mediator of recovering the lost harmony between the values of the consumers and the brand that is being boycotted. When political conflict between countries eases whether via diplomatic negotiations, apologies or modification of policies, the consumers feel that the conflict has solved and the ethical aspect of buying is no longer a hindrance. This form of psychological closure enables the individual to redefine the brand in their consumption behavior without being hypocritical. Such results was agreed on by Al-Mansoori and Collins (2025) who noted that when U.S.-China trade tensions were easing, the tariffs were eased, which became a sign that things were alright and many boycotters planned to buy American tech products again as a sign that the brand was redeemed and fitted their renewed worldview.

The least influential factor of all was social proof normalization with $B = -0.093$. Social proof normalization makes it easier to rebound through adjusting the individual behavior with the activated changes in group norms as political tensions deescalate. Based on the principle of social proof of Cialdini (1984), in the case of boycotts, the consumers follow the social pressure and act in order to evade social ostracism. Once the tensions fizzle and society reestablish the relations (e.g., by media or influencers telling them that it is now safe to buy), the herd mentality turns the other way round: the sight of others returning to their purchases will give them a sense that they are safe, and no longer be afraid of being judged. This type of normalization hastens the buyback since consumers join the crowd as a means of reentering the social world. Mulyono and Rolando (2025) agreed on such results adding that following India-China border-related tensions, tensions calmed down, which resulted in normalized social proof, as viral posts stimulated people to buyback Chinese electronic products, which saw market surges.

1. Conclusion and Recommendations

The study has a number of weaknesses that it suffers despite its contributions. First, there is the risk of having response bias due to the use of self-reported questionnaire data whereby what respondents say they intend to do is not necessarily what they are actually doing. Second, the cross-sectional design only captures the consumer perceptions in one period thus incapable of tracking the development in rebound behavior as long as the political conditions are continuously changing. Third, the study also concentrated on the consumers in Jordan and this limits the generalization of the results to other cultural, political, or economic contexts. Also, although the research has studied the most important psychological variables, other important variables that might have been included brand trust recovery strategies, media framing, or personal political ideology.

The aforementioned limitations could be solved in approaching future research by implementing longitudinal designs to monitor changes in consumer attitudes and purchasing behavior before, at, and after the political tensions are deescalating. The application of experimental or behavioral data, e.g. real purchase records, would enhance causal inference. The role of cultural norms and political sensitivity in rebound purchasing in various regions could also be studied comparatively across countries. In addition, moderating factors, including brand communication strategy, consumer nationalism, or social media impact, could be incorporated into future research to create a more acceptable perspective of post-boycott consumption process. These extensions would enrich the theoretical perspective and offer practical advice to companies that do business in politically sensitive markets.

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