POLITICAL CONSUMERISM: DISCUSSION ON THE MOTIVATION OF BOYCOTTING AND BUYCOTTS

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Abstract

Today, in the markets brought by globalization and individualization, it goes beyond its traditional functions and becomes a place that individuals express about the use of individuals and related groups. It is in the application that there are also necessary things for this. Quickly designing may have come on the market to determine if the technologies are folding. It is for political consumption arising from all these developments, it has great interest in advanced marketing, communication and business disciplines. For marketing concepts where you can use documents together. It is for boycott and selective shopping for reveal deeply in the light of different colors. In ELM-Model mode, the relevance of boycott and selective shopping is discussed. Central route and periphery of boycott and detailed shopping debate on the behavior of the ELM-Model to obtain very important findings on persuasion and interaction issues.

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POLİTİK TÜKETİM: BOYKOT VE SEÇİCİ TÜKETİM MOTİVASYONLARI ÜZERİNE BİR TARTIŞMA

Özet

Bugün, küreselleşme ve bireyselleşmenin getirdiği değişikliklerle pazar, geleneksel işlevlerinin ötesine geçerek bireylerin ve tüketici gruplarının tüketim yoluyla kendilerini ifade ettikleri bir yer haline gelmiştir. Böylece, tüketiciler sadece kendileri için değil, dünya dışında var olan her şey için de etik uygulamalara müdahale edebilir olmaya başlayarak önemli aktörler konumuna geçmiştir. Hızla gelişen teknolojinin katkısıyla tüketiciler pazarı daha önce mümkün olmayan bir düzeyde etkileyebilme potansiyeline sahip hale gelmiştir. Tüm bu gelişmeler sonucunda ortaya çıkan siyasal tüketim kavramı, gelişmiş pazarlama, iletişim ve iş disiplinlerince büyük ilgi duymaktadır. Bununla birlikte politik tüketim ve etkileşimli pazarlama kavramları için bu çalışmada politik tüketici ile seçici alışveriş kavramları bir arada ele alınarak boykot kavramı üzerinden açıklamalara yer verilmiştir. Bunun sonucunda boykot ve seçici alışveriş kavramı farklı örnekler ışığında derinlemesine ortaya konmuştur. Çalışmanın sonunda politik tüketici kavramının ELM-Modeli çerçevesinde boykot ve seçici alışveriş kavramları ile uygulanabilirliği tartışılmıştır. İkna ve etkileşim konularında çok önemli bulgular elde edilmesine olanak sağlayan ELM-Modelinin politik tüketici davranışları üzerinde boykot ve seçici alışveriş tartışmasında merkezi rota ve periferi rotanın eş zamanlı olarak ilerleyeceğini söylemek doğru olacaktır.

Anahtar Kelimeler: *Politik Tüketim, Etkileşim Pazarlaması, Politik Tüketici, Boykot, Seçici Alışveriş (buycotts), ELM Modeli.*

Introduction

In recent years, globalization has led to the emergence of social and economic changes in many societies. With these changes created by globalization, markets have become a place where social groups express their rights as citizens in various ways and become an area where product exchange occurs amongst sellers and buyers. Consumers, who encounter many brands in the market also have chance to add new ones to their selection criteria. Thus, traditional criteria for product selection and product loyalty are no longer sufficient. Individuals who have easy access to information can choose the products of companies that operate in compliance with their ethical, environmental and political values. As a result, in most cases, political values became much more important for political consumers. On the other hand, companies that do not act in accordance with their own values may go through problem in the market. In this way, the social aspect of consumption plays an important role in solving social problems. The term social capital, which is explained as 'the benefits accruing to individuals or families by virtue of their ties with others' (Portes, 2000: 2) for both marketing and entrepreneurship became vital for many ways.

Entitled proof shows that as a consequence of the globalization process, the use of political consumerism has recently been on ascension. Despite the fact that there is very limited research material on consumer boycotts and buycotts, authorities have shown that a number of forms of political participation as well as boycotts, have more and more been used as a political instrument (Inglehart, 1997: 313; Norris, 2002: 198). Authorities also declare that the quantity of boycotts organized all over the world is increasing (Friedman, 1999). During the past two decades, the World Values Survey (WVS)'s prime data source considered as detector for trends in political behavior.

The introduction of marketing science into political life has undoubtedly brought about a change in politics, communication and various innovations. In the beginning, the expectations of the people approached only closes their own ideas, the employee and the politics make only propaganda. Nowadays, marketing science and politics have started to play a successful role in the world while marketing experts have started to be successful in elective successes. For example, Johnson (2013) investigated strategy and tactics for 2012 president of United State of America, which are accepted as successful by looking to turnout. The concepts and tools used in politics help to make connections by making use of marketing for big options. In other words, marketing has brought political chambers to the agenda (Üste et. al., 2007: 214). For many scholars political marketing became as an idea marketing and with innovations and adaptations of the strategical marketing procedures in political marketing called as *Americanization* (Ciftci, 2018). Marketing of ideas, political parties determine the country, identify the reasons and prefer suggestions for the solution of problems, includes the work of voters' mind (Tan, 2002, p.18). Among the disciplines of politics, marketing and communication, political marketing not only explains advertising elements of modern politics, but also became as a means of analysis of party and voter behavior (Sheth, 1987; Scammel, 1999). There are two ways of political marketing. The first is to organize the party according to the wishes of the voters, and the second is that political marketing does not explain about the political products but uses communication technology to influence the voter's voting behavior. The first one is marketing research and the second one comes to the forefront of promotion tools (Çatı & Aslan, 2003: 257-258).

It is possible to come across many definitions of political marketing, which is a new and relatively undeveloped field as an academic discipline (Baines et. al., 2002: 6) and used for the first time by Stanley Kelley (Bayraktaroğlu, 2002: 160). Many scholars (Kotler & Andreasen, 1991; Lovelock & Weinberg, 1984) deals with the differences in communality of product marketing and political marketing. Although political marketing is understood as process free from the price, political consumerism brought about the innovative approaches in conceptualization of political consumer. For example, according to Butler and Collins (1994, p.19), political marketing is the marketing of features, ideas, principles and policies related to certain parties and candidates. It is usually shaped by influencing the choice of votes in the elections. The American Marketing Association defines political marketing as the process of public opinion and environmental analysis of the party or candidate to be used to produce and promote a competitive power that can realize organizational objectives and satisfy voter groups in exchange for votes (Divanoğlu, 2008: 106). According to Kotler (1972), political marketing, activities carried out by political organizations to

realize the programs and services needed by the public and it is important in order to gain institutional recognition and support. Competitor marketing; is a marketing strategy that starts with a secret partnership with a competitor operating in the same business in the market where it operates and is followed by one of the partners of this unknown partnership to customers by directing the potential partner to superior competitor or cooling itself from customers (Kırkbir, 2008: 12). According to Kitschelt (1999) European social democracy and political economy and electoral competition represent the application of competitor marketing into political marketing. While political parties compete with each other to ensure that voters choose themselves, sometimes the result is not as desired. Political leaders or candidates can cause voters to cool themselves and use the vote in favor of a rival party through their discourse, their approach to events or their political stance.

Regardless by emphasizing the intrinsic and extrinsic motivation of customers, marketing in general and political marketing more precisely have active contribution from citizen-customers the most important examples of these contribution might be found in civic journalism, customer acquisition and retention, product innovation, leader brand building, marketing communication (Malthouse et. al., 2013; Nambisan, 2002). In other words, Kozinets and et. al (2010) used the concept of pseudo-marketers in order to explain the important role on effective reach by lower cost and greater influence. Consequently, this led to the interest on customer engagement based on the potential opportunity to have greater influence for firms and political parties as well. According to Florance and Sawicz (1993) pseudo-marketers need to have strong marketing skills, which is accepted as spin-doctoring in political marketing. At the same time, the significant question has been raised *how can political parties as firms strategically used political consumer to be benefited?* Thus, the main aim of this article to present the larger spectrum theoretical discussion on political consumer and how customer engagement provides a foundation and ground for political consumerism. In the end this article opens to ground for discussion on how *Elaboration Likelihood Model* may adopt in explanations of the political consumerism in marketing research.

1.1. The Evaluation of Term Customer Engagement to Political Consumerism

To begin with the explanation of engagement marketing, it is important to explain that it represents the considered energy for motivation, empowering, and voluntary contribution of customers (Harmeling, et. al., 2016). Again, customers as pseudo-marketers reduce the acquisition costs, enhance quality, and promote innovations (Malthouse et. al., 2013; Nambisan, 2002). As a result of the globalization, individualization creates educated and knowledgeable citizens or consumers. Thus, with individualization, people do their own work instead of relying on the authorities to access information themselves, as legal regulations in many areas have been insufficient. This has led to a gray zone between what is legitimate and what is legal (Larsen et. al., 2000). Consumers expect companies to be aware of their responsibilities; they can have a political or social impact through the products (Halkier et. al., 2007: 381).

As well as individuals, consumer groups collectively make various demands on the environmental and ethical qualities of products, the practices of companies and the conditions of production. Such requests can be directed to governments to make the necessary arrangements or they can be directed to companies to offer fair products or to restructure their activities according to certain criteria (Holzer, 2007: 281-282). By using their purchasing power in social movements, individual consumers ensure that such movements create effective sanctions in the market. Social movement organizations integrate the consumption preferences of the participants in such a way as to create pressure on the producers (Holzer, 2006: 412). The market is closer to the daily life of individuals than to public decision-making allows consumers to

use their creativity, both individually and collectively (Stolle & Micheletti, 2003: 24). Thus, political consumerism has gained increasing momentum in recent years (Persson, 2008: 50).

Nowadays, business companies are familiar with the growing consumers place on corporate social responsibility (CSR) (Franklin, 2018). A lot of consumers when they purchase, they think they are 'voting' and they want to see the societal impact for the behaviors of the marketplace (Brinkman, 2004; Shaw et. al., 2006). Such an act is considered as a political consumerism and it is related to act of boycotting. The consumers punish the business companies for their unwanted behavior and support the desirable ones. Even though the dominance of Multinational Corporation exists, political consumers have the power to affect a moral and fair marketplace.

Political consumerism is seen as a new concept arising from the postmaterialist values of welfare societies (Terragni, 2007: 2). Political consumerism, which can also be used as a means of developing environmental and social policies, represents the movements of producers and people who make choices between products in order to change the corporate practices they find questionable (Persson, 2008: 48). This concept is based on values of non-economic issues such as justice, honesty, personal welfare, environmental protection and animal rights in business and government practices (Pellizzoni, 2007: 2). According to Odabaşı (2008), political consumerism is the way of making politics through the market. On the other hand, consumers also take into account issues that are not directly related to their personal interests at the micro level in their purchases, but that relate to their role as citizens. Commercial products are physical contact points between producers and consumers, which are very difficult to reach. For example, since it is not possible to reach Nike as a company, consumers react to the child labor by boycotting Nike products (Micheletti et. al., 2007: 3).

Although there is an election action in the selection of producers and circles based on political functionality, social, political and ethical sensitivities, there is an alternative tool to the issues surrounding voting and education behaviors that have traditional political and social behaviors' (Odabaşı, 2008). According to Holzer (2006), political functionality is the enrichment of the economic role of environments with political and ethical elements rather than the politicization of the economy.

It has not only passed the stage of expanding the existing product range in the political production market, but also it has the aim of improving the production conditions in certain factories. This objective should be amended directly or indirectly by statutory regulations or through optional company and lobbying (Holzer, 2007: 3). According to Stenger (2007), political consumption can be seen as a political act, as you need a political party, a political organization and / or a referendum. A path, that is followed in making related choices is defined.

In terms of political consumerism, consumption is a valid and meaningful form of civic participation, which is accurate measure of customer value in consumer engagement (Kumar, 2013) to enhance not only satisfaction but also loyalty (Ranjan & Read 2016; Rapp et. al. 2013). Voting and charity donation, which are critical to the formation of communities, are limited to specific times, while consumption is an everyday activity of consumers. In this context, it can be said that consumers vote every day. Consumers have the power to influence both societies they belong and other societies with the effect of globalization through these purchasing votes in the market (Neilson, 2006: 5-6). To illustrate, a study conducted in Sweden, which is an active and conscious country in political consumerism, revealed in 2002 that an increasing number of people believe that they have more political influence than consumption by voting in the ballot box (Persson, 2008: 48). There are three general trends that characterize the market where political consumption is dominant (Larsen et. al., 2000). Table 1 illustrates the dominant market trends of political consumption.

Trends	Political Consumption Dominant Market Trends
1.From political consumer to all interested parties	With the market becoming an arena used for political purposes, social issues have become elements of competition. For example, when a company states that it offers appropriate conditions to its employees in the production process, it also makes a statement about competitors that do not make a similar commitment. Competitors will be unable to react to this situation and will have to take the necessary steps. Thus, the interested parties of all companies (interest organizations, public authorities, local communities, suppliers, media, employees, investors, consumers) turn into political interest. In this way, the importance of all interested parties is equalized and the traditional market space boundary between the primary and secondary parties is diminished.
2.Environmental issues:	Since the majority of political issues in the new market have been addressed from the business point of view, it is no longer enough to deal with environmental issues alone, that is to say the parties are now directing their expectations from the company to more areas than before.
3.From marketing to accountability:	Interested parties in the market require businesses to automatically account for their environment, people and discourse. New values such as green, social and ethics testify to the fact that the way companies influence economic and political capital is changing.

Table 1. *The Dominant Market Trends of Political Consumption (Larsen et. al., 2000)*

1.2. Political Consumer

Consumers are perceived as voting users who can reward or punish certain products and producers with their purchasing power, as emphasized in classical liberal theories (Micheletti et. al., 2007, p.3). The political consumers buy or refuse to buy products for various political, ethical or social reasons, that is, the political consumer combines daily life with political participation (Persson, 2008, p.48). Political consumers refer to politically sensitive citizens who use the market as a political arena for different reasons (Micheletti et. al., 2007: 1). A political consumer may be a person who buys Max Haavelaar coffee to show that s/he supports local peasants in Nicaragua, as well as the working conditions of workers, environmental issues. It can also be a person who indicates support by purchasing products that meet certain criteria (Christensen et. al., 2007: 1-2).

Political consumers are consumers who are motivated not only for private purposes but also for public interests and express their individual and collective identity through their behaviors (Neilson, 2006: 6). According to some studies, political consumers are more interested in environmental issues such as global warming and climate and less related to macro-economic issues such as unemployment (Persson, 2008: 48). It is stated that political consumerism is used by non-governmental organizations, public and private organizations as a strategy in achieving the objectives. Academics and legislators also see political consumerism as a strategy for solving complex global problems such as human rights and ecological protection or migration (Micheletti & Follesdal, 2007: 174).

In summary, consumer citizens can use their purchasing power as a kind of vote by evaluating non-economic attitudes and values, appropriate or inadequate business and government practices politically and thus have the power to put corporate giants such as Shell and Nike into difficult situations by means of collective actions (Baringhorst, 2005; Rao, et. al., 2000). Specifically, World-renowned sports equipment manufacturer Nike was boycotted by the protesters after it was discovered to be employed in inhuman conditions, fell desperate to those who boycotted their products. To illustrate, the coach of a football team in New York resigned from his team because it was sponsored by Nike, and it was possible for Nike to forgive his actions stated that it is not (Nike Boycott, 1998). Figure 1 illustrates the Nike Collin Kaepernick protest.

Figure 1. *Nike Ads with Collin Kaepernick protest illustration*
Source: *https://www.haberturk.com/nike-i-yakti-2130592-ekonomi*

National Football League (NFL) team San Francisco former player Colin Kaepernick, famous sportswear brand Nike new advertising face after the social media began Nike boycott and protest calls for Nike continues unabated. The famous star, a protest against the increasing police violence against blacks in the United States in 2016 in the national anthem read before the match against his team in San Diego had a protest collapsed on top of the series. Kaepernick said after the match: "I don't respect the national anthem of a country that doesn't respect a part of its own people". Kaepernick's humiliation of American culture and values on the grounds that the call for a boycott of social media began after decrease in Nike's shares. Many people, including their famous names, supported the protests that started on social media. Figure 2 shows the example of social media supports of protests.

Figure 2. *The example of social media supports of protests of Nike Collin Kaepernick*
Source: *https://www.haberturk.com/nike-i-yakti-2130592-ekonomi*

Although the concept is fairly new, the idea that there is some kind of political power in the nature of consumers is very old. Political consumerism is a form of collective action that has existed for many years. One of the first examples of the consumer movement was made against a real estate owner who later called the boycott, a kind of consumer movement (Persson, 2008: 47). Political consumerism was developed

along with cooperative formations throughout the 19th century and began to spread rapidly through various social movements aimed at civilizing the market by citizens as consumers. The 'white list' initiative that emerged in Europe and the United States at that time are an important example of that kind of activism.

The 'White List' or 'White Label' campaign can be seen as one of the first examples of political consumerism (Terragni, 2007: 6). Examples of these movements that have succeeded in creating a power coming from the consumer front are the mobilization of consumers by trade unions in order to overcome the difficulties encountered in strike organizations in the 1910s and to support workers struggling in the USA in the 1950s (Dubuisson-Quellier, 2007: 1). In addition, it is seen that women are leading this kind of interventions. Consumption offers new opportunities for social and political participation, especially for women in the middle class (Stolle & Micheletti, 2003: 15). Another example of using the market as a political arena; young people encourage their parents to be socially responsible when investing in the stock exchange in order to promote peace (Micheletti & Stolle, 2005: 2).

In the 1960s, United Farm Workers conducted successful consumer boycotts to exert pressure on Californian farmers and landowners. African Americans, who use the market as a space for racial politics, have also encouraged boycotts to advance the civil rights movement with the Montgomery bus boycott, one of the best-known examples of political consumerism. The Montgomery Bus Boycott was known as a civil-rights protest to segregated seating took place from 1955 to 1956. In the 1970s and 1980s, boycotts were used as a tool in the worldwide campaign against the racial discrimination regime in South Africa (Stolle & Micheletti, 2003: 15-16; Coleman, et. al., 2005; Selby, 2001). Figure 3 shows the Montgomery Bus Boycott.

Figure 3. The Montgomery Bus Boycott Illustration
Source: https://www.google.com/imgres?imgurl

A well-known effective boycott was carried out against Nestle, which offers baby food to the market in the third world. This boycott, reaching global level, forced Nestle to negotiate with the World Trade Organization and the United Nations Children's Aid Fund. Although Nestle adopted the Code of Marketing of Breastmilk Substitutes in 1981, political consumer groups went back to boycotting in 1988 due to disruptions in the implementation of the agreement (Kneip, 2012; Stolle et. al., 2005, p.5). Figure 4 shows the Nestle protest.

Figure 4. Nestle protest illustration
Source: https://www.vice.com/en_ca/article/qvzzb5/protests-mark-nestle-extracting-one-billion-litres-of-water-on-expired-permits

Research on the characteristics of political consumers shows that political consumerism is highly dependent on socio-demographic variables. Consumers in the middle-upper social strata tend to be political consumers, particularly in terms of their educational level and occupation (Pellizzoni, 2007: 3). The typical political consumer is middle-aged, with a high level of education and income, living in large cities. On the other hand, there are some studies suggesting that the middle age group does not actually represents the typical political consumer. There is no clear link between political relations and political consumerism (Persson, 2008: 48-49). Gender and socio-economic status affect political consumerism. Research on political consumerism, although it differs from country to country, suggests that women tend to be involved in more forms of political consumerism than men (Terragni, 2007: 6).

A comparison between men and women on political consumerism found that women were more likely to participate in boycott and selective shopping behavior (buycotts) (Neilson, 2006: 12). The reason why political consumerism is more attractive to women is that political consumerism does not have the limitations of traditional political participation such as membership or face-to-face interaction. Women become political consumers by dealing with traditional gender roles such as spouses and mothers and the effects of consumer products on families and humanity (Neilson, 2006: 12). It is stated that economic factors also affect political participation and people with high socio-economic status are expected to be politically active. As stated, that citizens with high status have time, money and necessary knowledge to be active in politics and have more belief and interest in influencing political problems. The reason for low participation of people with low socio-economic status in political consumerism may be that consumption decisions are driven by basic needs rather than political, ethical or environmental considerations (Neilson, 2006: 13).

1.3. Political Consumption Formats: Boycotts or buycotts?

Generally, large-scaled studies contain a measure of boycotting however, very little account for boycotting. These analyses move forward consumer experience of political consumerism by gathering its variations: Are boycotting and boycotting different behaviors? If it's the case, as the sole indicator of political consumerism what are the outcomes of measuring boycotting? The boycott of Friedman (1999) was defined as one or more parties trying to avoid making purchases that need to be specifically marketed to reach distant targets. There are various boycotts that have been made throughout history. The structured boycott activities were successful, and the demands of the next boycott employees were fulfilled but they

succeeded as well. However, the boycotted enterprises have always been affected by the boycott campaigns. It is an important event to investigate the reasons for causing boycotts for expulsion.

Political environmentalism, three-dimensional (boycotts and buycotts) and indirect movements (discursive) are the political consumption formats (Micheletti et. al., 2007: 1). The both terms boycotting and buycotting is important for political consumerism, whereas they are different from one another in several ways. While activist group often used boycotts, for buycotters more oriented strategies appealed in personal orientations (Friedman, 1996). Moreover, the single business might be the target for boycotting, multitarget is the case for buycotting. To show uniformity of political consumers, the meaningful form of civic engagement (Scammell, 2000; Hertz, 2001) goes through both boycotts and buycotts.

According to Verba et. al. (1995) *The Civic Volunteerism Model* presents two aspects as capacity and motivation which are inspired by the Fishbein and Ajzen's (1975) *Theory of Reasoned Action*. According to Neilson (2010: 215), individuals who are politically activeneed has got skills, money, or other resources to participate, and they must be motivated to participate. Although it is assumed that the effect of continuing movement depends on the collective results should not be overlooked (Pelizzoni, 2007: 4).

The consumer boycott can show that one or more groups work according to a set of goals, triggering when specific options avoid the buying behavior. Figure 5 shows the motivators of boycott decisions.
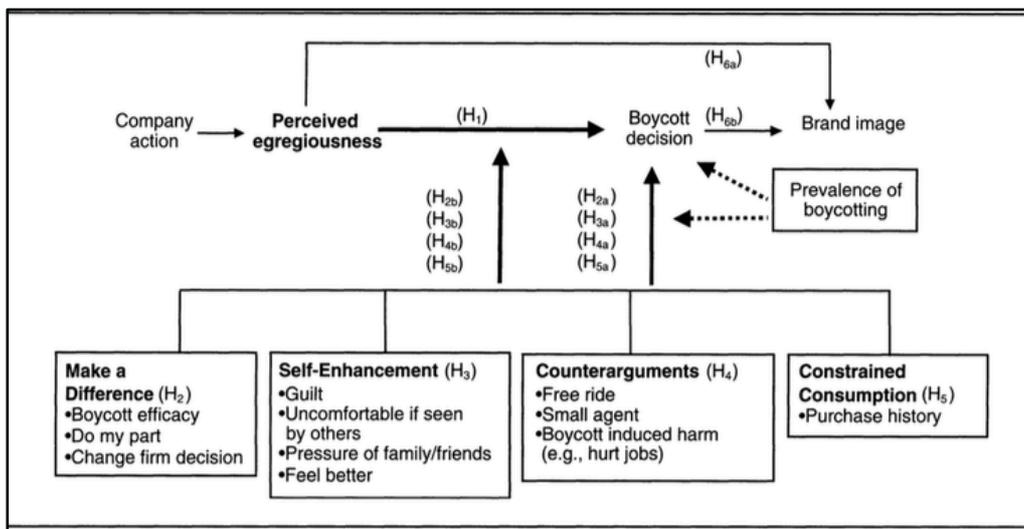

Figure 5. *Motivators of Boycott Decisions (Klein, Smith & John, 2004, p.95).*

The aim of the encouraging boycotts is to force the consumer to change their policies by mobilizing the consumer against a product or producer (Micheletti, 2004: 4). From time to time citizens of different nationalities have resorted to this way to express their dissatisfaction with state or institution policies (Micheletti & Stolle, 2005: 2). One example is the 1995 boycott of wine and cheese, which occupies a major place in the French economy, conducting nuclear trials in the Pacific. The concept of political consumer has since become an area of interest for both the press and the world of science and politics (Mikkelsen et. al., 2007: 2). In such cases, boycotters target institutional actors (companies) as a way to pressure national governments to change their policies (Micheletti, 2004: 4). As a result of this, depending on the success of the boycott, companies' sales may decrease, and they may have to withdraw some products from the market (Hendel et. al., 2017; Torlak, 2007: 335). Table 2 presents the prior researches on boycott participation and political consumerism.

Author	Orientation	Boycott Participation Influencer
Friedman (1985, 1991, 1995, 1999)	Consumer policy and activism	Valence, ease of participation, no adverse consequences, social pressure.
Garrett (1987)	Marketing Management	Awareness of boycotts, participant attitudes, participant values, cost of participation, social pressure, credibility of boycott leader.
Witkowski (1989)	Consumer behavior	Political and moral values, availability of substitutes, guilt, social pressure, sacrifice.
Smith (1990)	Consumer policy and activism	Concern and willingness, consumer characteristics, issue characteristics, product characteristics, product substitutability.
Sen, Gürhan-Canli, and Morwitz (2001)	Consumer behavior	Perception of boycotts success likelihood, normative social influence, costs of boycotting.

Table 2. *The prior researches on boycott participation and political consumerism (Klein, Smith & John, 2004, p.94).*

Positive political consumerism, also called selective shopping (buycotts), is the use of labeling arrangements. The labels direct citizens' consumer preferences. The consumer says 'yes to certain products instead of reacting' no in his/her choice. Green labels (eco-labels), fair trade labels, organic food labels and management certificates are examples of positive political consumerism that started to spread rapidly as a form of political expression in the 1990s (Copeland, 2014). According to Micheletti (2004), label regulations refer to non-combative politics when compared to boycotts. Because they require a good working relationship and cooperation between institutional actors, non-governmental organizations, academia and government. For example, green labels can only be spread when industry and environmental associations are willing to work together (Micheletti, 2004: 5).

The newest and least researched form of political consumerism is indirect political consumerism. Indirect political consumerism, unlike other forms, does not include decisions on monetary transactions. The main objective of this form; rather than depriving corporate actors from purchasing or rewarding specific corporate actors for good behavior, policies or products, it is more about expressing ideas about corporate policies and practices through communication efforts directed to business, public and various political institutions. The indirect political consumer movement, which may be in the form of arrangements at the local, national, regional, global level, or a combination of these, can use a combative or collaborative strategy when attempting to establish a dialogue between the enterprise and the public (Micheletti, 2004: 5). A distinction between forms of political consumerism illustrated in Table 3 (Jensen, 2005: 441)

Form of Political Consumerism	Example
Collective, organized, positive political consumerism	For example, receiving coffee from the Max Havelaar Foundation to support poor field workers in developing countries.
Collective, organized, negative political consumerism	For example the Shell boycott in 1995 organized by Greenpeace.
Individual, unorganized, positive political consumerism	For example, preferring organic products to promote sustainable agricultural production.
Individual, unorganized, negative political consumerism	Avoid mass production chicken eggs, for example, to promote animal rights.

Table 3. *A distinction between forms of political consumerism*

1.4. The Combination of the Boycott Motivations and ELM-Model

In 1987 and 1997 survey's, as a form of political participation boycotting ranked third making it more habitual way than contacting civil servants, a politician, a civil society association or a media actor. It was ranked above only by signing a request and participating financially to a cause. It was discovered that by 2002, 33% of Swedes had boycotted a product in the previous year and 55% had consciously bought a product for political, ethical or environmental reasons (European Social Survey, 2002). Thus, political consumerism is not equally expanded in western democracies which deserve a further investigation. Surveys show that more and more citizens using market to express their moral and political interest, but it cannot be defined if political consumerism can be considered as significant or effectual way of political participation. Historical examples display that political consumer activism can be an impactful form of changing governmental and corporate policy and behavior. It is obvious that political consumerism has had a power on industry standards, labelling schemes and making awareness about the lack for codes of conduct (Rock, 2003).

Similar with motivators of boycott decision, in this study Elaboration Likelihood Model (ELM-Model), which is introduced by Cacioppo and Petty in 1981 and motivators of boycott decision tried to be evaluated to explain the motivation for political consumerism. ELM-Model is crucial and have been used in many different disciplines for many years. As it represents persuasion, the cognitive activity and consequences of attitudinal change. In this sense, model has two routes, these are central information processing route and peripheral information processing routes (Larson, 2007). On the other hand, in the motivators of boycott decision has linear process with different variables effects on this process.

At this point, together with the explanation of boycott motivators and ELM-Model routes the political consumers tried to be redefined. Clearly, socio-demographic variables are important to be political consumers which in the boycott motivations seen as self-enhancement. Thus, political consumers with middle-upper class, middle-aged, high level education and living in a large city likely prefer the central route, which includes a high level of message detailing created in the larger room of cognition about the arguments per person receiving the message. By preferring to central route, political consumers will be most likely engaged boycott and buycotts, where the results of attitude change will be permanent, resistant and predictive of behavior.

In addition to the recipient of the boycott message, the ability to think about the boycott message and its subject, the central route in which it was motivated was also used. Therefore, political consumers when they centralize knowledge, cognitive responses or elaborations will be much more relevant to knowledge the wise evaluates the schemas they already possess and make a logical attitude to the information for motivation to refine learned detailing options.

To process the message boycott motivation, personal interest of political consumers in the subject of the boycott message can be determined by factors such as cognitive. There is two advantages of the central route, which are long changes in attitude and it tends to behave more than the peripheral route. Thus political consumers for boycott attitude likely have long changes in their attitudes. In general, as focused motivation and ability to process and drill down the message develops, the signs in the situation become more important in the processing of the boycott message.

1.5. Conclusion

Today, political consumers intervene in the production process through their activities and move away from being a consumer only and approach the concept of producing consumer (prosumer), which is reached by individual purposes, through social purposes and by acting for social purposes. With the rapid expansion of the Internet, Web 2.0 and online social networks, the world has shrunk in a sense, increasing the power of consumers against companies that were previously inaccessible. Today consumers are more powerful than ever. This power comes not only from the material assets of the consumers, but also from the social assets that result from the fact that they no longer care about everything that is outside the world. In the face of the consumer who is more aware of this power than before, companies must listen to the voice of the consumer in order to exist. With today's historical approach, which is confronted with many options, you can do so with this power of choice.

This study emphasizes the different motivation and characteristics of political consumers and political consumerism by explaining the different ways of being informed and motivated. The conceptualization of political consumerism and citizen consumers or citizen engagement is important and comprehensive topic that business should pay attention to be more successful in their marketing strategies. For boycotting it is important to build trust between the institutions and political consumers, thus marketing strategies try to win support from boycotters by corporate messages. In addition, this study presents the existing literature findings on demographical differentiation of political consumers. While for boycotting women are more interested, boycotting has no gender motivation.

Forcing boycotts to change or abolish an act considered morally or controversial to clarify a political, social, or ethical statement against a company or country. They are applied. The use of boycotts as a compelling market tactic is common. The success of boycotts depends on the participation of large consumers who are aware of the social disturbances required by the sale, production or marketing of a product.

It is able to intervene in practices that it does not find right, not only for itself, but for the world with this power of choice. In this sense, political consumerism is a power that consumers always possess. Today, however, consumers are becoming more aware through liberal factors such as increased options, especially accelerated and facilitated communication with technologies such as the Internet, today's concept of individualization, which desires to group and belong to a variety of purposes, and to become more aware through world-scarce resources. Thus, it can be said that political consumerism becomes a bigger power and will become more important in the future.

Nowadays, it is not possible to talk about a world where consumers have to accept what is offered to them. On the contrary, consumers are not content with the many choices offered to them and not only stay on the consumption side, they also participate in the production process and force the producer to show sensitivity to the environment, worker welfare, not employing child workers, and not making ethnic discrimination. This conscious and responsible consumer is now aware that it is possible to improve the world with consumption. Consumers are not content to meet only their personal needs; this consumer is trying to take the world one step further in every shopping.

Further Recommendations

In advanced industrialized democracies, political consumerism's effectiveness and the constant ascension are more obscure that the incident has been almost totally disregarded in most present discussions of political participation and implication (Dalton, 2000; Putnam, 2000; Skocpol & Fiorina, 1999; Verba, et. al., 1995). This study explores the comprehensive discussion on the political consumerism with well-known examples. The motives that affect the participation of consumers in the boycott are important facts that need to be examined for the boycotted organizations, enterprises and continuity of activities. Future research should explore the political communication strategies and political consumers behavior in several cases. Also, future studies may put comparison between different media and political system effects on political consumerism in order to highlight the importance of democracy and liberal economy in political consumerism.

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