



“New perspectives on political consumerism and consumption”

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“New perspectives on political consumerism and consumption”

SPECIAL ISSUE INFORMATION

Dear Colleagues,

Affluent societies are experiencing an increasing trend which sees consumers use the shopping bag to move from being passive consumers to becoming active citizens. Consumers' daily actions charged with political meaning and aiming at promoting economic, social and environmental changes are aptly defined by the term *political consumerism*. We assume that political consumerism refers to consumer behavior patterns that are characterized by stable and conscious ethical or moral motivations. Moreover and contrary to private consumption, which is founded on self-centered egoistic interests of the consumers, *political consumption* is concurrently driven by private and collective motives. Political consumerism includes two different typical forms: *boycott* (i.e., refraining from buying unethical products and services) and its flip side, namely *buycott*, otherwise called “reverse boycott” (i.e., the purchase of ethical products and services). However, we take a broader perspective that also includes consumer behaviors that are beyond or in-between this rather simplistic dichotomy.

In recent years, many studies on political consumption have been published. In particular, the research in the field of business administration and marketing is not very consistent and does not show a coherent picture. Hence, further research that deals with the antecedents of political consumption can contribute to a more in-depth understanding of the subject under consideration. Besides cognitive and affective determinants of individual political consumption, the consideration of sub- and intercultural factors or gender differences seems promising. Many of the studies on political consumerism have focused on the buyer side of the buyer/seller dyad to understand the main motivations and attitudes behind this trend. However, research involving other actors than consumers are of utmost importance to understand the drivers of political consumerism and its effect on the society.

For this special issue, we welcome submissions that are linked to the subject areas of *marketing and political consumerism*. We welcome contributions that consider the role of both nonprofit and public organizations as well as for-profit companies to harness the individual motivation to become a political consumer, and the resulting implications. In addition, research could investigate the effects of information technologies on political consumption et vice versa. Research should also look at the outcomes of political consumption. In

this context, it can be examined whether and how political consumption can change allegedly unethical corporate behavior. In addition, political consumption's economic, social and environmental impacts could be quantified, too.

This special issue is aimed to encourage both conceptual and empirical papers from a variety of disciplinary backgrounds. Interdisciplinary approaches and international perspectives are encouraged.

Prof. Dr. Jörg Lindenmeier

Dr. Sergio Rivaroli

Guest Editors

DEADLINE

Submission deadline: **1st February 2020**

MANUSCRIPT SUBMISSION INFORMATION

Manuscripts should be submitted online at www.tandfonline.com by [registering](#) and [logging into this website](#). Submitted manuscripts should not have been published previously, nor be under consideration for publication elsewhere. All manuscripts are thoroughly refereed through a double-blind peer-review process. A guide for authors and other relevant information for submission of manuscripts is available on the [Instruction for Authors page](#).

KEYWORDS

- Political consumerism;
- Citizenships;
- Public and nonprofit organizations;
- Marketing and Social Marketing;
- Donation and volunteering;
- Boycott, Buycott, Carrot mobs;
- Negative and positive word-of-mouth (face-to-face and online);
- Fair-trade consumption;
- Green consumption;
- Eco-tourism;
- Re-/up-cycling and sharing behavior;
- Consumption of regionally produced products;
- Voluntary simplicity and consumption reluctance;
- etc.