

An Exploratory Study:
Understanding Consumerism of Consumer Boycott and Consumer Buycott

by
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ABSTRACT

AN EXPLANATORY STUDY: UNDERSTANDING CONSUMERSIM OF CONSUMER BOYCOTT AND CONSUMER BUYCOTT

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This research aimed to understand the two growing forms of contemporary political behaviours, consumer boycott and consumer buycott, by exploring their related underlying motivations. A qualitative research approach was adopted and we conducted a total of 15 in-depth interviews. Content analysis was conducted on 229 pages of interview transcripts. This study found that consumers intentionally avoid (boycott) companies that are considered to be irresponsible, however, intentionally approach (buycott) companies that exhibit ethical business standards. The results also showed that boycott behaviour is influenced by the overall expectation of success, self-enhancement, required resources, costs which are associated with the boycott activities and social pressure. In contrast, consumer buycott is encouraged by the pursuit of hedonism, social capital and product functionality. The findings also indicated that boycott and buycott are two distinct acts specifically in the areas of information learning, emotion expression and ease of participation. These results contributed to various aspects of consumer boycott and consumer buycott literature as well as provided managerial implications for businesses.

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LIST OF ABBREVIATIONS

CSR: Corporate Social Responsibility

1 Introduction

This introduction chapter is divided into five subsections. The first subsection introduces the selected research topic area, research objectives, and relevant research questions that will be addressed later in this paper. This will be followed by a brief section on existing literature which leads to the research gap. Next, the research methodology is discussed and the theoretical and managerial contributions are identified. Finally, the structure of the remaining parts of the research is presented.

1.1 Research Topic, Research Objective and Research Questions

Consumers often seek brands or products that satisfy their physical and psychological needs, represent themselves, or align with their values (Ewen, 1988). As there is an increasing awareness of the long-term impact of one's behaviour on the ecological environment and social issues, consumers nowadays use their dollars to express their social responsibility. Scholars have conceptualized this type of self-motivated consumption behaviour as political consumerism. Formally, political consumerism is defined as "actions by people who make choices among producers and products with the goal of changing objectionable institutional and market practices" (Micheletti, 2003; Stolle, Hooghe and Micheletti, 2005). Thus, this type of consumer is categorized as a political consumer. In doing so, consumers believe that their consumption decisions have the potential to improve social corporate responsibility for companies (Crane, Matten and Spence, 2008b; Shaw, Newholm and Dickinson, 2006).

Four basic action forms of political consumerism are being studied in the literature: boycott (punishing companies for irresponsible behaviours), buycott (buying from companies that act responsibly), discursive actions (opinion formation and communicative actions) and lifestyle political consumerism (private lifestyle changes in consumption practices) (Micheletti, 2010; Stolle and Micheletti, 2013; Micheletti and Boström, 2014, Neilson, 2010). This study will focus on studying consumer boycott and consumer buycott behaviours because they are two most common forms of political consumption in the marketplace. Although boycott and buycott both aim to ensure firms behave ethically and morally, it is crucial for consumers, researchers and managers to understand these two concepts. Admittedly, these two actions bear some goal similarities, yet they are distinct on motivational orientations (punishment orientation vs. reward

orientation), which may result in different coping behaviours in consumers (Hoffmann, Balder, Seegebarth, Mai and Peyer, 2018; Copeland, 2014). Based on the previous literature, boycott and buycott are both driven by concerns related to the social, environmental, and welfare of other people. However, different values held by individuals may determine which drivers are more or less likely to predict boycott and/or buycott behaviour (e.g. Hoffmann et al., 2018; Neilson and Paxton, 2010; Newman and Bartels, 2011; Shah et al., 2007).

The objective of this paper is to advance the knowledge on political consumerism, by further distinguishing the two main variations: boycott and buycott. Predominately, these two actions have been treated homogeneously in the literature and neglected by most of the scholars as being different. An individual's decision on whether to boycott and buycott is driven by different motivations and characteristics. Therefore, the research questions will be addressed here are:

1. What motivates people to participate in boycott and buycott activities?
 - a. What drives an individual to participate in boycott activities (such as individual-related factors, boycott activities-related factors, societal-level factors and firm-level factors)?
 - b. What drives an individual to participate in buycott activities (such as individual related causes, consumers values and rewards to firms that exhibit corporate social responsibilities)?
2. How do consumers perceive the similarities and differences between boycott and buycott consumption behaviours (such as the information learning process, the ease to participate, and the effectiveness of actions)?
3. What are the theoretical contribution/ managerial recommendation based on the common vs. unique factors driving boycott vs. buycott?

1.2 Existing Literature and Research Gap

The existing literature on political consumerism has mainly focused on studying boycott, as opposing to study buycott. Demographics (e.g. age, gender, education, and income levels), political interests, citizenship duty, and public trust are some strong predictors of political consumption (e.g. Shah et al., 2007; Newman and Bartels, 2011). Shah et al. (2007) also found

that moral obligation and environmental concerns drive people to purchase ethical products. Neilson and Paxton (2010) suggested that personal social capital is positively related to political consumerism and individuals who live in higher average levels of social capital are also more likely to become political consumers. In the boycott literature, researchers are interested in exploring the rationales that encourage people to participate. These rationales are an individual's need to believe his/her action can make a difference, realize the intrinsic rewards, and make the counterargument to persuade themselves (e.g. Klein, Smith and John, 2004; John and Klein, 2003; Makarem and Jae, 2016). On the other hand, Hutter and Hoffman (2013) suggested that consumers who are unwilling to make sacrifices are more likely to join boycott than other activities of anti-consumption such as boycott. This is due to boycotters considering anti-consumption as a true way to express their concerns whereas boycott combines the collective objective (purchasing products to create influence) and the individual objective (satisfy individual needs) of consumers.

Most of the current research treats boycott and buycott as similar acts and only a few studies have distinguished boycott from buycott (e.g. Stolle et al., 2005; Strømsnes, 2009). Copland (2014) argued that boycott is more associated with dutiful citizenship norms which emphasize citizens' obligation and loyalty to authority. Whereas, buycott is strongly linked to engaged citizenship norms which highlight the importance of voluntary activity and the formation of one's own opinion due to its reward orientation. Boycotters also have less trust in institutions and are less altruistic as compared to buycotters. In addition, women are more likely to participate in buycott as compared to men because unlike boycotts which need to take place as a part of a structured organization, buycott is easier to incorporate into day-to-day activities, as it does not require a male-dominated role (Neilson, 2010, Micheletti, 2004). People who have a higher education level and social class also have a greater tendency to buycott than boycott because higher education provides them the ability to access and understand the information easier when making the complicated choices than merely avoiding consumption (Yates, 2011).

Among the studies that have considered boycott and buycott jointly, the scholars (Copland, 2014; Neilson, 2010; Baek, 2010; Yates, 2011 and Wicks et al., 2014) all used self-reporting surveys to collect the information on motivational drivers. Self-reporting measurement could be

a good research methodology to implement for a large sample size. Such methods might be commonly used due to the ease of capturing the behavioral measures, given that boycott and buycott behaviours are part of one's daily consumption behaviour (Lavrakas, 2008). However, qualitative research methodologies and in-depth interviews in particular, should be a more appropriate way to address the research questions mentioned above. Interview is able to capture most insights for this study and better address proposed research questions. This research focuses on peoples' previous boycott and buycott experiences which could not be measured in a survey. Interviews will provide an in-depth "first-person description" (Thompson, Locander and Pollio, 1989, p.138). Moreover, instead of restricting to test one or two factors in quantitative methods, using interviews could explore more factors and consequently uncover more interesting results.

1.3 Research Design

In-depth interview provides us the opportunity to glimpse the logic behind one's behaviour and the pattern of a daily experience (McCracken, 1998). This research methodology enables researchers to observe and understand people's thoughts and opinions in a flexible and relaxed atmosphere. Since the main objective of this research is to understand individuals' past behaviours, interviews should be a suitable methodology to use. In particular, semi-structured interviews were conducted with open-ended questions which encouraged a comprehensive discussion of the topic. Fifteen participants were recruited from the University of Guelph and through personal connections. Each interview took approximately an hour depending on how much information the participants wanted to share.

1.4 Theoretical and Managerial Contributions

Findings from this research contribute to the field in three ways. Firstly, the discovery that there are different types of individual motivations for consumer boycott and consumer buycott. Specifically, a consumer's boycott decision depends on the perceived efficacy of overall participation, costs associated with boycott, social pressure and self-enhancement. On the other hand, consumer buycott is attracted to individuals who pursue hedonism and have a greater level of generalized trust derived from society and other members of the society. Secondly, the present research adds another piece of literature by exploring the distinction between boycott and buycott using an explanatory approach. The interview data suggests that boycott and buycott are

different from three perspectives: information learning, the expression of emotion and the ease of participation. In general, more information is needed for people to participate in buycott activities compared to boycotts. Consumers seek for more evidence to support a brand where they need to make monetary sacrifices. The emotion expressed in boycott and buycott behaviour is also different. Boycotters aim to vent out their negative feelings, such as dissatisfaction, frustration or disgust. However, buycotters' emotions are often related to happiness, pride or empowerment. The last characteristic that distinguishes boycott from buycott is that consumers perceive buycott as an easier action to engage in daily life compared to boycott because the information required for buycott decision is more accessible and the people are more inclined to support a brand that is aligned with their values. Managerially, by detailing the socio-demographic and psychological differences between boycotters and buycotters, findings from this paper could assist managers with effective response strategies. Overall, this research encourages firms to act in responsible ways to foster buycotts and to avoid becoming the target of boycotts.

1.5 The Structure of Chapters

The remaining chapters will be organized as follows: in chapter 2, the literature on political consumerism, boycott and buycott will be reviewed. Specifically, the definition, examples and categories of each concept will be provided as well as relevant studies. Furthermore, the comparative studies of boycott and buycott will be discussed, where it will offer a detailed overview of the past academic literature which has distinguished boycott from buycott under different perspectives. A summary table of past studies will be presented after each section. Lastly, chapter 2 will be concluded with the proposed conceptual frameworks which will be developed based on the past literature.

In chapter 3, the in-depth interview methodology will be utilized to properly and thoroughly address the research objective and questions. A discussion of the advantages and disadvantages of using interviews will be reviewed. Fifteen participants will be interviewed to share their past consumption experiences and thoughts relating to boycott and buycott consumption behaviour. In order to best capture participants' real experiences, Schuman's (1982) three-interview series will be used. Then, to interpret the data accurately, the researcher will choose to follow

Thompson, Locander and Pollio's (1989) approach for phenomenological interpretation. Finally, the criteria for assessing qualitative research using Tracy's (2010) Eight "Big-Tent" will be discussed.

In chapter 4, research findings and explanations will be introduced based on the 15 in-depth interviews. Firstly, an overview of the consumer experience will be presented. A summary table will be listed at the end including the number count of boycott/buycott experience and category of causes/reasons. Secondly, common themes will be divided and elaborated into three sections: consumer boycott, consumer buycott and comparison between consumer boycott and consumer buycott. In each section, direct quotes from the interviews will be presented to support the findings.

In chapter 5, a general discussion of findings on consumer boycott and consumer buycott from the research will be introduced. In addition, conceptual and managerial implications will be proposed to provide insights to scholars and managers. Lastly, limitations and future research avenues will be provided.

2 Literature Review

The literature review chapter begins with introducing political consumerism. Specifically, it focuses on what is political consumerism, how it evolved overtime and who qualifies as a political consumer? Next, the past research on consumer boycott and consumer boycott are presented, which include definitions, detailed examples and past studies that have examined the motivational drivers for these two acts. This chapter ends with the discussion of comparative studies on boycott and boycott.

2.1 What is Political Consumerism?

From the most well-known Montgomery bus boycott in 1956 to the most recent Canada Goose “Ditch Down and Fur” protest, political consumerism has certainly gained increasing attention in recent decades. The use of political consumerism has increased in recent years as a result of globalization (Boström, Michele and Oosterveer, 2019). While consumers are enjoying more available and affordable goods in the global market, it is nearly impossible to avoid thinking about how production and consumption affect the broader societal affairs within one’s own country and abroad (Boström et al., 2019). The process of production and consumption can be considered more influential than private or personal matters due to the cost and the benefit. The reason is that the production and consumption of goods or services usually involve human rights (e.g. companies using child labor), animal rights (e.g. products using animal fur), environmental concerns (e.g. climate change), political issues (e.g. foreign policy concerns), and corporate failures issues (e.g. CEO’s misconduct) (Makarem and Jae, 2015). The nature of these consequences will lead to a broader impact on society as a whole, thus, political consumers who engage in ethical consumption hope to make governments and corporations act responsibly. This will ensure that goods trade/produce domestically and globally are based on “fairness, good labor practices and sustainable development” (Micheletti, 2003).

Political consumerism, as a multidimensional phenomenon, involves different groups of societal actors and a wide range of institutions in different contexts. Different groups and institutions work towards the same goal, which is to benefit all the community members. An important assumption for this practice is that people potentially believe that their collective

efforts on deciding what to purchase or what to not purchase will have an impact on the society (Boström et al., 2019). To be quantified as a political consumer, three criteria should be taken into account (Stolle et al., 2005). First, one must have the ability to make a consumption decision. Second, the deliberate purchase is motivated by ethical or political concerns or the desire to change a certain social condition. For example, the fact that a consumer buys a fair-trade products because it is on sale should not be treated as a form of political consumption. Lastly, political consumption should be done regular and incorporated in a person's daily life.

Political consumerism is not a new form of activism since it has been introduced for decades. Early use of political consumerism focuses more on institutional participation, such as voting, volunteering, and political campaigns. Verba and Nie (1972) have defined those conventional forms of political participation as “activities by private citizens that are more or less directly aimed at influencing the selection of governmental personnel and/or the action they take.” From this perspective, traditional participation in political consumerism emphasizes a participant's citizen role. A good example of early political consumerism is the “white label campaign” from 1989 to 1918. This campaign raised attention to sweatshops, which had poor working conditions, used child labor, and paid below the minimum wage in the United States. This anti-sweatshop campaign had encouraged women to buy underwear from the certified “sweatshop-free” label for human rights issues (Sklar, 1998). The anti-apartheid movement in the 1970s and 1980s was another example of political participation which aimed to improve the behaviour of multinational corporations in South Africa (Seidman, 2003).

Although conventional forms of political tools are still common today, recent social changes have shifted the focus on political consumption to an everyday-life engagement, in which people incorporate responsible consumption into their daily lives through institutional and structural prerequisites as a collective participation (Baek, 2010). Bennett (1998) has termed such consumption as “lifestyle politics”, which indicates the adoption of political consumption switching from formal engagement to day-to-day actions. The emergence of new types of political participation may be caused by the increasing awareness of environmental, societal, and well-being concerns. According to Statistics Canada (2011), the General Social Survey suggested that the ethical consumption for Canadians increased 7% from 2003 to 2008 and the

participation for federal elections went down from 75% in 1988 to 59% in 2008. Rather than saying civic engagement is declining, it is more accurate to state that the form of engagement is changing to more consumer-based activities, which emphasize both citizen role and consumer role of an individual. Many scholars argued that the non-conventional participation of political consumerism cannot be considered as “political”, because consumers make an effort to the market instead of the government (Micheletti, 2010; Schudson, 2007; Katz, 2019). Others, however, pointed out that political consumption comprises the production of public goods, which falls under the domain of politics and thus should be considered as political (Copeland, 2014; Van Deth, 2012; Katz, 2019).

This trend has encouraged individuals to participate in boycott, buycott, lifestyle politics, and discursive strategies. Lifestyle politics is closely related to one’s life. People who engage in this form of political participation usually purchase goods that conform with their ethics and beliefs (Stolle and Micheletti, 2013). Discursive strategies refer to the communicative strategies that are used to highlight unfair or immoral practices to pressure firms to change (Micheletti and Stolle, 2008). The contemporary forms of political consumerism have gained popularity in Scandinavia. 33% of Swedes had boycotted at least one product in the past 12 months and 55% made deliberate purchase decisions based on political, environmental, or ethical issues (European Social Survey, 2002). With the development of technology, communication practices have an impact on political consumption. Shah et al. (2007) found that conventional and online news induce people to indirectly make an influence on political talk and environmental concerns. People who are active on social media are also more likely to participate in political consumerism, due to the sharing and social influence features (Zúñiga, Copeland and Bimber, 2013). In contrast, people who are regularly involved in community meetings and traditional civic associations tend to engage in conventional forms of participation (Baek, 2010; Neilson and Paxton, 2010).

Compared to non-political consumers, people who make deliberate purchase choices sometimes need to avoid buying products or brands that they prefer due to their obligations for the society. Thus, the question here is what encourages people to make such a sacrifice? The literature has identified motivations for people to incorporate political consumption in their daily

lives from various perspectives, such as personal values, self-enhancement, and social identification (Gotlieb, 2015). More work should continue to investigate the motivation and characteristics that prompt consumers to purchase ethically in order to better understand political consumerism. Several recent papers have focused on studying political participation among young people in different countries. Particularly, Barbosa et al.(2012) found that the low political participation rate among young people in Brazil is attributed to the influence of family, tradition of collectivism and the role of organizations. Additionally, parental modeling is the most important predictor of youth political participation in the United States (Wicks et al., 2014). Future research should pay more attention to the younger generation due to its increasing population. In addition, as social media is a big part of our life now, exploring the effect of social media between generation Z and political consumption will provide insights into the current situation of political consumption.

2.1.1 Consumer Boycott

Consumer boycott, a form of political consumerism, has been practiced frequently in the marketplace. People often use this action as a venue to express their social, political, and ethical concerns towards the market. Boycott behaviour refers to a consumer's decision to punish private companies or countries by refraining from selective choices of products or brands based on social, political, or ethical considerations (Keum et al., 2004; Stolle et al., 2005; Baek, 2010). The central idea for boycott is to punish businesses that performed unfavorable behaviours to change their unethical practices (Hoffmann et al., 2018). To boycott a certain brand or product, consumers seek to increase the awareness of the incident, thus encouraging more people to join boycott related activities, such as protest. John and Klein (2003) found that among 7 companies and 14 brands in the Fortune 50 recorded over 100 hits by searching "boycott (company/brand name)" on Google web search, which indicates that 42% of top companies and 52% of top brands are facing boycott or have been boycotted before. Nongovernmental organization acts as a main source or sponsor of consumer boycotts, such as voluntary associations. Marketers certainly want to avoid consumer boycott because it will lead to a negative brand image, shift the target customer to competitors and ultimately affect the firm's overall performance.

As opposed to developing countries, boycott is more popular in developed countries such as

Denmark, Germany, Switzerland, and the United States (Koos, 2012). The selection of goods is more accessible because the increase in prosperity results in the increase in supply. For people who live in a relatively poor country, it is more important to satisfy their physiological and safety needs. Consuming ethical products might be too far for them to worry about (Koos, 2012). Boycott behaviour can be dated back at least to the fourteenth century and it has gained some success over the years (Klein, Smith and John, 2004). The Montgomery Bus Boycott in 1955, which has successfully challenged racial segregation, started the civil rights movement in the United States. The Swadeshi movement in India involved in boycotting British products aimed to remove the British Empire power. More recent boycotts include Coca-Cola's misconduct in Columbus, boycott of Vooipo (a vape company) on Twitter due to its unethical business practices and PETA calls for boycott of Canada Goose in 2018 for the unethical animal use. As these examples suggested, boycotts nowadays focus more on business practices which highlight corporate social responsibility rather than on socio-political issues (Klein et al., 2004).

Although boycotts are widespread, it is still hard to quantify the scale, impact, and frequency of boycotts (Friedman, 1999). Friedman (1985) suggested that the behaviour of consciously rejecting or avoiding a brand is nonevent in the marketplace compared to consumers approaching a brand. The demand for a certain brand can be measured from the actual sales, but the brand avoidance behaviour "can only be indirectly observed through several estimates, such as interviews and consumer forums. None of those can provide a concrete measure to capture the impact" (Chatzidakis and Lee, 2013). A prominent example is consumers' boycott of Shell (an energy and petrochemical company) over its decision to dispose of the oil to the sea. Activists claimed their quick success after initiating boycott related activities. However, the manager from Shell Company has downplayed the impact of boycott activities on their sales and profitability. That being said, business managers are still concerned about boycott for many years and they have rated boycott as one of the most effective techniques for consumers to use because it will lead to a sharp drop on share prices and change in corporation policies (Davidson, Worrell, and El-Jelly 1995; Pruitt and Friedman 1986).

There are six types of boycott that have been conceptualized by scholars based on the sources of the causes of the action. First, human rights boycott includes "the rights of life and liberty,

freedom from slavery and torture, freedom of opinion and expression, the right to work and education, and many more to all human beings” (United Nation, n.d). Second, product-related boycotts often relate to defective products, which will decrease the product’s functionality and/or safety (Dawar and Pillutla, 2000, Pullig et al., 2006). Third, the environmental protection boycott is the protection of the natural environment. The environmental issues are always caused by human activities or corporation practices (Makarem and Jae, 2015). Fourth, political issues related boycotts have to do with governmental policies or politics. Next is the business strategy decision and corporation failure boycott, which relates to some decisions or strategies companies use that failed to deliver the service or lead to a serious outcome, such as bad customer service, unfair pricing, or a data breach (Makarem and Jae, 2015). Lastly, animal rights boycotts are any uses of animals that are related to experimenting on, eating, wearing, using for entertainment, or abusing in any other way (Makarem and Jae, 2015; peta.org).

Even though each type of boycott is a collective and planned action, it is also a personal response to the activists (Singh, 1988). Understanding the individual motivations that encourage people to participate in boycott activities is crucial. The majority of the existing literature has used quantitative research methodologies which focused on boycott organizers and targets (Klein et al., 2004). Only two studies have used qualitative approaches to explore boycott from the consumer’s perspective (see **Table 1** and **Table 2** for the prior research on consumer boycott).

One mainstream of research on boycott is to explore the underlying drivers for boycotters. Using approaches from various perspectives, scholars have identified boycott motivations into two major categories. First, consumers’ boycott decisions are based on instrumental goals, which focus on the outcome of the boycott (Friedman 1985, 1991, 1999; John and Klein 2003; Klein et al. 2004). Specifically, the perceived success of boycott is a key determinant for individual participation. People with higher perceived success of boycott are more likely to respond to boycott calls (Mahoney, 1976; Sen et al., 2001). Second, boycotters join boycotts due to non-instrumental motivations, which emphasizes an individual’s psychological utility gain or loss (Makarm and Jae, 2016). Koinet and Handelman (1998) implemented a netnography study and found out that boycotters see their participation as a way to advance their moral self-realization and individuality. Similarly, Brennan and Lomasky (1993) revealed that consumers who focus

on psychological motivation engage in boycott activities to vent their displeasure, anger, or outrage toward the target.

Sen et al. (2001) incorporated social dilemmas and reference group perspectives to understand consumer boycott decisions using experimental studies. They found that participation in boycotts will be higher if a consumer is more susceptible to normative influences exerted by the reference group. Further, Klein et al. (2004) took a cost-benefit approach to study the decision on boycott. The model proposed in the paper suggested that consumer's decision on boycott participation is directly impacted by the perceived egregiousness of the company's action. The participation is also negatively related to constrained consumption and costs associated with boycott (Klein et al.2004; Tryan and Engelmann, 2005).

In contrast to other studies, Yuksel (2013) moved beyond the motivational drivers for boycott and uncovered the three underlying reasons that prohibit people from participating in boycott activities using interviews. Firstly, people think some issues are too far for them to worry about. For example, people who live in Sydney consider people who live in Columbia as physically distant, which will decrease the likelihood for people who live in Sydney to respond to the boycott calls related to issues in Columbia. Secondly, boycott messages can be pushy, such as telling consumers what to do. In this case, the nonparticipation likelihood for boycott will increase because consumers think they have the freedom to make their consumption choices. Thirdly, it might also be due to the distrust regarding the boycott organizations and doubtful information. Therefore, individuals make boycott decision that are aligned with their own needs, values, and beliefs.

Table 1: Methodology Summary of Prior Research on Boycott Participation

Author(s)	Methodological Approach
Yuskel (2013)	Interview
Klein, Smith and John (2003, 2004)	Dynamic modelling (2013) and empirical study of an actual ongoing boycott (2014)
Sen, Gürhan-Canli and Morwitz (2001)	Experiments
Koinet and Handelman (1998)	Netnography
Friedman (1985, 1991, 1999)	Historical data on boycott and secondary sources
Garrett (1987)	Survey and secondary sources (news articles)

Table 2: Prior Research on Factors Influencing Boycott Participation

Individual-level factors	Authors
Self-enhancement: guilt free, moral self-realization	Klein, Smith and John (2003, 2004); Koinet and Handelman (1998)
Self-relevance (physical distance, lack of personal connection)	Yuskel (2013)
Expression of individual uniqueness (individualization)	Koinet and Handelman (1998)
Consumers' awareness of the boycott target Consumers' attitudes are consistent with boycott goals Consumers' values	Garrett (1987)
Emotion expression	Brennan and Lomasky (1993)
Boycott activity-related factors	
Frame of boycott message	Yuskel (2013); Sen, Gürhan-Canli and Morwitz (2001)

Counterarguments: skepticism, distrust towards boycotting target and information, free rider, small agent and boycott induced harm	Yuskel (2013); Klein, Smith and John (2003, 2004)
Perceived likelihood of boycott success: perceived efficacy, make a difference and expectation of overall cooperation	Klein, Smith and John (2003, 2004); Sen, Gürhan-Canli and Morwitz (2001); Friedman (1985, 1991, 1999)
Costs of boycotting: constrained consumption, preference for boycotted product and the availability of substitutes	Klein, Smith and John (2003, 2004); Sen, Gürhan-Canli and Morwitz (2001); Friedman (1985, 1991, 1999); Garrett (1987)
Credibility of boycott leader	Garrett (1987)
Societal-level factors	
Social pressure: consumer's susceptibility of social influences/reference groups (family and friends)	Friedman (1985, 1991, 1999); Garrett (1987); Sen, Gürhan-Canli and Morwitz (2001); Klein, Smith and John (2003, 2004)
Seeking widespread social changes	Koinet and Handelman (1998)
Firm-level factors	
Perceived egregiousness of a firm's actions	Klein, Smith and John (2003, 2004)

2.1.2 Consumer Boycott

Boycott was conceptualized by Friedman (1996) as a positive approach of boycotting. He defined boycott as consumers' collective actions that "attempt to induce shoppers to buy the products or services of selected companies in order to reward them for behaviour which is consistent with the goals of the activists" (Friedman, 1996). Similar to boycott, the calls for boycott are usually grounded on political, ethical, or environmental motivations (Yates, 2011). Consumers buy goods on the basis of special purchasing guidelines such as buying from environmentally responsible firms using sustainable practices (Micheletti and Stolle, 2008). Different from boycotts which aim to punish businesses that engage in unethical practices, people who participate in boycott activities intend to reward businesses that intentionally avoid

unethical practices. This reward approach is often preferred by behavioral theorists and practitioners (Bandura, 1969; 1987). On one hand, this type of action will patronize those businesses to continue to act according to their corporate social responsibility (CSR). On the other hand, boycott will pressure firms that have put CSR aside to change their policies (Micheletti, 2002). One thing to keep in mind is that although boycotts encourage consumers to buy products, it should be clearly distinguished from commercial advertising which have a profit-making orientation (Friedman, 1996).

The terminology of boycott may not be familiar to most of us compared to boycott, but it is widely employed in our lives, such as people buying fair trade labeled coffee. The television commercial Buy American campaign had encouraged consumers to buy “made in America”. The Florida Gay Rights boycott in 1993 aimed to list the businesses which banned sexual-orientation-based discrimination and to pressure these organizations to consider enact such policy (Lynos, 1994, p.14). A more recent boycott took place in Venezuela, where people intentionally bought from a gasoline retailer called Citgo because part of the company’s revenue will contribute to help Venezuela’s government to support health care and education.

In Friedman’s 1996 study, he developed a conceptual framework for boycott which has identified several key characteristics and categories. He noted that calls for boycott are typically public announcements through news media by organizations with a not-for-profit motivation. A boycott call can be direct or indirect, which means that the public announcement can encourage consumers to purchase a product/ brand directly or consumers buy goods that are recommended from published lists or seals of approval such as green pages and “best buys”. The party of boycotters and the target of the boycott can also be direct or indirect. When it is hard to access the target business, consumers usually “choose a proxy to reward instead”, which refers to surrogate boycott. For example, people buy from a company which is located in the geographic area where its governmental policy is impressed by boycotters. In contrast, non-surrogate boycott means that the initiatives are directly aimed or benefited by the rewarding party. Lastly, Friedman also categorized boycott into beneficiary and conscience boycotts. The former refers to the sponsor and the beneficiary parties as the same. Conscience boycotts denote the beneficiary

party and the sponsor party are different, such as PETA (human sponsor) urges people to stop buying Canada Goose jackets due to animal rights (animal beneficiary).

More recently there are two new forms of boycott that have emerged. Carrotmob, a newly developed subtype of boycott, is defined as “a temporary boycott in the form of a purchase flashmob by a group of consumers organized by activists” (Hoffmann and Hunter, 2012). Specifically, activists invite a couple of companies from the same industry or field to join an auction and then the company that offers the best bid will become the carrotmob target. A carrotmob is usually announced through social media and then consumers collectively purchase the products from the target. The first carrotmob was initiated in 2008 in San Francisco (Pezzullo, 2011) and since then more than 250 carrotmobs have taken place worldwide (Carrotmob, 2012). The reason why carrotmob has become popular is that it creates a win-win situation for the consumers, activists and firms. Firms will generate sales from the auction, activists can encourage ethical practices and consumers will be able to show their values (Hunter and Hoffmann, 2013). In the same paper, Hutter and Hoffmann found that people who are unwilling to make sacrifices are likely to join carrotmob to express environmental concerns because consumers do not need to constrain their preferred consumption patterns. Another new form of boycott is Buycott.com, an app launched in 2013, helps people to decide whether they should avoid or buy the product based on the ethics of the company by scanning the barcode to get production information. This platform allows people to “vote with their wallet” by purchasing products that are aligned with their values (see **Table 3** for summarized factors that influence consumer’s boycott participation).

Table 3: Prior Research on Consumer Boycott

Factors influencing Boycott Participation	Authors
Individual supported causes: ethical, environmental, animal rights, political issues	Yates (2011); Micheletti and Stolle (2008); Friedman (1996)
Alignment with an individual’s values	Hunter and Hoffmann (2013)
Rewarding a firm that exhibit corporate social responsibility	Bandura (1969,1987); Friedman (1996)

2.2 Comparative Studies on Consumer Boycott and Consumer Buycott

The fundamental theoretical background between boycott and buycott (punish vs. reward orientation) suggests the need for researchers to distinguish one from another. Several research studies have considered boycott and buycott jointly and have differentiated these two acts from various perspectives, such as demographic backgrounds, social capital, self-interest, and boycott/buycott related information (Baek, 2010; Neilson, 2010; Hoffmann et al., 2018; Kam and Deichert, 2019; see **Table 4**). All these comparative studies have used surveys as the methodology and uncovered some interesting findings. First of all, boycott and buycott behaviours are driven differently by individuals' obligations regarding negative versus positive consequences that usually result from the social, environmental, and ethical concerns (e.g. Hoffmann et al, 2018; Nelson and Paxton, 2010; Newman and Bartels, 2011). Although social obligations predict both boycott and buycott behaviours, some individual level predictors disentangled these two actions. From a demographic perspective, boycotts are more prevalent among consumers with higher education and income levels and the engagement of male participants is slightly higher in boycotting; while there is no gender difference in boycott activities and individuals with lower education and income backgrounds are more likely to buycott (Baek, 2010). This result suggests that boycott related activities require more resources for an individual to participate. In contrast, Neilson (2011) and Yates (2010) found that females exhibit more participation in buycotting activities. In the same paper, Neilson (2011) concluded that buycotters have more trust towards others compared to boycotters because they believe in institutions and are more receptive to corporations' communications that highlight ethical practices.

In addition to demographic differences, behaviours among individuals who display different self-interests also suggest that boycott and buycott should be treated as distinct acts. Hoffmann et al. (2018) argued that the pursuit of hedonism motivates individuals to buycott and the striving for voluntary simplicity increases the willingness to join the boycott. This is because buycott enables individuals to align their obligations for social and personal needs which lead to pleasure and enjoyment. In contrast, one characteristic of voluntary simplifiers is the readiness to self-

restrict their consumption patterns, and thus they are more likely to boycott. Copeland (2014) on the other hand suggested that compared to boycotters, people who frequently engaged in boycotting activities display more informal learning, in which people learn about products or companies that are consistent with their values. Friends, family members and social groups are the primary information sources (Zukin, 2006).

Other than the individual-level predictors, several studies have explored boycott and buycott to a broader extent. Wicks et al (2014) found that when parents are political consumers, their children are more likely to participate in boycott or buycott activities. Specifically, youth boycotters appeared to be less sympathetic, thus exhibiting less civic responsibilities than youth buycotters. Sandovici and Davis (2010) examined boycott and buycott from a different aspect which emphasized economic satisfaction. They found that economic satisfaction has no effect on buycott, but it shows a negative influence on boycott. People who are dissatisfied with the economy are more likely to boycott products than those who are satisfied. The finding suggests an important difference between boycott and buycott, which is boycott is a way to express people's dissatisfaction, however, buycotting is a means to show support to the desired firms (Sandovici and Davis, 2010). A more recent study has looked at the influence of message framing on boycott and buycott participation, which shows that negative information is more powerful when convincing consumers to boycott than the effect of positive information on buycott (Kam and Deichert, 2019). Studies mentioned above suggested that individual motivations for boycotting and buycotting are distinct in various ways, thus it is important to continue exploring this area to help consumers, researchers, and managers better understand boycott and buycott.

Table 4: Prior Research that Distinguished Boycott and Buycott

Factors	Authors
Information in stimulating boycotting/buycotting behaviours: positive vs. negative	Kam & Deichert (2019)
Individual's social, environmental and universalism concerns Self-interest: the pursuit of hedonism vs. the pursuit of simplicity	Hoffmann, Balder, Seegebarth, Mai & Peyer (2018)
Citizenship norms: dutiful vs. engaged	Copeland (2014)
Parental modeling	Wicks, Morimoto, Maxwell, Schulte & Wicks (2014)
Demographics: age, gender, education level and social class	Yates (2011), Baek (2010)
Gender, social capital and altruism	Neilson (2010)
Economic satisfaction	Sandovici and Davis (2010)

2.3 Conceptual Framework

In this section, two conceptual frameworks that are related to participation motivations are developed from the existing literature for boycott and buycott behaviours. Factors that determine consumer participation in boycott activities have been classified into 4 groups, individual-level, activity-related, societal-level, and firm-level. Specifically, nine individual-level factors were identified. First, the awareness of the boycott target is important. People cannot support a boycott if they are unaware of the target (Garret,1987). Garret (1987) also found that consumers with certain values have a higher chance to boycott compared to those who do not hold those values. Second, the goal of boycott and consumers' attitudes must be aligned which is to punish

companies for their unethical behaviours and thus to change their business practices. Third, from a psychological perspective, people perceive boycott participation is a way to express individuality and boost self-enhancement. Specifically, boycotters enhance self-esteem and feel guilt-free by avoiding unethical products (Klein et al., 2003, 2004; Koinet and Handelman, 1998). In the same paper, Koinet and Handelman (1998) pointed out that boycott is a way for people to advance their uniqueness, which shows their individuality. From a different research stream, the cost-benefit approach is commonly used for boycotters to make decisions. Costs of boycott are associated with constrained consumption or availability/preference for the substitutes that an individual might encounter when boycott a certain brand or product (Klein et al., 2003, 2004; Sen et al., 2001; Friedman, 1985, 1991, 1999; Garrett, 1987). Self-relevance may also encourage boycott behaviour, that is if a person feels personally connected to a cause or an event, he/ she will be more likely to boycott (Yuskel, 2013). Furthermore, boycotters perceive boycott is a way for them to express emotions, such as anger, displeasure, and outrage towards target companies (Brennan and Lomasky, 1993).

Next, scholars have identified 4 boycott activity-related factors. First, the frame of the boycott message can influence people's boycott decisions. Sen et al. (2001) found that the likelihood for participation will be higher when the pro-boycott message has a "success" frame compared to a "failure" frame. Another important antecedent of boycott decision is the perceived likelihood of boycott success (Klein et al., 2003, 2004; Sen et al., 2001; Friedman, 1985, 1991, 1999). Potential boycotters would be more likely to support a boycott if the perceived efficacy is high. However, even if the success associated with boycott activities is high, counterarguments such as boycott induced unintended harm as well as distrust towards boycotting information and the target could refrain consumers' boycott participation (Yuskel, 2013; Klein et al., 2003, 2004). Moreover, the credibility of the boycott leaders is also a key determinant (Garrett, 1987).

The third type of factors that estimate consumers' boycott decisions is related to society. Boycott has been known as a collective action, thus an individual might feel socially pressured from friends and families which will lead him/ her to comply with their behaviours. Additionally, seeking widespread social changes is another motivation for people to join boycotts. The last category is the firm-level factors. Klein et al. (2003, 2004) suggested that consumers who view

the firm’s action as egregious are more likely to boycott (see **Figure 1** for the boycott conceptual framework).

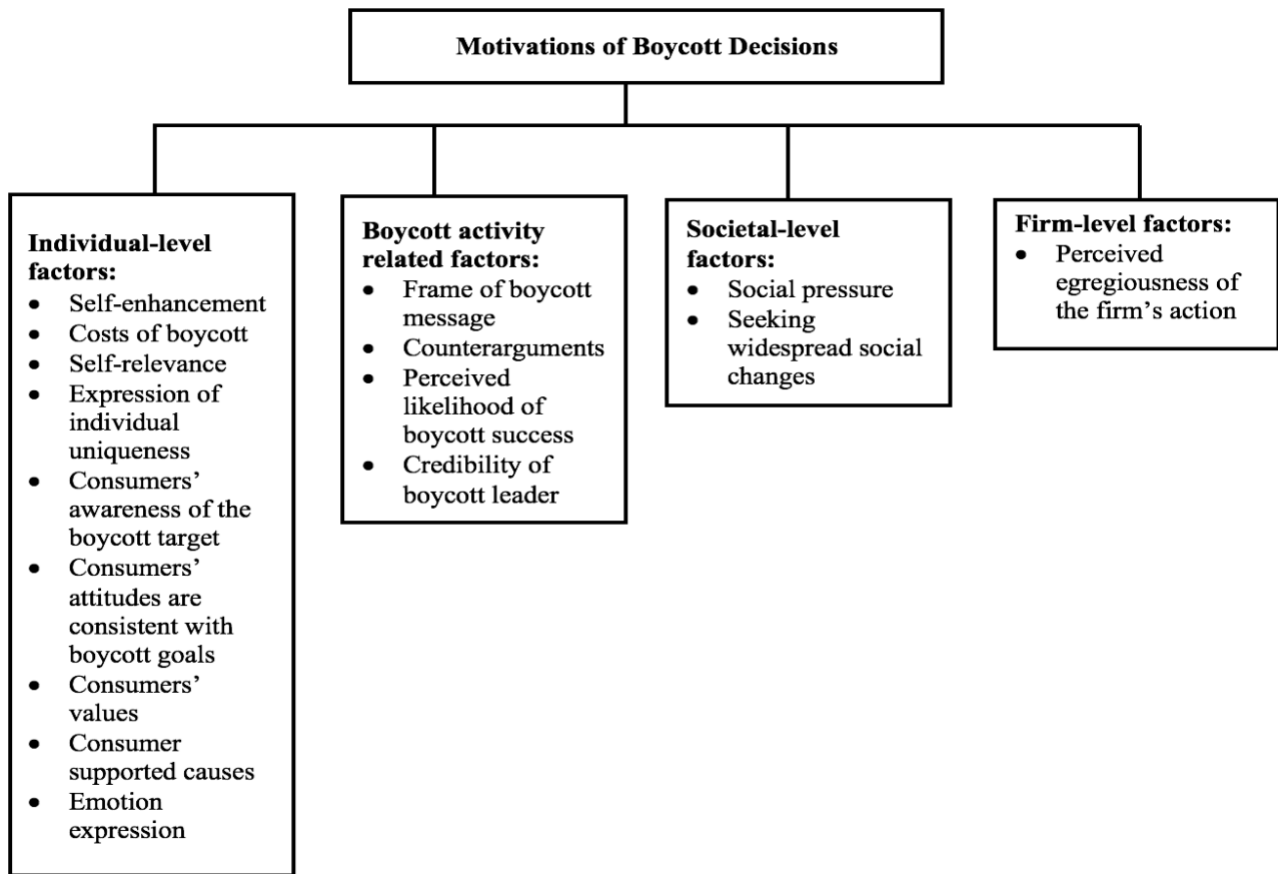


Figure 1: Conceptual Framework for Consumer Boycott

Figure 2 showed the conceptual framework for consumer boycott. Three categories of factors have been discovered that influenced consumers’ boycott participation. First, individual-level factors include that consumers’ boycott behaviours are often induced by personal values. Similar to boycott, consumers’ value needs to be consistent with the company’s value to encourage individuals to support a brand. Potential boycotters often exhibit concerns related to different causes, such as environment, animal rights, or ethical issues. Self-interest is another motivator proposed by Hoffmann and his colleagues (2018), in which individuals join boycotting

activities to pursue enjoyment and pleasure because boycott-related activities do not restrict consumption.

Furthermore, the purpose of consumer boycott is to support companies that are being socially responsible, therefore the attitude of boycotters should be rewarding the favorable businesses. Finally, Neilson (2010) suggested that individuals who boycott have greater trust levels towards the institutions and associations thus social capital is another determinant for consumer boycott. After reviewing the literature, various types of motivation have investigated consumers' boycott and boycott decisions from different perspectives. This study followed the same path to explore the body of the literature.

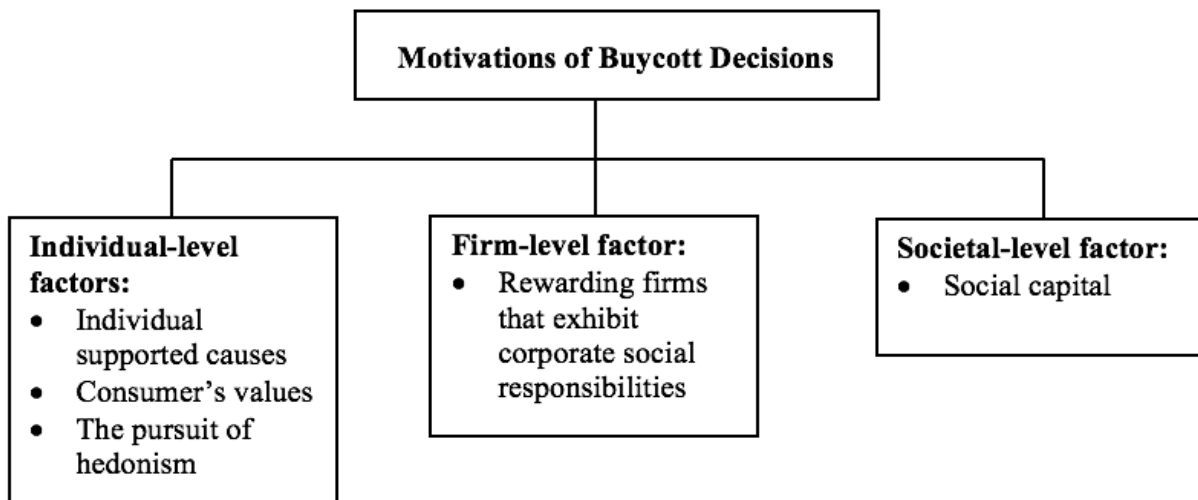


Figure 2: Conceptual Framework for Consumer Boycott

3 Research Methodology

To fulfill the research objective and address research questions, the in-depth interview methodology was applied. The following sections are organized as follows: Firstly, the introduction of the in-depth interview is presented. Secondly, a detailed research design including research respondents, research procedures, and data analysis are explained. Lastly, the criteria for assessing qualitative research are discussed.

3.1 Interview Research Methodology

The purpose of conducting interviews is to understand other individuals' lived experiences and the meaning they make of that experience (Seidman, 2013). To do so, existential-phenomenology was employed to understand individuals from the environment they live in (Heidegger, 1962; Thompson, Locander & Pollio, 1989). Using such a technique allows researchers to closely look at a person's behaviour or experience under a specific context. Although there are other ways to study consumer phenomena, interviews are one of the most powerful methods that offers the opportunity to explore people's behaviour and provides a first-person description of that experience (Thompson et al., 1989). In addition, the basic assumption for in-depth interviews is that the meaning people associate to their experience impacts the way they carry out those experiences (Blumer, 1969, p.2). In this research study, the main focus is on consumers' boycott and buycott behaviours in the context of their daily consumption activities. Boycott and buycott actions are responses to the corporation's irresponsible practices and such practices may stand for different meanings to individuals. Thus, the interview is an appropriate method to use here.

While benefits of using the interview are obvious, limitations need to be addressed as well. First, the interviewer must be appropriately trained to get a rich data from an interviewee. The interviewer should use effective interview techniques to make the interviewee feel comfortable and to avoid yes/no responses (Boyce & Neale, 2006). Second, the response from the participants might be biased because they may answer the questions based on what he/she thinks is right or what is socially accepted instead of what he/she feels. Lastly, the process of analyzing

the data may also be biased due to researchers' previous knowledge which could result in their anticipation of the outcomes based on the previous literature (Seidman, 2013).

3.2 Research Design

3.2.1 Research Respondents

Fifteen participants were recruited from the University of Guelph as well as through personal connections via email and a recruitment poster (see **Appendices A** and **B** for poster recruitment and email recruitment details). The recruitment process lasted 2 weeks long from sending out the recruitment email to setting up the interview whereas the interview process took 3 weeks to finish. The recruitment poster and email asked if participants have had any experience in supporting and avoiding brands/products due to social, ethical, environmental, political, or animal rights issues. The email and the poster also stated that the study had been reviewed and approved by the University of Guelph Research Ethics Board for compliance with federal guidelines for research involving human participants. Each participant was compensated a \$20 Amazon e-gift card in exchange for participation. To ensure participants meet the requirement of the study, they were asked to do a preliminary questionnaire about their previous boycott/buycott experiences. After the screening task, only respondents who had the boycott and buycott experiences were contacted to set up a Zoom or Skype meeting. Participants who were eligible for the study were asked to sign the informed consent form before the interview (see **Appendix C** for the informed consent form). All the interviews were one on one and lasted around one and a half hours depending on how much information the interviewees were sharing.

3.2.2 Research Procedure

Before beginning the interview, an introduction to the interview topic and purpose of the study were explained to interviewees. The first section of the interview was related to demographic information of participants, which included questions on gender, age, and education level. The remaining parts of the interview were conducted by adapting Schuman's (1982) three-interview series as the procedure. In the first part of the interview, participants' past experiences in the context of boycott and buycott behaviours were established. Specifically, the researcher asked participants to recall their past boycott and buycott experiences in detail. The second part required participants to focus on concrete details of their experiences mentioned in

part one and to reconstruct all those details. The interviewees discussed the meaning of their consumption experiences. Specifically, they reflected on the logic and motivations that lead to their boycott and buycott behaviours. The last part of the interview was about a comparison between the boycott and buycott behaviours based on participants' previous experiences. By following this three-interview structure, it allowed the participants to thoroughly reflected on their experiences and enabled the researcher to best address the research questions proposed in this study (see **Appendix D** for the interview questions)

Twelve out of the fifteen participants were students and the other 3 interviewees were working professionals (see **Table 5** for participants demographic information). Given that the majority of the participants were university students, the average age of the participants is twenty-three. Interestingly, only one male participant signed up for the study and the remaining 14 interviewees were females. This confirms that women are more likely to participate in political consumerism (Stolle and Micheletti, 2005; Lorenzini and Bassoli, 2015). Several possible explanations are accounted for this gender gap. Firstly, women compared to men are generally involved in shopping for the family (Stolle and Micheletti, 2005). Secondly, women exhibit values of caring for other well-beings (Stolle and Micheletti, 2005). Furthermore, the participation of political consumerism does not require institutional political-system settings, which encourages women to make their individual decisions (Stolle and Micheletti, 2005).

Table 5: Participants Details

Interview	Gender and Age	Education level	Occupation
Interview #1	Female, 26	Post Grad	Business
Interview #2	Female, 26	Post Grad	Student
Interview #3	Female, 26	Post Grad	Business
Interview #4	Female, 25	Post Grad	Business
Interview #5	Male, 25	Fourth-year undergrad	Student
Interview #6	Female, 21	Third-year undergrad	Student
Interview #7	Female, 20	Third-year undergrad	Student
Interview #8	Female, 22	Fourth-year undergrad	Student
Interview #9	Female, 22	Bachelor	Student
Interview #10	Female, 22	Bachelor	Student
Interview #11	Female, 22	Fourth-year undergrad	Student
Interview #12	Female, 24	Bachelor	Student

Interview #13	Female,22	College advanced diploma	Student
Interview #14	Female, 20	Undergrad	Student
Interview #15	Female, 22	Bachelor	Student

3.3 Data Analysis

Interviews were audio-recorded and transcribed. To ensure the accuracy of the data, the interviews were first transcribed using a computer-based word-processing software. Then, the researcher sorted and refiled the transcriptions for minimum errors. The fifteen interviews provided a significant amount of dataset which results in 229 pages on transcriptions. Each transcription ranges from 12 pages to 21 pages.

When analyzing the data, related and important passages were highlighted. The purpose of doing so is to shape the material into a form that can be shared and interpreted (Miles and Huberman, 1984). After organizing the interviews, themes were identified and combined. A two-phase of identifying common themes was utilized (Thompson, Locander and Pollio’s, 1989). First, the researcher examined the individual understanding of each interview where an analysis table was made which included quotes from the interviews, findings that have been found in the existing literature, and new findings discovered in this research (see **Appendices E and F** for example analyses).

Second, after the analyses for all the interviews were done, three summary tables of findings for all the interviews were created. In each of these summary tables, common themes/patterns were compared and combined both within and across participants. The summary tables present findings related to consumer boycott, consumer buycott, and comparison between consumer boycott and buycott. Each table consisted of two columns, which are themes that are related to the existing literature and newly discovered ones from this research study. The themes were organized based on the conceptual frameworks, which were categorized into individual-level factors, boycott activity-related factors, societal-level factors, and firm-related factors. (see **Appendix G** for an example of the summary analysis).

Finally, after organizing and analyzing the interview data, Thompson, Locander and Pollio's (1989) approach of the criteria for interpreting the interview data was used to identify themes and patterns.

Three criteria for phenomenological interpretation:

- Emic approach
- The interpretation will rely on the respondent's own terms and category system rather than the researcher's own knowledge (Kvale, 1983).
- Autonomy of the text
- No attempt to the verify respondent's description with external sources
- The interpretation should not incorporate hypotheses, inferences, and conjectures that exceed the evidence provided by the transcript.
- Bracketing
- Researchers should hold to their prior assumptions and biases.

3.4 Criteria for assessing qualitative research

To evaluate the quality of this research, I followed Tracy's (2010) Eight "Big -Tent" criteria for excellent qualitative research:

- Worthy topic: Topics have to be relevant, timely, significant and interesting.
- Rich rigor: The study uses sufficient, appropriate, and complex theoretical constructs, data sources, contexts, samples, and data analysis processes.
- Sincerity: The study is characterized by self-reflexivity about subjective values, biases, and inclinations of the researcher(s) and transparency about the methods and challenges.
- Credibility: The research is marked by a thick description, triangulation, multivocality, and member reflections.
- Resonance: The research influences, affects, or moves particular readers.
- Significant contribution: The research provides a significant contribution theoretically, managerially, morally, methodologically, and heuristically.
- Ethical: The research considers procedural ethics, situational/culturally specific ethics, relational ethics, and exiting ethics (how researchers share the results).

- Meaningful coherence: The study achieves what it purports to be about and uses methods and procedures that fit its stated goals.

In particular, the present study used the in-depth interview as the research methodology, thus it is important to follow the guideline for the qualitative research as well as to closely assess the quality of the interview from logical positivism and verification perspectives developed by Thompson, Locander and Pollio (1989). First, they suggested that logical positivism requires the research to be empirically based, strive to be free of personal bias and prejudices, other individuals should be able to agree the results are justified by the data, and the criteria should be judged for evaluating competing knowledge claims. Second, the verification process for interviews should capitalize on insight and intuition instead of replacing them with external criteria, which means first-person insight cannot be removed from the process.

4 Findings

This chapter demonstrates the results from 15 in-depth interviews relating to consumers' boycott and buyocott experiences. After analyzing the data, common themes and patterns were established to address the research objective, and research questions proposed in this study. Distinct differences were discovered between consumer boycott and consumer buyocott through the lenses of respondents' motivations, behaviours and attitudes respectively. Correspondingly, findings are outlined into 4 sections. First, a summary of all the boycott and buyocott consumption experiences (various types and number of experiences) are provided. Second, the common themes found in consumer boycott behaviour are explained. Third, relevant findings in consumer buyocott experiences are discussed. Lastly, this section concludes by identifying different aspects that distinguish consumer boycott and consumer buyocott.

4.1 Consumer Boycott and Consumer Buyocott Experiences

The 15 in-depth interviews resulted in 75 boycott and buyocott consumption experiences in total, specifically, 40 boycott behaviours and 35 buyocott activities (see **Table 6** for the types and numbers of the experiences captured in all the interviews). On average, each participant offered 3 boycott experiences and 2 buyocott experiences. Of all those consumer real-life incidents, the causes or reasons for one to avoid or to support a brand were raised from an individual's concern for the society as a whole. Some prosocial drivers, which refer to guidelines that are important or worthy for a society to follow, include human rights issues, political issues, environmental issues, animal rights issues, social issues, and ethical issues (Kenter et al. 2015; Hoffman et al, 2018).

Taken together, interviewees offered a total of 29 experiences relating to environmental issues, 25 experiences on animal rights issues and followed by 23 experiences on human rights. This study also captured 4 experiences relating to social issues including buying local products to support the local economy. In addition, 3 personal reasons events which were related to health concerns and religious beliefs can also promote brand avoidance and approach behaviours. Finally, political and product quality issues were found as the two least common reasons mentioned as the cause for a person to join a boycott or a buyocott activity.

Table 6: Consumer Boycott and Consumer Buycott Experiences Summary

	Boycott	Buycott	Total
Environmental issue	11	18	29
Animal rights	16	9	25
Human rights	15	8	23
Social issue	1	3	4
Personal reason	1	2	3
Political issue	1	0	1
Product quality	1	0	1

Further details were offered next for 3 leading causes of boycott/buycott. Specifically, this study captured environmental related 11 boycott experiences and 18 buycott experiences. These environmental protection concerns consist of plastic and paper waste for packaging, water resources, gas emission and clothing waste in the fast fashion industry (see **Table 7** for details).

Table 7: Environment-related experiences

Consumer Boycott	Consumer Buycott
<ul style="list-style-type: none"> ● Stop buying laundry detergent from Tide due to environmental causes. ● Do not shop at Forever 21, Urban Planet, H&M, and Zara in the fast fashion industry due to their non-sustainable practices. ● Boycott products that are from Nestlé because the company is one of the largest private water purchasers and the plastic waste of bottled water. 	<ul style="list-style-type: none"> ● Go to local grocery stores which promote package-free products. ● Purchase lipsticks from a company called Bite Beauty which promotes clean products and is environmentally friendly. ● Purchasing coffee from small coffee shops that use environmentally friendly products, such as paper straw.

<ul style="list-style-type: none"> ● Boycott Amazon because of the unnecessary packaging. ● Stop buying makeup wipes from all brands, such as L'Oréal. ● Boycott Tim Hortons due to their non-recyclable coffee cups. ● Stop buying from Bath & Body Works because of the plastic waste. 	<ul style="list-style-type: none"> ● Buy grocery products that are local due to less travel distance. ● Shop at IKEA because of their awareness of the impact on the environment. ● Buy from a Guelph based company called Lucky Iron Fish because of its limited impact on the environment. ● Buycott a company called AeroGarden because they give back to the environment. ● Buy bracelets from a company called 4ocean to reduce plastic wastes. ● Purchase from Earth's Own oat milk due to their plane-based package and product. ● Use Starsher bags for reusable Ziploc. ● Support a Guelph based company called Groshe International because they have projects to help water resources. ● Buycott LUSH due to products being environmentally friendly (recycle product packaging). ● Purchase skin care products from brands that have minimal packaging and clean, such as the Ordinary and LUSH.
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	<ul style="list-style-type: none"> ● Shop at a thrift store called Value Village. ● Support local coffee shops such as the Red Brick Coffee and Bullring Coffee on campus due to their green initiatives. ● Buy from Starbucks because they offer more environmental options/products. ● Boycott bulk refill soap stores such as Molloy's Bulk Refill & Soap Supply.
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Moreover, boycott and buycott of animal rights issues cover the concerns relating to any practices that include animal torture or captivity, such as using animal fur for clothing or testing products on animals. (see **Table 8** for the summary of animal rights-related experiences)

Table 8: Animal rights-related experiences

Consumer Boycott	Consumer Buycott
<ul style="list-style-type: none"> ● Stop buying makeup products from Kat Von D and Too Face because they used to test products on animals. ● Boycott any brands, such as makeup, skincare, fashion and food products that either use or test on animals. ● Stop buying jackets from Canada Goose due to their use of animal fur. ● Stop using toiletry/beauty products, such as Maybelline, OPI, Benefits and Clinique that use animal testing. 	<ul style="list-style-type: none"> ● Buy plant-based meat from Yves Veggie Cuisine, Light life, and Garden. ● Buy from Kosher meat brands. ● Buy bracelets from a company called 4ocean to help save animals. ● Buy plant-based meat from Yves Veggie Cuisine, Light life and Garden. ● Boycott LUSH because of it is free of animal testing. ● Buy from the Body Shop due to free of animal testing.

<ul style="list-style-type: none"> ● Stop buying from Crest and Colgate due to animal cruelty. ● Avoid buying dairy products from Fair Life due to unethical production processes. ● Stop buying a makeup brand from Sephora called Makeup Forever because of the use of animal testing. ● Stay away makeup brands that use animal testing such as NYX, L'Oreal, Revlon and Estée Lauder. ● Steer clear from KFC, McDonald's because of the unethical way of killing animals. ● Stop buying from Bath & Body Works due to animal testing. 	<ul style="list-style-type: none"> ● Buy almond milk from a brand called Silk instead of consuming cow's milk.
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Table 9 listed detailed experiences associated with human rights issues, such as unfair employee treatment, child labor, women's rights and discrimination.

Table 9: Human rights-related experiences

Consumer Boycott	Consumer Buycott
<ul style="list-style-type: none"> ● Avoid buying from fast fashion companies such as Forever 21 and H&M due to the unfair wages paid and the use of child labor. ● Stay away from makeup brands that use child labor such as NYX, L'Oreal, Revlon and Estée Lauder. ● Boycott Chick-fil-A due to the company's stance on the LGBTQ group. 	<ul style="list-style-type: none"> ● Buy coffee beans from shops that seek equality in trade. ● Buy coffee from Starbucks because the company hires people from diverse backgrounds. ● Buy from Aerie due to the positive message the company sends out regarding the body image towards women. ● Buycott LUSH due to the company pays fair wages to the employees.

<ul style="list-style-type: none"> ● Avoid Tim Hortons because the company is not being transparent about where they source the coffee beans. ● Stop purchasing from Victoria's Secret due to the CEO's comments on transgender, negative body image and women empowerment. ● Boycott Freshii at a specific location due to the owner's unfair employee treatment. ● Stop going to a bar called Gabby's because of its unethical employee treatment. ● Avoid Walmart because of its unethical employee treatment. ● Boycott Zaful, Shein, Zara, Forever 21 due to unethical production process. ● Stop buying from Joe Fresh because of the 2013 Bangladesh factory collapse due to poor working conditions. 	<ul style="list-style-type: none"> ● Purchase coffee from Starbucks ethical production processes on coffee in Costa Rica and the coffee beans are fair trade certificated.
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Overall, among all those experiences, the targets of boycott and buycott range from multi-million companies to small local stores across different industries. From the dataset, boycott targets are mainly big corporations, for example, Starbucks, GAP, Victoria's Secret, and Canada Goose are some most frequently mentioned companies by interviewees. In contrast, the majority of the buycott targets are local companies from Ontario, such as Planet Bean Coffee, Lucky Iron Fish, and AreoGarden. The wide range of boycott/buycott targets offer insights for managers from different levels or sectors of the business. In the following 3 chapters, the findings are presented and divided into three sections: consumer boycott, consumer buycott and comparison between boycott and buycott.

4.2 Consumer Boycott

There are three main categories of themes for consumer boycott emerging from the interview data. First, boycott activity-related drivers focus on the boycott information, the perceived efficacy of the boycott, costs of boycott and the counterarguments associated with the boycott. The second type of motivation is individual-level drivers, which largely depend on an individual's self-enhancement, expression of emotions, and boycott required resources. Finally, the third type of boycott motivation is linked with societal-level which includes pressure from the society or friends and families. In the next sections, relevant findings of consumer boycott are outlined (see **Table 10**).

Table 10: Reasons for Consumer Boycott

	Themes
Boycott activity-related drivers:	<ul style="list-style-type: none"> ● Information sources: media, personal experience and personal connection ● Expectation of overall participation: perceived efficacy ● Costs of boycott: availability of alternatives and preference for the boycotted product ● Counterarguments: unintended harms and conflicting marketing strategies
Individual-level drivers:	<ul style="list-style-type: none"> ● Self-enhancement: self-esteem and guilt-free ● Expression of emotions: disappointment, anger, frustration and betrayed ● Boycott required resources: education level and economic level
Societal-level drivers	<ul style="list-style-type: none"> ● Social pressure: reference groups

4.2.1 Boycott Activity-related Drivers

4.2.1.1 Consumers' Awareness of Boycott- Information Source

For an individual to boycott, one must be aware of the target firm's unethical practices, thus the information sources are critical at the beginning stage of one's boycott decision. The data

from the interviews suggested two information sources, which are media and personal experience/connection. First, the media is the most common information source for people to learn about the boycott target. The quotes below is an example of using media as the source of information:

“Definitely just from social media, so people posting about the negative effect..... When I was just googling and doing things like that and CLINIQUE was the brand that still tested on animals, so I made a conscious effort to remove those products from my skincare routine and I would never buy them.” (Interview #9)

Due to the fact that all the participants in this study were university students or young working professionals, it is not surprising that social media is a major resource of unethical practices from companies. The quote above also illustrates that people make their boycott decisions solely based on the news, reports, posts, or videos found online and admit that information obtained from these channels are influential and helpful. Thus, information sources not only raise the awareness of the boycott target but also impact people’s opinions about the business practices behind these companies.

The second type of information source mentioned frequently in the dataset was personal experiences and personal connections. Six out of fifteen participants expressed that personal experiences and connections helped them learn more about a specific cause or a company’s unethical practice. One participant below responded that going to a zoo camp made her aware of a couple of brands that use animal testing, which lead her to stop purchasing from them.

“I actually went to a zoo camp to take care of some animals and do some volunteer work and they had a list of different brands and stuff that had a history of animal cruelty and animal testing and those two brands were on there and I stopped buying from them.” (Interview #8)

Additionally, a participant stated that *“I had taken an environmental science course and we did a project where we tested the biodegradability of different coffee cups..... doing that project and watching the Tim Hortons cups never degrade at all for about seven weeks made me realize that they're just generating so much garbage in the world”* (Interview #15). The school project provided an opportunity for her to see how much harm that Tim Horton’s coffee cups can cause to the environment, which then motivated her to avoid buying coffee from the company. Moreover,

information exchange with friends can also inform a company's unethical practice, especially if the friend is an employee of the company which may ultimately encourage boycott behaviour.

As discussed above, two different types of information sources are commonly used in boycott-related activities and people normally use one type of source to make their decision. However, unlike the majority of the boycotters, one interviewee expressed that she verified the information from multiple media types and online platforms. Specifically, if an individual is a frequent purchaser of a brand, then to confirm the information from multiple sources is crucial. Prior brand preference could refrain a person from boycotting. Thus, more evidence is needed to encourage a person to avoid a brand compared to consumers who have no brand preference.

“I mean if it's a brand that I truly have invested my entire life into and I care super deeply and I'm gonna look for more sources. It's like my level of engagement with a certain brand would obviously contribute to the amount of research that I'm looking for. That I'm trying to find justification or a reason to not buy. If a brand that I have been invested heavily through years, all of sudden I found something out about the negative practices, I will look for a couple more sources than the average thing.” (Interview #9)

Although consumers make boycott decisions based on what they read online, there is a group of people skeptical about the information released online and indicate that the source of the information is a key factor. Particularly, a person is more likely to trust the information given by reliable and accredited organizations, such as “*PETA, they released stuff on Canadian Goose, you know that's a reliable source*” (Interview #11). Overall, the information source is the main driver for consumer boycott in which consumers accept, reject, or reconfirm the new information to make their judgment. Consumer boycott participation requires external information, however, not all kinds of information may trigger actual boycott behaviour. Consumer preference for the brand as well as source credibility impact consumer boycott decisions. Being exposed to the information is not enough for potential boycotters to make their decisions, the overall expectation of a boycott also predicts boycott behaviour.

4.2.1.2 Will My Action Make a Difference: the Perceived Efficacy of Boycott

Previous studies have suggested that the motivation of joining boycott-related activity largely depends on the perceived likelihood of boycott success (Sen, et al., 2001; Mahoney, 1976; Klein

et al., 2004). In other words, consumers are more willing to boycott if they feel their actions could make a difference or contribute to the goal of a boycott (Sen, et al., 2001). The results from in-depth interviews found that half of the interviewees felt their impacts were significant and the other half of the participants thought there were more actions needed to be taken to achieve the success of boycotts. From the participants who believed in the effectiveness of boycott, two explanations were found. First, by participating in the boycott activities, an individual can influence friends and families which might encourage more people to join boycotts. Although individual impact may not lead to an immediate change, the action of one person can raise awareness among others which may eventually lead to a greater impact. The quote below illustrates that an interviewee considered herself as an educator. Her action of avoiding meat brands raised people's interests in knowing the reason behind her behaviour, which helped to spread out the words about the cause she supported. This word of mouth could expand her social network and potentially call for more people to respond to a boycott.

“I think that more than me individually making an impactful difference but my choices other people see, so without me even having to have a conversation with somebody, they might notice that I'm not eating meat and then it sparks a conversation. It kind of sparks that conversation so more than just my choice to not purchase from those companies as making a difference, but when other people ask me about that, I'm able to share it with other people and hopefully they see that maybe they want to make those same decisions or maybe not but just I think it's a ripple effect.” (Interview #10)

The second reason that was discovered from the interviews to explain the high overall expectation of boycott success is related to monetary loss resulting from boycott activities. By avoiding purchase from the boycott target, it will potentially lead to decrease in sales, thus pressuring the boycott target companies to change their business practices. Some participants mentioned that when people stop purchasing from a brand, they simultaneously seek alternatives that are aligned with their values. Brand switch is a warning to a firm that an action has been taken. The quote below suggests that deciding where to spend the money can be considered as a vote and a way to express consumers' stances. This may pressure the boycott target firm to adjust the business practices according to its social responsibilities.

“I think it's effective because like I said before everyone has purchase power. I guess it's kind of you can consider it as a vote. You put your money towards a

brand and that's you voting for that brand, so if enough people do that then I guess [it's like] win the election. So other brands will kinda learn from that brand and I believe purchasing power does affect the way brands will operate and will be forced to change. Kind of look at what's not working and change to something that is working based on the needs and the wants of the people.” (Interview #11)

In contrast, the other half of the interviewees believed that more actions need to be taken in order to change the target firm’s practices. First of all, not only the number of people that engage in boycott is determinative to its success, but the selection of boycotting avenues is also very important to achieve the goal. Boycotting a brand silently is not enough to make the change. The central idea of boycotting is to raise the attention; therefore, making boycott more public such as being vocal and active on social media or expressing concerns more directly to the target company can be influential approaches. The quote below provides an example:

“I understand that just because you avoid a company doesn't mean that they're changing anything. Like if I really wanted them to change I should be sending letters and trying to talk to people in the Tim Hortons brand and actually express my concern. Whereas like when you're silent and you're just not shopping that's not always the most effective way to express your opinion.” (Interview #15)

Some interviewees explained that the managers from boycott target firms might be aware of consumers’ boycott behaviours, however, they might not realize the reason behind the boycott given that consumers could stop interacting with a brand for various reasons (“*It wouldn't show the message why I stop buying.*” Interview #15). For example, consumers avoid purchasing a brand due to their use of child labor, but the management team might think the reduction in sales is caused by the poor store environment. Thus, it is important for boycotters or social activists to educate consumers on the reason why they call for a boycott and be explicit about the cause of the boycott which will help the managers better understand the issue.

“I mean on the one hand, it seems like I'm just a drop in the ocean and I don't think that I alone would have any sort of impact. If more people did what I do, the company might start to notice but they might not understand why it's happening.....I think what's more important than just people not buying things from the company are the people who are actively informing consumers about fast fashion and who are exposing the practice these companies engage in. To make it very explicit that this is why they're not getting business, because I mean they could be not getting business for any number of reasons.” (Interview #2)

In sum, different from the existing literature which mainly focuses on perceived efficacy as a key determinant of consumer's boycott decision (Klein, et al., 2003, 2004; Sen, et al., 2001; Friedman, 1985, 1991, 1999), the results from this study suggest that even though an individual might believe his or her impact could be small due to the selection of a boycott avenue and the message communicated between boycotters and the boycott target, they might still engage in boycott. In other words, they are more confident with the success of this anti-consumption approach and more likely to use it to express their values. The detailed reasons will be discussed in the individual-level factors section.

4.2.1.3 What Makes Boycott Difficult- The Costs of Boycott

The third type of motivational driver that predicts consumers' boycott decisions is the cost associated with the boycott activity. In general, the higher the costs of a boycott, the less likely people will participate. In the boycott context, two types of costs have been identified, which are the availability of the substitutes and the preference for the boycotted product (Klein, et al., 2004; Sen, et al., 2001; Braunsberger and Bulcker, 2009). The data from the interview has supported what has been found in the literature. Firstly, people are less willing to boycott if the preference for the boycotted product is high (Sen et al., 2001). More than half of the participants expressed that they felt participating in boycott activities restrict their consumption patterns, especially when they are frequent shoppers of targeted companies. For example, one interviewee mentioned that it was tough for her to stop purchasing products from Bath & Body Works because it was a brand that she has been purchasing for a long time. However, she later mentioned that the care she has for the environment overcame the costs, thus she decided to forgo the brand.

"I did think it was hard because I still like their products, so making that decision kind of put my values ahead of my likes and wants as a consumer was difficult. I really like their candles specifically and I still like them. I still think they smell great and they're great prices and they're great presents for people." (Interview #15)

Another participant who boycotted Forever 21 because of it being a fast-fashion company explained it was not difficult for her to avoid the brand because the preference for Forever 21 is low (*"I don't even remember stopping, so clearly I wasn't like a frequent shopper there."*)

Interview #2). Interestingly, at the same time, she indicated that she would not stop shopping at GAP, although it is a fast-fashion company as Forever 21. This is not only because she is a frequent purchaser of the brand but most importantly there are no satisfactory substitutes that exist in the marketplace. As she mentioned that:

“I can't think of an alternative for Gap that meets all of my standards in terms of being like an ethical company but also in a decent price range and also was like a decent quality.” (Interview #2)

Several participants have also expressed the difficulty to find alternatives after they decided to boycott. However, unlike the participant above, they only found it was hard at the beginning stage. After the boycott decision was made, consumers are motivated to search for other products or brands to replace the boycotted products. This searching phase takes time for boycotters to discover and learn about the alternative brands which can fulfill their needs and wants. A quotation below is an example:

“To be honest, at first the changing phase really sucked because there just wasn't another brand that was filling the gap that Lululemon was and this was before the big bubble burst out of athleisure. So for me, it was more about doing a lot of research and discovery because there were more brands coming out that were actually, you know proclaiming or claiming to be more socially responsible and being athletic wear brands.” Interview #3

Even though a lot of participants expressed that it was hard for them to find substitutes at first, when they acquired more knowledge about other brands whose core practices were in line with their values, the feeling of sacrificing diminished. As time evolved, choosing the alternative brands became second nature. Therefore, for boycotters to adapt to the new consumption behaviour, it requires time and resources. Another scenario that was discovered from the interviews was the ease of switching to other brands which was dependent on the product type. In some interviews, informants indicated that convenience products which people tend to use or purchase every day, such as toothpaste, are easy to substitute and the cost of switching is low. Meanwhile, products that require more deliberate considerations, for example beauty products, need a person to make more effort to adjust the costs. While there are various costs an individual encounters when contributing to a boycott, the participants from this study put their values ahead of personal interests to counter the potential costs.

4.2.1.4 What are the Negative Outcomes of Boycott: Counterarguments

Although boycott movements come with benefits and costs, people also need to overcome counterarguments which are conflicts people experience that could potentially prohibit one's participation. Klein et al. (2004) found that when cost increases, helping likelihood decreases. Moreover, people often assess negative outcomes first when deciding whether to help (Schwartz, 1977). From the 15 interviews, informants shared the counterarguments that they have encountered while making boycott decisions. First, similar to what Klein and his colleagues (2004) found, boycotts could induce unintended harm. For example, boycotting a big corporation might lead the factory workers to lose their jobs. The quote below shows that boycotters did consider the potential harms that a boycott can cause to firm employees and the whole businesses. For example, while the boycotter intended to stop shopping from Amazon, at the same time the individual sellers who have no control over Amazon's business decisions are also being negatively impacted. To counterbalance this argument, the cost and benefit approach is sometimes used by consumers. The interviewee considered the overall impact of her decision from participation versus non-participation. If benefits outweigh costs, then she would choose to boycott.

“Well, number one I'm sure there's a lot of employees and staff that don't really have the same values as the company that worked for them, so by not supporting them I could be taking away the business or potential jobs. Also with Amazon particularly, they do resale other brands, so if I'm not supporting them, I'm also having these impacts on these other independent sellers. And the stakeholders too. They aren't really associated with the company's decisions. I do feel like I'm impacting them unintentionally.” (Interview #8)

The second type of counterarguments comes from the positive and negative initiatives that a company does, which could make an individual hesitate about her/his boycott decision. For example, one interviewee expressed that it was hard for her to go against a company because of the positive business activities it did. However, her judgment was based on if the company's harmful practices were inevitable. If there are alternative ways for the company to use, then she will choose to boycott, since the negative practices are unnecessary.

“I do have a lot of counterarguments because a lot of times these big companies are doing other positive things in addition to the negative impacts. So I feel like

by abandoning and not supporting them at all, I might be not supporting these positive aspects as well. So in a way, I do feel like I am missing out on that. Can they be avoided or could the company have done anything about it? And if the answer is yes, and they could have done it then that's when I start boycotting them. So I do find myself avoiding or boycotting those brands but it's mainly if the companies can do something about the problem then that's when I started boycotting them.” (Interview #8)

The majority of the interviewees have encountered counterarguments when deciding whether to boycott or not. Contradictory to Klein et al.(2004), some participants thought boycotting a brand would not lead to harm unintentionally. This type of boycotters think there will still be a lot of consumers purchasing from the boycotted brand, thus it will not lead to unintended harms due to the fact that the boycott targets will make profits from other people. Second, boycott targets are mainly big corporations which means a single person could hardly change their practices. In the same study, Klein et al. (2004) found another type of counterargument in which people refuse to boycott and think their action is unnecessary because other people are also available to help. However, in the present study, participants indicated that even one person’s effort contributes to the cause of the boycott based on the values and morals they hold for themselves.

4.2.2 Individual-level Drivers

The second category of reason for consumer boycott is from individuals’ perspectives, which suggests that boycott is a personal rather than communal act (Kozinet and Handelman, 1998). The results from this study revealed that in addition to the outcome-focused drivers, participants also considered intrinsic benefits from boycott participation, emotion expression and their capacity to join the boycott. Two themes were identified: non-instrumental motivations (self-enhancement and emotion expression) and boycott required resources. These sub-categories are discussed in detail in the following sections.

4.2.2.1 What are the Intrinsic Benefits of Boycott: Self-enhancement and Expression of Emotions

Non-instrumental motivation, different from goal-oriented ones, serves as a self-esteem booster or an avenue to express emotions (Makarem and Jae, 2016). Self-enhancement is often obtained through social or personal esteem by either associating with a group of people who

have similar values or by being a moral person (Klein et al., 2004). In addition, people are motivated to maintain or improve their self-esteem by either consuming desired brands or staying away from brands that are incongruent with their self-identity (Baumeister 1998; Pittman 1998; Englis and Soloman, 1995; Grubb and Grathwohl, 1967; Hogg and Banister, 2001; Sirgy, 1982). In this study, more than half of the participants stated that joining in boycott activities is a way to help them feel good about themselves. In particular, one informant said that boycotting Forever 21 helped to show her moral identity and the care she had for the society. As a fast-fashion company, what the brand represents does not support her values, thus avoiding Forever 21 is an affirmation of the positive beliefs she holds towards herself.

“I feel like it supports my own identity as a person that is moral and cares about the world or at least cares about more things than just myself. Because if I think that I am a good person who cares about the environment or whatever it is that I care about and then I go to a store that very clearly does not that just creates cognitive dissonance for me. Right? And so I suppose what I get out of is just a reinforcement of the fact that I am a decent person at least.” (Interview #1)

Similarly, one participant felt good about herself after she made the conscious effort of purchasing environmentally friendly products. The quote below implies that boycott helped her to achieve her goal, which was living a sustainable lifestyle. The positive feelings she had after each purchase will continue to encourage her to incorporate sustainability into her daily consumption experiences.

“I feel really good with making my choices, because since it was new when I started boycotting certain things and try to live more sustainably, it was really nice that I leave a grocery store and leave somewhere shopping and be like good job you didn't buy anything that was negatively impacted the environment or you made a conscious decision. So I would look for that reassurance for myself and I feel confident with my buying power and now it's kind of a second nature.” (Interview #8)

Furthermore, a couple of interviewees expressed that they would feel ashamed or embarrassed if they did not respond to the boycott. Firstly, they thought purchasing unethical products is unnecessary because substitutes are always available (*“I was making a more harmful impact than I needed to.” Interview #7*). Secondly, when a person is fully aware of the negative impact caused by consuming a product, it is against one's moral obligation to continue to support

the company (“*I will be most kind of embarrassed especially with the knowledge I have.*” Interview #9). Therefore, consumers attempt to disassociate themselves from the companies that engage in wrongdoings, which provides an opportunity for self-enhancement.

The second form of non-instrumental motivation is emotion expression. That is, consumers join boycotts to express their displeasure towards the boycott target (Ettenson and Klein 2005; Friedman 1999). Study results revealed different negative feelings that boycotters experienced. Three participants felt disappointed by the action of the company because of their lack of responsibility for the society. One interviewee said that “*disappointment that I don't really know their goals or if they're more focused on making money and having that monetary benefit instead of the greater good*” (Interview #11). Another participant expressed her disagreement with the boycott target’s practices due to value and moral mismatch. Furthermore, participants experienced frustration because the outcome of the boycott was not successful and there was no change made by the company. While the emotions interviewees discussed were all negative, some were more extreme than the others. The example below showed that one participant felt betrayed because she used to purchase products from the boycott target. She also felt anger due to the strong connection she had with animal rights and environmental concerns.

“I felt a bit betrayed because a lot of these companies that I did boycott I did support for a while. Some of them I feel anger because especially if they have something like animal cruelty or environmental impacts and they're not taking initiative to solve those then it just makes me angry to know that these companies exist and a lack of empathy.” (Interview #8)

In sum, the non-instrumental motivations emphasize a boycottter’s psychological gain or loss in two aspects. Boycott behaviour allows a consumer to feel “free from guilt” and to differentiate himself/herself from others, thus boosting self-esteem (Kozinets and Handelman, 1998). Additionally, boycott participation provides an opportunity for consumers to vent their frustrations, which reduces negative affectivity to obtain better mood management (Makarem and Jae, 2016).

4.2.2.2 Do I have the Ability to Boycott: Boycott Requires Resource Capacities

Several studies have shown that civic and political participation requires resources, such as time, money, communication and organization skills (Verba, Schlozman and Brady, 1995; Yates,

2011). Although boycott is not a form of electoral participation, this social movement is viewed as “politics by other means” (Barkan, 2004; Gamson, 1975). Stolle et al.(2015) found that one fundamental criterion for political consumerism is the ability to make the consumption decision. This implies that people who have never made the purchase decision (e.g. not living independently) are not considered as political consumers. Four participants mentioned that when they were younger they were unable to choose what products or brands to purchase because the parents decided for them. For example, one participant said that “*I think when I was younger I just ate whatever my parents gave me*” (Interview #14). Moreover, another participant below confirmed that living independently provided her more control over her food choice, which made her adapt to a vegan lifestyle.

“When I was younger, it was a lot harder to control as my parents would make my food and it was just like less of a norm in society, but then once I moved to university and I had more control over my diet and I was buying my own food. It just made it a lot easier because I was the one in control.” (Interview #4)

From the results of the 15 interviews, regardless of the type of experiences, many argued that socio-demographic variables are important for their participation. Two components were found to support an individual’s boycott decision: education and money. The level of education was founded to explain the inability to make the consumption decision. For example, some interviewees expressed that even though they were aware of a cause or a company’s unethical practices, they were not educated enough or had sufficient knowledge to evaluate the information which could help them to make the judgment. An interviewee mentioned that going to the university and meeting more people enabled her to learn more about child labor and poor working condition which motivated her to boycott Forever 21 and Urban Planet.

“I think I always had these beliefs but I didn't really even think about eating only kosher meat till I went to University. I would honestly say I feel like when I got into university, I start learning more about these reasons like obviously child labor and bad factory operations are bad, but I just started learning more and more about it and I realize how awful and unethical even dangerous this is gonna be.” (Interview #12)

In addition, money is a type of resource that allows a person to have the purchasing power. The results from this study revealed that price is the most direct cost for consumers, especially

for young adults. Consumers often search for ethical substitutes once they decide to boycott and they found that the price of the alternatives can prohibit them from boycotting. In particular, if the prices of the alternatives are high, people are less willing to switch brands. Therefore, due to higher prices for ethical products, the income level provides the ability for people to be politically active. The example below illustrates that ethical products are normally more expensive due to the costs of making them increase with the fair wages paid for the workers.

“The companies that you want to support are doing good and they're going to cost more because they're putting the effort and thought into making sure there's fair wages That always comes with a price even if I try to buy more products that I know from smaller companies, but they tend to be more expensive.”

(Interview #14)

Several informants indicated that as they started to make money, they were able to think more about how their consumption behaviours impact society and other people. Consuming goods and services always come with economic costs. While a person might be conscious of the negative consequences resulting from his or her product/brand choice, the absence of financial resources leaves him or her no choice other than to ask the parents for help. The quote below offered an example. The interviewee declared that being able to make money provides her the freedom of where she wants to spend the money and think more deliberately about her consumption, which made her experience of boycotting Forever 21 and Zara easier.

“Now I had the money and I was able to also think about it rather than when I was younger you just kind of know what you want from seeing it online or seeing it somewhere and you would like ask your parents to get it for you.” (Interview #9)

To sum up, the ability of making consumption decisions serves as a premise for boycott behaviour. In addition, education and money are two important elements that provide an individual with the ability to make purchase decisions. Higher education level helps consumers to access and comprehend the information easier (Yates, 2011). Furthermore, being financially independent gives people the freedom to choose. As expressed by many participants that the boycott targeted products are usually competitive in price and to purchase products that are ethically made costs more money, thus money is a key determinant for people to make the boycott decision.

4.2.3 Societal-level Drivers

4.2.3.1 What Pressures me to Boycott: Social Pressure

Social pressure motivates the third category of driver for consumer boycott. According to Childers and Rao (1992), people's consumption decisions largely depend on reference groups for example, groups that a person uses to guide his/her behaviour in specific situations. This group can derive from an individual's immediate circle, such as friends and families. A reference group can provide explicit or implicit guidelines to influence consumer's boycotting decisions (Sen et al., 2001). With people who are more susceptible to peer pressure, they are more likely to comply with expectations or associations exerted by others (Fisher and Ackerman, 1998). This is being said that consumers are motivated to boycott if they want to gain approval by the boycotting group or form a good impression:

"I know there are people in my life that share the same beliefs and I have friends who are very much supporting Aerie, so I feel like I'm going against that if I were to support something like Victoria's Secret. So I would say there is a little bit of social pressure from other people in my life that have that same goal and vision." (Interview #10)

This quote is an example demonstrating the influence of a reference group. In this instance, the participant chose to boycott Victoria's Secret because the values shared between the brand and the social group are in conflict. In order to fit into the group, she decided to stop shopping at Victoria's Secret. By distancing herself away from an undesired brand, she was able to show that she shared the same value with friends, which leads to conformity.

The results from the interview also suggested in addition to the social pressure from friends, it could also result from groups from different platforms, such as social media, market trends and social activists. Exposure to the posts and videos on different social media platforms pressure consumers to boycott. For example, one participant mentioned that PETA released an online campaign that revealed how Canada Goose used fur from coyotes to make their jackets (*"I guess you can say social pressure from organizations such as PETA or organizations that worked to tell the story and make you think of the backstory of where your product comes from."* Interview #11). She later explained that although seeing the video opened her eyes to the production

process of Canada Goose jackets, constantly being exposed to social media also pressured her to stop shopping at Canada Goose.

Whereas different from other participants, two interviewees indicated that they did not feel any social pressure when they made the boycott decision, but once they started to boycott, they felt pressured to maintain the boycott behaviour. The example below illustrates that the interviewee wanted to set a standard for other people. They would like to show that boycott is not a one-time engagement, but a standard that should be incorporated into everyday consumption. Therefore, a boycott is a conscious effort that urges consumers to make sacrificed (e.g. higher price) choice decisions.

“I don't think that there is a social pressure though for me to have to boycott brands or to feel like I should. So I mainly feel that there is a social pressure for me to keep that up. And because if I start shopping at the same brand that I just boycotted then other people are going to think it's okay to boycott a brand and then just keep supporting them and have no impacts on.” (Interview #8)

This section demonstrated social influences from different types of reference groups, such as friends/families, social media, social activists or market trends, are one of the determinants for consumer's boycott decision. Therefore, besides the internal influences (e.g. self-enhancement and value expression) which encourage boycott behaviour, consumers who are susceptible to normative social influences are also more prone to boycott.

4.3 Consumer Buycott

The analysis of consumers' experiences on buycott behaviours highlighted people's concerns on ethical, environmental, animal rights and political issues. A buycott decision arises from a consumer's societal obligations, which refers to the negative and positive consequence of their consumption decisions (Neilson and Paxton, 2010; Newman and Bartels, 2011; Shah et al., 2007; Hoffmann et al., 2018). While a sense of obligation usually encourages consumer buycott, some individual factors are also determinative to buycott decisions. In the next section, the relevant findings of consumer buycott are discussed. Similar to consumer boycott, drivers of buycott behaviour were classified into four categories: buycott activity-related drivers, individual-level

drivers, societal-level drivers and firm-level drivers. In each section, themes are identified and explained. (see **Table 11** for the summary of themes).

Table 11: Reasons for Consumer Boycott

Main Categories	Themes
Boycott activity-related drivers	<ul style="list-style-type: none"> ● Information sources: boycott targets and personal experience ● Expectation of overall participation: perceived efficacy
Individual-level drivers	<ul style="list-style-type: none"> ● Hedonism: the feeling of sacrifice, expression of emotion and self-enhancement ● Cost of boycotting: price and loss of convenience
Societal-level drivers	<ul style="list-style-type: none"> ● Social capital: generalized trust
Firm-level drivers	<ul style="list-style-type: none"> ● Product functionality

4.3.1 Boycott Activity-related Drivers

4.3.1.1 Information Sources for Consumer Boycott

The interview data revealed 2 major information sources from which consumers could learn about the boycott target firms and their socially responsible practices. First, a large group of participants mentioned that they heard about the favorable business conduct from the company itself, such as store experiences, official websites and advertising campaigns. The boycott targets are explicit about the initiatives they do for specific causes, thus it is easy for consumers to learn about the brand through their communication channels. One participant mentioned that she started to shop at local coffee stores and bulk refill soap stores when she found out that they are better at waste management and being more environmentally conscious. These stores are so proud of their operations that they advertise all the good initiatives to attract more customers.

*“A lot of information was from their websites, so looking about them online and reading about their policies, signing up with their newsletters where they send out information via email every so often about how they run their operations.”
(Interview #15)*

The second type of information source is from personal experience, which offers opportunities for consumers to verify the ethical initiatives. For example, one informant said that although she used to consume Starbucks coffee, it was not based on the company's ethical standards. Whereas now she makes a conscious effort to buy coffee at Starbucks because she had a chance to see the production process on coffee beans in Costa Rica (*"I did consume Starbucks beforehand, but seeing their production process helped me feel confident about my purchase because I had that experience."* Interview #10). Being able to have the opportunity to know the production process behind the scene provides the confidence for her to constantly support Starbucks. The two information sources found in consumer's boycott experiences suggested that different from consumer boycott where the information is obtained mainly through secondary sources such as social media, boycotters learn the business practices through various marketing communication created by companies themselves. This information obtained by consumers motivate them to join boycott activities.

4.3.1.2 The Overall Expectation of Boycotting

Unlike boycotts which seek widespread social changes, boycotters focus on the experience of shopping while contributing to the causes. Although the main goal for boycott is to reward businesses who perform favorable practices, consumers also aim to use boycott as a means to pressure boycott targets to change their marketing practices. The results from this study discovered that most participants felt joining in boycott activities will achieve this goal. Boycotters consider themselves as influencers who spread out the words to others about causes they stand for. Several interviewees thought their individual impacts are insignificant to make a change, but they hope to use their action to raise awareness and influence more people to join the boycott. For example, one participant mentioned that:

"I live in a house with four other girls, so it's like an influence like when I go grocery shopping and I take my friends with me and I'm buying certain meat subconsciously or consciously. I would hope that message kind of sticks with them. (Interview #7)

Furthermore, spending money at a specific brand communicates the message that this is what consumers care about and that may pressure other companies to change. For example, the interviewee below expressed that purchasing makeup products from an animal cruelty-free

company could help other companies in the same industry to understand where consumers' values line. She also indicated that buycott is a more explicit way than boycott to show other companies why she is not a customer there. Thus, it could make those companies realize where and how they could restructure their marketing activities.

"I feel that buying rather than not buying makes a stronger statement to companies who aren't getting my business and to the ones who are. Mainly because they are tied to that message right. Like if I support Bite Beauty and they're known as a cruelty-free like vegan company then that says a lot more to a different company for like why they might not be getting my business right." (Interview #2)

Lastly, several participants indicated that buycott is becoming popular because more consumers choose to vote with their money and use the money to express their moral beliefs. Therefore, to stay competitive and remain in the marketplace, firms need to adopt changes according to consumers' demands. As one informant stated that purchasing from small local businesses who are more environmental conscious triggered big corporations such as Starbucks and Walmart to switch part of their operations to green initiatives. While they are not completely sustainable, it is good for her to see that at least these industry leaders care enough to make some changes which are led by her buycott behaviour (*"Most bigger companies they're like, okay we'll do it because that's what the consumers want. Even though it's not completely as a hundred percent as like more local or smaller businesses."* Interview #1). Some people might argue that big corporations would not pay attention to those smaller businesses. However, purchasing a product in a buycott scenario is not only about the economic features and product attributes, but it is a symbol of what consumers believe in and a way to express their political views. Thus, with enough people to support the small businesses, it will make a noticeable impact.

4.3.2 Individual-level Drivers

Individual-related drivers constitute the second category of the buycott motivations. Two themes have emerged to explain consumers' buycott decisions. The first theme is the participants' willingness to buycott owing to the pursuit of hedonism, which exhibits through the feeling of sacrifice, expression of emotion and self-enhancement. The second theme occurs when buycotters consider price and convenience as costs associated with the participation. These two themes are discussed in the following sections.

4.3.2.1 The Pursuit of Hedonism

According to Hoffmann and colleagues (2018), boycotting is usually associated with hedonism. That is, consumers align their personal needs with their values and moral obligations. Hence, boycotting allows one to seek pleasure and enjoyment while shopping and at the same time show their care for society. One interviewee mentioned that buying from a second-hand store and consuming an almond milk brand which uses recyclable packaging made her feel happy and helped her connect to the causes she stands for (*“I'm getting pleasure out of it. Like I am making a good impact in the world or preventing waste in other areas of environmental waste.” Interview #14*). Besides, three sub-themes have emerged from the interview data to support the hedonistic feature of boycott. First, participants specified that there is no feeling of sacrifice instead they think they benefit from their boycott behaviours. One informant felt that he gained health benefits by consuming the organic and local produce. As he mentioned that: *“I feel like I am gaining like when I boycott and decide to purchase something good for you, healthy and organic then I feel like I am not sacrificing anything” (Interview #5)*. The feeling of gaining encouraged the interviewee to continue to support the brands that are organic or locally made.

Second, the majority of the participants expressed that they did not feel any pressure from other people or the society when they chose to boycott. Unlike boycotts where consumer decisions are influenced by the reference group, boycotters' willingness to participate largely depends on their values and moral obligations. Most interviewees decide to boycott because the company's principle is congruent with what they believe in. In this case, people participate in boycott to seek personal fulfillment and show self-identity. In addition, interviewees expressed that they like the products from the boycott targeted company. For example, a student said that she enjoyed purchasing from LUSH, a cosmetic retailer, not only because of their great products, but also their green initiatives and ethical standards (e.g. free of animal testing).

“I don't feel pressured or anything to buy them. I just choose to do those types of things. I want to buy them and I truly do like their product and I'd like the message behind them. I like what their brand is supporting.” (Interview #13)

The value the company upholds is aligned with what she believes, thus she was motivated to purchase from LUSH to voice out her stance. From the brand avoidance literature, consumers

avoid brands that are perceived incongruent with their self-concept (Englis and Soloman, 1995; Grubb and Grathwohl, 1967; Hogg and Banister, 2001; Sirgy, 1982, Lee, Motion and Conroy). In contrast, drawing from this perspective, we conclude that people are motivated to consume brands that are consistent with their self-image and values.

The last type of theme that supports boycott is preferred by more hedonic individuals is based on the feelings that participants experience when boycotting. Ten out of fifteen interviewees have expressed positive feelings when they joined boycott. The results suggested that “good”, “accomplished”, “valued”, “satisfied” and “proud” are some words interviewees used to describe themselves. This finding suggests that people approach brands to achieve self-enhancement. One participant illustrated that purchasing from certified local B corporations helped her to build psychological gain towards herself (*“I feel very accomplished and satisfied knowing that there's not very much consumer dissonance.” Interview #8*). Additionally, she felt appreciated by those companies because as a customer she thought that they reflected the values that are also important to her. Thus, in the end, she said *“it's just like I bought, it's great and I'm supporting and it's easy” (Interview #8)*.

Moreover, another participant believed that the values that a brand carries can transfer to consumers, which can boost self-esteem (*“If you believe that the brand is good and stands for valuable things then presumably that transfers to you that I must be good and stand for good things. I think it does kind of boost my self-esteem because it makes me feel like I'm a decent person who does the right thing.” Interview #2*). To conclude, boycott helps an individual to incorporate self-interest and obligation for society into consumption. No feeling of sacrificing and pressure lead to the positive feelings that boycotters have towards their purchase, which proves that boycotting is a pleasure-seeking behaviour.

4.3.2.2 The Cost of Boycotting

The results indicated that boycotting is hedonic, but similar to any types of consumption, there are two major costs that can prohibit consumers from supporting the desired brand. The first type of cost is the price. More than half of the participants identified a higher price when purchasing products with better ethical standards. For example, some of them described “I

sacrificing like some of my money” (interview #5); “with clothing and makeup, it might be more expensive” (interview #14); and “the main one would be higher cost” (interview #15).

Surprisingly, although participants were aware of the price, they are willing to pay more. The quotation below offers an explanation:

“I guess it's like the higher cost comes with a higher reward. I think that's kind of what I tell myself is it might cost more to support this company, like maybe this coffee isn't as cheap as Tim Hortons is, but the benefits of supporting them and supporting our local economy and staying by my morals outweigh those costs. So I feel like I can justify the higher cost more.” (Interview #15)

The informant used a cost-benefit approach to rationalize the higher cost. She described the experience of buying coffee from local stores (due to environmental causes) compared to going to Tim Hortons as *“higher costs come with a higher reward”*. The benefits resulting from buying green products justify the price. The interviewee thought her action of shopping at local coffee stores will help to reduce the waste generated from coffee cups, thus it is worthy for her to spend more money on a cup of coffee. Another interviewee considered the long-term impact of her purchase decision to counter the higher costs. As she mentioned that *“I try to think of long-term effects. If I'm trying to debate between a cheap product and a more expensive product, but the more expensive product is like better for me and for the environment that I think long-term wise this is probably better, so I'll just go with that” (Interview #1)*. This again showed that political consumerism not only focuses on product attributes and product functionality, but also the consequence of the consumption.

Loss of convenience is another type of cost found in the interview data. The availability of the store or products could refrain a person from practicing boycott all the time. A couple of participants conveyed that sometimes it is hard to find the boycott targeted store or product because they tend to be smaller organizations. For example, an interview below expressed that she wished she could get coffee from a local coffee shop more often, however, because of the physical distance she chose to go to Starbucks as a convenient option. To ease the feeling of guilt, she later mentioned that she tried to use other sustainable actions, such as using reusable containers, to justify the consumption of unethical products.

“It’s definitely less convenient. It’s like right in my building so sometimes I would just be like it could be raining or it was like a little cold and so I would have to walk two minutes down the street to the coffee shop or I would stay within my building and if I needed a coffee quickly, I could justify by just getting Starbucks.” (Interview #3)

Overall, the themes identified above support Neilson’s (2010) findings, in which buycotters make conscious efforts, often come with less choice of selection, loss of convenience and higher price to support desired business practices. The cost related to buycotting is a subordinate determinant for an individual to buycott. As the results suggested that consumers use different ways to overcome these costs and convince themselves to patronize organizations with good principles and values.

4.3.3 Societal-level Drivers

4.3.3.1 Social Capital: Trust Level for Buycott Target

Social capital is dependent on “the values that resulted from social connections and the reciprocal social exchange of trust” (Bourdieu, 1983; Coleman, 1988; Putnam, 2000, Neilson, 2010). In other words, social capital refers to shared values and understandings in the society which enable individuals and institutions to trust each other. Neilson (2010) has found that social capital facilitates and motivates political consumerism through the access to information and resources in two ways. First, people who trust in the information on political consumerism should be more likely to respond to boycott/buycott events. Second, generalized trust might lead political consumers to feel effective as part of the collective effort due to their beliefs of other people that will also boycott or buycott. The results from the qualitative data have also found that consumers who buycott build trust towards the buycott targets in 3 aspects.

First of all, ethical practices always cost businesses more money. Thus, consumers are more willing to trust companies that show their willingness to sacrifice profit for being ethical and moral. One participant mentioned that she trusts small coffee shops more than Starbucks because they are dedicated to reducing plastic wastes by providing paper straws which could potentially induce higher production cost. She also felt respect towards the independent coffee shops for setting an example in the industry compared to Starbucks who limited the plastic straw usage due to the social pressure.

“I trust immensely simply because I know for a fact that it costs more money to do these things. Like eliminating straws, it costs them more money to buy these paper straws and they choose to put the environment ahead of their profits. And I think that's really cool because they're also the ones with more to lose. If Starbucks doesn't have a great day and sales for a month, it's not closing down but that could be really detrimental to an independent coffee shop. So I think the fact that they have more to lose and they're the ones who are doing it first and not that they're both doing it first, but they're the ones who are setting the example. I have a lot of trust and a lot of respect for independent coffee shops for doing that.” (Interview #3)

Second, as mentioned in the boycott/buycott experience section, majority of the boycott targets are small businesses and a lot of interviewees expressed that they have more trust in smaller businesses than large corporations. Three participants explained that smaller businesses are more transparent with operations and productions. In addition, it is easier to make personal connections with the owner or the employee because consumers have the opportunity to talk or meet with them which in turn helps people to understand the initiatives better. The informant below explicitly stated that larger organizations are usually profit-focused in which caring for the society is not a salient goal for them. In contrast, smaller businesses make more efforts in helping others.

“You can directly talk to the store owner, but if you go to like Walmart, good luck trying to talk to the CEO. I mean you feel like you were making more of an impact or your voice is being heard more when the organization is smaller because it's easier to access, so I trust them. I trust them because I know how their initiatives and what they care about is genuine. Whereas large organizations at the end of the day all they care about is making money, which like small owners too. That's how you make a profit but they still have a little bit of humanity to them whereas large organizations don't.” (Interview #1)

Finally, several participants mentioned that the information they learned related to boycott targets is firsthand information released from the company, thus it is a more credible source. A participant said that instead of reading the information from other platforms, such as social media or online news reports, seeing advertisements in-store creates more trust in the company and builds confidence in her purchase (*“I would trust definitely just because I could get more of my decision and like I can see it firsthand. I'm seeing their advertisements and I'm making that decision myself.”* Interview #7). While participants indicated the higher level of trust for the companies with social responsibilities from their experiences, a few interviewees suggested that

they will still follow the company's future actions which might destroy this trust. Nevertheless, boycotters exhibit a greater level of trust which encourages them to act upon the boycott information.

4.3.4 Firm-level Drivers

4.3.4.1 Product Performance as a Premise for Consumer Boycott

The last reason that motivates consumer boycott is product functionality. Consumers buy products for different reasons; however, the most basic expectation is adequate performance (Lee et al., 2008). If the product fails to meet the expected function or performance, it is likely consumers may avoid the brand for future purchases. Products that satisfy consumer needs and wants are expected to lead consumers to approach brands, thus the basic premise for consumer boycott is whether the desired product/service fulfills a consumer's expectations:

“Number one is because they are competitive in prices and they have a lot of good quality materials. They also have a lot of different products in addition to plants and seeds. They also have soil so it's not very linear. It's very broad too. Even with the whole pandemic and virus going on, they've been very good with shipping and having free shipping.” (Interview #8)

The excerpts illustrate that the participant chose to buy gardening products from a specific local store because the products and services meet her expectations as they are good in quality, carry a variety of products and offer free shipping. The second reason to encourage her to constantly and consciously shop at this store instead of others is their minimized environmental impact and charitable behaviour (*“I rarely ever hear about any negative impacts on the environment and they have a lot of charities and stuff like that, so I like that company” Interview #8*). Therefore, the verification of the product functionality and the ethical practice motivate boycott behaviour.

4.4 Distinguishing Boycott from Boycott

The second objective of this research is to explore differences and similarities between boycott and boycott behaviours. In general, the findings suggested that participants considered boycott and boycott as two distinct acts. From the in-depth interviews, four themes emerged. The first theme highlighted that boycott is an avoidance behaviour and boycott is approach-oriented

behaviour. The second theme indicated that boycott behaviour is influenced more by external factors whereas buycott behaviour is mainly motivated by one's internal values. Next, the third theme suggested that participants mentioned the difference between the extent and quality of information learned from boycott and buycott. Lastly, the final theme showed that buycott is easier for consumers to participate in (regarding the information acquisition process and the role of emotional attachment) than boycott. The relevant results are discussed in the next sections.

4.4.1 Boycott- an act of avoidance vs. Buycott- an act of approach

Several interviewees stated that the central idea of boycotting and buycotting is the same, which are ways to express individuals' ethical standards and concerns, however, the qualitative data from all participants confirmed that boycott and buycott are different from various perspectives (Baek, 2010; Neilson, 2010; Hoffmann et al., 2018; Kam and Deichert, 2019). First, participants believed that the action of boycotting a brand is to avoid the consumption and the action of buycotting is to support the desired business. This reflects the definitions of boycott and buycott, in particular, the avoidance and approach characteristic (purchasing vs. not purchasing) of these two behaviours distinguish one from the other. For example, one participant mentioned that *"they are the opposite because boycott you stop or avoid products/brands and then buycott is that you support and endorse products/brands"* (Interview #1).

Second, informants labeled boycott as "negative" and buycott as "positive". This difference could result from two aspects. Boycott behaviour is in response to a company's unethical practices, whereas the target of consumer buycott has positive publicity due to socially responsible initiatives that are involved. Therefore, consumers that join boycotts wish to punish a company, but wish to reward the company by buycotting. In addition, the emotion that a person aims to express by joining boycott and buycott is different. As mentioned in the early sections, boycotters express negative feelings such as outrage, disappointment or anger. In contrast, buycotters show positive emotions, like happiness, pride and empowerment. The quote below is an example:

"I would say that my emotions definitely change. For buycotting, it's definitely more of a positive experience for me. Where boycotting is just more of a negative and it's just like there's more anger and frustration." (Interview #13)

Therefore, boycott and buycott behaviours are different acts where consumers perceived boycott as the response to negative initiatives to express their concerns and disagreements and in contrast buycott is an action that people use to approach ethical brands.

4.4.2 Internal vs. External Motivations for Boycott and Buycott

The second theme found in the interview is that the motivation for boycott is mostly from external factors, however, buycott focuses on internal drivers. One interviewee compared her experience of boycotting Lululemon and buycotting local coffee shops. She concluded that social norms and peer pressure were two determinants that persuaded her to stop purchasing athletic apparel at Lululemon (*“Boycotting comes from more of social norms and peer influence and expectations.”* Interview #3). On the other hand, supporting local coffee shops depended on the value exchange between the business and the consumer (*“Buycotting is a lot more about your own internal values and supporting companies who also reciprocate the same values as you.”* Interview #3). Neilson (2010) specified that despite different forms of boycott, they all expect to gain media attention to negatively impact the reputation of the target. Consequently, more external influences could decide a person’s boycott preference.

4.4.3 Extent and quality of Information needed for Informed decision for Boycott vs. Buycott Behaviours

The third factor that distinguishes boycott from buycott is related to information needed to make informed decisions to boycott vs. buycott. The researcher questioned interview participants by incorporating the extent and quality of information needed for them to make their decision. Nine out of fifteen participants indicated that buycotting required more information compared to boycotting. The reason provided by participants is because for buycotting, consumers spend money on the products compared to boycotting which people do not consume anything at all. For instance, one interviewee explained that:

“Buycotting is like I have to actually use my money, so when it comes to using my money, I have to think about the initial purchase may be a little bit risky because you’re using your money to buy a certain product.” Interview #9

This being said, buycott comes with the monetary cost and consumers need to get enough information to make sure they invest in a brand that is ethically made. The decision of where to

spend one's money takes more thoughts into consideration, for example, people confirm whether a company's practice is indeed ethical and moral. Besides, given the fact that ethical products are usually more expensive, consumers require more evidence to support their choices compared to products that have similar functional benefits with cheaper prices. Conversely, for an individual to boycott, little information is needed to make the judgment. A couple of participants mentioned that when they heard the scandal of the boycott target, they decided to exclude the brand in their daily consumption because the company's action violates their moral standards. For example, the participant below completely stopped shopping at Canada Goose and Makeup Forever when she learned that these two companies use animals for the production.

"Like the Canada Goose thing and the same with that Makeup Forever brand, I kind of just heard one or two things about it and I was like, okay I choose to not support that product." (Interview 13)

On the other hand, buycott is categorized as a hedonic behaviour thus consumers are willing to learn more about a brand that they support (Hoffmann et al., 2018). In addition to information circulation around a person's social circle, many interviewees disclosed that they are interested in doing more research about the brand as this would enable them to learn more about the company and the causes.

"Buycott behaviour I will do more research and be more eager to learn about the cause. For instance, with boycotts if I decide to boycott MAC, I just read that they tested on animals then I'm just done with that company. I cross them off and I'm like, hey, I won't shop there. Whereas for a local company, if I learn about them and I'll probably do a lot more research to learn more about them and think of different ways that I can support them. So I think with buycott it definitely is kind of more research and learning involved." (Interview #4)

In addition, some unique insights were observed. Several participants felt that participating in boycott activities enables them to acquire more information as they are loyal consumers. This group of people have invested heavily in the boycott targets. They often searched for secondary sources to convince them to forgo the brand (e.g. *"I think if you're gonna strongly decide not to purchase something, you kind of have to know why and you have to put more of a conscious effort to not buy something than buy something. I want to make sure I'm justified."* Interview #14). The reasons above provided some insights on what way consumers think boycott and

boycott are two different actions. To conclude, political consumers treat boycott and buycott differently due to the information acquisition process. Specifically, consumers learn more about information from their buycott behaviour compared to boycott behaviour.

4.4.4 The Ease of Participation relative to Boycott and Buycott Behaviours

It is also found that boycott participation is relatively easier than buycott participation. From the data regarding interviews, participants perceived buycott as easier to practice in during their daily consumption. This is because, first, the information that is required for consumers to make buycott decisions is acquired directly from the source. Consumers learn about the buycott target through the company's website, advertising and in-store experience. Participants also mentioned that they have a greater trust towards the information released by the buycott targets, because these companies publicly committed to ethical practices. Therefore, they have to remain accountable in order to retain the trust built from consumers. In contrast, the knowledge acquired for the boycott target is typically from indirect sources, such as news sources and social media, which requires further research for consumers to understand the need to withhold the consumption.

“Buycotting [is easier to engage] for sure because I don't have to do much research behind it. I mean like you kind of feel like a sense of trust. I feel like you would read something more if you're boycotting than buycotting.” (Interview #14)

On the other hand, the favorable attitudes that a person has towards the buycott target make buycott an easier participation. In particular, one informant said that *“it's easier to buy products because you like it”* (Interview #6). Consumers are more inclined to start purchasing from a brand with positive reputations resulting from ethical business practices and products. In contrast, it was harder to completely stop buying from a brand especially when a person had already established a certain consumption pattern. Another interview participant expressed that her experience boycotting Forever 21 was challenging because she used to purchase and love the products from the company. The boycott decision was hard enough which made her want to ignore the company's unethical practice and continue shopping there.

“When I previously purchased from Forever 21, I loved their clothing. So now when you hear about poor ethical decisions, they're making it really hard. Part of you

just wants to pretend you didn't hear it and just still purchase from that brand because you love the product.” (Interview 10)

In general, participants feel joining boycott activities is an easier process compared to consumer boycott due to the nature of the boycott which is more pleasant and satisfying. In addition, boycotting involves less effort in the information searching stage, in which the source is directly from the boycott target.

5 Discussion

The objective of this research was to identify the individual motivation for consumer boycott and consumer boycott through in-depth interviews. To fulfill this research objective, the interviews were conducted under the context of the consumer's real-life consumption experiences. The findings of the study resulted in different themes to explain the determinants for an individual to join the boycott and boycott related activities. In the next sections, overview of findings related to boycott and boycott are discussed, theoretical and managerial contributions are addressed, and limitation and future research are identified.

5.1 Overview of Findings

In this section, a summary of the findings are presented. The findings were reflected on the three research questions and two conceptual frameworks. The present study aimed to answer three research questions. First, what motivates people to participate in boycott and boycott activities? Based on the results, individual-level drivers, boycott activities-related drivers and societal-level drivers were found for consumer boycott. On the other hand, in addition to the three types of drivers from boycott, firm-level drivers were discovered for consumer boycott. Second, how do consumers perceive the similarities and differences between boycott and boycott consumption behaviour? Three aspects differentiate boycott from boycott, which are avoidance orientation vs. approach orientation, information learning and the ease of participation. The detailed explanations are discussed in the next three sections. The third research question is addressed in Section 6.

5.1.1 Consumer Boycott

The themes that emerged from the interview data relating to boycott supported the existing literature while uncovering some new findings. First, consumer boycotts aim to gain media attention to negatively impact the boycott target, thus various media channels (e.g. newspaper and social media) are major information sources for boycotters (Neilson, 2010). In addition to the media, the present study found that personal experience/connection is another type of source to help consumers acquire knowledge about a specific cause or unethical practices. Second, Klein, Smith and John (2004) found that counterarguments such as boycott induced unintended

harm could refrain one from boycotting. Built on Klein and his colleagues' work, this study revealed that the contradictory marketing strategies a company does is another factor that requires additional justification when people make the boycott decision. Specifically, consumers hesitate to boycott firms that take both positive and negative initiatives.

Moreover, different from several studies which identified perceived efficacy as an important factor for people to participate in the boycott (Klein et al., 2003, 2004; Sen, et al., 2001; Friedman, 1985, 1991, 1999), the results showed that even though some participants thought their individual contribution was insignificant, they were still willing to boycott. This group of consumers considered boycott as a way to achieve self-enhancement and express negative emotions. They believe that avoiding unethical businesses boost self-esteem, reinforce one's moral standards and vent out anger and outrage to the target firms.

Furthermore, the civic volunteerism model proposed that any type of political consumerism required resources (Verba et al., 1995). In particular, themes identified from the dataset overlapped with what Yates (2011) and Baek (2010) found in their studies, which is that higher education and social class enable people to have the ability to assess the information and provide financial support that is required for consumers to boycott. In addition, participants not only expressed that the availability of the substitutes and the preference for the boycotted product are two costs associated with boycott (Klein et al., 2004; Sen et al., 2001; Braunsberger and Bulcker, 2009), but the price is another direct cost for them. Price could restrict consumption in two conditions: either the substitutes are expensive to switch to or the boycott target products are competitive in price. Finally, consumer's boycott decision is correlated to an individual's susceptibility to normative social influences (Childers and Rao, 1992); Sen et al., 2001). In this study, interviewees also expressed social pressure other than from friends and families such as social media, market trends and social activists also influenced their preference for the boycott.

5.1.2 Consumer Boycott

For consumer boycott, six relative themes were discovered. First of all, interviewees revealed that the main information source for boycotters was from the company's website or advertising instead of secondary sources. The second theme indicated that participants categorized boycott

as a hedonistic act, which allows consumers to incorporate their personal values into their shopping experience (Hoffmann et al., 2018). Specifically, interviewees indicated that boycott does not constrain consumption because of willingness to invest in a brand that has a higher level of ethical standards as well as good products. The major factor that encourages boycott is raised from internal benefits, such as self-enhancement, instead of social pressure. Positive emotions (e.g. happy, accomplished and satisfied) expressed in boycott experiences also showed that boycott is a pleasure-seeking behaviour. Another characteristic boycotters exhibit is a greater level of trust towards the connections made with other parties in the society. This supports Neilson's study (2010) in which people who boycott have significantly more trust in others because they believe in institutions. Consequently, this allows people to trust the boycott targets which in turn encourage boycott behaviour. The results also demonstrated that although the direct goal for boycott is to reward desired firms, boycotters consider their action of collectively buying from certain businesses could pressure other companies to act according to their CSR. Despite benefits of boycott, price and the loss of convenience are costs identified from the interview. Ethical products are commonly associated with higher prices, thus the financial cost is high for boycott related-activities. However, boycotters justify the price with the positive impact as a result from the consumption decision. Loss of convenience occurs when the availability of the store or product is limited, thus it prevents people from practicing boycott all the time.

5.1.3 Comparing Boycott and Buycott

The last section of the interview distinguished boycott from buycott in three aspects. The central idea of buycott is to punish businesses with poor practices and buycott is targeted to reward ethical business conduct (Baek, 2010; Neilson, 2010; Hoffmann et al., 2018; Kam and Deichert, 2019). Thus, the avoidance orientation of boycott and the approach orientation of buycott differentiates these two acts. Furthermore, boycott is identified as "negative" whereas buycott is labeled as "positive". A boycott call is usually caused by scandals relating to animal testing, production waste or unfair pay, which have negative associations. In contrast, buycott is generated from responsible business practices, which are often positive. In addition, the qualitative data found that buycotters learned more information about the company or the cause than boycotters (Copeland, 2013). When it comes to consumption, consumers need more information to decide where to spend the money compared to merely withholding the

consumption. People are also willing to learn more about a boycott target due to favorable attitudes consumers have. Moreover, one noteworthy difference between boycott and boycott is the ease of participation. The findings concluded that boycott is easier to engage in consumers' daily lives. The information for boycotts is easy to obtain (primary source from the company), but consumers make more effort to collect information from secondary sources for boycotts. The data also suggested that people are inclined to purchase products they support instead to forgo a brand, especially if they have engaged heavily with the company.

5.2 Contributions

The present study contributes to both academic and managerial spheres. To answer the third research question, theoretical and managerial contributions are discussed below.

5.2.1 Theoretical Contributions

The present study investigated the motivational factors that influence consumers' boycott and boycott behavioral decisions from an individual-level, boycott/boycott activities-related level, firm-level and societal-level. Unlike previous studies which mainly utilized the quantitative method, this study used in-depth interviews and captured first-hand boycott and boycott consumption behaviours of political consumers. The findings not only discovered various boycott and boycott motivators, but also provided vivid details to advance the knowledge in this research domain.

This study contributed to the body of consumer boycott literature by offering evidence for the proposed conceptual framework, such as costs of boycott, perceived likelihood of boycott success, counterarguments, self-enhancement, boycott required resources and influence from the social reference group. Thus, the evidence from this study supported findings of previous studies which used self-reporting measurements (Baek, 2010; Neilson, 2010; Sen et al., 2001; Hoffmann et al., 2018; Kam and Deichert, 2019). In addition, unlike previous studies, the results suggested that the perceived efficacy is less important than self-enhancement. Specifically, people are still willing to join boycotts even when the individual impact can be insignificant as individuals' values and moral obligations primarily trigger the boycott behaviour. This study also expanded the literature on consumer boycott by discovering some new determinants, which are

counterarguments regarding a company's contradicting marketing strategies and social pressure from market trends and social activists.

Additionally, the existing literature on consumer boycott is limited and this research enhanced the knowledge on characteristics of boycott behaviour. In addition to the existing understanding relating to the individual-level and societal-level motivational drivers, the present study also found evidence of boycott activity-related drivers and firm-level drivers which influence peoples' boycott participation. The themes also indicated that product functionality serves as a premise for boycott decisions and the information source for boycott is based on direct information from the company. This study also discovered that from a social perspective, boycott is a more effective action than boycott to ensure firms behave according to their role for corporate social responsibility.

Interestingly, this study found that consumers perceived boycott as an effective way to pressure boycott targets to change their business practices. Specifically, supporting and spending money at a specific brand communicates strong consumers' values which may persuade other companies to change their practices. This research also demonstrated that consumer boycott and consumer boycott can be different in terms of information leaning, emotion expression and ease of participation. Additionally, this study shows that boycott and boycott are interrelated which means one could lead to another.

Overall, this research highlighted consumer boycott as an act that is influenced by more external factors compared to consumer boycott. Thus, it is important to consider the distinction as well as relationship between these two contemporary political behaviours.

5.2.2 Managerial Contributions

From a managerial perspective, this study advised companies to recognize that political consumerism is a trend and consumers are well aware of the power of their consumption decisions (Kam and Deichert, 2019). The recent technology changes in communication allow the quick transmission of information on a large scale, thus it becomes important for managers and policymakers to understand how and why consumers react to specific corporation practices. The experiences collected from the participants implied that environmental issues, animal rights and

human rights are three major causes that consumers devote to. This calls managers to design marketing strategies that are more targeted towards causes identified above in order to avoid boycott while foster buycott. As shown from the results, the difference between boycott and buycott should be considered. Certain individual characteristics segregate boycotters from buycotters. For example, consumers who are ready to restrict consumption are willing to translate their prosocial concerns into boycott actions. In contrast, people with hedonistic values are prone to buycott. Understanding the target segment is an effective element for managers to respond to boycotts and buycotts accordingly. This research also shed light on understanding what reasons contribute to boycott and buycott as managers have options to avoid boycott and promote buycott. From the interview data, most reasons are within the control of the firm, thus managers may prevent boycotts or encourage buycotts in the first place.

5.3 Limitations and Future Research

There are a few limitations that need to be noted from this search. First, although the study provided sufficient details of drivers that influence consumer's decisions on boycott and buycott, it only captured one specific consumer segment in a certain location (Ontario, Canada). The participants from the interview were all young adults mainly university students who were in their early or mid-20s. Another direction of exploration could be sociodemographic differences in consumers who practice boycott and/or buycott. This research uncovered the insights from younger adults, which means that the question still remains: what factors encourage older adults, especially with different living circumstances, to participate in ethical consumption? Given that the older adults contribute to more than half of the population in Canada (Duffin, 2020), thus researchers could replicate as well as delve into this consumer segment.

Second, several studies have shown that women, in general, are more likely to participate in political consumerism than men (Yates, 2011; Neilson, 2010). The sample from this study has proven that women are indeed more active in political consumption. Specifically, among fifteen participants from the interview, fourteen of them were female and only one informant was male, thus the results from this study were mainly from females' perspectives. Future research could focus on male political consumers. It would be interesting to compare whether gender plays the role of a motivator in boycott and buycott actions.

Lastly, while this study advanced the knowledge of political consumerism by discovering determinants for the consumer boycott and buycott, and differentiating these two acts, future research could empirically validate the results from this study. Particularly, using quantitative measurements to understand which factors are the most and the least predictive of the consumer's behaviour. This would provide more insights regarding how individual characteristics encourage boycott and buycott participation.

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APPENDICES

Appendix A-Participants Recruitment Poster



Research Participants Wanted

A new research study is looking for participants. This study will be conducted through in-depth interviews which aim to understand individuals' everyday consumption behaviour. If you have any experiences in supporting and/or avoiding brands/products due to reasons such as human rights (e.g. companies using child labor), environmental concerns (e.g. climate change), animal rights (e.g. products using animal fur), corporation failure (e.g. CEO's misconduct) or political issues (e.g. foreign policy concerns) and are interested to share them, you are encouraged to participate in this study. This study will be conducted through Skype due to University of Guelph going online.

This interview will take about an hour to complete. You will receive a \$20 Amazon e-gift card for participating in this study if you meet the criteria mentioned above.

Your participation is important in order for us to understand how people make consumption decisions and what motivates them to buy or not to buy a particular brand.

If you are interested in learning more about this study or sign up for it, please contact Xinyue Zhang, Graduate student from Marketing & Consumer Studies, xzhang51@uoguelph.ca. Looking forward to your participation.

This project is under the review by the Research Ethics Board (REB) for compliance with federal guidelines for research involving human participants. Once the REB approves it, we will start the interviews. REB#: 20-02-002.



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Appendix B- Participants Recruitment Email

Subject line: Seeking Participants for an Interview Research Study with \$20 Amazon Gift Card

Hi,

I hope everyone is staying safe and healthy during this unprecedented time.

My name is Xinyue and I am a master student working under the supervisions of Dr. May Aung in the Marketing and Consumer Studies Department at the University. The reason that I am contacting you is that we are conducting **in-depth interviews** which aim to understand individuals' everyday consumption behaviour. **If you have any experiences in supporting and avoiding buying brands due to social, environmental, political and ethical issues and are interested to share them, you are encouraged to participate in this study!**

This interview will take about an hour to complete and will be conducted through Skype or Zoom. You will receive a **\$20 Amazon e-gift card** for participating in this study if qualified. Your participation is important in order for us to understand how people make consumption decisions based on their values and what motivates them to buy or not to buy a particular brand.

Lastly, I would like to assure you that the study has been approved by the University of Guelph Research Ethics Board for compliance with federal guidelines for research involving human participants. REB# 20-02-002

If you want to learn more about this study or sign up for it, please contact me at xzhang51@uoguelph.ca

Thank you very much!

Xinyue Zhang

Marketing and Consumer Studies Department

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Appendix C-Informed Consent Form

An Exploratory Study: Understanding Political Consumerism of Consumer Boycott and Consumer Buycott

LETTER OF INFORMATION/CONSENT FORM

You are invited to participate in a study focused on exploring boycotting and buycotting behaviour in consumers' daily consumption practices. The purpose of this letter is to provide you with the information you require to make an informed decision on participating in this research. The research is being conducted by the student investigator Xinyue Zhang, a MSc- Marketing and Consumer Studies Candidate from Gordon S. Lang Business School at University of Guelph, supervised by Dr. May Aung from the Department of Marketing and Consumer Studies at the University of Guelph. The student researcher can be contacted by email at: xzhang51@uoguelph.ca. Dr. May Aung can be contacted by phone at (519) 824-4120 ext.58737 and/or by email at: maung@uoguelph.ca.

This research project aims to explore the motivation and characteristic of an individual that encourage his/her to participate in boycotting and buycotting related activities. Upon request, we may share the results of the study with the academic researchers who are interested in learning about consumer boycotts and buycotts. Ultimately, we hope this research can inform and educate professional practitioners to understand the underlying logic for one to decide whether to boycott or boycott in order to propose effective response strategies. To be eligible to participate in this study you must be an individual who exhibit boycott and buycott related behaviours in their past consumption experiences. You are not eligible for this study if a) you do not understand or speak English, and b) you are under 18.

In this research study:

- You will be asked to participate in a 45- 60-minutes web-based or in person interview conducted by the researcher that will be recorded via software (Zoom, Skype) or a smartphone device (audios only).

Participation in this research may offer the following benefits:

- There is no direct benefit to participants. However, participants may still benefit from this research as follow:
 - o Gaining a better understanding of boycott and buycott behaviour in terms of their similarities and differences as they reflect on their own experiences.
 - o Learning the individual motivations to participate in boycott or/and buycott activities.

There are minimal privacy and psychological risks involved in participating in this research. Participants will be asked to disclose their past participation in boycotting and buycotting activities, which usually involves their consumption patterns. Participants will share their consumption behaviours or activities, which may be concerned about a breach of interview data security. To mitigate the risk of privacy breach, data collected will be kept confidential and will be electronically secured following the University of Guelph data security best practices. Data will be encrypted and stored with high levels of security. Only the research team will have access to information collected about the identity of the participants, and these data will be erased permanently once the study is complete. Then, there may also be some minimal psychological risks involved. *You may feel uncomfortable, and/or embarrassed while answering some of the questions. If this happens, please let the interviewer know, they will discuss these feelings with you and/or stop the interview. There is also a potential for the findings from this research study being used by the companies to design marketing strategies. Participants may withdraw from the study at any time and the data will be destroyed immediately.*

CONFIDENTIALITY OF RESEARCH PARTICIPANTS

Confidentiality of the research participants' responses and personal information will be maintained throughout the course of the study. Please note that confidentiality cannot be guaranteed while data are in transit over the internet. *Information kept on the encrypted hard drive will be protected by a password and it will be housed in a secure, locked office, accessible to only the research team.*

The collected data will go through a process of de-identification, where numbers will be allocated to each research participant as soon as the data is collected. *Your name and other identifying information will be placed in a master list and associated with a participant ID number.* It is important to know that personal identifiable information will not be stored or shared with anyone that is not involved in the research group. *The faculty advisor (Dr. May Aung) and the graduate student (Xinyue Zhang) are the only individuals who can access the identified information.*

It is important to know that the original signed research consent form and the data collected will be kept on record during the study (6 months). Your privacy will be respected, information you provided will only be shared in a de-identified form with quotations. The interview will be recorded on password protected audio-video recording devices. If you participated in an in-person interview, the audio will be recorded via a password protected smartphone device. If you participated in a web-based interview, the audio will be recorded on a password protected and encrypted computer.

Audio data will be transferred via a data cable by connecting the smartphone to a password protected and encrypted laptop. Both audio and video recording will be transferred within 24 hours to a password protected, encrypted external hard drive from the laptop. Transcription of

the audio and video recordings will be completed within 7 days after the interview. Transcription will take place on a password protected and encrypted laptop connected with the secure hard-drive. A computer software NVivo will be used for the transcript process. After completing transcripts, the transcript data will be stored on the hard-drive, and the original recordings will be securely deleted.

After the completion of the research, an aggregate summary of the research findings will be shared upon request. The research findings will be shared by email with any participants who have heard about the study and are interested in learning more about boycotting and buycotting. *The data collected will also be used in the student researcher's (Xinyue Zhang) thesis.*

PARTICIPATION AND WITHDRAWAL

It is ultimately your choice to participate in this study. Once you agree to participate, you can withdraw at any time without any consequences. *You can withdraw your consent to take part in this study anytime during the project, and you can ask for your data to be destroyed up to 3 months afterwards.* You can refuse to answer any questions that you are uncomfortable with during the interview, and the data that you do provide can still be used in the study. If extraordinary circumstances warrant it, the investigator will be able to withdraw you from this research. *This project is an opportunity to give students experience in doing research: it is a training and teaching exercise. Please note that it will not affect my grade if you decide that you do not want to participate or decide to withdraw part way through the study. Finally, there will be a \$20 Amazon e-gift card incentive for each participant.*

RIGHTS OF RESEARCH PARTICIPANTS

You can remove yourself from the study at any time and stop participating without any consequences. You do not waive any legal rights by agreeing to take part in this study. This project has been reviewed by the Research Ethics Board for compliance with federal guidelines for research involving human participants. If you have questions regarding your rights and welfare as a research participant in this study (REB# 20-02-002), please contact: Director, Research Ethics; University of Guelph; reb@uoguelph.ca; (519) 824-4120 (ext. 56606)

SIGNATURE OF RESEARCH PARTICIPANT/LEGAL REPRESENTATIVE

I have read the information provided for this study, as described herein. My questions have been answered to my satisfaction, and I agree to participate in this study. I have been given a copy of this form. *A copy of this Letter of Information will be left with you, and a copy will be retained by the research team. Please print a copy of this information for your records.*

Name of Participant (please print)

Signature

Date

Name of Witness (please print)

Signature of Witness

Date

Appendix D- Interview Guide

Semi-structured Interview Guide

Introduction

Thank you for participating in this interview. The purpose for this study is to better understand people's consumption behaviour. Specifically, I will focus on two types of consumption behaviour relating to either supporting or avoiding buying brands due to social, environmental, political, or corporation strategy/service failure or ethical issues actions. These two types of consumption behaviour are (i) boycotting consumption behaviour and (ii) buycotting consumption behaviour. I am interested in your own personal experiences within these contexts. Before we start the interview, I will also briefly explain these two consumption behaviours. what is boycott and buycott consumption behaviours.

This research is aimed to distinguish boycott from buycott and what characteristics encourage people to participate in one over the other. There is no right or wrong answer to any of the questions. I am interested in your own experiences. The interview should take approximately an hour depending on how much information you would like to share. I would like to audio record this interview with your permission. You may decline to answer any question or stop the interview at any time for any reason.

This interview is divided into 6 sections and a brief explanation will be provided for each section.

Are there any questions before we start?

1. The first section is about demographic information. Before we start the interview, I would like to collect some demographic information about you. You may decline to answer any question for any reason.

- What is your gender?
- What is your age?
- What is the highest degree or level of education you have completed?

2. This second section is about recall of your consumption behaviour/experience relating to social, environmental, political or ethical issues/actions.

- First, is about boycotting consumption behaviour/experience. Boycotting refers to any behaviours that consumers' decision to avoid buying products from companies that performed unfavorable behaviours, such as using animal fur for clothing, using child labor or CEO's misconduct.

Can you recall your previous experiences when you avoid buying a specific brand due to ethical/environmental/social issues? You can take as much time as you need and please write down those experiences in brief (a sentence or two) on the paper in front of you.

- Next, about buycotting consumption behaviour/experience. Buycotting behaviour signifies consumers' actions to intentionally purchase from firms which follow the guidance of social activists. For example, buying fair trade products and electric hybrid automobiles.

Can you recall your previous experiences, the times you consciously purchase a brand/product because the company act according to its corporate social responsibility? You can take as much time as you need and please write down all those experiences in brief (a sentence or two) on the paper in front of you.

3. Next, for each boycott experience you mentioned/listed on the paper, I'd like you to tell me the details. When did that happen? What makes you do that? What are some reasons/motivations that make you to boycott? I want you to reflect on your experience, such as what were some things that motivate you to boycott or what was in your mind at that time?

Prompts:

- Instrumental motivations (Outcome-focused goals; cost-benefit focused)

- Do you think by participating in boycott activities, your action can make a difference by changing the target firm's practices regarding human rights issues, political issues, animal rights and environment protection issues, or business strategy decisions and corporation failure? In other words, do you believe boycotting is appropriate and effective?
- Non-instrumental motivations (Psychological needs)
 - Do you feel participating in boycott activities is a way to show your moral obligation? You feel like you are under a moral obligation to keep away from company's products in order to have "clean hands".
 - Would you feel guilty if you bought that company's products? Or would you feel uncomfortable if other people see you purchase or consume the products?
 - Do you feel participating in boycott activities is a way for you to associate with a cause or group of people?
 - Do you feel social pressure plays a role when deciding whether to boycott or not? For example, you decide to boycott because some of your friends and families are part of it. Or you want others to perceive you in a positive way.
- Cost-benefit approach
 - Is there any counterarguments come into your mind when you decide whether to participate in boycott activities? For example, you might think boycotting might lead to some unintended harms or your action is unnecessary because you might think others are also available to help.
 - Do you feel like in any ways participating in boycott activities restrict your consumption pattern, especially if you're a heavy user for a certain product?
 - Do you feel like in any ways you sacrifice anything when you boycott?
- Social capital
 - Do you feel trust or distrust when you boycott? If yes, who do you trust and who do you not? For example, do you trust or distrust the media, corporations, social activists or voluntary associations?
- Emotion based

- Do you use boycott activities as ways to express your displeasure, anger or outrage toward the target?
- Self-relevance: proximity
 - Proximity: the closeness of the relationship between a single consumer & those who suffer from the action of a certain company or institution (personally, socially and geographically).
 - Do you feel personal proximity will influence your boycott decision? Being personally affected means that the actions of the company are relevant to yourself.
 - Do you feel social proximity will influence your boycott decision? Being socially affected means the action of the company affects someone you know.
 - Do you feel geographic proximity will influence your boycott decision? Being geographically affected means in the situation in which a person lives close to the location that the action of the company are relevant. For example, will you boycott when something bad happened in Columbia, but you live in Canada?

4. Next, for each boycott experience you mentioned/listed on the paper, I'd like you to tell me the details. When did that happen? What makes you do that? What are some reasons/motivations that make you to boycott?

Prompts:

- Instrumental motivations
 - Do you think by participating in boycott activities, your action can pressure companies that do not follow guidelines based on social, environmental and political issues to act according to change their business practices?
- Non-instrumental motivation

- Do you feel participating in boycott activities is a way to show your moral obligation?
- Do you feel participating in boycott activities is a way for you to associate with a cause or a group of people?
- Do you feel social pressure plays a role when deciding whether to boycott or not? For example, you decide to boycott because some of your friends and families are part of it. Or you want others to perceive you in a positive way.
- Social capital
 - Do you feel trust or distrust when you boycott? If yes, who do you trust and who do you not? For example, do you trust or distrust the media, corporations, social activists or voluntary associations?
- Cost-benefit approach
 - Do you feel like in any way you sacrificed anything when you boycott?
 - Do you think join boycotting activities always come with a cost, such as loss of convenience, higher prices and less choice of selection?
- Emotion based and non-instrumental motivations
 - How do you feel when you buy from those brands that exhibit social responsibility?

5. Comparison

From the experiences that you shared above, do you think boycott and boycott are two different actions? Please provide some reasons.

Prompts:

- Do you feel like engaging in boycotting activities display more informal learning, which people learn about products or companies that are consistent with their environmental, societal and ethical values compared to the participation in boycotting activities?

- Emotion based
 - Do you think boycotting is a way to express people's dissatisfaction, however, boycotting is a means to show support to the desired firms?
- Which action (boycott vs. buycott) do you think is easier to participate or engage?
- Outcome-focused goal
 - Which action do you think is more effective to attain the goal of boycott and buycott?
- Do you have any other thoughts that you want to share?

6. Conclusion

Is there anything else you would like to share or comment on we haven't talked about?

Thank you very much for your time and the information you shared today!

Appendix E- Example Analysis Table for Consumer Boycott

Selected sample transcript content	Reference to existing literature	New findings
<p>“I am an animal lover, so I guess that kinda contributes to it as well.”</p> <p>“Yeah, for sure. I have a dog and two cats myself and I love animals and they don't have a voice of their own to protect them, so I do support PETA the organizations that do offer their voices on the behalf of the animals. I would say there's a personal connection on that level, because I do love and want to support animals.”</p>	<p>Self-relevance: physical distance, personal connection (Yuksel, 2013)</p>	
<p>“I would say that and for personal reasons like I don't want to support something that has a negative contribution or like supporting the live trapping or supporting sending waste to the landfill that's not necessary when there's different alternatives out there.”</p> <p>“I think it's appropriate based on my beliefs.”</p>	<p>Consumer’s values (Garrett, 1987)</p>	

<p>“No, because if everyone thought like that no one would be taking that action. So I think it's just that everyone's action is important and I think mine is too.”</p>		<p>Individual action is necessary</p>
<p>Yeah, so I would definitely trust my alternative companies and organizations such as PETA. I know sometimes PETA put something out that is a little harsh, but I guess sometimes is necessary to tell the story, but I do feel trust in those organizations and the alternative brands that I chose.”</p>		<p>Trust the information sources</p>

Appendix F- Example Analysis Table for Consumer Boycott

Selected sample transcript content	Reference to existing literature	New findings
<p>“I just want to try it out for myself so I ordered it and the whole brand based on the environmentally friendly and not contributing the waste to the landfill. They worked amazing, so at that point it worked for me and I figured this product is actually great.”</p>		<p>Ethical practice and product functionality/performance need to be positive at the same time for one to join boycott activities.</p>
<p>“On the local level like the b-corps, I guess I’m trusting locals in a way.”</p>	<p>Social capital: trust the boycotting target firm (Neilson, 2010)</p>	
<p>“No, because they produce great products and I love supporting them. So anything I’m gaining something. I’m gaining feeling good, but also the product I can get. Just like the tea example I’m feeling good but at the same time I feel good about the purchase.”</p>	<p>Boycotting is associated with hedonism (Hoffmann, Balderjahn, Seegebarth, Mai & Peyer, 2018)</p>	

Appendix G-Illustration of Summary Analysis Table

Examples of Findings: Motivations for Consumer Boycott	
Evidence supporting existing literature	New findings
<i>Individual-level factors</i>	
<ul style="list-style-type: none"> ● Costs of boycotting: constrained consumption, preference for boycotted product and the availability of substitutes (Klein, Smith and John, 2003, 2004; Sen, Gürhan-Canli and Morwitz, 2001; Friedman, 1985, 1991, 1999; Garrett, 1987) ● Total number of 20 boycott consumption experiences ● Some examples are <ol style="list-style-type: none"> 1. Feel hard to avoid certain brands due to brand liking, but once alternatives are found, it's not hard anymore 2. Feel hard to avoid certain brands because people around you use products from the target firm, but once friends start to boycott, it becomes easier 3. Cheaper price for boycott target products 	<ul style="list-style-type: none"> ● Sacrificing emotion: <ol style="list-style-type: none"> 1. No feeling of sacrificing to boycott 2. Feeling of sacrificing from social perspectives ● Justifications for the associated costs: <ol style="list-style-type: none"> 1. seeking long-term impact resulted from the purchase decision ● Total number of 12 boycott consumption experiences ● Some examples are <ol style="list-style-type: none"> 1. Feel easy to give up on the brand: availability of alternatives 2. Not a loyal customer or never purchase the product before
<i>Boycott activity-related factors</i>	
<ul style="list-style-type: none"> ● Perceived likelihood of boycott success (Klein, Smith and John, 2003, 2004; Sen, Gürhan-Canli and Morwitz, 2001; Friedman, 1985, 1991, 1999) ● Total number of 9 boycott experiences ● Some examples are <ol style="list-style-type: none"> 1. The message that is being sent out will influence or educate more people, thus it will have bigger impacts if more people 	<ul style="list-style-type: none"> ● Perceived likelihood of boycott success is low ● Total number of 15 boycott experiences ● Some examples are <ol style="list-style-type: none"> 1. Spreading out the words or educating people around will not encourage them to boycott a brand. 2. The individual impact is unnoticeable and more people need to join boycott activities to make an impact. 3. Boycotters are not active or vocal enough to make a difference.

<p>are aware of the boycott target.</p> <ol style="list-style-type: none"> 2. Boycott can pressure firms to change their unethical practices. 3. Perceived efficacy will be high if the values of the company are not aligning with the core target market's values. 	<ol style="list-style-type: none"> 4. Boycott target companies may not be able to understand the reason they're being boycotted.
<i>Societal-level factors</i>	
<ul style="list-style-type: none"> ● Social pressure (Friedman, 1985, 1991, 1999; Garrett, 1987; Sen, Gürhan-Canli and Morwitz, 2001; Klein, Smith and John, 2003, 2004): ● Total number of 11 boycott experiences ● Some examples are: <ol style="list-style-type: none"> 1. Don't want to be uneducated 2. Everybody else is doing so 3. Pressure from Companies' advertising 4. Pressure from social media/social norms/trends/social activists 	<ul style="list-style-type: none"> ● Social pressure is not a reason for consumers to participate in boycott related activities (contradicted to Klein, Smith & John's paper in 2004) ● Total number of 9 boycott experiences ● Some examples are <ol style="list-style-type: none"> 1. He/she is the only one who boycotts the brand or product, so no pressure from friends or families. 2. Do it for myself 3. Only feel social pressure once she/he decided to boycott a brand
<i>Firm-level factors</i>	
	<ul style="list-style-type: none"> ● Previous brand liking ● Total number of 2 boycott experiences ● Some examples are <ol style="list-style-type: none"> 1. Previous brand liking may prohibit one to boycott 2. Need more evidence to support a person's boycott decision due to previous brand attachment..