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Drivers of Political Consumerism in a Global Economy

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Abstract

The phenomenon of political consumerism gained widespread attention. Choosing certain products based on considerations of justice and fairness, many individuals use the market as a battleground against corporate discrepancies. This attitude can involve various influencing factors, especially in a globalizing environment. On that account, the purpose of this study is to understand the reasoning behind political actions against companies and to explore potential differences in behavior between industrialized as well as developing areas. In order to explore political consumerism, I use data from the World Value Survey.[1] Further, an ordered logarithmic approach based on four different equations is implemented for identifying the main motivations of political consumerism in the context of a global economy. The analysis suggests that differences between motivators for distinctive levels of development are significantly high. However, clear identifications of motivational patterns within political consumerism have been proven difficult. Due to political consumerism, markets are often exposed to complex economic circumstances. This research supports governments as well as international institutions to be better equipped for settling the dispute between consumers and firms.

Keywords:
Political Consumerism, Markets, Globalizzation, Economic Development

Contents

1. Introduction

In the wake of worldwide integration, unethical behavior of international corporations disseminated widely. Not without reason bad working conditions, child labor, environmental pollution, and wastefulness are revealed on a regular basis. Due to that fact, the relevance of political consumerism faces a growing presence. [2] [3] [4] Many individuals all over the world express their political and social concerns by aligning their purchase decisions to the reputation of companies. In fact, their purchasing decisions are not only taken in order to cover basic needs and wants. Instead, they express opinions through markets, considering only products of justice and fairness. As a fact, they use the market as an important venue for political action against companies, revealing corporate discrepancies and punishing firms for their behavior. [2] [5] As a consequence, more and more corporations reconsider to organize themselves in a socially beneficial way and to promote it excessively to their customers. [6] [7] [8] [9]

Global integration of markets involves a vast stack of companies operating multinationally. Consequently, they are confronted with distinctive laws and regulations in each area of business. While industrialized regions widely enjoy well established and forceful regulations, developing areas are often confronted with unsteady growth rates and rapid market transformations. Correspondingly, in the latter case governments are frequently not fast enough in providing the framework for a healthy relationship between companies and households. [10] [11] As a result, many multinational corporations are leveraging the situation, being inclined to certain discrepancies in order to retrieve extra profits. [12] Based on these assumptions, consumers from poorer countries have an entirely different picture of globalization and multinational corporations than those living in economically advanced areas. Respectively, people from developing countries might be more incentivized to avoid certain labels because they are directly affected by corporate abuses. However, often they do not have the option to take political purchase decisions since they are forced to comply to the cheapest goods due to budget constraints. At the same time, households from industrialized regions might not be immediately affected by unsocial conditions of multinational firms but disagree heavily with corporate discrepancies influencing others.

My overall investigation focuses on incentives that drive political consumerism. Evidently, not every person in the world is reacting to corporate scandals. [2] In more detail, my initial hypothesis is that some people act based on their own bad experience, others react due to social principles and moral support. However, it is not very clear what drives consumers to react politically. Therefore, this thesis seeks to address this aspect with the following question: **Who are political consumers and based on which needs do they react?** In this study I reveal the drive of consumers reacting to bad behavior of international companies, intending to look at the response of a wide range of diverse consumers. In more detail, many households communicate their concerns regarding certain companies by boycotting or boycotting certain

products. [2] [13] [5] [14] Based on that, an analysis of living conditions, social interaction, moral views, and well-being is carried out.

On one hand, people belonging to less developed countries are more likely to be directly affected by corporate damaging behavior. On the other hand, those living in economically advanced areas are more informed about corporate discrepancies. [12] In this regard, the second research question to be investigated is as follows: **Is there a difference in reaction between political consumers originated in industrial regions and less developed areas?** Individuals appreciating higher incomes have significantly greater purchasing power. Therefore they are able to afford political consumerism. Accordingly, consumers in developed countries may influence environmental and social performance of firms operating in the developing world. [12] Moreover, due to globalization and accelerating growth, individuals from emerging markets face rapid changes due to fast developing processes. Following that path, those countries may soon require the same standards as industrialized areas do today. As a consequence, multinational companies might settle to industries in even less developed areas in order to maximize profits.

A great deal of previous research into the concept of Corporate Social Responsibility and Political consumerism has focused on firms motivation and benefits of such. [6] [7] [8] [9] [12] There are relatively few studies focusing on the demand side of CSR or even investigating in the motivations of political consumerism. [2] [5] Thus far, a number of previous studies focus on particular populations or population groups. For instance, motivation of political consumerism among Swedish or American people has been evaluated. [5] [14] Another study evaluates drivers of political consumerism among Students from Canada, Belgium and Sweden. [2] Apart from that, studies analyzing the reasoning of political consumerism in a broader sense have been lacking. Also, there are relatively few contributions to international aspects of the phenomenon, in terms of economic development. Despite relevance and importance of studies regarding Corporate Social Responsibility and political consumerism has been already expressed. [12] [15] Therefore, the ulterior goal of this work is to provide a contribution to the growing importance of Political Consumerism, in the content of an international investigation.

The overall structure of this thesis takes the form of 7 chapters, including this introductory chapter. Chapter 2 begins by laying out the theoretical dimensions and practical implication of the research. Chapter 3 and 4 provide details about data sources and variable description. The 5th chapter is concerned with the methodology used for this study and the 6th chapter presents and discusses the findings for the research questions. Finally, chapter 7 and 8 evidence the discussion and conclusion, drawing upon the entire thesis.

2. Theoretical Dimension and Practical Implication of the Study

2.1. Political Consumerism

Nowadays, many individuals and families align their purchasing decisions to social and political reputation of companies. Moreover, they buy only goods coming from "clean" companies in terms of ethical, social or environmental behavior. Apart from that they also specifically avoid products coming from dirty business. Political consumerism is a phenomenon that describes this behavior. According to [16] people engage in boycotts with the aim of using the market to vent their political concerns, they are said to engage in the act of political consumerism. Moreover, [5] state that those people who engage in political consumerism choose particular producers or products based on the willingness to change institutional or market practices. Moreover, they make their choices concerning justice and fairness or assessing business and government practices. As a fact, they are not purchasing certain products only to cover certain basic needs or material wants. Despite, political consumers want to change market practices through their actions. Moreover, they spread jokes about companies in public, carry political messages on their clothing's or constantly avoid specific products or producers. With that action, consumers want companies to reveal hidden discrepancies and punish them for bad behavior. In fact, they hurt them in terms of reputation and profits. As a consequence many firms change their strategies and daily practices, donating to poorer ones or opting for environmental protection. Obviously, many firms demonstrate and promote their social responsibility. Yet, many of them spend millions of dollars to demonstrate that they operate in favor of general well being. For example, in 1999, Phillip Morris made $75 million in charitable contributions, and then launched a $100 million campaign to publicize them. [17]

Explaining the concept within a very restricted model (see figure 1 of three different economic agents will help to reveal the impact of political consumerism. Accordingly, the presence of authorities, households as well as companies is considered. In this context, governments have the responsibility to provide a legal framework such that firms and private households can interact with each other on a healthy basis. For that purpose, it is necessary for authorities to provide certain rules and regulations, acting as regulator and mediator between the other two parties. Still, sometimes the providence of such a legal framework is lacking. This can occur due to excessive influence of one of the parties or because of fast transitions and changes within markets. Also, in many cases the government as well as change processes are not well established or strong enough for immediate interaction. Especially in case of developing countries, facing accelerating growth and catching up with developments from industrialized areas this is a common problem. As a consequence, companies are often able to produce excessive negative externalities which might influence consumers or their surrounding world negatively. As a response, some of the households take their own initiative in order to force firms to

change their strategies. Accordingly, they attack certain companies and punish them for their behavior. As a response, firms often invest in general welfare improvement and promote it back to the households, in order to show that they are socially responsible.
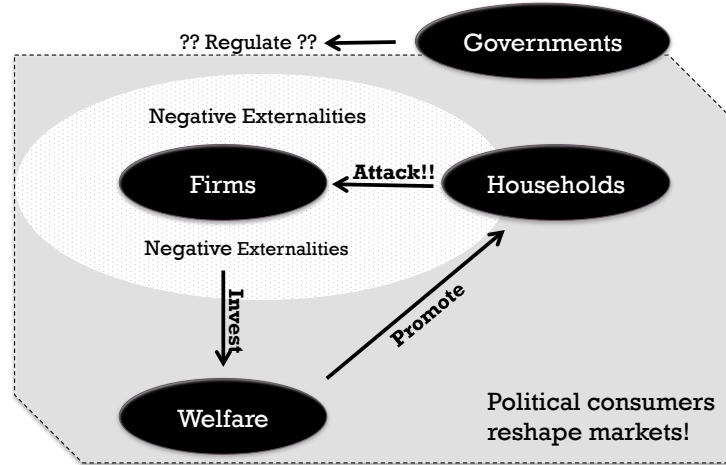

Figure 1: The raise of political consumerism explained through a restricted model

Emerging from this, one economic agent is capable of changing strategies of the other. Correspondingly, political consumers reshape markets and reveal corporate strategies through their action. Obviously, not all individuals in the world are reacting to corporate scandals. Despite, the phenomenon seem to gain attention within the last years. Therefore, it is important to understand the reasoning and motivation behind this behavior, helping to give further insights for governments to counteract properly to consumers concerns. Likewise, findings should motivate to prevent from damaging corporate behavior.

One main activity of political consumers is boycott, defined as the act of selecting among products and producers based on social, political, or ethical considerations. Incorporating the refusal of certain products or rejection of particular companies, individuals express their opinion through markets. In this regard, one famous target to political consumers is Nike. Being targeted for the last twenty years, the company was accused for its sweatshop labor practices in developing countries, including slavery wages, child labor as well as unethical and hazardous working conditions. Nike made several attempts in order to get out of the mess. For instance, they hired audit companies in order to control and hoping to improve the situation in its Asian factories. But as it turned out, also bribe money was involved in order to greenwash the companies reputation. Not without reason, the leading sports shoes and apparel merchandiser has become one of the most prominent target of the anti sweatshop movement. [18] Another famous scapegoat in terms of boycotts is Nestle. The multinational company was heavily targeted for misleading advertisement of their infant formula which they claimed to be better than natural breast feeding. [19] [20] Besides, among other charges

of wrongdoing, they were also accused for massive deforestation, destroying critical habitats like orangutan territory [21] as well as ground water exploitation [22] and the use of genetically modified food. [23].
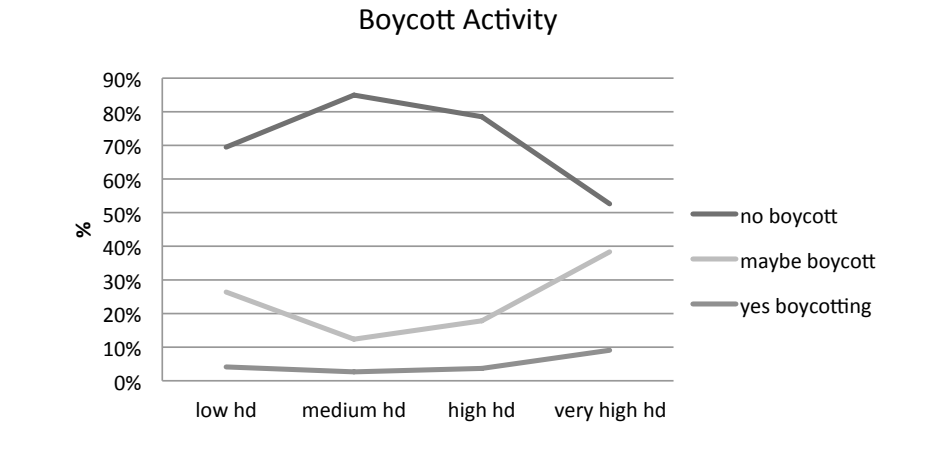
Boycott Activity

Figure 2: Boycott activity within different levels of economic development

Figure 2 evidences boycott activity for each level of human development. The chart shows that presence of active boycott is relatively low in countries facing little or moderate human development. In case of industrial areas the political consumerism phenomenon is relatively present, capturing about 10 % of the respondents being active in that area. The awareness and consideration of boycotts is projected to incorporate a U shape, meaning that nearly 30 % of interviewees living in countries characterized by low human development are actually showing interest in boycott activity. In areas facing moderate and slightly higher enhancement only 10 % to 20 % of individuals are indicating that they already consider political consumerism. In case of industrial regions we have about 40 % of people being interested in boycotts. Correspondingly, disattention of political consumerism is relatively widespread in case of medium and higher development stages (80 - 85 %). The minimum unconcernedness with this kind of consumer decision is found in industrialized countries, where only 50 % of respondents indicate to not even think about boycotting.

Moral Views Coverage

2.2. Drivers of political consumerism and the theory of Maslow

As a matter of fact, political consumerism gained presence and accordingly also importance within the last years, especially in industrial countries. In this sense, it is crucial for entities to understand why specific people react against corporate scandals and discrepancies and others not. There are many possible reasons for individuals to boycott certain products or producers. Likewise, possible movement in order to understand and counteract to certain abuses can be different and therefore more affective or less. For instance, regulators intervening with appropriate laws and rules are able to prevent from further abuses, making market practices more visible and audited. Also, multinational companies can plan and practice more effective initiatives in order to prevent from future losses coming from boycotts or bad news.

Recreational Needs Coverage

Social Needs Coverage

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In order to investigate in the drivers of political consumerism, I use the Maslow framework containing five different need stages. In 1954, Maslow published "Motivation and Personality," evidencing his theory about how people satisfy various personal needs. [24] He claimed that there is a general pattern of needs recognition and satisfaction that people follow iesentially the same sequence. First of all food sufficiency, physical and financial security represent requirements for survival and safety. Those are basic requirements necessary for living. Next, social needs comprehend whether an individual is accepted and loved by others, like family or friends and if the person is socially active within a certain community. After a person is accepted, he or she wants to earn respect, acknowledging others in turn. If this is attained, an individual desires for recreational belongings and higher goals for living in order to cover its own ful potential. This of course can vary between individuals, reaching for instance from being a perfect parent to win a nobel prize or to help poorer people. According to Abraham Maslow one must fulfill the lower needs in order to be able to catch op to upper levels. [24] All variables of my study are categorized according to this theory. Physiological and safety needs are summarized into one because both are basic requirements for living. In this context, the first and rudimental need criterion measured for this study is basic and survival needs. Incorporating physical and safety requirements such as food, income, health, employment and neighborhood safety. According to Maslow, only when basic needs are fulfilled people start worrying about more indirect ones such as firm behavior. [12] The next need criterion combines social factors, in order to count for love, acceptance as well as appreciation of involvement with other individuals. It accounts for appreciation of friendships, contribution to its own community, time spent with friends and family as well as the estimation of leisure time which can be spent with other people. A further instance of needs measurement is self-expression and recreational needs, accounting for happiness, general satisfaction, freedom of choice and independence at work. Describing moral obligation and point of view towards certain things, the fourth need criterion should inform about the degree of respect individuals demonstrate for fellow human beings. This also accounts for opinion statements consumers might represent or not and is certainly legitimate when it comes to political consumerism because it accounts for respondents opinion and degree of interest and acceptance of certain things. The last need level is describing higher needs for living. A person who was already able to cover basic, social as well as moral requirements usually desires higher goals to reach in life. This can of course vary between individuals. While some may have the ambition to found a charity, others may pursue to win a nobel prize or follow their aspiration to be a perfect parent.

2.3. Motivation of political consumerism for different levels of economic development

There are several possible explanations for assuming differences in behavior of political consumers originated in areas characterized by different stages of economic development. People living in poorer and less

regulated areas are more likely to get confronted with corporate discrepancies than those living in industrialized areas. Low cost of labor and production makes it more attractive for firms to operate in poorer areas. This in turn accelerates industrial growth, requiring rapid changes due to fast developing processes. Mostly, authorities are not able to pull of market regulations and adaptations quickly enough. As a consequence, companies have a bigger leeway for unsocial behavior which in turn makes labor more likely to suffer from such situations. On the contrary, people originated in industrialized areas are less likely to be directly affected from such gaps. Evidently, developed countries are adapted with well established and mature markets, enjoying strong labor protection as well as stable regulations. Likewise, they tend to be more informed and educated on this things than individuals from developing areas. Therefore they may act out of moral concerns when it comes to political consumerism. Correspondingly, four different ranges of development will be measured. In this sense countries facing very high human development are grown markets facing moderate growth. They are mostly characterized by well established regulations and connection to modern communication as well as education available for everyone. [12]Next, countries with high and medium stages of human development are usually characterized by higher growth rates, facing challenges such as rapid urbanization. Those markets usually require stable governments and fast initiatives for market regulation and control in order to prevent from corporate discrepancies in certain industries like textile, food or energy. Subsequently, regions characterized by low human development tend to have weak infrastructures. Therefore they often seem to be unattractive for multinational companies. Many of those countries have a strong focus on agriculture and self supply as well as lower rates of education. Accordingly, those regions mostly affected by corporate discrepancies are expected to be those characterized by medium and high levels of human development, while those originated in industrialized areas are the most informed ones about globalization and its burdens and gaps all over the world.

3. Data description

Conducting an analysis on drivers of political consumerism within different stages of economic development I use longitudinal data from the World Values Survey. [1] [25] Being very extensive, the survey was carried out between 2012 and 2014, containing more than 70.000 observations from all over the world. For reasons of representation and effectivity, a minimum amount of 1.000 individuals for each country participated in the survey. The questionnaire contains religious, social and political preferences as well as employment conditions and family values of citizens.[25] With this data, an analysis of consumer behavior dependent on different need criteria is carried out.

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3.1. Dependent Variable

The dependent variable for this analysis accounts for the involvement of individuals in boycotts. In this sense, the survey question of whether interviewees already joined or thought to join a boycott or not will represent the dependent variable at stake. Consequently, 0 indicates respondents were never involved in boycotts and did not even think about it, 1 signals that they never conducted boycotts, but they already considered it and are also aware of the phenomenon. Finally, 2 implies that interviewees already joined boycotts.

3.2. Explanatory Variables

In order to explain political consumerism in terms of different aspects of respondents motivation for boycott, the explanatory part will capture four different need criteria. Thus, describing individual coverage from different perspectives, particularly basic needs for living, commitment to a community and social interaction, moral expression on different belongings and finally the level of self-actualization.

Accordingly, each of the four need criterion consists of 5 different variables contributing to the individual situation regarding survival, social, moral and recreational needs. All five items included in each of the four different need categories will be modified as dummy variables. For instance, state of health, a component of survival needs will result in 1 if respondents indicate to be in a perfect or good health situation and 0 if one signals to find itself in a fair, poor or very poor health condition. Similarly for time spent with friends (contributing to social needs), an indication of 1 includes weekly or daily social interaction and 0 means that this happens only once a month or even less. Yet, there is some information getting lost when dichotomizing variables with multiple ordering with multiple orderings being compressed into two different levels only. However, with this procedure data and outcomes are far easier to interpret since the original variables consist of different kinds of ratings. For instance, each individual participating in the survey was able to rate his own contentment within 10 levels. Another example is the commitment to the environment being rated from 1 to 6. For Simplification, a homogeneous method of evaluation is essential in order to be able to interpret the results properly.

In the following subsections, the concepts and their measurement will be explained more in detail.

3.2.1. Basic and survival needs

This criterion will examine basic needs necessary for survival and physical security. Correspondingly, **health** conditions of an individual are an essential aspect of basic needs of living. If a person is relatively healthy most of the time, he or she does not have to live constantly with pains restraining individual movement. The variable will be captured within the survey asking the following question: "All in all, how would

you describe your state of health these days?" and the respondents could rate their health condition according to four different categories: very good, fair, poor or very poor. Further, for our variables, 1 would capture very good and good health conditions where 0 means poor or very poor appearance. The second variable influencing survival needs for an individual is whether there is regular **income** such that the individual or family has enough cash in order to cover essential costs of living. In this regard the question of "In the last 12 month, how often have you or your family gone without a cash income" was raised, where 1 means never or rarely and 0 sometimes or often. A further necessity for coverage basic needs is **employment**. In this case, there is a specific variation among individuals seeking for a job and not finding one and those who do not work based on their personal preference. Correspondingly, 0 defines unemployed people and 1 individuals with all kinds of employment including students or housewives. Also, having a relatively safe neighborhood is also an essential part of basic needs coverage. Therefore **neighborhood security** is also included in the set. If people generally feel unsafe in the places they live in, they have to deal with a constant fear of being robbed or subject to other criminal behavior. Last but not least, the question whether there is enough **food** or not is also a main factor in surviving. In this regard, the following question measures food coverage: "In the last 12 month, how often have you or your family gone without enough food to eat". Moreover, 1 captures rarely or never and 0 often or sometimes. The following table compromises again the 5 variables which altogether explain basic need coverage.

Of course basic needs coverage in this terms must be different within diverse levels of human development.

Basic Needs	low hd	medium hd	high hd	very high hd
health	83%	70%	64%	72%
income	43%	65%	67%	84%
employment	86%	90%	93%	94%
neighborhood	82%	73%	79%	87%
food	63%	82%	84%	93%

Table 1: Basic need coverage within different levels of economic development

Table 3 evidences coverage of different need characteristics for all levels of human development. Evidently, health conditions are best in low developing countries, further declining for medium and high HD levels and rising again for countries facing very high human development. People originated in countries characterized by low degrees of enhancement might live a healthier lifestyle than respondents coming from other countries. Farming and self-supply is relatively common in poorer countries. For instance, in Pakistan up to 80 % of the workforce is employed within agriculture [26] Presumably, people tend to do more physical movement and work. Also, they might eat their own cultivated foods, not containing toxins and chemicals. In addition,

usually fast-food is less available in such areas and local markets are the main source of grocery. As a consequence people in such areas tend to have better nutrition and movement, contributing to a better health situation. In industrializing areas fast food providence is intensively present, especially in bigger cities. Cheap prices and the convenience of quickly being served with food is tempting. Besides, insufficient health care providence within countries in lower stages of development might be relatively weak. Whereas in very high development countries, health care coverage is relatively well established. Also, education on health and nutrition might be most present among developed countries creating awareness and promoting a healthier lifestyle. Sufficiency of income instead seems to increase with enhancing economic development. This perfectly agrees with the fact that wages are mostly legally controlled and also much higher in industrialized countries. Employment evidences the highest rates of fulfillment within basic needs and shows that unemployment might be less present in more advanced countries compared to developing ones. Neighborhood security is again higher in countries with very low and very high degrees of HD. In case of low enhancement, a communal spirit might be bigger than in the other cases because people rely more on each other and tend to have bigger families supporting one and all. In countries with very high stages of development, the presence and control of the police as well as strictly regulated legislation might be an indication of higher security levels. In case of food sufficiency, the gap between low human development and higher stages of enhancement is quite big, meaning that in very poor countries only 63 % of interviewees indicate to have enough to eat, where in industrialized regions it is 93 %.
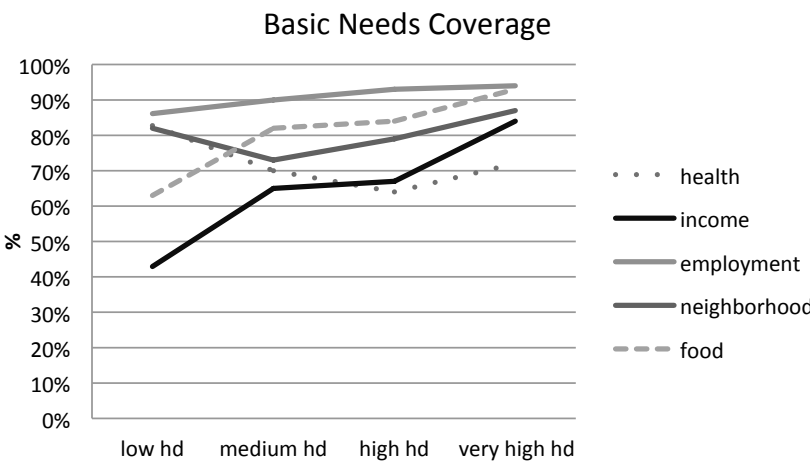
boycotting individuals

Basic Needs Coverage

Figure 3: Basic need coverage within different levels of economic development

Boycott Activity

3.2.2. Social needs

Like the basic need index, also the one capturing social needs includes 5 different variables. In this case the goal is to capture social involvement and activity as well as the subjective evaluation on the relevance and importance of social interaction. In this regard, the first variable describing social needs is **friendship**. Evaluating the importance of friends in life, this variable indicates 1 if friends are very or rather important for a specific interviewee and 0 if not. The next variable describes whether respondents see themselves as part of their local **community** or not. This measures how integrated one is with his or her local social system. Those who strongly agree that they are a part of their local community are evaluated with 1, where individuals indicating to not be part of the community count 0. Furthermore, also the importance of **family** in life helps to reveal the degree of social interaction. If someone has strong family values he or she is automatically more involved in social engagement and activity within the family. Accordingly the question on how important family is, is evaluated with 1 in case of high importance and 0 for low levels of importance. Another variable counting for social interaction is to be actively in contact with **friends**. If a person never speaks or has no connection to friends, he or she could be considered as socially active. Therefore the survey question on how often respondents talk or connect to their friends is also considered as a component explaining social needs. The variable is again dichotomous, where 1 counts for daily or weekly interaction and 0 for monthly interplay or less. The last variable for capturing social needs of interviewees is **leisure** appreciation with other people. If an individual does not appreciate leisure time at all, he or she is assumed to be unlikely to be socially active. Therefore people not appreciating free time are considered to have less social needs whereas the ones welcoming and acknowledging leisure time might use their free time more effectively meeting friends or relatives or engaging also in social well-being and activities.

Table 4 evidences coverage of social need characteristics for all levels of human development.

Social Needs	low hd	medium hd	high hd	v high hd
friendship	99%	98%	97%	99%
community	92%	92%	75%	90%
family	99%	99%	99%	99%
friends	83%	85%	82%	88%
leisure	73%	64%	78%	89%

Table 2: Social need coverage for different levels of economic development

Accordingly, the importance of friendship is totally present for all stages of advancement, ranging from 97 - 99 %. Solidarity with members of the own community is equally important for people in low and medium HD countries and higher for areas with very advanced evolution. However, it seems to be less relevant for

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30%
20%
10%

financial
freedom of choice

low hd   medium hd   high hd   very high hd

yes boycotting

regions facing high developm... ...e individuals. Time spent with family is very important for all levels, whereas time spent with friends seems to be up to 8 % less meaningful for respondents. Leisure time is least important for countries with medium HD levels and most vital for industrial areas.
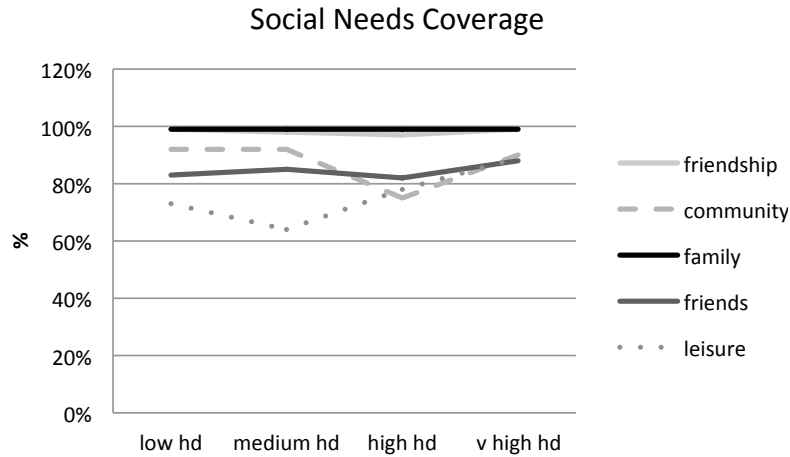
Social Needs Coverage

120%

100%

80%

% 60%

40%

20%

0%

low hd   medium hd   high hd   v high hd

friendship
community
family
friends
leisure

Figure 4: Social need coverage within different levels of economic development

Recreational Needs Coverage

3.2.3. Moral regards

100.00%
90.00%
80.00%
70.00%
60.00%
% 50.00%
40.00%
30.00%
20.00%
10.00%
0.00%

happiness
life satisfaction
financial satisfaction
freedom of choice
independence

Summarizing 5 different views and opinions on certain occurrences, this item should capture respect and moral concerns of respondents. If individuals care for others and engage themselves for certain topics like environmental protection or democracy, the likelihood of those individuals to boycott, if there exist certain grievances apart from companies, might increase. For that reason, it is assumed that individuals caring for certain arguments are also more likely to boycott. The first variable measuring moral views is an assessment on the attitude towards **environment**. Particularly, the question of whether one cares for nature and saving life resources or not. Yet, commitment to nature ranges from 1 to 6, where 1 means that the environment is very important. The outcome of this question is compressed such that 1 seizes the first three levels of commitment to nature and 0 the remaining levels, respectively. Likewise, tolerance of **homosexuality** expresses liberality and openness too. Therefore the question "Do you think homosexuality can always be justified, never be justified, or something in between?" is also considered as a fundamental part of describing moral views. Like the other variables, this one is again reshaped into a dummy. Yet, another variable in terms of moral regards is the view on **gender equality**. Moreover, the question of whether women should have the same rights as men were raised. Also the tolerance of **immigrants** is an aspect of moral openness. In this terms, one of the most widespread fears of natives all over the world is that immigrants might flood into job markets and take away jobs from the locals. Hence, moral regards are captured in the question of

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whether local people should be prioritized with respect to immigrants if jobs are scarce. 0 indicates agreement on this, where 1 means disagreement. Next, one of the most important aspects in terms of liberality and freedom of expression is **democracy**. In a non-democratic environment, individuals are not able to express themselves. In any case, some people might prefer other political systems or do not appreciate democracy as much as others. Consequently, the interviewees were asked how important it is for them to live in a country which is governed democratically. Findings are provided in table 5.

Moral Views	low hd	med hd	high hd	v high hd
environment	78%	85%	79%	75%
homosexuality	4%	7%	22%	41%
gender equality	73%	77%	80%	84%
immigrant toleran	30%	29%	24%	40%
democracy	88%	88%	87%	90%

Table 3: Moral need coverage within different levels of economic development

Focusing on environmental concerns, it occurs that individuals from areas with medium enhancement are mostly worried about environmental pollution, whereas people living in industrialized countries are least interested in this topic. When it comes to acceptance of homosexuality, there is a steady increase with higher development. At this point, tolerance in areas facing low and medium degrees of economic development is less than 10 %, where the acceptance rate in industrialized is also pretty small with a rate of 41 %, but significantly higher compared to the other levels of HD. Gender equality is also more present and approved in regions facing very high development rates. The phenomenon seems to increase with enhancing progress.
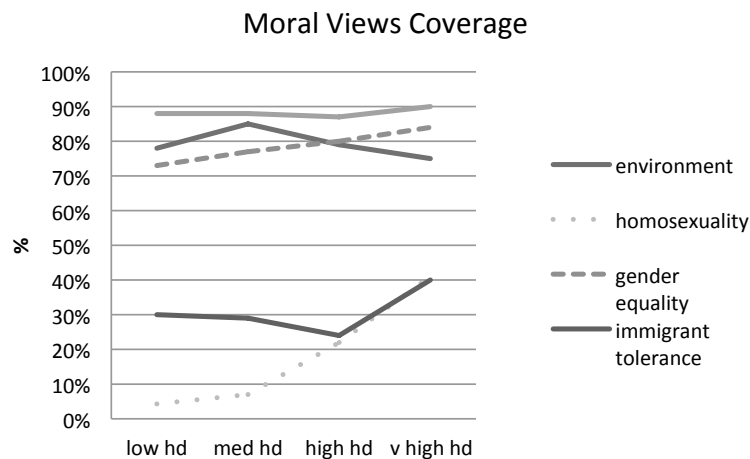
Figure 5: Moral need coverage within different levels of economic development

The tolerance of immigrants is also pretty low for all stages of development. Although, areas with very

high human advancement have the highest acceptance rate, equal to 40 % of people agreeing to tolerate immigrants. The lowest percentage of consent is found in regions facing high levels of development. It occurs that the acceptance rate need also to be related to the actual affection of immigration. Certainly, low-level development countries face the least quote of immigration and are, therefore, less affected by the phenomenon. Countries facing high and very high degrees of enhancement are certainly the most impacted ones. There is actually a difference of 16 % in acceptance rate between high and very high HD areas. This might be explainable from the fact that industrial countries have enough charities, aid organizations and spaces where those immigrants can life. That might not be the case in less advanced countries.

3.2.4. Recreational needs

The last category of needs and concerns is the one of self-actualization. Maslow[24] defines self-actualization to be "the desire for self-fulfillment, and tendency for an individual to become actualized in what he or she is potentially. Moreover, it is the desire to become what one is capable of becoming. Accordingly, the more individuals feel grounded and fulfilled, the less the occurrence of boycott might occur. But there might be a difference in distinctive human development levels. Regarding these facts, five different variables will be used again in order to explain self-actualization needs. Thereof, the first variable is **happiness**, indicating 1 if a person is totally or relatively happy and 0 if not really or not at all. Of course, there might exist some days or time periods where a person is more happy or less, but happiness on average should count as one of the main factors of self-actualization. Happy individuals are more likely to achieve self-fulfillment because of higher motivation. Another variable accounting for self-actualization is **life satisfaction**. If a person is satisfied with his or her achievements and lifestyle, the need of self-actualization is more fulfilled than for those who are not satisfied with their career and personal situation. The level is captured in the question of "How satisfied are you with your life in general". It is again constructed such that 1 indicates high or very high degrees of satisfaction with live and 0 means no or low satisfaction levels. Likewise, having a certain amount of financial means might ease the achievement of specific goals of self-fulfillment. Therefore **financial satisfaction** is considered too. Generally the amount of money needed in order to attire self-actualization might depend on the person and his or her goals. Certainly, some individuals are contented with less money and other require more. The main focus relies here on whether an individual feels comfortable with his or her financial situation or not. There is another aspect that need to be considered in terms of self-achievement, namely **freedom of choice**. In this case, respondents were asked whether they feel to have complete freedom of choice and control over their lives or not. Accordingly it is important to feel free in each essential decision for life a person takes. Otherwise, individuals cannot choose which way to go if it comes to career, housing and living etc. Correspondingly a relatively free person is more likely to achieve higher levels of self-

actualization. The last variable considered for this needs category is the level of **independence at work**. Considering that each average person spends a major part of his life working, this needs also to be considered in terms of self-actualization. Furthermore, individuals who do not have any say at their work are likely to feel suppressed and withheld at the time they are in their job. In this case achieving self-fulfillment in life is a lot more difficult. On the other side, persons who actually are able to be creative and have responsibilities at their jobs, can easily gather self-esteem and approval of others. This might make them more contented and they are likely to feel more valuable to the whole society they live in.

According to table 6, people from countries facing very high human development are relatively happy, where those originated from areas with medium enhancement are 13 % less. Also, life satisfaction is increasing with the enhancement of HD levels. In case of financial satisfaction, freedom of choice as well as personal independence we encounter the situation of higher levels of approval in low and very high HD countries with respect to the others. Independence at work seems to be by far most present in regions facing the lowest degree of development. It occurs also that all items explaining recreational needs show higher degrees of positive influence in low HD countries with respect to medium ones.

Recreational Needs	low hd	med hd	high hd	v high hd
happiness	83%	77%	82%	90%
life satisfaction	68%	66%	71%	82%
financial satisfact	54%	47%	56%	66%
freedom of choice	78%	74%	75%	80%
independence	81%	72%	68%	70%

Table 4: Recreational need coverage within different levels of economic development
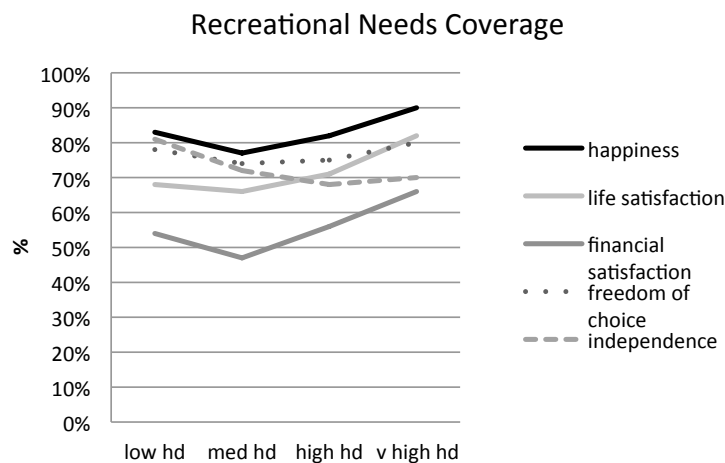

Figure 6: Recreational need coverage within different levels of economic development

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3.3. Development levels

First of all, different country dummies for distinctive states of development will be created. In this regard, earlier specified stages of human development, are adapted again. Ranking countries not only according to income in terms of GNI per capita, but considering also life expectancy at birth and education by means of expected years of schooling and mean years of schooling. [27] A geometrically dimensioned index ranking between 0 and 1 (as defined by the United Nations International Human Development Indice) is used for every country. In accordance with these measurements, I create 4 different country sets according to their Human Development Index. More specifically, a geometrically dimensioned index ranking between 0 and 1 reveals the stage of economic progress for each country. The closer the index to 1, the higher human development. In accordance with these criteria, I adopt the following categories:

- Countries facing high human development - 0.8 and greater

- Countries with high stages of human development - between 0.7 and 0.799

- Moderate stages Human development countries - 0.55 - 0.699

- Countries facing low degrees of human development - less than 0.55

Under these conditions I define four different sets of countries, one for each level of human development as specified above.

<u>Set 1:</u> Countries facing low degrees of human development (less than 0.55), where the following states are included: Nigeria, Pakistan, Tanzania, Uganda, Mali, and Ethiopia. Particularly, in those areas agriculture is predominant within the economy. In Pakistan for instance, agriculture absorbs over 70% of labor force,[28]. Other countries in this set face similar occurrences. Due to this strong representation of agriculture one may assume higher degrees of self supply than in more advanced levels of development. Accordingly, many individuals have no intention or even no possibility to purchase different products in the supermarkets, especially in rural areas. Yet, many parties might have a long road to walk down in order to find a super market and rely more on local farmers and markets. Moreover, infrastructure such as road networks, public transport as well as water and energy supply are relatively underdeveloped. This in turn makes it relatively unattractive for multinational companies to operate in such areas. Respectively, it is assumed that there is weak presence of multinational companies and that inhabitants are relatively spared from corporate discrepancies, especially in rural areas. Despite, if there is corruption and bad behavior coming from firms operating in those areas, the communication network is relatively weak, such that news about such misbehavior do not spread on a fast pace between inhabitants.

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Set 2: Medium stages Human development countries (0.55 - 0.699) consists of South Africa, India, Bangladesh, Indonesia, Morocco, Vietnam, and the Philippines. In comparison to countries facing low degrees of human development, those with slightly higher enhancement are assumed to be constituted with better infrastructure, especially in urban regions. Also, in many of those countries the income tendencies are going from the agricultural to the industrial sector. Accordingly, firms are more confident in operating in such areas due to better providence of mobilization possibilities as well as electricity and water. Another benefit firms see in such areas is low operation costs in terms of factories, labor etc. However, as more and more firms enter those markets, the faster economic growth accelerates. This in turn requires authorities to react properly and on a fast pace, in order to control markets for newly appearing issues such as safety in factories or specific initiatives in order to prevent from exploitation of resources or even child labor. Although, many governments in such positions are over challenged with such issues and also have many other problems to deal with. Not to speak about possible levels of corruptions also coming from authorities. As a fact, the countries included in this stage of development are supposed to suffer from corporate discrepancies heavily.

Set 3: Countries with high stages of human development (between 0.7 and 0.799) incorporates Mexico, Brazil, China, Russia, Turkey, Malaysia, Iran, and Venezuela. In case of areas with high levels of development, labor share operating in the industrial sector is even higher, if not the highest among all human development categories. Of course infrastructure is already well established, especially within urban zones. Still, it is profitable for firms to operate in such areas due to lower production costs than in industrialized areas. Further, on these grounds, governors might have already gotten used to accelerating economic growth and issues such as resource misuses coming from companies. Therefore there might be some extend of control and regulation of markets. However, the amount of households dependent of the industrial sector is still assumed to be relatively high and market regulations weak after all, especially compared to industrial countries. For this reason, corporate discrepancies and concernment of such is still assumed to be widespread in this set of countries.

Set 4: Countries characterized by very high human development (0.8 and greater) includes Canada, USA, Great Britain, countries of the European Union, Australia, and New Zealand. Unlike the other sets of countries, industrial nations face relatively flat economic growth rates. Besides, markets are relatively mature and well established, with strong regulations and control, like for instance labor protection. Moreover, industrial employment is shifting towards countries with lower development due to cost benefits. In turn, managerial and leading positions for industrial companies are mostly concentrated among wealthier cities inhabiting a huge share of skilled and educated people. As a consequence, corporate abuse is expected to be close to zero in such areas. Anyhow, communication systems are well established in those areas, gathering news from all over the world. Therefore, inhabitants tend to be more informed with respect to the other

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country sets. On top of that, individuals tend also to be more educated, understanding the issues at stake. Resultantly, many people do not agree with abuses in poorer countries at all. Hence, as also stated in figure 2, here the highest proportion of people practicing political consumerism is found.

3.4. Control variables

In order to estimate the model more accurately, I control for two different personal characteristics, namely age and education. For enhancing explanatory power I add also the respective square roots of the control variables.

3.4.1. Age

Assuming that respondents from different generation were growing up under diverse circumstances, age is expected to play a central role in unconventional political actions. Moreover boycott is a relatively new phenomena, therefore it is assumed to be more present within younger people. Especially in countries with higher development, characterized by different generations who grew up under distinctive circumstances, political frameworks etc. In fact, many individuals living in those areas have gone through a huge economic development.

3.4.2. Education

Furthermore, education is a phenomenon influencing boycotts. The more educated individuals get, the more they are informed about and able to understand certain situations or circumstances. Yet, people with higher levels of education tend to be more critical towards certain things, not accepting everything they hear without criticism and sometimes they know better. Also emancipation and empowerment used to increase as education levels rise, not only for women. Regarding this, it is assumed that education is also an explaining aspect for boycotts.

4. Methods

The following sections present information regarding resources and techniques used in order to analyze each research question, specifying methodology, detailed procedures as well as different tests and measurements adopted for the analysis.

4.1. Ordered Logit Model

The analysis is carried out using an ordered logistic regression model including all variables specified in capture 3. As already outlined, boycott is the dependent variable of the model. Being measured on an ordinal scale (no, maybe, yes), approaches such as ordered logit or probit models are the most appropriate

way for the analysis. All other methods would ignore ordinality within the explained variable and therefore more likely lead to less confident or even misleading results. An OLS regression for instance would treat the variable as it was continuous, while a multinomial approach would not consider any relationship between the stages at all. In both cases we would risk loosing efficiency because some of the information gets lost if not accounting for the ordering of the categories. As a fact, an ordered approach is the most appropriate one in this case. However, it does not make much difference using either logit or probit. The dissimilarity between those two lies only in their distribution. While logit is based on a cumulative standard logistic distribution, probit is build on a cumulative normal one. Moreover, logit functions have slightly flatter tails than probit functions. As logistic models can be interpreted as log odds, I decided to use the ordered log approach. Respectively, the following equation will be considered for the analysis:

$$Y^*_{in} = \beta_1 health_{in} + \beta_2 income_{in} + ... + \beta_{20} education_{in} + \epsilon_{in}, \qquad n = 1, 2, 3, 4 \tag{1}$$

where n indicates the respective regression for different stages of economic development as defined in 3.3. In this regard, 1 incorporates low human development, 2 refers to the set of countries with medium human development, 3 to higher development and 4 combines the set of countries characterized by very high stages of development. Y* instead is the continuous and unmeasured latent variable that stands for the function of the observed ordinal variable Y. Furthermore, its values determine what the observed ordinal variable Y equals.

Accordingly, there is an observed ordinal variable, Y, being a function of another variable, Y*, that is not measured. The analysis gives various threshold points, where the value of the observed variable Y depends on whether a particular threshold is crossed or not.

where Y can be thought as of being a collapsed version of Y*, being equal to

$$Y^*_i = \sum_{k=1}^{K} \beta_k X_{ki} + \varepsilon_i = Z_i + \varepsilon_i \tag{2}$$

including a random disturbance term, εi, which has a standard logistic distribution (mean of 0 and variance of 3.29), where the ordered logit model measures

$$Z_i = \sum_{k=1}^{K} \beta_k X_{ki} = E(Y^*_i) \tag{3}$$

then the estimated M-1 cutoff terms. Those are used to assess the probability that Y will take on a

particular value. Accordingly, using the estimated value of Z and the assumed logistic distribution of the disturbance term, the ordered logit model can be adopted to estimate the probability that the unobserved

$$Z_i = \alpha + \sum_{k=1}^{K} \beta_k X_k$$

variable Y* is in range with the threshold limits.

On that account, the observed Ordered Categorical Variable Model for each of the four development stage models will be the following:

$$P(Y_i > j) = \frac{\exp(X_i\beta - \kappa_j)}{1 + [\exp(X_i\beta - \kappa_j)]}, \ j = 1, 2, ..., M-1$$

$$\frac{Pr(boycott_in) > j}{Pr(boycott_in) \leq j} = \exp\{-\mu + \beta_1 health_{in} + \beta_2 income_{in} + \beta_3 + ... + \beta_{20} education_{in}\} \tag{4}$$

$$P(Y = 1) = 1 - \frac{\exp(X_i\beta - \kappa_1)}{1 + [\exp(X_i\beta - \kappa_1)]}$$

Where in this case only the signs of the coefficients can be interpreted, but not the actual meaning of the coefficients, because they are defined in log odds ratios. It is not very informative to calculate the odds ratios because we are dealing with non-continuous variables. For getting deeper insights into the results,

$$P(Y = j) = \frac{\exp(X_i\beta - \kappa_{j-1})}{1 + [\exp(X_i\beta - \kappa_{j-1})]} - \frac{\exp(X_i\beta - \kappa_j)}{1 + [\exp(X_i\beta - \kappa_j)]}, \ j = 2, ..., M-1$$

it is necessary to calculate the predicted probabilities as well as marginal effects. For this, the threshold

$$P(Y = M) = \frac{\exp(X_i\beta - \kappa_{M-1})}{1 + [\exp(X_i\beta - \kappa_{M-1})]}$$

parameters resulted from the regression need to be considered together with the possible outcomes.

Respectively, the calculation process of probabilities for the three options in boycott are the following:

$$P(Y = 1) = \frac{1}{1 + \exp(Z_i - \kappa_1)}$$

$$P(Y = 2) = \frac{1}{1 + \exp(Z_i - \kappa_2)} - \frac{1}{1 + \exp(Z_i - \kappa_1)}$$

$$P(Y = 3) = 1 - \frac{1}{1 + \exp(Z_i - \kappa_2)}$$

$$\tag{5}$$

Using the estimated value of Z and the assumed logistic distribution of the disturbance term, it can be estimated the probability that the unobserved variable Y* falls within the three different threshold limits as indicated in equation 5.

4.2. Margins

Due to the fact that for all main regressors the outcome can only be 0 or 1, it makes not much sense to calculate the marginal effects at their means, as it is usually considered for non-categorical variables. More specifically, the information on by which extend Y increases or decreases with a 1 percentage point increase in one of the x variables, is not really valuable, considering that all regressors can only be either 0 or 1 as they are dichotomous variables. Thus, margins are predicted for each explanatory variable at 0 and at 1 respectively at each possible outcome of the dependent one, keeping all other variables at their mean. Accordingly we

$$basic_i = b_{health,i} + b_{income,i} + b_{employment,i} + b_{neighborhood,i} + b_{food,i}$$

$$y^* = \beta_{1,i} basic_i + \beta_{2,i} social_i + \beta_{3,i} expression_i + \beta_{4,i} recreation_i + \beta_{5,i} age + ... + \beta_{8,i} educ\_sq_i + \varepsilon_{ij}$$

$$basic_i = b_{health,i} + b_{income,i} + b_{employment,i} + b_{neighborhood,i} + b_{food,i}$$

$$y^* = \beta_{1,i} basic_i + \beta_{2,i} social_i + \beta_{3,i} expression_i + \beta_{4,i} recreation_i + \beta_{5,i} age + ... + \beta_{8,i} educ\_sq_i + \varepsilon_{ij}$$

obtain an estimate of the magnitude of the effect of choice 0 or 1 on the expected probabilities of boycott

₅₂₀ (no, maybe, yes).

$$E(y \mid x = 0) = (0 x P(y = 0)) + (1 x P(y = 1)) + (2 x P(y = 2)) \tag{6}$$

$$E(y \mid x = 1) = (0 x P(y = 0)) + (1 x P(y = 1)) + (2 x P(y = 2)) \tag{7}$$

Equations 6 and 7 exhibit this procedure. In a further step, the outcomes of the respective choices can be summarized. Taking the difference of the expectation for choice=0 and choice=1, as shown in equation 8 then evidences the difference in probabilities.

$$E(y \mid x = 0) = (0 x P(y = 0)) + (1 x P(y = 1)) + (2 x P(y = 2))$$
$$E(y \mid x = 1) = (0 x P(y = 0)) + (1 x P(y = 1)) + (2 x P(y = 2))$$

$$E(y \mid x = 0) - E(y \mid x = 1) \tag{8}$$

Moreover, the outcome reveals by which extend a person choosing 1 for a specific regressor is more or less

₅₂₅ likely to boycott compared to an individual who chooses 0, keeping all other regressors at their mean. For example, if the difference between margin of health=0 and health=1 for active boycott is 0,2 it means that a healthier person is 0.2 times more likely to boycott than a unhealthy one.

4.3. Control for possible interaction effects

In order to obtain more appropriate and powerful predictions, I control for possible interaction effects

₅₃₀ between certain explanatory variables. In other terms, the effect of one explanatory variable on the dependent variable differs at different values of another predictor due to a connection between them. This causes the relationship between the interacting variables and the dependent variable to be distorted. Consequently, the interpretation of the individual variables may be inadequate or deficient.

Testing for these effects I create new interactive variables between those who are assumed to be connected.

₅₃₅ This procedure is done by multiplying the respective regressors. Assuming that there might be some changing effect on the explained variable, I controlled for possible interactions between different variables, as listed below.

- Age and health - because the older people get the higher their risk of any kind of disease or sickness

- income and employment - due to the fact that unemployed people have no or definitely less regular
₅₄₀   income than employed ones

- happiness and life satisfaction - the more satisfaction a person attains in life, the more reason he has
  to be happy

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$$n = \begin{cases} vhigh\_hd \\ high\_hd \\ medium\_hd \\ low\_hd \end{cases}$$

- financial satisfaction and education - individuals attaining more education are more likely to earn more money and due to that fact they are also more likely to be satisfied with their financial situation.

- income and food - if there is enough income available each month, individuals are also able to buy enough food for themselves and do not have to go without.

For explaining the process of identification and testing for possible interaction effects, I will illustrate the steps using the example of interaction between age and health. Respectively, the first step after having identified possible interacting variables, is creating interaction terms between each of them. This is completed by simply multiplying the regressors of the two variables that are presumed to interact.

$$E(y \mid x = 0) = (0xP(y = 0)) + (1xP(y = 1)) + (2xP(y = 2))$$
$$E(y \mid x = 1) = (0xP(y = 0)) + (1xP(y = 1)) + (2xP(y = 2))$$
(9)

where γ is the interaction term that will be added to the regression in a next step-

$$Y_{in}^* = \beta_1 inc_{in} + \beta_2 empl_{in} + ... + \beta_{19} age_{in} + \beta_{20} educ_{in} + \beta_{21}\gamma + \varepsilon_{in} \quad n = 1,2,3,4$$
(10)

for all four stages of development (n = 1,2,3,4) respectively. In a next step, a wald test for zero interaction is performed. The null hypothesis, in this case, is that the coefficients of the five interaction terms are equal to zero, meaning that there are no interaction effects. The procedure is conducted for all four regressions regarding the different levels of human development. As a result, none of the interacting variables rejected the null hypothesis, meaning that there is no such an effect. Respectively, none of the interacting terms was added to the regression.

4.4. Goodness of Fit

It is common for linear regression models to obtain the goodness of fit through R-squared. In case of binary or multinomial outcome models although the procedure in order to obtain the fit of the model is different. Accordingly, for ordered outcome models it is common to predict the outcome in a first step, as described in equation 4. Therefore we compute the predicted probability that, for instance, yI = 1, given the explanatory variables xi. for instant obtaining the following predictions:

$$\begin{cases} pr(y_i = 0) \\ pr(y_i = 1) \\ pr(y_i = 2) \end{cases}$$
(11)

All at once, predictions need to be compared with the actual outcome. This is done by checking how often the predicted yi matches the actual yi.

$$\begin{vmatrix} pr(y_i = 0) \\ pr(y_i = 1) \\ pr(y_i = 2) \end{vmatrix} \qquad \gamma = age_i * inc_i \qquad\qquad n=1,2,3,4$$

$$\begin{array}{lll} y=0 & pr(y_i=0) > pr(y_i=1) \quad \& \quad pr(y_i=0) > pr(y_i=2) \\ y=1 \quad if & pr(y_i=1) > pr(y_i=0) \quad \& \quad pr(y_i=1) > pr(y_i=2) \\ y=2 & pr(y_i=2) > pr(y_i=0) \quad \& \quad pr(y_i=2) > pr(y_i=1) \end{array} \tag{12}$$

As a result, we get the percentage correctly predicted for each outcome.

4.5. Proportional Odds Assumption

One essentiality for validation of ordered logit models is an assumption of parallel regression between the three possible outcomes of the dependent variable. With this expectation, it is assumed that probability curves are parallel to each other. Moreover, the relationship between each pair of outcome groups should be the same. For instance, the coefficients describing the relationship between the lowest versus all higher categories of the response variable are the same as those that describe the relationship between the next lowest category and all higher categories, etc.

In order to check for this proportionality assumption, a brand test is carried out. Testing the relationship between each explanatory variable and the respective outcome of the dependent variable, the null hypothesis of parallel regression must be rejected at the 5% level for each regressor. In case the null hypothesis is accepted, a detailed look at the extend of the violation is carried out. Kim (2003) [29] concluded that we should not depend solely on the significance test, especially for a large sample case, since a statistical significance does not necessarily mean a practical significance. Accordingly, with a large data set, even minor violations of the assumption will yield statistically significant results.

Therefore, I will perform a likelihood ratio test in order to compare the ologit regression with other methods such as gologit and check through IC which method is more appropriate.

Gologit is a newly defined method similar to ologit, with the difference that it relaxes the proportional odds assumption.

4.6. Endogeneity

There are two common causes of endogeneity.

1. A loop of causality between the dependent variable and the regressor.
2. An uncontrolled confounder causing both independent and dependent variable to change. In this case, the endogeneity comes from an uncontrolled confounding variable which was omitted from the regression and is both correlated with an independent variable in the model and with the error term.

Both possibilities of causing an endogeneity problem are considered to be a problem in this case. In terms of causality, one cannot assume to go less or more often without enough income because of boycotting certain

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products or institutions. Therefore there need to be considered a third variable explaining the income variable better but not being relevant to the boycott variable at all. One influence factor for having sufficiently enough income or not is savings. It might occur that people who are able to handle money are more likely to spend or save it efficiently than those who are simply no great savers. Of course, individuals being less spare are also more likely to spend all or most of their income just before they get their new loan. Apart from that, savings are totally unrelated to political activism such as boycott because they rather result of a personal preference or lifestyle than of political participation and opinion.

Another causality effect is assumed to rule between health conditions and boycotts. People are not necessarily because they are actively boycotting firms. Neither can be assumed that non-boycotting individuals are more likely to get sick. For that reason, an instrument directly related to health and not relevant at all for boycott is needed. In that sense, sports might be a valid instrument. Hence, individuals who actively practice sports on a regular basis contribute to their health condition. Beyond, practicing sports has no relation to purchasing decisions based on ethical or environmental considerations.

Next, satisfaction with life and boycott might have a common cofounder which is omitted from the regression. In that sense, it might be relevant how the respondent was satisfied with his life in the past. If general gratification declined within the last periods, this might influence both, life satisfaction now and boycott. Yet, a constant decline in contentment might raise the reason for boycotts and causes the evaluation of current satisfaction to shrink.

Despite the awareness of the possibility of endogenity issues, I was not able to find an appropriate method in order to account for it. In fact, all test procedures I found were appropriate for OLS or multinomial regressions. Those procedures would neither be valid nor expedient in this case.

5. Outcome

Only three variables out of twenty have no significance and therefore no impact on political consumerism for any HD level. This is employment, leisure activity with others as well as financial satisfaction. Contrarily, there is only one variable being significant in all four degrees of development. This is time spent with friends. Accordingly regular contact with colleagues is significantly positive in all stages, where the magnitude is the highest in industrial countries, followed by the set of low human development areas.

The following sections reveal detailed outcomes of my analysis, including all four regressions (1 for each country set) where all results were demonstrated in terms of differences in marginal effects between 0 and 1 for each regressor (as described in section 4.2). Furthermore, results regarding the fit of the model and testing procedures well be announced accordingly.

As evident from table 10, only 9 variables are significant at all in case of low HD countries, whereas two of them only at the 10 % level. Besides, most variables accounting for the same need category go into different directions. For instance, in case of basic needs the presence of regular income affects active boycott negatively. The state of health is positively related to boycotts, meaning that if it increases, the probability of boycott does too. Likewise, for the other 3 categories we find similar occurrences. There is no need type where all variables included have the same direction of impact. Yet, the highest extent of significance is moral needs, where three out of five variables are meaningful at least at the 5 % level. However, signs are not homogeneous.

	var.	coeff.	Std. Err.
	Low HD Level Countries		
	var.	coeff.	Std. Err.
Basic Needs	health	0.0786***	0.0992528
	income	-0.0944***	0.0657827
	employment	-0.0146	0.085552
	neighborhood	0.0211	0.0788177
	food	0.015	0.0646892
Social Needs	friendship	0.0472	0.3262564
	community	-0.0314	0.1038388
	family	0.175	0.5579053
	friends	0.0582***	0.0863595
	leisure	-0.015	0.0693699
Moral Needs	environment	-0.0904***	0.0671051
	homo	-0.0995***	0.1604151
	gender	0.0397**	0.0678189
	immigrant	-0.0138	0.0636545
	democracy	-0.0288	0.1007895
Recreational Needs	happiness	-0.0176	0.0937814
	life_satisfaction	0.058***	0.0770773
	financial	0.0431	0.0690727
	freedom	-0.0135	0.0806414
	independence	-0.029	0.0733198
	age	0.0216965*	0.0128335
	age^2	-0.0001454	0.0001583
	education	0.0356391*	0.0154881
	educ_sq	-0.0001908	0.0003099
	Number of Observations		6784
	Significance	***:<.01; **:<.05; *<.10	
	Dependent variable		boycott

Table 5: Probability difference comparison of Low HD Countries

It occurs that a good health condition for a person living in a country characterized by low HD has a positive impact on boycotts. Correspondingly, healthy individuals are 0.0786 more likely to boycott than

unhealthy ones. Although this is significant only at the 5 % level. Income sufficiency instead is negatively related to boycott, indicating that an increasing availability of money decreases the likelihood of boycott within low HD countries. So those who do not have enough income are more likely to act politically in terms of consumption. The other three components of basic needs are not significant at all and therefore irrelevant for boycott behavior within low HD countries. In case of social needs only time spend with friends is significant for boycotts, augmenting the probability by 0.058 in case of respondents who meet their friends frequently. All other variables accounting for social needs do not really seem to be significantly impacting low HD countries. The moral needs category has the highest quantity of significant coefficients in this case. Despite, environmental concerns as well as acceptance of homosexuality are negatively related to active political consumerism. Yet, a person who feels totally responsible for the environment is 9.04 percentage points less likely to boycott than one who does not care about it at all. Similar findings were determined for acceptance of homosexuality. The third significant variable, although only at 5 % level is gender equality. Moreover, a positive relationship to boycott is identified. For recreational needs there is only one significant variable, namely life satisfaction. Further, respondents who are totally satisfied with their life in general are 0.058 percentage points more likely to boycott than those who are completely unsatisfied. Moral needs is the most significant category in case of low human development countries. Thus positive moral thoughts seem to have a negative impact on boycott, except in case of support in gender equality. The magnitude of change in impact going from 0 to 1 is relatively high in case of environment protectionism (-0.09) as well as acceptance of homosexuality (-0.0995). Correspondingly, complete tolerance or protectionism in these areas diminishes the likelihood to boycott. Recreational needs do not seem to have a big impact on boycott actions in countries facing low development either.

5.2. Medium HD Countries

From table 10 we can see that only 8 variables are significant in case of medium human advancement. Three of them are meaningful at the 5 % level and the others at 1 %. The most impacting variable in this case comes from the recreational needs group. Happiness is negatively related to boycotts, indicating that unhappy respondents are 7.27 percentage points more likely to boycott that the happy ones.

In case of basic needs, the variables income sufficiency and neighborhood security are significant. Further they are both positively impacting political consumerism, by 1.94 and 3.54 percentage points respectively. All other variables within this group seem to not affect boycott at all. For each, Social and Moral needs we have only one significant variable. Accordingly, if a respondent indicates to spend time with friends very often, he or she is 0.0436 percentage points more likely to boycott. Likewise, a high tolerance of immigrants is found to higher the probability of boycott by 3.18 percentage points compared to low tolerance. The Recreational

		coeff	Std. Err.
Medium HD Level Countries			
Basic Needs	health	0.0105	0.1183822
	income	0.0194***	0.2293318
	employment	-0.0208	0.1305221
	neighborhood	0.0354**	0.1286745
	food	-0.025	0.1533332
Social Needs	friendship	0.0008	0.3170068
	community	-0.0014	0.1785557
	family	-0.0819	0.4807913
	friends	0.0436**	0.1875628
	leisure	-0.007	0.1102363
Moral Needs	environment	0.0168	0.1488151
	homo	0.0024	0.1608216
	gender	0.0189	0.1196478
	immigrant	0.0318**	0.1074767
	democracy	0.0097	0.1521959
Recreational Needs	happiness	-0.0727***	0.1401152
	life_satisfaction	-0.0251	0.1138889
	financial	-0.0166	0.1037504
	freedom	0.022	0.1275647
	independence	0.0539***	0.121267
	age	-0.0270618	0.0167698
	age^2	0.0001825	0.000195
	education	0.0550342***	0.0123562
	educ_sq	-0.0005133***	0.0001165
	Number of Observations		9675
	Significance		***:<.01; **:<.05; *<.10
	Dependent variable		boycott

Table 6: Probability difference comparison of Medium HD Countries

needs group contains two significant variables in case of medium HD levels. Despite, the extend of impact goes into different directions. Where a high degree of happiness has a negative impact on political consumerism (-0.0727), the effect of independence at work on boycott is the opposite. Correspondingly, interviewees who are totally independent at work are 5.39 percentage points more likely to consume politically than those who have no say at their jobs. For the control variables we have education, effecting our dependent variable by 0.05503 percentage points. Age is not significant at all for political consumerism.

5.3. High HD Countries

In case of high human development the number of significant variables increase slightly, with 9 being actually significant at 1 %, one at 5 %, and two only at the 10 % level. The variable exhibiting the biggest impact in this case is the evaluation of friendships. Accordingly, those who conceive friendships as very valuable have a higher probability to consume politically (0.0802).

In this sense, table 7 reveals the extent of relationship between various need criteria and our dependent variable. Evidently, two variables are significant for the basic needs group. However, their impact is contrary. While health has a positive impact on boycott (0.0232), neighborhood security is affecting political consumerism behavior negatively (-0.0489). In case of social needs, the evaluation of friendships, contribution to a community as well as time spent with friends are significant. Furthermore, all three variables have the same relationship to the regressant. While friendships appreciation is the most affecting variable, a regular contribution to a community makes it 7.64 percentage points more likely to boycott. Also, time spent with friends reveals a positive relationship to boycott, accounting for 4.41 percentage points. Moral needs seem to affect political consumerism as well. We have again three significant variables, where one, namely acceptance of immigrants, is significant only at the 5 % level. A high tolerance of homosexuality reports a positive impact on political consumerism (0.0759). Equivaliently, tolerance of immigrants as well as appreciation of democracy are positively related to the dependent variable, but shaping it by a lower magnitude. Again, the control variable of age seem to not affect political consumerism at all, whereas education is totally significant for boycotts with a positive impact of 0.0292.

5.4. Very high HD Countries

Results obtained for the set of countries facing high human development are the most significant ones. In these terms, 18 out of 24 variables explain boycotting actions well, being significant at the 1 % and some also at the 5 % level. Interestingly, the most impacting variable for areas facing very high degrees of development is tolerance of homosexuality. Accordingly, individuals who indicate to accept gays or lesbians are 7.4 percentage points more likely to participate in boycotts than those who do not tolerate them.

		High HD Level Countries	
		coeff	Std. Err.
Basic Needs	health	0.0232***	0.0475322
	income	0.0117	0.0484545
	employment	-0.0156	0.0759161
	neighborhood	-0.0489***	0.046262
	food	-0.0054	0.0594004
Social Needs	friendship	0.0802***	0.1756525
	community	0.0764***	0.0523903
	family	-0.0007	0.2513896
	friends	0.0441***	0.0540893
	leisure	0.0124	0.0502585
Moral Needs	environment	0.0193	0.0511172
	homo	0.0759***	0.0557554
	gender	0.009	0.0512797
	immigrant	0.0146**	0.044716
	democracy	0.0129***	0.0689294
Recreational Needs	happiness	-0.0347***	0.0583121
	life_satisfaction	0.0048	0.0519806
	financial	0.0193	0.1336018
	freedom	0.0049	0.0508287
	independence	0.0146*	0.0433831
	age	-0.0054555	0.0066562
	age^2	-0.0000762	0.0000745
	education	0.0292103***	0.0085784
	educ_sq	-0.0001919*	0.0001002
	Number of Observations		27705
	Significance		***:<.01; **:<.05; *<.10
	Dependent variable		boycott

Table 7: Probability difference comparison of High HD Countries

		Very High HD Level Countries	
		coeff	Std. Err.
Basic Needs	health	-0.0434**	0.1153731
	income	0.0386***	0.0505827
	employment	0.015	0.0693064
	neighborhood	0.032***	0.0491822
	food	-0.0302***	0.0735864
Social Needs	friendship	0.0328	0.2003958
	community	0.0152**	0.0513519
	family	-0.0738***	0.1441883
	friends	0.07***	0.0543321
	leisure	0.01	0.0552168
Moral Needs	environment	0.0258***	0.0355616
	homo	0.074***	0.0332152
	gender	0.01	0.0521602
	immigrant	0.0304***	0.0324605
	democracy	0.0428***	0.0626996
Recreational Needs	happiness	-0.0214**	0.0601043
	life_satisfaction	-0.0056	0.0499116
	financial	0.0146	0.102319
	freedom	0.012*	0.0441956
	independence	0.0136***	0.0358061
	age	0.0430587***	0.0058333
	age^2	-0.0004937***	0.0000547
	education	0.1219291***	0.0079607
	educ_sq	-0.0010998***	0.0001087
	Number of Observations		27438
	Significance	***:<.01; **:<.05; *<.10	
	Dependent variable		boycott

Table 8: Probability difference comparison of very High HD Countries

	Low HD	Medium HD	High HD	vHigh HD
Obs.	6986	9675	27705	27438
Fit	0.6648	0.6678	0.6680	0.4440

Table 9: Fit of the models: Percentage correctly predicted

In case of basic needs health condition and food sufficiency affect political consumerism negatively. Accordingly, individuals who have sufficient food and feel totally healthy are less likely to boycott with respect to those who do not. Contrary to this, income sufficiency as well as neighborhood security reveal a positive relationship to political consumerism. Regarding social needs, time spend with friends and family have the highest influence on actively boycotting. Although, the variables have the opposite relationship. Furthermore, spending more time with friends makes political consumerism more likely, accounting for 7 percentage points. Viceversa, augmenting the time spent with family has a negative impact on boycotting. Commitment to a community makes it 1 percentage point more likely to boycott if an interviewee is very committed. The proportion of significant variables in case of moral needs is 4 out of 5, all at the 1 % level. In this case all variables have a positive relationship to political consumerism, however the extend differs. Yet, the variable with the highest impact is tolerance of homosexuality, accounting for a higher probability of 7.4 percentage points in boycotts if a respondent indicates to completely support homosexuals. Next, democracy is also positively related to boycotts, accounting for 4.28 percentage points. Likewise, environmental care as well as tolerance of immigrants have also a positive connection to political consumerism, but by a lower extent. The recreational needs group contains three significant variables. However one is only significant at the 5 % and the other at the 10 % level. Independence at work is positively related to boycotts, accounting for a 1.36 percentage points raise in case of high independence. Moreover, freedom of living is also positively related to boycotts (0.012), although only significant at the 10 % level. Happiness instead reveals a negative relationship to political consumerism (-0.0214). Only within the set very high Human Developing countries case all control variables added to the model are highly relevant.

5.5. Test and Measurement Outcomes

Taking a look at the fit of the model, as evidenced in table 9, the discrepancy between observed values and the ones expected is relatively good in case of low, medium and high human development countries, accounting for approx. 66 % correctly predicted. in case of very high stages of development, the proportion anticipated properly is signficantly smaller, with only 44 %.

Moreover, in case of interaction effects I found only one significantly impacting case of interacting variables. This was for the interaction between age and health in the set of countries with high degrees of human

development. Consequently, I added the multiplication factor between the two variables to the regression.

The test for parallel regression assumption was not rejected in all four regressions, indicating that there is a slight violation in the parallel lines inference. When it comes to smaller datasets, the probability of misleading or blurring results is likely. Although, in this case we have a very extensive and large data pool that is much more delicate. Yet, even minor violations of the assumption would yield statistically significant results. However, the actual impact in this case can be minimal. Accordingly, statistical significant does not mean necessarily practical significance. [29] Based on that I proceeded with a respective quality measurement of the method and model, comparing its performance with the one of other procedures like multinomial logit, ordinary least squares as well as gologit using the AIC/BIC information criteria. As a result, only gologit, being a similar approach as ologit, performed relatively similar. In some cases ologit performed slightly better and in others gologit. Although the difference in the measurements was mostly minimal. This makes perfect sense, considering that gologit is a very similar approach to the one used in the model, with the only difference that it relaxes the proportional odds assumption. Despite, gologit is a newly defined method, being still in beta development, especially when it comes to further testings, therefore it became apparent that it is difficult to proceed with this method. Further, the other two methods tested against ologit performed significantly worse and are therefore also excluded as option to proceed. For this reasons it was decided to stick to ologit and accept this proportional odds assumption, accepting the probability of minimal deviations within the results.

6. Discussion

Table 10 summarizes the results of the respective stages of human development. Evidently significance levels tend to increase with advanced human development. This comes along with the fact that the presence of active boycott is much higher in industrialized countries, as evidenced in figure 2. Yet, countries facing higher levels of human development have a boycott rate of approximately 10 % of the population. Whereas in countries facing lower HD political consumerism is practiced by around 5 % or even less.

For countries facing low levels of human development, four main influence factors affecting political consumerism either positively or negatively are identified. Two of them account for survival needs. However, they are not consistently pointing to the same direction. While health has a positive impact on political consumerism, sufficient income is negatively related to boycott. Correspondingly, those who are relatively healthy and do not have sufficient income are more likely to participate in political consumerism. While the health situation may point to mobility and enablement to decide about purchasing decisions autonomously, the situation of insufficient income relies more on a prospect on disputing unequal income distribution. The other two variables impacting boycott activity in case of countries with low human development come from

| | | HD Level Comparison | | |
	Var.	Low HD	Medium HD	High HD	Very High HD
Basic Needs	health	0.0786***	0.0105	0.0232***	-0.0434**
		(0.099253)	(0.11838)	(0.04753)	(0.11537)
	income	-0.0944***	0.0194***	0.0117	0.0386***
		(0.065783)	(0.229332)	(0.048455)	(0.050583)
	employment	-0.0146	-0.0208	-0.0156	0.015
		(0.08555)	(0.130522)	(0.07592)	(0.069306)
	neighborhood	0.0211	0.0354**	-0.0489***	0.032***
		(0.078818)	(0.128675)	(0.0463)	(0.04918)
	food	0.015	-0.025	-0.0054	-0.0302***
		(0.06469)	(0.153333)	(0.0594)	(0.073586)
Social Needs	friendship	0.0472	0.0008	0.0802***	0.0328
		(0.32626)	(0.317007)	(0.17565)	(0.200396)
	community	-0.0314	-0.0014	0.0764***	0.0152**
		(0.10384)	(0.178556)	(0.05239)	(0.051352)
	family	0.175	-0.0819	-0.0007	-0.0738***
		(0.55791)	(0.48079)	(0.25139)	(0.14419)
	friends	0.0582***	0.0436**	0.0441***	0.07***
		(0.08636)	(0.187563)	(0.05409)	(0.05433)
	leisure	-0.015	-0.007	0.0124	0.01
		(0.06937)	(0.11024)	(0.05026)	(0.055217)
Moral Needs	environment	-0.0904***	0.0168	0.0193	0.0258***
		(0.067105)	(0.14882)	(0.05112)	(0.035562)
	homo	-0.0995***	0.0024	0.0759***	0.074***
		(0.160415)	(0.16082)	(0.055756)	(0.033215)
	gender	0.0397**	0.0189	0.009	0.01
		(0.067819)	(0.11965)	(0.05128)	(0.05216)
	immigrant	-0.0138	0.0318**	0.0146**	0.0304***
		(0.063655)	(0.107477)	(0.04472)	(0.03246)
	democracy	-0.0288	0.0097	0.0129***	0.0428***
		(0.10079)	(0.1522)	(0.06803)	(0.0627)
Recreational Needs	happiness	-0.0176	-0.0727***	-0.0347***	-0.0214**
		(0.09378)	(0.14012)	(0.05831)	(0.0601)
	life_satisfaction	0.058***	-0.0251	-0.0048	-0.0056
		(0.077077)	(0.113889)	(0.051981)	(0.049912)
	financial	0.0431	-0.0166	0.0193	0.0146
		(0.0690073)	(0.10375)	(0.133602)	(0.10232)
	freedom	-0.0135	0.022	0.0049	0.012*
		(0.08064)	(0.12756)	(0.050829)	(0.044196)
	independence	-0.029	0.0539***	0.0146*	0.0136***
		(0.07332)	(0.12127)	(0.04338)	(0.03581)
	age	0.0216965*	-0.0270618	-0.0054555	0.0430587***
		(0.012834)	(0.01677)	(0.006656)	(0.00583)
	age^2	-0.0001454	0.0001825	-0.0000762	-0.0004937***
		(0.000158)	(0.0002)	(0.00007)	(0.00005)
	education	0.0356391*	0.0550342***	0.0292103***	0.1219291***
		(0.015488)	(0.01236)	(0.008578)	(0.00796)
	educ_sq	-0.0001908	-0.0005133***	-0.0001919*	-0.0010998***
		(0.00031)	(0.0001)	(0.0001)	(0.00012)
	N of observations	6784	9675	27705	27438
	Significance			***:<.01; **:<.05; *<.10	
	Dependent variable			boycott	

Table 10: Coefficient comparison of all HD Levels

the moral need category. Both, acceptance of homosexuality as well as sense for environmental protection, are negatively related to political consumerism. Moreover, the acceptance rate of homosexuality is extremely low in this set of countries (see table 5). This may point to strong religious beliefs, considering that most systems of beliefs on the world, and especially the most distributed ones speak against homosexuality after all. Accordingly, gays and lesbians remain still taboo topics especially in countries where religious confessions are intense. In case of medium human development the two most impacting variables come from recreational needs. Again, their magnitude is pointing to a different direction. Happiness for instance is negatively related to boycotts, indicating that individuals feeling miserable and unfortunate are more likely to consume politically. In turn, independence at work seem to have a positive impact. This may reflect to the assumption that individuals with decision power at work are also practice these capabilities in their lives expressing their opinion through markets. The set of regions experiencing high degrees of human development demonstrate most impacting variables in the social needs category. Correspondingly, the evaluation of friendships as well as contribution to a community are influencing political consumerism the most in those areas. This time both aspects have a positive impact on boycott activity. Likewise, both terms express a strong sense of collectivity and at the same time also strong sense of communication. The third most impacting variable is acceptance of homosexuality, evidencing a positive relationship to political consumerism. Along with that, the acceptance rate of gays and lesbians within our dataset is significantly higher for high HD countries with respect to low HD regions as shown in table 5. Concerning industrial countries, time spend with friends is one of the most influential term. This can either point to support of friends suffering from bad conditions or imitating them in their boycotting activity. Also, as people are more involving with others they tend to be more informed about actual news and trends. Unlike time spend with friends, the one spent with family is affecting political consumerism negatively. Likewise, the acceptance of homosexuality is again positively related to active boycott. Being a sign of respect to fellow men, this may point to higher moral obligation towards others as well as consciousness in what is going right or wrong.

The second research question of whether there is a difference in reaction between political consumers originated in industrial regions and less developed areas can be clearly approved. It can be deduced from the results that reaction of individuals differ within distinctive levels of human enhancement. Yet, most regressors seem to change with its acceleration or decline. In some cases there is even a clear tendency towards a certain direction. Moreover, some variables gain in magnitude or even change their sign with increasing or decreasing levels of development. For instance the relevance of the health condition is positive and relatively high within the group of countries facing low levels of human development. Although, as enhancement raises, the impact of health on boycott declines and finally turns into negative for the highest levels of development. Another striking finding is the change in relationship towards tolerance of homosexuality. As already discussed in

section 3.2.3, the acceptance rate of gays and lesbians faces an obvious increase with raises in HD levels. Accordingly, its influence within the low HD group is considerably negative. As human development as well as tolerance levels raise it turns into a relatively strong positive relationship. This comes along with the fact that individuals from poorer countries are simply less educated and sophisticated when it comes to that topic. In addition, such areas are characterized by strong religious values. In fact, homosexuality is a taboo topic for most religious communities. Although, as human development raises, education as well as sophistication do too. Likewise, faith and strict obedience of religious confessions ease. All this and other circumstances causes people to open their minds and tolerate certain behavior of others. Along with that, those who bring a certain degree of tolerance might also be more likely to care and fight for others if there are specific discrepancies.

7. Conclusion

At the hands of globalization, Political consumerism takes on a whole new dimension. Choosing certain products based on considerations of justice and fairness, many individuals combat corporate discrepancies. Correspondingly, they boycott certain products, carry political messages on their clothing or undertake public performances or jokes against multinational companies. Respectively, global corporations notch up with considerable losses due to this repetitional harm. As a fact, political consumers reshape markets and force other economic agents to change their strategies. Although, it is not entirely clear which specific need drives them in their actions. Specifically, the findings do not tell that political consumers act entirely either on survival, social, moral or recreational needs. However, even if there is no need criterion identified as the main driver for boycott, there are certain variables which are found to be more impacting than others, regardless of the need group they are part of. Yet, considering that many companies operate in different areas of the world, facing disparate regulatory setups. Moreover, costs for labor and production vary within countries, especially between industrialized and developing regions. Being active in an international environment, firms work strategically in order to gain competitiveness with respect to their major rivals. As a consequence, concernment of individuals around the world differs due to distinctive circumstances. Accordingly, a difference in reaction between political consumers originated in industrial regions and less developed areas can be clearly approved. Accordingly, the reaction of individuals deviate within distinctive levels of human enhancement.

These findings will doubtless be much scrutinized, but there are some immediately dependable conclusions for the paper. Therefore, further research should be undertaken in order to investigate the phenomenon of political consumerism. First of all, in this case, the dependent variable of boycott might be a weak measurement for political consumerism because the variable does not include how often boycotters actually boycott - if someone does it only once or occasionally, we cannot speak about active boycotters. It might

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be possible also for further investigations, to investigate also in buycotts as a counterflow. Describing the phenomenon of constantly buying products because of the good reputation of companies, adding this aspect to the analysis might investigate in the act of political consumerism more deeply. Secondly, countries located in the same set of HD level will certainly evidence different characteristics. Also, people coming from different regions might behave differently based on their individual experience, cultural rhythms as well as religious beliefs. I am aware that these factors may falsify results, but I did this analysis according to different levels of human development on purpose, hoping to find certain patterns within levels of development. Also, the focus here should not be on the countries themselves, but instead on degrees of development. Therefore, I included at least six countries into one set. I would have included more, but the difficulty was to find respective measurements for areas with lower degrees of development.

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9. Appendix

9.1. Abstract in Deutsch

Das Verhalten von politischen Konsumenten sorgt immer wieder fuer groes Aufsehen. Eine ansteigende Masse an Menschen scheint den Markt zum Kampf gegen Gesellschaftliche Ungereimtheiten zu verwenden. Dabei wird der Konsum auf Gerechtigkeit und Fairness ausgerichtet und versucht Wirtschaft, Gesellschaft und Politik aktiv zu beeinflussen. Solcherlei Benehmen kann verschiedenste Einflussfaktoren beinhalten, vor allem in einer globalisierenden Umwelt. Diese Studie zielt darauf hin, die Hintergrnde dieses politischen Konsumverhaltens zu verstehen und im Besonderen auch potenzielle Differenzen und Analogien im Verhalten zwischen Personen aus Industrie- und Entwicklungslaendern festzustellen. Fr die Eruierung wird ein Datensatz aus dem "World Value Survey" verwendet. Auerdem wird ein logarithmischer Ansatz, basierend auf vier verschiedenen Gleichungen angewandt, um die Motivation von politisch agierenden Konsumenten im Kontext einer globalen Wirtschaft zu verstehen. Das Ergebnis dieser Studie ist, dass die Anreize fr politischen Konsum in verschiedenen Entwicklungsstadien signifikant voneinander abweichen. Allerdings sind in diesem Zusammenhang klare Kennzeichen von Motivationsmustern schwer zu erkennen. Die Maerkte sind oft sehr komplexen oekonomischen Situationen ausgesetzt. Diese Analyse soll Regierungen, als auch oeffentliche und private Institutionen dabei untersttzen, fr die Schlichtung zwischen Konsumenten und Unternehmen besser ausgerstet zu sein.

9.2. CV

Mirjam Raffeiner

Experience

IBM Austria // Business Integration Consultant (Jul15-now)

Job description:
Transformation project for public sector, introduction of electronic record of documents
collection of files and workflows through interviews, working groups as well as workshops with the client
Initiation of workflow descriptions for model

IBM Austria // Watson Consultant, Data Scientist (Sep15-Oct15)

Job description:
Analytical project for mayor bottling company
Cleansing, preparation and evaluation of data
Profound data analysis end exploration using Watson Analytics and SPSS
Preparation and presentation of final results

IBM Austria // Software End to End Testing PM (Apr15-Jul15)

Job description:
Supervision of end to end testing process
Definition and evaluation of communication plans
Profound Stakeholder Analysis

IBM Austria // HR Learning & Workforce Management (Jan13-Apr15)

Part time student placement (20h/week)
Job description:
Co-development and implementation of an automated calculation and contract implementation tool for several species of separations
Computational handling of terminations (sabbaticals, early retirement)
Profound workforce analysis (separations, current workforce)
Workflow descriptions for leave/part time programs, internal processes
Regular update of Austrian Organization Chart and quarterly announcement
Support in administrative handling of certain types of assignments
Active consulting and scheduling of education arrangements
Supervision of registrations and weekly promotion of learning offers
Verification of internal job offers, matching with candidates, monthly reporting
Active apprentice recruiting (applications, assessment test, interviews)

Unicredit Bank Austria // HR CIB Operations Intern (Oct12-Dec12)

Job description:
Reinforcement of HR business partners in data analysis and follow up
HR data gathering and organizing of candidate and job pool
Material preparation for presentations and business meetings
Support of HR-controlling and adaptation of different reports

Education

University of Vienna (Mar13-now)
Masters degree in Economics
Language: English

Karl Franzens University Graz (Oct11-Jun12)
Erasmus agreement with University of Trento
Language: German and English

University of Trento (Italy) (Sep08-Oct12)
Bachelor degree in Economics and Management
Language: Italian
Grade: 90/110
Academic Merit Prize

About me

I am an enthusiastic, self-motivated, reliable, responsible and hard working person

I am a good timekeeper, being able to work well under pressure and adhered to strict deadlines

I am always friendly, helpful and able to listen effectively when solving problems

I am able to work well both in a team environment as well as using own initiative

I have a creative mind and am always up for new challenges

Language Skills

German   native
English   fluent
Italian   fluent

Computer Skills

Word   Excellent
Excel   Excellent
Power Point   Excellent
Visio   Good
MS Project   Good
Lotus Notes   Good
Stata   Good
SPSS Mod.   Average
R   Average
Latex   Good
Prezi   Good

Personal Details & Contact

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