

VALUE-BASED BOYCOTT MOTIVATION: CUSTOMER VALUE PERCEPTION AND TRANSFER TO BOYCOTT INTENTION AND BEHAVIOR

Dipl.-Oek. Barbara Seegebarth
(seegebarth@m2.uni-hannover.de)

Prof. Dr. Klaus-Peter Wiedmann
(wiedmann@m2.uni-hannover.de)

Dr. Nadine Hennigs
(hennigs@m2.uni-hannover.de)

Dipl.-Oek. Lars Pankalla
(pankalla@m2.uni-hannover.de)

Dipl.-Oek. Martin Kassubek
(kassubek@m2.uni-hannover.de)

Leibniz University of Hannover
Institute of Marketing and Management
Koenigsworther Platz 1
D-30167 Hannover, Germany

SUMMARY

Objectives:

Incorporating relevant theoretical and empirical findings, this study aims to expose additional antecedents by using the customer perceived value perspective to provide a better insight into the dimensionality of motivations underlying boycott participation.

Methods:

Based on a multidimensional concept encompassing financial, functional, individual, and social value components, we identify and explore the factor structure and related cluster segments based on these value dimensions and the link to consumers' boycott intention and behavior. The study sample included male and female respondents of ages eighteen and older. A total of 481 interviews were conducted in the summer of 2008. Our empirical results are discussed with reference to managerial implications and further research steps.

Results:

Based on our factor structure, we categorize different types of consumers who can be distinguished along their boycotting intention: The self-centred sceptics, the ambitious activists, the concerned waverer, and the mindless follower.

Conclusions:

A better knowledge of the relevant value aspects that influence the decision to boycott may help explain why different groups of consumers do or do not buy the company's products or services. Due to the fact that a consumer boycott acts as a sign of perceived corporate irres-

possibility, it may result in long-lasting negative corporate image and reduce brand value. Managers must take into account the various reasons why customers decide to join a boycott.

Key Words:

Consumer Boycott, Perceived Customer Value

INTRODUCTION

During recent years, the topic of consumer boycotts has gained growing interest in both marketing research and practice. Understood as strategic tools or techniques of expressing consumers' disapproval of corporate products and behavior or with the change of corporate actions (James, 2009; Klein, Smith & John, 2004; Sen, Gürhan-Canli & Morwitz, 2001; Yuksel & Mryteza, 2009; Zack, 1991), consumer boycotts can be defined as an "*attempt by one or more parties to achieve certain objectives by urging individual consumers to refrain from making selected purchases in the marketplace*" (Friedman, 1985, p. 87). Hence, anti-social company behavior implies the risk of being targeted by consumers buying avoidance (Glazer, Kanninen & Poutvaara, 2009; Klein, John & Smith, 2002). Driven by an ideological discontent with the company or country (Ettenson & Klein, 2006; Farah, 2008; Friedman, 1999; Kilani, 2003; Lee, Fernandez & Hyman, 2009; Lee, Motion & Conroy, 2009), one can distinguish between economic (e.g., unfair price advance, decreasing product quality) and social/ethical boycotts (e.g., environmental pollution) forcing to change corresponding unfair/negative business practices (Sen, Gürhan-Canli & Morwitz, 2001).

Existing studies on motivations why consumers participate in different types of boycotts uncovered various reasons (Hoffmann & Müller, 2009; Klein, Smith & John, 2004): social responsibility, safety, environmental protection, social dilemma, affirmative and political actions. Generally speaking, research shows consumers' beliefs, attitudes, and values play a crucial role in the context of consumer boycott activation (Friedman, 1999). However, there still exists a lack of explicit clarity about the dimensionality and the requested identification of the antecedents of consumer boycott intentions and behavior (Klein, John & Smith, 2002; Klein, Smith & John, 2004; Sen, Gürhan-Canli & Morwitz, 2001).

Incorporating relevant theoretical and empirical findings, this study aims to expose additional antecedents by using the customer perceived value perspective to provide a better insight into the dimensionality of motivations underlying boycott participation. Based on a multidimensional concept encompassing financial, functional, individual, and social value components, we identify and explore the factor structure and related cluster segments based

on these value dimensions and the link to consumers' boycott intention and behavior. Our empirical results are discussed with reference to managerial implications and further research steps.

CONSTRUCT DEFINITION AND LITERATURE REVIEW

Defining consumer boycott

A review of the extant consumer behaviour literature reveals numerous consumer boycott definitions (Friedman, 1991). Consumer boycotts can be understood as consumer resistance (Penaloza & Price, 1993; Klein, John & Smith, 2002) sovereignty (Smith, 1987, 1990) and are often used to protest against unfair social, ethic, moral, or environmental company practices (Delacote, 2006; Diermeier & van Mieghem, 2005). They are modelled as either an individual or collective action (Kozinets & Handelman, 1998) and can be functionally distinguished as follows: a) *instrumental boycotts*, which focus on the marketplace to change a disputed policy (Friedman, 1991; Tyran & Engelmann, 2005); b) *expressive boycotts* that display the indignation of the protesting group (Friedman, 1999; Ettenson & Klein, 2005); and c) *clean hand boycotts* that are based on consumers' desire to avoid guilt or feel good about themselves (Klein, Smith & John, 2004; Sen, Gürhan-Canli & Morwitz, 2001; Smith, 1990). Moreover, these value elements (Shaw & Newholm, 2002) have various internal predispositions, such as cultural or countercultural driven motivation (Friedman, 1999; Zavestoski, 2002), incorporate ethnocentrism (Shimp & Sharma, 1987; Kaynak & Kara, 2002), and animosity (Ang et al., 2004; Riefler & Diamantopoulos, 2007), each of which can influence an individuals' purchase decisions (Losman, 1972; Micheletti, 2002). In summary, the three main research areas on consumer boycotts, as illustrated in *Table 1*, can be distinguished as follows (Friedman, 1999; Hoffmann & Müller, 2009): 1) boycott frequency, causes and goals; 2) effectiveness; and 3) consumer motivations underlying boycott participation.

-----Insert Table 1 about here -----

Customer value perception and boycott participation

Three prior boycott models identified the relevant antecedents of consumers' boycott participation. First, the study of Sen, Gürhan-Canli and Morwitz (2001), which is based on social dilemma theory and outlines the interplay between selfish motives and cooperation, claimed that consumer boycott decisions were based on susceptibility to normative influence, the costs of boycotting (e.g., substitute availability, preference for the boycotted product) and the perceived likelihood of success. In contrast, John and Klein (2003) focus on collective

actions and identify small agent and free riding effects as important drivers of boycott participation. Labelled as a starting point, the initial egregious act (i.e., “wrong”, unfair company behaviour) (John & Klein, 2003) predicts the consumer’s boycott decision as much as the conceptualised trade-off between potential benefits and costs. Klein, Smith and John (2004) empirically verified this result and proved that boycotting costs (e.g., substitute availability, boycott includes harm) are negative drivers, and boycotting benefits (e.g., self enhancement, make a difference) are positive drivers of consumer boycott participation behaviour. The importance of consumer values and attitudes as drivers for boycott participation has been explored descriptive in many current studies (Belch & Belch, 1987; Glazer, Kanninen & Poutvaara, 2009; John & Klein, 2003; Miller & Sturdivant, 1977; Shaw, Newholm & Dickinson, 2006; West & Larue, 2005; Witkowski, 1989). The fact that perceived values are only secondarily incorporated in the current and most sophisticated studies (Hoffmann & Müller, 2009; Klein, Smith & John, 2004; Sen, Gürhan-Canli & Morwitz, 2001) leaves significant room for further research. Thus, assuming the consumer boycott is an individual action that encompasses several physical and psychological values, the purpose of this paper is to explore the economic and social/ethical/moral boycott aspects that are driven by several aspects of customer value perception.

CONCEPTUAL MODEL: PERCEIVED VALUES AS DRIVERS FOR BOYCOTT PARTICIPATION

With regard to motives for consumer boycott participation, prior research has demonstrated that behaviour varies between different people depending on their susceptibility to normative influence, the perceived likelihood of boycott success and potential boycotting benefits and costs (Klein, John & Smith, 2002, Klein, Smith & John, 2004; Sen, Gürhan-Canli & Morwitz, 2001; Yuksel & Mryteza, 2009). To explain consumer boycott behaviour apart from interpersonal aspects like self-enhancement and self impression (Arkin, 1980; Swann 1987, 2005; Swann et al., 1987; Swann, Chang-Schneider & McClarty, 2007), personal aspects such as individual (e.g., health-orientation) and social responsibility (e.g., CSR), involvement and dismay (Brown & Dacin, 1997; Smith, 2001; Zaichkowsky, 1985), and social conditions (e.g., cultural influencing factors) must be considered (Ettenson & Klein, 2005; Glazer, Kanninen & Poutvaara, 2009; Koku, Akhigbe & Springer, 1997; Kritikos & Bolle; 2004). The boycott behaviour involves the willingness to purchase higher priced products to avoid using products from unsocial or unethical companies (Basu & Zarghamee, 2009; Farah, 2008) and presents a value to both the individual (e.g., avoidance of health danger) and

significant others (Friedman, 1999; Klein, Smith & John, 2004; Sen, Gürhan-Canli & Morwitz, 2001).

The question of how and why consumers decide to boycott (Yuksel & Mryteza, 2009) is rooted in different value types that influence consumers' purchasing decisions. A customer's value perception and motives for avoiding consumption are not simply tied to a set of social aspects such as displaying social group membership, differentiation from other people (self-enhancement) and avoiding guilt (John & Klein, 2003; Klein, Smith & John, 2004; Sen, Gürhan-Canli & Morwitz, 2001). They also depend on the nature of the financial, functional and individual utilities of the potentially boycotted product.

Inspired by the work of Klein, John and Smith (2002), Klein, Smith and John (2004), Sen Sen, Gürhan-Canli & Morwitz (2001), Ettenson and Klein (2005) and Hoffmann and Müller (2009) who believed that the motives underlying consumer boycott participation were explained by the main costs and benefits, the model presented in *Figure 1* draws on existing consumer boycott research literature and is extended by the dimensions of customer perceived value used in a contextual meaning (perceived and received) by the values of consumers (Engel & Blackwell, 1982).

-----Insert Figure 1 about here -----

The *financial dimension of customer value perception* addresses direct monetary aspects such as price, resale price, discount, investment, etc. It refers to the value of the product (e.g., in dollars, euro or yen) as well as to what is given up or sacrificed to obtain it (e.g., Ah-tola, 1984; Bhimani, 1996; Monroe & Krishnan, 1985; Roselius, 1971). In the literature on consumer boycott participation, the financial component refers to costs for adequate product substitutes, additional time spent to get to an alternative product and forgoing a preferred but boycotted product (John & Klein, 2003; Klein, Smith & John, 2004; West & Larue, 2005). Additional indirect costs result from social behaviour such as cooperation, boycott-initiation or boycott included risks (Garrett, 1987; Innes, 2006; Sen, Gürhan-Canli & Morwitz, 2001). This leads us to:

P₁: *The consumer's perceived boycott costs are an appropriate criterion for consumers boycott participation.*

The *functional dimension of customer value perception* refers to such core product benefits as quality and basic usability (of product substitutes) (Carrigan & Attalla, 2001; Klein & Ettenson, 1999; Sen, Gürhan-Canli & Morwitz, 2001; Sheth, Newman & Gross, 1991). Friedman (1999) pointed out that consumers may withhold consumption because of an abrupt and seem-

ingly unfair decrease in product or service quality. Moreover, consumers likely react with boycotting behaviour if companies offer products that are not only lower quality than what is possible but also dangerous individuals' health or safety (West & Larue, 2005). Additionally, products that decrease in quality for unjustifiable reasons are also justifications for boycotts (Friedman, 1999). Therefore, it is proposed here that:

P₂: *The consumer's perceived product quality is an appropriate criterion for consumers boycott participation.*

The *individual dimension of customer value perception* focuses on a customer's personal orientation towards social, ethical, moral and responsible behaviour and addresses personal matters such as responsible attitudes (e.g., CSR, health-orientation) (Brown & Dacin, 1997; Carrigan & Attalla, 2001; Shaw, Newholm & Dickinson, 2006; Smith, 2001), involvement (Zaichkowsky, 1985) and self-identity (e.g., Hirschman & Holbrook, 1982; Klein, Smith & John, 2004; Sen, Gürhan-Canli & Morwitz, 2001). Consistent with motivational perspective (Dholakia, 2001), involvement is an internal state variable encompassing arousal, interest and drive and is evoked by an object (Bloch, 1981; Mittal & Lee, 1989). It can generally be defined as a "person's relevance of the object based on inherent needs, values and interests" (Zaichkowsky, 1985, p. 342). Hence, social, ethical and responsible values, attitudes and beliefs of consumers moderate their involvement in unfair (e.g., anti-social, unethical) company practices (West & Larue, 2005) and imply a higher willingness to participate in boycotts in cases of high involvement (Hoffmann & Müller, 2009). Moreover, closely related to the individual cost-benefit trade-off is the importance of health and product safety when evaluating whether to boycott (Jayanti & Burns, 1998). In this context, research shows that health value has a strong impact on boycott actions (Moorman & Matulich, 1993; Jayanti & Burns, 1998). When products and services cause harm to human health, individuals are more likely to boycott (Fombrun, Gardberg & Barnett, 2000). Thus, the specific concern as perceived endangering of individuals aroused (Hoffmann & Müller, 2009) by irresponsible company behaviour impacts boycott intentions and behaviour. Reasoning these points we propose:

P_{3a}: *The consumer's level of involvement in the specific boycott context is an appropriate criterion for boycott participation.*

P_{3b}: *The consumer's level of health orientation is an appropriate criterion for boycott participation when the goal is to protect human health.*

P_{3c}: The consumer's level of concern is an appropriate criterion for boycott participation.

Finally, the *social dimension of customer value perception* refers to the perceived utility that individuals generate with products or services that they recognise from their own cultural and social group(s) (e.g., conspicuousness and prestige value). These dimensions may significantly affect the evaluation and propensity to purchase or avoid a certain brand or product (Vigneron & Johnson, 1999; Bearden & Etzel, 1982). Additional to Hofstede's (1980) cross-cultural value framework, research suggests that consumer animosity (Klein, Ettenson & Morris, 1998), country of origin (Bilkey & Nes, 1982) and consumer ethnocentrism (Shimp & Sharma, 1987) is critical when consumers decide whether to purchase or avoid foreign products (Klein & Ettenson, 1999). A detailed investigation of ethnocentrism revealed that consumers' prefer supporting their own cultural group; they avoid foreign product consumption to support the domestic economy and local jobs (Shimp & Sharma, 1987; Wall & Heslop, 1989; Chowdhury & Ahmed, 2009; Huddleston, Good & Stoel, 2001; Netemeyer, Durvasula & Lichtenstein, 1991; Gürhan-Canli & Maheswaran, 2000; Sharma, Shimp & Shin, 1995). In this situation, individuals manifest their social activism or boycott behaviour by rejecting foreign products (Ettenson & Klein, 1998). Consequently:

P₄: The individual level of ethnocentrism is an appropriate criterion for consumers' boycott participation.

Although these value dimensions operate independently, they interact with each other and influence an individual's consumer boycott decision. Additionally, they can be used to identify groups of consumers that differ in their individual value system as well as their boycott intention and behaviour.

METHODOLOGY

To measure the underlying value dimensions in the context of consumers' boycott participation, this study employed existing and tested measures (i.e., Klein, Smith & John, 2004; Zaichkowsky, 1985; Jayanti & Burns, 1998) and draws new conclusions from exploratory interviews. Specifically, the qualitative section of the study included written definitions of customers' value preferences as well as their individual boycott intention and behaviour. These data were gathered from eight marketing researchers and fifty marketing students. The questions were rated on a five-point Likert scale (*1 = strongly disagree, 5 = strongly agree*).

The first version of the questionnaire, which consisted of 150 items, was face-validated twice using exploratory and expert interviews and pre-tested with 60 respondents to identify the most important items and reduce the total number of items. The study sample included male and female respondents of ages eighteen and older. A total of 481 interviews were conducted in the summer of 2008. A description of the sample characteristics can be found in *Table 2*.

-----Insert Table 2 about here-----

RESULTS AND DISCUSSION

The data were analysed in three stages. First, the various dimensions underlying consumers' value perception and boycott behaviour were uncovered by a factor analysis using the principal component method with varimax rotation. The factor analysis produced a six factor structure with a Kaiser-Meyer-Olkin measure of .885 that summarised 39 items with between medium (>0.5) and high factor loadings (>0.8); the factors' Cronbach's alpha were between .600 and .943. *Table 3* shows our proposed factor structure. A short factor description is given below:

-----Insert Table 3 about here-----

Factor 1 Boycott costs: Related to both the direct and indirect costs that consumers perceive in the context of boycott participation, this factor encompasses perceived financial sacrifices in terms of buying substitutes that may lead, for example, to higher time investments. Additionally, consumers might believe that they have no impact because they are powerless and too small to be noticed (John & Klein, 2003; Klein, Smith & John, 2004). Higher estimated participation of others may increase the temptation of free-riding and decrease individuals' boycott intention (Sen, Gürhan-Canli & Morwitz, 2001; John & Klein, 2003; Klein, Smith & John, 2004). In our study, the highest loading item for boycott participation was "*I do not buy enough products for it be worthwhile boycotting; it would not be noticed.*" (.793) followed by "*I do not need to boycott; enough other people are doing so.*" (.763).

Factor 2 Boycott involvement: Depending on consumers' attitudes, experiences and knowledge with products, boycotts can initiate arousal or interest and motivate highly involved persons' to learn more about the situation (Srinivasan & Ratchford, 1991). These individuals typically make their decisions based on more elaborate arguments (Petty & Cacioppo, 1981). Embracing personal relevance and perceived importance (Greenwald & Leavitt, 1984; Bloch & Richins, 1983), a general involvement in unfair, antisocial or unethical company

practices generates the willingness to boycott. In our study, the highest loading item was: *“To me, consumer boycott participation is attractive.”*

Factor 3 Concern value: In consumer behaviour research, individuals’ concerns are predominantly focused on social responsibility (Fransson & Gärling, 1999; Wagner, 1997), impacting negative consumers’ emotional and behavioural responses (Webb & Mohr, 1998; Ellen, Mohr & Webb, 1997). This is perceived as the endangering of individuals and is aroused by irresponsible ethical, social or ecological company behaviour (Maloney & Ward, 1973; Maloney, Ward & Braucht, 1975; Cramer, 1988). They are both important boycott conditions (Smith, 1987; Sen, Gürhan-Canli & Morwitz, 2001). Moreover, research on pro-social behaviour (Eisenberg, 1987; Hoffman, 1987, 1990; Cialdini et al., 1987) indicates that individuals support (i.e., via boycott participation) other concerned people (i.e., reference group members) even if one is not personally affected (Batson, 1987). This also impacts consumers’ willingness to boycott. In our study, the highest loading item refers to the opinion of the customers’ social network members.

Factor 4 Quality value: Consistent with the assumption of the value concept, the quality function provides additional evidence of increased intention to boycott as a result of declining product quality (Klein, John & Smith, 2002). This emphasises the importance of product quality to ensure non-boycotting behaviour. Therefore, the value of consumers’ boycott participation is reflected in our factor with the highest item loading regarding: *“The exploitation of consumers by business firms deserves more attention than it receives”*.

Factor 5 Preventive health behaviour: Reflected in a general increased universal health consumerism (Booske, Sainfort & Hundt, 1999; Dutta-Bergman, 2004b; Eysenbach & Diepgen, 1998; Navarro & Wilkins, 2001), consumers’ tend to be more willing to engage in health behaviour (Park & Mittal, 1985). Health related behaviour and activism (Burns, 1992; Dutta-Bergman, 2004b; MacInnis, Moorman & Jaworski, 1991; Jayanti & Burns, 1998) is a relevant construct for explaining boycott participation in the context of products with adverse health effects (John & Klein, 2003). In our study, the highest loading item was: *“I actively reduce stressing and anxious activities.”*

Factor 6 Consumer ethnocentrism Regarding individuals’ manifestation of social activism by avoiding foreign products (Ettenson & Klein, 1998), ethnocentric consumption still plays a significant role in shaping preferences for products that are purchased based in a normative/cultural context (Klein & Ettenson, 1999; Acharya & Elliot, 2003; Harmin, 2006). Thus, boycott participation through the rejection of foreign products is an important part of

cultural identification and plays a significant role in social and cultural consumption. In our study context, the highest loading item was: “*Foreign products should be taxed heavily to reduce their entry into my home country.*”

In the next step, the factor scores for each respondent were saved and consequently used in Stage Two by dividing them into market segments. We used both hierarchical and non-hierarchical clustering techniques. An initial hierarchical clustering procedure was employed to obtain a candidate number of clusters and seed points for a k-means cluster analysis. To identify the right number of clusters, the respondents were first partitioned by the hierarchical procedure. Because it produces tight minimum variance clusters and is regarded as one of the best hierarchical clustering techniques (Wishart, 1987), Ward’s method of minimum variance was chosen to check the cluster differences in each combination stage and to maximise homogeneity within and heterogeneity between clusters. The results strongly suggested the presence of four clusters. This four-cluster solution was validated using non-hierarchical k-means clustering. Overall, following the typical criteria for effective segments that consists of consumers (i) with homogeneous needs, attitudes and responses to marketing variables (McCarthy, 1982), (ii) that are distinctive from one another (Weinstein, 1987), (iii) that are large enough to be managerial useful (McCarthy, 1982) and (iv) that provide operational data that are practical, usable and readily translatable into strategy (Weinstein, 1987). The four-cluster solution most favourably met the above criteria and produced the most interpretable and stable result. With regard to classification accuracy once the clusters were identified, we also used discriminant analysis to check the cluster groupings (Hair et al., 1998). Using the categorical dependent variable and a priori-defined four-cluster solution, the result of analysis revealed significant differences between the group characteristics. The classification results were used to determine how successfully the discriminant function could work. As shown in *Table 4*, 95.4% of the cases were assigned to their correct groups, validating the results of the cluster analysis for useful classification of consumer subgroups based on their value perception and boycotting activities.

-----Insert Table 4 about here-----

For market segmentation purposes, profiling the cluster solutions should lead to a classification scheme that describes the characteristics of each cluster by explaining how they might differ on relevant dimensions. To develop a profile of each market segment, more detailed information comes from looking at the questionnaire variables that are cross-tabulated

by cluster segment (cf. cluster means in *Table 3*). Comparisons among the four clusters were conducted on a variety of descriptive variables including demographic and socioeconomic characteristics. Based on the variables from which they derived, the four clusters were labelled as follows:

Cluster 1: The self-centred sceptics. Comprising 31.2 percent of our sample, this cluster was the largest of all groups. It consisted of 58.7 percent female respondents and had a mean age of 32.4 years. Typical consumers in this group are more likely than members of other groups to take individual value aspects of products and services into account. They are very health-conscious and quality-oriented; however, with reference to possible boycott participation, they are very unconvinced of the possible success of boycotting activities. In contrast, more than the other clusters, they perceive the cost aspect of boycotting activities.

Cluster 2: The ambitious activists. The second cluster formed 24.1 percent of our sample and consisted of 50.0 percent female and male consumers with a mean age of 38.3 years. Members of this group are very critical, quality-conscious consumers and expect a social responsible corporate behavior. More than other groups, they perceive a consumer boycott to be an interesting, beneficial, and exciting way to express their resistance. In this context, they show lowest mean ratings for the perception of boycott-related costs.

Cluster 3: The concerned waverer. The smallest of all clusters represents 22.2 percent of the sample and consisted of 53.3 percent male respondents and a mean age of 38.1 years. This group is more than members of the other clusters concerned and personally affected by irresponsible ethical, social or ecological company behaviour. However, this concern is not automatically translated into active boycotting behaviour: Typical consumers in this segment perceive a boycott to be an interesting alternative; nevertheless, they are uncertain and weigh up the value and costs of boycott participation very carefully.

Cluster 4: The mindless follower. This cluster comprised 22.5 percent of the sample and consisted of 40.7 percent female respondents and a mean age of 30.4 years. Significantly more than members of the three other groups, typical consumers in this cluster are not very interested in social, ethical, or culture-bound product features as evidenced by lowest mean scores for health orientation, quality value, and ethnocentrism. Compared to the other groups, they tend to be more passive, even if they state that boycott participation might be attractive.

FURTHER RESEARCH STEPS AND MANAGERIAL IMPLICATIONS

The primary goal of this paper was to establish a conceptual framework and explore a related factor structure and cluster segments dedicated to the wide variety of motivations for individual boycott intentions and behaviour. At a general level, results suggest that our proposed rationale for consumers' value perceptions is linked to individual boycott participation. Future research focusing on motives for consumer boycott participation, therefore, should consider different value types that influence consumers' purchase choices based on the nature of the financial, functional and individual utilities of the potentially boycotted product. In our next research steps, we will use a larger sample to explore the interplay between the different variables and value dimensions that lead to a proper causal modelling of effects between the dimensions of perceived risk and their impact on boycott attitudes, intention and the resulting behaviour. Based on knowledge of the relevant value dimensions that influence individual boycott activities, it is also useful to expand the research focus to different product categories and/or countries to explore possible differences or similarities that constitute customer value perception and boycott behaviour. From a managerial perspective, a better knowledge of the relevant value aspects that influence the decision to boycott may help explain why different groups of consumers do or do not buy the company's products or services. Due to the fact that a consumer boycott acts as a sign of perceived corporate irresponsibility, it may result in long-lasting negative corporate image and reduce brand value. Managers must take into account the various reasons why customers decide to join a boycott.

Related to the financial dimension, there are some consumers that do not translate negative company associations into boycott behaviour because they want to avoid boycott-related costs associated with buying substitutes. With reference to functional aspects, a positive perception of corporate products and services may turn into boycotting behaviour when consumers perceive an unfair decrease in product or service quality. Due to individual motivational drivers, consumers that are highly involved in boycott activities or a certain product category (e.g., health-related products and services) are more likely to participate in a boycott when they feel concerned and personally affected by unfair corporate actions. Moreover, cultural influences and consumer ethnocentrism play a significant role in product preferences as manifested by consumers' possible rejection of foreign products. Referring to our multidimensional conceptualisation, marketers might be able to base appropriate strategies on our

empirically verified principles to improve perceived value for different segments of consumers who differ in their value orientations and related boycott intentions and behaviour.

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FIGURE 1: THE CONCEPTUAL MODEL

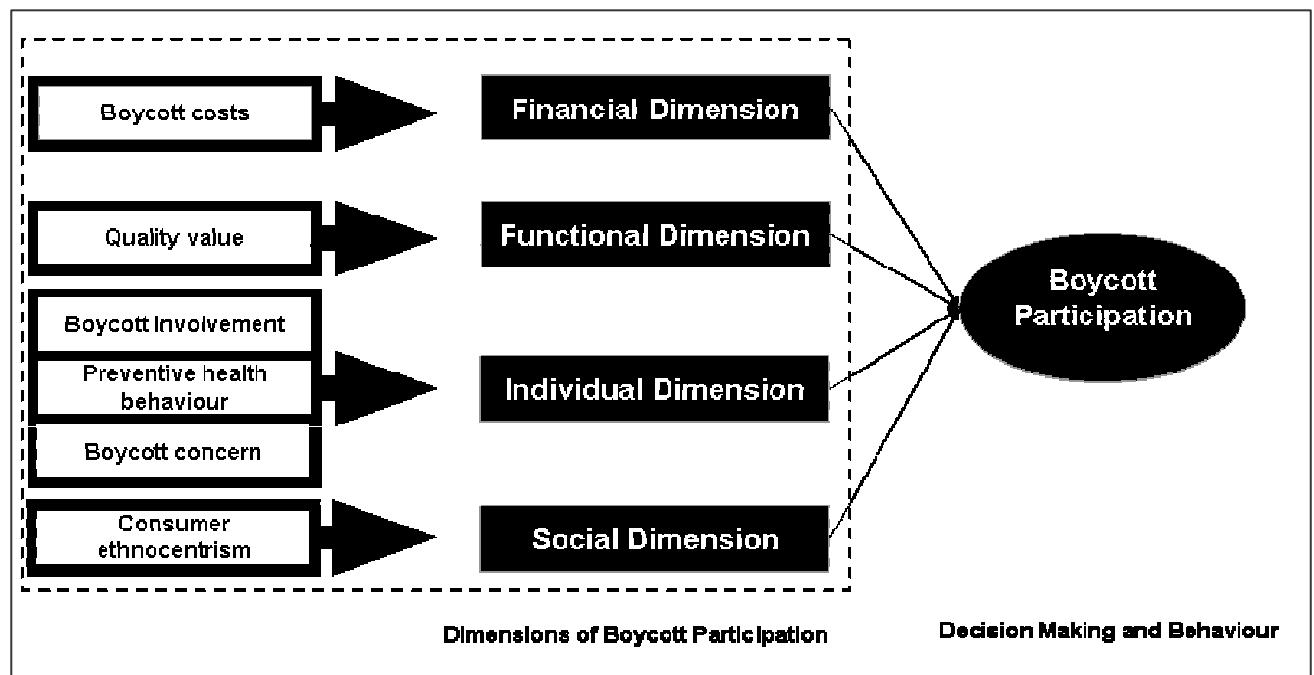


TABLE 1: RESEARCH STREAMS CONSUMER BOYCOTT

Research Field	Description	Source
Boycott frequency, causes and goals	Overview former boycotts	Baker, 1985; Friedman, 1985, 1991, 2001; Grolin, 1998; Garrett 1987
	Overview actual boycotts	Baron, 2003; Delacote, 2006; Diermeier and van Mieghem, 2005; John and Klein, 2003; Shaw, Newholm & Dickinson, 2006; Solomon, 1998; Stolle, Hooghe & Micheletti, 2005
	Systematical Categorization	Denegri-Knott, Zwick & Schroeder, 2006; Gelb, 1995; Herrmann, 1993; Penaloza and Price, 1993;
Boycott effectiveness	Financial and Reputational Losses	Innes, 2006; Luo 2007; Miller and Sturdivant, 1977; Pruitt and Friedman, 1986
Motives underlying boycott participation	Basis social psychology theories	Ettenson and Klein, 2005; Hoffmann and Müller, 2009; John and Klein, 2003; Klein, John & Smith, 2002; Klein, Smith & John, 2004; Kozinets and Handelman, 1998; Sen, Gürhan-Canli & Morwitz, 2001; Smith, 1990

TABLE 2: DEMOGRAPHIC PROFILE OF THE SAMPLE

Variable		N	in %
Age	≤ 19	26	5,4
	20-29	221	45,9
	30-39	72	15.0
	40-49	61	12.7
	≥ 50	101	21.0
Gender	Male	234	48.6
	Female	247	51.4
Education	Not graduated from high school	3	0.6
	Lower secondary school	144	30.0

	Intermediate secondary school	42	8.7
	High-school/A-levels	177	36.8
	University degree	115	23.9
Marital status	Single	285	59,3
	Married	170	35.3
	Widowed	8	1.7
	Divorced/separate living	18	3.7
Profession	Full time employed	204	42,4
	Part time employed	59	12,3
	Retired	19	3,9
	Apprenticeship	30	6.2
	Student	147	30.6
	Unemployed at the moment	22	4.5
Household net income	≤ 500 EUR	38	7.9
	500 ≤ 1.000 EUR	67	13.9
	1.000 ≤ 2.000 EUR	68	14.1
	2.000 ≤ 3.000 EUR	68	14.1
	3.000 ≤ 4.000 EUR	56	11.6
	4.000 ≤ 5.000 EUR	28	5.8
	> 5.000 EUR	24	5.0
	No answer	132	27.4

TABLE 3: FACTOR STRUCTURE AND CLUSTER MEANS

Items	Factor Loadings	Means Cluster 1	Means Cluster 2	Means Cluster 3	Means Cluster 4	F	Sig
<i>n</i>		<i>150</i>	<i>116</i>	<i>107</i>	<i>108</i>		
F1 Boycott costs	$\alpha = .638$					99.710	.000
I do not need to boycott, enough other people are doing so	.752	2.820	1.578	2.138	2.102	39.005	.000
One shouldn't boycott because it will put other home country jobs in danger.	.732	3.173	1.931	2.393	2.454	41.922	.000
I do not buy enough products for it be worthwhile boycotting; it would not be noticed.	.707	3.773	2.259	2.907	2.981	33.977	.000
I do not boycott a German company because boycotting would lead me to buy foreign products	.585	2.433	1.405	1.897	1.546	36.978	.000
F2 Boycott involvement	$\alpha = .913$					71.301	.000
To me, consumer boycott participation is attractive.	.803	3.313	2.276	2.636	3.259	44.312	.000
To me, consumer boycott participation is interesting	-.782	3.053	4.034	3.701	2.898	37.772	.000
To me, consumer boycott participation is unimportant.	.781	3.213	1.957	2.065	3.111	53.102	.000
To me, consumer boycott participation is superfluous	.778	2.860	1.802	2.196	2.769	36.960	.000
To me, consumer boycott participation is unwanted.	.737	3.107	2.207	2.374	3.065	28.098	.000
To me, consumer boycott participation is mundane	.670	3.080	2.371	2.720	3.148	23.043	.000
To me, consumer boycott participation is exiting.	-.594	2.927	3.483	3.224	2.824	13.877	.000
To me, consumer boycott participation is beneficial.	-.568	2.900	3.552	3.308	2.843	16.956	.000

To me, consumer boycott participation is worthless.	.535	2.827	2.052	2.411	2.796	17.955	.000
F3 Boycott concern	$\alpha = .839$					340.721	.000
My friends are concerned by the boycott cause	.849	1.353	1.155	3.411	1.324	185.636	.000
Persons in my neighborhood are concerned by the boycott cause	.816	1.420	1.190	3.234	1.269	157.222	.000
My family is concerned by the boycott cause	.804	1.180	1.129	3.000	1.287	144.736	.000
I am personally concerned by the boycott cause	.755	1.140	1.052	2.598	1.148	102.445	.000
I'm concerned by holding boycotted products	.664	1.720	1.560	3.280	1.750	52.721	.000
F4 Quality value	$\alpha = .600$					29.986	.000
The exploitation of consumers by business firms deserves more attention than it receives	.634	3.347	3.897	3.804	3.407	11.773	.000
Over the past several years, the quality of most products has not improved	.627	2.693	3.293	3.019	2.528	13.960	.000
Manufacturers often withhold important product improvements from the market in order to protect their own interests	.611	3.187	3.810	3.645	3.111	15.815	.000
Manufacturers do not deliberately design products which will wear out as quickly as possible	-.562	2.813	2.267	2.561	2.602	7.287	.000
Most business firm make a sincere effort to adjust consumer complaints fairly	-.518	3.173	2.776	2.925	2.944	4.535	.004
F5 Preventive health behaviour	$\alpha = .775$					97.838	.000
I actively maintain a balance between "work" and "play"	.789	4.627	4.638	4.458	3.796	39.742	.000
I actively reduce stressing and anxious activities	.781	4.453	4.284	4.140	3.204	55.654	.000
I actively pay attention to get enough rest and sleep	.760	4.700	4.638	4.327	3.769	49.862	.000
I actively pay attention to the amount of alcohol I drink	.678	4.153	4.319	3.981	3.083	36.350	.000
I actively pay attention to my regularly exercise	.658	4.667	4.690	4.364	3.917	31.577	.000
F6 Consumer ethnocentrism	$\alpha = .943$					27.789	.000
Germans should not buy foreign products, because this hurts German business and causes unemployment.	.889	2.427	1.888	2.430	1.602	18.789	.000
There should be very little trading or purchasing of goods from other countries unless out of necessity.	.864	2.347	1.759	2.477	1.667	19.274	.000
We should purchase products manufactured in Germany instead of letting other countries get rich off us.	.855	2.387	1.897	2.393	1.519	18.041	.000
We should buy from foreign countries only those products that we cannot obtain within our own country.	.831	2.420	1.879	2.495	1.556	21.375	.000
German consumers who purchase products made in other countries are responsible for putting their fellow Germans out of work	.825	2.113	1.664	2.159	1.407	15.505	.000

Foreign products should be taxed heavily to reduce their entry into my home country	.812	2.100	1.664	2.271	1.426	19.950	.000
It is not right to purchase foreign products, because it puts Germany out of jobs	.806	2.640	2.216	2.626	1.898	13.766	.000
Foreigners should not be allowed to put their products on our markets	.788	1.747	1.362	1.879	1.250	18.716	.000
A real German should always buy German-made products	.786	1.987	1.534	2.019	1.389	11.045	.000
Curbs should be put on all imports	.708	2.413	1.957	2.607	1.574	23.607	.000
Purchasing foreign-made products is un-German	.655	2.400	1.845	2.467	1.750	12.708	.000

TABLE 4: DISCRIMINANT ANALYSIS

Discriminant Function	Eigenvalue	Canonical Correlation	Wilk's Lambda	χ^2	Significance
1	2.328	.836	.077	1217.617	.000
2	1.145	.731	.256	646.486	.000
3	.818	.671	.550	283.947	.000
		Function 1	Function 2	Function 3	
Centroids (group means)					
Cluster 1		-.539	1.469	.384	
Cluster 2		-.788	-1.303	1.059	
Cluster 3		2.807	-.193	-.202	
Cluster 4		-1.186	-.449	-1.471	
Significant variable (structure matrix)					
F3 Concern value		.945	-.074	-.261	
F1 Boycott costs		-.002	.738	-.064	
F2 Boycott involvement		-.154	.461	-.428	
F4 Quality value		.086	-.322	.253	
F6 Consumer ethnocentrism		.184	.249	.175	
F5 Preventive Health Behaviour		.079	.204	.822	