

Reinventing civism from consumerism: how ethical consumerism and attitudes towards business social responsibility are shaping the notion of citizenry in Brazil.

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OBJETIVO/S:

Discuss the extent to which individuals feel more politically confident as subjects of transactional or consumer rights (and therefore act and get mobilized more intensively in the domain of private or market-oriented issues) than as subjects of conventional political rights vis-à-vis State or public institutions. A model of civic consumerism is proposed.

METODOLOGÍA:

Cross-sectional survey data based on urban sample of Brazilian adult population (late 2006) and longitudinal data (2004-2006) on consumer attitudes towards companies' social responsibility and self-indicted ethical consumerism.

RESULTADOS ALCANZADOS:

Data discussion using descriptive analysis and selected inferential statistical analysis by means of multiple regression models, factor analysis and correspondence analysis.

CONCLUSIONES:

Evidence of a gradual shift in the locus of civic action taking place in Brazil with increasing focus on the relationship between consumers and companies and a downplay of conventional mobilization of citizens towards the State or public sphere.