



Original Article (Qualitative)

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"The Emergence of the Concept of Political Consumerism in Political Sociology: A Terminological Approach"

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Abstract

Political consumerism, as an emerging phenomenon, enables individuals to participate in social and political processes by choosing goods and services consistent with their values. This phenomenon is focused on the market and cannot emerge in societies where civil society is not strong. The present study examines the emergence of the concept of political consumerism in political sociology. This study explains the nature, contexts, forms, and process of political consumerism as a non-institutional method in political participation. The documentary and library methods have been used. There is no statistical population or sampling in it. Data collection tools include library resources and articles published on the Internet. The data collection method was based on questionnaires based on the research questions and objectives. The results show that political consumerism is one of the new forms of political participation that has become popular in developed societies.

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