

**Business Implications of Political Consumerism in
Hong Kong Catering Sector: A Q Methodology Study**

By

LIU CHI-KIN

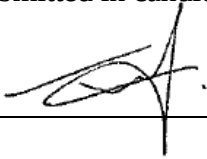
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Master of Business Administration Declaration and Statements

DECLARATION

This work has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

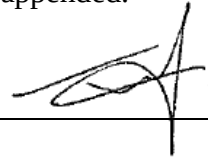
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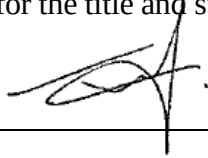
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Abstract

This paper aims to assess the business implications of political consumerism in the catering sector in Hong Kong. This study uses Q methodology to analyse 49 subjective statements sorted by each of the 36 intentionally selected respondents who had participated in a boycott or boycott in the catering sector over the 12 months since October 2019. Research results generated three perception groups of political consumers in Hong Kong: active political consumers, rational political consumers, and hedonistic political consumers. Apart from examining the possible business impact of the current political consumer movement in Hong Kong, the author suggests the management of the catering sector should find ways to accommodate the demand of political consumers who are looking for brands that have political values.

Keywords: Boycott & boycott; factor analysis; Q methodology; mixed-method analysis; yellow economic circle

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Chapter 1

Introduction

Political consumerism is using the consumer market as a political platform, utilizing buying power to express opinion or to support the businesses that share similar ideology (Stolle and Micheletti, 2013, p.39). Hongkongers, either as individuals or as a group, were using boycotts or boycotts to express their values and ideology intensively in the past year. This phenomenon took place at both ends of the political spectrum, in support of and in opposition to the government. However, social scientists are conducting studies into the reasons behind political consumerism (Makri et al., 2020, p.178), and there is a lack of understanding regarding the needs of these political consumers from the business perspective. To better understand the behaviour and values of political consumers, the focus of this study is to identify the perception types of political consumers by using Q methodology, in the hope to give recommendations to management in the catering sector of Hong Kong to cope with the rapid change of market environment.

1.1 Political situation in Hong Kong

In 1997, Hong Kong transformed from a British colony to a special administrative region under the rule of China. The symbolic of one country, two systems is the difference in the legal system, Mainland China operates on a civil law system versus the common law system in Hong Kong. The legal system affects the control over the economy and society (Friedman, 1975,

p.55), and an independent judiciary is the commonplace in most common law jurisdictions (Lo, Cheng, and Chui, 2019, p.7). The continuous of the common law practice in Hong Kong provided confidence for foreign investors and remained stable as a world financial centre after the handover.

In 2003, when the SARS pandemic deeply impacted the Hong Kong economy, the Chinese government launched the Individual Visit Scheme (Tourism Commission, 2020), a policy that sped up the increase of tourists from China to Hong Kong and boosted spending in the slumping economy. The scheme is a double-edged sword. On the one hand, it benefits the Hong Kong economy and creates job opportunities, and is even hailed as a key reason Hong Kong's economy returned to an upward path after the trough in 2003. On the other, the yearly increases of mainland tourists have been linked to severe social problems, such as parallel importers, inflation, rising shop rents, and even cultural conflicts. The negative impact on Hong Kong and the gloomy emotions of Hong Kong people have gradually emerged.

In 2014, a civil-disobedience campaign, known as the Umbrella Movement, arose in Hong Kong (Liao, Wu, and Chen, 2020). Starting on September 26, citizens spontaneously occupied the main commercial areas of Admiralty, Mong Kok and Causeway Bay to sit and demonstrate. At the peak, more than 200,000 people participated. The main goal was to request that the Standing Committee of the National People's Congress of China return to the framework restrictions imposed on the 2017 Hong Kong Chief Executive election. The

occupation activities lasted until December 15, a total of 79 days. Many would say the failure of the Umbrella Movement fomented the social struggle. Indeed, 2020 has been a year of dramatic change, altering the livelihoods that Hongkongers have long known at lightning speed. The impact on the Hong Kong economy is starting to surface; the unemployment rate is going up, GDP is -5.3 in Q1 2020, a record low since 1990 (Hong Kong Economy, 2020). Despite the impact of COVID-19, political views started to divide the majority of Hongkongers when the Umbrella Movement began six years ago. The polarization in the political views gradually increased in 2019, when the Hong Kong Government was proposing The Fugitive Offenders and Mutual Legal Assistance in Criminal Matters Legislation (Amendment) bill 2019 (Legislative Council, 2019). Protests and social instability were reignited by this bill and the prolonged and continuous social unrest has a widespread impact on the city. At the same time, political consumerism arose and the concept of the Yellow Economic Circle was a subject of much discussion.

1.2 Research background

The Yellow Economic Circle has not yet been well defined. In general, businesses that are pro-democracy are labelled as “yellow shops”, while those that are pro-government or support the police are labelled as “blue shops”. Thus, Hongkongers who hold pro-democracy political views will boycott the yellow shops and boycott the blue shops. (Chan and Pun, 2020,

p.38; Hui, 2020 p.310). Although the emerging ideology of the Yellow Economic Circle is still under development, it has become part of the zeitgeist and integrated into many people's lives.

During an interview, Mr Edward Yau, Secretary for Commerce and Economic Development Hong Kong, stated that Hong Kong believes in a free economy and relies on high-quality services and brands. To divide the businesses into yellow or blue from a political standpoint is not a Hong Kong value (Information Services Department, 2019). Mr. C.Y. Leung, former Chief Executives of the HKSAR, also said during a radio interview that the Yellow Economic Circle in theory does not exist as Hong Kong is unable to sustain autarky (RTHK, 2020). Economic expert Professor Lawrence Lau, from The Chinese University of Hong Kong, said the Yellow Economic Circle constrained itself in reality and business owners will only focus on profit and ignore the ideology (Our Hong Kong Foundation, 2020). Interestingly enough, while the pro-government sector is not supportive of the idea of the Yellow Economic Circle, some retailers have banded together to create a website, and government officials attended in support of the launch event (Hong Kong Coalition, 2020).

Throughout modern history, political consumerism has happened across the world. In the 1980s, the anti-apartheid movement launched an economic boycott of South Africa, advocating against corporate investment in the country and urging consumers to boycott companies with businesses in South Africa (Seidman, 2003, p.381). This powerful movement caused considerable economic damage in South Africa (Kaempfer and Moffett, 1988, p. 128). In the

early 1990s, the South African government could no longer bear the international pressure and the significant economic damage, and abolished the apartheid policy and promoted democracy (Posnikoff, 1997, p.84).

A company campaign sharing an ideology can also reflect the power and positive outcome of political consumerism. In 2016, American professional football player Colin Kaepernick started a protest against police brutality and racism in the US, kneeling during the national anthem played before the game. As a result of the controversy, Mr. Kaepernick was released by the organization and no team has since signed him as a professional football player. However, Nike took the opportunity to sponsor him, launching its 30th anniversary “Just Do it” campaign with Mr. Kaepernick as the icon and a bold statement -- *“Believe in something. Even if it means sacrificing everything”* -- in support of his stance against police brutality and racism. At the moment the campaign was launched, Nike online sales reported a 31% rise and increased US\$6 billion in stock value (Market Watch, 2018).

Nowadays, Islamic finance is one of the fastest and largest developments in the world, the economic circle defined by non-economic factors. The concept of the Islamic economic circle advocates that Muslims should not be using banking facilities from non-Islamic banks; instead, they should only deposit the money into those facilities that have been certified by Islamic scholars. The certification process helps to ensure investments will not be related to the trade of pork, alcohol, gambling, or any activities that are prohibited by Muslims.

Political consumerism is using consumer behaviour to influence societal development through how money is spent (Boström, Micheletti and Oosterveer, 2004, p.2), and Hongkongers are using buycotts and boycotts to express their values and ideology locally. According to Google Trends (2020), from June 2019 to May 2020, the most related search of Yellow Economic Circle is “Yellow Restaurant”, while searches using the keyword “Yellow Restaurant” in Chinese are, on average, threefold higher than “Blue Restaurant”. There is a constant debate regarding the sustainability of political consumerism in Hong Kong, and the search results indicated that the public wants to know the answer, especially in the catering sector.

Despite the different political views and the motives of political consumerism, boycott or boycott behaviour is a widely discussed topic in Hong Kong. Nevertheless, social scientists are working on the reasons behind political consumerism; there is a lack of understanding of consumer needs while participating in political consumerism. The aims of this study is to identify the key factors, and through factor analysis determine their importance, to give businesses better insight into consumer perspectives and help them better serve this unique group of customers and cope with the rapid change of the business environment.

1.3 Research aims and objectives

Study of political consumerism is in high demand in academic research (Rivaroli, 2019).

A search on Google Scholar reveals that there was no exact match for Hong Kong political consumerism and there are very few entries related to the Yellow Economic Circle in published academic journals (Prasso, 2020; Shen, 2020; Tsang, 2019, and Chan and Pun, 2020). Social scientists around the world are focusing on the reasons behind political consumerism (Endres and Panagopoulos, 2017, p.3; Neilson, 2010, p.214; Newman and Bartels, 2011, p.804), and the relationship between demographic characteristics and political consumerism (Copeland and Boulianne, 2020). It is obvious that they broadly ignore perception types of political consumers and their business implications. Therefore, this study is attempting to narrow the literature gap by asking “what are the perception types of political consumers in Hong Kong?” From the view of the political consumers on each perception type, “what components matter the most?” Furthermore, as the catering sector is the frontline of political consumerism, “what does it mean to the catering business in Hong Kong?”

1.4 The value of this study

This study contributes to the understanding of political consumerism in Hong Kong, a topic that is highly discussed in the community but rarely in academic journals. PESTELE is a common tool to monitor the macro environment that can be applied in any businesses (Rastogi and Trivedi, 2016, p. 365). The behaviour of political consumerism covers at least three areas of PESTELE; Political, how the government intervenes in the economy; Social, involving the

shared beliefs and attitude of the population; and Ethical, where corporate social responsibility and businesses contribute to the community concerns.

As the impact of COVID-19 is long lasting with travel restrictions, businesses that used to entertain travellers turned their focus to local customers. However, at the same time, political consumerism penetrated many areas in Hong Kong. Understand the perceptions of political consumerism, and an analysis of the needs of these consumers will be important to surviving in this declining economy. The catering sector is on the frontline for the political consumer in Hong Kong and it is important for the businesses to understand their needs. Learning about the perceptions and preferences of these political consumers can also be transferred to other businesses that interact with political consumers. This study will determine which factors are most important from the participant's point of view, and this understanding of the political consumer's perspective will contribute to the profitable business strategy of the catering sector if managers know more about the perception types of their potential customers.

Q methodology has been chosen to facilitate the study because it is proven to be a pronounced research tool in social science. In recent years (Herrington and Coogan, 2011), an increasing number of researchers have used Q methodology in business and management studies to investigate participants' perspectives and attitudes about a specific topic. While there are numerous advantages to using this method, the most important element is that the application of this method can help identify the needs of customers and new business

opportunities (Plessis, 2019, p.119). In addition, as Brown (1980) stated, Q studies emphasise that no more than 40 participants are needed to represent the viewpoints of a population, while Watts and Stenners (2005) later suggested between 40 and 60 participants is sufficient in Q methodology. Therefore, using a small sample size to understand the perception from a large population is another key advantage of using Q methodology.

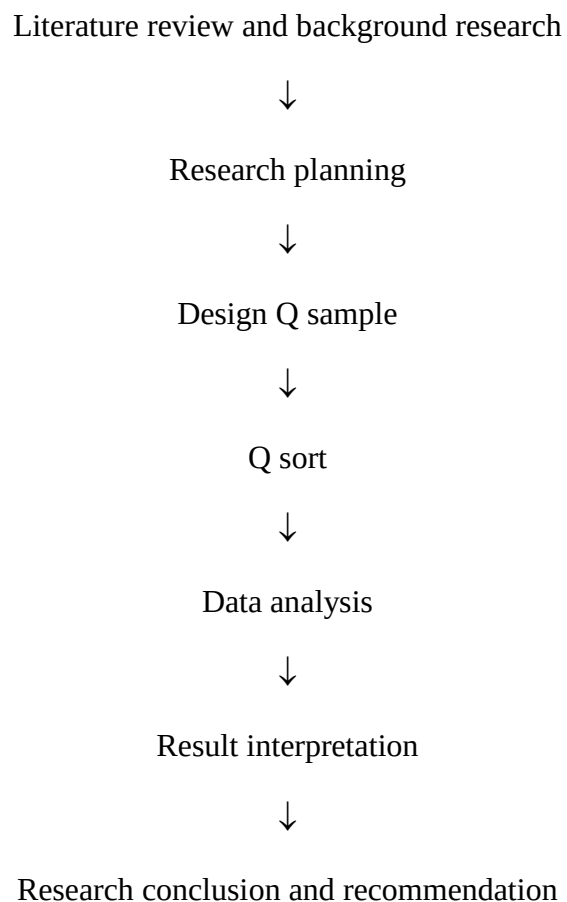
1.5 Outline of the dissertation

Following the introduction chapter, the Literature Review Chapter investigates the political consumerism studies around the world, understanding the reason for political consumerism, the behaviour, the perception types of the political consumerism, and the methodology used in this study.

The Research Methodology chapter will focus on the research planning and the Q sample design process. Research questions is determined follow with the conceptual framework and the elaboration on the research method. In Q method, a series of statements called Q samples are prepared, covering the subject matter of the concourse. The respondent ranks each statement according to their level of agreement, a crucial step in understanding the respondent's attitude and behaviour toward political consumerism, which will be elaborated on within the Research Methodology chapter. By understanding their responses, which can later be grouped with like-minded people for further analysis, it will be emphasized in the Analysis and Research Findings chapter; it is devoted to the application of Q methodology to collect and analyse Q

sorts. After a critical interpretation of the factor scores, representative sorts for each factor, distinguishing Q statements, and consensus Q statements, the results will allow us to justify that the research aim can be achieved. Business implications and suggestions will be made, recommendations and the limitation of this study will also be mentioned at the end. The flow of this study is illustrated in Figure 1.1.

Figure 1.1 Research flow diagram



Chapter 2

Literature Review

This chapter gives an overview of the literature related to the scope of this research, focused on the research conducted on political consumerism and how it has guided the study. The emphasis is on the perception types of political consumerism so as to construct the foundation to investigate the political consumerism phenomenon in Hong Kong. In addition, this chapter will also explore the use of Q methodology in research and the compatibility of Q factor analysis into this study.

2.1 Political consumerism in Hong Kong

Political consumerism is using consumer behaviour to influence societal development through how money is spent (Micheletti and Boström, 2014, p1508-1509). A boycott is avoiding purchasing products or services from a brand as punishment for their unfavourable opinion or actions, while a buycott is the deliberate purchase of products or services to reward or support companies for their popular beliefs or practices.

Political consumerism is more established in Western and developed countries. About 35% of Americans have experience practising in political consumerism (Endres and Panagopoulos, 2017). According to a study of the 2016 European Social Survey, political consumerism practised in Denmark, Finland, and France, about 36%, 37%, and 32%,

respectively. These figures address the worldwide interest in utilizing buying capacity to influence political change (Koos, 2012).

In Hong Kong, the political consumerism is happening on both sides of the political spectrum. People who support the government or back the pro-democracy movement are concurrently participating in political consumerism. As mentioned, the concept of the Yellow Economic Circle is an extension of the support for the movement against the extradition bill. (Lee, 2020). Although the Hong Kong government has formally withdrawn the bill, protests against the government and police brutality have continued. Participants of the Yellow Economic Circle are still boycotting shops that support the government and boycotting those that are pro-democracy. However, boycott and boycott behaviour is also observed in support of the government. These are the textbook definitions of political consumerism. As a result of the nature of the action, political consumerism is legal, economical and has power over time, and it is more acceptable in the community than, for example, vandalism.

Businesses that support the pro-democracy movement are labelled "yellow shops," while pro-establishment or pro-police outlets are labelled "blue shops." This terminology is well understood and widely used in Hong Kong; thus, Hongkongers who share a similar pro-democracy views, boycott the yellow shops, while boycotting the blue shops (Chan and Pun, 2020, p.38; Hui, 2020 p.310). Although the emerging ideology of the Yellow Economic Circle is still under development, it has become an atmosphere and integrated into many people's lives.

The Yellow Economic Circle has not yet been well defined in published literature. The common understanding is that, while the Blue Economic Circle covers those business entities who are supportive government policies, the Yellow Economic Circle refers to those who stand against that. The Blue Economic Circle has been rooted in Hong Kong since 1997, and proprietors are anxious about their business being affected by the pro-democracy social movement. However, it is hard for the Yellow Economic Circle to ensure its supply chain, as the majority of fresh food supply comes from China. However, the emergence of the Yellow Economic Circle are changing the long-held monopoly of pro-government businesses, and those within the Blue Economic Circle are now competing with the Yellow Economic Circle because of the political consumers' ideologies.

Boycotts and buycotts are commonly defined as a form of lifestyle politics, in which participants use daily activities of politicization, especially politically motivated buycotts, for goods or services compatible with their values (Stolle and Micheletti, 2013). There are different levels of predictors of political engagement for political consumerism and it has been studied intensively by researchers over the past few decades. There similarities and differences between boycotting and buycotting, and many of these researches indicate they are the same. However, Coplands (2014) argues that buycotting is a reward mechanism, while boycotting is a punishment. Many studies are forced to distinguish the difference between boycott and buycott (Kam and Deichert, 2020, Nelson, 2010). However, these behaviours are both acts of

political consumerism, and this study aims to investigate the perception types related to political consumerism, rather than to distinguish the differences between boycotts and buycotts. Therefore, this study will treat it as a single factor.

As there is no academic study into the political consumerism in Hong Kong, the literature review will help to serve as the concourse of the political consumerism perception and to identify the relevance to the situation in Hong Kong.

2.2 Literature on perception types of political consumers

Social scientists, psychologists, and other scientists have comprehensively focused on political consumerism, including investigations into the relationship of various aspects such as demographic differences, regions, or forms of participation in political consumerism, the reasons for the action, and the implications for society. However, many of these studies did not examine the business implications to understand what the political consumer wants. Therefore, the literature review will first investigate what has been studied and identify the perception types of political consumers.

2.2.1 Political interest

Political interest is fundamental for a democratic political belief system, using the process of identity development to achieve the political identity (Rebenstorf, 2004, p.89). Prior to the

digital era, political information to influence voters' minds or behaviour was more passive; these channels included television, newspapers, magazines, or debates during the election period. In the Web 3.0 era, there are new forms of political participation. The emergence of digital technologies such as social media, in particular, changed the perception and the public's ability to participate in politics. (Sairambay, 2020, p.121). Artificial intelligence and algorithms help predict an individual's interests based on their online footprint, behaviours and publicly shared data including gender, age, education, income. Consequently, the political interest is more accessible and intensified by the artificial intelligence and algorithms (Savaget, Chiarini and Evans, 2019, p.371).

Political interests, such as parties, government policies, and international relations, are strong predictors of political consumerism. As Verba, Schlozman and Brady (1995) indicated, a higher rate of political interest is directly proportional to the number of participants to political consumerism. It is not, therefore, surprising that political involvement is closely associated with political engagement (Smets and van Ham, 2013; Schlozman, Brady, and Verba., 2018; Zhang, 2015). As political interest is significant in political consumerism, political values stimulate participants in both boycotts and buycotts (Micheletti, 2003; Stolle, Hooghe, and Micheletti, 2005). Micheletti (2003) further clarified that consumers choose products, producers, and services based more on political interest than on the product as a material object. Without political motivation, the purchase intention and the reason behind such

behaviour would be purely for consumption purposes, therefore, political interest is a key factor for political consumerism participation.

The influence of political interest on public political participation can also be related to the degree of trust in the system. Political trust will negatively affect the public's political participation. The more distrustful the system, the more likely people are to participate in political activities (Butzlaff and Messinger-Zimmer, 2019, p.7), and political interest regulates institutional trust and political participation. The strength of the relationship between them is more robust than that of people with lower political interest. Among people with higher political interest, the negative correlation between institutional trust and political participation is stronger. In other words, as political interest increases, distrust of the system will trigger increased political participation.

Conversely, Bertous (2019) stated that an increasing number of people do not trust politics. Democracies are often used to explain the current political phenomenon and belief that citizens do not trust the government and political institutions. Threatened democratic politics and clarified the relationship between the observed mistrust and democracies and the classic "freedom and distrust" are considered beneficial to democracy (Baptista and Rodrigues, 2018). Therefore, in the view of political consumerism, the influence of trust or distrust is subject to be determined.

Historically, Hongkongers are not generally interested in politics and the overall participation is low, limited to the pursuit of individual interests or the expression of frustration toward the government (Lau and Kuan, 1995, p.19). However, as mentioned, the political interest has a strong correlation with political consumerism; therefore, it is interesting to investigate this phenomenon in the political consumer's behaviour in Hong Kong.

2.2.2 Political efficacy

Political efficacy refers to the belief that one can understand and participate in politics and the idea that the government is sensitive to or concerned about that (Verba Schlozman, and Brady, 1995). As previously mentioned, political interest is closely related to political consumerism, but the correlation between political consumerism and political efficacy is less clear (Copeland and Boulianne, 2020). However, political efficacy is important to political consumerism because it gives people a sense of autonomy, and it especially gives participants a sense of empowerment for their participation and significance. In turn, they are more likely to participate in social accountability, feel responsible for the actions, and contribute to the community (Arbache, Freire, and Rodrigues 2014; Stolle and Micheletti, 2013).

A famous study by Balch (1974) using multiple item analyses separated political efficacy into two-dimensions: input efficacy and output efficacy. Input efficacy is the individual belief in having the ability to understand the full spectrum of political affairs and participate in

political activities. Output efficacy is the individual belief that the government or authorities are willing to understanding the needs of the community and, in turn, react and respond.

The differences between the two efficacies have been reviewed in many studies; including whether political consumers believe their action can affect the companies, and the government's behavior, making them act more responsibly toward the community. Political consumerism is also an action to raise social concern (Beak, 2010), and an effort to help others outside of the institutionalized processes of political conflicts (Echegary, 2015; Verba, Schlozman, and Brady, 1995).

McDonnell (2020) investigated the role between the efficacy and the political participation and determined that not only does efficacy play an essential role in engagement, but it is also clear that citizens of smaller cities or in areas with lower populations had a greater sense of political efficacy and participated to a higher degree in local politics. It is particularly important to consider this with regards to political efficacy, as Hong Kong has a high population but living in a small area.

Lee (2006) stated that Hongkongers do not have much efficacy in politics as the people have inadequate political knowledge. Lee also believed the Hong Kong government was not influenced by the general public who participated in politics. This idea is also supported by Lau and Kwun (1995), who argue that the lack of enthusiasm for political participation in Hong Kong and whether it is a vague sense of political efficacy that prevents people from

participating needs to be identified. However, this perception might change with the series of social activities and increasing large scale protests in Hong Kong since 2014, and the relationship between political consumerism and the efficacy is worth revisiting in this era. Therefore, a focus on political efficacy and the argument will be incorporated into the questionnaire statements.

2.2.3 Ideology

Gerring (1997) gave a clear definition of ideology in the field of social science. He stated that coherence is the main factor, a collection of ideas that are bound together into a single trait of similar attributes that are generally accepted in the society, that can contribute to consistency. Ideology may refer to political culture, as it is commonly perceived to be less programmatic, less actionist, referring to the political methods as much as to political content and potentially defined as a collection of practices.

Jost, Federico, and Napier (2009) suggested ideology and its strength are important factors for political consumerism. People who are committed to a specific concern or set of values are often more likely to engage in politics and political consumerism. In addition, if people have a strong stake in government policy and care deeply about political issues, they are more likely to participate in politics and political consumerism (Verba, Schlozman and Brady, 1995). Rossel (2008) stated that political consumers believe the action has a definite

meaning, because they have limited resources and it is more important to spend with businesses that share similar ideology.

Of course, people participate in political consumerism for different reasons, and can focus on a particular topic, such as the environment, animal welfare, police brutality, racial injustice, fair labour standards and minority rights (Bennett, 2012; Copeland, 2014; de Moor, 2017; Zorell and Yang, 2019). People also support traditional family values or conservative causes through political consumerism. Thus, people who identify as 'very liberal' or 'very conservative' will be more likely to indulge in political consumerism than moderates. In short, both models find political power as a predictor of participation.

Scholars argue that there is a difference in the intensity of political involvement and the ideological leanings of liberals and conservative. In Hong Kong, that divide is more along pro-government or pro-democracy lines, and that pro-democracy supporters are more likely to protest because they are more willing to speak out when there is a conflict (Arbache, Freire, and Rodrigues, 2014). Dalton (2017) added that the use of protest is questionable when the well-educated elites organize the demonstrations. In short, pro-democracy supporters are believed to be more active as political consumers as a way to share values, express freedom, and perform both boycotts and buycotts. Over time, these acts become incorporated into their daily life as refer to lifestyle politics (de Moor, 2017, p.180).

2.2.4 Hedonism

Hedonism is a psychological action that rationalizes human activities with the intention to create the most pleasure while avoiding pain. (Crisp, 2006). Hedonism believes that enjoyment and suffering can determine all actions that a person will produce, and strives to maximize the gap between pleasure and pain. The 19th century English philosophers John Stewart Mill and Jeremy Bentham proposed the basic principles of hedonism from their utilitarian ethical theory. Hedonism is a precursor to the values of utilitarianism: all actions are based on giving the most people the greatest happiness.

Hoffmann et al. (2018) suggested boycotting behaviour is intensified by hedonism and it is an important factor to examine when studying political consumerism. This human value derived from motivational goals of self-satisfaction or emotional satisfaction involves both self-enhancement and the willingness to change (Schwartz, 2012).

Hedonism value is the need for self-satisfaction, which in political consumerism can be intensified by the shopping habit (Babin, Darden and Griffin, 1994). Soper (2008) suggested that hedonic consumers are often trying to reduce the negative effects during political consumerism, and this behaviour is different from the intention of being a pleasure. A strong driver of hedonism is self-interest, therefore boycotts serve as pleasurable experiences. Hedonic consumers may perceive the enjoyment of shopping and, at the same time, feel good and feel like they have contributed to the community. By engaging in a boycott, hedonists shop

for a good cause, which offers them an incentive to buy. Therefore, it is an exciting factor to evaluate the intensity of hedonism in political consumerism.

2.2.5 Digital media use

The use of digital media is not only an important factor in political consumerism but also a critical part of modern life. In Hong Kong, mobile-phone coverage reaches 98%. According to Go Globe (2014), 96% of Hongkongers use a mobile device to go online every day and 45% of them use their devices for shopping, so the penetration rate is high compared with the rest of the world. In addition, due to the COVID-19 outbreak and social-distancing rules, people of Hong Kong are increasingly using social media as part of their lives.

Digital media has a significant impact in terms of motivation on political consumerism. Schlozman, Brady, and Verba (2018) found that organizations can use apps or social media to mobilize and notify members regarding their latest updates. Compared to traditional advertising or printed media, digital content is much cheaper, and the message can be delivered much more quickly, this digital media has become a critical factor for organization conducting collective action as it minimizes knowledge and communication costs and promotes expressive and customized forms of participation (Bennett and Segerberg, 2013, p.56).

Digital media provides critical information, such as political background and business practices, which helps political consumers. People can also use apps on their smartphones to

inform their shopping decisions via activities including posting pictures on social media, sharing content and recommendations from friends. Similarly, social media helps political consumers exchange knowledge about products, services, brands, and other customer interests (Gil de Zúñiga, Molyneux, and Zheng, 2014). In fact, Gil de Zúñiga, Molyneux, and Zheng, (2014) theorize that social influence and information sharing drive political consumerism. Becker and Copeland (2016) added that the use of social media empowers people with shared values and personalities to build a virtual community in which people exchange knowledge and inspire each other to participate in political engagement, including political consumerism. Comments generated on social media are an excellent and vital tool for gathering information when engaging in political consumerism, as these are publicly accessible information via electronic word-to-mouth (e-WOM) and crucial to the company's reputation (Sharma et al. 2019, p.285). It is quite common for Hong Kong people to discuss political consumerism (Maxham, 2001, p.12).

The use of digital media facilitates political consumerism, because people are increasingly shopping online (Kelm and Dohle, 2018; Stolle and Micheletti, 2013), and online-shopping behaviour has intensified during the outbreak of COVID-19 (Wen et al., 2020). The use of digital media has its problem and concerns; a diverse range of capabilities and commitments are necessary when it comes to digital media with political content engagement (Zhu, Chan, and Chou, 2020). McGrew et al. (2017) have emphasized that many young people

do not have the skills to understand or validate the context of information gathered from digital media. Also, there are many indications that online exchanges are often not civil (Middaugh, 2017). Although it is easy to motivate or mobilize people to participate in political consumerism, the actual influence of social media remains questionable (Kahne and Bowyer, 2019). Therefore, questions about such behaviour will be incorporated into the question statements.

2.2.6 Non-political factors

Social scientists often neglect the importance of non-political factors when examining political consumerism. Although political consumerism is a spending lifestyle or an action to achieve a political goal, in the end, it is still a consumer behaviour. Adam Smith (1759) stated the market is the fairest place because of the idea of the invisible hand, the tendency of free markets to regulate themselves utilizing competition, supply and demand, and self-interest. Therefore, the market self-regulatory mechanism cannot be ignored when studying political consumerism.

Kam and Deichert (2020) stated that decisions to boycott or buycott may be influenced not just by a company's practices, but also by other considerations such as price or convenience. Therefore, in addition to investigating political factors, these non-political factors should be addressed. They included market regulation, in both supply and demand, traditional marketing

mix, and the quality of the product and services. It is the opposite view of Micheletti (2003), who stated that without political motivation, the purchase intention and the reason behind such behaviour would be only for consumption purposes.

As a majority of raw materials are imported from China, Hong Kong cannot be separated from China's economy and be self-sufficient, making it impossible to boycott China. Hong Kong government officials also suggest that political consumerism in such fashion is tearing society further apart, and these actions are selfish. Despite the differing views of non-political factors on political consumerism, these will be included in the study to develop a deeper understanding of the correlation.

2.3 Literature on Q methodology

Q methodology, developed by William Stephenson in 1953, is a factor analysis method that integrates qualitative and quantitative techniques to understand social perspectives (Webler, Danielson and Tuler, 2009). In general, factor analysis is a matrix-based method of data analysis (Davis and Sampson, 1986), a manipulation of the eigenvalues and the eigenvectors of a data matrix. The advantages of factor analysis is that it can extract a signal from a noisy background, and simplify a mega dataset to group variables that share a common variance. Compared with another common quantitative research method, the Likert scale used in many questionnaires to understand the attitude and response on the research topic, the results

are based on positive scores, so it is difficult to explore the differences and opinions on the specific subject (Albert and Tullis, 2013).

On the other hand, qualitative studies seek to obtain a deeper understanding of human actions and the factors behind them (Tracy, 2019), a key issue in qualitative research. Much of the work on developing evaluation criteria has been the propensity to treat it as a single field, both at the data collection level and the methodological approach level. Given the plurality of available qualitative methodologies, this is clearly a flawed approach aimed at producing criteria that does not always offer the best approach (Dixon-Woods et al., 2004, p.223). Ryen (2011) also stated the researcher might run into ethical dilemmas relating to informed consent, confidentiality and trust. When the research is unable to pass the ethical board, controversial topics or discussion may be intentionally avoided, which undermines the value of the research.

In turn, Stephenson (1953) stated Q method depends on the participant using statements or opinions to define their attitude. Therefore, an advantage of using the Q method is that even when the subject matter is difficult for the participant to express, as the statement has been presented to them, their attitude to the statement can be quantified. The consciousness of the participant is based on their values and opinions. Therefore, the Q method is specifically designed to help the individual transform their value and opinion into a subjective manner (Block, 1961). Q method emphasizes that human consciousness can be measured and that

through an appropriate research method, the subjective consciousness of the participants can be determined.

R and Q factor analyses are commonly used factor analysis methods, but they are fundamentally different. R Factor Analysis is a variable based factor analysis that aims to simplify the variables by forming a smaller number of composite variables. This method seeks to preserve the variance from the original variables and transform it into new linear combinations, and try to achieve the maximum amount of variance in the data set (Basto and Pereira, 2012). Q factor analysis, however, is a sample-based factor analysis, also known as inverse factor analysis. Although the objective of Q factor analysis is also to simplify a large matrix of variables measured from samples, Q method aims is to preserve the information within the original data set, rather than the variance within the variables (Comrey and Lee, 2013). When Q factor scores are calculated based on the factor loading, each sample in the data set can be expressed as a linear combination of the Q factors. This allows the researcher to express each sample as a linear weighting of contributions from the various factors.

2.4 Summary

Although boycotts and buycotts are distinct actions, in the view of this study it is more applicable to treat them as a single factor, as both activities are present in political consumerism. Political interest is considered a strong predictor and has a direct correlation to political

consumerism, according to many studies. In addition, similar to political interest, political efficacy gives participants a sense of autonomy and empowerment for their actions. These factors have been identified as significant in a wide range of studies into political consumerism, and are therefore important to be included in this study.

Ideology and hedonism are more personal perspectives; ideology is related to people who are committed to a specific concern and have their own sets of values, while hedonism seeks to maximise enjoyment and avoid the pain associated with purchasing. In the long run these acts are incorporated into people's daily lives, known as lifestyle politics.

The relationship between the use of digital media and political consumerism has drawn researcher attention in recent years, as digital media has been incorporated into daily life and helped to motivate political consumerism. Finally, the quality of the food and service along with the traditional marketing mix are basic elements in consumer satisfaction, so should not be ignored when investigating political consumerism.

These six perception types are the foundation of reviewing political consumerism in this study. Q methodology is a suitable method for determining the importance of these factors, a research method that combines both quantitative and qualitative techniques to form an ipsative approach to identify the factors that concern the participants.

As there is a lack of political consumerism studies in Hong Kong, the perception types identified in this section will serve as the research framework to understand which perception

types most are representative of the behaviours of the Hong Kong political consumers. After further evaluating the distinguishing component of each perception type using Q methodology, data analysis that preserves the information within the original data set, the results can be used to elaborate on the needs of these consumers and the business implications.

Chapter 3

Research Methodology

To achieve the research aim of addressing the business implications of political consumerism in the catering sector of Hong Kong, this study starts by identifying the determinants of political consumerism behaviour and classifying the major perception types of political consumers. It then moves on to point out the important traits of each perception type in the hope of addressing the business implications by looking at the demand preferences of these political consumers in Hong Kong's catering sector. This chapter will reinstate the research question and lead to the conceptual framework. In the research method section, it will further explain the application of Q methodology and Q factor analysis. Phases of Q methodology of concourse, Q sample, P Set, Q sorting, and data analysis, are also explained in detail. The last section of this chapter will elaborate on the interpretation of the results.

3.1 Research questions

The business implications of political consumerism in the catering sector of Hong Kong is the aim of this study, the objectives are to identify the perception types in the catering sector of Hong Kong, and for each perception type identify the important component and meet the demand preferences of the political consumers. The result of this study is to assess the business implication of political consumerism in Hong Kong catering sectors, and based on the aim and objectives of this study, the research questions are:

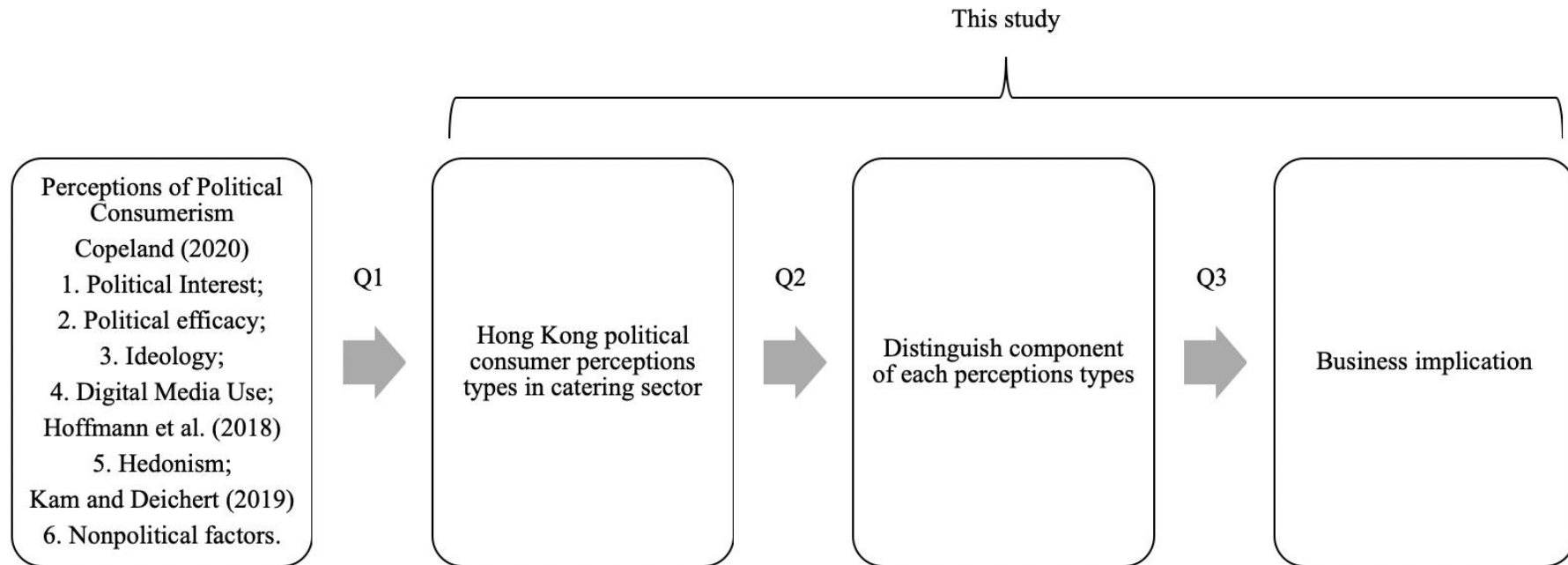
Q1: What are the perception types of political consumers in the Hong Kong catering sector?

Q2: What are the important components of each perception type of political consumer?

Q3: What are the business implications of each perception type of political consumerism to the catering business owner?

In the literature review chapter, six common perception types of political consumerism have been identified: political interests, political efficacy, ideology, digital media use, hedonism, and non-political factors. The conceptual framework (Figure 3.1) of this study incorporates these six perception types as the concourse, Q sample is the questions put into the Q sort generated according to the concourse, to reflect the characteristics of political consumers in the catering sector of Hong Kong. These six types of perceptions are then put into questions for political consumers in Hong Kong, based on the question and categorized in each perception type and the factor loading, to calculate and rank the importance of each perception. Factor extraction and rotation method can group the like-minded participants. Once the grouping is completed, evaluating the factor score and distinguishing component of each group will identify the important component of each perception type, the comments and value from the grouped participants can be translated into context, and those findings extracted from these findings and into business implication.

Figure 3.1 Conceptual framework



3.2 Research method

This study uses Q methodology to explore the perception types of political consumers. As mentioned in the literature review section, Q methodology is commonly used in social science for behavioural studies, yet no researcher has applied a mixed method to study political consumerism. Compared with the Likert scale questionnaire method, the sample size for Q method is much smaller, but the result can be much more in depth, which is a key benefit of a mixed method over the qualitative method alone.

Q method is being used as an ipsative approach or relevance research between individuals, which has a history of more than 60 years. The Q method is complementary to the factor analysis method to measure the subject and has been used in many areas (Block and Eagle, 1963, p.604).

Q factor analysis, also known as inverse factor analysis, is a sample-based factor analysis to simplify a large matrix of variables measured on samples. This inverted factor analysis method can preserve the information within the original data set, rather than the variance within the variables. Once the factor score has been determined on each sample, the result can be expressed as a linear fashion, which allows researchers to express each sample as a linear weighting of contributions from the various factors (Comrey and Lee, 2013).

Q method is based on the statements related to the subject matter or opinion and to define the attitude of the participant. The application of Q methodology is to classify respondents

under the variance and covariance structure of the respondents' answers to the questions, and group the respondents with similar perception on political consumerism. With the application of Q Methodology, the perception types of the political consumer can be analysed. Literature reviews and other sources will help develop the concourse of the Q method, Q sort will help to gather the information about the political consumer perception, through factor analysis, it helps to gather like-minded groups and understand the important components of each factor. Interpreting the results from the Q sort will provide business insight for catering company owners to understand the needs and requirements from the political consumers so that the business can better prepare for their business.

Q method seeks to preserve the information within the sample of the raw data instead of the variance within the variables (Borg and Groenen, 1997). The respondents are usually required to distinguish the importance or nature of these declarative sentences in the manner of the normal distribution; through this process, the subjective ideas and opinions can be measured (Exel and Graaf, 2005). After the data is collected, Ken-Q Analysis (Banasick, 2019), a free web-based software that is uniquely designed for Q analysis, is embedded in different popular analytic methods including Centroid Factor Analysis and Principal Components Factor analysis. Compared with PQMethod, (Schmolck and Atkinson, 2015), which is an MS-DOS based software that is popularly used in Q analysis, Ken-Q does not require the knowledge of the MS-DOS commands so it is much easier to use the software.

According to Brown (1993), the Q methodology study is generally divided into the following phases: development of the concourse; defining the Q Sample; selection of the P Set; performing the Q sorting; and data analysis.

3.2.1 Concourse and Q Sample

According to Brown (1993), the concourse is the flow of communicability surrounding any topic within the everyday conversation, observation, and dialogue of the daily life, and the level of discussion dictates the sophistication of the concourse. Therefore, an intensive literature review and internal research of the subject matter are important to define the concourse. In conjunction with subject matter experts, the concourse for this study captures a wide range of opinions, both positive and negative, to include the whole spectrum of the conversation, in what Corbin and Strauss (2008) described as a grounded theory approach.

The Q method questionnaire is a series of statements called Q Sample, that have sufficient representation of concourse (Brown, 2008). Q Sample is generally accepted at 40 to 50 questions, enough to cover the subject matter but not too much to exhaust the respondents (van Eeten, 1999). Q sample design can also be divided into structured and unstructured. The structured Q sample is based on Fisher's experimental research design and variation analysis design principles, suitable for verifying the correctness of behaviour theory (Fisher, 1936, p.554). Unstructured Q sample analyses a single broad trait, such as attitudes or self-cognition,

and the prepared statement sentences are all statements that describe this trait to varying degrees (Barbosa et al., 1998, p.1035). Since there is no relevant literature related to the study of political consumerism in the Hong Kong catering sector, this study is using an unstructured Q sample, assessing the concourse and selecting several perceptions that cover political consumerism in Hong Kong.

Akhtar-Danesh, Baumann, and Cordingley (2008) talked about the conventional method of reliability and validity of the Q method. Content validity can be used to check the validity, which is generally completed through literature reviews and expert recommendations. The primary purpose is to determine the appropriateness of the research tools and minimize the respondents' misunderstanding of the topic. The content of the Q sample used by this research was first reviewed by a quantitative research expert to ensure the statements serve its intention. The revised version was consulted with a subject matter expert who is actively participating in political consumerism in Hong Kong, and prior to the Q Sample being finalized, it was revised by a linguist to ensure the fluency of the statements. The expert panel requested to remain anonymous. After the consultations with the expert panel, the final version of the Q Sample was determined with a total of 49 declarative sentences related to political consumerism behaviour and grouped into six perception types: political interest, political efficacy, ideology, hedonism, digital media use, and non-political factors.

3.2.2 P Set

Q methodology research participants are called the P set. According to Brown (1978), the number of persons associated with a factor is less important than the characteristic of the participant, as in the real popularity of the opinion within the population may be much higher. The P set must be smaller than the total number of Q samples in order to maintain the reliability and stability of the statistics (Stephenson, 1974). This study is using the snowball method, started with four participants in different age groups, and who are instructed to ask similar age participants to join the Q sort. An invitation email and consent form were sent to each individual explaining the purpose of the study, participant requirements, confidentiality, the flow of the study and the estimated time needed. The invitation email also included a clear instruction flow for the participants and what to expect on the Q sort, and contact information was provided for any questions.

3.2.3 Q sorting

Q Method researchers can set the rating scale at different levels, and then use the percentage of a normal distribution to calculate the number of Q statements that can be placed on each level. For the compatibility of the software used in Q sort, this study used a scale from 1 to 9, 1 as most disagree and 9 as most agree.

The Q sample in this study has a total of 49 sentences, and the number of statement sentences allocated to each level is calculated using a rating scale of 9, Figure 3.2 shows the fixed distribution for the Q set in this study. Based on this allocation, the Q sort diagram is designed as shown in Figure 3.3.

	Most disagree			Neutral				Most agree	
Rating Scale	1	2	3	4	5	6	7	8	9
No of statements	2	4	6	8	9	8	6	4	2

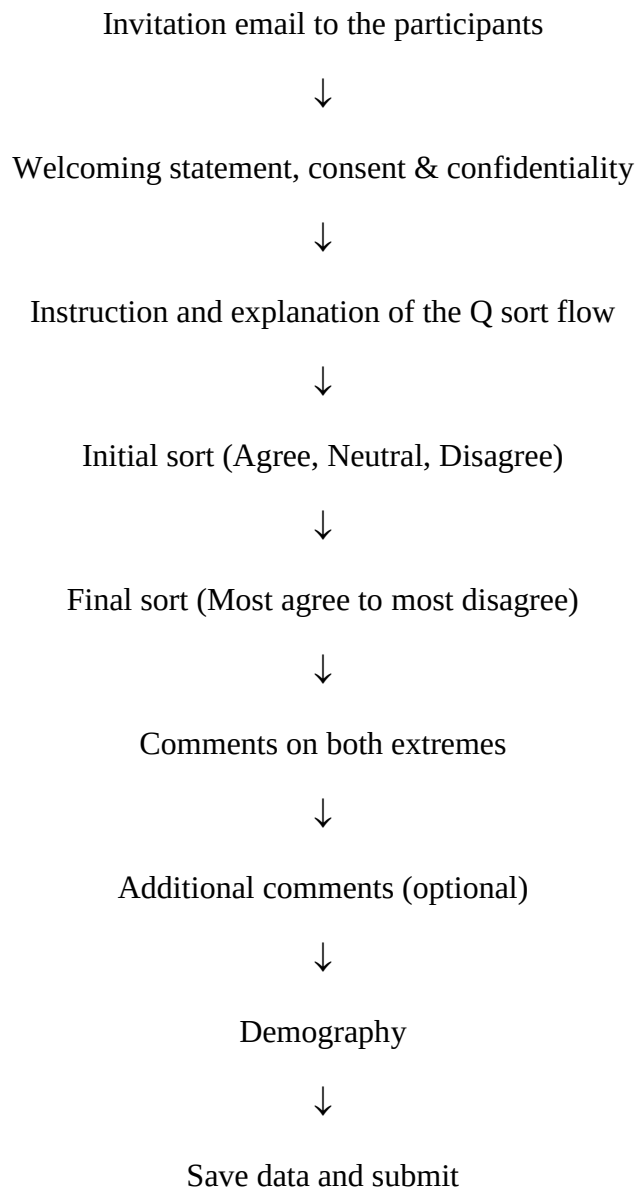
[illegible]

Q sort for this study is incorporated into five parts: a welcoming statement and consent form; initial Q sort; final Q sort; comments; and basic characteristics.

The welcoming statement included the purpose of the study, details of the voluntary nature of participation and consent, the confidentiality statement, and an instruction explaining the flow of the Q sort, the number of questions, and the estimated time needed.

The next step is the initial Q sort; the participants reviewed each statement and separated into Agree, Neutral, or Disagree. After the initial sort, the participants put each statement in order from Most Agree to Most Disagree. Participants were asked an open-ended question for their rationale behind their choice for Most Agree and Most Disagree after the Q sort was completed. The last step was to input the demographic characteristics, including gender, age group, education, and income. Three respondents conducted a pilot test, and minor adjustments were made before the full launch. Phone interviews with three participants were conducted after the Q sort regarding their choice of the Q sort and overall comments. These comments will be used and reviewed in the data analysis stage. The screenshot of each step of the Q sort has been listed in the appendices.

Figure 3.4 Q sort flow diagram



3.3 Data analysis

The collected data is analysed using Ken-Q Analysis software. Ken-Q Analysis is a web-based platform that is specially designed for the Q methodology. Compared with another popular analysis software PQMethod, it requires less data entry and is much easier to operate, as PQMethod is an MS-DOS based software and not many users have the knowledge of the commands. However, the reports generated from Ken-Q can be selected and extracted in MS Excel format, which is much easier to analyse and interpret the results.

Data analysis of Q methodology involves correlation, factor analysis, and the calculation of the factor scores (Brown, 1980). The Ken-Q software allows the user to choose between Centroid Factor or Principal Components Factor Analysis to perform factor extraction. Principal Components Factor Analysis is always used as R factor analysis, and according to Stephenson (1953), the Q methodology designated the use of Centroid Factor extraction. Therefore, this study will follow the original method design and use Centroid factor extraction.

3.3.1 Factor extraction and rotation

The number of factors extracted from a data set has a direct influence on the data interpretation, therefore the decision-making process on the factor extraction is important. Horn's (1965) parallel analysis is using the eigenvalue to determine how many factors to be extracted. It will be considered as a factor when the actual eigenvalue is greater than the 95th

percentile of the eigenvalue from 1000 random data sets. Kaiser-Guttman Criterion (Guttman, 1954; Kaiser, 1960, 1970) is another method of determining the number of factors to be extracted by only keeping those factors that have an eigenvalue of greater than one. Other considerations include the number of participants in each factor and the percent of variance explained in each factor (Watts and Stenner, 2005).

After the factor extraction, the software offers two rotation methods: Judgmental Rotation, also known as Hand Rotation, or Varimax Rotation. Varimax Rotation is an orthogonal rotation method that minimizes the number of variables with high loadings in both directions for each factor (Tabachnick and Fidell, 2001), offering an easier way for factor interpretation.

In this study, the Hand Rotation method was used because Q methodology is interested in the subjectivity aspect, including the subjectivity of rotation of the factors. The combination of Centroid extraction with Hand Rotation illustrates the strong qualitative element of the factor analytic procedure used in Q methodology, as it is focused on subjectivity and the involvement of the researcher in the rotation process. (Brown 1980; Stephenson, 1953). After the rotation, factor loading is reviewed and the selection of individuals who are represented by a factor is called flagging. Factor descriptions and analysis are determined only by those participants who are flagged on that factor (Brown, 1980). Based on the factor loading, the user can choose different levels of the p-value for auto-flagging to identify the significant level of each

participant to each factor. In this study, the auto-flagging function is used at $p < 0.01$. Then the software displayed the analytical history, project loaded, extraction method, number of factors selected for rotation, and which type of rotation method applied. Once these parameters are confirmed, the output can be generated and saved in Excel format for review and interpretation of the results.

3.3.2 Results interpretation

To answer the research questions and achieve the research objectives, some tables needed to be prepared, and this information was generated from the software after the Q sort. One sort that represents the view of the people on each factor is created through the analyses. Furthermore, based on the number of factors extracted, each factor will gather a table of the top most liked and most unliked statements based on the ranking of the Z-score, which represents the position of the sorting grip (McKeown and Thomas, 1988). The second table is the distinguishing statements; this is describing the view that is significantly different from the other factors. In this study, the significant level of distinguishing statements is set at $p < 0.01$. A consensus statements table is also prepared during the interpretation of the results. As these statements do not distinguish between any pairs of factors, consensus statements can be represented in a different meaning; either all elements that are agreed or disagreed with that statement or can consider that the statement is not important in all factors, which requires care

when interpreting the result. Correlation between factors is also prepared, which can give a general opinion of how close their views are between factors.

It is important to remember that Q methodology is a mixed methodology (Newman and Ramlo, 2010, p.506), quantitative analysis refers to the calculation of the Q sample statistical significance, and qualitative analysis refers to the interpreting and naming of the factors (Stenner and Stainton-Rogers, 2004). Q factor analysis is used to identify open groups of like-minded people and look into the relationships among the respondents (Reyment and Jvreskog, 1996). By using the Q methodology study to reveal the different perspectives as well as the consensus with groups of people, it can address a large number of research purposes (Ramlo and McConnell, 2008). The factors that results are subjective operant and the magnitude is reflected on the factor loading. Each Q sample will have its factor scores and create a Q sort to constitute a generalised viewpoint of the participants (Akhtar-Danesh, 2016). After the grouping of the like-minded participants and generalized Q sort is prepared, the researcher will be able to get insight from the factor loading, the statements of Most Agreed and Most Disagreed, distinguishing statements on each factor, and consensus and differing views amount factors to understand the attitudes, opinions, and behaviour, using qualitative analysis to answer the research questions and reaches the research aim and objective (Baker and Edwards, 2012).

3.4 Summary

The Q method was used to facilitate the study. The research process is divided into four stages: the preparation stage is to formulate the research theme and direction after a comprehensive literature review; followed by questionnaire preparation stage at which the Q sample is constructed, and the Q sort stage to obtain the data set for factor analysis, and the final stage is data processing analysis by using the Ken-Q Analysis. Then centroid factor extraction with hand rotation is used to group the perceptions into different factors based on the factor loading of each individual.

To answer the research questions and achieve the research objectives, tables are set up with various statements, and z-scores are reviewed, and each factor distinguishing statement will be examined in detail to interpret the thinking or the behaviour of the like-minded group. Consensus statements can be represented in a different meaning; either all elements agree or disagree with that statement or they consider that the statement is not important in all factors which require care when interpreting the result. Correction between factors is also prepared; this can give a general opinion of how close their view is between factors. Q methodology is a mixed methodology, a combination of quantitative and qualitative analysis. Q factor analysis is to identify open groups of like-minded people. Using the Q methodology study to reveal the different perspectives as well as consensus within groups of people can address a large number of research purposes.

Chapter 4

Analysis and Research Findings

Following the research methodology articulated in the previous chapter, this chapter is devoted to the application of Q methodology to collect and analyse the Q sorts. After a critical interpretation of the factor scores, representative sorts for each factor, distinguishing Q statements, and consensus Q statements, the results are used to justify the research aim can be achieved.

4.1 Q sorting procedure

The Q sorting procedure is a critical part of the Q methodology. This is the step where participants review the Q sample based on a pre-set order and guidelines, an inherently subjective process in which participants put their opinions and perceptions into a certain order provided by the researcher (Brown, 1980; McKeown and Thomas; 1988, Stephenson; 1953). The participant is presented with the Q sample, which are the statements on the subject of interest, and asked to perform an initial sort into three categories: agree, neutral, and disagree. After the initial sort, the participant will rank each statement placed into a normal distribution shape, called the Q sort. After the Q sort, the participant was asked their opinion on both extremes and the rationale for their choices to help further elaborate on their answers and provide a more in-depth understanding, which helps to interpret the results.

4.1.1 Q Sample

In this study, intensive literature review and internal research for political consumerism were conducted to define the concourse. In conjunction with consultation with subject matter experts, the concourse for this study captures a wide range of opinions, both positive and negative, to include the whole spectrum of the conversation, which Corbin and Strauss (2008) described as a grounded theory approach.

The Q sample for this study covered six perceptions types supported by the literature review. The content of the Q sample used in this research was first reviewed by a quantitative research expert to ensure the statements serve its intention and cover all six perceptions. The revised version was reviewed by a subject matter expert who is actively participating in political consumerism in Hong Kong to expand the question spectrum and enrich the context. Before the Q Sample was finalised, it was revised by a linguist to ensure the fluency of the statements and to avoid misunderstandings. The expert panel requested to remain anonymous. After the consultations from the expert panel, the final version of the Q Sample was determined with a total of 49 declarative sentences related to political consumerism behaviour and grouped into six perception types: political interest, political efficacy, ideology, hedonism, digital media use, and non-political factors. Excel random number function is used to determine the sequence of the Q sort. The finalized version of the Q Sample with the perception types and sequence is attached in Appendix A.

4.1.2 P Set

To fit the purpose of this study, the target participants were required to have been involved in political consumerism in the past 12 months in Hong Kong. Based on the observations, the Hong Kong residents who are most active in political consumerism are aged between 18 and 64, which accounts for some 70% of the total population of the city (Census and Statistic Department, 2019), which is enough to represent the population. To ensure the respondents covers different age group, a snowball sampling method was used until it reaches 36 respondents according to the gender and age distribution from the Hong Kong population as shown in Table 4.1

Table 4.1 Hong Kong population between 18-64, the percentage in each subgroup and the sampling size

Age	Population in thousand		Percentage		Sample Size	
	Female	Male	Female %	Male %	Female	Male
18-24	264.4	275.2	5%	6%	2	2
25-34	485.4	454.6	10%	9%	4	3
35-44	565.4	463	12%	10%	4	3
45-54	620.6	505.3	13%	10%	5	4
55-64	603.2	580.8	13%	12%	5	4

The invitation email for the Q sort was sent between July 7 and July 14, 2020. A total of 46 invitations was sent, with 36 completed via Qsortware¹. The response rate is 78%. The tool for data collection was downloaded and extracted from the Qshotware. The data was processed and uploaded into the Ken-Q Analysis.

Each respondent was then assigned a Q sort ID, based on their gender, age, education level, and income. The Q sort ID code is a four-character code. The first character represents gender, either male or female, while the second represents age using a number between 2 and 6, and the third letter represents their education level. The last character represents income, using the letter L for a monthly income of less than HK\$40,000 and the letter H if their income is higher than \$40,000. All this is illustrated in Appendix E. Figure 4.1 and Table 4.2 illustrated the Q sort and Q sort score for participant 1 as an example

¹ Qsortware, qsortware.net, is a free software designed by Dr. Alessio Pruneddu from the University of York. The access right is applied through email. Q sort for this study is incorporated into five parts, a welcoming statement and consent form, initial Q sort, final Q sort, comments, and basic characteristics, which listed in the appendices.

Figure 4.1 Illustration of Q sort for Participant 1

Rating Scale	Most disagree								Most agree
Score	1	2	3	4	5	6	7	8	9
Q - Sample number	2	6	3	5	9	7	1	4	15
	36	14	18	22	10	26	8	16	20
		38	19	24	12	30	11	21	
		39	27	35	13	31	17	25	
			43	37	23	32	29		
			48	40	28	33	34		
				41	42	45			
				44	46	49			
					47				

Table 4.2 Illustration of Q score for Participant 1

Q Sample number	Score	Q Sample number	Score
1	7	26	6
2	1	27	3
3	3	28	5
4	8	29	7
5	4	30	6
6	2	31	6
7	6	32	6
8	7	33	6
9	5	34	7
10	5	35	4
11	7	36	1
12	5	37	4
13	5	38	2
14	2	39	2
15	9	40	4
16	8	41	4
17	7	42	5
18	3	43	3
19	3	44	4
20	9	45	6
21	8	46	5
22	4	47	5
23	5	48	3
24	4	49	6
25	8		

4.2 Q sorts analysis

The Q sorts analysis involved correlation, factor analysis, and the calculation of the factor scores (Brown, 2008). It is important to remember that Q methodology is a mixed methodology (Newman and Ramlo, 2010, p.506), quantitative analysis refers to the calculation of the Q sample statistical significance, and qualitative analysis refers to the interpreting and naming of the factors (Stenner and Stainton-Rogers, 2004).

4.2.1 Results of the Q factor analysis

Q factor analysis is a sample-based factor analysis, also known as inverse factor analysis. The objective of this method is to simplify a large matrix of variables measured on many samples, and to preserve the information within the original data set, rather than the variance within the variables (Comrey and Lee, 2013). In contrast, R Factor Analysis is to preserve the variance from the original variables in the new linear combinations and try to achieve the maximum amount of variance in the data set (Basto and Pereira, 2012).

When Q factor scores are calculated, each sample in the data set can be expressed as a linear combination of the Q factors. This allows the researcher to express each sample as a linear weighting of contributions from the various factors.

The number of factors extracted from a data set has a direct influence on the data interpretation. Therefore, the decision-making process on the factor extraction is explained as

follows. Horn's (1965) parallel analysis was the first method to consider. However, only one factor the eigenvalue is greater than the 95th percentile (Table 4.3), therefore, parallel analysis is not suitable for this study. Alternatively, the Kaiser-Guttman Criterion (Guttman, 1954; Kaiser, 1960, 1970) suggested keeping those factors that have an eigenvalue of greater than one. In this study, all seven factors extracted using Centroid Factors Extraction had an eigenvalue of greater than 1. If all factors are considered, the factor representation is not strong enough. Therefore, this method is also unsuitable for this study. In the balance between the eigenvalue and per cent explained variance, this study is considered at a three factors model for rotation and interpretation. The hand rotation is performed in the Ken-Q analysis software to separate the group into three factors; after the rotation, it is then used to select the participant who is represented by a factor based on the significant factor loading; the following equation is used to determine the factor loading (Brown, 1980, p.222-223).

$$Factor \text{ Loading} > \frac{2.58}{\sqrt{N}} ; N = \text{number of } Q \text{ Sample}$$

$$Factor \text{ Loading} > \frac{2.58}{\sqrt{49}} = 0.3686$$

Table 4.3 Parallel analysis

Factor	This study	Mean eigenvalue for 1000 random data sets	95th percentile Eigenvalue for 1000 random data sets
1	13.014	4.328	4.827
2	2.587	3.844	4.200
3	1.739	3.492	3.773
4	1.365	3.218	3.468
5	1.267	2.967	3.195
6	1.009	2.741	2.943
7	1.039	2.539	2.724

Table 4.4 Loadings table with defining sorts flagged

	Q sort ID	Factor 1		Factor 2		Factor 3	
R1	M4GH	0.5587	Flagged	0.0415		0.0611	
R2	M4GH	0.108		-0.042		0.0376	
R3	M3GH	0.4331		0.6439	Flagged	-0.2451	
R4	F4BL	0.497		0.3909		0.0441	
R5	F3BH	0.6794	Flagged	0.3203		-0.1282	
R6	M4BL	0.5639	Flagged	0.2935		-0.0533	
R7	F4BL	0.416		0.2195		0.1854	
R8	M4BH	0.5477	Flagged	0.1543		-0.1663	
R9	M4BH	0.3582		0.4858	Flagged	-0.1962	
R10	F4BH	0.8206	Flagged	0.2145		-0.121	
R11	F3BL	0.3018		0.4757	Flagged	0.061	
R12	F2BL	0.1264		0.6552	Flagged	-0.0884	
R13	M4AH	0.6947	Flagged	0.0134		-0.1925	
R14	M4BH	0.5959	Flagged	0.4421		-0.0176	
R15	M4GH	0.4032		0.6292	Flagged	-0.0386	
R16	F5GH	-0.0437		0.4962	Flagged	0.0148	
R17	F6BL	0.6668	Flagged	0.2613		-0.2271	
R18	F2BL	0.6196	Flagged	0.4468		-0.0508	
R19	F3BH	0.5289		0.4138		0.1472	
R20	F3GL	-0.3296		0.0633		0.257	
R21	M3BH	0.2846		0.6153	Flagged	-0.0357	
R22	M3GH	0.1436		0.4647		-0.6711	Flagged
R23	F3BL	0.1865		0.7953	Flagged	-0.2446	
R24	M6BL	-0.2936		0.3995		0.0743	
R25	F5GL	0.4112		0.3992		0.0139	
R26	F4AL	0.5034	Flagged	0.2959		0.0434	
R27	M5BH	0.76	Flagged	0.2104		-0.2959	
R28	F6GH	0.4535		0.1985		-0.6867	Flagged
R29	M6SL	0.7381	Flagged	-0.0436		-0.1566	
R30	F3BL	0.3168		0.3189		-0.1887	
R31	F6SL	0.6848	Flagged	0.2251		-0.1278	
R32	M6BL	0.8304	Flagged	0.3452		-0.0201	
R33	M2AL	0.3512		0.6528	Flagged	-0.3583	
R34	F5GH	0.109		0.3416		-0.6632	Flagged
R35	M2AL	0.2302		0.6684	Flagged	-0.2177	
R36	F6BL	0.4283		0.2282		-0.5928	Flagged
% Explained Variance		24		17		7	

4.2.2 Interpretation

Based on the 49 Q samples, factor loading from the respondent that is greater than 0.3686 or less than -0.3686 would be assigned to a factor; each respondent can distinguish from each factor with a significant level of $p < 0.01$ flagged and illustrated in Table 4.4. The final data set has 36 respondents, using centroid factors extracted and selected three factors for hand rotation, a total of 48% explained variance with this data set. Factor 1, 2, and 3, explained 24%, 17%, and 7% of the variance, respectively.

After the factor extraction and rotation, each factor has a combined sort that represents the view of the people on each factor that is grouped together. The Ken Q software generated a table of top most liked and most unliked statements based on the ranking of the Z-score and represented the grip position of the sorting. In addition, Ken Q software is able to provide the distinguishing statement that is different compared with other factors at a significant level of $p < 0.01$, this helps to review the characteristics of the particular factor during the quantitative interpretation. Consensus statements are statements that do not distinguish between any pairs of factors, these statements can either agree or disagree in all factors, which requires care when reviewing the grip position and interpreting the importance of the results.

4.3 Identification of perception types

To answer the first research question as to what the perception types of political consumers in Hong Kong are. Table 4.5 showed the absolute z-score and normalized data of each perception type. As the z-score gave to both sides of the normal distribution curve with a positive and negative value, to understand the importance of each perceptions type, it is calculated based on the sum of the Q sample absolute z-score value. In addition, the total number of each perception types are not the same, therefore normalized with the same denominator is conducted. As a result, ideology scored the highest among the six perception types, and non-political factors ranked second. To further interpret the results, the second research question sought to determine the important components of each perception type of political consumer. Each factor, through analysis, created a sort that represents the view of the participants and is ranked by the z-scores, which represents the position toward the sorting grip (Newman and Ramlo, 2010, p.514).

Table 4.5 Perception type in absolute Z-score

Perception type	Absolute Z-score
Ideology	26.1
Non-political factor	22.5
Political interest	17.9
Hedonism	15.8
Political efficacy	14.9
Digital Media Use	13.6

Q sort on each factor is the quantitative part of this study, the result is interpreted by understanding the Q sample and their grip position, first looking into both extreme z-scores, followed by the distinguishing statement of each factor during the interpretation, the Q sample number and the grip position will be shown in brackets to make for an easier read. All three factors extracted have been given the name of Active Political Consumer, Rational Political Consumer, and Hedonistic Political Consumer. The consensus statement and the correlations between the factors will be further scrutinised.

4.3.1 Factor 1 – Active Political Consumer

This group of respondents represents 24% of the variance and have a strong sense of ideology, with six out of nine statements related to ideology positioned in both extremes. Their comments expressed strong feelings in regard to their action, therefore, this group is given the name of the active political consumer. According to the Q sort results in this group, the statement has the highest negative z-score (Q14:1); it is a strong indication that the participants disagree that political consumption or political consumerism is tearing society apart. They believe participating in political consumerism is not an abduction of the economy -- a statement extracted from the Liaison Office of the Central People's Government in the Hong Kong S.A.R. (2020), representing the view of the Chinese government. It is easy to understand there are discrepancies in views about political consumerism between the Hong Kong people and the

government. On the positive side, the active political consumers believe participating in political consumerism is purposeful (Q1:9) and strongly believe this is their responsibility as a Hongkonger (Q20:8). This is affiliated with the findings of Micheletti (2003) that political consumers choose to participate in political consumerism regarding issues of justice or fairness of government practice.

This group of participants understood the power of political consumerism, using it as a platform to express their dissatisfaction with the government (Q15:9) and, at the same time, using it to express freedom (Q34:8), a result that is supported by the findings of Bostrom, Micheletti and Oosterveer (2004). Interestingly, the active political consumers do not believe voting can change the government (Q38:3), and they do not believe political consumerism can influence the government to perform more responsibly (Q47:2), findings that contradict the results from Echegary (2015). The active political consumers have a strong perception of ideology, which is reflected in the distinguishing statements listed in table 4.7. They are willing to boycott a restaurant because celebrities with different political interests dined there (Q46:8). Moreover, the active political consumers believe it is important for a restaurant to share the same political value (Q13:7), and most disagreed that political consumerism is a serious act of discrimination (Q43:1).

Figure 4.2 Factor 1 Q sort

Rating Scale	Most disagree								Most agree
Score	1	2	3	4	5	6	7	8	9
Q - Sample number	43	47	36	19	16	11	27	34	1
	14	6	33	9	45	32	13	20	15
		2	49	23	28	39	29	12	
		18	35	3	48	40	26	46	
			38	25	10	22	41		
			44	8	21	31	30		
				42	24	4			
				5	7	17			
					37				

Table 4.6 Factor 1 Top six most agree and most disagree statements

Perception Type	Q Sample	Statement	Z-score	Grid Position
Ideology	1	Participate in the political consumerism is purposeful.	2.307	9
Political efficacy	15	Participating in political consumption is one of my ways of expressing dissatisfaction with the government.	1.781	9
Ideology	34	Participate in political consumerism is to express my freedom.	1.756	8
Ideology	20	I think that participating in political consumerism is my responsibility.	1.349	8
Political efficacy	12	When I participant in political consumerism, it can express my social concern.	1.078	8
Ideology	46	I would boycott the restaurant because the celebrities with different political interests had dined there before.	0.984	8
Political efficacy	47	When I participant in political consumerism, I can influence the government to perform more responsibly.	-1.087	2
Ideology	6	Restaurants that promote political consumption are the biggest victims.	-1.626	2
Political interest	2	Hong Kong believes in Free Economy; the quality of goods or services should be used to attract customers rather than political positions.	-1.649	2
Non-political factor	18	Most of the ingredients in restaurants are sourced from China, and Hong Kong cannot be separated from China's economic and self-sufficiency.	-1.787	2
Ideology	43	Political consumerism is a serious act of discrimination.	-2.189	1
Non-political factor	14	Political consumption is tearing the society apart and also as a form of political abduction of the economy.	-2.501	1

Table 4.7 Distinguishing statements for Factor 1

Perception Type	Q Sample	Statement	Factor 1 Grid Position	Factor 2 Grid Position	Factor 3 Grid Position
Political efficacy	15	Participating in political consumption is one of my ways of expressing dissatisfaction with the government.	9	5	5
Ideology	20	I think that participating in political consumerism is my responsibility.	8	6	5
Ideology	46	I would boycott the restaurant because the celebrities with different political interests had dined there before.	8	4	4
Ideology	13	It is important for the restaurant and I share the same political value.	7	5	5
Digital Media Use	32	I will boycott the restaurant because celebrities with different political opinions have promoted the same restaurant in the media.	6	5	4
Digital Media Use	48	I share my political consumerism experience on social media.	5	3	3
Non-political factor	10	When I participant in political consumerism, the service of the shop is important to me.	5	8	1
Digital Media Use	24	I will like or share the political consumerism information on social media.	5	3	2
Non-political factor	3	When I participant in political consumerism, I think food quality is important.	4	8	3
Hedonism	25	Participating in political consumption can bring me a sense of atonement.	4	3	8
Political interest	42	I was participating in political consumerism because I am interested in politics.	4	5	6
Political interest	38	The way people vote can help to change the way the government behaves.	3	2	7
Political interest	2	Hong Kong believes in Free Economy; the quality of goods or services should be used to attract customers rather than political positions.	2	8	6
Non-political factor	18	Most of the ingredients in restaurants are sourced from China, and Hong Kong cannot be separated from China's economic and self-sufficiency.	2	6	6

4.3.2 Factor 2 – Rational Political Consumer

Factor 2 is given the name rational political consumer. Much like the active political consumer, this group also has a strong perception of ideology and believes that participating in political consumerism is an expression of freedom (Q34:1) and is purposeful (Q1:9). They also do not believe that political consumption is tearing society apart or is a form of political abduction of the economy (Q14:1), nor do they believe it is a serious act of discrimination (Q43:1).

In comparison with the active political consumer, rational political consumers care about the food (Q3:9) and the quality of the service (Q10:8). The uniqueness of this group is, although they are political advocates and understand the meaning of political consumerism, they still very much care about the food and service as a regular consumer. This is the reason why they have been named the rational political consumer within this group.

Rational political consumers understand the purpose of and the reasons for political consumerism, that they have the power to influence a large company with every dollar they spend (Q36:6). On the other hand, they do not believe voting can help to change the way the government behaves (Q38:2), thinking that is similar to the active political consumer. This phenomenon is supported by the research conducted by Kam and Deichert (2020), who found that the decision making of political consumers may be influenced not just by political factors, but also by other considerations such as price or convenience.

Figure 4.3 Factor 2 Q sort

Rating Scale	Most disagree								Most agree
Score	1	2	3	4	5	6	7	8	9
Q - Sample number	14	7	35	16	4	11	27	3	34
	43	47	24	31	23	36	30	10	1
		38	25	5	32	41	39	12	
		6	48	40	13	18	29	2	
			9	17	15	8	26		
			49	46	28	20	22		
				33	37	45			
				19	42	21			
					44				

Table 4.8 Factor 2 Top six most agree and most disagree statements

Perception Type	Q Sample	Statement	Z-score	Grid Position
Ideology	34	Participate in political consumerism is to express my freedom.	1.988	9
Ideology	1	Participate in the political consumerism is purposeful.	1.841	9
Non-political factor	3	When I participant in political consumerism, I think food quality is important.	1.838	8
Non-political factor	10	When I participant in political consumerism, the service of the shop is important to me.	1.528	8
Political efficacy	12	When I participant in political consumerism, it can express my social concern.	1.486	8
Political interest	2	Hong Kong believes in Free Economy; the quality of goods or services should be used to attract customers rather than political positions.	1.179	8
Ideology	7	Because I have limited resources, therefore I need to spend my money with similar political ideology.	-1.09	2
Political efficacy	47	When I participant in political consumerism, I can influence the government to perform more responsibly.	-1.189	2
Political interest	38	The way people vote can help to change the way the government behaves.	-1.538	2
Ideology	6	Restaurants that promote political consumption are the biggest victims.	-1.838	2
Non-political factor	14	Political consumption is tearing the society apart and also as a form of political abduction of the economy.	-2.146	1
Ideology	43	Political consumerism is a serious act of discrimination.	-2.29	1

Table 4.9 Distinguishing statements for Factor 2

Perception Type	Q Sample	Statement	Factor 1 Grid Position	Factor 2 Grid Position	Factor 3 Grid Position
Non-political factor	3	When I participant in political consumerism, I think food quality is important.	4	8	3
Non-political factor	10	When I participant in political consumerism, the service of the shop is important to me.	5	8	1
Political efficacy	36	I have the power to influence large companies than the government.	3	6	3
Digital Media Use	32	I will boycott the restaurant because celebrities with different political opinions have promoted the same restaurant in the media.	6	5	4
Political efficacy	19	When I participant political consumerism is helping others outside of institutionalized processes of political conflict.	4	4	6
Hedonism	25	Participating in political consumption can bring me a sense of atonement.	4	3	8
Ideology	7	Because I have limited resources, therefore I need to spend my money with similar political ideology.	5	2	6
Political interest	38	The way people vote can help to change the way the government behaves.	3	2	7

4.3.3 Factor 3 – Hedonistic Political Consumer

Factor 3 is named the hedonistic political consumer, as 62.5% of statements related to hedonism were represented in the top six most liked and most unliked statements. The perception of this group is very different to both that active and rational political consumers. They believe that political consumerism is tearing the society apart, is a form of political abduction of the economy (Q14:9), and that the restaurants that promote political consumerism are the biggest victims (Q6:9). This group of participants does not feel that the services of the shop (Q10:1) or the food quality (Q3:3) are important and does not participate in political consumerism based on a friend's recommendation (Q26:1).

Hedonism perception is expressed strongly in this group. The hedonistic political consumer believes participating in political consumerism can improve the quality of life (Q49:8) and bring a sense of atonement (Q25:8). They feel safe when participating in political consumerism (Q33:8) and feel bad about spending in restaurants with different political ideas (Q35:8). These findings align with Hoffmann et al. (2018). Remarkably, hedonistic political consumers do not believe that participating in political consumerism can enhance happiness (Q45:2), nor is it an expression of freedom (Q34:2), which is significantly different compared with factors 1 and 2. Zalewska and Cobel-Tokarska (2016) explained that hedonistic political consumers strive for emotional states, peace and well-being, which are in line with the theory of hedonism that personal pleasures are the key to political consumption.

Figure 4.4 Factor 3 Q sort

Rating Scale	Most disagree								Most agree
Score	1	2	3	4	5	6	7	8	9
Q - Sample number	26	30	21	40	4	31	43	35	6
	10	24	1	11	16	18	38	49	14
		34	36	9	20	2	47	25	
		45	3	8	15	7	5	33	
			23	44	37	42	41		
			48	46	12	28	17		
				27	13	19			
				32	29	39			
					22				

Table 4.10 Factor 3: Top six most agree and most disagree statements

Perception Type	Q Sample	Statement	Z-score	Grid Position
Ideology	6	Restaurants that promote political consumption are the biggest victims.	2.328	9
Non-political factor	14	Political consumption is tearing the society apart and also as a form of political abduction of the economy.	2.328	9
Hedonism	35	I feel bad about spending in restaurants with different political ideas.	1.352	8
Hedonism	49	I think participating in political consumerism can improve my quality of life.	1.318	8
Hedonism	25	Participating in political consumption can bring me a sense of atonement.	1.294	8
Hedonism	33	I feel safe when I participant in political consumerism.	1.188	8
Political interest	30	Boycotting is as important as buycotting.	-1.313	2
Digital Media Use	24	I will like or share the political consumerism information on social media.	-1.482	2
Ideology	34	Participate in political consumerism is to express my freedom.	-1.482	2
Hedonism	45	I think participating in political consumerism can enhance my happiness.	-1.568	2
Digital Media Use	26	I participated in political consumerism based on my friend's recommended restaurant.	-1.597	1
Non-political factor	10	When I participant in political consumerism, the service of the shop is important to me.	-1.606	1

Table 4.11 Distinguishing statements for Factor 3

Perception Type	Q Sample	Statement	Factor 1 Grid Position	Factor 2 Grid Position	Factor 3 Grid Position
Ideology	6	Restaurants that promote political consumption are the biggest victims.	2	2	9
Non-political factor	14	Political consumption is tearing the society apart and also as a form of political abduction of the economy.	1	1	9
Hedonism	35	I feel bad about spending in restaurants with different political ideas.	3	3	8
Hedonism	49	I think participating in political consumerism can improve my quality of life.	3	3	8
Hedonism	25	Participating in political consumption can bring me a sense of atonement.	4	3	8
Hedonism	33	I feel safe when I participant in political consumerism.	3	4	8
Ideology	43	Political consumerism is a serious act of discrimination.	1	1	7
Political interest	38	The way people vote can help to change the way the government behaves.	3	2	7
Political efficacy	47	When I participant in political consumerism, I can influence the government to perform more responsibly.	2	2	7
Non-political factor	5	When I participant in political consumerism, the price of the shop is important to me.	4	4	7
Political efficacy	12	When I participant in political consumerism, it can express my social concern.	8	8	5
Political interest	29	I think participating boycott is an unconventional way of political participation.	7	7	5
Political efficacy	11	I expected the owner would use part of the revenue to support the community.	6	6	4
Political interest	27	Support political consumerism is as important as voting.	7	7	4
Digital Media Use	32	I will boycott the restaurant because celebrities with different political opinions have promoted the same restaurant in the media.	6	5	4
Hedonism	21	When participating in political consumption, on top of the service charge, I will give additional tips to express my support.	5	6	3
Ideology	1	Participate in the political consumerism is purposeful.	9	9	3
Non-political factor	3	When I participant in political consumerism, I think food quality is important.	4	8	3
Political efficacy	23	When I participant in political consumerism, I am influencing the company to perform more responsibly.	4	5	3
Political interest	30	Boycotting is as important as boycotting.	7	7	2
Ideology	34	Participate in political consumerism is to express my freedom.	8	9	2
Hedonism	45	I think participating in political consumerism can enhance my happiness.	5	6	2
Digital Media Use	26	I participated in political consumerism based on my friend's recommended restaurant.	7	7	1
Non-political factor	10	When I participant in political consumerism, the service of the shop is important to me.	5	8	1

4.3.4 Consensus statements

Consensus statements, listed on Table 4.12, are those that do not distinguish between any pair of factors (Zabala, 2014, p.166). In this study, all four consensus statements were sitting in the middle of the grid, which implicated the feeling towards these statements are neutral.

According to Table 4.13, factor 1 and 2 has a positive correlation 0.61, and factor 3 has a negative correlation to both factor 1 and 2, -0.54 and -0.62, respectively. Having a positive correlation and the coefficient is 0.36 to 0.67 means their views and comments are moderate correlated to each other, versa having a negative correlation implied the have a moderate opposite views (Talyor, 1990, p. 37) Digital media use is the perception types that Hong Kong political consumer that care less about. Although Hong Kong ideologists have a higher rating on digital media used compared to the rational political consumer, but the importance is much lower compared to other perception types. The highest amount of digital media use for both groups is participated in political consumerism based on friend's recommended restaurant (Q26). Still, when they participate in political consumption, it is neutral to share the experience on social media (Q48) or the political consumerism information on social media (Q24).

Table 4.12 Consensus statements

Perception Type	Q Sample	Statement	Factor 1 Grid Position	Factor 2 Grid Position	Factor 3 Grid Position
Political interest	4	I participant in political consumerism because of the promotional items.	6	5	5
Hedonism	16	Participating in political consumerism is part of my happy life.	5	4	5
Political efficacy	28	I believe how people spend can help to change the way companies behave.	5	5	6
Digital Media Use	37	I follow the IG or Facebook page with a similar political background restaurant.	5	5	5

Table 4.13 Factor score correlations

	Factor 1	Factor 2	Factor 3
Factor 1	1	0.61	-0.54
Factor 2	0.61	1	-0.62
Factor 3	-0.54	-0.62	1

4.4 Business implications

The last research question is: What are the business implications of each perception type of political consumerism for the catering business owner? According to the result, it is very clear there are two perception types that dominate among political consumers in Hong Kong: ideology and non-political factors. These perception types are embedded within active political consumers and rational political consumers.

Active and rational political consumers both have a strong sense of belonging; they well understand that political consumerism is purposeful and participate for a cause. As boycotting and buycotting is accepted among the political consumers as a way to express dissatisfaction with the government and its policies, and as participation rises, political consumers will become more sophisticated, exploit their leverage and increase the effect (Ettenson and Gabrielle Klein, 2005, p.219). Besides, the poll of Hong Kong government satisfaction remains on the negative side (Cheery, 2020) According to Berlin (2011), there is a direct correlation between political consumers and dissatisfaction with the government, and businesses need to recognize that they cannot separate political events and the economy from consumers' marketplace behaviour.

These two groups, rational political consumers and active political consumers have a different leaning toward the importance of the component. From the rational political consumer perspective, interestingly enough, apart from the ideology component, they very much behave like a regular consumer. They are interested in the restaurant providing good quality food and

service, but less concerned about waiting times, location and the variety of the food. On the other hand, active political consumers believe political consumerism is purposeful, that it is the responsibility of Hongkongers, and it is important that companies share the same values as political consumers. Although studies say there is a gap in age and gender regarding participation in political consumerism (Lorenzini, and Bassoli, 2015, p.460), it is not a distinguishable factor in this study.

As these important components have been identified, the business implication is straightforward. As most of the political consumers are concerned about the political values of the business, the catering business is expected to share these values and connect with the consumer. It is important to express these values in the most honest way to target these political customers (Bardi and Schwartz, 2003, p.1216). Small businesses have an advantage as they can more easily express these ideologies through promotions or shop decorations. Symbolic items or slogans can easily draw the attention of political consumers. In addition, location or the waiting time is not the most concerning component; this gives small catering businesses a chance against large companies and franchises. In turn, small restaurants should focus on the quality of food and service.

One key component regarding the hedonistic political consumer is that these consumers will feel bad about spending money in a restaurant with different political ideas, implying they will be loyal customers if the business can meet their needs. Hedonistic political consumers are

searching for pleasure and sensuous gratification (Bardi and Schwartz, 2003, p.1208), and participating in political consumerism is a way to improve their quality of life and bring a sense of atonement. To attract hedonistic political consumers, restaurants should incorporate sentimental feelings into their services, explore ways to manage customer expectations in service performance, and encourage dissatisfied customers to communicate their concerns (Duan et al., 2016, p.294).

Catering businesses in Hong Kong should recognize that political consumerism cannot be separated from economic and consumer behaviour. To better serve political consumers, quality of food and services is the fundamental component in catering. In addition, sharing the same political values can attract a majority of political consumers, and incorporating sentimental service that touches the customers is recommended. These actions are more feasible in small catering businesses than in the large franchise catering businesses, offering the smaller businesses a better opportunity to compete in the economy.

4.5 Research ethics and risk assessment

In respect to current research ethics, risk assessment has been conducted before this study. To ensure scientific objectivity, the research method and results in this study were not influenced by any individual. Also, this study is not funded by any community nor business to ensure this study is without any community bias or personal interests. The results received from

the participants did not require any information that can be related to their identity. The personal data on the questionnaire including gender, age, education level, and income, were input as a code, which needed to be decoded to gather the information. As described in the ethics form, the data will be stored for an additional 12 months after the submission of this dissertation and will be erased from the digital record. No paper record was used during the data collection, the analysing stage, or the reporting stage. After downloading the data from the system, all the data was only saved on a personal computer and was not uploaded to any online platform, ensuring data privacy and confidentiality. The results and reports are attached in the appendix to ensure the findings of the report are fair and accurate.

Chapter 5

Conclusions and recommendations

This research is aimed to assess the business implication of political consumerism in Hong Kong catering sectors, using Q methodology to identify the perception types of political consumerism and the important components for each type of political consumer in Hong Kong. It is concluded that in the Hong Kong catering sector, political consumers strongly express their ideology and non-political factors. The results show that active political consumers and rational political consumers share similar importance components, express their right to participate in boycotts or buycotts, and use that as an alternative method to express their dissatisfaction with government policy. In the view of the hedonistic political consumer, their behaviour leans toward personal pleasures while participating in political consumerism. According to the results, ideological similarity between the political consumer and the restaurant is important, political consumers are willing to participate and contribute, and dining in outspoken restaurants is seen as a way to express the freedoms they feel entitled to. At the same time, the quality of the food and service remains a high priority for the consumers, indicating that the political intention is as important as food and service quality. The result also showed that political consumers are leaning towards the hedonism, they believe that participating in political consumerism can improve the quality of life and, at the same time, bring a sense of atonement. As loyal and returning consumers are the type of customers businesses would like to retain, it is recommended that catering services incorporate

sentimental feelings and encourage communication with the consumer, especially regarding complaints, as it would be the key factor in serving the needs of political consumers.

5.1 Conclusions

The social unrest in Hong Kong can be traced back to the Umbrella Movement of 2014, it was a counting movement and the number of protests along with the protesters increased, the advocate is trying to protect the freedom as many ways as possible, but the movement has been slowed down with time. However, the movement was sparked again in 2019, with actions including demonstrations, high voter turnouts, internet propaganda, record low approval ratings for the government and a downtrend in the freedom indicator in Hong Kong, all inciting people to be highly unsatisfied with the government. After reviewing the most important components from both ends, it is necessary to separate the view from each factor.

For the past year, discussions relating to political consumerism or the Yellow Economic Circle have been embedded in Hong Kong people's daily life. Many businesses, especially in the catering sector, are still sharing the ideology to express the freedom and the way of living under the rule of law. There are only a few academic publications related to political consumerism in Hong Kong, and no researcher has applied a mixed-method, such as Q methodology, to study political consumerism. Nevertheless, the number of political consumers

keeps increasing, and this study aimed to assess the business implication of political consumerism in Hong Kong catering sectors.

The literature review facilitated the foundation of this study and explained different perceptions of political consumerism around the world, identifying six perception types of political consumerism; political interests, political efficacy, ideology, digital media use, hedonism, and non-political factors. These six types of perception are used as the research framework to identify the perception types of political consumers in Hong Kong. In addition, internet sourced information and expert opinions were incorporated to help develop the concourse with 49 Q samples. Thirty-six completed Q sorts gathered the political consumers' attitudes and opinions from their boycott and buycott experiences between June 2019 and May 2020 in Hong Kong. Capitalising on the advantage of the Q Methodology and through Q sort analysis, the data set was able to gather like-minded groups and understand the perception as well as the important components of each factor. This mixed method integrated both quantitative and qualitative analysis, to calculate the Q sample statistical significance and interpret and name the factors, respectively. Based on the results, it is determined to be a three-factor model, using centroid factors extraction with hand rotation, the data set is managed to explain 48% variance and Factors 1, 2, and 3, explained 24%, 17%, and 7% variance, respectively.

The participants' view and opinions were reflected and identified in the data analysis section. The perception types of political consumers in Hong Kong are dominated by ideology and non-political factors. These perceptions are embedded within active political consumers and rational political consumers most significantly. The majority of political consumers believe that participating in political consumerism is not tearing the society apart, but instead, they are defending their freedoms while boycotting or buycotting. Hongkongers use a variety of ways to express their freedom, with protests or demonstrations of different scales over the past year and election turn out rates at their highest. With different shapes and forms of propaganda in the media and on the internet, and low approval ratings for the government, Hong Kong people are frustrated with the situation, which explains why the majority of the participants belong to the active political consumer group, using boycotts and buycotts to express their freedom and their dissatisfaction toward the government. Rational political consumers, on the other hand, while participating in political consumerism, are concerned with the food quality and the service of the restaurant. In contrast to active and rational political consumers, the hedonistic political consumer is aiming for pleasure and sensuous gratification. They believed that participating in political consumerism can improve the quality of life and bring a sense of atonement, which is different to both active and rational political consumers.

Hong Kong businesses that want to expand and focus their customer base on political consumers need to share their ideology, especially for small catering business owners having

an advantage to express such ideologies through promotion or shop decoration to attract the target customers. But they must not forget that political consumers in many ways behave the same as non-political customers. They are very keen to have high quality food and service in the restaurant, but less concerned about waiting times, the location and the choice of food items. The active and rational political consumers have a strong sense of ideology, political consumerism is their aim, and they strongly believe it is a duty of Hongkongers, therefore it is necessary for businesses to share the same interests as political consumers. Sentimental feeling in the restaurant service is essential for hedonistic political consumers, as they are searching for pleasure and sensuous gratification when are participating in political consumerism. Hong Kong catering companies should recognize that political consumerism cannot be isolated from economic and commercial behaviour. To best serve political customers, quality of food and services is the fundamental component in the catering industry, the exchange of similar political ideas will draw a majority of the political consumers, and sentimental service will bring positive impact to the clients.

5.2 Recommendations

Political consumerism research can be remarkably diverse, and many aspects were not covered in this study. Maxim's, one of the major catering groups in Hong Kong, recorded a loss of HK\$ 400 million in 2020 (Jardine, 2020). The group reported a significant reduction in

customer numbers and a number of temporary store closures, although it did not spell out, that one of the shareholders, Ms Annie Wu, was outspoken with her pro-Chinese government views and has been strongly against the pro-democracy campaign since the Umbrella Movement in 2014, resulting in a large scale boycott of Maxim's business. It would be an interesting topic to focus on at a corporate level and the understanding the impact of political consumerism in their business.

The Hong Kong political environment has been generalized as pro-democracy or pro-government. Many political consumerism studies around the world included party leanings or political beliefs, which were not included in this study intentionally as this is a general overview of the political consumerism in Hong Kong. However, understanding the correlation between the behaviour and party leaning would be an interesting topic. Using the same methodology but including party leaning would give an insight into the behaviour difference with the main political parties in Hong Kong. The result could provide a more in-depth insight into the significance of political consumerism and the participant pattern in Hong Kong.

In addition to the corporate level and the party leaning, this study identified that ideology and non-political factors are the key perception types in political consumerism in the catering sector. To further understand political consumer behaviour, research areas could be expanded into different business sectors, such as grocery retail. A lot of new grocers develop their business model by emphasising that their products are not from China, in supporting the needs

from the political consumer, a feasibility study of a grocer who is not source from China could be expended from here.

The use of Q methodology allowed the extraction of a large amount of data from the sample and factor analysis was used to group like-minded people, evaluate their perceptions and understand their behaviour and values. Although this method is not common in business study, this study demonstrated the benefit of this mixed-method analysis and its application in business study for the further researchers to consider, especially in the area of consumer behavioural studies.

5.3 Limitations

Political factors are highly related to the behaviour of political consumerism. During the time in which this study was conducted, the political environment has changed dramatically. The imposition of the National Security Law in Hong Kong (The Government of the Hong Kong Special Administrative Region, 2020a), the disqualification of Legislative Council candidates (Cheung, Chung, and Wong, 2020), and the postponement of the 2020 Legislative Council General Election for a year (The Government of the Hong Kong Special Administrative Region, 2020b) will all impact the participants, changing the thinking and behaviour. Therefore, the time scale of the Q sort has been specified during the study to provide a better picture of this behaviour.

Q sorting is considered one of the method limitations. Face-to-face Q sorting can help the participants understand the purpose of the study and answer their questions and concerns during the process. However, due to COVID-19 and social-distancing requirements, an online version of the Q sort was conducted, although the instructions were given and most of the participants completed it as required. Still, a number of participants did not elaborate on their choice of both extremes, which could have been avoided if the study had been conducted face-to-face. Elderly participants with limited computer knowledge also faced a hard time during the Q sorting. It is also a very time-consuming process (McKeown and Thomas, 1988), and participants can lose interest in the matter, affecting the results. All these factors can lead the participant's lack of comprehension and, in turn, misrepresentation (Dennis, 1986).

The findings cannot be generalized much beyond the current setting in which the research was conducted. Although the study examined the perception of participants on political consumerism, the data collection could only be made from the local consumer's perspective. Future study on the shop owner's perspectives on influences of political consumerism would provide a more comprehensive picture. The Q set was developed based on currently available literature and resources, related to different important aspects of political consumerism. Pilot testing of these statements was only able to be carried out with three participants, however, comments and recommendations from an expert panel were received, and statements were revised accordingly. Enhancing the relevance and completeness of the statements might have

improved the study quality, and additional pilot testing could also have been employed.

The study recruited 36 people and due to the small sample size, the result generated could not be applied beyond the current study setting. Future study is recommended to employ a larger scale and to include people with different cultural backgrounds to generalize the result to the targeted sector better. If the research is able to run over a longer period, an additional survey could be conducted with the same group of participants to capture the behavioural changes alongside with the political changes in Hong Kong. As this is a personal dissertation study, it needs to balance the deliverables, the sample size, and the depth of the qualitative research. Once the results have been analysed and concluded, recommendations that are made for the catering business might be also suitable in other sectors or companies for reference in promoting the political consumerism, and further studies could be conducted based on these results.

Political consumerism covers a wide range of research areas, and Q methodology is a suitable method of business research, especially on consumer behaviour. This study demonstrated the importance of the business standpoint in political consumerism, and illustrated the applicability of Q methodology in business research.

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Appendices

Appendix A: Q Sample

Perception type	Sequence	Q statement	Reference
Digital Media Use	9	I like to post pictures on social media when I participate in political consumerism.	Becker and Copeland (2016)
	24	I will like or share the political consumerism information on social media.	Expert Comment
	26	I participated in political consumerism based on my friend's recommended restaurant.	Copeland (2014)
	31	Before I make my choice of restaurant, I would use social media to check their political background.	Hong Kong and Macao Affairs Office Of the State Council (2020)
	32	I will boycott the restaurant because celebrities with different political opinions have promoted the same restaurant in the media.	Expert Comment
	37	I follow the IG or Facebook page with a similar political background restaurant.	Becker and Copeland (2016)
	40	It is important to get information about the restaurant's political background from social media.	Becker and Copeland (2016)
	48	I share my political consumerism experience on social media.	Becker and Copeland (2016)
Hedonism	16	Participating in political consumerism is part of my happy life.	Hoffmann et al. (2018)
	17	It is important to enjoy the dining experience with a similar idea of people.	Hoffmann et al. (2018)
	21	When participating in political consumption, on top of the service charge, I will give additional tips to express my support.	Expert Comment
	25	Participating in political consumption can bring me a sense of atonement.	Expert Comment
	33	I feel safe when I participant in political consumerism.	Hoffmann et al. (2018)
	35	I feel bad about spending in restaurants with different political ideas.	Expert Comment
	45	I think participating in political consumerism can enhance my happiness.	Hoffmann et al. (2018)
	49	I think participating in political consumerism can improve my quality of life.	Hoffmann et al. (2018)

Perception type	Sequence	Q statement	Reference
Ideology	1	Participate in the political consumerism is purposeful.	Rossel (2008)
	6	Restaurants that promote political consumption are the biggest victims.	news.gov.hk (2019)
	7	Because I have limited resources, therefore I need to spend my money with similar political ideology.	Rossel (2008)
	13	It is important for the restaurant and I share the same political value.	Shah et al (2007)
	20	I think that participating in political consumerism is my responsibility.	Shah et al (2007)
	22	I make a special effort to participate in the political consumerism because that supports the community.	Shah et al (2007)
	34	Participate in political consumerism is to express my freedom.	Bostrom, Micheletti and Oosterveer (2019)
	43	Political consumerism is a serious act of discrimination.	Singtao (2020)
	46	I would boycott the restaurant because the celebrities with different political interests had dined there before.	Expert Comment
Non-political factor	3	When I participant in political consumerism, I think food quality is important.	Kam and Deichert (2020)
	5	When I participant in political consumerism, the price of the shop is important to me.	Kam and Deichert (2020)
	8	When I participant in political consumerism, the shop must have a variety of food selection.	Kam and Deichert (2020)
	10	When I participant in political consumerism, the service of the shop is important to me.	Kam and Deichert (2020)
	14	Political consumption is tearing the society apart and also as a form of political abduction of the economy.	Liaison Office of the Central People's Government in the Hong Kong S.A.R. (2020)
	18	Most of the ingredients in restaurants are sourced from China, and Hong Kong cannot be separated from China's economic and self-sufficiency.	RTHK (2020)
	41	When I participant in political consumerism, I don't mind waiting to be seater longer than other restaurants.	Expert Comment
	44	When I participant in political consumerism, the location of the shop is important to me.	Kam and Deichert (2020)

Perception type	Sequence	Q statement	Reference
Political efficacy	11	I expected the owner would use part of the revenue to support the community.	Echegary (2015); Verba et al; (1995)
	12	When I participant in political consumerism, it can express my social concern.	Baek (2010)
	15	Participating in political consumption is one of my ways of expressing dissatisfaction with the government.	Expert Comment
	19	When I participant political consumerism is helping others outside of institutionalized processes of political conflict.	Dalton (2008)
	23	When I participant in political consumerism, I am influencing the company to perform more responsibly.	Echegary (2015); Verba et al; (1995)
	28	I believe how people spend can help to change the way companies behave.	Echegary (2015); Verba et al; (1995)
	36	I have the power to influence large companies than the government.	Echegary (2015); Verba et al; (1995)
	47	When I participant in political consumerism, I can influence the government to perform more responsibly.	Echegary (2015); Verba et al; (1995)
Political interest	2	Hong Kong believes in Free Economy; the quality of goods or services should be used to attract customers rather than political positions.	news.gov.hk (2019)
	4	I participant in political consumerism because of the promotional items.	Expert Comment
	27	Support political consumerism is as important as voting.	Stolle, Hooghe and Micheletti (2005); Micheletti, 2003)
	29	I think participating boycott is an unconventional way of political participation.	Stolle, Hooghe and Micheletti (2005)
	30	Boycotting is as important as boycotting.	Stolle, Hooghe and Micheletti (2005); Micheletti, 2003)
	38	The way people vote can help to change the way the government behaves.	Echegary (2015); Verba et al; (1995)
	39	Participant in political consumerism is as important as a protest.	Stolle, Hooghe and Micheletti (2005); Micheletti, 2003)
	42	I was participating in political consumerism because I am interested in politics.	Stolle, Hooghe and Micheletti (2005); Micheletti, 2003)

Appendix B: Invitation email

香港政治消費行為的調查

很高興邀請您參加本次研究！

研究目的 - 本次研究旨在調查香港政治消費行為的重要因素。調查對象為年滿 18 歲的香港居民，並且在過去十二個月內曾經參與餐飲業的罷買(Boycott)或支持消費(Buycott)。

調查時間約三十分鐘。

保密性 - 調查會以匿名進行，所有獲得的資料將嚴格保密並將僅用於研究用途。所有資料會在研究報告發表後的十二個月內銷毀。您的參與是自願的。受訪者有權不回答任何問題，這也意味著您可以隨時選擇停止回答而沒有負面影響。

本次調查分為四個部份

第一部分為初步分類，總共有 49 句陳述句，受訪者會將句子按個人意見分類為同意,中立,及不同意。

第二部分為詳細分類，就先前分類過的句子，再按不同程度而歸納於不同的空格內。+4 代表最同意，-4 代表最不同意。請由最同意到最不同意排列。注意，不同分數能放的陳述句都有不同，每個分類都不能多於或少於指定限額。

分數	陳述句總數
-4 最不同意	2
-3	4
-2	6
-1	8
0	9
+1	8
+2	6
+3	4
+4 最同意	2

第三部分為訪談，就最同意及最不同意的兩句陳述句加以說明，輸入中英文皆可。你也可以在最後一項提供其他意見。

最後一部分為基本資料，填寫完畢就會完成本次調查。

如對調查有任何查詢，請電郵到 timliuck@outlook.com 與調查主任聯絡。多謝你的時間和參與。

[English translation]

Investigation of Hong Kong Political Consumer Behavior

I am pleased to invite you participating in this research!

Research Purpose-This research is to investigate the important factors in Hong Kong's political consumption behavior. The participants of the survey are Hong Kong residents who have reached the age of 18 and have participated in boycott or buycott in the catering sector in the past 12 months.

The survey takes about 30 minutes.

Confidentiality-the investigation will be conducted anonymously, and all information obtained will be strictly confidential and only used for other research purposes. All data will be destroyed within twelve months after the research report is published. Your participation is voluntary. You have the right not to answer any questions, which also means that you can choose to stop answering at any time without any consequence.

This survey is divided into four parts

The first part is the initial sorting. There are a total of 49 declarative sentences. Please read each statement and based on your personal opinions to separate into Agree, neutral, and disagree.

The second part is a final sorting, please based on the previously classified sentences, and then classified into different intervals according to different degrees. +4 means most agree, -4 means least agree. Please sort the sentence from the most agree to least agree. The statements that can be put in different scores are different, and each category cannot exceed or replace the specified replacement.

Points	Number of statements
-4 Most disagree	2
-3	4
-2	6
-1	8
0	9
+1	8
+2	6
+3	4
+4 Most agree	2

The third part is an interview, please explaining the two statements that most agree and disagree with. Both Chinese and English can be entered. You can also provide other comments in the last text box.

The last part is the basic information, and the survey will be completed after filling in.

If you have any enquiries about the investigation, please email to timliuck@outlook.com to contact the investigation director. Thank you for your time and participation.

Appendix C: The survey: Qsoftware screen capture



[English translation]

Thank you for participating in this research.

This research aim is to investigate important factors in Hong Kong's political consumerism. Participants of the survey should be Hong Kong residents who have reached the age of 18 and have participated in boycott or buycott in the catering industry in the past 12 months. The survey should take about 30 minutes.

Confidentiality-the survey will be conducted anonymously, and all information obtained will be strictly confidential and only be used for other research purposes. All data will be destroyed within twelve months after the research report is published. Your participation is voluntary. You have the right not to answer any questions and to stop answering at any time without any consequence.

By clicking OK means that you have met the above conditions, understand the information and given the consent voluntarily participate in this survey.

Appendix C1: Initial sort

香港政治消費行為的調查 / Step 1 of 1...

總共有49句陳述句，請將下列句子，按你個人意見，分類為同意、中立、及不同意。

Drag the following item into one of the boxes below:

I1 參與政治消費是有意義的。

不同意	中立	同意
Disagree	Neutral	Agree

Continue →

總共有49句陳述句，請將下列句子，按你個人意見，分類為同意、中立、及不同意。

Drag the following item into one of the boxes below:

不同意	中立	同意
1 N1 參與政治消費時，食物的品質對我很重要。	1 I1 參與政治消費是有意義的。	1 P1 香港奉行自由經濟，商戶應該以質素來吸引顧客而非政治立場。
2 I2 推行政治消費的食肆是最大的受害者。	2 P2 我會因為食肆的政治宣傳品而參與政治消費。	2 N2 參與政治消費時，食肆的價格對我很重要。
3 D1 我喜歡在社交媒體發布參與政治消費的照片。	3 N3 參與政治消費時，食品選擇的多樣性對我很重要。	3 I3 由於我的經濟條件有限，所以我需要在政治理念接近的食肆消費。
4 I4 食肆和我有共同的政治理念是非常重要的。	4 N4 參與政治消費時，食肆的服務質素對我很重要。	4 E1 我期望食肆老闆會用部分收益來支持及幫助社區。
5 N5 政治消費為社會製造撕裂，是一種政治綁架經濟的行為。	5 E2 參與政治消費，可以表達我對社會的關注。	5 E3 參與政治消費是我對政府表達不滿的其中一種方式。
6 E4 參與政治消費，是我幫助其他人擺脫政治衝突的其中一個方式。	6 H1 參與政治消費是快樂生活的一部份。	6 N6 食肆的食材大都來源自內地，香港不可能脫離內地經濟自給自足。
7 E5 參與政治消費，我可以令企業對社會負更多責任。	7 H2 在食肆與政見相同的食客一起用餐很重要。	7 H3 參與政治消費時，除了食肆原有的“加一”服務費外，我會額外給小費以示支持。
8 E6 我相信市民的消費行為可以幫助改變企業的取態。	8 I5 參與政治消費是我的責任。	8 H4 參與政治消費能為我帶來贖罪感。
9 P4 我認為支持消費(Buycott)是另一種參與政治的方式。	9 I6 我願意更加身體力行地參與政治消費，因為這能支持及幫助社區。	9 P3 支持政治消費與投票同樣重要。
10 D4 在我決定消費前一定會先上網了解食肆的政治背景。	10 D2 我會在社交媒體按讚或分享政治消費類的訊息。	10 D5 我會因為不同政見的知名人士曾為該食肆在媒體宣傳而罷食。
11 I7 參與政治消費是表達個人自由的一種方式。	11 D3 我曾經根據朋友政治消費的推介到該食肆消費。	11 E7 我對企業的影響力比對政府的大。
12 H6 我會因為在不同政治理念的食肆消費而感到不安。	12 P5 罷買(Boycott)與支持消費(Buycott)同樣重要。	12 D6 我會在社交媒體追蹤相同政治理念食肆的動向。
13 D7 我認為從社交媒體獲取食肆的政治背景是非常重要的。	13 H5 參與政治消費會為我帶來安全感。	13 P6 我認為選民投票意向可以改變政府的施政。
14 H7 參與政治消費可以令我更快樂。	14 P7 參與政治消費與遊行示威同樣重要。	14 P8 參與政治消費是因為我對政治感到興趣。
	15 N7 參與政治消費時，我不介意等候入座時間比其他食肆長。	15 I8 政治消費是嚴重的歧視行為。
	16 N8 參與政治消費時，食肆的位置對我很重要。	16 E8 參與政治消費，我可影響政府履行更多責任。
	17 I9 我會因為不同政見的知名人士曾在該食肆消費而罷食。	
	18 D8 我會在社交媒體上分享我的政治消費經驗。	
	19 H8 參與政治消費可以改善我的生活質素。	

Continue



Appendix C2: Final sort

香港政治消費行為的調查 / Step 1 of 1...

就先前分類過的句子，再按不同程度而歸納於不同的空格內。+4 代表最同意，-4 代表最不同意。請由最同意到最不同意排列。注意，不同分數能放的陳述句都有不同，每個分類都不能多於或少於指定限額。

Drag the items to the boxes below:

Disagree		Neutral		Agree	
不同意		中立		同意	
1 N1 參與政治消費時，食物的品質對我很重要。		1 I1 參與政治消費是有意義的。		1 N2 參與政治消費時，食肆的價格對我很重要。	
2 I2 推行政治消費的食肆是最大的受害者。		2 P2 我會因為食肆的政治宣傳品而參與政治消費。		2 I3 由於我的經濟條件有限，所以我需要在政治理念接近的食肆消費。	
3 D1 我喜歡在社交媒體發布參與政治消費的照片。		3 N3 參與政治消費時，食品選擇的多樣性對我很重要。		3 E1 我期望食肆老闆會用部分收益來支持及幫助社區。	
4 I4 食肆和我有共同的政治理念是非常重要的。		4 N4 參與政治消費時，食肆的服務質素對我很重要。		4 N6 食肆的食材大都來源自內地，香港不可能脫離內地經濟自給自足。	
5 N5 政治消費為社會製造撕裂，是一種政治綁架經濟的行為。		5 E2 參與政治消費，可以表達我對社會的關注。		5 H3 參與政治消費時，除了食肆原有的“加一”服務費外，我會額外給小費以示支持。	
6 E4 參與政治消費，是我幫助其他人擺脫政治衝突的其中一個方式。		6 H1 參與政治消費是快樂生活的一部份。		6 H4 參與政治消費能為我帶來贖罪感。	
7 E5 參與政治消費，我可以令企業對社會負更多責任。		7 H2 在食肆與政見相同的食客一起用餐很重要。			
8 E6 我相信市民的消費行為可以幫助改變企業的可觀。		8 I5 參與政治消費是我的責任。			

-4 最不同意 (2)	-3 (4)	-2 (6)	-1 (8)	0 (9)	+1 (8)	+2 (6)	+3 (4)	+4 最同意 (2)
Most Disagree								1 P1 香港奉行自由經濟，商戶應該以質素來吸引顧客而非政治立場。 2 E3 參與政治消費是我對政府表達不滿的其中一種方式。
2 item(s) missing	4 item(s) missing	6 item(s) missing	8 item(s) missing	9 item(s) missing	8 item(s) missing	6 item(s) missing	4 item(s) missing	OK!

Continue

香港政治消費行為的調查 / Step 1 of 1...

就先前分類過的句子，再按不同程度而歸納於不同的空格內。+4 代表最同意，-4 代表最不同意。請由最同意到最不同意排列。注意，不同分數能放的陳述句都有不同，每個分類都不能多於或少於指定限額。

Drag the items to the boxes below:

不同意	中立	同意

-4 最不同意 (2)	-3 (4)	-2 (6)	-1 (8)	0 (9)	+1 (8)	+2 (6)	+3 (4)	+4 最同意 (2)
1 D4 在我決定消費前一定會先上網了解食肆的政治背景。 2 D1 我喜歡在社交媒體發布參與政治消費的照片。 OK!	1 H7 參與政治消費可以令我更快樂。 2 D7 我認為從社交媒體竊取食肆的政治背景是非常重要的。 3 I7 參與政治消費是表達個人自由的一種方式。 4 E6 我相信市民的消費行為可以幫助改變企業的取態。 OK!	1 I2 推行政治消費的食肆是最大的受害者。 2 E4 參與政治消費，是我幫助其他人擺脫政治衝突的其中一個方式。 3 P4 我認為支持消費 (Boycott) 是另一種參與...的方式。 4 E5 參與政治消費，我可以令企業對社會負更多責任。 5 N5 政治消費為社會製造斷裂，是一種政治滯滯經濟的行為。 6 H6 我會因為在不同政治理念的食肆消費而感到不安。 OK!	1 H8 參與政治消費可以改善我的生活質素。 2 N7 參與政治消費時，我不介意等融入坐時間比其他食肆長。 3 P2 我會因為食肆的政治宣傳品而參與政治消費。 4 D2 我會在社交媒體按讚或分享政治消費類的訊息。 5 D8 我會在社交媒體上分享我的政治消費經驗。 6 I1 參與政治消費是有意義的。 7 N1 參與政治消費時，食物的品質對我很重要。 8 I4 食肆和我有共同的政治理念是非常重要的。 OK!	1 N3 參與政治消費時，食品選擇的多樣性對我很重要。 2 H5 參與政治消費會為我帶來安全感。 3 D3 我曾經根據朋友政治消費的推介到該食肆消費。 4 E2 參與政治消費，可以表達我對社會的關注。 5 P5 罷買 (Boycott) 與支持消費 (Boycott) 同樣重要。 6 I5 參與政治消費是我的責任。 7 P7 參與政治消費與遊行示威同樣重要。 8 N8 參與政治消費時，食肆的位置對我很重要。 9 I9 我會因為不同政見的知名人士曾在該食肆消費而罷食。 OK!	1 P3 支持政治消費與投票同樣重要。 2 I3 由於我的經濟條件有限，所以我需要在政治理念接近的食肆消費。 3 E8 參與政治消費，我可影響政府履行更多責任。 4 I8 政治消費是嚴重的歧視行為。 5 N4 參與政治消費時，食肆的服務質素對我很重要。 6 H2 在食肆與政見相同的食客一起用餐很重要。 7 H1 參與政治消費是快樂生活的一部份。 8 I6 我願意更加身體力行地參與政治消費，因為這能支持及幫助社區。 OK!	1 D6 我會在社交媒體追蹤相同政治理念食肆的動向。 2 E7 我對企業的影響力比對政府的大。 3 D5 我會因為不同政見的知名人士曾為該食肆在媒體宣傳而罷食。 4 N2 參與政治消費時，食肆的價格對我很重要。 5 P8 參與政治消費是因為我對政治感到興趣。 6 P6 我認為選民投票意向可以改變政府的施政。 OK!	1 E1 我期望食肆老闆會用部分收益來支持及幫助社區。 2 H3 參與政治消費時，除了食肆原有的 加一 服務費外，我會額外給小費以示支持。 3 H4 參與政治消費能為我帶來贖罪感。 4 N6 食肆的食材大都來源自內地，會是不可能脫離內地經濟自給自足。 OK!	1 P1 香港奉行自由經濟，商戶應該以質素來吸引顧客而非政治立場。 2 E3 參與政治消費是我對政府表達不滿的其中一種方式。 OK!

Continue

Appendix C3: Interview questions

訪談

User Information

請加以說明為什麼最同意這兩句 (+4) 的陳述，輸入中英文皆可。：

請加以說明為什麼最不同意這兩句 (-4) 的陳述，輸入中英文皆可。：

其他意見分享，輸入中英文皆可。：

OK

[English translation]

Please give the reason why you most agree with that two statements. Both Chinese and English can be entered.

Please give the reason why you most disagree with that two statements. Both Chinese and English can be entered.

Additional comments. Both Chinese and English can be entered.

Appendix C4: Basic information

基本資料

User Information

性別: 男性

年齡: 18 以下

學歷: 小學

每月收入水平 - 港元: 10000或以下

OK

[English translation]

Gender

Age

Education

Monthly income – HKD

Appendix C5: End note and data submission

End Note

感謝 閣下完成問卷。

如對調查有任何查詢，請電郵到timliuck@outlook.com 與調查主任聯絡。多謝你的時間和參與。

請在下一頁儲存並送出資料

OK

[English translation]

Thank you for completing the survey. If you have any question regarding the survey, please feel free to email timliuck@outlook.com, Appreciated your time and participation. Please save and send out the result on the next page.

Procedure completed

 The procedure is now completed. Would you like to save your data?

Yes

No

Appendix D: Q sort results

	s1	s2	s3	s4	s5	s6	s7	s8	s9	s10	s11	s12	s13	s14	s15	s16	s17	s18	s19	s20	s21	s22	s23	s24	s25	s26	s27	s28	s29	s30	s31	s32	s33	s34	s35	s36	s37	s38	s39	s40	s41	s42	s43	s44	s45	s46	s47	s48	s49		
R1	7	1	3	8	4	2	6	7	5	5	7	5	5	2	9	8	7	3	3	9	8	4	5	4	8	6	3	5	7	6	6	6	6	7	4	1	4	2	2	4	4	5	3	4	6	5	5	3	6		
R2	4	5	4	5	5	5	6	6	3	3	5	5	6	7	7	8	2	2	3	6	4	9	5	7	7	4	3	4	1	5	8	8	6	8	7	9	6	6	6	7	4	5	4	4	2	3	1	3	2		
R3	9	6	8	5	2	3	2	4	3	8	8	5	7	1	6	5	7	5	3	7	6	5	5	4	2	7	7	4	6	8	5	6	4	9	7	6	4	1	6	4	4	3	2	4	5	6	3	3	5		
R4	6	6	5	5	5	1	4	3	2	3	8	7	5	1	8	5	7	4	5	5	5	9	2	2	4	6	7	3	7	7	3	6	4	8	4	6	3	8	6	6	7	9	2	4	4	6	4	3	5		
R5	8	4	4	4	5	6	7	4	5	5	5	7	5	1	8	6	6	2	3	7	3	6	6	5	2	7	8	6	9	9	4	7	3	8	4	5	4	2	6	5	7	3	1	3	4	6	2	5	3		
R6	8	6	8	7	7	1	3	3	5	7	9	4	9	2	8	6	6	1	5	7	6	7	4	5	4	6	5	4	3	3	5	6	5	5	4	3	6	2	5	6	7	4	2	2	5	8	4	4	3		
R7	8	7	3	6	3	5	7	3	2	3	8	4	5	4	6	1	5	6	6	6	5	5	6	2	7	7	7	6	8	9	4	7	4	8	5	1	4	5	5	5	6	4	3	2	4	9	3	2	4		
R8	8	5	6	7	4	2	7	4	5	5	5	4	5	1	6	4	2	2	5	8	8	9	3	6	5	7	5	6	5	6	6	6	4	6	2	4	3	9	3	7	7	3	1	7	4	8	3	4	3		
R9	9	5	7	4	2	5	5	4	3	7	3	5	4	2	5	7	5	5	5	3	7	6	8	4	7	6	6	3	8	8	5	6	6	9	2	4	6	1	6	4	7	6	1	4	8	4	2	3	3		
R10	9	2	3	4	3	2	5	3	4	3	6	8	5	1	8	5	6	2	6	7	6	5	6	3	2	8	7	6	8	7	5	7	4	9	4	6	5	4	6	5	7	4	1	3	4	7	5	4	5		
R11	9	7	8	8	6	2	5	6	4	6	6	7	7	1	4	2	4	7	3	8	2	7	2	6	5	4	6	5	6	8	6	3	7	5	3	5	5	5	4	4	9	5	1	3	4	3	5	4	3		
R12	6	8	8	4	4	2	4	8	5	8	7	5	4	3	7	4	3	9	3	6	5	5	5	4	6	5	4	5	7	6	4	6	3	9	1	6	5	6	6	3	7	7	1	2	7	5	3	2	2		
R13	9	2	3	5	2	2	5	2	7	5	5	7	6	1	9	4	3	3	5	7	3	5	4	7	8	5	7	8	6	5	4	5	4	8	4	4	6	6	6	6	6	7	1	3	6	4	3	8	4		
R14	9	3	5	5	5	3	4	5	2	6	4	8	8	1	9	5	8	4	6	6	3	6	3	6	5	4	6	5	7	7	6	6	5	6	4	7	4	8	5	2	7	5	3	4	2	4	7	7	1	4	2
R15	8	5	9	7	7	1	2	5	2	9	5	7	5	1	8	4	3	3	6	6	6	6	5	3	4	6	7	7	5	7	4	4	4	6	3	5	3	4	8	4	8	6	2	6	4	5	3	2	5		
R16	5	9	6	4	4	2	3	7	4	7	7	7	6	3	7	3	5	8	1	3	5	5	6	4	4	6	7	8	6	8	6	3	3	8	6	1	5	9	5	5	2	5	4	6	4	2	5	4	2		
R17	8	3	4	4	3	4	3	4	5	5	7	3	6	1	9	5	7	3	5	4	6	5	5	6	4	6	6	7	7	7	4	8	2	9	4	7	5	2	6	6	8	5	1	5	3	8	2	6	2		
R18	9	2	5	6	4	2	4	5	4	5	8	8	8	1	7	7	6	3	4	5	6	6	6	5	2	5	8	4	7	7	7	3	4	6	3	3	5	4	9	5	6	6	1	2	7	3	4	3	5		
R19	7	5	5	7	5	5	4	5	2	6	7	4	6	1	9	6	6	5	2	4	5	5	4	3	3	8	4	7	6	6	8	8	4	9	7	2	3	3	4	7	6	3	1	4	6	8	2	3	5		
R20	1	9	7	4	7	8	4	7	4	7	5	5	6	9	5	4	6	6	2	4	5	5	3	5	5	3	4	5	3	3	6	8	4	6	8	3	4	6	3	6	5	2	8	7	6	7	2	2	1		
R21	8	8	7	3	5	2	4	5	3	7	6	9	4	1	9	3	7	8	4	5	3	8	5	4	4	5	5	4	4	5	6	6	5	5	2	7	6	2	6	7	6	4	1	6	7	6	3	3	2		
R22	6	5	9	5	5	1	5	5	4	9	5	5	4	1	4	4	3	4	5	4	7	3	8	8	3	8	7	5	4	7	4	7	2	8	2	6	7	2	6	6	3	6	3	7	6	6	3	6	2		
R23	8	7	8	5	6	2	4	6	3	7	5	9	5	2	2	6	3	4	5	4	5	7	6	3	2	7	8	5	7	6	4	5	3	9	4	7	5	1	8	4	6	5	1	6	6	4	3	3	4		
R24	6	9	6	6	6	6	5	8	2	7	9	7	1	8	6	1	2	8	2	2	4	3	6	5	5	5	5	8	7	7	5	5	3	7	4	4	4	5	4	3	4	4	7	3	4	3	3	5	6		
R25	6	4	7	7	5	2	5	6	4	7	9	6	8	1	5	6	9	2	7	6	4	6	6	4	2	5	4	3	8	5	4	3	4	8	5	5	3	8	5	3	7	4	1	7	6	3	3	2	5		
R26	9	2	6	9	7	3	6	8	6	8	3	8	8	1	7	7	7	2	7	4	3	7	6	5	6	5	6	6	6	4	5	4	4	5	4	3	4	2	5	5	4	3	1	2	5	5	3	5	4		
R27	9	2	5	4	4	2	5	5	6	5	6	8	8	1	7	4	3	1	4	9	5	4	6	6	3	5	7	3	7	7	6	7	4	8	3	3	6	3	7	6	5	4	2	4	5	8	2	6	5		
R28	8	2	6	3	3	1	3	7	7	6	6	5	6	1	6	4	4	4	5	5	5	7	7	8	2	8	4	5	6	7	4	6	4	8	3	7	3	4	5	5	5	2	2	5	9	6	4	9	3		
R29	8	1	5	6	4	3	8	4	5	5	6	6	9	1	6	4	5	3	4	9	6	5	3	7	6	7	6	2	4	5	7	7	3	8	3	2	2	5	4	7	6	3	2	4	5	8	5	7	4		
R30	8	3	8	4	4	2	3	4	4	5	5	6	6	2	6	5	4	2	3	7	4	7	5	5	3	5	2	3	8	8	6	6	5	9	6	7	7	1	7	6	4	7	9	4	5	3	1	6	5		
R31	9	2	4	5	3	1	2	3	4	5	8	5	5	1	8	5	4	3	4	6	6	7	4	6	5	7	8	7	7	5	4	6	6	7	6	4	5	9	6	6	8	3	2	3	7	5	3	4	2		
R32	9	2	5	6	5	2	4	5	4	5	7	8	6	1	8	5	5	1	5	8	3	6	3	3	4	7	6	3	6	7	7	6	4	9	4	3	6	2	8	6	7	4	2	4	5	7	3	5	4		
R33	8	5	9	6	3	2	2	3	4	8	8	7	5	1	5	6	5	7	3	7	6	5	5	4	2	7	7	4	8	6	5	6	4	9	6	7	4	1	4	6	4	3	2	5	4	6	3	5	3		
R34	5	6	9	5	4	1	5	4	5	9	4	4	5	1	5	5	4	3	4	5	8	3	8	7	4	7	8	3	5	8	4	7	2	7	2	7	6	3	3	6	2	6	6	7	6	2	6	3			
R35	8	8	7	6	5	2	3	7	4	6	5	9	5	2	2	6	5	3	4	5	7	6	4	2	3	7	8	6	5	7	4	5	3	9	4	5	7	1	8	5	4	6	1	6	4	3	3	6	4		
R36	9	3	3	6	2	1	3	6	6	7	7	6	5	1	4	6	4	5	4	5	7	8	5	7	2	8	6	4	5	7	3	6	4	7	4	8	3	5	4	4	5	2	2	5	9	6	5	8	3		

Appendix E: Q sort ID code

Gender	Q sort ID Code
Female	F
Male	M
Age	
18-24	2
25-34	3
35-44	4
45-54	5
55-64	6
Education	
Secondary	S
Diploma, Higher Diploma, and Associate Degree	A
Bachelor's degree	B
Graduate degree	G
Income Level	
<\$10,000	L
\$10,000-19,000	L
\$20,000-\$29,999	L
\$30,000-\$39,999	L
\$40,000-\$59,999	H
\$60,000-\$79,999	H
\$80,000-\$99,999	H