

POLITICAL CONSUMERISM IN THE MILK TEA ALLIANCE

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Abstract:

Political consumption has been regarded as a form of political participation. However, how political is political consumerism? Political consumption is an all-encompassing concept that includes any consumption behaviour that stems from non-economic and non-self-interest motives, including fair trade, anti-sweatshop campaigns, and eco-friendly consumption. Surprisingly, the strand of political consumption that aims to influence domestic politics is under-researched. In 2019, pro-democracy citizens in Hong Kong began to engage in political consumption in the wake of protests. Thailand and Myanmar citizens have adopted a similar strategy in their political resistance. The talk conceptualises different types of political consumption behaviour. Also, it provides a nuanced understanding of different tactics in political consumption in the three territories that interact with their respective political environments.

Debby Sze Wan CHAN is an incoming lecturer at the Australian National University. She was a visiting fellow at the Department of Public and International Affairs at the City University of Hong Kong from 2020-2022. Her research interests primarily concern China's economic statecraft and public diplomacy with a focus on the foreign publics' responses to the Belt and Road Initiative. In connection to her work on international political economy, the study on political consumerism explores how individual consumers' activism could influence domestic political economy and generate resources for pro-democracy movements.



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4:00-5:30 PM (HKT)

Room LI-1410

1/F, Li Dak Sum Yip Yio Chin Academic Building (LI)

City University of Hong Kong

How to attend this seminar:

Via zoom

<https://cityu.zoom.us/join/848757429>

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Passcode: 256311

or in-person (pre-registration and visitor QR code are needed)

<https://bit.ly/3H7WnDT>

After registering, you will receive a confirmation email containing information about joining the seminar.

