

On Sensitivity and Disability: Political Consumerism, Social-Political Entrepreneurship and Social Justice

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Why do entrepreneurs choose to use consumer power as an alternative politics channel in order to create social and political change? What are the conditions that lead them to adopt this strategy? The main purpose of the article is to offer a theoretical framework to discuss the political consumerism strategy used by social entrepreneurs who seek to influence political norms in society, the conduct of the business market and the shaping of public policy. The theoretical model which this article proposes is based on the new institutional approach (neo-Institutionalism) and on the principles of the rational choice theory. The article suggests an explanatory variable in the form of political consumerism as an alternative means for political participation (alternative politics), which is influenced by structural, political, economic and cultural conditions as well as by rational cost-benefit calculations made by entrepreneurs. For an empirical study of the proposed theoretical framework, the article analyzes two struggles (campaigns) in which the entrepreneurs employed political consumerism as a primary action strategy to promote issues related to social justice as institutional changes in Israel. The first of these was the struggle launched by the "*Bema'agalei Tzedek*" ("Paths of Righteousness") Society for workers' rights and the rights of the disabled, while the second one was the campaign directed by the movement known as "*Israel Yekara Lanu*" ("Israel is expensive for us") against the cottage cheese producers as part of the social protest in the summer of 2011.

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