

THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

Departmental Research Seminar

How Political Ideology Shapes Conservatives' and Liberals' Hedonic Consumption

By

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Date : 26 Nov 2024 (Tue)
Time : 10:30 am – 12 noon
Venue : M802, PolyU

Abstract

This research examines how political identity interacts with exposure to uncertainty in the external environment to shape hedonic consumption. Recent work suggests that liberals have a stronger preference for hedonic goods. The present research builds on that work to examine how uncertainty in the external environment might change the effect of political identity on hedonic preference. We propose that high (vs. low) uncertainty increases hedonic consumption among conservatives (but not liberals). Whereas liberals tend to prefer hedonic products under no uncertainty, conservatives display stronger preference for hedonic goods following exposure to high uncertainty. This happens because perceiving uncertainty in the external environment induces conservatives' stronger reliance on feelings, which, in turn, bolsters hedonic preference. Eight studies provide evidence for the focal phenomenon, its underlying psychological mechanism, and boundary condition, using multiple methodologies, primary and secondary data, real and hypothetical behavior, distinct categories and populations.

Dr Nailya Ordabayeva is the Kelli Questrom Associate Professor in Marketing at the Questrom School of Business, Boston University. Before joining Questrom, Dr Ordabayeva received her doctorate degree in Management from INSEAD, France. Her research examines the role of social and market hierarchies in consumer behavior, with a focus on the effects of economic inequality, political ideology, social status, as well as sensory perceptions on purchase decisions. Dr Ordabayeva has served the marketing field in various roles including the American Marketing Association Academic Council member, Association for Consumer Research At-Large Director, as well as Associate Editor at the *Journal of Consumer Research*, *Journal of Marketing Research*, and *Journal of Consumer Psychology*.

All interested are welcome.



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