A political ideology is a collection of philosophical ideals, principles and doctrines that provide a basis for interpreting and evaluating the morality and appropriateness of one’s own and others’ behavior and social policies, as well as the agencies that promote them. Although many ideologies exist (anarchism, communism, fascism, etc.), the most dominant in America are conservatism and liberalism. The values that characterize these ideologies have changed over time. Conservatism is generally characterized by a preference for tradition, a desire for stability, individualism and free enterprise. Liberalism is characterized by a concern with social and economic equality, freedom of speech and human rights. Further, people subscribing to one ideology or another have been shown to differ on traits such as need for closure, openness, cognitive flexibility, risk aversion, etc.

Substantial research in psychology and sociology has investigated the antecedents and consequences of these ideologies. However, their role in consumer behavior and marketing practice has less often been considered. This special issue invites articles that focus on the implications for consumer behavior of (a) the antecedents of ideology-related beliefs, (b) the structure and content of these beliefs, and (c) their consequences both in terms of outcomes and the processes that lead to these outcomes. The topics of potential interest include but are not restricted to:

1. Ideological differences in responses to traditional marketing communications (advertisements and television commercials) and the contingency of these differences on both the type of information presented, its source and how it is presented;
2. Ideological differences in the assessment of consumer risk;
3. The effects of ideological differences to self-control dilemmas, resistance to temptation, goal pursuit, etc.
4. Effects of political ideology on consumption of branded products and reactions to firms that take an ideological stand;
5. Ideology and persuasion (e.g., how ideological groups respond to “fake news” and implications for attitude change);
6. Differences in conceptions of morality among people belonging to different ideological groups, and their impact on both one’s own consumer behavior and evaluations of others’ behavior;
7. Characteristics of a persuasive appeal that has different effects on liberals and conservatives (e.g., visual vs. verbal content, the use of narratives, emotional vs. non-emotional appeals, etc.);
8. Ideological differences in responses to innovative ideas (e.g., reactions to “incrementally new” vs. “really new” products);
9. Differences in reactions to a service failure (e.g., attributions of blame to oneself vs. the provider);
10. Ideological differences in rigidity and flexibility and their implications for receptiveness to marketing appeals;
11. Differences in effects of perspective-taking on responses to charitable appeals and other messages with implications for self vs. others; and
12. Ideological differences in the impact of social-networking, word-of-mouth and online communications vs. traditional advertising appeals.

Articles reporting experiments, field studies, surveys, fMRI data and qualitative data are all welcome. We also seek submissions from researchers in allied fields (e.g., psychology, advertising, political science) whose research interests shed light on marketing phenomena.