Guestspeaker „ The Curious Case of Conservative U.S. Consumers: Anti-Globalists who Prefer Global Brands “

Recent anti-globalization trends are reflected in the anti-free-trade and anti-immigration policies of the current U.S. administration and the views of its supporters. These conservative-leaning individuals have become vocal critics of globalization and by extension global brands, which they argue (among other things) impose undue burdens on the U.S. by allowing local jobs to migrate abroad and foreign products to flood the domestic market. This research finds that these views are not only malleable but in fact reversible if specific self-serving motivations are present. Thus, priming conservative consumers’ desire for status leads to their strong preference for global brands, particularly foreign-based. The resulting dissonance is resolved by the presumed lower likelihood of political opposition to their own conservative views from [the owners of] these brands.

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Prof. Dimofte earned his Ph.D. from the University of Washington, Seattle. He held positions at Georgetown University, Washington, D. C., and Rutgers University, NY. Currently he holds a position as Associate Professor of Marketing at San Diego State University, Fowler College of Business CA, and as Visiting Professor of Marketing at Université Paris-Dauphine. His research was published among others in Advances of Consumer Research, Annals of Behavioral Medicine, Journal of Consumer Psychology, and Management Science. His core research interest are in the fields of brand management and consumer behavior research of fast moving consumer goods. He is an active member with the Association of Consumer Research and the Special Interest Group “Global Marketing” of the American Marketing association. He presented his work as invited speaker in North and South America, Europe, Asia, and Australia.

Place & Time:
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