When do Political Ideologies Affect Brand Extension Evaluation?
The Role of Analytic versus Holistic Mindsets
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Abstract
Prior research has identified several factors that influence brand extension evaluations. Extending prior research, we suggest that political ideology can affect brand extension evaluations. In a holistic mindset, liberals respond more favorably to dissimilar brand extensions than conservatives. However, in an analytic mindset, differences between liberals and conservatives dissipate. Next, we show that these effects are more likely to emerge when centrality of political ideology is high (vs. low). Further, we show that in a holistic mindset, differences between liberals’ and conservatives’ responses to brand extensions are driven by the need to satiate creativity.

Prof. Alokparna Basu Monga (Sonia) is Professor of Marketing at Rutgers Business School. Her research interests lie in the area of consumer behavior, focusing on how consumers respond to branding activities, particularly across cultures. Sonia's research has appeared in the Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, and the Journal of Consumer Psychology. She has served on the Editorial Review Board of the Journal of Consumer Psychology, and is currently on the Editorial Review Board of the Journal of Consumer Research and International Journal of Research in Marketing. For her research, Sonia has been awarded the 2010 Park award for outstanding contributions to consumer psychology, and the 2003 ACR-Sheth award for cross-cultural research. For her teaching, she received the Lieberman award for teaching excellence at the University of Minnesota. Prior to joining Rutgers, she was on the faculty at the University of South Carolina and University of Texas at San Antonio. Sonia has a bachelor’s degree in pharmacy from BITS Pilani in India, an M.B.A from Lancaster University in England, and a Ph.D. from the University of Minnesota. In the industry, she primarily worked in product development at SmithKline Beecham.

All interested are welcome.