

Political Identity and Preference for Extraordinary Experiences

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Abstract

This article examines how consumers' political identity is associated with their preference for extraordinary experiences. The authors argue that liberals seek and value extraordinary experiences to a greater extent than conservatives. Eight studies—based on different methodologies, data, contexts, experiences, product categories, and populations—consistently show that liberals (vs. conservatives) have a greater preference for extraordinary experiences. In addition, the findings suggest that liberals systematically prefer more extraordinary (vs. ordinary) experiences, whereas conservatives oftentimes show a greater preference for ordinary (vs. extraordinary) experiences. The authors also show that the association between political identity and preference for extraordinary experiences is driven by a stronger belief among liberals (vs. conservatives) that the world is worth exploring.

Keywords: political identity, extraordinary experiences, primal world beliefs

Track: Consumer Behavior