

Should Firms Admit They Benefit? How Political Ideology Shapes Consumer Responses to Mutual Benefit Appeals in Coproduction

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Cite as:

Toprakci Masir Sena, Bowen Karen T., Theotokis Aristeidis, Ulqinaku Aulona (2026), Should Firms Admit They Benefit? How Political Ideology Shapes Consumer Responses to Mutual Benefit Appeals in Coproduction. *Proceedings of the European Marketing Academy*, 55th, (134176)

Paper from the 55th Annual EMAC Conference, Bath, United Kingdom, June 2-5, 2026



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Abstract

This research investigates how mutual benefit appeals (vs. customer-only) that position the firm as the extra beneficiary shape responses to coproduction. We hypothesize that political ideology moderates the effect of mutual benefit appeals on responses to coproduction. Two experimental studies provide evidence that liberals respond more favorably to mutual benefit appeals while conservatives respond negatively. Moreover, findings show that perceived honesty mediates the effect of mutual benefit appeals and political ideology on responses to coproduction. This research contributes to literature on coproduction, dual-beneficiary appeals, and political ideology by investigating a novel antecedent of coproduction, the firm as the beneficiary in mutual benefit appeals. This research introduces and demonstrates the role of ideological responses to coproduction requests. The findings provide marketing professionals with a guidance on tailoring communications to promote coproduction.

Track: Advertising & Marketing Communications