

Love of Variety?

Heterogeneous Responses to Foreign Goods in the Marketplace

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APSA 2024



(April, 2017)

Economic Globalization and the Populist Backlash

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Our Contribution

- Focus on **consumption**
- Offer a **bottom-up** explanation, distinct from elite-driven narratives
- Explore **heterogeneous effects** among nationalists vs. cosmopolitans

Published Survey Experiments

- Informational treatment: ▶ Mutz and Kim (IO 2017)
- Visual prime: ▶ Naoi and Kume (IO 2011) ▶ Naoi and Kume (CPS 2015)
- Conjoint experiment: ▶ Blankert et al. (PSRM 2022)

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Our Design Aims

- Consumption task realism.
- Political and policy preference outcomes.
- Explore possible mediated pathways to support for right-wing populists.

Hypotheses

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- a. **Consumption and production ethnocentrism.**
- b. **Sociotropic** concerns for the American economy and jobs.
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Research Design

Research Design: Survey Experiment

Framing:

Subjects are asked to evaluate and consider purchasing 3 sports utility vehicles (SUVs)

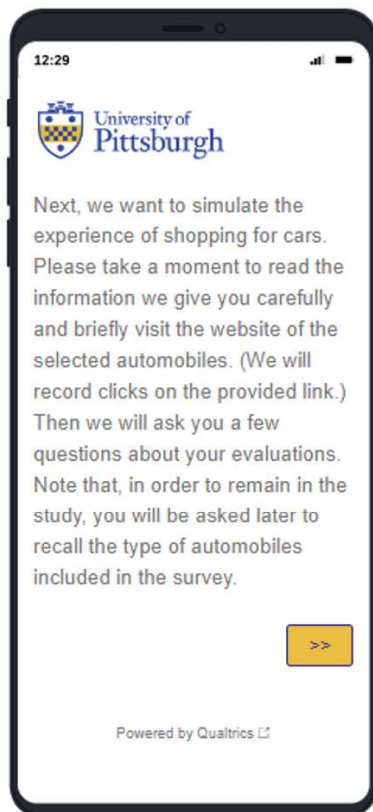
Experimental conditions:

1. American-domestic: Ford Explorer, Chevy Traverse LS, and GMC Acadia SLE
2. European-foreign: Mercedes GLA 250, Volkswagen Atlas SE, and Volvo XC40
3. Asian-foreign: Hyundai Palisade SE, Toyota Highlander L, Mazda CX-9

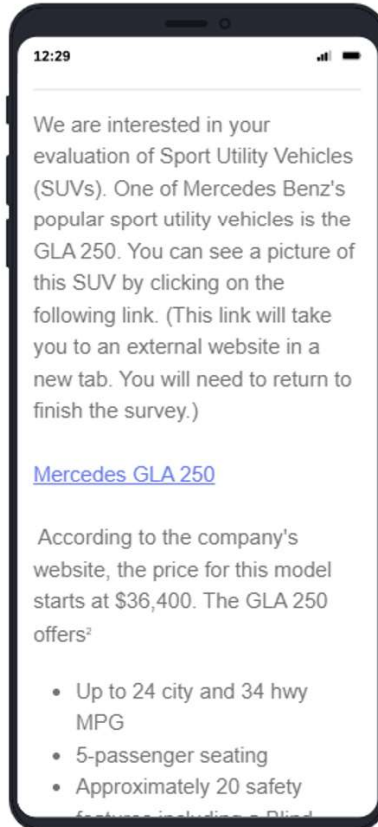
Research Design: Novelty

- **Realistic** consumption experience with recognizable brands.
Framed as “*Americans are increasingly shopping for automobiles online.*”
- **Task-oriented**: subjects should evaluate and compare products.
- We examine if **consumption** in a diversified marketplace drives a **bottom-up** shift in trade policy preferences, moving beyond “elite-framing.”

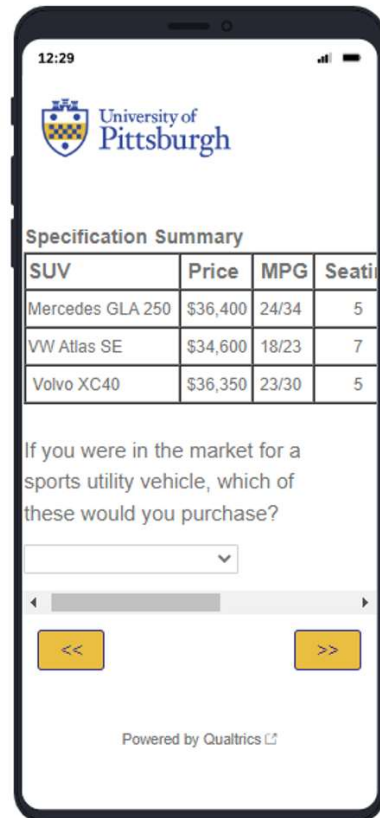
Introduction

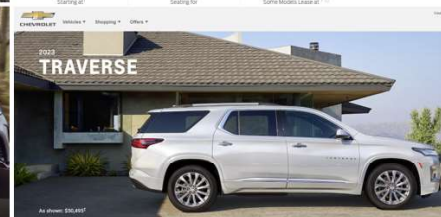
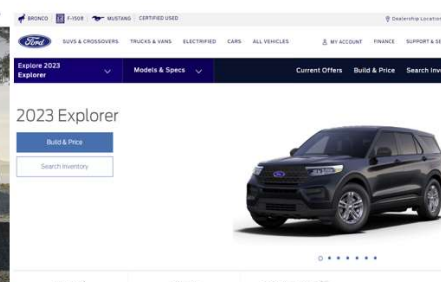
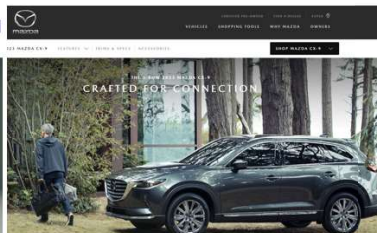
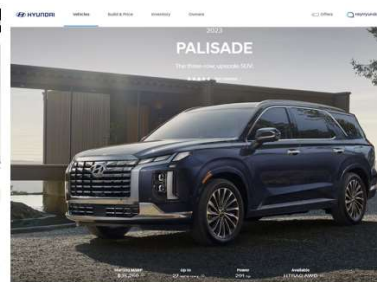
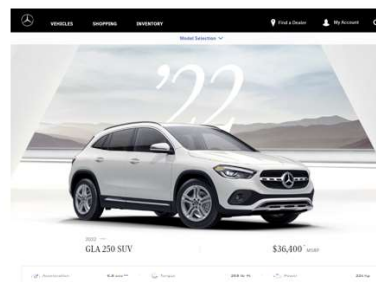


Presentation of 3 SUVs

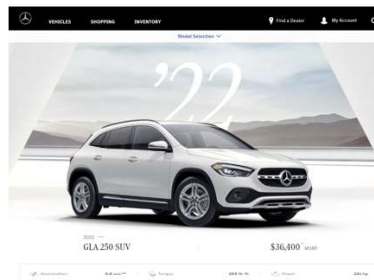


Tasks

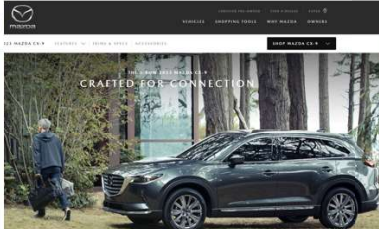
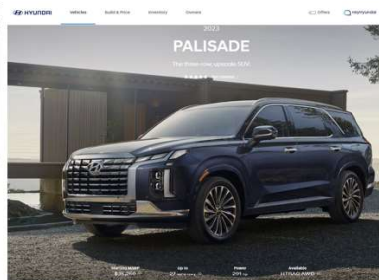




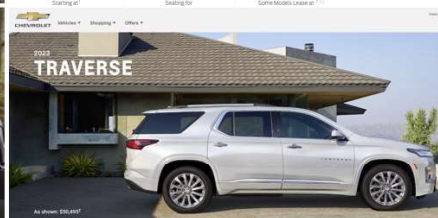
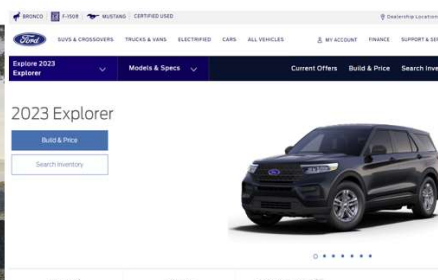
European-foreign



Asian-foreign



American-domestic



Survey Flow

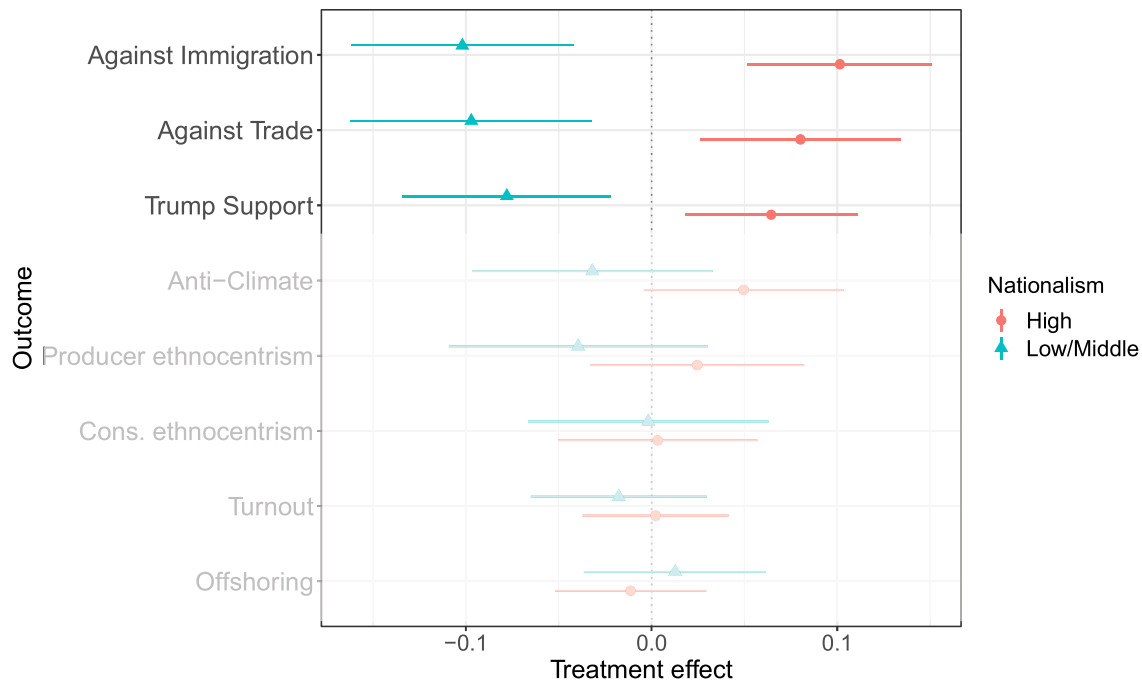
1. **Pre-treatment section:** questions about sociodemographics, partisanship, ideology, and measures preexisting levels of nationalism.
2. **Three experimental conditions/prompts:**
 - American-domestic
 - European-foreign
 - Asian-foreign
3. **Post-treatment section:** questions about consumption (i.e., brand), political, and public policy preferences + attention and manipulation checks.

Implementation

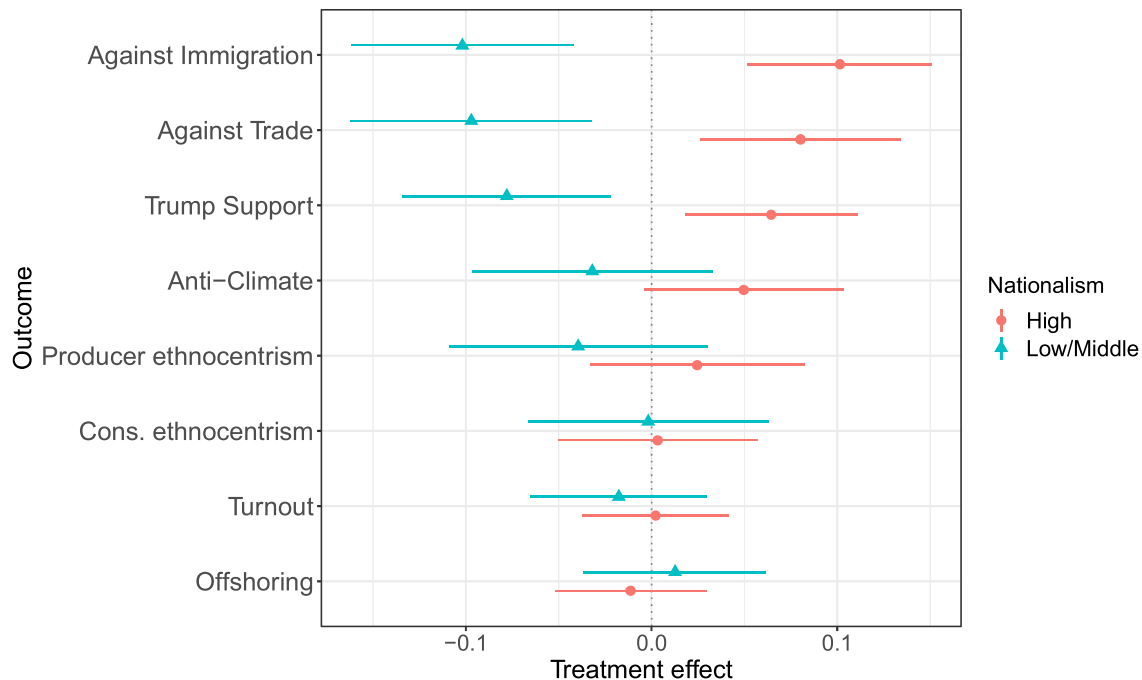
- IRB granted exemption (Aug 12, 2022)
- Preregistered @: <https://osf.io/y8nrm>
- Sample comes from CloudResearch MTurk Toolkit
- Respondents are paid \$1.50 (15 min ~ PA MW).
- Fielded on October-November, 2022
- N = 3,299

Results

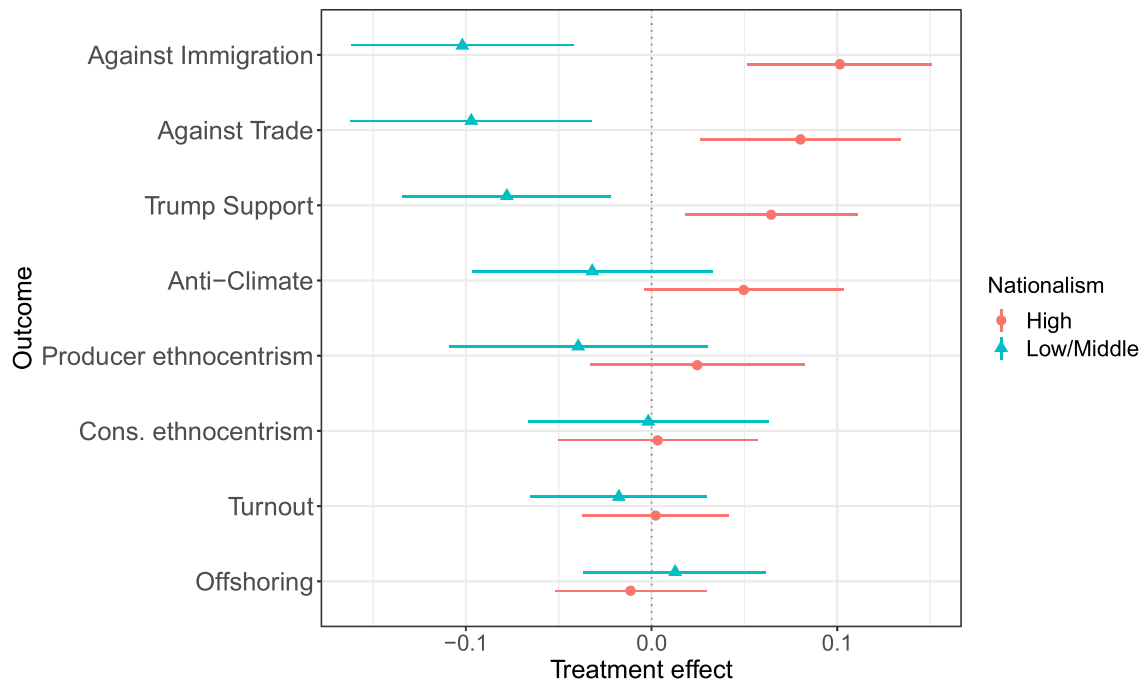
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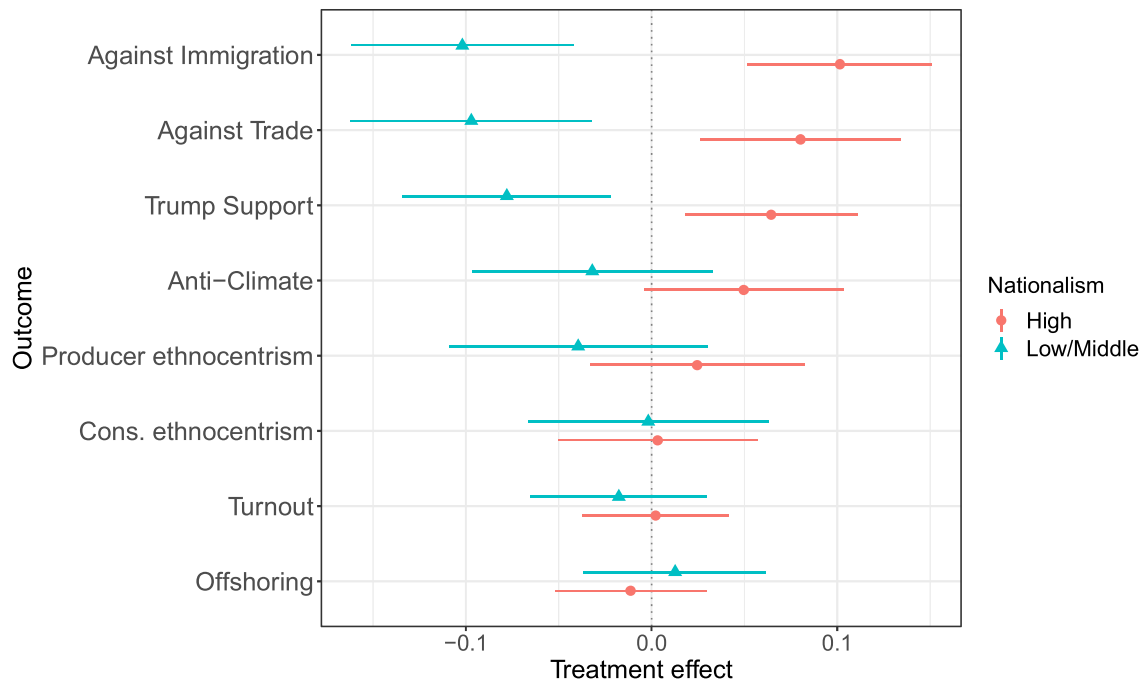


Effects of Exposure to Foreign Goods on Political Attitudes



Nationalist: ⬆ anti-immigrants, ⬆ anti-trade, ⬆ Trump

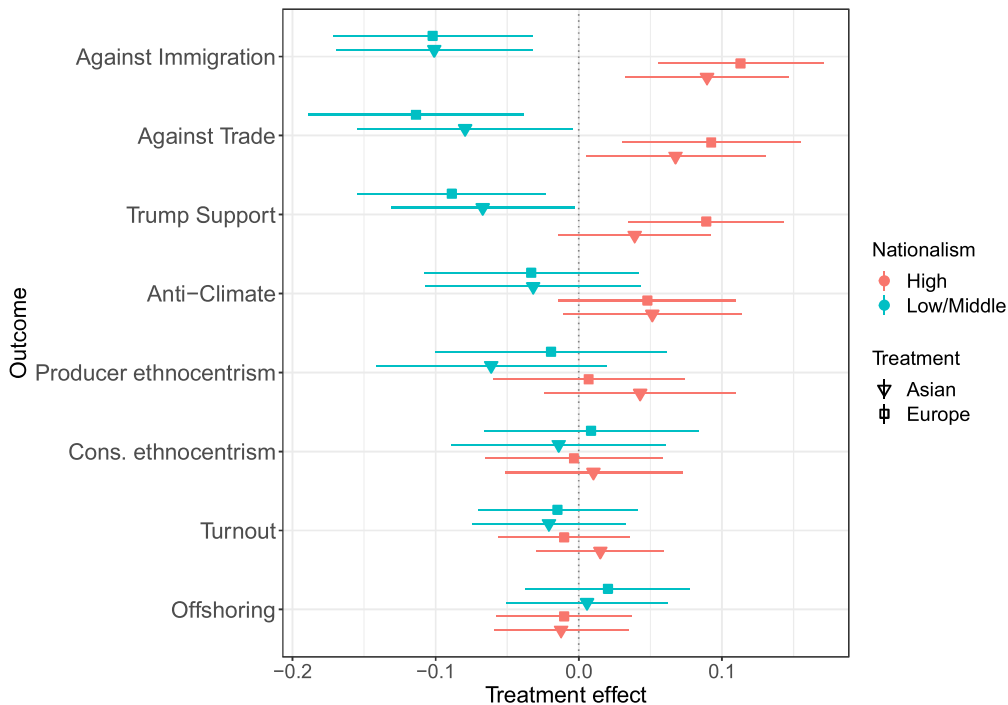
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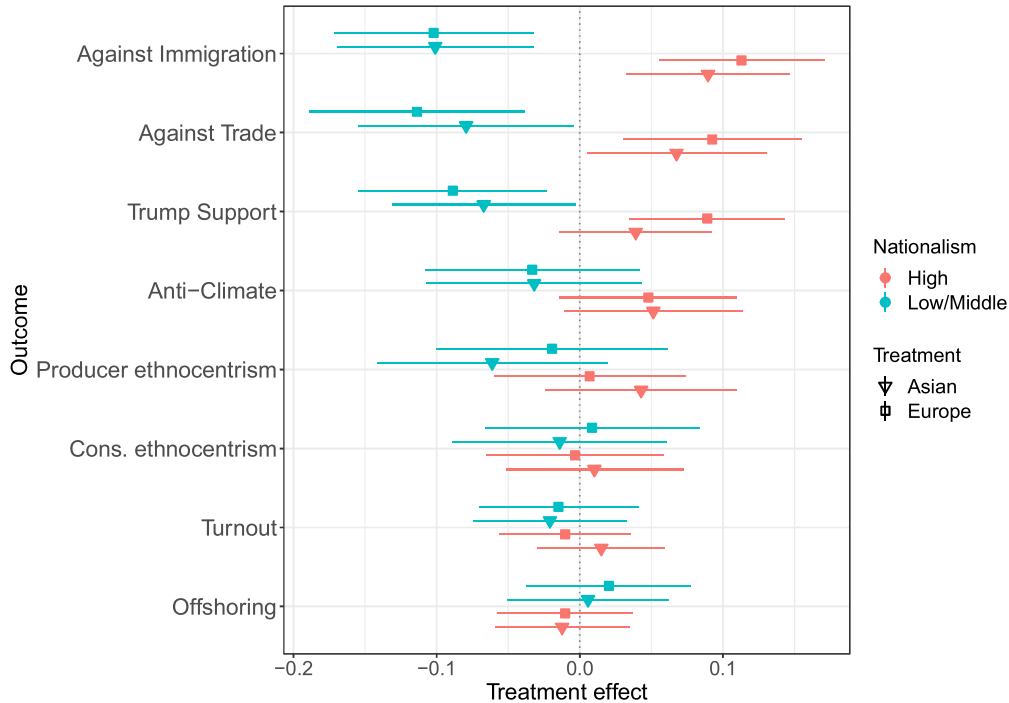
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Cosmopolitans: ↓ anti-immigrants, ↓ anti-trade, ↓ Trump

Mechanisms - Status threat or Luxury? ▶

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Status threat? Not quite! European brands' effects \geq Asian brands' effects.

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Then what?

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	American	European	Asian
Luxurious	8.17	55.35	17.61
Powerful	12.17	3.62	4.82
Safe	44	27.51	43.85
Reliable	35.67	13.51	33.72
$\chi_3 = 9.348$		1811.591	93.02105

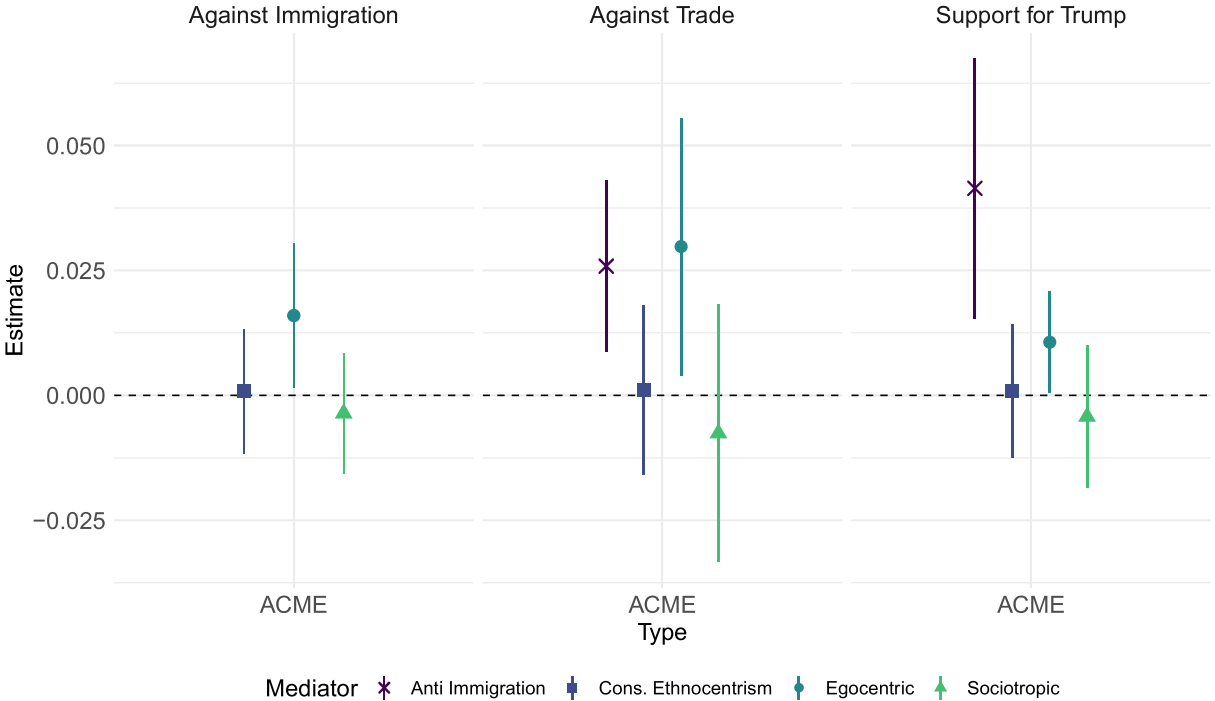
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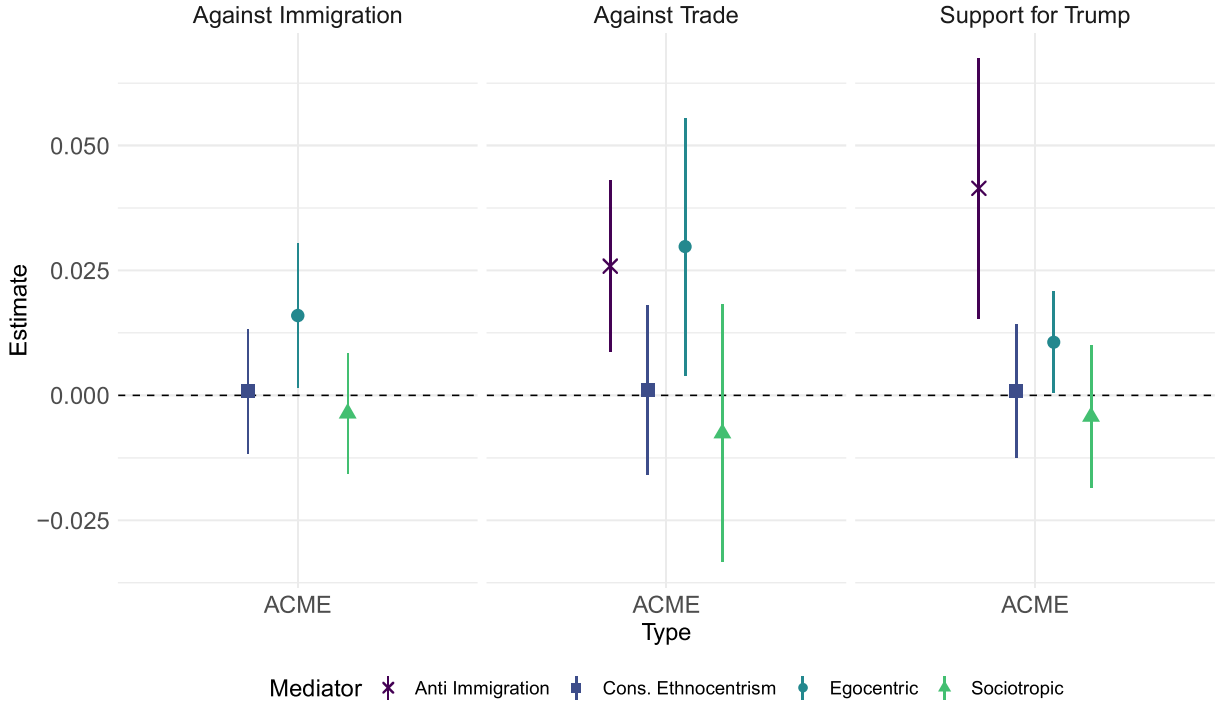
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[If anything] European brands are more associated with **luxuriousness**

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The effect is **mediated** through: **egocentric** concerns and **anti-immigration**.

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Thank you!



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