The Role of Political Colors in Consumer Behavior

Hala Khayr Yaacoub, University of Balamand
Rania Najjar, University of Balamand
Gretta Saab, University of Balamand

EXECUTIVE SUMMARY

Politically motivated consumption decisions are not foreign to the Arab world where the citizens are highly politicized. This paper studies the impact of political colors (representing different political parties) on the consumption decisions of university students at one of the top Lebanese universities. A random sample of 1220 students at different faculties participated in the research. Findings established that there is a linear association between political awareness and involvement, on the one side, and consumption on the other. Products of relatively lower prices seem to be impacted the most by political sensitivities reflected in colors. Furthermore, exposure to political news and events increases the students’ sensitivity towards political colors.

Key words: Political colors, Consumer behavior.