



Society for Consumer Psychology Boutique Conference



CALL FOR PAPERS

Consumption Experiences

University of Florida, Gainesville, FL

January 28-30, 2021

Conference Theme and Objective

In our 21st century economy, increasing numbers of products and services are consumed for the physiological, psychological, emotional, hedonic, or social experiences they provide. The traditional approach to understanding consumption experiences has been a one-way model: firms create products, services, and experiences, which people consume and, in turn, reward the firm with positive word-of-mouth and loyalty. Yet, a robust literature suggests that people co-create value during the consumption of a product or service. More importantly, each person co-creates value in a unique way. Consequently, consumers and marketers will benefit from a clearer understanding of the factors that inform and shape the meaning of consumption experiences.

This boutique conference will focus on providing insight into the antecedents to, and conceptualization of, consumption experiences. We will adopt a “big tent” approach and encourage papers from a variety of frameworks, including social cognition, consumer culture theory, survey and experimental research,

behavioral economics, ethnography, and others. We hope to receive papers on experiential learning, sensation, response intensity, experience framing, experience management, adaptation and sensitization, conflicting realities, sensory information integration, and lived narratives. These issues can be studied across a broad set of domains, including food consumption, media consumption, consumption of ideas, and immersive hedonic experiences.

Conference Format

The goals of the conference are idea generation and research collaboration. Consequently, the format will be less traditional. We anticipate a mix of the following types of sessions:

1. *Empirical Presentations*. This is a standard session with three independent 20-minute presentations, plus time for audience participation.
2. *Empirical Presentation + Discussion*. This session will have three 20-minute presentations followed by a 30-minute idea generation discussion. We will identify sets of complementary papers and appoint a discussion leader.
3. *Conceptual Presentations*. These are 30 – 45 minute “idea” presentations on broad topics. Possible formats include, for example, reviewing a specific domain of experience, discussing a theoretical perspective on experience research, and a plenary session.
4. *Debate and Integrate*: These sessions will take an important issue in the area, have two (or more) speakers identify points of contention, and then have breakout groups identify research opportunities based on the debate and share them with the general audience. Proposals for this format should include the identities of the debaters and a brief description of the focal issue and the respective perspectives that will be offered by each party.
5. *Methods*. We would like to have one session comprised of papers that review methods for investigating consumer experiences. Emphasis will be on methods that are unfamiliar to the majority of the audience. These insights can involve procedures, measures, and analysis techniques, among other things.

Participation

In keeping with the boutique nature of the conference, it will have a limit of 60 attendees. All attendees are expected to be engaged in research on consumer experience. Presenters must hold a PhD degree.

Presenters, and co-authors of accepted presentations, will have first priority in registering for the conference. The conference will then open up registration on a first-come first-serve basis until the attendance cap is reached.

Important Dates and Deadlines

- Submission Deadline: August 1, 2020
- Notification Date: September 1, 2020
- Conference Dates: January 28-30, 2021

Submission Format

Please submit a no-more-than 500-word abstract that summarizes your intended contribution and identifies where you think your paper fits in the conference (empirical presentation, conceptual presentation, debate, method). References do not count against the word limit.

Submissions should include:

- The title of the paper/session
- The name and affiliation of the author(s)
- The contact information (email address) of the corresponding author.
- For multi-author papers, please underline the presenter.
- Any additional information specified for the categories listed above

The submissions should be sent to scpexperience@gmail.com. Please indicate "Conference submission" in the subject line of your email.

Organizers

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