

# 2022 SCP Boutique Conference



Society for Consumer Psychology Boutique Conference



Conference Co-Chairs:

Chris Janiszewski, Richard Lutz, & Aner Sela

Warrington College of Business

University of Florida



# Program

**Thursday, January 27<sup>th</sup>**

**7:00 pm**                      **Opening Reception**                      *200 Stuzin Hall*

**Friday, January 28<sup>th</sup>**

***All sessions will be held in 140 Heavener Hall***

**8:30 am – 9:00 am**                      **Continental Breakfast and Introductory Remarks**

**9:00 am – 10:30 am**                      **Session 1: Choosing Experiences**

*Political Ideology and Cultural Consumption*

Bryan M. Buechner, Xavier University\*

Joshua J. Clarkson, University of Cincinnati

Ashley S. Otto, Baylor University

*Motivated Knowledge Acquisition: Implicit Self-Theories and Preference for Knowledge Breadth or Depth*

Cammy Crolic, Oxford University\*

Joshua J. Clarkson, University of Cincinnati

Ashley S. Otto, Baylor University

*More than Just the Spice of Life: Using Variety as a Signal for Change and Diversification*

Barbara E. Kahn, University of Pennsylvania\*

Hoori Rafieian, Fordham University

**10:30 am – 10:45 am**                      **Break**

\*Denotes Presenter

**10:45 am – 12:15 pm            Session 2: Experiences and Motivation**

*So Bad It's Good: When Consumers Choose Bad Options*

Evan Weingarten, Arizona State University\*

Amit Bhattacharjee, INSEAD

Patti Williams, Wharton School of Business

*Experience for Me, Material for You: Asymmetric Perception of Happiness from Experiential and Material Purchases*

Sarah Lim, University of Illinois at Urbana-Champaign

Joseph K. Goodman, The Ohio State University\*

*Focusing on Experiential (vs. Material) Aspects of Goal-Related Products Increases Motivation*

Sarah Lim, University of Illinois Urbana-Champaign\*

Kaitlin Woolley, Cornell University

**12:15 pm – 1:45 pm            Luncheon and Plenary Presentation**

*A Liberating-Engagement Theory of Consumer Fun*

Travis Tae Oh, Yeshiva University\*

Michel Tuan Pham, Columbia University\*

**1:45 pm – 2:00 pm            Break**

**2:00 pm – 3:30 pm            Session 3: Experiences with Others**

*When My Perceptions of Others' Motives Become My Own: Social Contagion of Experiential Consumption Motives through Social Media*

Matthew J. Hall, Oregon State University\*

Daniel M. Zane, Lehigh University

*Want to Experience with Me? How Emotional Expressiveness Influences the Appeal of an Experience Consumption Partner*

Wilson Bastos, CATÓLICA-LISBON School of Business\*

*A Tonic for the Highly Stressed: Memories of Extraordinary Experiences Lead Consumers to Greater Cohesion and Well-Being*

Matthew Thomson, Ivey Business School

Miranda Goode, Ivey Business School\*

Zuzanna Jurewicz, Ivey Business School

**3:30 pm – 3:45 pm**

**Break**

**3:45 pm – 5:15 pm**

**Session 4: Interactive Activity**

*Led by Chris Janiszewski*

**6:30 pm**

**Dinner at Mildred's Big City Food (transportation provided)**

## **Saturday, January 29<sup>th</sup>**

***All sessions will be held in 140 Heavener Hall***

**8:30 am – 9:00 am**

**Continental Breakfast and Introductory Remarks**

**9:00 am – 10:30 am**

**Session 5: Managing Experiences**

*The Imminent-End Effect: How the Approaching End of an Experience Affects Enjoyment*

Sarah Wei, University of Warwick

Gerald Häubl, University of Alberta\*

*Smartphone Incorporated: Intentional smartphone breaks improve consumers' smartphone experiences*

Gia Nardini, University of Denver,\* Camilla Eunyoung Song, City University of Hong Kong,

Marina Cozac, Florida State University, Richard J. Lutz, University of Florida,

Colleen Bee, Oregon State University, Aida Faber, Laval University,

Naz Onel, Stockton University, Marina Girju, California Baptist University,

AnneMarie Rossi, Be Mindful

*Grounded Consumption*

Isabel Eichinger, WU Vienna

Arnaud Monnier, Cornell University

Martin Schreier, WU Vienna

Stijin M.J. van Osselaer, Cornell University\*

**10:30 am – 10:45 am**

**Break**

\*Denotes Presenter

**10:45 am – 12:15 pm**      **Session 6: Interactive Activity – Theory Building**  
*Led by Joe Goodman*

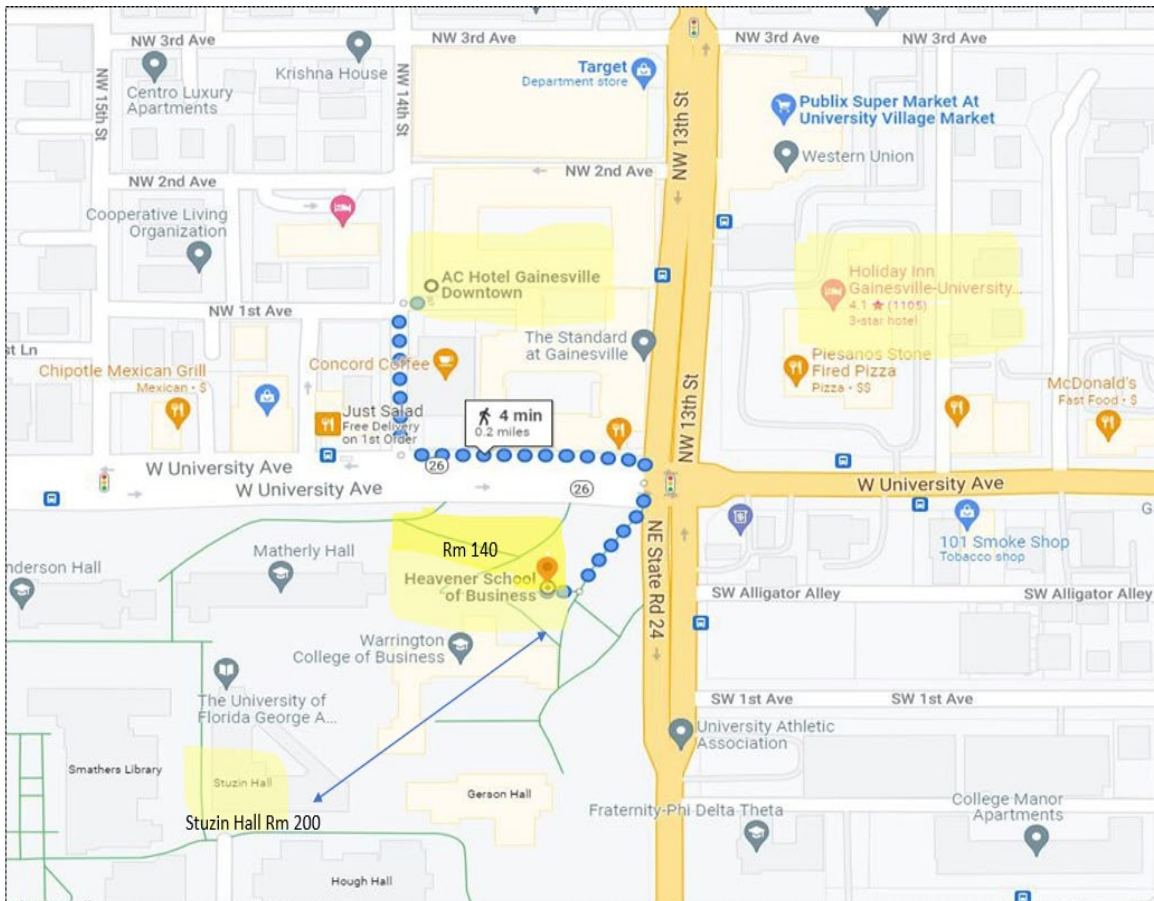
**12:15 pm**      **Box Lunch and Optional Experiential Consumption\*\***

**(End of Formal Conference)**

\*\*Options include:

- Pub crawl of Gainesville craft breweries
- Nature hike (featuring possible alligator sightings)

**DIRECTIONS TO 200 STUZIN HALL AND 140 HEAVENER HALL**



\*Denotes Presenter