

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 27th

7:00 pm **Opening Reception**

Friday, January 28th

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**

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**

Saturday, January 29th

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

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**

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

12:15 pm

Box Lunch and Optional Experiential Consumption*

(End of Formal Conference)

*Options include:

- Kayaking on the Ichetucknee River
- Pub crawl of Gainesville craft breweries
- Nature hike (featuring possible alligator sightings)