1962  Founding of Consumer Psychology, Division 23, American Psychological Association

Founders were psychologists from industry (Armed Forces Food and Container Institute, advertising agencies) and academia.

**Origins of APA Division 23:** Joe Kamen (1971)

**1970’s**

**Presidential Reflections:** Jacob Jacoby (1974), William Wells (1979)

**1980’s**


1981  1st Advertising and Consumer Psychology Conference

1988  Society for Consumer Psychology incorporated as independent entity.

**1990’s**

1992  Launch of Journal of Consumer Psychology

   JCP Reflections as recorded by Vicki Morwitz: John Cacioppo (President 1990), Richard Petty (Chair of SCP Publications 1990), Dipankar Chakvarti (President 2003; JCP Associate Editor 1991-1993 and Editor 1993-1996)

1993  Society of Consumer Psychology Annual Conference held pre-Winter AMA.


1993  Launch of Advertising and Consumer Psychology book series

2000’s


2001  Society for Consumer Psychology establishes Executive Officer.

   Larry Compeau Reflections

2002  Society of Consumer Psychology Annual Conference held at independent location.

2010’s

2012  Journal of Consumer Psychology 20th Anniversary

   Editorial Note: Journal of Consumer Psychology 22 (2012) 1-2

2012  1st major SCP international conference: Florence

2016  Launch of SCP Boutique Conferences