



Society of Consumer Psychology Historical Timeline

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

Presidential Reflections: [Jagdish Sheth \(1980\)](#), [Gene Topper \(1985\)](#), [Joel Saegert \(1988\)](#)

1981 1st Advertising and Consumer Psychology Conference

1988 Society for Consumer Psychology incorporated as independent entity.

1990's

Presidential Reflections: [John Cacioppo \(1990\)](#), [Marvin Goldberg \(1993\)](#), [David Brinberg \(1994\)](#), [Frank Kardes \(1995\)](#), [Lynn Kahle \(1997\)](#), [Dave Schumann \(1998\)](#)



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.

Early conferences (1993-2001) held prior to winter American Marketing Association Educator Conference. Tradition of plenary speakers initiated in 1997.

1993 Launch of Advertising and Consumer Psychology book series

2000's

Presidential Reflections: [Paul Herr \(2002\)](#), [Dawn Iacobucci \(2004\)](#), [Laura Peracchio \(2006\)](#), [Steve Posavac \(2008\)](#), [Hans Baumgartner \(2009\)](#)

2001 Society for Consumer Psychology establishes Executive Officer.

Larry Compeau Reflections

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

2010's

Presidential Reflections: [L.J.Shrum \(2010\)](#), [Vicki Morwitz \(2011\)](#), [Michel Pham \(2012\)](#), [Darren Dahl \(2013\)](#), [Susan Broniarczyk \(2014\)](#)



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