

Preface

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The 48th Annual Conference of the Association for Consumer Research (ACR) was held at the Manchester Grand Hyatt Hotel in San Diego, California, October 26-29, 2017. This volume reports the presentations made in special sessions, competitive paper sessions, working paper sessions, forums and videography track.

The conference attracted over 1300 participants and an all-time record of 700 acceptances from 1132: 104 special session (62.5% accepted), 557 competitive papers (46.3% accepted), 444 working papers (80% accepted), 9 forums (100% accepted) and 13 films.

We thank our generous sponsors: The Wharton Marketing Department, The Carlson School of Management at the University of Minnesota, The Rady School of Management at the University of California San Diego, Baruch College, Schulich School of Business at York University, Journal of Consumer Research, Journal of Consumer Psychology, Journal of the Association for Consumer Research, Qualtrics, the Marketing Science Institute, the Wharton Risk Management and Decision Process Center, and the Wharton Baker Retailing Center.

Many wonderful people worked tirelessly to help us. We thank our Program Committee, Competitive Paper Reviewers, Working Paper Reviewers, and Videography Track Reviewers. Special thanks to Andy Gershoff and Maura Scott (Working Paper Chairs), Lisa Cavanaugh and Keith Wilcox (Forums Chairs), Marylouise Caldwell and Joonas Rokka (Videography Track Chairs), Lauren Block and Markus Giesler (Doctoral Symposium Chairs), and Jennifer Argo and Derek Rucker (Early Career Mentoring Workshop). Many thanks also to our excellent Associate Editors: Keisha Cutright, Giana Eckhardt, Amber Epp, Jennifer Escalas, Jeff Galak, Ashlee Humphreys, Selin Malkoc, Brent McFerran, Cassie Mogilner-Homes, Karen Page Winterich, Hilke Plassmann, Aner Sela, Suzanne Shu, Zakary Tormala, and Bram Van den Bergh.

Special thanks to ACR Executive Director Rajiv Vaidyanathan, Conference Manager Paula Rigling, conference administrative assistant Mikhala Stutzman, website guru Aleksey Cherfas, and ACR Executive Assistant Brenda Monahan.

Last but not least, thank you Margaret Campbell, ACR President 2017, for offering us the opportunity to organize the ACR conference and for all the help and support she provided throughout the process.

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