



ASSOCIATION FOR CONSUMER RESEARCH

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The Tipping Point: Going From Adaptive to Maladaptive Consumption Behavior Patterns

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We examine the role of various factors that move seemingly benign consumption behaviors (e.g., eating, online communication/gaming, texting, exercising) from adaptive consumption to maladaptive consumption. We examine theoretical underpinnings of the factors that “tip” consumers into maladaptive-consumption and how consumers can return to adaptive consumption behavior.

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Roundtable Summaries

ROUNDTABLE

The Tipping Point: Going from Adaptive to Maladaptive Consumption Behavior Patterns

Chairs:

Ingrid Martin, California State University, Long Beach, USA
Marlys Mason, Oklahoma State University, USA
Maura Scott, Florida State University, USA

Participants:

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David Crockett, University of South Carolina, USA
James Cronin, University of Lancaster, UK
Jenna Drenten, Loyola University Chicago, USA
Stacey Finkelstein, Baruch University, USA
Meryl Gardner, University of Delaware, USA
Sonya Grier, American University, USA
Michael Kamins, Stony Brook University, USA
Corinne Kelley, Florida State University, USA
Lauren Maynor, Baruch University, USA
Risto Moisio, California State University, Long Beach, USA
Hieu Nguyen, California State University, Long Beach, USA
Maria Piacentini, University of Lancaster, UK
Kristin Scott, Minnesota State University, USA
Beth Vallen, Villanova University
Kathleen Vohs, University of Minnesota, USA
Sara Williamson, Baruch University, USA

We examine the role of various factors that move seemingly benign consumption behaviors (e.g., eating, online communication/gaming, texting, exercising) from adaptive consumption to maladaptive consumption. We examine theoretical underpinnings of the factors that “tip” consumers into maladaptive-consumption and how consumers can return to adaptive consumption behavior.