Liquid Consumption: How Can We Use It in Consumer Research?

Fleura Bardhi, City University of London, UK
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We introduce the concept of liquid consumption, and discuss how it differs from ‘solid’ consumption as well as postmodern consumption. We focus on how liquid consumption can reinvigorate research agendas for a wide variety of consumer behavior constructs such as consumer attachment, brand communities, materialism, and digital consumption.

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**Roundtable**

**Liquid Consumption: How Can We Use It in Consumer Research?**

**Chairs:**
- Fleura Bardhi, City University of London, UK
- Giana Eckhardt, Royal Holloway University of London, UK

**Participants:**
- Linda Price, University of Arizona, USA
- Eric Arnould, University of Southern Denmark, Denmark
- Russel Belk, York University, Canada
- Eileen Fischer, York University, Canada
- Cele Otnes, University of Illinois at Urbana-Champaign, USA
- Adam Arvidsson, University of Milano, Italy
- Rebecca Watkins, Cardiff University, UK
- Aric Rindfleisch, University of Illinois at Urbana-Champaign, USA
- Nancy Wong, University of Wisconsin-Madison, USA
- Sofia Ulver, Lund University, Sweden
- Soren Askegaard, University of Southern Denmark, Denmark
- Christian Eichert, City University of London, UK
- Jacob Ostberg, Stockholm Business School, Sweden

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**Roundtable**

**Question-Behavior Effect Roundtable**

**Chairs:**
- Eric Spangenberg, University of California Irvine, USA

**Participants:**
- David Sprott, Washington State University, USA
- Ioannis Kareklas, University at Albany, State University of New York, USA
- Berna Devezer, University of Idaho, USA
- Katie Spangenberg, University of Washington, USA
- Vicki Morwitz, New York University, USA
- Paul Dholakia, Rice University, USA
- Siegfried Dewitte, University of Leuven, Belgium
- Chris Janiszewski, University of Florida, USA
- Elise Chandon, University of South Carolina, USA
- Andy Perkins, Washington State University, USA
- Bianca Grohmann, Concordia University, Canada
- Richard Yalch, University of Washington, USA

For 40 years consumer psychologists have explored the nature of the question-behavior effect (QBE). A new meta-analysis of the QBE (Spangenberg et al. 2016) finds varying support for four over-arching theoretical mechanisms (attitudes consistency, fluency, and motivations). The roundtable will challenge theoretical perspectives and facilitate further collaboration on the QBE.