Question-Behavior Effect Roundtable

Eric Spangenberg, University of California Irvine, 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.

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ROUND TABLE
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

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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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.