What Is a Consumption Experience?
Melissa Akaka, University of Denver, USA
Gia Nardini, University of Denver, USA

Consumption experience is the heart of consumer behavior and value creation. This roundtable will explore several questions related to consumption experiences. What is a consumption experience and its most important dimensions? How do we study each dimension? How can we develop a more comprehensive view of consumption experience? This session integrates diverse perspectives and methodologies to guide research investigating how consumption experience drives value creation.

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**Roundtable**

**Theoretical Advances in Consumer Neuroscience: How Affective, Cognitive, and Social Neuroscience Informs Consumer Behavior (and Vice Versa)**

**Participants:**
Clark Cao, University of Arizona, USA  
Adam Craig, University of Kentucky, USA  
Raquel Castaño, Tecnológico de Monterrey, Mexico  
Moran Cerf, Northwestern University, USA  
Angelika Dimoka, Temple University, USA  
Bill Hedgcock, University of Iowa, USA  
Hilke Plassmann, INSEAD, France  
Martin Reimann, University of Arizona, USA  
Ale Smidts, Erasmus University Rotterdam, The Netherlands  
Carolyn Yoon, University of Michigan, USA

During the roundtable participants will debate theoretical advances in consumer neuroscience especially how concepts from affective cognitive and social neuroscience can inform consumer research and vice versa. The roundtable aims to develop directions for theory development and testing in the field of the neurophysiology of consumption.

**Roundtable**

**Conspicuous Consumption Revisited in the Digital Era**

**Participants:**
David Dubois, INSEAD, France  
Paurav Shukla, Essex University, UK  
Valentina Clergue, HEC Lausanne, Switzerland  
Bruno Kocher, HEC Lausanne, Switzerland  
Leif Brandes, Warwick University, UK  
Martin Liu, Nottingham University, Ningbo Campus, China  
Teck Y. Eng, University of Southampton, UK  
Julia Wolny, University of Southampton, UK  
Chunyan Xie, Western Norway University of Applied Sciences, Norway  
Lily Wang, Zhejiang University, China  
Elodie Caucigh, University of Vienna, Austria  
Jeff Lee, NYU Shanghai, China  
Nailya Ordabayeva, Boston College, USA

Digital technology including social media challenge fundamental premises of luxury brands including exclusivity status authenticity and sensory experiences. Digital luxury experiences differ from their offline counterparts and brought forward terms like “webmosphere” or “luxemosphere” indicating new approaches. Little is known about the underlying mechanisms manifested in these new phenomena.

**Roundtable**

**What is a Consumption Experience?**

**Participants:**
Richard Lutz, University of Florida, USA  
Hope Jensen Schau, University of Arizona, USA  
David Mick, University of Virginia, USA  
Deborah Macinnis, University of Southern California, USA  
Cassie Mogilner Holmes, University of California Los Angeles, USA  
Rebecca Hamilton, Georgetown University, USA  
Markus Giesler, York University, Canada  
Robin Coulter, University of Connecticut, USA  
Eileen Fischer, York University, Canada  
Linda Price, University of Oregon, USA

Consumption experience is the heart of consumer behavior and value creation. This roundtable will explore several questions related to consumption experiences. What is a consumption experience and its most important dimensions? How do we study each dimension? How can we develop a more comprehensive view of consumption experience? This session integrates diverse perspectives and methodologies to guide research investigating how consumption experience drives value creation.