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

Martin Reimann, University of Arizona, USA
Adam Craig, University of Kentucky, USA
Bill Hedgcock, University of Iowa, 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.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1025083/volumes/v45/NA-45

[copyright notice]:
This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at http://www.copyright.com/.
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 Castañó, 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.