

Preface

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The 49th Annual Conference of the Association for Consumer Research (ACR) was held at the Hilton Anatole Hotel in Dallas Texas from October 11-14, 2018. Our conference theme was “Trust in Doubt: Consuming in a Post-Truth World” and this theme flowed through sessions, events, a forum track, a bundled videography session, and in the conference’s visual and conceptual theming. In addition, for the first time, the conference theme was linked to an upcoming issue of the Journal of the Association for Consumer Research (JACR). This conference also introduced a new conference management software system to help streamline the conference and proceedings process. This volume reports the presentations made in the conference’s special sessions, competitive paper sessions, working paper sessions, invited sessions, forums, and the videography track.

The conference attracted over 1100 participants and had a total of 587 acceptances, which included 116 special session (52% accepted), 242 competitive papers (54% accepted), 267 working papers (72% accepted), 7 forums (78% accepted) and 9 videographies (75% accepted).

We thank our generous sponsors: Journal of the Association for Consumer Research, Journal of Consumer Research, Journal of Consumer Psychology, SAGE Publishing, Stukent, Inc., Palgrave Macmillan, and the University of Chicago Press.

Many wonderful people worked tirelessly to help us make this conference possible. We thank our Program Committee, Competitive Paper Reviewers, Working Paper Reviewers, and Videography Reviewers (who are all listed by name inside these proceedings). We especially wish to thank Fleura Bardhi and Ravi Mehta (Working Paper Chairs), Stephen Spiller, Ashlee Humphreys, and Tonya Bradford (Forum Chairs), Ingeborg Kleppe and Alain Decrop (Videography Chairs), and Donna Hoffman and Tom Novak (Doctoral Symposium Chairs). Many thanks also go to our excellent Associate Editors: Frederic Brunel, Keisha Cutright, Angelika Dimoka, Rosie Ferraro, Peter McGraw, Page Moreau, Stefano Puntoni, Americus Reed, Aric Rindfleisch, and Yael Steinhart.

Special gratitude goes to ACR Executive Director Rajiv Vaidyanathan, who was always willing to patiently and thoroughly help us and answer our questions, and to Paula Rigling, Jiyoung Lee, the platform support staff at All Academic, and the ACR Executive Assistant Brenda Monahan.

Last but not least, we wish to sincerely thank Stacy Wood, ACR President 2018, for gifting us with the opportunity to organize the ACR conference and for her help, wisdom, and support in guiding us through the many steps toward the event.

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2018 Conference Co-Chairs