Society of Consumer Psychology Historical Timeline

1962 Founding of Consumer Psychology, Division 23, American Psychological Association

Founders were psychologists from industry (Armed Forces Food and Container Institute, advertising agencies) and academia.

Origins of APA Division 23: Joe Kamen (1971)

1970’s


1980’s


1990’s

1992 Launch of Journal of Consumer Psychology

JCP Reflections as recorded by Vicki Morwitz: John Cacioppo (President 1990), Richard Petty (Chair of SCP Publications 1990), Dipankar Chakvarti (President 2003; JCP Associate Editor 1991-1993 and Editor 1993-1996)

1993 Society of Consumer Psychology Annual Conference held pre-Winter AMA.


1993 Launch of Advertising and Consumer Psychology book series

2000’s


2001 Society for Consumer Psychology establishes Executive Officer.

Larry Compeau Reflections

2002 Society of Consumer Psychology Annual Conference held at independent location.

2010’s


2012 1st major SCP international conference: Florence

2016 Launch of SCP Boutique Conferences