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## Consumer Personality and Research Conference Dubrovnik, Croatia, September 20<sup>th</sup>-24<sup>th</sup>, 2005

Consumer personality was largely ignored in the studies and textbooks of consumer behavior in the last few decades, but in the recent years the situation started to change. Models from the psychology of personality and individual differences, such as the Five Factor model of personality, are ever more adopted and applied in interpreting and predicting consumer behavior. Moreover, researchers in this area are developing their own instruments and models of personality specifically designed to investigate consumer behavior, such as Aaker's (1997) brand personality scale or Mowen's (2000) 3M model of motivation and personality.

The Consumer Personality and Research Conference, held September 20<sup>th</sup>- 24<sup>th</sup>, 2005 in Dubrovnik, Croatia, was a first time opportunity for scientific exchange among researchers working in the revitalized field of consumer personality and related areas. Accordingly, the thematic scope was theoretical, methodological, and practical advances related to the use of personality concepts in the areas of consumer behavior and advertising research. In addition, special attention was devoted to innovative approaches of measuring consumer personality, individual differences, and behavior, such as Internet-based assessment strategies and advanced methods of data analysis.

The conference, initiated and chaired by Dr. Michael Bosnjak from the Department of Psychology, University of Mannheim in Germany, was co-organized by an international team of researchers from University of Zagreb and Virginia Commonwealth University. The program committee included some of the top experts in the area of consumer behavior and research methodology today, such as Hans Baumgartner from Pennsylvania State University, Rajan Natarajan from Auburn University, Roger Tourangeau from the University of Michigan, and Werner Wittman from the University of Mannheim. More than a 100 participants, mostly psychologists, economists, and methodologists, came from almost all of the continents, including a number of European countries (Austria, Croatia, Germany, Italy, Switzerland, UK), as well as Canada, India, Malaysia, Taiwan, Tunisia, New Zealand, and the USA.

There were five keynote speakers, ten single-track sessions of contributing presentations, and two poster sessions.

The keynote speakers were M. Joseph Sirgy from Virginia Polytechnic Institute and State University, giving a talk on his research of consumer self-concept; Paul Barrett from the University of Auckland, presenting his work on consumer profiling; Denis Bratko from the University of Zagreb, talking of behavioral genetics and possible implications of its findings for consumer personality research; Mick Couper from the University of Michigan, talking about visual design of Web surveys; and Božidar Kliček from the Faculty of Organization and Informatics in Varaždin, presenting his work on knowledge discovery systems.

The paper and poster sessions included papers on topics ranging from consumer personality and motives, brand personality, cultural differences, advertising research, to data collection methodology, segmentation, and data modeling. In addition, the general sponsor of the conference, online survey software developer Globalpark from Cologne, Germany, held a workshop on Web survey development. At the end of the conference, the program committee members chose the best paper presented by a PhD student, and awarded it to Marieke Fransen from the University of Twente, The Netherlands, for her paper entitled "Brands of death? Excessive spending as a consequence of brand-based mortality salience."

The conference took place at the International Center of Croatian Universities (ICCU) building, and was supported by the invaluable help of the local team, headed by Ms. Vlasta Brunsko, and a team of German and Croatian students. The exceptionally beautiful old town of Dubrovnik provided many opportunities for informal socializing and the exchange of ideas among the participants. Papers presented at CPR 2005 will be considered for inclusion into a special issue of the Journal of Business Research, scheduled for 2006. The conference program and abstracts can be retrieved from the conference's Website at: <http://www.cpr2005.info>. Plans for the second CPR are already under way.

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