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*Journal Of Consumer Research By Melanie Dempsey And Andrew Mitchell*

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Journal of the Association for Consumer Research | List of ... Journal Description The Journal of Research for Consumers is a Web-based interdisciplinary journal publishing consumer research that furthers the interests of consumers through information provision and theoretical advancements. Journal of Research for Consumers Journal of Marketing and Consumer Research. The journal is a peer-reviewed, international and interdisciplinary research journal. The scope of the journal includes, but not limited to, product marketing, pricing, distribution, service, retail, brand management, licensing, ethics, research methods & operations, social marketing, identity, digital marketing, new technologies in marketing and consumer research, behavior and dynamics of consumers, etc. Journal of Marketing and Consumer Research Journal description. 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Description: Founded in 1974, the Journal of Consumer Research publishes scholarly research that describes and explains consumer behavior. Empirical, theoretical, and methodological articles spanning fields such as psychology, marketing, sociology, economics, and anthropology are featured in this interdisciplinary journal. Vol. 41, No. 6, April 2015 of Journal of Consumer Research ... The Journal of Consumer Psychology (JCP) publishes top-quality research articles that contribute both theoretically and empirically to our understanding of the psychology of consumer behavior. JCP is the official journal of the Society for Consumer Psychology, Division 23 of the American Psychological Association. Journal of Consumer Psychology - Wiley Online Library International Journal of Consumer Studies will consider for review articles previously available as preprints. You may also post the submitted version of a manuscript to a preprint server at any time. 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Journal of Marketing and Consumer Research. The journal is a peer-reviewed, international and interdisciplinary research journal. The scope of the journal includes, but not limited to, product marketing, pricing, distribution, service, retail, brand management, licensing, ethics, research methods & operations, social marketing, identity, digital marketing, new technologies in marketing and consumer research, behavior and dynamics of consumers, etc.

*Journal of Consumer Research on JSTOR*

Journal of Consumer Research, Volume 46, Issue 4, December 2019, Pages 671-688, <https://doi.org/10.1093/jcr/ucz017>

**Journal of Consumer Research, Inc.**

Journal Description The Journal of Research for Consumers is a Web-based interdisciplinary journal publishing consumer research that furthers the interests of consumers through information provision and theoretical advancements.

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Description: Founded in 1974, the Journal of Consumer Research publishes scholarly research that describes and explains consumer behavior. Empirical, theoretical, and methodological articles spanning fields such as psychology, marketing, sociology, economics, and anthropology are featured in this interdisciplinary journal.

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Journal description. Journal of Consumer Marketing (JCM) is a journal written by scholars and practitioners, and is edited for marketers who desire further insight into how people behave as consumers worldwide. Consumption is a key element of much of human behaviour and understanding consumer behaviour is the key to creating effective marketing strategies.

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The Policy Board of the Journal of Consumer Research has voted to revise the policy regarding current editors publishing in JCR. Effective July 1, 2016, a new policy went into effect that allows current editors to submit their work to JCR for publication consideration.

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