

Journal Of Consumer Research Associate Editors

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Journal of Consumer Research

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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.

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Finally, comments on earlier versions of the article made by Journal of Consumer Research reviewers, the associate editor, and editors are gratefully acknowledged. This research was funded by research support from the University of Missouri, University of Illinois at Chicago, and Villanova University School of Business.

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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.

Journal of Consumer Marketing | Emerald Publishing

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