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## Journal Of Consumer Behavior

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12 years of research in the domain of consumer behavior. Our review, which evaluated more than 1,000 articles published across five key journals, provides a descriptive snapshot of the status of consumer behavior research including the most dominant topics based on Helgeson et al. ' s (1984) framework and

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Consumer Behavior Research - SAGE Journals

These behavioral marketing and consumer behavior journals are the most highly regarded in the field, having high impact factors (above 3.0), and they are all featured on the Financial Times Top 50 list. Using this set of journals, we conducted a literature search using specific keywords on Web of Science.

How to SHIFT Consumer Behaviors to be More Sustainable: A

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Literature on consumer behavior is diverse and extensive as changes in society, economics, and technology affect the way consumers behave. Inevitably, these changes lead to changed consumer behavior studies by which, when, how, and why the topics are studied.

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Journal of consumer Behaviour, 17(4), 379-392. Kostyk, A., Niculescu, M., & Leonhardt, J. M. (2017). Less is more: Online consumer ratings' format affects purchase intentions and processing. Journal of Consumer Behaviour, 16(5), 434-441. Kumar, V., Ramachandran, D., & Kumar, B. (2020). Influence of new-age technologies on

Special Issue Call for Papers Deadline th June 2021

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