



JOURNAL OF CONSUMER PSYCHOLOGY

Journal of the [Society for Consumer Psychology](#)

AUTHOR INFORMATION PACK

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DESCRIPTION

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. JCP publishes articles in areas such as consumer judgment and decision processes, consumer needs, attitude formation and change, reactions to persuasive communications, consumption experiences, consumer information processing, consumer-brand relationships, affective, cognitive, and motivational determinants of consumer behavior, family and group decision processes, and cultural and individual differences in consumer behavior. Most published articles are likely to report new empirical findings, obtained either in the laboratory or in field experiments that contribute to existing theory in both consumer research and psychology. However, results of survey research, correlational studies, and other methodological paradigms are also welcomed to the extent that the findings extend our psychological understanding of consumer behavior. Theoretical and/or review articles integrating existing bodies of research and providing new insights into the underpinnings of consumer behavior and consumer decision processes are also encouraged.

Further details regarding the journal's content, along with copies of past editorials, accepted manuscripts, and other information, can be obtained from the Society for Consumer Psychology website (<http://www.journalofconsumerpsychology.com>).

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INTRODUCTION

IMPORTANT: Effective January 1, 2018, the *Journal of Consumer Psychology* will have a new publisher, Wiley. As part of this transition, the journal will be moving from the current submission and peer review management system, Elsevier Editorial System (EES), to ScholarOne Manuscripts (S1). Beginning October 2, 2017, manuscripts must be submitted to S1, available at <https://mc.manuscriptcentral.com/jconsumerpsychology>. The review process for manuscripts currently within EES will remain in EES until December 15, 2017. For Elsevier's EES support pages, visit <https://service.elsevier.com/app/home/supporthub/publishing/>. For assistance with ScholarOne, visit <http://mchelp.manuscriptcentral.com/gethelpnow/>.

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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, Division 23 of the American Psychological Association. JCP publishes articles in areas such as consumer judgment and decision processes, consumer needs, attitude formation and change, reactions to persuasive communications, consumption experiences, consumer information processing, consumer-brand relationships, affective, cognitive, and motivational determinants of consumer behavior, family and group decision processes, and cultural and individual differences in consumer behavior. Most published articles are likely to report new empirical findings, obtained either in the laboratory or in field experiments that contribute to existing theory in both consumer research and psychology. However, results of survey research, correlational studies, and other methodological paradigms are also welcomed to the extent that the findings extend our psychological understanding of consumer behavior. Theoretical and/or review articles integrating existing bodies of research and providing new insights into the underpinnings of consumer behavior and consumer decision processes are also encouraged.

Further details regarding the journal's content, along with copies of past editorials, accepted manuscripts, and other information, can be obtained from the Society for Consumer Psychology website (<http://www.journalofconsumerpsychology.com>).

AUDIENCE

The Journal is intended for researchers in consumer psychology, social and cognitive psychology, judgment and decision making, and related disciplines. It is also relevant to professionals in advertising and public relations, marketing and branding, consumer and market research, and public policy.

AUTHOR BENEFITS AND INDEXING

Publishing in JCP provides many author benefits. The Journal is widely regarded as one of the top journals both in psychology and marketing. It is abstracted and indexed in many leading databases including ABI/Inform, Current Contents Search, PsycINFO, Social SciSearch, Social Sciences Citation Index, and UnCover.

BEFORE YOU BEGIN

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JCP is committed to publishing research with the highest standards in scholarship and scientific practices. In particular, the Journal is committed to (a) a high degree of transparency in how the research was actually conducted, (b) a high degree of reproducibility of the reported findings, and (c) a strict respect of the ethical research standards set forth by the American Psychological Association (see Standard 8: Research and Publication at <http://www.apa.org/ethics/code/>) and by Elsevier (<http://www.ethics.elsevier.com/>).

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abstract, references, tables and figures, for target articles; and 30 pages maximum (double-spaced), including abstract, references, tables and figures, for commentaries and rejoinders. These papers are invited.

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State the objectives of the work and the theory and hypotheses. Provide an adequate background, avoiding a detailed literature survey or a summary of the results.

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Results should be clear and concise.

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The main conclusions of the study may be presented in a short Conclusions section, which may stand alone or form a subsection of a Discussion or Results and Discussion section.

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The main results and theoretical model may be shown in one or more tables and/or figures.

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The guidelines are adapted from a February 2013 report prepared by the Super Committee on Scientific Practices in Consumer Psychology, appointed by Michel Tuan Pham as the 2012/2013 SCP President. The committees report drew heavily from an article by Kashy, Donnellan, Ackerman, & Russell (2009), among other sources. The committee consisted of nine respected scholars in consumer psychology, representing a variety of perspectives on the research process: Daniel Bartels, Katherine Burson, Amitava Chattopadhyay, Carolyn Costley, Gerald Gorn, J. Wesley Hutchinson, Chris Janiszewski, Ashesh Mukherjee, and L. J. Shrum (committee Chair). Their service on this committee is gratefully acknowledged. Inputs from the Journals Editorial Review Board were also incorporated into the final set of guidelines.

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