



JOURNAL OF CONSUMER PSYCHOLOGY

Journal of the Society for Consumer Psychology

AUTHOR INFORMATION PACK

TABLE OF CONTENTS

●	Description	p.1
●	Audience	p.1
●	Impact Factor	p.1
●	Abstracting and Indexing	p.2
●	Editorial Board	p.2
●	Guide for Authors	p.5



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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.

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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.

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Article structure

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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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Provide sufficient detail to allow the work to be reproduced. Methods already published should be indicated by a reference: only relevant modifications should be described.

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Results should be clear and concise.

Discussion

This should explore the significance of the results of the work, not repeat them. A combined Results and Discussion section is often appropriate. Avoid extensive citations and discussion of published literature.

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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.

Tables, figure captions and figures

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

Appendices

All empirical manuscripts need to include a Methodological Detail Appendix (MDA) for greater transparency and reproducibility of the research (see section on "Scientific Standards and Expectations" above and appendix to this document on "Promoting Research Transparency and Reproducibility"). Additional appendices may be included and should be uploaded as a single file. If

there is more than one appendix (besides the MDA), they should be identified as A, B, C, etc. Formulae and equations in appendices should be given separate numbering: Eq. (A.1), Eq. (A.2), etc.; in a subsequent appendix, Eq. (B.1), and so on.

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During the review process, please remove all author identifiers from the main body of the manuscript and from any appendices, figures, and tables. Do not disclose the specific location where the data were collected to prevent revealing the researcher's identity. Such information should be reinserted after acceptance of the manuscript.

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The Journal of Consumer Psychology and its parent organization, the Society for Consumer Psychology, are committed to supporting and promoting the quality, transparency, and reproducibility of the research conducted in the field of consumer psychology and published in the Journal. The following are the Journals scientific reporting guidelines for authors of JCP manuscripts and recommendations for scientific reviewers of these manuscripts. These guidelines are in large part a codification of established practices in APA Journals, and reflect a concerted attempt to optimize the transparency and replicability of the research without imposing an excessive documentation burden on the authors.

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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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