

Papers for JCB:

The Journal of Consumer Behaviour encourages multi-study, ideally multi-method research projects. Editors would strongly encourage you to add two studies to strengthen the contribution of the research as that is a major issue. Read previous papers on the JCB topics. In sum, the manuscript **SHOULD** be well grounded in consumer behaviour theory and the concern of contribution still exists.

The requirements for papers are outlined in the information for authors.
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