

Journal Of Consumer Behavior

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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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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

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