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mission of JACR is to broaden the

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3 Journal of the Association for

Consumer Research | Volume 6,

Issue 4 Much consumer research

has focused on the behaviors and lifestyles of individuals.

Nonetheless, researchers from

diverse perspectives and paradigms

have addressed collective

dimensions of consumer

behavior. Journal of the Association

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Warrington College of Business at the University of Florida. Editors -- Journal of Consumer Research The Journal of the Association for Consumer Research is a quarterly journal of thematic explorations from the Association for Consumer Research. The mission of JACR is to broaden the intellectual scope and interdisciplinary influence of the Association for Consumer Research. Read Latest. Welcome to Association for Consumer Research | ACR About this journal. Journal of Marketing Research (JMR) is a bimonthly, peer-reviewed journal that strives to publish the best manuscripts available that address research in marketing and marketing research practice. JMR is a scholarly and professional journal. It does not attempt to serve the

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generalist in marketing management, but it does strive to appeal to the professional in marketing ... Journal of Marketing Research: SAGE Journals 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. Journal of Consumer Psychology - Wiley Online Library Finally, comments on earlier versions of the article made by Journal of Consumer Research reviewers, the associate editor, and editors are gratefully acknowledged. This research was funded by research support from the University of Missouri,

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University of Illinois at Chicago, and Villanova University School of Business. Material Parenting: How the Use of Goods in Parenting

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acknowledge their guidance at every stage of this research. I also thank Gordie Bechtel, Rich Lutz, Bart Weitz, Brian Sternthal, the associate editor, and three reviewers for their many helpful suggestions. The research was funded by the Department of Marketing and the Center for Retailing Research, University of Florida. Decision Ambiguity and Incumbent Brand Advantage | Journal ... Could repeatedly “exercising” the creativity muscle help build up creative performance over time? To answer this question, we conducted three longitudinal studies with a total of 830 participants, resulting in the generation of 17,652 creative solutions and 39,211 unique product names.

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