

---

## [Journal of Consumer Research \[1\]](#)

### Online\_ISSN:

1537-5277

### Disciplina:

Consumer Behavior

### OASubject:

- [Economics & Business \[2\]](#)

### OA Type:

- [Hybrid OA \[3\]](#)

### Publisher:

- [OUP \[4\]](#)

### SISTEMA BIBLIOTECARIO di ATENEO

15 Via Curtatone e Montanara -  
56126 Pisa ITALY

VAT [00286820501](#) - Fiscal code

[80003670504](#)

[PEC](#)

[Credits](#)

[Site map](#)

---

Source URL: <https://www.sba.unipi.it/en/journal-consumer-research>

### Links

[1] <https://www.sba.unipi.it/en/journal-consumer-research> [2] <https://www.sba.unipi.it/en/open-access-e-open-science-0/elenco-delle-pubblicazioni-oa/400> [3] <https://www.sba.unipi.it/en/oa-tipologia/hybrid-oa> [4] <https://www.sba.unipi.it/en/oapublisher/oup>