JOURNAL OF CONSUMER PSYCHOLOGY

TABLE OF CONTENTS

- Description  p. 2
- Audience  p. 2
- Author Benefits and Indexing  p. 2
- Editorial Board  p. 3
- Submission Guide for Authors  p. 3
- Preparing Your Manuscript for Submission  p. 8
- After Acceptance  p. 14
- Guidelines for Research Reports  p. 16
- Appendix: Promoting Research Transparency and Reproducibility  p. 18
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.

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 [www.journalofconsumerpsychology.com](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.

AUTHOR BENEFITS AND INDEXING

Publishing in JCP provides many author benefits. The Journal is widely regarded as one of the top journals both in psychology and marketing. It is abstracted and indexed in many leading databases including ABI/Inform, Current Contents Search, PsycINFO, Social SciSearch, Social Sciences Citation Index, and UnCover.

In addition, the publisher provides generous benefits to authors such as free PDFs, a liberal copyright policy, special discounts on Elsevier publications, and much more.
SUBMISSION GUIDE FOR AUTHORS

The *Journal of Consumer Psychology* accepts four types of manuscripts: (a) Research Articles (full length), (b) Research Reports (shorter), (c) Research Reviews, and (d) Research Dialogues. Manuscripts should be submitted online through the Journal's editorial site at http://ees.elsevier.com/jcps, where authors will be guided step by step through the creation and uploading of their files. The submission file should be submitted in the native format of the word processor used. The system will automatically convert source files to a single PDF file of the article, which will be used in the peer-review process. All correspondence, including notification of the Editor's decision and requests for revision, will take place via e-mail generated via the submission system. If you require any further information or help, please visit our support pages: http://support.elsevier.com.

Style and Length

All manuscripts submitted to JCP should be written and formatted according to the APA Style as specified by the Publication Manual of the American Psychological Association, 6th Edition. We strongly encourage authors to carefully review the APA manual, as it provides detailed information about the proper reporting of psychology-based research. A short tutorial on APA style can be found at: http://flash1r.apa.org/apastyle/basics/.

Submitted manuscripts should respect the following length requirements:

- **Research Reports**: less than 4,000 words, *excluding* abstract, references, tables and figures.
- **Research Articles**: 50 pages maximum (double-spaced), *including* abstract, references, tables and figures.
- **Research Reviews**: 50 pages maximum (double-spaced), *including* abstract, references, tables and figures. This applies to both invited and regular-submission reviews.
- **Research Dialogues**: 50 pages maximum (double-spaced), *including* abstract, references, tables and figures, for target articles; and 30 pages maximum (double-spaced), *including* abstract, references, tables and figures, for commentaries and rejoinders.

The text should be in single-column, double-spaced format, and should not be justified or hyphenated. Do not embed graphically designed equations or tables. Instead, prepare these using the word processor’s facility. Do not import tables and figures into the text; instead, indicate their approximate locations in the text. Please use the "spell-check" and "grammar-check" functions of your word processor.
processor, and have your manuscript proofread carefully before submission. Should you require professional editing, consider using Elsevier's English Language Editing service (http://webshop.elsevier.com/languagediting/).

**Important New Section. Please read carefully.**

**Scientific Standards and Expectations**

JCP is committed to publishing research with the highest standards in scholarship and scientific practices. In particular, the Journal is committed to (a) a high degree of transparency in how the research was actually conducted, (b) a high degree of reproducibility of the reported findings, and (c) a strict respect of the ethical research standards set forth by the American Psychological Association (see Standard 8: Research and Publication at www.apa.org/ethics/code/) and by Elsevier (www.ethics.elsevier.com/).

- **Conflict of Interests.** All authors are requested to disclose upon submission any actual or potential conflict of interest, including any financial, personal, or other relationships with people or organizations that occurred within three years of beginning the submitted work that could inappropriately influence, or be perceived to influence, their work. See also www.elsevier.com/conflictsofinterest.

- **Originality of the Work.** By submitting their manuscript the authors certify (a) that the work described has not been published previously (except in the form of an abstract or as part of a published lecture or academic thesis or as an electronic preprint, see www.elsevier.com/postingpolicy); (b) that it is not under consideration for publication elsewhere; (c) that its publication is approved by all authors and the responsible authorities where the work was carried out; and (d) that, if accepted, the manuscript will not be published elsewhere including electronically in the same form, in English or in any other language, without the written consent of the copyright-holder.

- **Ethical Standards and Institutional Review Board Approval.** Upon submission, authors are asked to certify that the reported research was conducted in accordance with the Ethical Standards for Research and Publication set forth by the American Psychological Association (see Chapter 1 of the APA Publication Manual, 6th Edition, and Standard 8: Research and Publication at www.apa.org/ethics/code/). These standards include (a) proper protection of research participants (e.g., confidentiality, informed consent, participant safety, avoidance of coercion, restricted use of deception, etc.), (b) integrity in research reporting (e.g., absence of data fabrication, no plagiarism, prompt correction of published errors), and (c) integrity in research dissemination (e.g., proper credit for publication, obligation to share data, etc.). Therefore, by certifying that their research conforms to the Ethical Standards of the American Psychological Association, the authors commit to sharing their data upon request by the review team during
the review process and/or by other researchers seeking to verify or replicate the results after publication. In the online submission process, authors are further asked to specify who was primarily responsible for collecting and analyzing the various data reported in the manuscript, and when and where the data were collected. In addition, authors are asked to certify that they have obtained proper approval to conduct their research from their Institutional Review Board (IRB) or equivalent authorities at their own institution.

- **Transparency and Reproducibility.** When preparing their manuscript for submission it is critical that the authors strive to make their research methodology as transparent and reproducible as possible. Examples of information that is essential for transparency and reproducibility include:
  - Detailed demographics of the samples;
  - Sampling method and method of participant recruitment;
  - Clear and detailed description of each study’s procedure;
  - Clear and detailed explanation of any experimental manipulation used;
  - Clear explanation of any screening or discarding of data performed;
  - Complete description of the exact statistical models used for the analyses (e.g., any covariates, interaction terms, fixed vs. random effects, etc.);
  - Degrees of freedom for statistical tests;
  - Cell means, standard deviations, and cell size.

A comprehensive list of the type of information that authors should provide in order to ensure that their research is as transparent and reproducible as possible is provided in the appendix of this author packet.

To enhance the transparency and subsequent reproducibility of the reported research, submissions should include a “Methodological Details Appendix” (MDA) that provides additional details about the specific methodology used in the research: details that might be too lengthy to present in the main body of the manuscript, but (a) would help the review team fully understand how the research was actually conducted, and (b) would help future readers of the published article replicate the research precisely. Although the exact content of the MDA will vary from manuscript to manuscript (depending on the type of studies being reported), information that would typically appear in MDAs include:

- Full phrasing of the questions and scales used for the reported findings;
- Full text of any scenarios or vignettes used;
- Sample images of any advertising stimuli used;
- Screen-capture of any computer interface used;
- Pertinent details about the procedure (e.g., instructions, filler task);
- Additional details about the method, analyses and results as indicated in the appendix to this document.
The MDA should be appended to the manuscript file for the duration of the review process. After publication of the manuscript, the MDA will be moved to a web appendix hosted by Elsevier and linked to the manuscript. Authors who prefer certain methodological details to appear in the body of the paper or in a regular appendix to be printed with the article can choose to do so, provided that the manuscript respects the Journal’s length requirements.

- **Data Sharing and Posting.** JCP’s policy does not presently mandate the public (or private) posting of the data underlying the research. However, as noted above, it is understood that these data will be promptly made available upon request by the review team during the review process, or by other researchers seeking to verify or replicate the results after publication. Authors who wish to make their data publicly available are encouraged to do so by uploading their datasets as an online appendix after acceptance of the article. The datasets should be uploaded as a single Microsoft Excel file, using a separate sheet (tab) for each study. The file should be self-explanatory, with the variable names clearly labeled and consistent with the text of the manuscript and the MDA. The data file will be hosted by Elsevier and linked to the online version of the manuscript on ScienceDirect (www.sciencedirect.com). In addition, the authors may elect to post their datasets on third-party research dissemination sites such as www.researchgate.net. Before posting their datasets, the authors should first verify the legality and appropriateness of posting their data with their own Institutional Review Board and legal counsel.

**Additional Editorial and Publisher Policies**

**Submission of previously rejected manuscripts**
Manuscripts that were previously rejected by JCP will not be considered for regular review. Resubmission of such manuscripts is not acceptable, even if the manuscript has been somewhat revised. However, it is permissible to submit a completely new manuscript that may have stemmed in part from a rejected manuscript, as long as there are new studies, a new conceptualization, and a new write-up. The new manuscript will be assigned a completely new review team. The submitting authors should clearly state in the cover letter that the manuscript is related to a previous submission and provide the identification number of the previous submission.

**Invited Research Reviews**
Invited Research Review articles are quite rare and highly selective. Such articles are expected to take on "big” topics that are of interest to a wide audience of researchers in consumer behavior and psychology. Invited Research Reviews are not designed to be self-motivated and idiosyncratic.

However, non-invited Research Reviews can also be submitted to JCP. Unsolicited reviews undergo a standard review process and should therefore be submitted through the regular procedure.

**Changes to authorship**
Requests to add or remove an author, or to rearrange the author names, must be sent to the Journal Manager from the corresponding author of the manuscript and must include: (a) the reason why the name should be added or removed, or the authors' names rearranged; and (b) written confirmation (by e-mail, fax, or letter) from all authors that they agree with the addition, removal, or rearrangement. In the case of addition or removal of authors, confirmation from the author being added or removed needs to be included. Requests that are not sent by the corresponding author will be forwarded by the Journal Manager to the corresponding author, who must follow the procedure as described above. Note that: (1) Journal Managers will inform the Journal Editors of any such requests, and (2) publication of the accepted manuscript in an online issue is suspended until authorship has been agreed upon. In case an authorship-change request is received after the manuscript is published online, a corrigendum will be issued.

Copyright and author rights
Upon acceptance of an article, authors will be asked to complete a Journal Publishing Agreement, whose intent is to ensure the widest possible dissemination of information (for more information on this and copyright see www.elsevier.com/copyright). An e-mail will be sent to the corresponding author confirming receipt of the manuscript together with a link to the online version of this agreement. Subscribers may reproduce tables of contents or prepare lists of articles including abstracts for internal circulation within their institutions. Permission of the Publisher is required for resale or distribution outside the institution and for all other derivative works, including compilations and translations (please consult www.elsevier.com/permissions). If excerpts from other copyrighted works are included, the author(s) must obtain written permission from the copyright owners and credit the source(s) in the article. Elsevier has preprinted forms for use by authors in these cases: please consult www.elsevier.com/permissions.

Authors (or their employer or institution) retain certain rights. Details can be found at www.elsevier.com/authorsrights.

Funding disclosure and related policies
You are requested to identify who provided financial support for the conduct of the research and/or preparation of the article and to briefly describe the role of the sponsor(s), if any, in study design; in the collection, analysis, and interpretation of data; in the writing of the report; and in the decision to submit the article for publication. If the funding source(s) had no such involvement then this should be stated. Please see www.elsevier.com/funding.

Elsevier has established agreements and developed policies to allow authors whose articles appear in journals published by Elsevier to comply with potential manuscript archiving requirements as specified as conditions of their grant awards. To learn more about existing agreements and policies please visit www.elsevier.com/fundingbodies.
PREPARING YOUR MANUSCRIPT

Conformance to APA style
Recall that all manuscripts submitted to JCP should be written and formatted according to the APA Style as specified by the Publication Manual of the American Psychological Association, 6th Edition (see Submission Guide for Authors section).

Typical article structure
- **Introduction, theory, and hypotheses.** 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.

- **Materials and methods.** Provide sufficient detail to allow the work to be reproduced (see “Scientific Standards and Expectations” section and appendix to this document on “Promoting Research Transparency and Reproducibility). Methods already published should be indicated by a reference.

- **Results.** Results should be clear and concise. Full explication of results is mandatory (see Scientific Standards and Expectations section above).

- **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.

- **Conclusions.** 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, figures, and captions. The main results and theoretical model may be shown in one or more tables and/or figures to be appended to the document (as opposed to inserted into the text). All figures and tables should be uploaded as single files and numbered consecutively. Please provide captions for the 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.

Author identifiers
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.

Title page information
- Article title. Should be concise and informative. Titles are often used in information-retrieval systems. Avoid abbreviations and formulae where possible.

- Authors' names and affiliations. Where the family name may be ambiguous (e.g., a double name), please indicate this clearly. Present the authors' affiliation addresses below the names. Indicate all affiliations with a lower-case superscript letter immediately after the author's name and in front of the appropriate address. Provide the full postal address of each affiliation, including the country name and the e-mail address of each author. If an author has moved since the work described in the article was done, or was visiting at the time, a “Present address” (or “Permanent address”) may be indicated as a footnote to that author's name. The address at which the author actually did the work must be retained as the main affiliation address. Superscript Arabic numerals are used for such footnotes.

- Corresponding author. Clearly indicate who will handle correspondence at all stages of refereeing and publication, including post-publication. Ensure that phone numbers (with country and area code) are provided in addition to the e-mail address and the complete postal address. Contact details must be kept up to date by the corresponding author.

Abstract and keywords
A concise and factual abstract limited to 175 words is required. The abstract should state briefly the
purpose of the research, the principal results, and major conclusions. An abstract is often presented separately from the article, so it must be able to stand alone. For this reason, references should be avoided. If a reference is essential (e.g., the article presents a critique of specific research), then cite the author(s) and year(s). Non-standard or uncommon abbreviations should be avoided, but if essential they must be defined at their first mention in the abstract itself.

Immediately after the abstract, provide a maximum of 6 keywords, using American spelling and avoiding general and plural terms and multiple concepts (avoid, for example, “and,” “of”). Be sparing with abbreviations: only abbreviations firmly established in the field may be eligible. These keywords will be used for indexing purposes.

**Highlights (optional)**

Highlights, in the form of a short collection of bullet points that convey the core findings of the article, can be submitted in a separate file in the online submission system. Such highlights are optional. Should you wish to include Highlights with your submission, please use “Highlights” in the file name and include 3 to 5 bullet points (maximum 85 characters per bullet point including spaces). See [www.elsevier.com/researchhighlights](http://www.elsevier.com/researchhighlights) for examples.

**Abbreviations**

Define abbreviations that are not standard in this field in a footnote to be placed on the first page of the article. Such abbreviations that are unavoidable in the abstract must be defined at their first mention there, as well as in the footnote. Ensure consistency of abbreviations throughout the article.

**Acknowledgements**

Upon acceptance of the manuscript, collate acknowledgements in a separate section at the end of the article before the references and do not, therefore, include them on the title page, as a footnote to the title, or otherwise. List in the acknowledgments those individuals who provided help during the research (e.g., providing language help, writing assistance, or proofreading the article, etc.).

**Footnotes**

Footnotes should be used sparingly. Number them consecutively throughout the article, using superscript Arabic numbers. In accordance with APA style, indicate the position of footnotes in the text and present the footnotes themselves on a separate page at the end of the article. Do not include footnotes in the Reference list. Footnotes pertaining to tables should be indicated with a superscript lowercase letter.

**Electronic artwork**

- Before preparing your artwork, please consult the detailed guide available on Elsevier’s website: [www.elsevier.com/artworkinstructions](http://www.elsevier.com/artworkinstructions).
- If your electronic artwork is created in a Microsoft Office application (Word, PowerPoint, Excel) then please supply “as is” in the native document format. For artwork created with applications other than Microsoft Office, please “Save as” or convert to one of the following formats (note the resolution Author Information Pack, October 12, 2013
requirements for line drawings, halftones, and line/halftone combinations given below):

• EPS (or PDF): Vector drawings, embed all used fonts.
• TIFF (or JPEG): Color or grayscale photographs (halftones), keep to a minimum of 300 dpi.
• TIFF (or JPEG): Bitmapped (pure black & white pixels) line drawings, keep to a minimum of 1000 dpi.
• TIFF (or JPEG): Combinations bitmapped line/halftone (color or grayscale), keep to a minimum of 500 dpi.

- For color artwork, please make sure that the files have proper resolution and are in an acceptable format: TIFF (or JPEG), EPS (or PDF), or MS Office files. If, together with your accepted article, you submit usable color figures, Elsevier will ensure, at no additional charge, that these figures will appear in color on the Web (e.g., ScienceDirect and other sites), regardless of whether or not these illustrations are reproduced in color in the printed version. For color reproduction in print, you will receive information regarding the costs from Elsevier after receipt of your accepted article. Please indicate your preference for color: in print or on the Web only. For further information on the preparation of electronic artwork, please see www.elsevier.com/artworkinstructions. To prevent complications that may arise when converting color figures to “grayscale” for the printed version, please also submit usable black-and-white versions of all the color illustrations.
- Please follow these additional general guidelines:
  - Make sure you use uniform lettering and sizing of your original artwork.
  - Embed the used fonts if the application provides that option.
  - Aim to use the following fonts in your illustrations: Arial, Courier, Times New Roman, Symbol, or fonts that look similar to these.
  - Number the illustrations according to their sequence in the text.
  - Use a logical naming convention for your artwork files.
  - Provide captions to illustrations separately.
  - Size the illustrations close to the desired dimensions of the printed version.
  - Submit each illustration as a separate file.

- Please do not:
  - Supply files that are optimized for screen use (e.g., GIF, BMP, PICT, WPG); these typically have a low number of pixels and limited set of colors;
  - Supply files that are too low in resolution;
  - Submit graphics that are disproportionately large for the content.

**Tables and figures**

Tables should appear after references, followed by any figures. The tables and figures will later be embedded in the text, so indicate where to insert them (e.g., INSERT TABLE 1 HERE). If there is only one table or figure, do not number; otherwise number consecutively. Each table should have a title and caption on top, left justified, formatted as follows: Table # (line 1); Caption (line 2). Each figure should have a title and caption formatted as follows: Fig. #. Caption (on the same line). Put figure titles and captions on one sheet followed by the figures; one figure per page. Each table and figure caption should appear on a separate page. For further information on the preparation of electronic artwork, please see www.elsevier.com/artworkinstructions.
end with a period. The first letter of the first word in the title and caption, and each column and row head, should be capitalized. In the tables, horizontal lines should appear below the caption and each column head and at the bottom. Numbers in tables should be aligned based on decimal points.

Ensure that each illustration has a caption. Supply captions separately, not attached to the figure. A caption should include a brief title (not on the figure itself) and a description of the illustration. Keep text in the illustrations themselves to a minimum but explain all symbols and abbreviations used.

References
In-text citations and reference lists should follow the style of the American Psychological Association (see http://flash1r.apa.org/apastyle/basics/). Please ensure that every reference cited in the text is also present in the reference list (and vice versa). Unpublished results and personal communications are not recommended in the reference list but may be mentioned in the text. If such references are included in the reference list, they should also follow the APA style. Citation of a reference as 'in press' implies that the item has been accepted for publication.

Authors should double-check their reference lists before submitting their manuscripts to JCP. Reference lists should include recent articles in consumer psychology, consumer behavior and/or marketing that are relevant to the topic. These field-specific references serve two functions: (a) they help clarify the submitted paper’s contribution to the field’s existing literature; and (b) they facilitate the choice of suitable JCP reviewers. For classic concepts, authors should also cite the studies that developed the concepts.

The list of references should be arranged first alphabetically and then further sorted chronologically if necessary. More than one reference from the same author(s) in the same year must be identified by the letters a, b, c, etc., placed after the year of publication (see APA Style Manual).

Examples:

• Reference to a journal publication:
  


• Reference to a book:
  

• Reference to a chapter in an edited book:

- **Web references:**

  As a minimum, the full URL should be given and the date when the reference was last accessed. Any further information, if known (DOI, author names, dates, reference to a source publication, etc.), should also be given. Web references can be listed separately (e.g., after the reference list) under a different heading if desired, or can be included in the reference list.

- **References in a special issue:**

  Please ensure that the words “this issue” are added to any references in the list (and any citations in the text) to other articles in the same Special Issue.

JCP has standard templates available in key reference management packages such as EndNote (www.endnote.com/support/enstyles.asp) and Reference Manager (refman.com/support/rmstyles.asp). Using plug-ins to word-processing packages, authors only need to select the appropriate journal template when preparing their article, and the list of references and citations to these will be formatted according to the journal style, which is described below.

**Supplementary data**

Beyond the required Methodological Detail Appendix (MDA), Elsevier will also accept electronic supplementary material to support and enhance your scientific research. Supplementary files offer the author additional possibilities to publish supporting applications, high-resolution images, datasets, video clips, sound clips, and more. Supplementary files supplied will be published online alongside the electronic version of your article in Elsevier Web products, including ScienceDirect: www.sciencedirect.com. In order to ensure that your submitted material is directly usable, please provide the data in one of our recommended file formats. Authors should submit the material in electronic format together with the article and supply a concise and descriptive caption for each file. For more detailed instructions please visit our artwork instruction pages at www.elsevier.com/artworkinstructions.

**Submission checklist**

Prior to submitting their paper for review, authors should perform the following checks:

- One author has been designated as the corresponding author with contact details (e-mail address, full postal address, and phone number);
- Manuscript (structure, format, citations, reference list, etc.) conforms to APA style, and length requirements are respected;
- All references mentioned in the reference list are cited in the text, and vice versa;
- Manuscript has been copy-edited (spell-checked and grammar-checked) carefully;
- Authors have reviewed the Journal’s “Scientific Standards and Expectations” and agree to abide by them;
- A Methodological Detail Appendix (MDA) is ready to be submitted with the paper, including
information such as:

- Full phrasing of the questions and scales used for the reported findings;
- Full text of the key scenarios or vignettes used;
- Sample images of advertising stimuli used;
- Screen-capture of computer interface;
- Additional statistical details useful for reanalysis as described in the appendix of this document;
- Elaboration on pertinent details of the procedure (e.g., brief description of the filler task).

- All necessary files are ready to be uploaded:
  - Text of letter to the editor;
  - Dis-identified manuscript, including abstract and keywords;
  - Separate title page with author information and author note;
  - All figures in a single file with a separate figure caption page;
  - All tables (including title, description, footnotes) in a single file;
  - Methodological Detail Appendix.

- Other
  - Permission has been obtained for use of copyrighted material from other sources (including the Web).
  - Color figures are clearly marked as being intended for color reproduction on the Web (free of charge) and in print, or to be reproduced in color only on the Web (free of charge) and in black-and-white in print. If only color on the Web is required, black-and-white versions of the figures are also supplied for printing purposes.

For any further information please visit our customer support site at http://support.elsevier.com.

**Author inquiries**
For inquiries relating to the submission of articles (including electronic submission) please visit this journal’s homepage. For detailed instructions on the preparation of electronic artwork, please visit www.elsevier.com/artworkinstructions. Contact details for questions arising after acceptance of an article, especially those relating to proofs, will be provided by the publisher. You can track accepted articles at www.elsevier.com/trackarticle. You can also check our Author FAQs at www.elsevier.com/authorFAQ and/or contact Customer Support via http://support.elsevier.com.

**AFTER ACCEPTANCE**

**Use of the Digital Object Identifier**
The Digital Object Identifier (DOI) may be used to cite and link to electronic documents. The DOI consists of a unique alpha-numeric character string which is assigned to a document by the publisher upon the initial electronic publication. The assigned DOI never changes. Therefore, it is an ideal medium for citing a
document, particularly 'Articles in press' because they have not yet received their full bibliographic information. Example of a correctly given DOI: http://dx.doi.org/10.1016/j.jcps.2011.05.001. When you use a DOI to create links to documents on the web, the DOIs are guaranteed never to change.

Proofs
One set of page proofs (as PDF files) will be sent by e-mail to the corresponding author, or a link will be provided in the e-mail so that authors can download the files themselves. Elsevier provides authors with PDF proofs that can be annotated. For this, authors may need to download Adobe Reader version 7 (or higher), available free from http://get.adobe.com/reader. Instructions on how to annotate PDF files will accompany the proofs (also given online).

If you do not wish to use the PDF annotations function, you may list the corrections (including replies to the Query Form) and return them to Elsevier via e-mail. Please list your corrections precisely, quoting line number. If, for any reason, this is not possible, then mark the corrections and any other comments (including replies to the Query Form) on a printout of your proof and return by fax, or scan the pages and e-mail. Please use this proof only for checking the typesetting, editing, completeness, and correctness of the text, tables, and figures. Significant changes to the article as accepted for publication will be considered at this stage only with permission from the Editor.

JCP will do everything possible to get your article published quickly and accurately. Please provide all your corrections within 48 hours of receiving the page proofs. It is important to ensure that all corrections are sent back to the publisher in one communication: Please check carefully before replying, as inclusion of any subsequent corrections cannot be guaranteed. Proofreading is solely your responsibility. Note that Elsevier may proceed with the publication of your article if no response is received.

Offprints
The corresponding author will be provided with a PDF file of the article, at no cost, via email. (The PDF file is a watermarked version of the published article and includes a cover sheet with the journal cover image and a disclaimer outlining the terms and conditions of use.) For an extra charge, paper offprints can be ordered via the offprint order form, which is sent once the article is accepted for publication. Both corresponding and co-authors may order offprints at any time via Elsevier's WebShop (webshop.elsevier.com/myarticleservices/offprints). Authors requiring printed copies of multiple articles may use Elsevier WebShop's 'Create Your Own Book' service to collate multiple articles within a single cover (http://webshop.elsevier.com/myarticleservices/offprints/myarticleservices/booklets).
GUIDELINES FOR RESEARCH REPORTS

What is the *Journal of Consumer Psychology* (JCP) looking for in Research Reports?

Research Reports are manuscripts that are less than 4,000 words in length excluding the abstract, title page, references, tables, and figures. Research Reports, formerly referred to as Short Articles, should contain novel and interesting empirical or theoretical research just like longer-length Research Articles. However, unlike Research Articles, for novel and interesting theoretical ideas, authors of a Research Report may provide less empirical evidence; and for novel and interesting empirical findings, they may give less theoretical support. Despite these differences from Research Articles, we will maintain high standards of rigor (in terms of literature review, conceptualization, methodology, empirical analysis, and stated insights derived from analysis). Authors should acknowledge past related research and show how their paper relates to this earlier work. Shortage of space should not result in a lack of care in the literature review. Because Research Reports are meant to be widely disseminated to spark new research, they should also be easy to read.

Research Reports may focus on novel and interesting empirical findings (based on data from experiments, surveys, or secondary sources). Examples include manuscripts whose findings: (1) are novel and interesting by themselves, (2) refute commonly held beliefs, (3) refute prior theory, or (4) refute prior explanatory processes. Some preliminary theoretical explanation must be offered for this category, but it is not necessary for authors to rule out all possible alternative explanations. Thus, inconclusive process evidence is not a reason to reject a Research Report (unless an alternative explanation is obvious and more compelling). However, note that authors need to provide substantial evidence for their proposed empirical findings—either through large sample sizes or multiple studies or both. Thus, authors may be asked to collect additional data for further support of the phenomenon (additional study) or for a more rigorous testing of the phenomenon (new study to replace an original study). Also, as stated earlier, even if not conclusively establishing the process, authors should speculate about the process right at the outset of the paper (not just at the end). However, the strengths of the claims about the process should be proportional to the evidence being provided (i.e., if the authors only provide preliminary evidence of the process, they need to acknowledge upfront that other accounts are possible).

Research Reports may also focus on novel and interesting theoretical ideas. Examples include manuscripts that develop: (1) an alternate process explanation for an existing theory, (2) an alternate theory for existing findings, (3) a theory that accounts for commonly held beliefs (with data to support these beliefs), or (4) a new theory. Some preliminary empirical support (one or two studies) is required for this category.

Authors must also consider the following when they submit a Research Report:

1. The importance of the General Discussion section:
Since one of the primary objectives for Research Reports is to stimulate follow-up research, a manuscript that is being considered for publication needs to have a General Discussion section that provides specific and compelling implications for future follow-up research.

The General Discussion section also serves a secondary purpose. Although Research Reports are not expected to pinpoint the specific underlying process for their findings or rule out all alternative explanations (except when this is the stated goal), they are expected to recognize limitations and alternate explanations, and to suggest possible process explanations that could be tested in follow-up research. An appropriate place to do this is in the General Discussion.

2. Novelty Criterion:

As stated at the outset, all manuscripts submitted to JCP (whether Research Articles or Research Reports) should be novel and interesting. Thus, although Research Reports are shorter in length, they should not be a mere modification or a simple extension of previous research, which is not true novelty. Novelty implies innovativeness but does not imply that it has to be counterintuitive.

Reviewers of Research Reports are sent these guidelines along with the manuscript and are encouraged to limit themselves to 3 or 4 major concerns.
APPENDIX: PROMOTING RESEARCH TRANSPARENCY AND REPRODUCIBILITY

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 Journal’s 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. ¹

Transparency in Method Sections

Method sections should include the following information. These details can be reported either in the body of the manuscript (including footnotes) or in the Methodological Detail Appendix (MDA), as suggested in the table below. ²

<table>
<thead>
<tr>
<th>Required Method Information</th>
<th>Body</th>
<th>MDA</th>
<th>Either Body or MDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demographic characteristics of samples, including gender, age, ethnicity, and other factors that may be relevant to the research context</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Sampling method (e.g., convenience, probability) and method of recruitment (e.g., subject pool, specific online panel, compensation)</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Sample sizes and how any missing data were handled. Explanation for substantial amount of missing data</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Enough detail so that readers can understand the manipulations used in the study (full instructions, vignettes, or scenarios may be included in MDA)</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>All experimental conditions, including control groups and factors, that were part of the original design</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Pertinent details about the procedure (e.g., session size, task sequence, filler task).</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>A priori screening rule[s] for excluding subjects from data collection and rationale (e.g., study restricted to women only, to participants age 55+, to native English speakers, etc.)</td>
<td></td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>

¹ 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 committee’s 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 Journal’s Editorial Review Board were also incorporated into the final set of guidelines.

² Authors who prefer the MDA to appear as a regular appendix to be printed with the article can choose to do so upon acceptance of the paper provided that the manuscript respects the Journal’s length requirements.
## Required Method Information (cont’d)

<table>
<thead>
<tr>
<th>Required Method Information</th>
<th>Body</th>
<th>MDA</th>
<th>Either Body or MDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any method used to screen the data after data collection (e.g., elimination of outliers, attention screens, comprehension screens, content analysis to determine if directions were followed on a writing task, time spent on an item, etc.), including (a) cut-offs for any screening measures (e.g., ±2 SD from mean, less than 2 sec to answer an item, etc.), (b) how many observations were eliminated for each screening method, and (c) distribution of excluded participants across conditions</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Content and endpoints of any scale used for the reported research, with explicit information on how summary scores were computed (e.g., average, sum, factor score, etc.)</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full phrasing of all questions used in the reported research</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Reliability coefficients for multi-item scales and multi-person coding</td>
<td>X</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Transparency in Result Sections

The information to be provided depends on the analyses and is therefore organized accordingly. This information can be reported either in the body of the manuscript (including in footnotes) or in the Methodological Detail Appendix (MDA), as suggested in the tables below. Additional information, marked as “optional,” may be included in the MDA at the authors’ discretion.

### ANOVA

<table>
<thead>
<tr>
<th>Required Information</th>
<th>Body</th>
<th>MDA</th>
<th>Either Body or MDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full specification of the analysis design and the levels of each factor (e.g., “a 3 [Arousal: Low, Medium, High] × 2 [Scenario: Vacation or Appliance] mixed design with arousal as a between-subjects factor and scenario as a repeated factor”)</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Degrees of freedom for each F-test</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Cell means (for ANOVA) and/or proportions (for logistic regression), standard deviations, and cell sizes for the main dependent variables and the substantive part of the design</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>If covariates are used (ANCOVA), report whether the covariate is significant and the statistical results if covariates are not included</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Optional: Full ANOVA table for all analyses (or logistic regression if applicable) including MSE</td>
<td>(X)</td>
<td>(X)</td>
<td>(X)</td>
</tr>
<tr>
<td>Optional: Standard measures of effect sizes</td>
<td></td>
<td>(X)</td>
<td>(X)</td>
</tr>
<tr>
<td>Optional: In the analysis of multiple-outcome variables, consider providing a table of correlations among the independent/predictor and dependent/outcome variables</td>
<td>(X)</td>
<td>(X)</td>
<td>(X)</td>
</tr>
</tbody>
</table>
### Regression

<table>
<thead>
<tr>
<th>Required Information</th>
<th>Body</th>
<th>MDA</th>
<th>Either Body or MDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clearly state which variables, including covariates, are included in the analysis and why</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Indicate how categorical variables are coded</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Report regression coefficients, along with t values or standard errors for all predictors included in the model (specify if coefficients are unstandardized or standardized)</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>In moderated multiple regressions, indicate whether continuous variables were centered or standardized before computing interaction terms</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>When following up statistically significant interactions (e.g., tests of simple slopes), indicate what values are used to define high and low levels (e.g., ±1 SD). When predictor variables are measured in interpretable units and have conceptual interest, consider using actual values (e.g., 20 vs. 40 years of age) rather than the ±1 SD option that is commonly used when plotting interactions.</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Provide means (or proportions for categorical variables), standard deviations, and correlations for all variables included in regression analyses</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>In hierarchical regression, clearly explain the ordering of variables and its rationale, and state whether any coefficients being discussed are from initial or final models</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>In hierarchical regression, provide all parameter estimates from the model that includes all relevant predictors (e.g., control variables, all first-order effects involved in higher-order interactions, and all interaction terms) in the MDA</td>
<td></td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>

### Multilevel Modeling (MLM)

<table>
<thead>
<tr>
<th>Required Information</th>
<th>Body</th>
<th>MDA</th>
<th>Either Body or MDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clearly describe the research design and data collection strategy so that readers can understand the nested structure of the data (e.g., individuals within groups or time points within individuals)</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Describe how categorical variables are coded</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Indicate whether and how variables are centered (i.e., grand mean centering vs. group mean centering) and justify this decision</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Provide basic descriptive data including means, standard deviations, and correlations among the variables</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Specify which variables are included in each estimated model and report all estimated effects</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Identify which effects in the model are treated as fixed and which are treated as random, and report which estimation technique was used (e.g., restricted maximum likelihood (REML) versus maximum likelihood). For models involving variables assessed over time, we suggest that researchers indicate the error structure specification (e.g., AR1, diagonal).</td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>
### Scale Development and Exploratory Factor Analysis

<table>
<thead>
<tr>
<th>Required Information</th>
<th>Body</th>
<th>MDA</th>
<th>Either Body or MDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Justify the use of Exploratory Factor Analysis (EFA) or Principal Components Analysis (PCA)</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Correlations between all factors</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Eigen values and/or variance accounted for by the main factors</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>All coefficients, not just coefficients larger than some arbitrary cutoff</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full correlation matrix of all final scale items</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Optional: List of items that have been eliminated through purification</td>
<td>(X)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Structural Equation Modeling and Confirmatory Factor Analysis

<table>
<thead>
<tr>
<th>Required Information</th>
<th>Body</th>
<th>MDA</th>
<th>Either Body or MDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Describe and justify the a priori model</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Report means, standard deviations, and correlations for all variables used in the analyses. If observed variables deviate substantially from the normal distribution, report skewness and kurtosis statistics with the descriptive data.</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Report the method used for estimation (maximum likelihood, etc.)</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Report and interpret several omnibus fit statistics. At a minimum, report the chi-square and degrees of freedom, the root mean square error of approximation, and comparative fit index (CFI) or the Tucker-Lewis Index</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Report results for the structural equation model in either a table or a figure.</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coefficients and standard errors (or z values) should be reported for all estimated paths, including paths that are not statistically significant.</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Report and justify any post-hoc modifications to models that were made to achieve satisfactory model fit</td>
<td>X</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Other Useful Information in Methodological Detail Appendix

In addition to the required information to be provided for transparency and replicability as indicated above, authors are encouraged to include in their MDA any information that they think will help other researchers replicate and/or build on the reported findings. Examples of useful information that may be included in the MDA at the authors’ discretion include:

- Copies of the stimuli (e.g., color copies of advertisements, screen capture of computer interfaces, full text of scenarios or vignettes, etc.)
Supplementary details on any procedural, stimulus, or subject characteristics that the authors think help capture the effect (e.g., maximum size of the lab sessions, optimal time of the day for observing the effect, optimal placement of the manipulation and dependent measures in relation to filler tasks, required lab layout, necessary levels of compensation of participants, comprehension screening, ideal characteristics of experimenter, etc.)

Recommendations for Reviewing Submissions

While authors are encouraged to be very transparent in the conduct and reporting of their research, reviewers are equally encouraged to be supportive of rigorous research that is reported in a transparent fashion. Below are some suggested guidelines for reviewing JCP submissions. These guidelines are meant to balance the Journal’s higher transparency requirements for authors with a more judicious review process that achieves a proper equilibrium between (a) the need to minimize “false positive” results (“type-I errors”) (Simmons, Nelson, & Simonsohn, 2011) with (b) the need to promote genuine findings and discoveries (minimization of “type-II errors”) and the Journal’s author-friendly position.

1. Reviewers should consider the issue of Type-II error as well as Type-I error when evaluating submissions. Although the common standard for statistical significance is \( p < .05 \), consideration should be given to (a) the pattern of data across studies and (b) the centrality of the relation whose p-value is reported to the theoretical contribution. If the same effects are measured across multiple studies, reviewers may encourage meta-analyses of the effect if significance is not obtained in some of the studies.

2. Reviewers should appreciate the fact that submissions that are very transparent in their reporting may appear “messier” than previous submissions that were perhaps less transparent. In order not to discourage authors from submitting to JCP in favor of journals with less stringent reporting criteria, JCP reviewers are encouraged to be more tolerant of imperfections in the data than has been typical in previous reviewing practice, especially if the appearance of imperfection is mostly the product of a more transparent reporting.

3. Reviewers should be tolerant of various methods used to screen or remove participants, such as attention checks or outlier analyses, provided that the methods are clearly explained, appropriately justified, and generally reasonable.

4. Reviewers should encourage rather than discourage direct and conceptual replications across studies in a submitted paper (Hunter, 2001; Monroe, 1992). If space is really constrained, replications can be fully reported in the MDA, which will appear as an online appendix to the published article.

5. Reviewers should refrain from reflexively dismissing results that challenge or do not support current
theory or are inconsistent with previous research findings. It is often the case that when review teams encounter findings contrary to previous research, they require authors to reconcile their findings with the previous findings, often with new data. Although there may be situations where this requirement is justified (e.g., research with a long history of replication), it is important to consider that prior publication does not guarantee that the findings are necessarily correct (cf. Greenwald, 1975; Ioannidis, 2005). Therefore, reviewers should refrain from requesting reconciliation automatically.

6. When raising the possibility of alternative explanations for findings, reviewers should specify those alternatives. In addition, they should avoid requests to rule out non-parsimonious alternative explanations (ones that may reasonably account for findings in one study but not all studies in the submission).

7. Reviewers should avoid a reflexive dismissal of correlational data. Although most researchers agree that experimental research is better equipped to establish causality, relationships between variables whose causal relationship is unclear can still potentially provide important information. Complex models that include mediators and moderators also reduce threats of spuriousness.

8. Reviewers should avoid a reflexive dismissal of small effect sizes. Instead, they should evaluate observed effect sizes in light of (a) the substantive significance of the issue, (b) the strength of the manipulations used, (c) the malleability of the dependent measure, and (d) the theoretical importance of the observed effect.

References