

# JCR Style Sheet

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## EDITORIAL OBJECTIVES

JCR seeks to publish the highest-quality empirical, theoretical, and methodological articles available in consumer research. The overriding criterion for publication in JCR is *knowledge gained about the behavior of consumers*. JCR is explicitly an interdisciplinary journal that is intended to foster research insights from a variety of disciplinary perspectives.<sup>1</sup> As such, JCR is open to, and indeed encourages, a wide range of methods, conceptual approaches, and substantive problem areas within the domain of consumer behavior, broadly construed.

JCR is a scholarly journal, not a managerial one. Therefore, papers need not necessarily incorporate managerial implications of the findings. In fact, if a particular piece of research is more applied in its focus, it would be of interest to discuss the implications from not only the perspective of the manager but also the perspectives of the public policy maker and consumer. In general, JCR is interested in publishing articles derived from orientations and paradigms as diverse as those of the readership base. In all cases, *disciplined paradigm-appropriate inquiry is imperative*. Communication of ideas in a fashion that enhances accessibility to an interdisciplinary audience is strongly encouraged.

### Types of Manuscripts Suitable for JCR

- In general, articles that deal with the acquisition, consumption, and disposal behavior of consumers with respect to goods and services in their broadest sense, as well as the Intra-individual, interpersonal, and societal processes and effects attendant on these behaviors are appropriate.
- Empirical studies that report descriptive, explanatory, or interpretive data pertinent to a particular consumer behavior phenomenon or set of phenomena are fitting. · Replications of previously reported research findings with extensions and/or opposite results are germane.
- Exploratory or descriptive research efforts that establish a groundwork for further research, define the boundaries of the research issue, or raise important issues that can be investigated in future research activities are suitable.
- Theoretical or conceptual articles that introduce new concepts, explanations, and viewpoints regarding some important aspect of consumer behavior are welcome. Deductive, inductive, analytical, critical essay, and other approaches are appropriate. "Perspective" pieces that offer informed

opinion, fresh insight and or novel thoughts on significant issues or developments in the field are also appropriate.

- Integrative review articles offering a unified presentation of previous literature that contributes to the field by identifying significant gaps in knowledge, synthesizing previously disparate findings, integrating research streams from different disciplines, and/or identifying research priorities and future developments are encouraged.
- Methodological expositions that offer significant advances in the state of the art of research tools or philosophy of science issues pertaining to consumer research are relevant; specific illustrations and implications for the conduct of consumer research are essential.
- Organizational consumer behavior research is applicable. Organizations as consumers represent an important subdomain in consumer research, and such research generally should reflect the inherently interpersonal character of organizational consumption and should not rely on an individual as the unit of analysis. Wherever possible, the discussion should be related to other group consumption settings.

### Manuscript Length

In general, authors should strive for economy and clarity of presentation when preparing manuscripts for JCR. The contribution to knowledge relative to the length of the manuscript is a key criterion in the editorial review process.

Although the prototypical manuscript submitted to JCR is in the range of 30-40 total pages (i.e., including references, footnotes, and figures and tables as necessary), shorter manuscripts are also welcomed. In some instances, a piece may require a somewhat longer exposition because of the nature of the manuscript's objectives and/or research approach (e.g., development of a new theory, presentation of a series of related experiments, ethnographic research). In such cases, manuscripts ranging from 40 to 60 total pages will be considered. Manuscripts exceeding 60 pages will sometimes be considered for publication an author wishing to submit a manuscript that exceeds 60 pages should contact the editor before submitting the paper for review. Authors of longer manuscripts should be cognizant that acceptance of such papers rests on editorial judgment of their greater relative contribution to knowledge. Manuscripts in excess of 100 pages are regarded as monographs and are not considered for publication in JCR.

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<sup>1</sup> JCR is governed by a 12-member policy board representing the following organizations: American Anthropological Association, American Association of Public Opinion Research, American Economic Association, American Association of Family and Consumer Sciences, American Marketing Association, American Psychological Association (Division 23), American Sociological Association, American Statistical Association, Association for Consumer Research, The Institute for Operations Research and the Management Science, International Communication Association, and Society for Personality and Social Psychology (APA Division 8)

## Comments and Rejoinders

JCR publishes comments on articles previously appearing in JCR, together with rejoinders, as appropriate, by the original article's author(s). Both Comments and Rejoinders are subject to a 15- to 18-page total length constraint, though many manuscripts are shorter than that.

To be of most value, a Comment on an article should be submitted as soon as possible after the publication of the article on which the Comment is based. The Comment must undergo the standard editorial review process. If accepted for publication, the original article's author(s) will be sent a copy of the Comment and have the opportunity to prepare a Rejoinder in response (also in timely fashion). The Rejoinder also must pass successfully through the editorial review process. If accepted, it will appear immediately following the Comment in the same issue of JCR.

## JCR Policy on Overlapping Publications

Occasionally, an author may wish to submit a manuscript that has been published elsewhere, in whole or in part; the most frequent instance has been with respect to conference proceedings papers. JCR will consider such a manuscript for publication only under the following conditions:

- At the time of submission of the manuscript, JCR receives written authorization from the holder of the copyright to publish any portion of the material in question.
- The other outlets for the material in question are sufficiently inaccessible to the general JCR readership such that JCR will perform a real service to its readership by making the material more readily available.
- The form of the potential JCR article differs substantially from the other forms in which the material is available in terms of length, positioning, type of analysis (if any), and/or the nature of the discussion. That is, the JCR article must offer some "value added" over and above the other presentations.
- The manuscript is submitted on a timely basis (i.e., not long after the appearance of the material elsewhere and preferably prior to actual publication elsewhere). The manuscript is accompanied by the other versions of the material available to allow editorial judgment of the three preceding points.
- The manuscript is clearly intended to make an independent contribution to the consumer research literature and in no way can be construed as a mere promotional vehicle.
- The authors submitting the manuscript for review should clearly indicate in the cover letter the relation of the manuscript to any other manuscripts currently under review, in press, or recently published by the authors. A copy of all such related papers should be submitted with the cover letter.

## A Note on the Review Process

JCR prides itself on providing high-quality, professional re-views in timely fashion. All manuscripts are reviewed on a double-blind basis, typically by an associate editor and three independent reviewers selected by the editor. Formal written reviewer comments are provided in support of all

editorial decisions. Most decisions are made within 10-12 weeks of manuscript submission. Authors submitting longer manuscripts should anticipate a somewhat longer turnaround time.

## Supplementary Documentation for Submission

Authors must provide sufficient information about their research procedures, measures, and descriptive and summary results to enable reviewers to make informed judgments about the quality of research. Authors must submit five non-returnable copies of the summary tables (i.e., correlations, analysis of variance summaries, means and standard deviations), scales or measures with reliability and validity assessment information, sample stimuli or instructions to respondents, interviewers, or observers, and/or procedures used to interpret textual data. This supplementary material is too bulky to submit, authors should exercise discretion and inform the editor upon submission of the manuscript. The purpose of this requirement is not to make submissions more difficult but rather to enhance the review process and decrease the number of revisions required as a result of matters that seem unclear to the reviewers. Supplementary material that repeats verbatim manuscript content

## MANUSCRIPT PREPARATION

Manuscripts should be typed *double-spaced* (including references and footnotes) and stapled, with pages numbered consecutively throughout the entire paper. Allow margins of at least 1¼ inches on all four sides of 8½ X 11-inch, white, non-erasable, 20-lb. bond paper. Please do not send a paper that has been photographically reduced or poorly photocopied. Dot-matrix printing is not acceptable unless its quality is equal to that produced by a letter-quality printer. Proportional spaced type should not be used. Ragged right margin is preferred.

Five non-returnable copies and a 3 2 -inch computer diskette must be submitted for the review process to:

Journal of Consumer Research  
The Ohio State University  
Max M. Fisher College of Business  
1775 College Road  
Columbus, OH 43210

If JCR does not receive five copies, we inform the authors and do not begin review until receipt of the required copies. We strongly suggest that authors keep one exact copy.

## Submitting Computer Diskettes

Authors may submit final versions of accepted manuscripts on computer diskettes. Authors may submit a 5¼ -inch or 3½ inch diskette along with two hard copies of the manuscript as the final version.

## Manuscript Organization

**First page** Title and name of author(s).

**Second page** Author footnote, including present position, complete address, and any acknowledgment of financial or technical assistance:

\*Dena S. Cox and Anthony D. Cox are assistant professors of marketing, both at the College of Business Administration, Georgia State University, Atlanta, GA 30303. The authors thank John Summers, George Moschis, Thomas Stanley, Scott MacKenzie, and three reviewers for their helpful comments. The Georgia State University College of Business partially funded this research.

**Third page** Title of paper and brief abstract of 100 words or less that substantively summarizes the article.

**Next** The text, with major headings in all capital letters centered on the page, subheadings in capital and lowercase letters flush with the left margin, and tertiary headings in capital and lowercase letters, paragraph indented, underlined, and punctuated with a period.

**Followed by** Appendixes, if any, *double-spaced*.

**Then** References, *double-spaced* with a hanging indent, in alphabetical order by author's last name.

**Next** Footnotes, if any, *double-spaced* with a paragraph indent.

**Then** Tables, numbered consecutively (1, 2, 3, etc.) with each on a separate page. Do not submit tables that have been photographically reduced.

**Then** Figure titles, footnotes, and notes, *double-spaced*.

**Last** Figures, numbered consecutively (1, 2, 3, etc.) with each on a separate page.

## More About Tables

Each table should be submitted on a separate page and collocated at the end of the manuscript—do not insert tables in the text. When possible, combine tables that are closely related. Indicate appropriate table placement in the text as follows:

-----  
 Insert Table 1 about here  
 -----

Refer to tables in text by number (e.g., Table 1). When referring to tables, avoid using above, below, preceding, the following, and the like.

Tables should consist of *at least* four columns and four rows; otherwise they should be left as in-text tabulations. Tabulations should not have titles or footnotes but should be described in the text s preceding paragraphs.

A  
↓  
**TABLE 2**

**B →** TRINARY PRODUCTS OF THE AFFECTIVE STRUCTURE OF SOFT DRINK BRAND CHOICES

| Brand summary             | Number of subjects with average triad > than 1.0 | Score              |                   |           |
|---------------------------|--|--------------------|-------------------|-----------|
|                           |  | Average individual | Median individual | Aggregate |
| All triples that include: |  |                    |                   |           |
| Pepsi-Coke                | 64 <sup>a</sup>                                  | 2.41               | 1.18              | 1.667 ← F |
| Diet Pepsi-Diet Coke      | 58 <sup>b</sup>                                  | 2.09               | 1.19              | 1.841     |

NOTE.—N = 81 subjects.  
<sup>a</sup> Significant at .01.  
<sup>b</sup> Significant at .08.

G ←

Example table from Barbara Kahn, William L. Moore, and Rashi Glazer (1987) "Experiments in Constrained Choice," JCR 14 (June) 101.

## Table Guidelines

**A: Labels** Tables must be numbered, and their labels must be centered and typed in all caps.

**B: Titles** Tables must have a descriptive title, centered and typed in all caps.

**C. Rules** No horizontal rules extending the width of the table appear in the body of the table. A double rule marks the top of the table, a single rule extending the width of the table separates the body from the heads, and a single rule marks the bottom of the table. No vertical rules appear in the table.

A  
↓  
**TABLE 1**

**B →** INTERCORRELATIONS AMONG THE MEHRBIAN-RUSSELL AND PLUTCHIK INDICES

| Plutchik indices | Mehrabian-Russell indices |         |           |
|------------------|---------------------------|---------|-----------|
|                  | Pleasure                  | Arousal | Dominance |
| Fear             | -.58                      | .30     | -.41      |
| Anger            | -.85                      | .23     | -.32      |
| Joy              | .93                       | -.12*   | .45       |
| Sadness          | -.77                      | .15*    | -.48 ← F  |
| Disgust          | -.89                      | .23     | -.37      |
| Acceptance       | .76                       | -.24    | .35       |
| Expectancy       | .15*                      | .32     | -.13*     |
| Surprise         | -.63                      | .29     | -.44      |

NOTE.—Asterisks indicate  $p = .05$ . All other entries are significant at  $p < .05$ .

G ←

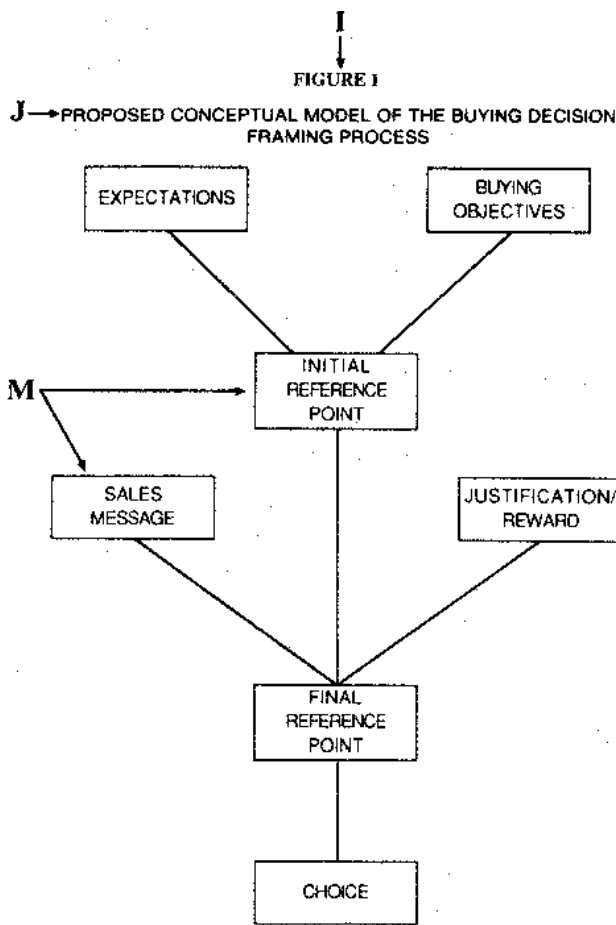
Example table from: William J. Havlena and Morris B. Holbrook (1986), "The Varieties of Consumption Experience: Comparing Two Typologies of Emotion in Consumer Behavior", JCR, 13 (December), 398.

- D: Capitals** Only the initial letter of a given word, phrase, or columnar head in a table is capitalized.
- E: Heads** All columns must have headings; each column head must relate to its subhead.
- F: Columns** Figures in each column are centered, and decimals are aligned.
- G: Footnotes and notes**  
Footnotes cued by lowercase superscript letters and notes appear at the bottom of the table below the rule, paragraph indented. Descriptive information in addition to any footnotes should be in a note placed above the footnotes, paragraph indented. A single footnote should be a note.

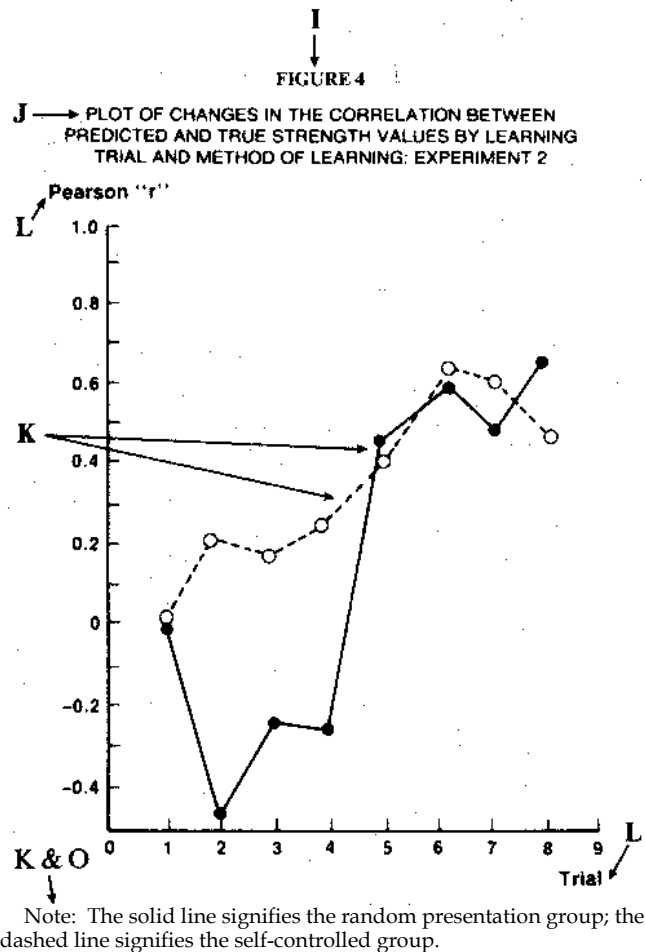
### More about Figures

Each figure should be submitted on a separate page and collated at the end of the manuscript – do not insert figures in the text. Indicate appropriate figure placement in the text as follows:

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Insert Figure 1 about here  
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Example figure from: Christopher P. Puto (1987), "The Framing of Buying Decisions," JCR, 14 (December), 303.



Example figure from: Robert J. Meyer (1987), "The Learning of Multi-attribute Judgment Policies," JCR, 14 (September), 165.

Refer to figures in text by number (e.g., Figure 1). When referring to figures, avoid using "above," "below," "preceding," "the following," and the like.

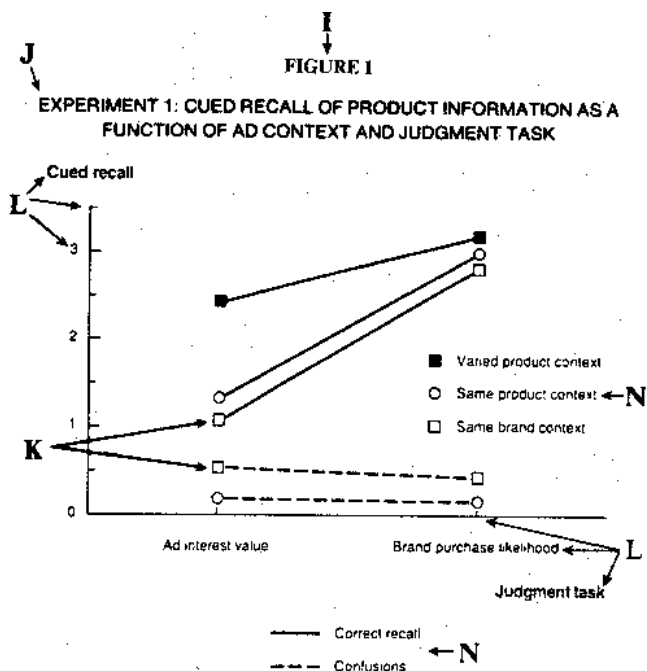
Authors whose papers have been accepted for publication in JCR are responsible for preparing and submitting camera-ready figures.

JCR uses camera-ready art, that is, finished drawings that do not require editing (repositioning of labels, inking of unclear lines, cutting, combining, etc.) and that may be photographed by the printer for insertion directly into the layout of the article.

Lettering on all camera-ready art must be professional in appearance and large enough to be easily read with a 50 percent reduction. *Typewritten copy is not acceptable.*

Computer-generated art is acceptable when it meets professional quality printing standards. Figures produced by dot-matrix printers as well as by some laser printers are not acceptable. If line registration or poor print quality (i.e., uneven inking) is apparent in such artwork, JCR will ask the author to submit figures prepared by a professional graphic artist.

Labels, titles of figures, and footnotes should not be lettered on the art.



Example figure from: Raymond R. Burke and Thomas K. Srull (1988) "Competitive Interference and Consumer Memory for Advertising," *JCR*, 15 (June), 59.

## Figure Guidelines

- I: Labels** Figures must be designated by numbers, and their labels must be centered and typed in all caps.
- J: Titles** Figures must have a descriptive title, centered, and typed in all caps. A page or pages including figure titles, footnotes, and notes should be prepared apart from the figures themselves.
- K: Lines** Clearly differentiate lines within figures. Variations include bold line, fine line, broken line, dotted line, etc. Lines within the figure should be identified by either a legend or a short description in a note.
- L: Axes** If a figure entails axes label both vertical and horizontal axes. The ordinate label should be centered above the ordinate axis; the abscissa label should be placed flush right beneath the abscissa. Place all calibration ticks *inside* the axis lines and their values *outside* the axis lines. If the junction of the axes is zero, there should be only one zero.
- M: White space** When boxes are used to delimit text or free space drawings in figures, white space inside boxes should be kept to a minimum.
- N: Legends** Legends should be placed horizontally, never vertically, either in an appropriate white space in the figure or centered beneath the figure.

## O: Footnotes and notes

Footnotes cued by lowercase superscript letters appear at the bottom of the figure, paragraph indented. Descriptive information in addition to any footnotes should be in a note placed above the footnotes, paragraph indented. A single footnote should be a Note. Footnotes and notes should be included on a page or pages apart from the figures themselves.

## Photography Requirements

Authors who plan to use photographs for illustration of key points in an article are required to submit five non returnable black-and-white contact sheets with the initial manuscript submission. On the contact sheet, circle each frame intended for use and indicate in the text where each circled picture should appear.

-----  
Insert Picture (frame 2A) here  
-----

The contact sheet should be printed professionally so that the editorial office can easily determine picture quality and reviewers can determine picture necessity.

If the manuscript is accepted for publication, the author will be instructed during the copyediting stage to submit 8 x 10 or 5 x 7 black-and-white photographs on glossy photographic paper. No color pictures are acceptable.

## Reference Citations in Text

- Format** Citations are by the author's last name and date of publication enclosed in parentheses without punctuation:  
  
(Kinsey 1960).
- Multiple citations are listed alphabetically and separated by semicolons:  
  
(Gatignon and Robertson 1985; Green and Gold 1981).
- Multiple citations by the same author are separated by a comma:  
  
(Moschis and Moore 1978, 1979).
- Order** Citations are alphabetical. Articles by a single precede coauthored works by that author. Coauthored works are listed alphabetically name by name  
  
(Green 1978; Green and Gold 1981; Green and White 1980).
- Placement** Preferably, the citation should stand just within a punctuation mark. If this is impractical, it should be inserted at a logical break in the sentence. When it is necessary to reference a particular page, section, or equation, the page number should be placed within the parenthesis:  
  
(Andreasen 1984, p. 785)

### *Multiple works same year*

If an author has published two or more works same year in the same year, list them alphabetically by title in the references, differentiated by letters after the date in both the reference list and the text:

(1988a, 1988b).

### *Multiple Authors*

Use the full citation for two authors each time you mention them. After the first mention of a work by three authors, use the first author's name followed by "et al." For four or more authors, always use the first author's name followed by "et al."

As noted by Black (1981) and expanded upon by Blanco (1983a, 1983b), this topic has been mentioned numerous times in the literature (Gold 1980, 1981; Rose and Silver 1978; White 1979; White, Brown, and Green 1980; White et al. 1976).

## **The Reference List**

References must be *double-spaced* with a hanging indent and begin on a new page following the text (or appendixes, if any). Authors should cite references judiciously, with the goal of including only those prior works of direct relevance and importance to the research reported. The reference list is not intended to serve as a bibliography; all unnecessary, redundant, or tangential references should be eliminated. Each reference should be cited in the text at an appropriate place. Do not include un-cited works in the reference list.

*Include first names of all authors and editors. Authors whose first names never appear in print can be left with initials only.*

List references alphabetically by last name of the first author. Subsequent authors in the entry are listed by first and last name. Articles by a single author precede coauthored works by that author. If an author appears more than once, substitute a one-inch line (elite = 12 characters, pica = 10 characters) for the name. If a team of authors appears more than once substitute a one-inch line for the name of the first author and repeat the names of the second and subsequent authors. Arrange more than one work by an author or team of authors from the oldest to the most recent work, and alphabetically by title within the same year:

Moschis, George P. (1976), "Acquisition of the Consumer Role by Adolescents," unpublished dissertation, The Graduate College, University of Wisconsin, Madison, WI 53706.

————— and Gilbert A. Churchill, Jr. (1978), "Consumer Socialization: A Theoretical and Empirical Analysis," *Journal of Marketing Research*, 15 (November) 599-609.

————— and Roy L. Moore (1979a), "Decision Making among the Young: A Socialization Perspective," *Journal of Consumer Research*, 6 (September), 101-112.

————— and Roy L. Moore (1979b), "Family Communication and Consumer Socialization," in *Advances in Consumer Research*, Vol. 6, ed. William L. Wilkie,

Ann Arbor, MI: Association for Consumer Research, 359-363.

————— Roy L. Moore, and Ruth B (1984), "The Impact of Family Communication on Adolescent Co, Socialization," in *Advances in Consumer Research*, Vol. 11, ed. Thomas C near, Provo, UT: Association for Consumer Research, 314-319.

## **Reference guidelines**

**Periodicals** List author name(s), including first name(s), publication date, article title in quotes abbreviated name of the periodical underlined, volume number, issue design (month, season, or number, in that priority), and full page numbers:

McCracken, Grant (1986), "Culture Consumption: A Theoretical Account the Structure and Movement of the Cultural Meaning of Consumer Good," *Journal of Consumer Research*, (June), 71-84.

**Books** List author name(s), including first name (publication date, book title underlined, place of publication, and name of publisher:

Lincoln, Yvonna S. and Egon G. Guba (1985), *Naturalistic Inquiry*, Beverly Hills, CA: Sage.

### **Excerpts from books**

List author name(s), including first name(s) from books publication date, article/chapter title in quotes, book title underlined, editor(s), place of publication, name of publisher, and excerpt page numbers:

Taylor, Shelley E. and Jennifer Crocker (1981), "Schematic Bases of Social Information Processing," in *Social Cognition: The Ontario Symposium*, Vol. 1, ed. E. Tory Higgins et al., Hillsdale, NJ: Erlbaum, 89-134.

### **Unpublished papers**

References to working papers, presented papers, unpublished dissertations, and such must include author name(s), including first name(s), year of submission or presentation, and title in quotes. The words "report," "working paper," "review paper," etc., are not capitalized unless the work is part of a numbered series. Include information about the sponsoring university or organization, such as name of department, college, city, state, and zip code.

Wallendorf, Melanie (1987), "On Intimacy," paper presented at the American Marketing Association Winter Educators' Conference, San Antonio, TX.

Anderson, Paul F. and John G. Thatcher (1986), "On Borrowing, Epistemology, and Category Mistakes

in Business Research," Working Paper No. 1-786-035, Harvard Business School, Boston, MA 02163

Simmons, Carolyn J. (1986), "Effect of Missing Information on Product Evaluation," unpublished dissertation, Marketing Department, College of Business Administration, University of Florida, Gainesville, FL 32611.

#### *Proceedings, Edited works*

Proceedings citations are treated as excerpts from an edited book. References must list author name(s), including first name(s), publication date, article title in quotes, conference proceedings title underlined, volume number, first and last name(s) of the editor(s), place of publication, name of publisher, and page numbers:

Olson, Jerry C. (1981), "Toward a Science of Consumer Behavior," in *Advances in Consumer Research* Vol. 9 ed. Andrew A. Mitchell, Ann Arbor, MI. Association for Consumer Research, v-x.

Lastovicka, John L. and David M. Gardner (1979), "Components of Involvement," in *Attitude Research Plays for High Stakes*, ed. John C. Maloney and Bernard Silverman, Chicago: American Marketing Association, 53-73.

#### *Government. Publications, agency author*

U.S. Bureau of the Census (1983), *Statistical Abstract of the United States*, Washington, DC: Government Printing Office.

#### *Different coauthors, forthcoming works*

Wittink, Dick R. and Phillippe Cattin (1981), "Alternative Estimation Methods for forthcoming Conjoint Analysis: A Monte Carlo works Study," *Journal of Marketing Research*, 18 (February), 101-106.

——— and Lakshman Krishnamurthi (forthcoming), "Rank Order Preferences and the Part-Worth Model: Implications for Derived Attribute Importance's and Choice Predictions," in Proceedings of the *Third Annual Market Measurement and Analysis Conference*, ed. John W. Keon, Providence, RI: Institute of Management Sciences.

## **LAST BUT NOT LEAST**

JCR manuscripts are judged not only on the depth and scope of the ideas presented but also on whether they can be read and understood by our readers. Remember that our subscribers have varied backgrounds, so gear your manuscript to an interdisciplinary audience. Manuscripts that have been accepted for publication in JCR will be edited in accordance with our style.

For details on manuscript preparation not covered here, see *The Chicago Manual of Style*, 14th ed., Chicago and London: University of Chicago Press, 1993. For answers to specific questions, contact the JCR office.