Search criteria

Graphical user interface, application

Description automatically generated

SO=("marketingscience"OR"journalofconsumerresearch"OR"journalofconsumerpsychology"OR"journalofmarketing"OR"journalofmarketingresearch")

SO=("marketing science") OR SO=("journal of consumer research") OR SO=("journal of consumer psychology") OR SO=("journal of marketing") OR SO=("journal of marketing research")

https://www.webofscience.com/wos/woscc/summary/069d11ad-6d10-41b9-80f1-e7ffbc5fe99b-2fcb8349/relevance/1