Green Journals

International Approved Journals

Journal Information

Journal Title	Journal of Consumer Behaviour
Publisher	
ISSN	1472-0817
E-ISSN	
Database	AERES
Domain	Life Sciences, Physical Sciences, Social Sciences

Classification History

Year	A+	A	B	C
2026		✓	✓	
2025		✓	✓	
2024		✓	✓	
2023		✓	✓	
2021/2022		✓	✓	
2020		✓	✓	
2019		✓	✓	
2018		✓		

Classification: The table above shows all journal classifications recorded for each classification year in the Green Journals database. A journal may have more than one classification in the same year.

Recent Articles

Exploring Consumers' Journey From Physical Ownership to Digital Assets
2026-10-30
Authors: Achilleas Boukis, Nikoletta Theofania Siamagka, Nina Michaelidou
DOI: 10.1002/cb.70275

The Dual Effects of Membership Programs on Online Review Helpfulness: Indirect Content Pathways and Direct Credibility Signals
2026-10-26
Authors: Lifeng He, Yuzhuo Li, Yu Liu et al.
DOI: 10.1002/cb.70265

Consumer Preference Analysis of Financial Technology Application Services in a Developing Economy: A Maximum Difference Scaling Approach
2026-10-25
Authors: Eric Afful-Dadzie, Sulemana Bankuoru Egala, Anthony Afful-Dadzie et al.
DOI: 10.1002/cb.70274

Caught in the Comparison Loop: How Fear of Missing Out Drives Anxiety, Social Pressure, and Compulsive Social Media Use Among Generation Z
2026-10-22
Authors: Aruna Polisetty, Sowmya G, Debarun Chakraborty et al.
DOI: 10.1002/cb.70271

“Individual Struggle” Versus “Collective Battle”: Examining the Effects of Gamified Competition Types on Proenvironmental Behavioral Intentions
2026-10-21
Authors: ZhiHua Ding, Jiaxin Li, XueLing Deng
DOI: 10.1002/cb.70272

From Conspicuous to Conscious Consumption: A Cross-Cultural Study of Motivation, Self-Congruity and Luxury Rentals
2026-10-19
Authors: Mingzhou Yu, Fang Liu, Rachel Andrawes et al.
DOI: 10.1002/cb.70249

When Messages With Persuasive Motives Are <scp>AI</scp> -Enhanced: An Examination of Receivers' Evaluations of the Sender
2026-10-18
Authors: Magnus Söderlund, Maria Mårtensson
DOI: 10.1002/cb.70268

Packaging Beyond Product: Consumer-Driven Upcycling and the Social Amplification of Luxury
2026-10-18
Authors: Yang Sun, Yingqiao Li, Ian Phau et al.
DOI: 10.1002/cb.70263

When Sharing Becomes Steering: Consumer Behaviour in <scp>AI</scp> -Orchestrated Platform Ecosystems
2026-10-18
Authors: Muhammad A. Saleem, Michael Mehmet, Ninh Nguyen
DOI: 10.1002/cb.70273

Matching Minds and Messages: The “Why” and “How” of Boosting Savings Through Construal Alignment
2026-10-18
Authors: Tathagata Ghosh, Irfan Shamim, Sridhar Guda et al.
DOI: 10.1002/cb.70260