Green Journals

International Approved Journals

Journal Information

Journal Title	CBR - Consumer Behavior Review
Publisher	
ISSN	2526-7884
E-ISSN	
Database	ERIH PLUS
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

Sustainable consumption patterns and perceived health benefits of African Walnuts in South-West Nigeria
2025-12-18 Vol. 9 Issue 1
Authors: Olaoluwa Ayodeji Adebayo, Ibiyinka Olubukola Ademiluyi, Olufunlola Odunayo Akinola et al.
DOI: 10.51359/2526-7884.2025.266158

The influence of perceived credibility and parasocial relationships on consumer trust in influencer-endorsed brand messages
2025-12-17 Vol. 9 Issue 1
Authors: Joy De los Reyes
DOI: 10.51359/2526-7884.2025.268641

The Influence of in-store sensory marketing on consumer dwell time and purchasing behavior: the mediating role of emotional response
2025-12-11 Vol. 9 Issue 1
Authors: Shehara Punchihewa, Edirisinghe Kumasaruge Jayampathi
DOI: 10.51359/2526-7884.2025.268638

Drivers of food-away-from-home consumption propensity and expenditures in Ethiopia: a double-hurdle approach
2025-12-9 Vol. 9 Issue 1
Authors: Stanley Kojo Dary, Mohammed Gbanja Abdulai
DOI: 10.51359/2526-7884.2025.267670

The mediating role of brand experience on the relationship between electronic event marketing and brand awareness
2025-12-9 Vol. 9 Issue 1
Authors: Eid Mohamed Eid Hassan, Eman Mostafa Kamal
DOI: 10.51359/2526-7884.2025.268082

Cultural orientation and impulse buying behavior among Gen-Z: a survey-based analysis
2025-12-9 Vol. 9 Issue 1
Authors: Rooman Rao, Faiza Latif
DOI: 10.51359/2526-7884.2025.267539

Groceries delivered by mistake: an experimental study of customers' honesty
2025-12-4 Vol. 9 Issue 1
Authors: Yossi Tobol, Erez Siniver, Gideon Yaniv
DOI: 10.51359/2526-7884.2025.266914

How do people feel about COVID-19 vaccine? An analysis of Twitter polarization
2025-12-2 Vol. 9 Issue 1
Authors: Djonata Schiessl
DOI: 10.51359/2526-7884.2025.267022

Investigating the impact of social and product opinions on online shopping behaviors
2025-11-27 Vol. 9 Issue 1
Authors: Narayanappa Pushpalatha, Periasamy Kanagaraju
DOI: 10.51359/2526-7884.2025.265959

The role of digital influencers in the consumption of vegan products
2025-11-17 Vol. 9 Issue 1
Authors: Bruna De Conti, Karen Batista
DOI: 10.51359/2526-7884.2025.264510