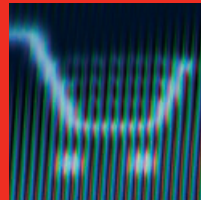


Journal of CONSUMER BEHAVIOUR

An International Research Review



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- The effect of availability heuristics in online consumer reviews
- Implicit communication of food product healthfulness through package design: A content analysis
- Understanding green purchase behavior through death anxiety and individual social responsibility: Mastery as a moderator
- Understanding the evolution of consumer psychology research: A bibliometric and network analysis

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