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A Citation Analysis of the *Journal of Consumer Research*

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Abstract

An analysis of the nature of reference sources cited by authors of articles published in five sample volumes of the *Journal of Consumer Research* is

reported. Results indicate that consumer researchers draw upon a diverse literature, although much of it is seldom used. Consumer research is linked most closely with psychology and marketing, although there is a rising trend of citations to its own literature base. *JCR* authors also tend to rely primarily on journals for their sources of references.

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