

## Content of a paper for P&M:

- Data should not be from a cross-sectional single study.

Authors should either make it a mixed method or conduct another study in other time (this will allow comparisons of results at different points in time).

- Focus should not be on intention only, behavioral issues are welcome.

- References. They should have the format for the journal.

P&M encourages multi-study, ideally multi-method research projects. Editor would strongly encourage you to add two studies to strengthen the contribution of the research as that is a major issue. Read previous papers on P&M topics. In sum, the manuscript SHOULD be well grounded in marketing and psychology theory and the concern of contribution still exists.