



Special Issue on Consumer Behavior Research

Call for Papers

Consumer Behavior Research studies how individuals and groups make decisions regarding the selection, purchase, use and disposal of products and services. It examines psychological, social, cultural, and economic factors that influence preferences, motivations, attitudes, and decision-making processes. By understanding consumer behavior, businesses and policymakers can develop effective marketing strategies, improve product design, enhance customer satisfaction and predict market trends, ultimately supporting better business performance and informed economic and social decision-making.

In this special issue, we intend to invite front-line researchers and authors to submit original research and review articles on **Consumer Behavior Research**. Potential topics include, but are not limited to:

- Decision-making processes
- Marketing and advertising impact
- Behavioral economics
- Digital and online consumer behavior
- Consumer experience and satisfaction
- Brand awareness and management
- Consumer loyalty and relationship marketing
- Demand analysis
- Marketing strategies
- Consumer psychology
- Attitude formation and change
- Motivation, needs and goals
- Judgment and choice models
- Consumer confidence and economic forecasting
- Sensory marketing and perceptual processes
- Emotions, affect and hedonic consumption
- Consumption and income distribution
- Consumerism and public policy
- Sustainable and ethical consumption
- Cross-cultural consumer behavior
- Social and cultural influences

Authors should read over the journal's [For Authors](#) carefully before submission.



Prospective authors should submit an electronic copy of their complete manuscript through the journal's [Paper Submission System](#).

Please kindly notice that the “**Special Issue**” under your manuscript title is supposed to be specified and the research field “**Special Issue – Consumer Behavior Research**” should be chosen during your submission.

According to the following timetable:

Submission Deadline	April 1st, 2026
Publication Date	June 2026

ME Editorial Office