



Special Issue on Consumer Behavior Research

Call for Papers

Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy their needs and wants. The study of consumer behavior is concerned with all aspects of purchasing behavior - from pre-purchase activities through to post-purchase consumption and evaluation activities, involving social and economic impacts. The goal of this special issue is to provide a platform for scientists and academicians all over the world to promote, share, and discuss various new issues and developments in area of **consumer behavior research**.

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:

- Purchase decision and satisfaction
- Advertising and marketing strategy
- Internet consumer behavior
- Consumer psychology
- Post-purchase evaluation
- Consumer's motivations and emotions
- Risk perception and risk reduction

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	October 26th, 2017
Publication Date	December 2017



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