



## Special Issue on Consumer Behavior Study

### Call for Papers

**Consumer behavior study** aims to understand the decision making processes of buyers based on consumer buying behavior. Consumer behavior is a complex process to predict, because consumer buying decision is influenced by several factors ranging from psychological, social, economic and so on. However, the study of consumer behavior is critical to firms and organizations. If marketers have enough data about consumers shopping habits and preference, they can make prediction about consumers shopping behavior and then improve their marketing strategies.

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

- Consumer satisfaction research (CSR)
- Consumer behavior theory and marketing strategy
- Market analysis and market segmentation
- Marketing communication and consumer behavior
- Online shopping behavior
- Consumer psychology research
- Factors influencing consumer behavior

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 specify the “**Special Issue**” under your manuscript title. The research field “**Special Issue –Consumer Behavior Study**” should be selected during your submission.

According to the following timetable:

Submission Deadline	February 29th, 2016
Publication Date	April 2016

### Guest Editor:

For further questions or inquiries  
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