



Special Issue on Consumer Behavior Theory

Call for Papers

Consumer Behavior Theory - Understand the psychology of consumer motivation, decision processes, and how sociological and cultural dimensions influence those processes.

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

- Consumer psychology research
- Online consumer behavior
- Consumer behavior & consumer decision making
- Consumer behavior theory and marketing strategy
- Economics and consumer behavior
- Utility analysis
- Indifference curve analysis
- Models

Authors should read over the journal's [Authors' Guidelines](#) carefully before submission. Prospective authors should submit an electronic copy of their complete manuscript through the journal at [Paper Submission System](#).

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

Special Issue timetable:

Submission Deadline	September 19th, 2016
Publication Date	October 2016

Guest Editor:

For further questions or inquiries
Please contact Editorial Assistant at
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