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## 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.

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 22nd, 2019
Publication Date	December 2019

For publishing inquiries, please feel free to contact the Editorial Assistant at [submission.entrance1@scirp.org](mailto:submission.entrance1@scirp.org)

TEL Editorial Office



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