



Special Issue on Consumer Behavior and Economics

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 and Economics**. Potential topics include, but are not limited to:

- Theory of consumer behavior
- Consumer decision styles
- Consumer economy
- Consumption function
- Purchase decision
- Market demand
- Household production theory
- Labor supply
- Online consumer behavior
- Risk perception and control
- Brand awareness and management
- Advertising and marketing
- Customer loyalty
- Post-purchase evaluation
- Choice under uncertainty

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 and Economics**” should be chosen during your submission.

According to the following timetable:



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For publishing inquiries, please feel free to contact the Editorial Assistant at submission.entrance1@scirp.org

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