



Special Issue on Consumer Behavior and Economics

Call for Papers

Consumer Behavior and Economics is an interdisciplinary academic topic that explores the relationship between individuals' decision-making processes and economic principles. It examines how consumers' attitudes, perceptions, preferences, and behaviors influence their purchasing choices and consumption patterns. This field combines insights from psychology, sociology, and economics to understand and predict consumer behavior in the marketplace. It investigates factors such as social influence, cultural norms, personal values, and advertising strategies that affect consumers' buying decisions. Additionally, it explores the economic implications of consumer behavior, including market demand, pricing strategies, and the allocation of resources. By studying consumer behavior and economics, researchers aim to gain insights into consumer motivations, improve marketing strategies, optimize resource allocation, and enhance overall economic efficiency.

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 economy
- Behavioral economics
- Consumer behavior and marketing strategy
- Consumer decision-making
- Online consumer behavior
- Brand awareness and management
- Advertising and marketing
- Customer loyalty
- Post-purchase evaluation
- Choice under uncertainty
- Sustainable 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 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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| Submission Deadline | December 28th, 2023 |
| Publication Date | February 2024 |

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

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