Special Issue on

Consumer Behavior, Business and Marketing

Call for Papers

Consumer behaviors are all the aspects that affect consumers’ search, selection, purchase of products, and post-purchase behaviors. Consumer behavior is an area of research within the business field of marketing. It is critical to understand consumer behavior to know how potential customers will respond to a new product or service. It also helps companies identify opportunities that are not currently met.

In this special issue, we intend to invite front-line researchers and authors to submit original research and review articles on Consumer Behavior, Business and Marketing. Potential topics include, but are not limited to:

- Consumer decision making
- Consumer trust and perceptions
- Customer value
- Purchase and satisfaction
- Consumer preferences analysis
- Consumer brand relationships
- Consumer-directed business
- Consumer behavior in market
- Advertising and marketing strategy
- Resource management & consumer studies
- Online shopping and internet-marketing
- Consumption patterns
- Word of mouth
- Consumer and business policy
- Price and pricing
- Risk assessment

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, Business and Marketing” should be chosen during your submission.
According to the following timetable:

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<th>Submission Deadline</th>
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For publishing inquiries, please feel free to contact the Editorial Assistant at submission.entrance1@scirp.org

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