**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:**

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<td>Publication Date</td>
<td>October 2016</td>
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**Guest Editor:**

For further questions or inquiries
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