



Special Issue on Consumer Study and Marketing

Call for Papers

Consumer study and marketing focuses on understanding and analyzing consumer behavior and its impact on marketing strategies. It involves studying the psychological, social, and cultural factors that influence consumers' attitudes and preferences, as well as the ways in which consumers make purchasing decisions. Consumer study and marketing also explores the various marketing techniques and strategies used to influence consumer behavior and enhance brand loyalty. This field is increasingly important in today's business world, as companies must stay up-to-date with evolving consumer trends and preferences to remain competitive. By studying consumer behavior, companies can develop effective strategies for pricing, marketing, and product development, and ultimately enhance their profitability.

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

- Consumer behavior models and analysis
- Consumer qualitative research
- Customer satisfaction research
- Market segmentation
- Global marketing
- Marketing & innovation
- Competitive analysis
- Pricing and value perception
- Economics of consumer policy
- Consumer psychology
- Brand awareness and loyalty
- Service marketing and consumer satisfaction
- Brand management and development
- Advertising and promotions management
- Consumer and organizational behavior
- Cross-cultural marketing
- Digital and social media marketing
- Retail management and consumer experience

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 Study and Marketing**” should be chosen during your submission.

According to the following timetable:

Submission Deadline	September 29th, 2023
Publication Date	November 2023

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

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