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## Special Issue on Consumer Study and Marketing

### Call for Papers

Consumer Study and Marketing is an academic field that explores the behavior, attitudes, and preferences of consumers in relation to goods and services. It investigates how individuals make purchasing decisions, their motivations, and the impact of marketing strategies on consumer choices. This interdisciplinary field draws upon theories and methodologies from psychology, sociology, and economics to understand consumer behavior patterns. It helps businesses understand consumer needs, segment markets, develop effective marketing strategies, and create products and services tailored to specific target audiences.

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
- Market segmentation
- Global marketing
- Marketing & innovation
- Competitive analysis
- Pricing strategies
- Economics of consumer policy
- Consumer psychology
- Brand awareness and loyalty
- Service marketing and consumer satisfaction
- Brand management and development
- Advertising and promotions
- Consumer and organizational behavior
- Cross-cultural marketing
- Digital and social media marketing
- Retail management
- Product development

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](#).



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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	April 5th, 2024
Publication Date	June 2024

For publishing inquiries, please feel free to contact the Editorial Assistant at [submission.entrance1@scirp.org](mailto:submission.entrance1@scirp.org)

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