



Special Issue on Consumer Behavior and Marketing

Call for Papers

Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy their needs and wants. The study of consumer behavior is concerned with all aspects of purchasing behavior - from pre-purchase activities through to post-purchase consumption and evaluation activities, involving social and economic impacts.

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

- Behavioral marketing
- Patterns, types and segmentation
- Comparative analysis
- Consumer decisions and marketing strategy
- Consumer experience and satisfaction
- Online consumer behavior
- Digital marketing on consumer behavior
- Ethical consumer behavior,
- Post-purchase evaluation
- Consumer behavior and motivations
- Consumer preferences
- Risk and control in consumer behavior
- Psycho-social approaches
- Psychology of advertising
- Corporate branding
- COVID-19 impacts on 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 Marketing**” should be chosen during your submission.

According to the following timetable:



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Theoretical Economics Letters

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

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