



Special Issue on
Consumer Behavior: Theory and Applications
Call for Papers

Consumer Behavior: Theory and Applications is an interdisciplinary academic field that examines how individuals and groups perceive, evaluate, and respond to products, services, brands, and marketing activities. It explores consumer decision-making, motivations, attitudes, preferences, psychology and purchasing behavior across different contexts. The field applies theories and empirical methods from marketing, economics, psychology and sociology to understand market trends, enhance customer experiences, and support effective marketing and business strategies.

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

- Behavioral Economics and Consumer Choice
- Consumer Decision-Making and Choice
- Consumer Experience and Customer Satisfaction
- Brand Perception and Consumer–Brand Relationships
- Consumer Loyalty and Relationship Marketing
- Sensory Marketing and Perceptual Processes
- Emotions, Affect and Hedonic Consumption
- Demand Analysis
- Consumer Psychology
- Consumer Confidence and Economic Forecasting
- Marketing and Advertising Impact
- Social Influence and Consumer Behavior
- Consumerism and Public Policy
- Consumption and Income Distribution
- Digital Consumer Behavior
- Psychological Pricing and Reference-Dependent Valuation
- Sustainable and Ethical Consumer Behavior
- Experiential Consumption and Happiness
- Cross-Cultural and International Consumer Behavior
- Data-Driven Consumer Analytics and Emerging Technologies

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: Theory and Applications**” should be chosen during your submission.

According to the following timetable:

Submission Deadline	November 6th, 2026
Publication Date	January 2027

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

ME Editorial Office