



Special Issue on Consumer Study and Marketing

Call for Papers

“Consumer Study and Marketing” is an interdisciplinary academic field that examines consumer behavior, decision-making processes, preferences, and purchasing patterns, as well as the strategies organizations use to promote products and services. It integrates insights from marketing, psychology, economics, sociology and data analytics to understand market dynamics, customer satisfaction, brand management, digital marketing and consumer engagement. The field aims to enhance marketing effectiveness and create value for both businesses and consumers.

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 analysis
- Marketing strategy and management
- Market segmentation, targeting, and positioning
- Brand management and consumer perception
- Market research and consumer analytics
- Consumer decision-making processes
- Customer experience and service marketing
- Marketing & innovation
- Competitive analysis
- Pricing strategies and consumer value perception
- Advertising and consumer psychology
- Retailing and shopper behavior
- Consumer satisfaction and loyalty
- Customer experience and relationship management
- International and cross-cultural marketing
- Digital and social media marketing
- E-commerce and online consumer behavior
- Neuromarketing and behavioral economics
- Sustainable and ethical consumer marketing

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	October 2nd, 2026
Publication Date	December 2026

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

OJBM Editorial Office