

Special Issue

Consumption, Identity, Demographics and Self-Concept

Message from the Guest Editors

Consumers typically consume and publicly display products such as fashion, jewelry, and cars in particular to express themselves, (re)construct their identity, elevate their social status, conform to a socially acceptable norm (generalized other), and/or affiliated with desired social groups (significant others). To gain a deeper understanding of how people perceive themselves, others, and products, mixed-research methods and technological devices (e.g., eye-tracking, virtual reality, EEG, NIRS, fMRI, MEG, data mining, machine learning) can be utilized to provide a more reliable, objective and nonbiased assessment of people's attention and reactions towards an object (e.g., consumer product) and/or individual (e.g., significant others) in different sociocultural contexts. The aim of this Special Issue is to provide practical, conceptual, and/or theoretical insights into the field of consumer behavior. For further reading, please follow the link to the [Special Issue Website](https://www.mdpi.com/journal/behavsci/special_issues/Consumption_Identity_Demographics_and_Self-Concept) at:

https://www.mdpi.com/journal/behavsci/special_issues/Consumption_Identity_Demographics_and_Self-Concept

Guest Editors

Dr. Osmud Rahman

Fashion at the School of Creative Industry, Toronto Metropolitan University, Toronto, ON, Canada

Dr. Gabriel R. D. Levrini

The School of Management and Marketing, Curtin University, Perth, Australia

Deadline for manuscript submissions

closed (31 December 2022)



Behavioral Sciences

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Impact Factor 2.5
CiteScore 3.1
Indexed in PubMed



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Behavioral Sciences
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
behavsci@mdpi.com

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Editor-in-Chief

Prof. Dr. Jerrell Cassady
Department of Educational Psychology, Ball State University, Muncie, IN
47306, USA

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