

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

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With warm greetings, it is a pleasure to invite you to contribute a research article or comprehensive review for consideration and publication in *Behavioral Sciences*. *Behavioral Sciences* is an international, scientific, open access journal providing an advanced forum for discussions and research regarding the intersection between psychiatry, neuroscience, psychology, cognitive and behavioral sciences, and behavioral biology. More information are available at: <https://www.mdpi.com/journal/behavsci>. We would be pleased to welcome you as one of our authors and have the opportunity to consider your work for publication.

Editor-in-Chief

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