

Special Issue

Critical Issues in Social Cognition and Consumer Preferences

Message from the Guest Editor

This special issue addresses how consumers form or change their preferences and choices as a function of diverse social contexts and influences from other individuals, groups, culture and societies. This special issue addresses the questions of how social contexts influence consumption behaviors in multiple levels: dyadic, group, and societal level. Influencing social contexts could be other individuals' characteristics, group characteristics, values and belief systems, or cultural characterizations. Studies can address questions of how consumers make trade-offs in different social contexts; for example, what are the roles of intuition, emotion, and reason in driving consumers' choices and decisions in different social contexts? How do diverse beliefs, be they rational or irrational, affect consumers perceptions, preferences, and decisions? Please contact me if you have any questions about the suitability of your manuscript for the special issue. We look forward to working with you.

Guest Editor

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Deadline for manuscript submissions

closed (31 August 2024)



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Message from the Editor-in-Chief

Societies (ISSN 2075-4698) is an interdisciplinary journal that brings together different scientific approaches to engage with societal questions to enhance our understanding of the social realm throughout history. The journal publishes original empirical research papers, literature reviews, and conceptual papers. Our aim is to publish papers that have a significant impact on addressing present and emerging societal questions. Therefore, we encourage researchers to publish their results in as much detail as possible. For empirical research papers and literature reviews, all experimental details must be provided, so that the results are reproducible. We also encourage the publication of timely theoretical pieces on topics of interest to existing and emerging societal questions. Papers are either published in the open journal or in Special Issues devoted to specific topics of interest to the field.

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