



Current Issues in Behavior Analysis and Consumer Psychology

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Message from the Guest Editors

Dear Colleagues,

Firms often struggle to adapt to more influential and powerful consumers, the rapid pace of competition, and the constant threat of disruptive innovation (Carpenter, 2013). In such a scenario, for an organization to be successful, it has to adopt a “consumer-centric” approach where the ascendant focus should be on behavior instead of traditional consumer opinion and attitude scale measurements. Marketers currently focus not just on the behavioral outcomes such as purchases but also rely heavily on the consumer behavioral processes using web and social media analytics. This creates possibilities for the advancement of not just field experiments, but also detailed laboratory experiments from an inductive standpoint.





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