



## **Consumer Behaviour**

The Consumer Behaviour track invites submissions of theoretical and empirical papers that promote the understanding of consumer behaviour, consumer research and consumption. Papers submitted to this track may focus on topics including consumer decision making processes, determinants of consumer behaviour and consumption including social, personal and marketing influences, consumer choice and outcomes including satisfaction and loyalty.

This list is not exhaustive. The track encourages papers that address any aspect of consumer behaviour, consumer research and consumption not included above that also reflect the overall theme of the conference.

### **Track Chair**

Dr Nina Michaelidou

Birmingham Business School – University of Birmingham