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## Consumption, Identity, Demographics and Self-Concept

Guest Editors:

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Deadline for manuscript submissions:

**closed (31 December 2022)**

### 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/ConsumptionIdentityDemographicsandSelfConcept) at: [https://www.mdpi.com/journal/behavsci/special\\_issues/ConsumptionIdentityDemographicsandSelfConcept](https://www.mdpi.com/journal/behavsci/special_issues/ConsumptionIdentityDemographicsandSelfConcept)



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# Special Issue