



Consumer Studies and Local Market Development

Guest Editor:

Prof. Dr. Elena Horska

Department of Marketing and
Trade, Faculty of Economics and
Management, Slovak University
of Agriculture, 949 76 Nitra,
Slovak Republic

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Message from the Guest Editor

The general aim of this Special Edition is to focus on identifying the links and relationships between consumer behavior and local market development. Because companies' activities are reflected in the market and depend on consumer interest in buying a given product or service, it is important to examine the factors of success of the implementation of local marketing strategies and their attractiveness for local customers. Although consumer behavior is very heterogeneous in many respects due to globalization, consumers should be aware of the value of their purchases by which they can support local producers and, consequently, the community where they live. On the other hand, it should also be the role of national policies to support local SMEs in their efforts to build competitiveness and initiate the social aspects of sustainable local development.

The special edition provides a platform for original research papers in this field from different countries and regions of the world using different scientific approaches to explore this problem.





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Prof. Dr. Thanasis Stengos

Department of Economics and
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Message from the Editor-in-Chief

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*Journal of Risk and Financial
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MDPI, Grosspeteranlage 5
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