



Critical Issues in Social Cognition and Consumer Preferences

Guest Editor:

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Message from the Guest Editor

Dear Colleagues,

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.

Dr. Ahreum Maeng
Guest Editor





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Message from the Editor-in-Chief

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