



CALL FOR PAPERS

ICCPPB 2021
Feb 11-12, 2021
Kuala Lumpur, Malaysia

The International Research Conference is a federated organization dedicated to bringing together a significant number of diverse scholarly events for presentation within the conference program. Events will run over a span of time during the conference depending on the number and length of the presentations.

ICCPPB 2021 : International Conference on Consumer Psychology and Product Branding is the premier interdisciplinary forum for the presentation of new advances and research results in the fields of Consumer Psychology and Product Branding. The conference will bring together leading academic scientists, researchers and scholars in the domain of interest from around the world. Topics of interest for submission include, but are not limited to:

Consumer behavior	
Nonconscious processes in consumer psychology	
Consumer judgment and decision processes	
Environmental influences on consumers	
Mental processes that occur outside of consumer awareness	
Automatic stereotyping and prejudice in consumer psychology	
Psychological factors influencing consumer behavior	
Consumer behavior theory	
Consumer behavior and consumer decision making	
Theoretical approaches to the study of consumer behavior	
Cognitive models of consumer behavior	
Stimulus-organism-response model of decision making	
	Cognitive consumer behavior models
	Consumer decision model
	Consumer needs
	Attitude formation and change
	Reactions to persuasive communications
	Consumption experiences
	Consumer information processing
	Consumer-brand relationships
	Affective, cognitive, and motivational determinants of consumer behavior
	Family and group decision processes
	Cultural and individual differences in consumer behavior