

Track no. 6: Consumer behavior research in the Nordic countries:

What's happening?

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Consumer behavior research is supposed to deal with consumers' acquisition, use, and disposition of products. All these consumer activities, however, have not been studied to the same extent. And we do yet not have good theories for everything covered by these activities. At the same time, consumers are increasingly in focus for many firms. Much more research is thus needed. And much research is indeed carried out – so much that it is impossible for a single individual to keep track of what goes on. So, what exactly is going on? The ambition of this track is to provide an overview of current consumer behavior research in the Nordic countries.

Research from both goods and service contexts is welcome; after all, leading researchers are beginning to question the traditional goods-services distinction.

Track leader:

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