Feelings and emotions are such a central part of human life that they inevitably influence many aspects of consumption behavior. In the past 20-30 years, research from a wide variety of disciplines—including social psychology, developmental psychology, consumer psychology, organizational behavior, behavioral economics, and neuroscience, to name a few—have shown the important role that affect plays in shaping people’s perceptions, thoughts, judgments, decisions, motivations, and behaviors.

The purpose of this special issue is to assemble and feature cutting-edge research on the implications of affect—feelings, mood, and emotion—for our understanding of consumer behavior. In particular, we are soliciting research on affect that has genuine grounding in consumer behavior and marketplace phenomena. Topics of interest for this special issue include (but are not limited to):

- Emotions and consumer decision-making
- Neuroscience and consumer emotions
- Consumption-based affect regulation
- Engineering of feelings and emotions in the marketplace
- Emotion and consumption experiences
- Emotional impact of the marketing-mix (pricing, product, distribution, communication)
- Emotions and social media
- Emotions and branding
- Emotions and marketing effectiveness
- Emotions and consumer happiness and well-being
- “Big-data” of emotion in the marketplace

We welcome submissions that feature empirical work, whether experimental or non-experimental, including field studies and research based on consumer culture theory. We also welcome integrative theoretical reviews that provide original conceptual insights. Manuscripts that propose methodological innovations, and manuscripts that offer clear managerial or policy contributions are welcome as well.

Submitted manuscripts should not exceed 8,000 words. Submissions will receive double-blind peer review consistent with all top journals in the field of consumer research. If you have specific questions or would like the editors’ reaction to a proposed submission, please contact either of the editors at tdp4@g1b.columbia.edu or leonard.lee@nus.edu.sg.