

Special Issue

Consumer Wellbeing and Digitalization: Challenges and Opportunities

Message from the Guest Editors

The Internet has revamped the marketing world for businesses and consumers. Courtesy of social media, i.e., Twitter, Facebook, and other platforms, consumers have an opportunity to share, contribute, and access information with simple clicks. Empowered with information, consumers shape the market trends and invite unprecedented competition. Consequently, for a sustainable business, improvised marketing methods are inevitable. Digitally intertwined global culture has invited confusion and complications at the psychological level, e.g., consumer response is agitated by national and international brands' assertive marketing campaigns. Technology (e.g., the internet and smart devices), a double-edged sword, has put consumers at risk, i.e., mental fitness, anxiety, aggression, and depression. Where technology is making everyday life easy, it is also leading to reduced sleep and exaggerated laziness. This scenario demands a scholarly discussion from the perspective of consumer wellbeing in this digital business world.

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