



The Impact of Audio-Visual Content on Sustainable Consumer Behavior

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Message from the Guest Editors

This Special Issue will address studies on the role of audiovisual content in the sustainable behavior of online consumers in the current scenario. Sustainable consumer behavior encompasses the reasons and ways in which consumers incorporate sustainability issues into their day-to-day life. Conceptual and empirical studies oriented, among other subjects, to the following topics are welcome:

- Sustainable consumer behavior in response to audiovisual content on social networks
- Buying behavior in social networks with an emphasis on sustainability.
- Creation of sustainable brand value by audiovisual content
- Social media ads
- Social media marketing activities
- Innovative forms of customer segmentation based on sustainability
- Analysis of consumer behavior online with cutting-edge techniques





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Message from the Editor-in-Chief

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