



Insights into Contemporary Consumer Behavior: New Perspectives on Social Media and Technological Innovation

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Message from the Guest Editors

Dear Colleagues,

In the past decade, consumer behavior has undergone a profound transformation, primarily driven by the rapid rise of social media platforms and technological innovations. The advent and widespread adoption of social media platforms have revolutionized communication patterns, reshaped information sharing, and created new avenues for consumer engagement. It has become integral to daily life, influencing opinions, shaping preferences, and ultimately shaping consumer choices. Simultaneously, technological innovations, including augmented reality, virtual reality, artificial intelligence, Internet of Things (IoT), and blockchain, have further disrupted traditional consumption patterns.

The aim of this Special Issue is to comprehensively examine the evolving consumer behavior influenced by social media and technological advancements, seek to explore the impact of these changes on consumer decision-making, brand perception, customer experiences, and sustainable consumption practices.

We look forward to receiving your contributions.





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