



Social Media and Sustainable Consumer Behaviour

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Message from the Guest Editors

Social media has integrated into consumers' daily lives, changing how marketers communicate with consumers. Consumers now seek information, compare products, and provide product feedback on social media. This makes it a useful tool for marketing managers, allowing them to grab consumers' attention and keep customers connected. Social media is also a powerful information platform that helps increase product/brand awareness and changes the dynamics of the electronic market by connecting consumers, opinion leaders, market experts, and marketing practitioners.

The COVID-19 pandemic and the lockdown and social distancing mandates have disrupted consumer habits of buying and shopping. Social media played a key role during the coronavirus crisis. It has changed the way people work, educate, entertain, and shop in the past. Thus, how businesses can sustain people's social behaviour in the media is a major issue for companies going forward.

The focus of this Special Issue is on the relationship between social media and sustainable consumer behaviour. Original research papers using quantitative and empirical analyses, as well as comprehensive review articles, are welcome.





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