



Data Analytics and Consumer Behavior

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Message from the Guest Editors

Dear Colleagues,

Understanding consumer behavior is essential for all industries. Recent changes in economic structure, technological advances, demographic structure, and environmental conditions are having a great impact on the industry as well as consumer behavior. Today, consumers are getting more information and sharing their experiences more than in the past.

This Special Issue welcomes various consumer behavioral approaches, different perspectives, and methodological analyses, and any research that is quantitative or qualitative to improve the value and interaction that Industry 4.0 provides to consumers in the product and service markets.

Topics of interest include but are not limited to:

- Co-creation & enhancement in consumer behavior and consumption;
- Variety, novelty and sensation seeking in consumer behavior context;
- Need for cognition/emotion in consumption;
- Consumer opinion leadership;
- New technological environments and the interaction with personality;
- Consumer interactions with brands;
- Advances in understanding personality traits in consumer behavior.





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Message from the Editor-in-Chief

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