

Special Issue

Affective Shifts: Emotion, Identity, and Consumer Behavior in a Changing Digital World

Message from the Guest Editors

Emerging technologies such as AI, social robots, and virtual environments are reshaping emotional interactions between consumers, brands, and machines. Consumers increasingly engage with digital agents and immersive platforms where emotions are simulated, mirrored, or co-constructed through algorithmic cues. From emotionally responsive chatbots to affective experiences in video games, AR, and VR, technology is transforming how emotions influence trust, authenticity, wellbeing, and decision making. At the same time, global digital platforms such as TikTok, YouTube, and Netflix have accelerated cross-cultural emotional exchange, enabling users to experience and express emotions across cultures. These shifts are especially evident among digital-native generations, whose emotional experiences are increasingly shaped by interactive personalized content. We invite empirical and theoretical contributions examining emotion as a driver of consumer behavior in technology-rich environments. We welcome research on AI and virtual interfaces, cross-cultural emotional processes, digital-native consumers, and the evolving role of emotion in contemporary consumption.

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Editor-in-Chief

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