

Special Issue

Digital Intimacy and Immersive Commerce: Theoretical Advances in Consumer Engagement Through Virtual and Social Technologies

Message from the Guest Editors

This Special Issue explores intersections between immersive digital technologies, social media engagement, and consumer behaviour in e-commerce. It builds on research into parasocial interaction, virtual influencers, augmented reality (AR), and AI-driven personalization, examining how digital intimacy reshapes consumer journeys, decision-making, and brand relationships. The featured works study new forms of “virtual social presence”, where consumers form emotional and cognitive connections with avatars, influencers, and algorithmic agents, affecting eWOM, trust, and purchase intent. Contributions highlight innovations like AI body scanning, sustainable fashion advocacy by edu-influencers, and emerging subcultures in socially sustainable consumption online. By merging perspectives from marketing, consumer psychology, and digital technology, this issue advances theoretical and applied understanding of how immersive digital ecosystems transform e-commerce. It invites interdisciplinary submissions on ethical, experiential, and design aspects of consumer–technology interaction in virtual retail and social media marketplaces.

Guest Editors

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Deadline for manuscript submissions

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About the Journal

Message from the Editor-in-Chief

Since its establishment, the *Journal of Theoretical and Applied Electronic Commerce Research (JTAER)* has been committed to publishing highquality, peer-reviewed scholarship that advances knowledge regarding electronic commerce in an increasingly complex and interconnected world. *JTAER* aims to create more innovative, responsible, and inclusive forms of electronic commerce by offering an open access international forum for both theoretical and applied research on the impact of digital technologies and business practices on markets and commerce. To achieve this mission, *JTAER* uses a rigorous peer-review process, adheres to strong ethical standards, and supports innovation and informed decision-making in the global digital economy.

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