

Special Issue

Exploring Consumer Resistance to Digital Marketing Tactics and Technology

Message from the Guest Editors

This Special Issue aims to advance theoretical, conceptual, and empirical knowledge on the antecedents, processes, and consequences of consumer resistance to marketing tactics and technologies by addressing these identified gaps. We particularly encourage submissions that align with the following (but not limited to):

- The attitudinal negative responses to marketing tactics and technologies.
- The negative consequences of digital technologies.
- Developing and testing mitigation strategies for consumer resistance to marketing tactics and technologies used by the organisation.
- Designing effective brand recovery strategies for ethical failures and managing specific forms of resistance.
- The complexities of social media resistance in a system using both human and AI agents.
- Investigating the antecedents of trust and acceptance in the emerging landscape of AI influencers.
- The consequences of sustained consumer resistance to marketing tactics and technologies.
- Marketing Strategies to overcome the dark side of digital technologies.
- The consequences of unethical behaviour and the development of effective recovery strategies.

Guest Editors

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Editor-in-Chief

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