



Brand-Consumer Interaction on Social Media During and After the COVID-19 Global Pandemic

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Message from the Guest Editor

With the change of lifestyle and untack consumption after the COVID-19 outbreak, we expect contributions to this Special Issue to be strongly focused on one topic: brand–consumer interaction on social media, during and after the COVID-19 global pandemic environment. Hence, we especially welcome contributions that focus on consume online behavior. We accept theoretical modeling and review papers related to this direction. The topics include, but not limited to:

Consumer responses to COVID-19

Dietary and lifestyle changes during and after COVID-19

Online consumption during COVID-19

COVID-19 on social media

Consumer needs with online shopping or education platforms

Social media and brand engagement during COVID-19

Online consumer engagement during and after COVID-19

Engaging customers through social media

Contactless and private lifestyle on social media

Contactless consumption during and after COVID-19

Brand communication during and after COVID-19





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