



The Connected Consumer

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Message from the Collection Editors

The current changes in the digital ecosystem are transforming the motivation and behavior of what is known as the *connected consumer* and their psychological interplay with brands, marketing communication and e-retailers. Connected consumers use digital technologies, communicate through digital media and make use of artificial intelligence to help in their purchase decisions.

In parallel, marketers and managers strive to design digital marketing programs that attract and engage consumers. However, their success depends on having an in-depth knowledge of consumers' new emotional needs, how they build their perception about products and brands, and the new ways they interact within the digital ecosystem.

We invite researchers to submit original papers about the transformative dynamics of connected consumers, the inner processes that make consumer experiences especially engaging and enjoyable, the new windows of opportunity for brands to engage consumers, and their impact on purchasing decisions and brand loyalty.

