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Editorial

Research Papers on Consumer Behavior and Digital Marketing

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1. INTRODUCTION

In the twentieth regular issue of the International Journal of Marketing, Communication and New Media (IJMCNM), the journal's readers, authors, and reviewers can read the results of the research studies in Consumer Behavior and Digital Marketing.

These are two central themes today that the primary references in the field emphasize in their latest writings. For example, Kotler, Kartajaya, and Setiawan (2021) demonstrate how marketers can leverage technology to fulfill consumer needs and make a difference in the marketplace.

Despite the importance that technology in general, the internet, and social media have, the authors of the articles in this twentieth regular issue of IJMCNM mostly share here the results of studies they conducted in various countries and contexts, which aimed to analyze consumer behavior. Of the ten articles published, seven relate to the study of consumption, and three to digital marketing.

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Having given this brief introduction, I invite the reader to read all the articles in this issue to learn more about the results achieved in studies developed by researchers from universities and research centers in Portugal, Turkey, Thailand, the Republic of Korea, Malaysia, Ethiopia, and Pakistan.

2. STRUCTURE OF THE ISSUE

In the twentieth regular issue of the IJMCNM, the reader will have *online* access to ten research works about:

1. *Was There an Alteration on Consumers' Patterns with COVID-19 Pandemic? A Pre and Post-Pandemic Research on Consumers Behavior*, an article written by João Lopes, Isaac Moreira, Ana Pinto Borges, and José Castro Oliveira, researchers from Portugal;
2. *O Efeito Moderador do Patrocínio no Impacto do Influenciador Digital no Comportamento do Consumidor*, an article written by Amélia Brandão and Ana Nascimento, researchers from Portugal;
3. *The Mediating Effect of Trust and Perceived Value on the Relationship between Corporate Image and Online Shopping Intention: A Study on Consumer Durables*, an article written by Osman Gok, Pervin Ersoy, and Gulmus Boruhan, researchers from Turkey;
4. *An Outside-Inside Motivation Determines College Students' Online Shopping Behaviors*, an article written by Ching-Chou Chen and Chenju Lin, researchers from Thailand;
5. *User Responses to Pro-Environmental Facebook Messages of Pride and Guilt*, an article written by Suji Park and Hae Rin Kang, researchers from the Republic of Korea;
6. *Trends in Digital Marketing Research: A Bibliometric Analysis*, an article written by Wan Mohd Hirwani Wan Hussain and Abu H. Ayob, researchers from Malaysia;

7. *The Effects of Social Media Marketing on Consumers Buying Decision-Making Processes evidence from College of Business and Economics Students, Bahir Dar University, Ethiopia*, an article written by researchers from Ethiopia;
8. *How did Young Consumers feel about being a Consumer during the COVID-19 Quarantines? An Assessment with the Collage Technique*, an article written by Sevtap Unal and Nisa Akin, researchers from Turkey;
9. *Impact of Online Cross-Cutting Exposure on Political Participation & Social Anxiety*, an article written by Maria Naureen Shahid, Seong Jae Min, Asfia Obaid, and Waseem Hassan, researchers from Pakistan;
10. *Factors Affecting the Relationship between Brand and Digital Consumer in Portugal*, an article written by Zaila Oliveira, Ana Filipa Silva, and Sandrina Teixeira, researchers from Portugal.

The articles evaluated by a double-blind review system belong to authors who have presented the results of their studies that fit in the scientific areas of the IJMCNM, so they were accepted for publication in this international scientific journal.

3. ACKNOWLEDGMENTS

We want to thank the authors who have submitted their manuscripts and all the reviewers for their valuable contributions. The scientific importance of the publications in this and previous Issues of the IJMCNM is a strong reason for other authors to submit works for future Regular and Special Issues.

A final thanks to **Web of Science (WoS)**, **Journal Citation Reports™ (JCR™)**, **Journal Impact Factor™**, Qualis-CAPES, ERIH Plus, REDIB, RCAPP, MIAR, OAJI, LATINDEX, DRJI, Livre, INDEX COPERNICUS, FREE for the support given to the positioning of IJMCNM in the scientific community.

REFERENCES

Kotler, P.; Kartajaya, H.; & Setiawan, I. (2021). *Marketing 5.0 – Tecnologia para a Humanidade*, Lisboa: Actual.

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