Call for papers: Information Technologies and Consumers' Well-Being

Guest Editors

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Overview

We are witnessing unprecedented development in information and communications technologies (ICTs), with artificial intelligence, the Internet of things, virtual reality, and blockchain becoming more and more part of our everyday lives. Many of these ICTs are fundamentally altering the nature of interactions in the marketplace that have existed for many decades. The COVID-19 pandemic has even accelerated the pace by which interacting with ICTs is affecting our everyday life. The possibility -and necessity- of being constantly connected has dramatically changed the way people relate to their peers, access information, engage in social relationships, and has also had a profound influence on their well-being. In broad terms, well-being refers to feeling well: it comprises (but is not limited to) happiness, prosperity, life satisfaction, and the ability to manage stress. How individuals of all ages interact with technology affects their well-being-related behavioral and consumption choices positively and negatively. Individuals' reactions to well-being concerns have taken contradictory forms, from panic buying and stockpiling, on the one hand, to an increase in the purchase of sustainable products and preference for short supply chains on the other hand. Furthermore, effects can be at the micro- (e.g., the single consumer) and macro-level (e.g., a community of people or a market).

This special issue targets papers about the impact of interacting with technology on consumers' social, emotional, psychological, and cognitive well-being. We are also interested in contributions that take or combine the perspective of different domains (e.g., marketing, psychology, management, sociology, health management). We particularly welcome contributions reporting findings from diverse and underrepresented population groups. Contributions should have strong
theoretical/conceptual foundations, offer insights for interactive marketers, and focus on the business consequences of consumer–technology interactions and their effects on consumer well-being.

Specific areas of interest could be, for instance, the following:

- What are the dimensions of consumer well-being? How should we measure consumer well-being? Are ICTs systematically influencing some dimensions more than others?
- How do interactions within social networks and social-media applications (e.g., Instagram, Facebook, Tik-Tok) influence -positively or negatively- consumers' well-being, especially now that physical contact may be less wanted or less likely?
- Does the massive diffusion of information technologies increase irresponsible behaviors (panic buying, lack of concern for the future, etc.)? Under what conditions do ICTs lead to savvier consumer judgements and choices (more attention to one's environmental and social impact)?
- Do information technologies affect well-being by altering shopping orientation (e.g., hedonic and utilitarian)?
- Under what conditions do interactions with ICTs become negative for people's health and negatively affect their well-being? Are there differences due to gender, social inclusion, income, etc.?
- How do technology interactions affect consumers' well-being throughout their lifespan? Generational cohorts could include early adolescence (11-14y), middle adolescence (14-16y), late adolescence (16-18y), younger (18-24y), and older (25-30y) emerging adults, as well as adults (30-65y) and elderly consumers (>65y).
- How can information technologies improve consumers' well-being by delivering better experiences with brands and service providers? How can consumers' experiences be enhanced by information technologies and lead to greater happiness and quality of life?

All manuscripts directed to answering these and related questions will be considered by the Special Issue Guest Editors (Martina Benvenuti: martina.benvenuti2@unibo.it; Daniele Scarpi: daniele.scarpi@unibo.it; Lia Zarantonello: lia.zarantonello@roehampton.ac.uk).

To submit a manuscript, please follow the manuscript submission guidelines as detailed under "Instructions to Authors" on the Journal's website and select the name of this special issue when submitting. Address your cover letter to the Special Issues Editor, and note in your cover letter that your manuscript is being submitted for consideration for publication in the Special Issue on Information Technologies and Consumers' Well-Being. The deadline for submitting manuscripts for this Special Issue is 15 February 2022.