Editorial

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Biographical notes: Z.Z. Dong received his Master's in Computer Science in Wuhan University in 2003, and then he received his PhD in Computer Science in Hunan University in 2008. He received his Post-doctoral degree in 2008 in Zhejiang University. Currently, he is a Professor in College of Computer Science and Electronic Engineering, and his main research direction is computer distributed computing and cloud computing, machine learning, and the application of computer science.

With the rapid development of mobile devices and internet of things, social networks have become an important tool for people to communicate with each other, and has become a part of humans' daily lives. The social network has a huge amount of information, including structured and unstructured information, which are valuable for network management, commercial interests, and politics.

At the same time, consumer behaviour is prejudiced by various aspects. With technological advancements, the market has seen a tremendous shift in consumer behaviour. As a result of the technological impact influencing consumer behaviour, most company leaderships face an unending challenge to meet consumer expectations. Due to the advent of information technology, consumer behaviour seems to be more influenced by internet-enabled smartphones and tablets, etc. Technology has placed the power in the consumer's hands.

This is why the relationship between social media and consumer buying behaviour is increasingly gaining popularity among practitioners and academics, especially during the COVID-19 pandemic. Therefore, the purpose of this special issue is to highlight the opportunities and challenges of social media and consumer behaviour.