
Introduction

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Biographical notes: W. Jiang received her Master's in Computer Science in the Huazhong University of Science and Technology in 2001, and then PhD in Computer Science in Hunan University in 2006. Currently, she is a Professor in the College of Computer Science and Electronic Engineering of Hunan University. Her main research directions are computer distributed computing and cloud computing, machine learning, and the application of computer science.

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, tablets, etc. Technology has placed the power in the consumer's hands.

Today, a typical consumer expects a prompt response and fast service from any business. To keep up with consumer expectations, all businesses are facing huge challenges. How and why has technology changed the way consumers behave? This matter creates a concern for a larger audience.

This is why the relationship between technology and consumer buying behaviour is increasingly gaining popularity among practitioners and academics. Technology has always played a decisive role in humanity's progress. This relationship creates awareness of how information technology contributes to consumer buying behaviour development in multiple areas. Therefore, the purpose of this special issue is to highlight the opportunities and challenges of information technology and consumer behaviour.