



The Evolution of Consumer Behavior in the Sustainable Business: Evidence from COVID-19

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Message from the Guest Editor

The COVID-19 pandemic has fundamentally changed the world as we know it. For example, consumer attitudes, behaviors, and purchasing patterns are changing and many of these new trends will remain after the COVID-19 pandemic. As a consequence, new consumer behaviors will transform the B2B and B2C industry's future.

This *Sustainability* Special Issue on the evolution of consumer behavior in the sustainable business, considering a post-COVID-19 context and challenges, will accept (but is not limited to) articles on the following topics:

- Rising untact behavior during the pandemic
- Changing social practices during the pandemic
- Changing purchasing patterns during the pandemic
- Cycle of customer satisfaction during the pandemic
- Impact on and shifts in customer reviews during the pandemic
- Global comparative evidence during the pandemic





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Message from the Editor-in-Chief

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