



Changes on Consumer Behavior for a Sustainable World

Guest Editors:

Prof. Dr. Miguel Cuervo Mir

Applied Economics, Universidad
Rey Juan Carlos, Madrid 28032,
Spain

**Prof. Dr. Luis Miguel Doncel
Pedrera**

Applied Economics, Universidad
Rey Juan Carlos, Madrid 28032,
Spain

Prof. Dr. Jorge Sainz-González

Applied Economics, Universidad
Rey Juan Carlos, 28032 Madrid,
Spain

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Message from the Guest Editors

Dear Colleagues,

Changes in consumer behavior over the last decade, and especially after the COVID-19 crisis, have made the surge of a new paradigm on consumer studies evident. The first shift comes from the consumer search for more sustainable products: As consumers become more aware of the negative externalities of certain consumptions, they thus grow more concerned about the effects of their actions. Companies have been taking advantage of the surge of new technologies on consumer data, such as Artificial Intelligence (AI), big data, cloud computing, etc., to improve their knowledge of their customers and their new patterns of consumption, increasing the value offered to their clients. Data become the new “golden fleece” for firms, whose main aim is to increase their sales and profits. COVID-19 is exacerbating these changes amid the lack of academic evidence on these transformations. Our goal in this Special Issue is to bridge, with fresh and new findings, this need for empirical evidence on consumer changes in all sectors of the economy, including financial, industrial, tourism or even education.





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Editor-in-Chief

Prof. Dr. Steve W. Lyon

School of Environment and
Natural Resources, Ohio State
University, Columbus, OH 43210,
USA

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Sustainability Editorial Office
MDPI, Grosspeteranlage 5
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