

Special Issue

Changes on Consumer Behavior for a Sustainable World

Message from the Guest Editors

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.

Guest Editors

Prof. Dr. Miguel Cuervo Mir

Prof. Dr. Luis Miguel Doncel Pedrera

Prof. Dr. Jorge Sainz-González

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Sustainability
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
sustainability@mdpi.com

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I encourage you to contribute a research or comprehensive review article for consideration for publication in *Sustainability*, an international Open Access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. *Sustainability* publishes original research articles, review articles and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

Editor-in-Chief

Prof. Dr. Marc A. Rosen

Faculty of Engineering and Applied Science, University of Ontario
Institute of Technology, Oshawa, ON L1G 0C5, Canada

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