



## Sustainability and Consumer Behavior in the Service Industry

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submissions:  
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### Message from the Guest Editor

Dear Colleagues:

Due to the success of the first edition of Sustainability Special Issue titled Sustainability and Consumer Behavior, we have decided to do a second edition with a special focus on the service industry. The aim is to bring together multiple perspectives on sustainability and consumer behavior within the context of tourism, hospitality, medical and health, education, banking etc. Understanding the complex interactions of consumer behaviour and sustainability as they affect our lives necessitates a comprehensive approach that examines the constructs from a variety of viewpoints and perspectives. Needs, wants and demands, as well as influencing factors, decision-making and competitiveness, are just a few of the angles and perspectives to consider in consumer behaviour studies. Similarly, various factors and settings must be examined to understand sustainability. Hence, this special issue aims to understand consumer behaviour in the wider contexts of the three pillars of sustainable development, i.e. environment, society and economy through the lens of the service industry.





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## Message from the Editor-in-Chief

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.

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