



Consumer Behaviour and Sustainable Development Goals

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Message from the Guest Editors

This Special Issue proposes a large set of topics related to the achievement of the SDGs from the actions of sustainable organisations and a consumer behaviour based on sustainability values. The different variables that influence a responsible consumer behaviour process, steps in this process, and sustainable organisation strategies, ideas, and actions are of interest, as well as the adaptations that manufacturers and retailers must make to their businesses to meet new consumer demands. Finally, study the role played by entrepreneurs, who should be oriented in the generation of sustainable ideas and businesses, is a topic that will be covered in this Special Issue.

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Message from the Editor-in-Chief

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