



Sustainable Consumer Behavior, Decision-Making, and Sustainability of Businesses

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Message from the Guest Editors

The stages of consumer decision processes are varied and diverse. Particularly, due to the COVID-19 pandemic, because of considerations of social distances and avoidance of physical contacts, the consumers change their consumption patterns tremendously, relating to the transformation of consumer behavior is massive; and this trend has been well noticed. Nevertheless, doubtless, comprehensions of customer decision making process are significantly correlated with the maintenance of competitiveness for businesses. Thus, scrutinizing how consumers make decisions has immense attentions academically and practically. Additionally, with the increasing awareness of “sustainability”, numerous of practitioners and academics tend to develop their strategies or conduct their research with the concept of sustainability-oriented.

Certainly, maintaining the sustainable consumer behavior the further recognition of consumer decision should be crucial but intricate. This Special Issue of *Sustainability* aims to address issues related to the sustainable consumer behavior, decision making, and sustainability of businesses in diverse fields.





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