



Sustainable Consumer Behavior and Its Role in the Future Economic System

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Message from the Guest Editors

Dear Colleagues,

Today, there is no question that a change of direction is needed to make production and services sustainable. Meanwhile, modern consumer societies are also looking for ways to maintain a high standard of living without destroying their immediate environment or remote landscapes. Phrases such as "sustainable production" or even the "shared economy" have become development trends for producers and service providers, and callwords for consumers. Many are confident that sustainability and its communication will become a customer value that can lead to meaningful progress in achieving sustainable production and services without changing the existing market logic. However, several studies warn that, unfortunately, sustainability is still a secondary consideration for the majority of consumers today, alongside the immediate benefits of a product (low price, health impact, etc.). A related aim of this special issue is to gather research that aims to better understand patterns of consumer behaviour in this multi-directional and multi-potential trend.



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