



Sustainability and Consumer Behaviour

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Message from the Guest Editor

Dear Colleagues,

Consumer behaviour can have a significant impact on sustainability, especially in today's age of rising population and dwindling resources. Yet, the complex nature of both constructs makes it challenging to understand them and how they interact. This necessitates a comprehensive approach, in which the concepts are examined 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, the concept of sustainability requires an examination of various factors and settings, with the environment, community, and business being at the forefront. 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). It seeks to bring together interdisciplinary perspectives on sustainability and consumer behaviour so that we as a society can get a little closer to understanding these two dynamic constructs as they affect our lives.





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Message from the Editor-in-Chief

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