

Special Issue

Consumer Behavior and Sustainability in the Electronic Commerce

Message from the Guest Editors

Electronic Commerce boosted its growth in recent years, particularly in the pandemic context (Kim, 2020), and it is expected to continue growing in the following years. The increasing number of online purchases led to an incremental environmental impact. However, the impact on the environment in terms of increased CO2 emissions and energy use remains uncertain. Consumers are aware of this and demand that companies adopt environmentally friendly actions (Oláh et al., 2018). Since the primary objective is to generate economically sustainable profits and revenue, companies struggle to find innovative ways to be environmentally sustainable and meet consumers' expectations. Given the scope of this scenario, this Special Issue calls for papers that aim to understand the companies' sustainable Electronic Commerce actions and their impact on consumer behavior to increase our knowledge in this relevant area of research.

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