SUSTAINABLE CONSUMPTION AND THE DEVELOPMENT OF SUSTAINABLE LOGISTICS IN ANGOLA: AN ANALYSIS OF THE INTERACTIONS BETWEEN CONSUMER BEHAVIOR AND SUPPLY CHAINS

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Comunicação:
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Study purpose
To analyse the implications of sustainable consumption for the development of sustainable logistics in Angola by identifying how consumer behavior influences the adoption of sustainable practices within supply chains.

Relevance / originality
This study examines the relationship between sustainable consumption and sustainable logistics in the Angolan context, a topic that remains underexplored. It provides scientific evidence that strengthens knowledge of sustainable supply chains and supports business decision-making and public policy development.

Methodology / approach
A mixed-methods approach, combining qualitative and quantitative research, was adopted within an interpretive paradigm. Bibliographic and documentary research were complemented by questionnaires, unstructured interviews and non-participant unstructured observation, with data triangulation enhancing the robustness of the findings.

Main results
The findings indicate that sustainable consumption and sustainable logistics practices remain poorly implemented in Angola. However, a positive relationship was identified between sustainable consumption and the development of sustainable logistics, contributing to the achievement of the Sustainable Development Goals.

Theoretical / methodological contributions
The study expands knowledge on the relationship between sustainable consumption and sustainable logistics in the Angolan context by integrating evidence from final consumers and economic operators through a mixed-methods approach, contributing to future research and methodological advancement in this field.

Social / management contributions
The study provides evidence to support managers and policymakers in promoting sustainable consumption and sustainable logistics, contributing to more efficient supply chains, reduced environmental impacts and stronger strategies aimed at advancing sustainable development in Angola.

Keywords: Sustainable Consumption, Sustainable Logistics, Consumer Behavior, Sustainable Development