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## Consumers' Behavioral Economics in Energy Transition

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### **Message from the Guest Editors**

The successful transformation of the energy sector depends not only on the successful development and implementation of sustainable energy technologies but also on changes to consumer energy behavior. Consumer behavior is complex and difficult to capture in traditional economic theories of decision making. Accordingly, a behavioral economics perspective on consumer behavior in the energy transition contributes to a deeper understanding of energy consumption and more effective behavioral interventions.

In order to better understand sustainable consumption, several topics across scientific disciplines deserve more in-depth exploration. These topics include the identification of behaviors that need to be changed (e.g., the adoption of sustainable energy sources and energy-efficient technology, investments in energy efficiency measures, co-ownership in renewable energy), factors that underlie energy-related behavior (e.g., knowledge, motivation, and contextual elements), the design of behavioral interventions to promote sustainable energy consumption, and the effectivity of behavioral interventions in general.



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## Message from the Editor-in-Chief

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