



The Future of Consumption: Children and Sustainability

Guest Editors:

Prof. Dr. Robert Aitken

Department of Marketing,
University of Otago, PO Box 56,
Dunedin 9054, New Zealand

Prof. Dr. Leah Watkins

Department of Marketing,
University of Otago, PO Box 56,
Dunedin 9054, New Zealand

Deadline for manuscript
submissions:

closed (31 July 2021)

Message from the Guest Editors

Dear Colleagues

One key stakeholder group in conceptualisations of sustainable living and changing consumption behaviour is young consumers. Young consumers are not only likely to have the opportunity to contribute to decisions determining the nature of a post-consumption future but also to be the ones most committed to its achievement (Emanuel and Adams, 2011). Further, childhood is a unique period during which attitudes towards, and patterns of, consumption are formed which provide the basis for long-term consumption behaviour (Connell et al., 2014). Childhood, therefore, provides an opportunity to establish values and norms of consumption behaviour that are more conducive to long-term sustainability. Breaking the cycle of (over) consumption begins by understanding the experience of those on whom the continuation of the cycle depends: young people.

This Special Issue calls for the latest and most insightful research to understand the issues, roles, experiences and importance of young people in moving towards a more sustainable consumption future. The Special Issue also aims to develop a research agenda to encourage further studies in this area.





an Open Access Journal by MDPI

Editor-in-Chief

Prof. Dr. Marc A. Rosen

Faculty of Engineering and
Applied Science, University of
Ontario Institute of Technology,
Oshawa, ON L1G 0C5, Canada

Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in *Sustainability*, an international Open Access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. *Sustainability* publishes original research articles, review articles and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

Author Benefits

Open Access: free for readers, with article processing charges (APC) paid by authors or their institutions.

High Visibility: indexed within Scopus, SCIE and SSCI (Web of Science), GEOBASE, GeoRef, Inspec, AGRIS, RePEc, CAPlus / SciFinder, and other databases.

Journal Rank: JCR - Q2 (*Environmental Studies*) / CiteScore - Q1 (Geography, Planning and Development)

Contact Us

Sustainability Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland

Tel: +41 61 683 77 34
www.mdpi.com

mdpi.com/journal/sustainability
sustainability@mdpi.com
[X@Sus_MDPI](https://twitter.com/Sus_MDPI)