



## On the Psychology of Sustainable Consumption

Guest Editors:

**Prof. Dr. Bob M. Fennis**

Department of Marketing,  
University of Groningen, 9747AE  
Groningen, The Netherlands

b.m.fennis@rug.nl

**Prof. Dr. Justina Gineikiene**

1. Faculty of Economics and  
Business Administration, Vilnius  
University, 01513 Vilnius,  
Lithuania

2. Department of Management,  
ISM, University of Management  
and Economics, LT-06109 Vilnius,  
Lithuania

jusgin@ism.lt

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### Message from the Guest Editors

This specific psychological lens, focusing on theory driven, top-down, and hypotetico-deductive approaches combined with using “tried and tested” methodologies (preferably experimental research including the use of prevalidated paradigms, tasks, and measures) aims to complement and distinguish the present issue from other work on the (promotion of) sustainable consumption, which frequently features a more phenomenological, bottom-up, and data-driven approach.

Research topics may include but are not limited to the following:

- research on how personality traits may influence sustainable consumption
- the role of experienced threats in driving sustainable choices
- licensing and/or consistency effects in sustainable consumption
- the self-regulation of sustainable consumption
- impulsive vs. deliberate drivers of sustainable judgment and choice
- approach vs. avoidance-motivated drivers of (non)sustainable consumption
- social influence and persuasion approaches to promote sustainable consumption
- the role of habit and habit formation in the promotion of sustainable consumption
- nudging sustainable choices





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## 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

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*Sustainability*  
MDPI, St. Alban-Anlage 66  
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