



Sustainability and Consumer Behavior: Perspectives and Developments

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Message from the Guest Editors

Nowadays, an increasing number of consumers are becoming more educated and conscious of major environmental and social problems such as global warming, natural disasters and inequalities between countries, and they therefore claim for sustainable products and alternative product methods. On this basis, this Special Issue focuses on recent perspectives and new developments regarding consumers' perceptions, motivations and behaviors related to sustainable products. The purpose is to get some major insights regarding the drivers of sustainable consumer behavior, by analyzing how consumers search for information on product responsibility, evaluate such information when making purchase decisions, and cause specific impacts through their responsible acts. Topics in the scope of this Special Issue include (but not exclusively) green consumerism, sustainable consumption patterns and motivations, consumers' perceptions on sustainable actions and policies by business and institutions, the role of education to promote sustainable consumer behavior, value co-creation in sustainable consumption and the fight against green washing.





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Message from the Editor-in-Chief

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