



## Sustainable Consumption: Consumer Attitudes and Behaviors

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Deadline for manuscript  
submissions:

**closed (31 December 2023)**

### Message from the Guest Editor

This Special Issue will comprise a selection of papers addressing sustainable consumption, including consumer attitudes and behaviors. Sustainable consumption and production are identified as essential requirements for sustainable development. Sustainable consumption can encompass both sustainable attitudes and sustainable behaviors. There is an “attitude–behavior gap” or “values–action gap”, as 30% of consumers report that they are very concerned about environmental issues, but are struggling to translate this into practice. Securing public participation in recycling, energy conservation measures, and green consumerism is a means of progressing toward sustainable consumption. Third-party certification labels on sustainable products provide brand-like information cues that reduce the perceived risk of sustainable products, but consumers must perceive them as credible to have their risk perceptions reduced. It is crucial to better explain and understand the holistic nature and complexity of sustainable consumer behavior in terms of its various stages within key behavioral functions, in particular mobility, housing, clothing, and food.





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## Message from the Editor-in-Chief

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

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