

Special Issue

Consumer's Willingness to Pay for Green Products and Services

Message from the Guest Editors

Dear Colleagues:

As the paths of carbon peaking and carbon neutrality in major countries continue to become clear, the continuous breakthroughs in green technology are ready to meet the strong demand of the consumer market, but are consumers ready to pay for green products and services? We should explore how consumers' willingness to pay (CWP) for green products and services affects the green consumption market under the framework of sharing economy, so as to cope with future market challenges.

This special issue is dedicated to the study of CWP in new economical environment, aiming to investigate deeper linkages between CWP and green market with advances analytical methods and more theoretical and practice evidence.

In this Special Issue, original research articles and reviews are welcome. Research areas may include (but are not limited to) the following: Consumer behaviour toward sharing economy; Green marketing; Green supply chain management; Green technology application; Sustainable development. We look forward to receiving your contributions.

Guest Editors

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Deadline for manuscript submissions

closed (31 December 2023)



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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.

Editor-in-Chief

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