

Special Issue

Advances in Green Consumption: Pathways to Sustainability

Message from the Guest Editors

We are pleased to announce this Special Issue of *Sustainability* entitled “Advances in Green Consumption: Pathways to Sustainability”. In recent decades, growing sustainability concerns have led consumers, businesses, and policymakers to reassess their choices, yet consistent and informed sustainable consumption remains a challenge. Consequently, understanding the role of consumer decision-making and consumer behavior is crucial in terms of encouraging sustainable consumption and production practices. This Special Issue invites scholarly submissions that explore the drivers, barriers, and outcomes of sustainable behavior in individuals and organizations across various contexts. We welcome interdisciplinary contributions that draw on theories such as behavioral economics (Thaler & Sunstein, 2008), environmental psychology (Gifford, 2014), and sustainable marketing (Peattie & Peattie, 2009) to examine how perceptions and evaluations influence sustainability-focused choices and consumer behavior to promote sustainable consumption.

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About the Journal

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. The journal publishes original research articles, reviews, conference proceedings (peer reviewed full 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.

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