

Special Issue

Product Design Innovation and Consumer Psychology

Message from the Guest Editors

This Special Issue focuses on discussing how innovative design (e.g., product aesthetics, function, brand strength, emerging technologies, etc.) could be utilised to influence the consumer psychology in product design. We hope to further strengthen and expand the growing body of literature that benefits and surrounds product design innovation and consumer psychology, to facilitate the exploration of creative and innovative design strategy and considerations. Therefore, in this context, we invite papers on innovative case studies, surveys, literature reviews, analytical as well as assessment, papers from diverse disciplines, which are relevant to all the different aspects related to product design innovation and consumer psychology.

Indicatively, the following topics (but not limited) are welcomed in the contributions to the present Special Issue:

- Designing through consumer behavior;
- Innovation and consumer values;
- Application of creative product design;
- Human-centered products and experiences;
- Speculative design.

Guest Editors

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Deadline for manuscript submissions

closed (25 November 2023)



Sustainability

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Impact Factor 3.3
CiteScore 7.7



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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.

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