

Special Issue

Consumer Behaviour and Environmental Sustainability—Second Edition

Message from the Guest Editors

Consumers' attitudes, knowledge, concerns, beliefs, emotions, and preferences are of critical importance for achieving significant reductions in material consumption, effective penetration of green(er) technological innovations, sustainability-oriented adjustments in the production chain, and for developing policy schemes to coordinate action towards these goals. To understand consumers' contributions to the above goals, it is important to examine the required changes in both their consumption patterns, including changes in social motivations for consumption, and their perceptions and reactions towards sustainability-oriented changes in the production system, such as new "green" products entering the market and novel waste management strategies. In this Special Issue, we welcome both theoretical and empirical contributions, under a transdisciplinary scope, that will offer up-to-date, diverse and actionable insights on consumer behaviour vis à vis aspects of environmental sustainability that warrant policy and scholarly attention.

Guest Editors

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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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