

Special Issue

Pro-environmental and Sustainable Consumer Behavior

Message from the Guest Editor

Consumers today are more aware of their impact on the environment when they make purchases. They are more educated than previous generations about environmental impact and have sustainable options available at the store or online. Customers choose to support (or not support) the environment and a sustainable future whenever they make purchases. Simultaneously, many companies are striving to improve their image and bottom line through sustainability initiatives. Their goal is to reduce environmental impact, help (or do less damage to) workers and communities, and ensure long-term economic output. This combination of consumer behavior and producer marketing has resulted in consumer behavior that is often pro-environmental and supports sustainability. This Special Issue seeks to understand and highlight a variety of industries, products, and mechanisms that lead consumers to specifically target sustainable products with their purchasing power.

Guest Editor

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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. 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.

Editor-in-Chief

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