

Special Issue

Consumer Behavior and Sustainable Consumption: Opportunities and Challenges

Message from the Guest Editor

At present, it is vital to understand consumer behavior and its connection with sustainable consumption issues. This Special Issue will comprise papers that analyze the importance of sustainable consumption and consumer behavior as determinants of the production of goods, brands, and services in online and offline environments and the use of natural resources. Conceptual and empirical studies including but not limited to the following topics are welcome:

- Consumer behavior;
- Responsible consumption;
- Consumption and sustainable development;
- Consumption as a determinant of production;
- Environmental consequences of the consumer society;
- Consumer behavior in a digital environment;
- Brand, production, and consumption;
- Fair-trade ethical marketing and management;
- Formation of consumers' attitudes toward social brand, company, brand communication, and CSR/CSV/ESG activity;
- Sustainable food consumption;
- Other topics and related issues.

Guest Editor

Dr. Chang-Hyun Jin

Department of Business Administration, Kyonggi Univesity, Suwon, Republic of Korea

Deadline for manuscript submissions

3 August 2026



Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



mdpi.com/si/201250

Sustainability
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
sustainability@mdpi.com

[mdpi.com/journal/
sustainability](https://mdpi.com/journal/sustainability)





Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



[mdpi.com/journal/
sustainability](https://mdpi.com/journal/sustainability)



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.

Editor-in-Chief

Prof. Dr. Steve W. Lyon

School of Environment and Natural Resources, Ohio State University,
Columbus, OH 43210, USA

Author Benefits

Open Access:

free for readers, with article processing charges (APC) paid by authors or their institutions.

High Visibility:

indexed within Scopus, SCIE and SSCI (Web of Science), GEOBASE, GeoRef, Inspec, RePEc, CAPlus / SciFinder, and other databases.

Journal Rank:

JCR - Q2 (Environmental Studies) / CiteScore - Q1
(Geography, Planning and Development)