

## 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 University, Suwon, Republic of Korea

### Deadline for manuscript submissions

3 August 2026



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*Sustainability*  
Editorial Office  
MDPI, Grosspeteranlage 5  
4052 Basel, Switzerland  
Tel: +41 61 683 77 34  
[sustainability@mdpi.com](mailto:sustainability@mdpi.com)

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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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### Editor-in-Chief

Prof. Dr. Marc A. Rosen

Faculty of Engineering and Applied Science, University of Ontario  
Institute of Technology, Oshawa, ON L1G 0C5, Canada

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