

Special Issue

Shaping Sustainable Consumption Behavior

Message from the Guest Editors

Despite the progress made in achieving Sustainable Development Goals (SDGs) through legislation and government incentives, there are still many technological roadblocks, conflicts of interest, and self-preservation mindsets that hinder sustainable behaviors. Shaping and influencing sustainable behavior presents a significant challenge for many sectors. Consumption patterns have a significant impact on the environment, and unsustainable practices can lead to a host of negative consequences, including climate change, resource depletion, and pollution. To address this challenge, this Special Issue calls for studies from various perspectives. We encourage both original research studies and reviews that fall within the scope of the following areas: Artificial intelligence and statistical techniques to analyze and predict sustainable consumption patterns; The influence of communication and marketing strategies on sustainable consumer behavior; Moral and ethical values that influence sustainable consumption among diverse groups; The development of sustainable consumption educational pedagogy; Business models, industrial applications, and case studies.

Guest Editors

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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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