

Special Issue

Sustainable Consumption and Consumer Psychology

Message from the Guest Editors

Environmentally sustainable consumption includes several consumer behaviors, including, but not limited to, buying green and/or local products, shopping at green retailers, supporting companies that adopt or promote sustainable practices, adequately recycling products at the end of their life cycles, purchasing organic food, and wisely using energy resources that are based on renewable resources. Although there are consumers who want to minimize their impact on earth by adopting at least one of these environmentally friendly consumer behaviors, the majority of consumers are still reluctant to adopt these behaviors completely. With this Special Issue, therefore, we hope to expand the growing body of literature that benefits from consumer psychology knowledge to encourage and increase sustainable consumption among consumers. For further reading, please visit the [Special Issue website](#).

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Deadline for manuscript submissions

closed (26 March 2023)



Sustainability

an Open Access Journal
by MDPI

Impact Factor 3.3
CiteScore 7.7



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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.

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