

Special Issue

Consumer Behaviour and Sustainable Decision-Making: Bridging the Gap Between Awareness and Action

Message from the Guest Editor

Consumer behavior is crucial in sustainability transitions, as individual choices impact environmental and socio-economic systems. Yet, the "intention-behavior gap" remains, where consumers support sustainability but fail to act accordingly. This Special Issue, "Consumer Behavior and Sustainable Decision-Making: Bridging the Gap Between Awareness and Action," explores the connection between consumer behavior and sustainable development, highlighting the challenges of fostering pro-environmental actions. It draws on advances in behavioral economics, psychology, and sustainability science to address cognitive, emotional, and social factors shaping consumption. By examining the "value-action gap" and sustainable marketing strategies, this collection offers a framework for promoting sustainable behaviors and explores how interventions like sustainability labels and policy incentives can bridge the gap (White et al., 2019; Balasubramanian & Sheykhmaleki, 2024). It provides insights for policymakers and businesses on sustainable apparel, food, and energy consumption (Emekci, 2019; Gallenti et al., 2020).

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. *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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