

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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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

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