

Special Issue

Sustainable Consumer Behavior and Its Role in the Future Economic System

Message from the Guest Editors

Today, there is no question that a change of direction is needed to make production and services sustainable. Meanwhile, modern consumer societies are also looking for ways to maintain a high standard of living without destroying their immediate environment or remote landscapes. Phrases such as "sustainable production" or even the "shared economy" have become development trends for producers and service providers, and callwords for consumers. Many are confident that sustainability and its communication will become a customer value that can lead to meaningful progress in achieving sustainable production and services without changing the existing market logic. However, several studies warn that, unfortunately, sustainability is still a secondary consideration for the majority of consumers today, alongside the immediate benefits of a product (low price, health impact, etc.). A related aim of this special issue is to gather research that aims to better understand patterns of consumer behaviour in this multi-directional and multi-potential trend.

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Deadline for manuscript submissions

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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.

Editor-in-Chief

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