

Special Issue

Sustainable Consumption: Consumer Attitudes and Behaviors

Message from the Guest Editor

This Special Issue will comprise a selection of papers addressing sustainable consumption, including consumer attitudes and behaviors. Sustainable consumption and production are identified as essential requirements for sustainable development. Sustainable consumption can encompass both sustainable attitudes and sustainable behaviors. There is an “attitude–behavior gap” or “values–action gap”, as 30% of consumers report that they are very concerned about environmental issues, but are struggling to translate this into practice. Securing public participation in recycling, energy conservation measures, and green consumerism is a means of progressing toward sustainable consumption. Third-party certification labels on sustainable products provide brand-like information cues that reduce the perceived risk of sustainable products, but consumers must perceive them as credible to have their risk perceptions reduced. It is crucial to better explain and understand the holistic nature and complexity of sustainable consumer behavior in terms of its various stages within key behavioral functions, in particular mobility, housing, clothing, and food.

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. *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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