



Pro-environmental and Sustainable Consumer Behavior

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Deadline for manuscript
submissions:

29 November 2024

Message from the Guest Editor

Dear Colleagues,

Consumers today are more aware of their impact on the environment when they make purchases. They are more educated than previous generations about environmental impact and have sustainable options available at the store or online. Customers choose to support (or not support) the environment and a sustainable future whenever they make purchases. Simultaneously, many companies are striving to improve their image and bottom line through sustainability initiatives. Their goal is to reduce environmental impact, help (or do less damage to) workers and communities, and ensure long-term economic output. This combination of consumer behavior and producer marketing has resulted in consumer behavior that is often pro-environmental and supports sustainability. This Special Issue seeks to understand and highlight a variety of industries, products, and mechanisms that lead consumers to specifically target sustainable products with their purchasing power.





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Message from the Editor-in-Chief

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Journal Rank: JCR - Q2 (*Environmental Studies*) / CiteScore - Q1 (Geography, Planning and Development)

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