



## Consumer Satisfaction and Changing Business Models for a Sustainable Economy

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### Message from the Guest Editor

Dear Colleagues,

Production and consumption are two faces of the same coin: consumers will consume what is on offer, while innovators and producers will try to respond to demand. This chicken and egg problem blocks the transition to a sustainable economy. How can we create a viable path from the current state to a more sustainable one; a path enabling current businesses to transition while staying afloat? This requires redesigning carefully the “business”, keeping the users/consumers satisfied, and other stakeholders as well, while gradually changing what creates negative externalities.

In the line of the “installation theory” school of thought at the London School of Economics, this issue shows the way for a pragmatic approach to changing the world for a better place, anchored in a systematic approach of business redesign, informed by consumer psychology. It provides examples of what can be done, with concrete examples, to channel consumer behavior by combining actions targeting three determinants of consumer behavior: material design, embodied practices and social regulation.





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