



## Consumer Behaviour and Environmental Sustainability

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### Message from the Guest Editors

Consumers' attitudes, knowledge, concerns, beliefs, emotions and preferences are of critical importance for achieving significant reductions in material consumption, effective penetration of green(er) technological innovations, sustainability-oriented adjustments in the production chain and also for developing policy schemes to coordinate action towards these goals. To understand consumers' contribution to the above goals, it is important to examine the required changes in both their consumption patterns, including changes in social motivations for consumption, and their perceptions and reactions towards sustainability-oriented changes in the production system, such as new "green" products entering the market and novel waste management strategies.

In this Special Issue, we welcome both theoretical and empirical contributions, under a transdisciplinary scope, that will offer up-to-date, diverse and actionable insights on consumer behaviour vis à vis aspects of environmental sustainability that warrant policy and scholarly attention.





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## Message from the Editor-in-Chief

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