



## Consumer Behavior and Sustainable Consumption: Opportunities and Challenges

Guest Editor:

**Dr. Chang-Hyun Jin**

Department of Business  
Administration, Kyonggi  
University, Suwon, Republic of  
Korea

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### Message from the Guest Editor

Dear Colleagues,

At present, it is vital to understand consumer behavior and its connection with sustainable consumption issues. This Special Issue will comprise papers that analyze the importance of sustainable consumption and consumer behavior as determinants of the production of goods, brands, and services in online and offline environments and the use of natural resources. Conceptual and empirical studies including but not limited to the following topics are welcome:

- Consumer behavior;
- Responsible consumption;
- Consumption and sustainable development;
- Consumption as a determinant of production;
- Environmental consequences of the consumer society;
- Consumer behavior in a digital environment;
- Brand, production, and consumption;
- Fair-trade ethical marketing and management;
- Formation of consumers' attitudes toward social brand, company, brand communication, and CSR/CSV/ESG activity;
- Sustainable food consumption;
- Other topics and related issues.





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### **Prof. Dr. Marc A. Rosen**

Faculty of Engineering and  
Applied Science, University of  
Ontario Institute of Technology,  
Oshawa, ON L1G 0C5, Canada

## Message from the Editor-in-Chief

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*Sustainability* Editorial Office  
MDPI, Grosspeteranlage 5  
4052 Basel, Switzerland

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