



Consumer Behavior and Sustainable Consumption: Opportunities and Challenges

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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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Message from the Editor-in-Chief

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