



Sustainable Consumption and Consumer Psychology

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Message from the Guest Editors

Dear Colleagues,

Environmentally sustainable consumption includes several consumer behaviors, including, but not limited to, buying green and/or local products, shopping at green retailers, supporting companies that adopt or promote sustainable practices, adequately recycling products at the end of their life cycles, purchasing organic food, and wisely using energy resources that are based on renewable resources. Although there are consumers who want to minimize their impact on earth by adopting at least one of these environmentally friendly consumer behaviors, the majority of consumers are still reluctant to adopt these behaviors completely.

With this Special Issue, therefore, we hope to expand the growing body of literature that benefits from consumer psychology knowledge to encourage and increase sustainable consumption among consumers.

For further reading, please visit the [Special Issue website](#).

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Guest Editors





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