



The COVID-19 Effect on Sustainable Consumption

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Deadline for manuscript
submissions:

closed (18 February 2024)

Message from the Guest Editors

Prior research suggests that consumers' habitual consumption patterns can be altered by disruptive changes resulting from catastrophic events such as the COVID-19 pandemic. As a result of the anxiety, stress, and fear triggered by the COVID-19 pandemic, consumers may be forced to forgo their old habits and rethink their consumption practices. Thus, the pandemic may have provided an opportunity to shift consumer behavior towards sustainable consumption practices.

As sustainable consumption becomes vital, there is a critical need for academic research that can determine how COVID-19 may have forced consumers to rethink their sustainable consumption behavior. To this end, we are seeking theoretical and empirical research addressing topics including (but not limited to):

Pre and post-pandemic sustainable consumption trends among consumers.

The influence of consumers' demographic characteristics on their sustainable consumption.

Anti-consumption.

Consumer social responsibility.

Innovative use of social media to promote sustainable consumption.

Consumers' post-pandemic travel preferences and habits.

Consumer sustainable consumption values and priorities.





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