



On the Psychology of Sustainable Consumption

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Message from the Guest Editors

This specific psychological lens, focusing on theory driven, top-down, and hypotetico-deductive approaches combined with using “tried and tested” methodologies (preferably experimental research including the use of prevalidated paradigms, tasks, and measures) aims to complement and distinguish the present issue from other work on the (promotion of) sustainable consumption, which frequently features a more phenomenological, bottom-up, and data-driven approach.

Research topics may include but are not limited to the following:

- research on how personality traits may influence sustainable consumption
- the role of experienced threats in driving sustainable choices
- licensing and/or consistency effects in sustainable consumption
- the self-regulation of sustainable consumption
- impulsive vs. deliberate drivers of sustainable judgment and choice
- approach vs. avoidance-motivated drivers of (non)sustainable consumption
- social influence and persuasion approaches to promote sustainable consumption
- the role of habit and habit formation in the promotion of sustainable consumption
- nudging sustainable choices





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