



Towards Sustainable Marketing: Promoting Sustainable Behavior and Consumption

Guest Editor:

Dr. Lukas Parker

School of Media and
Communication, RMIT University,
Melbourne 3000, Australia

Deadline for manuscript
submissions:

closed (31 January 2024)

Message from the Guest Editor

Dear Colleagues,

This Special Issue seeks to advance the current state of research on sustainable lifestyles, behavior, and consumption. The overarching aim is to explore new perspectives on sustainability and sustainable consumption, by focusing on marketing and behavior change on sustainability-related topics. Interdisciplinary contributions are encouraged, and submissions may relate to the following broad theme examples:

- Green, responsible, and sustainable consumer behavior; Social marketing of sustainable or green behaviors.
- Specific sustainability issues and behaviors: e.g., avoiding and reducing waste, packaging waste, energy and water usage and pollution, travel and transportation choices and behaviors, sustainable fashion, reducing food miles and waste, etc.
- Marketing and facilitating sustainable consumption choices.
- Individual values, attitudes, and norms in sustainable consumption.
- Promoting green behavior, awareness, and mindfulness.
- Systems thinking and sustainability.
- Sustainable consumers and lifestyles.
- Demarketing to reduce consumption.
- Micromarketing and marketing systems approaches to sustainability; Marketing and the circular economy.





an Open Access Journal by MDPI

Editor-in-Chief

Prof. Dr. Steve W. Lyon

School of Environment and
Natural Resources, Ohio State
University, Columbus, OH 43210,
USA

Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in *Sustainability*, an international open access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. The journal publishes original research articles, reviews, conference proceedings (peer reviewed full articles) and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

Author Benefits

Open Access: free for readers, with [article processing charges \(APC\)](#) paid by authors or their institutions.

High Visibility: indexed within [Scopus](#), [SCIE](#) and [SSCI \(Web of Science\)](#), [GEOBASE](#), [GeoRef](#), [Inspec](#), [RePEc](#), [CAPlus / SciFinder](#), and [other databases](#).

Journal Rank: JCR - Q2 (Environmental Studies) / CiteScore - Q1 (Geography, Planning and Development)

Contact Us

Sustainability Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland

Tel: +41 61 683 77 34
www.mdpi.com

mdpi.com/journal/sustainability
sustainability@mdpi.com
[X@Sus_MDPI](#)