



Sustainable Development in Consumer Behaviour and Marketing

Guest Editors:

Prof. Dr. Hanna Górską-Warsewicz

Department of Food Market and Consumer Research, Institute of Human Nutrition Sciences, Warsaw University of Life Sciences (WULS-SGGW), 02-787 Warsaw, Poland

Prof. Dr. Krystyna Rejman

Department of Food Market and Consumer Research, Institute of Human Nutrition Sciences, Warsaw University of Life Sciences WULS-SGGW, 02-776 Warsaw, Poland

Deadline for manuscript submissions:

closed (15 February 2023)

Message from the Guest Editors

Dear Colleagues,

Sustainable development is the process of integrating all activities at political, economic and social levels, while preserving the balance of nature, in order to guarantee the ability to meet different basic needs in the context of communities and citizens for present and future generations.

Consumer behaviour is the result of the interaction of a complex set of factors characterising the purchaser, the product/service and the purchasing environment. Expectations of change also apply to marketing activity, including promotion and advertising relating to social media and new forms of marketing communications.

Recently, communities and the economy have been affected by the COVID-19 pandemic, which has changed the approach of manufacturers in terms of production assortment and service provision.

We invite you to publish original research and literature reviews on the following topics:

- Features of sustainable development in consumer behavior;
- Implementation of sustainable development issues in the marketing activities of manufacturing, service and commercial enterprises
- Determinants and changes of consumer behavior during the COVID-19 pandemic





an Open Access Journal by MDPI

Editor-in-Chief

Prof. Dr. Marc A. Rosen

Faculty of Engineering and
Applied Science, University of
Ontario Institute of Technology,
Oshawa, ON L1G 0C5, Canada

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. *Sustainability* publishes original research articles, review 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](#), [AGRIS](#), [RePEc](#), [CAPlus / SciFinder](#), and [other databases](#).

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

Contact Us

Sustainability Editorial Office
MDPI, St. Alban-Anlage 66
4052 Basel, Switzerland

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

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