



Research on Consumer Behaviour and Sustainable Marketing Strategy

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Message from the Guest Editors

Dear Colleagues,

This Special Issue emphasizes the multidisciplinary nature of consumer behaviour, focusing on case studies and research results that contribute to the understanding of consumer behaviour and the process of purchasing decisions. In line with the philosophy of the *Sustainability* Journal, this Special Issue also strives to present primary data and current and relevant research results related to the topic in a multidisciplinary and practical way. This Special Issue is designed to analyse the impact of these consumer trends, providing a practical overview of the changes and challenges in consumer and customer behaviour, to help professionals in education and practice.

For more information, please visit:

["Research on Consumer Behaviour and Sustainable Marketing Strategy"](#).





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Message from the Editor-in-Chief

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