



Social Marketing Approaches for Sustainable Development Goal

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Message from the Guest Editors

Dear Colleagues,

Social marketing plays a major role in achieving the Sustainable Development Goals (SDGs). It is most commonly defined as the use of commercial marketing strategies and technologies to address health issues and resolve societal problems by influencing mass behavior to promote actions that are advantageous to both society and the individual. Previous studies demonstrate that social marketing could be adopted to efficiently address these challenges, focusing on the behaviour of target audiences. There is an ongoing need for critical literacy to discuss the benefits and harms of such practices, especially in a changing world.

This Special Issue focuses on investigating how and when sustainable marketing acts as a lever towards achieving the Sustainable Development Goals. We aim also to enhance our understanding on the critical antecedents, dimensions, and consequences of social marketing and how social marketing may be used to sustain value creation and positive social change.

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