



Sustainable Marketing and Consumer Behavior in Emerging Markets

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Message from the Guest Editor

Sustainability marketing is not just a megatrend of excellence for modern companies. In fact, companies are facing a new generation of consumers who are becoming better informed. They must constantly look for the right tools to gain and maintain the support of existing and new target groups through innovative channels and new types of content. The customer and the consumer, who communicate today in analog and digital, act in a hybrid manner, and are informed 24/7, are always at the heart of all marketing activities. Therefore, ever-changing customer expectations and requirements need to be addressed flexibly.

At the same time, future developments in emerging markets must be strategically anticipated and used for the competitive advantage and long-term corporate success of companies. In this context, sustainability has become the new business ethic that creates values, trust, and loyalty. However, this sustainable behavior is recorded by consumers and appreciated positively. Real corporate sustainability is therefore a necessity for genuine green marketing.





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