

Special Issue

Sustainable Consumption in the Digital Age: Marketing Strategies and Consumer Behavior

Message from the Guest Editors

This Special Issue seeks to explore the dynamic interplay between digital marketing tools and sustainability in the context of consumer behavior. As businesses navigate an increasingly digital and environmentally conscious marketplace, the convergence of these two megatrends—digitalization and sustainability—has redefined how companies engage with consumers, shape brand perceptions, and deliver value. Building on recent literature in digital marketing, consumer psychology, and sustainability, this Special Issue aims to deepen understanding of how digital tools, such as AI, social media, gamification, and traceability technologies, influence ethical consumption, brand loyalty, and customer engagement. By drawing on interdisciplinary perspectives, the Special Issue addresses critical questions around how marketing strategies can be both customer-centric and sustainability-driven. This Special Issue invites empirical and conceptual studies that offer insights for scholars, practitioners, and policymakers seeking to promote sustainable consumer behavior and build resilient, socially responsible business models in the digital age.

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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.

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