

## Special Issue

# Towards Sustainable Marketing: Promoting Sustainable Behavior and Consumption

### Message from the Guest Editor

This Special Issue seeks to advance the current state of research on sustainable lifestyles, behavior, and consumption. The overarching aim is to explore new perspectives on sustainability and sustainable consumption, by focusing on marketing and behavior change on sustainability-related topics. Interdisciplinary contributions are encouraged, and submissions may relate to the following broad theme examples:

- Green, responsible, and sustainable consumer behavior; Social marketing of sustainable or green behaviors.
- Specific sustainability issues and behaviors: e.g., avoiding and reducing waste, packaging waste, energy and water usage and pollution, travel and transportation choices and behaviors, sustainable fashion, reducing food miles and waste, etc.
- Marketing and facilitating sustainable consumption choices.
- Individual values, attitudes, and norms in sustainable consumption.
- Promoting green behavior, awareness, and mindfulness.
- Systems thinking and sustainability.
- Sustainable consumers and lifestyles.
- Demarketing to reduce consumption.
- Micromarketing and marketing systems approaches to sustainability.; Marketing and the circular economy.

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### Guest Editor

Dr. Lukas Parker

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### Deadline for manuscript submissions

closed (31 January 2024)



**Sustainability**

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## About the Journal

### 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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### Editor-in-Chief

Prof. Dr. Marc A. Rosen

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