

Special Issue

Sustainability Marketing: A Focus on Food, MARTECH, and Consumer Behavior

Message from the Guest Editors

In this Special Issue, we invite original manuscripts based on a qualitative, quantitative, experimental, and mixed methodology approach to investigate how MARTECH creates behavioral transformation and encourages sustainable consumer behavior. In specific relevance to the issue of food loss and wastage, we are facing an arena demanding urgent attention. In this Special Issue, original research articles and reviews related to MARTECH are welcome. The usage of MARTECH can be studied across various contexts and marketing domains. Taking MARTECH as the pivot point, scholarly works for submission should include research areas for (but not limited to) the following areas:

- Consumer behavior and sustainable consumption;
- Consumer culture and sustainable consumption;
- Consumer engagement and sustainable consumption;
- Consumer brand relationships;
- Consumer experiences;
- Consumer vulnerability and sensitivity;
- Consumer well-being and health;
- Consumer decision making;
- Consumer ethics and morality;
- Consumer trust and loyalty.

Guest Editors

Dr. Soniya Billore
Prof. Dr. Tomio Kobayashi
Dr. Ou Wang

Deadline for manuscript submissions

closed (31 January 2026)



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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. The journal publishes original research articles, reviews, conference proceedings (peer reviewed full 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.

Editor-in-Chief

Prof. Dr. Steve W. Lyon

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