

Special Issue

Consumption Innovation and Consumer Behavior in Sustainable Marketing

Message from the Guest Editors

This Special Issue focuses on the intersection of consumption innovation, consumer behaviour, and sustainable marketing practices. It is centered on the approaches to consumption and consumer behavior that can guide sustainability initiatives within marketing strategies. By exploring these topics, the Special Issue seeks to highlight how companies can effectively integrate sustainability into their marketing strategies, while simultaneously addressing the needs and preferences of consumers. The purpose of this Special Issue is to provide a platform for researchers, practitioners, and decision-makers to share their knowledge, findings, and practical experiences related to consumption innovation, consumer behavior, and sustainable marketing. Topics of interest for publication are welcome, but are not limited to, the following:

- Marketing strategies for sustainable consumption;
- The role of digital technology in promoting sustainable consumption;
- Corporate social responsibility (CSR) and consumer behavior;
- Cross-national/cross-cultural and/or cross-industry patterns in sustainable marketing;
- The ethical implications associated with marketing sustainability initiatives.

Guest Editors

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Deadline for manuscript submissions

closed (31 March 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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