

Special Issue

Data Analysis of Brand Sustainability and Consumer Satisfaction

Message from the Guest Editors

In a society afflicted by deep rooted issues, such as COVID-19, climate change, environmental pollution, and social inequality, brand sustainability is closely related to corporate growth and survival. The key to corporate brand sustainability is the right understanding of, and engagement with, 'consumer situations'. Processes such as defining consumer satisfaction; finding core values for the brand; and analyzing consumer consumption patterns, preferences, and purchase information can be applied to help companies make better decisions.

This Special Issue deals with “brand sustainability and consumer situations”, including case studies; emphasis studies; data analysis methods; and comprehensive reviews of various consumer data through the collection, analysis, and utilization of various consumer data. Through this, we intend to discuss consumer satisfaction and brand sustainability to contribute to creating a cornerstone for data-based management innovation in the era of the Metaverse, a convergence between the real and virtual worlds.

Guest Editors

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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. 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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