

Special Issue

Retail Marketing Management and Consumer Behavior Research

Message from the Guest Editors

This Special Issue calls for papers that investigate sustainability in retail marketing management and consumer behaviour. The scope of 'sustainability' for this Special Issue includes the aspects of environmental and social sustainability, as well as the long-term survival of businesses. We welcome submissions that address one or more of the following areas:

- Green marketing in retailing;
- Ethical marketing in retailing;
- Health marketing in retailing;
- The retail environment and sustainability;
- Consumer behaviour towards product sustainability claims;
- Consumer behaviour towards healthier products;
- Sustainable branding and advertising in retailing;
- Sustainable packaging in retailing;
- Sustainability in the supply chain, e.g., local production, carbon footprints;
- Sustainable product portfolio management in retailing;
- Sustainable distribution in retailing, e.g., waste avoidance and disposal;
- Sustainable business growth in retailing;
- The marketing challenges of making ethical/sustainable consumption mainstream in retailing;
- Consumer perceptions and scepticism towards sustainability claims;
- Consumer cynicism, distrust and apathy;
- Anti-consumption.

Guest Editors

Dr. Giang Trinh
Dr. Anne Sharp
Dr. Carl Driesener

Deadline for manuscript submissions

closed (30 September 2023)



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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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