

Special Issue

Sustainable Marketing: Consumer Behavior in the Age of Data Analytics

Message from the Guest Editors

The integration of sustainability and consumer behavior is a growing area of interest in the marketing discipline, particularly in the context of data analytics. This Special Issue aims to explore how sustainability initiatives are shaping consumer behavior and how data analytics can optimize marketing strategies in this new paradigm. The purpose of this Special Issue is to bring together cutting-edge research that examines the intersection of sustainability, consumer behavior, and data analytics. We welcome original research articles and reviews that contribute to the understanding of how marketing strategies can be more sustainable while effectively engaging with consumers through data-driven approaches. By doing so, this Special Issue aligns with the broader scope of *Sustainability* by promoting interdisciplinary research that supports sustainable practices across industries. In this Special Issue, original research articles and reviews are welcome. We look forward to receiving your valuable contributions that will shape the future of sustainability marketing.

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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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