

Special Issue

Eco-Friendly E-commerce: Empowering Purchase Intentions for Sustainable Growth

Message from the Guest Editor

We are pleased to invite you to participate in a unique opportunity to contribute to the research field of “Eco-Friendly E-commerce: Empowering Purchase Intentions for Sustainable Growth”. By empowering purchase intentions for sustainable growth, we can encourage consumers to make eco-friendly choices and support businesses that prioritize sustainability. This Special Issue offers the potential to drive significant positive change in the e-commerce industry and contribute to the larger objective of achieving sustainable development. We would like to receive your contributions in the form of original research articles and reviews. The scope of this Special Issue includes (but is not limited to) the following: Sustainable marketing strategies in e-commerce; Technological innovations to promote sustainability in electronic markets; Factors influencing the purchase intention of eco-friendly products online; Impact of consumer reviews and feedback on sustainable purchase intentions; Successful case studies of eco-friendly e-commerce. Your participation as colleagues and experts will be crucial to the success of this Special Issue.

Guest Editor

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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. *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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