

Special Issue

New Trends and Patterns in Consumer Behavior and Sustainable Marketing Strategies

Message from the Guest Editor

The aim of this Special Issue is to provide a platform for researchers to use when delving into the interplay between marketing strategy and consumer behavior from a sustainability perspective. Our objective is to deepen the understanding of recent advancements, identify emerging trends, and disseminate the latest research findings. Ultimately, this endeavor seeks to assist managers and marketers in operating effectively and sustainably. We welcome original research articles and reviews in diverse research areas, including, but not limited to, the following inquiries:

- What organizational structures facilitate the development of sustainable marketing strategies that adapt to changing customer and firm needs?
- How can sustainable marketing strategies be formulated to enhance customer engagement?
- What digital marketing strategies can assist firms to achieve their sustainability objectives?
- What attitudes do consumers hold toward sustainable consumption?
- Which combination of personal characteristics and new technical aspects result in new patterns of customer behavior?
- How effective are various marketing strategies in stimulating different consumer attitudes and behaviors?

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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