

Special Issue

Sustainable Consumer Behavior, Circular Economy, and Digital Marketing Strategies

Message from the Guest Editors

This Special Issue, entitled "Sustainable Consumer Behavior, Circular Economy, and Digital Marketing Strategies", invites interdisciplinary and critical contributions exploring how sustainability transitions are shaped by evolving consumption patterns, regenerative economic models, and digitally mediated marketing ecosystems. The global urgency of environmental degradation, climate volatility, and resource scarcity demands systemic responses that align individual, corporate, and policy behaviors with the Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda. This Special Issue welcomes theoretical, empirical, conceptual studies, and policy-based approaches, provided they clearly align with the SI objectives and critically examine the convergence of the target domains. By integrating sustainability science, marketing, consumer psychology, digital innovation, and public policy, this Special Issue aims to offer a timely and rigorous contribution to contemporary debates on how to catalyze sustainable behavior through the strategic use of digital tools and circular logic. We look forward to receiving your contributions.

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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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