

## Special Issue

# Research on Consumer Behaviour and Sustainable Marketing Strategy

### Message from the Guest Editors

This Special Issue emphasizes the multidisciplinary nature of consumer behaviour, focusing on case studies and research results that contribute to the understanding of consumer behaviour and the process of purchasing decisions. In line with the philosophy of the *Sustainability* Journal, this Special Issue also strives to present primary data and current and relevant research results related to the topic in a multidisciplinary and practical way. This Special Issue is designed to analyse the impact of these consumer trends, providing a practical overview of the changes and challenges in consumer and customer behaviour, to help professionals in education and practice. For more information, please visit: "[Research on Consumer Behaviour and Sustainable Marketing Strategy](#)".

### Guest Editors

Dr. Mónika Garai-Fodor

Dr. Peter Karacsony

Dr. Renáta Machová

### Deadline for manuscript submissions

closed (30 June 2024)



**Sustainability**

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**Impact Factor 3.3**  
**CiteScore 7.7**



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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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### Editor-in-Chief

Prof. Dr. Marc A. Rosen

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