

Special Issue

Sustainable Brand Management and Consumer Perceptions (2nd Edition)

Message from the Guest Editors

This Special Issue, entitled “Sustainable Brand Management and Consumer Perceptions (2nd Edition)”, will analyze the role of sustainability as a driver of marketing decisions. Thus, we will cover a wide set of topics within the field of marketing, with a particular focus on branding (see enclosed table of potential topics). Sustainability is addressed in many marketing journals, but the evidence of branding decisions to improve sustainability and their impact on consumer behavior is still scarce.

Some suggestions for broad themes include the following:

- Pro-environmental behavior conceptualization in different industries;
- Green consumer segmentation based on brand loyalty;
- Drivers of environmentally responsible consumption;
- Adoption of eco-innovations;
- Cross-cultural comparison of attitudes towards green brands;
- Green products, branding, and eco-labels;
- Eco-innovation and brand equity;
- Eco-literacy, environmental concerns, and behavioral intentions;
- Willingness to pay for green brands.

Guest Editors

Prof. Dr. Irene Gil-Saura

Dr. María Eugenia Ruíz-Molina

Dr. Antonio Marín-García

Deadline for manuscript submissions

closed (30 November 2025)



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CiteScore 7.7



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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. The journal publishes original research articles, reviews, conference proceedings (peer reviewed full 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.

Editor-in-Chief

Prof. Dr. Steve W. Lyon

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