

## Special Issue

# Integrating Consumer Preferences into Sustainable Offerings: Marketing Innovations for a Green Economy

### Message from the Guest Editors

This Special Issue focuses on understanding how marketing can effectively align consumer values with sustainable production. Its purpose is to identify, analyze, and highlight marketing strategies and tools that not only respond to consumers' growing interest in environmentally responsible products and services, but also actively shape consumer behavior toward more sustainable choices. The scope of this Special Issue encompasses a wide range of topics and interdisciplinary approaches. It encourages submissions that leverage data analytics, advanced technologies, and behavioral insights to develop marketing frameworks capable of guiding consumers toward eco-friendly offerings. By examining how to integrate consumer preferences into product design, communication, and branding strategies, this Special Issue aims to support a global shift toward a green economy. Ultimately, it seeks to provide actionable insights and best practices that help stakeholders create meaningful market transformations, fostering sustainable growth and long-term consumer trust. We look forward to your valuable contributions.

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### Guest Editors

Dr. Eun Joo Kim  
Prof. Dr. James A. Busser  
Dr. Minji Kim

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### Deadline for manuscript submissions

closed (1 December 2025)



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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.

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## Editor-in-Chief

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