

Special Issue

Consumer Behavior and Sustainable Marketing Development in Online and Offline Settings

Message from the Guest Editors

Sustainable development goals provide relevant guidelines to businesses and the society as a whole. On the one hand, we have witnessed gradual changes in management strategies and consumer behavior towards more sustainable practices. However, it is still urgent to further embrace sustainability from both the consumer and business perspectives. This Special Issue aims to contribute to the state of the art on consumer behavior and business strategies related to sustainable practices, in offline, online and omnichannel settings, by exploring particular aspects of consumer behavior (e.g., purchasing preferences, purchasing behavior, interpersonal influence, attitudes, and perceptions) and of business strategies (e.g., communication strategies, the adoption of a circular economy, and the implementation of sustainability practices). Diverse methodological approaches (e.g., qualitative, experimental, and systematic reviews) may enable us to identify solutions to sustainability challenges and provide relevant guidance to managers, policy makers, and citizens. We would like to invite you to contribute to this Special Issue.

Guest Editors

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Deadline for manuscript submissions

closed (30 November 2023)



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.

Editor-in-Chief

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