

Special Issue

Customer Loyalty and Sustainable Marketing

Message from the Guest Editor

Customer loyalty is one of the main goals of any company. However, there is little scientific evidence on the impact of sustainability on customer loyalty. In addition, little research has been done on the effect of economic and social dimensions on customer loyalty. It is therefore necessary to shed light on all these issues. Different sectors need to know the impact that sustainability has on the perceptions of their customers. Studies focused on tourism, agri-food, industry, banking, education, B2B, and third sector will be highly appreciated. Topics of interest for submission include, but are not limited to: corporate social responsibility (CSR), brand loyalty, B2C, B2B, loyalty programs, experimental design, neurosciences, big data, survey, third sector, engagement, attachment, satisfaction, trust, perceived value, Sustainable Development Goals, employee loyalty, stakeholder loyalty, emergent and developed economies, and offshoring.

Guest Editor

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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. *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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