

Special Issue

Green Advertising Impact on Consumer Behavior

Message from the Guest Editors

In this Special Issue, we focus on the topic of green advertising, as room exists to enhance this stream of research by exploring some of the issues that have not received as much attention as they should. The issues that this Special Issue will address include, but are not limited to: - The impact of green advertising in complementing other forms of green marketing by companies; - Comparisons of green advertising across cultures; - The impact of culture on consumer response to green advertising; - The financial consequences of green advertising for companies and brands/links between green advertising and firm financial outcomes; - The consequences of greenwashing on companies and brands; - The impact of personality variables on consumer receptivity to green advertising; - The impact of demographic variables (age, gender, education level, income level, among others) on consumer receptivity to green advertising.

Guest Editors

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Deadline for manuscript submissions

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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.

Editor-in-Chief

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