



## Sustainable Marketing Strategy and Consumer Behavior

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**closed (11 June 2024)**

### Message from the Guest Editor

Dear Colleagues,

The world is witnessing unprecedented environmental challenges, such as climate change, resource depletion, and biodiversity loss. As these issues continue to garner global attention, consumers are becoming increasingly conscious of the environmental and social impacts of their purchasing decisions. They seek reassurance that the companies they support are committed to minimizing their carbon footprint and advancing sustainability.

This Special Issue aims to explore relevant perspectives and developments in sustainable marketing strategies and consumer behavior including the application of artificial intelligence in sustainable marketing, new trends and challenges in sustainable marketing, green marketing strategies, consumer behavior towards eco-friendly products, and so on. Theoretically, this Special Issue will advance the research on sustainable marketing and consumer behavior by including various creative perspectives and new business developments. Therefore, this Special Issue will provide new insights for scholars and managers to conduct future research and operational business activities.





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## Editor-in-Chief

### **Prof. Dr. Steve W. Lyon**

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## Message from the Editor-in-Chief

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