



## Sustainable Marketing Strategy and Consumer Behavior

Guest Editor:

**Prof. Dr. Zhilin Yang**

Department of Marketing, City  
University of Hong Kong,  
Kowloon, Hong Kong

Deadline for manuscript  
submissions:

**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.





an Open Access Journal by MDPI

## Editor-in-Chief

### **Prof. Dr. Marc A. Rosen**

Faculty of Engineering and  
Applied Science, University of  
Ontario Institute of Technology,  
Oshawa, ON L1G 0C5, Canada

## 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.

## Author Benefits

**Open Access:** free for readers, with [article processing charges \(APC\)](#) paid by authors or their institutions.

**High Visibility:** indexed within [Scopus](#), [SCIE](#) and [SSCI \(Web of Science\)](#), [GEOBASE](#), [GeoRef](#), [Inspec](#), [AGRIS](#), [RePEc](#), [CAPlus / SciFinder](#), and [other databases](#).

**Journal Rank:** JCR - Q2 (*Environmental Studies*) / CiteScore - Q1 (*Geography, Planning and Development*)

## Contact Us

---

*Sustainability* Editorial Office  
MDPI, St. Alban-Anlage 66  
4052 Basel, Switzerland

Tel: +41 61 683 77 34  
[www.mdpi.com](http://www.mdpi.com)

[mdpi.com/journal/sustainability](http://mdpi.com/journal/sustainability)  
[sustainability@mdpi.com](mailto:sustainability@mdpi.com)  
[X@Sus\\_MDPI](#)