



Sustainable Brand Management and Consumer Perceptions

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Message from the Guest Editors

This Special Issue on “Sustainable Brand Management and Consumer Behaviour” will analyze the role of sustainability as a driver of marketing decisions. Thus, we will cover a wide set of topics within the field of marketing, with a particular focus on branding (see enclosed table of potential topics). Sustainability is addressed in many marketing journals, but the evidence of branding decisions to improve sustainability and their impact on consumer behavior is still scarce.

- Pro-environmental behavior conceptualization in different industries;
- Green consumer segmentation based on brand loyalty;
- Drivers of environmentally responsible consumption;
- Adoption of eco-innovations;
- Cross-cultural comparison of attitudes towards green brands;
- Green products, branding, and eco-labels;
- Eco-innovation and brand equity;
- Eco-literacy, environmental concerns, and behavioral intentions;
- Willingness to pay for green brands.





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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.

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