



Data Analysis of Brand Sustainability and Consumer Satisfaction

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Message from the Guest Editors

Dear Colleagues,

In a society afflicted by deep rooted issues, such as COVID-19, climate change, environmental pollution, and social inequality, brand sustainability is closely related to corporate growth and survival. The key to corporate brand sustainability is the right understanding of, and engagement with, 'consumer situations'. Processes such as defining consumer satisfaction; finding core values for the brand; and analyzing consumer consumption patterns, preferences, and purchase information can be applied to help companies make better decisions.

This Special Issue deals with “brand sustainability and consumer situations”, including case studies; emphasis studies; data analysis methods; and comprehensive reviews of various consumer data through the collection, analysis, and utilization of various consumer data. Through this, we intend to discuss consumer satisfaction and brand sustainability to contribute to creating a cornerstone for data-based management innovation in the era of the Metaverse, a convergence between the real and virtual worlds.

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