



Sustainable Development in Consumer Behaviour and Marketing

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Deadline for manuscript submissions:

closed (15 February 2023)

Message from the Guest Editors

Dear Colleagues,

Sustainable development is the process of integrating all activities at political, economic and social levels, while preserving the balance of nature, in order to guarantee the ability to meet different basic needs in the context of communities and citizens for present and future generations.

Consumer behaviour is the result of the interaction of a complex set of factors characterising the purchaser, the product/service and the purchasing environment. Expectations of change also apply to marketing activity, including promotion and advertising relating to social media and new forms of marketing communications.

Recently, communities and the economy have been affected by the COVID-19 pandemic, which has changed the approach of manufacturers in terms of production assortment and service provision.

We invite you to publish original research and literature reviews on the following topics:

- Features of sustainable development in consumer behavior;
- Implementation of sustainable development issues in the marketing activities of manufacturing, service and commercial enterprises
- Determinants and changes of consumer behavior during the COVID-19 pandemic





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Message from the Editor-in-Chief

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