



Consumer Satisfaction and Service Quality in Green Marketing

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Message from the Guest Editors

Green marketing is the type of marketing that uses service quality that respects the environment and social aspects around. It aims to improve life quality by promoting service quality and ideas that do not harm the environment. Nowadays consumers have a high level of involvement regarding environmental issues as a consequence of growing environmental consciousness. Consequently, organizations that communicate their „green product“ in their packaging, advertisement or manufacturing process, gain satisfied consumers. The Special Issue seeks papers including (but not limited to) the following themes:

- Improvement of service quality and consumer satisfaction in sustainable marketing
- Practice of consumer satisfaction and service quality in sustainable marketing
- Achievement of sustainable competitive advantage through service quality and consumer satisfaction.
- Sustainable development through service quality and consumer satisfaction
- Sustainable service quality and sustainable satisfaction
- Dimensions of service quality model in sustainable marketing
- The relationship between service quality and consumer satisfaction in sustainable marketing





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Message from the Editor-in-Chief

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