



Consumer Behavior and Sustainable Marketing Development in Online and Offline Settings

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Message from the Guest Editors

Dear Colleagues,

Sustainable development goals provide relevant guidelines to businesses and the society as a whole. On the one hand, we have witnessed gradual changes in management strategies and consumer behavior towards more sustainable practices. However, it is still urgent to further embrace sustainability from both the consumer and business perspectives. This Special Issue aims to contribute to the state of the art on consumer behavior and business strategies related to sustainable practices, in offline, online and omnichannel settings, by exploring particular aspects of consumer behavior (e.g., purchasing preferences, purchasing behavior, interpersonal influence, attitudes, and perceptions) and of business strategies (e.g., communication strategies, the adoption of a circular economy, and the implementation of sustainability practices). Diverse methodological approaches (e.g., qualitative, experimental, and systematic reviews) may enable us to identify solutions to sustainability challenges and provide relevant guidance to managers, policy makers, and citizens.

We would like to invite you to contribute to this Special Issue.





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Message from the Editor-in-Chief

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