EDITORIAL COMMENT

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I am pleased to present Volume 3, Issue 1 of the Unizik Journal of Marketing (UJOM). This edition features 10 peer-reviewed articles that address key themes in consumer behavior, digital marketing, branding, and sustainable markets. The contributions, ranging from empirical studies to theoretical discussions, reflect our mission to blend academic rigour with practical relevance.

My gratitude goes to the authors, reviewers, and editorial team whose efforts uphold the journal's standards. As UJOM continues to grow, remain steadfast in their quest for advancing Marketing knowledge that is both contextually relevant and globally impactful.

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Editor-in-chief