

# EFIMM0056: Sustainability and Social Impact in Marketing

View Online



---

(1)

FOCUS: New Directions in Sustainable Consumption | Discover Society.  
<https://archive.discoversociety.org/2016/01/05/focus-new-directions-in-sustainable-consumption/>.

(2)

Pierre McDonagh. Sustainability Marketing Research: Past, Present and Future. *Journal of Marketing Management* 30 (11-12).

(3)

van Dam, Y. K.; Apeldoorn, P. A. C. Sustainable Marketing. *Journal of Macromarketing* **1996**, 16 (2), 45-56. <https://doi.org/10.1177/027614679601600204>.

(4)

Belz, F.-M.; Peattie, K. *Sustainability Marketing: A Global Perspective*, 2nd ed.; Wiley: Hoboken, N.J.

(5)

Peterson, M. *Sustainable Enterprise: A Macromarketing Approach*; SAGE: Thousand Oaks, Calif.

(6)

Jenny Purt. Talk Point: Could Less Choice Be Better for the Consumer? Guardian **2011**.

(7)

Charter, M.; Peattie, K.; Ottman, J.; Polonsky, M. J. Marketing and Sustainability.

(8)

Study Guide for Silent Spring - Summary by Rachel Carson/Analysis/Book Notes/Free BookNotes/Online/Download.

[http://thebestnotes.com/booknotes/Silent\\_Spring/Silent\\_Spring\\_Rachel\\_Carson04.html](http://thebestnotes.com/booknotes/Silent_Spring/Silent_Spring_Rachel_Carson04.html).

(9)

What Is Sustainability: A Review of the Concept.

(10)

The Brundtland Report 'Our Common Future'.

<https://www.sustainabledevelopment2015.org/AdvocacyToolkit/index.php/earth-summit-history/historical-documents/92-our-common-future>.

(11)

Consumers, Business and Climate Change.

(12)

MacGregor, F.; Ramasar, V.; Nicholas, K. A. Problems with Firm-Led Voluntary Sustainability Schemes: The Case of Direct Trade Coffee. Sustainability **2017**, 9 (4). <https://doi.org/10.3390/su9040651>.

(13)

Making the coffee industry sustainable.

<https://theecologist.org/2018/may/22/making-coffee-industry-sustainable>.

(14)

Hurth, V. Characterising Marketing Paradigms for Sustainable Marketing Management. *Social Business* **2017****1221**, 7 (3). <https://doi.org/10.1362/204440817X15108539431541>.

(15)

Abela, A. V. Marketing and Consumerism. *European Journal of Marketing* **2006**, 40 (1/2), 5–16. <https://doi.org/10.1108/03090560610637284>.

(16)

Varey, R. J. Marketing Means and Ends for a Sustainable Society: A Welfare Agenda for Transformative Change. *Journal of Macromarketing* **2010**, 30 (2), 112–126. <https://doi.org/10.1177/0276146710361931>.

(17)

O'Shaughnessy, J.; Jackson O'Shaughnessy, N. Reply to Criticisms of Marketing, the Consumer Society and Hedonism. *European Journal of Marketing* **2007**, 41 (1/2), 7–16. <https://doi.org/10.1108/03090560710718076>.

(18)

[HTML][HTML] Incorporating Impoverished Communities in Sustainable Supply Chains.

(19)

Fostering Corporate Sustainability in the Mexican Coffee Industry. *PSU Research Review* **2017**, 1 (1).

(20)

Fairtrade Beans Do Not Mean a Cup of Coffee Is Entirely Ethical | Dan Welch. *Guardian* **2011**.

(21)

Jha, S.; Bacon, C. M.; Philpott, S. M.; Ernesto Méndez, V.; Läderach, P.; Rice, R. A. Shade Coffee: Update on a Disappearing Refuge for Biodiversity. *BioScience* **2014**, 64 (5), 416–428. <https://doi.org/10.1093/biosci/biu038>.

(22)

Friends of the Earth\_Framework for Evolved Marketing.

(23)

Peterson, M. Envisioning and Developing Sustainable Enterprise: A Macromarketing Approach. *Journal of Macromarketing* **2012**, 32 (4), 393–396.

(24)

Glavas, A.; Mish, J. Resources and Capabilities of Triple Bottom Line Firms: Going Over Old or Breaking New Ground? *Journal of Business Ethics* **2015**, 127 (3), 623–642. <https://doi.org/10.1007/s10551-014-2067-1>.

(25)

BBC Radio 4 - Analysis, Get woke or go broke?.  
<https://www.bbc.co.uk/programmes/m000dq2w>.

(26)

Gordon, R.; Carrigan, M.; Hastings, G. A Framework for Sustainable Marketing. *Marketing Theory* **2011**, 11 (2), 143–163. <https://doi.org/10.1177/1470593111403218>.

(27)

Sustainability Marketing.

(28)

What is Cradle to Cradle Manufacturing? - Green Living Ideas.

<https://greenlivingideas.com/2015/08/31/cradle-to-cradle-manufacturing/>.

(29)

Consumers, Business and Climate Change.

(30)

Consumer Culture Theory; Arnould, E. J., Thompson, C. J., Eds.; Sage: Los Angeles, 2018.

(31)

YOUNG, W., HWANG, K., MCDONALD, S. and OATES, C. J., 2010. Sustainable Consumption: Green Consumer Behaviour When Purchasing Products. Sustainable Development, 18 (1), Pp. 20-31.

(32)

Peterson, M. Sustainable Enterprise: A Macromarketing Approach; SAGE: Thousand Oaks, Calif.

(33)

The Elusive Green Consumer. <https://hbr.org/2019/07/the-elusive-green-consumer>.

(34)

A Smart Way to Segment Green Consumers.

<https://hbr.org/2010/02/a-smart-way-to-segment-green-c>.

(35)

Russell W. Belk. Possessions and the Extended Self. Journal of Consumer Research **1988**,

15 (2).

(36)

Yates, L. S. CRITICAL CONSUMPTION. *European Societies* **2011**, 13 (2), 191–217.  
<https://doi.org/10.1080/14616696.2010.514352>.

(37)

Daniel Miller on Consumption and Its Consequences - YouTube.

(38)

Fixing fashion: clothing consumption and sustainability - Environmental Audit Committee.  
<https://publications.parliament.uk/pa/cm201719/cmselect/cmenvaud/1952/full-report.html#heading-6>.

(39)

Evans, D. M. What Is Consumption, Where Has It Been Going, and Does It Still Matter? *The Sociological Review* **2019**, 67 (3), 499–517. <https://doi.org/10.1177/0038026118764028>.

(40)

Finisterra do Paço, A. M.; Barata Raposo, M. L.; Filho, W. L. Identifying the Green Consumer: A Segmentation Study. *Journal of Targeting, Measurement and Analysis for Marketing* **2009**, 17 (1), 17–25. <https://doi.org/10.1057/jt.2008.28>.

(41)

Extraordinary Lecture - YouTube.

(42)

Chatterton's 'DECC Report'.

(43)

Lost in Translation: Exploring the Ethical Consumer Intention-Behavior Gap.

(44)

Shove, E. Beyond the ABC: Climate Change Policy and Theories of Social Change. *Environment and Planning A* **2010**, 42 (6), 1273–1285. <https://doi.org/10.1068/a42282>.

(45)

Habits and Their Creatures.

(46)

Longo, C.; Shankar, A.; Nuttall, P. "It's Not Easy Living a Sustainable Lifestyle": How Greater Knowledge Leads to Dilemmas, Tensions and Paralysis. *Journal of Business Ethics* **2017**. <https://doi.org/10.1007/s10551-016-3422-1>.

(47)

Warde, A. The Sociology of Consumption: Its Recent Development. *Annual Review of Sociology* **2015** **0814**, 41 (1). <https://doi.org/10.1146/annurev-soc-071913-043208>.

(48)

Welch, D.; Yates, L. The Practices of Collective Action: Practice Theory, Sustainability Transitions and Social Change. *Journal for the Theory of Social Behaviour* **2018**, 48 (3), 288–305. <https://doi.org/10.1111/jtsb.12168>.

(49)

Everything you've been told about plastic is wrong – the answer isn't recycling | The Independent.  
<https://www.independent.co.uk/voices/plastic-waste-wish-recycling-bins-black-environment-green-shopping-a8548736.html>.

Annie Leonard. Our Plastic Pollution Crisis Is Too Big for Recycling to Fix | Annie Leonard. Guardian **2018**.

FOCUS: New Directions in Sustainable Consumption | Discover Society.  
<https://discoversociety.org/2016/01/05/focus-new-directions-in-sustainable-consumption/>.

McDonald, S.; Oates, C. J. Sustainability: Consumer Perceptions and Marketing Strategies. *Business Strategy and the Environment* **2006**, *15* (3), 157–170.  
<https://doi.org/10.1002/bse.524>.

## The Conscious Consumer: Taking a Flexible Approach to Ethical Behaviour.

Mika Pantzar. My Journey within Practice-Based Approaches Bandwagon. *Sociologica* **2019**, 13 (3), 167-174.

Spaargaren, G. Theories of Practices: Agency, Technology, and Culture. *Global Environmental Change* **2011**, 21 (3), 813–822.  
<https://doi.org/10.1016/j.gloenvcha.2011.03.010>.

Directory of Open Access Journals.  
[https://doaj.org/search?source=%7B%22query%22%3A%7B%22query\\_string%22%3A%7B%22query%22%3A%22A%20practice%20theoretical%20perspective%20on%20everyday%20life%20in%20the%2021st%20century%22%3A%7B%22type%22%3A%22article%22%7D%7D%7D](https://doaj.org/search?source=%7B%22query%22%3A%7B%22query_string%22%3A%7B%22query%22%3A%22A%20practice%20theoretical%20perspective%20on%20everyday%20life%20in%20the%2021st%20century%22%3A%7B%22type%22%3A%22article%22%7D%7D%7D)



20dealings%20with%20environmental%20challenges%20of%20food%20consumption%22%2C%22default\_operator%22%3A%22AND%22%2C%22default\_field%22%3A%22bibjson.title%22%7D%7D%2C%22size%22%3A10%7D.

(57)

Halkier, B. A Practice Theoretical Perspective on Everyday Dealings with Environmental Challenges of Food Consumption. *Anthropology of food* **2009**, No. S5. <https://doi.org/10.4000/aof.6405>.

(58)

Carrington, M. J.; Neville, B. A.; Whitwell, G. J. Lost in Translation: Exploring the Ethical Consumer Intention–Behavior Gap. *Journal of Business Research* **2014**, 67 (1), 2759–2767. <https://doi.org/10.1016/j.jbusres.2012.09.022>.

(59)

Longo, C.; Shankar, A.; Nuttall, P. "It's Not Easy Living a Sustainable Lifestyle": How Greater Knowledge Leads to Dilemmas, Tensions and Paralysis. *Journal of Business Ethics* **2019**, 154 (3), 759–779. <https://doi.org/10.1007/s10551-016-3422-1>.

(60)

Stuart Jeffries. Why Too Much Choice Is Stressing Us Out. *Guardian* **2015**.

(61)

Our Blue Planet | BBC Earth | Our Blue Planet. <https://ourblueplanet.bbcearth.com/>.

(62)

Markkula, A.; Moisander, J. Discursive Confusion over Sustainable Consumption: A Discursive Perspective on the Perplexity of Marketplace Knowledge. *Journal of Consumer Policy* **2012**, 35 (1), 105–125. <https://doi.org/10.1007/s10603-011-9184-3>.

(63)

Bruce Watson. The Troubling Evolution of Corporate Greenwashing. Guardian **2016**.

(64)

Jessica Elgot. Blue Planet Gift from Theresa May to Remind Beijing of Plastic Waste. Guardian **2018**.

(65)

Blue Planet II fans vow never to use plastic bags again after watching a whale carry its dead calf for days when it was poisoned by pollution.  
<https://www.thesun.co.uk/news/4952366/blue-planet-ii-plastic-bags-whale-poisoned-pollution/>.

(66)

Newton Insight: Single Use Plastics. <http://www.newtoninsight.net/en/news/17>.

(67)

Single Use Plastics: Identifying Influencers in the Push for Change | Insight Blog.  
<http://www.newtoninsight.net/blog/single-use-plastics-identifying-influential-voices-in-the-push-for-change/>.

(68)

Fact Sheet: Plastics in the Ocean | Earth Day Network.  
<https://www.earthday.org/2018/04/05/fact-sheet-plastics-in-the-ocean/>.

(69)

Everything you've been told about plastic is wrong – the answer isn't recycling | The Independent.  
<https://www.independent.co.uk/voices/plastic-waste-wish-recycling-bins-black-environment-green-shopping-a8548736.html>.

(70)

Climate change: Are you suffering from 'eco-anxiety'? - BBC Three.  
<https://www.bbc.co.uk/bbcthree/article/b2e7ee32-ad28-4ec4-89aa-a8b8c98f95a5>.

(71)

Academic Paper about Researchers Suffering Anxiety as They Study Climate Crisis.

(72)

Cooling Off on Dubious Eco-Friendly Claims - The New York Times.  
<https://www.nytimes.com/2008/07/18/business/media/18adco.html>.

(73)

Mary Catherine O'Connor. 5 Products That Claim to Be Sustainable, Greenwashing All the Way to the Bank. Guardian **2014**.

(74)

The harm from worrying about climate change - BBC Future.  
<https://www.bbc.com/future/article/20191010-how-to-beat-anxiety-about-climate-change-and-eco-awareness>.

(75)

Jonathan Watts. BP's Statement on Reaching Net Zero by 2050 – What It Says and What It Means. Guardian.

(76)

Global Attitudes To Climate Change Risks Show Increasing Concern | CleanTechnica.  
<https://cleantechnica.com/2017/05/29/global-attitudes-climate-change-risks-show-increasing-concern/>.

(77)

Antonetti, P.; Maklan, S. Feelings That Make a Difference: How Guilt and Pride Convince

Consumers of the Effectiveness of Sustainable Consumption Choices. *Journal of Business Ethics* **2014**, 124 (1), 117–134. <https://doi.org/10.1007/s10551-013-1841-9>.

(78)

Bruce Watson. The Troubling Evolution of Corporate Greenwashing. *Guardian* **2016**.

(79)

Social Marketing: A Pathway to Consumption Reduction.

(80)

Motivating Sustainable Consumption.

(81)

White, K.; Habib, R.; Hardisty, D. J. How to SHIFT Consumer Behaviors to Be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing* **2019**, 83 (3), 22–49. <https://doi.org/10.1177/0022242919825649>.

(82)

Lynes, J.; Whitney, S.; Murray, D. Developing Benchmark Criteria for Assessing Community-Based Social Marketing Programs. *Journal of Social Marketing* **2014**, 4 (2), 111–132. <https://doi.org/10.1108/JSOCM-08-2013-0060>.

(83)

Brian, C.; Mike, T.; Phil, D. Can You Sell Brotherhood like Soap?

(84)

Kotler and Zaltman 1971.

(85)

Jack Johnson - All At Once Interview - YouTube.

(86)

Rothschild, M. L. Carrots, Sticks, and Promises: A Conceptual Framework for the Management of Public Health and Social Issue Behaviors. *Journal of Marketing* **1999**, 63 (4), 24-37. <https://doi.org/10.1177/002224299906300404>.

(87)

Cameron's Nudge that knocked democracy down: mind the Mindspace. – Politics and Insights.  
<https://politicsandinsights.org/2014/12/17/camerons-nudge-that-knocked-democracy-down-mind-the-mindspace/>.

(88)

Powers of Persuasion: Conservation communications, behaviour change and reducing the demand for illegal wildlife products.  
[http://www.oecd.org/officialdocuments/publicdisplaydocumentpdf/?cote=GOV/PGC/HLRF/TF/CIT/RD\(2017\)11&docLanguage=En](http://www.oecd.org/officialdocuments/publicdisplaydocumentpdf/?cote=GOV/PGC/HLRF/TF/CIT/RD(2017)11&docLanguage=En).

(89)

Gayle Burgess. (PDF) RESEARCH ANALYSIS ON STRATEGIES TO CHANGE ILLEGAL WILDLIFE PRODUCT CONSUMER BEHAVIOUR. **2018**.

(90)

Designing Effective Messages - Wildlife Trade Report from TRAFFIC.  
<https://www.traffic.org/publications/reports/designing-effective-messages/>.

(91)

Behavior Change for Nature – Rare. <https://rare.org/report/behavior-change-for-nature/>.

(92)

USAID Research Study on Consumer Demand for Elephant, Rhino and Pangolin Parts and Products in Vietnam — USAID Wildlife Asia.  
<https://www.usaidwildlifeasia.org/resources/reports/ussv-quant-report-saving-elephants-pangolins-and-rhinos-20181105.pdf/view>.

(93)

Veríssimo, D.; Wan, A. K. Y. Characterizing Efforts to Reduce Consumer Demand for Wildlife Products. *Conservation Biology* **2019**, 33 (3), 623–633.  
<https://doi.org/10.1111/cobi.13227>.

(94)

BBC Two - Natural World, 2018-2019, Pangolins - The World's Most Wanted Animal, Killed for their scales. <https://www.bbc.co.uk/programmes/p066wfys>.

(95)

Spotswood, F.; Chatterton, T.; Morey, Y.; Spear, S. Practice-Theoretical Possibilities for Social Marketing: Two Fields Learning from Each Other. *Journal of Social Marketing* **2017**, 7 (2), 156–171. <https://doi.org/10.1108/JSOCM-10-2016-0057>.

(96)

Thinking about Energy Behaviour.

(97)

International Review of Behaviour Change Initiatives.  
<https://www.gov.scot/Publications/2011/02/01104638/0>.

(98)

Focus: Budge up Nudge – Policy fashions and the demise of an intervention | Discover Society.  
<https://discoversociety.org/2014/09/02/focus-budge-up-nudge-policy-fashions-and-the-demise-of-an-intervention/>.

(99)

Brychkov D. Social Marketing and Systems Science: Past, Present and Future. *Journal of Social Marketing* **2017**, 7 (1). <https://doi.org/10.1108/JSOCM-10-2016-0065>.

(100)

Linda Brennan, Prof. Towards a Reflexive Turn: Social Marketing Assemblages. *Journal of Social Marketing* **20140930**, 4 (3). <https://doi.org/10.1108/JSOCM-02-2014-0015>.

(101)

Critical Social Marketing: Definition, Application and Domain.

(102)

Christine Domegan. Systems-Thinking Social Marketing: Conceptual Extensions and Empirical Investigations. *Journal of Marketing Management* No. 11, 1123–1144.

(103)

Ecological Model in Social Marketing.

(104)

Applying an Ecological Model to Social Marketing Communications.

(105)

Hastings, G.; Stead, M.; Webb, J. Fear Appeals in Social Marketing: Strategic and Ethical Reasons for Concern. *Psychology and Marketing* **2004**, 21 (11), 961–986.  
<https://doi.org/10.1002/mar.20043>.

(106)

Hargreaves, T. Practice-Ing Behaviour Change: Applying Social Practice Theory to pro-Environmental Behaviour Change. *Journal of Consumer Culture* **2011**, 11 (1), 79–99. <https://doi.org/10.1177/1469540510390500>.

(107)

Hoolohan, C.; Browne, A. L. Design Thinking for Practice-Based Intervention: Co-Producing the Change Points Toolkit to Unlock (Un)Sustainable Practices. *Design Studies* **2020**, 67, 102–132. <https://doi.org/10.1016/j.destud.2019.12.002>.

(108)

Shaw, G.; Barr, S.; Wooller, J. The Application of Social Marketing to Tourism. In *The Routledge Handbook of Tourism Marketing*; pp 54–65.

(109)

Social Marketing Response to Covid-19 from AASM.

(110)

Carrigan, M.; Moraes, C.; Leek, S. Fostering Responsible Communities: A Community Social Marketing Approach to Sustainable Living. *Journal of Business Ethics* **2011**, 100 (3), 515–534. <https://doi.org/10.1007/s10551-010-0694-8>.