

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).
[https://bris.on.worldcat.org/external-search?queryString=Sustainability marketing research: past, present and future&clusterResults=on&stickyFacetsChecked=on#/oclc/5631887965](https://bris.on.worldcat.org/external-search?queryString=Sustainability+marketing+research:+past,+present+and+future&clusterResults=on&stickyFacetsChecked=on#/oclc/5631887965)

3.

van Dam YK, Apeldoorn PAC. Sustainable Marketing. *Journal of Macromarketing*. 1996;16(2):45-56. doi:10.1177/027614679601600204

4.

Belz FM, Peattie K. *Sustainability Marketing: A Global Perspective*. 2nd ed. Wiley

5.

Peterson M. *Sustainable Enterprise: A Macromarketing Approach*. SAGE

6.

Jenny Purt. Talk point: could less choice be better for the consumer? Guardian. Published online 8 December 2011.

<https://www.theguardian.com/sustainable-business/choice-edit-consumer-behaviour>

7.

Charter M, Peattie K, Ottman J, Polonsky MJ. Marketing and sustainability.

<https://cfsd.org.uk/smart-know-net/smart-know-net.pdf>

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

9.

What is sustainability: A review of the concept.

[http://www.pmir.it/fileCaricati/1/Giovannoni%20and%20Fabietti%20\(2013\).pdf](http://www.pmir.it/fileCaricati/1/Giovannoni%20and%20Fabietti%20(2013).pdf)

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.

<http://image.guardian.co.uk/sys-files/Environment/documents/2009/10/15/scipaper.pdf>

12.

MacGregor F, Ramasar V, Nicholas KA. Problems with Firm-Led Voluntary Sustainability Schemes: The Case of Direct Trade Coffee. Sustainability. 2017;9(4).

doi: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). doi:10.1362/204440817X15108539431541

15.

Abela AV. Marketing and consumerism. *European Journal of Marketing*. 2006;40(1/2):5-16. doi:10.1108/03090560610637284

16.

Varey RJ. Marketing Means and Ends for a Sustainable Society: A Welfare Agenda for Transformative Change. *Journal of Macromarketing*. 2010;30(2):112-126. doi: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. doi:10.1108/03090560710718076

18.

[HTML][HTML] Incorporating impoverished communities in sustainable supply chains. <https://www.emerald.com/insight/content/doi/10.1108/09600031011020368/full/html>

19.

Fostering corporate sustainability in the Mexican coffee industry. *PSU Research Review*. 2017;1(1). <https://bris.on.worldcat.org/external-search?queryString=coffee industry sustainability&clusterResults=on&stickyFacetsChecked=on#/oclc/7724394792>

20.

Fairtrade beans do not mean a cup of coffee is entirely ethical | Dan Welch. Guardian. Published online 28 February 2011.
<https://www.theguardian.com/environment/green-living-blog/2011/feb/28/coffee-chains-ethical>

21.

Jha S, Bacon CM, Philpott SM, Ernesto Méndez V, Läderach P, Rice RA. Shade Coffee: Update on a Disappearing Refuge for Biodiversity. *BioScience*. 2014;64(5):416-428. doi:10.1093/biosci/biu038

22.

Friends of the Earth_Framework for evolved marketing.
https://www.plymouth.ac.uk/uploads/production/document/path/5/5838/Reforming_marketing_for_sustainability.pdf

23.

Peterson M. Envisioning and Developing Sustainable Enterprise: A Macromarketing Approach. *Journal of Macromarketing*. 2012;32(4):393-396.
<https://journals.sagepub.com/doi/full/10.1177/0276146712454542>

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. doi: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. doi:10.1177/1470593111403218

27.

Sustainability Marketing.

https://www.researchgate.net/profile/Frank-Martin_Belz/publication/225723866_Sustainability_marketing_-_An_innovative_conception_of_marketing/links/0deec52791fff5a882000000/Sustainability-marketing-An-innovative-conception-of-marketing.pdf

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.

<http://image.guardian.co.uk/sys-files/Environment/documents/2009/10/15/scipaper.pdf>

30.

Arnould EJ, Thompson CJ, eds. *Consumer Culture Theory*. Sage; 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. <http://eprints.whiterose.ac.uk/77341/7/SD%20young%20et%20al%202008.pdf>

32.

Peterson M. *Sustainable Enterprise: A Macromarketing Approach*. SAGE

<https://ebookcentral.proquest.com/lib/bristol/detail.action?docID=5165267>

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). https://www.jstor.org/stable/2489522?seq=1#metadata_info_tab_contents

36.

Yates LS. CRITICAL CONSUMPTION. *European Societies*. 2011;13(2):191-217.
doi:10.1080/14616696.2010.514352

37.

Daniel Miller on Consumption and its Consequences - YouTube.
<https://www.youtube.com/watch?v=KM4yXRiuYsl>

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 DM. What is consumption, where has it been going, and does it still matter? *The Sociological Review*. 2019;67(3):499-517. doi:10.1177/0038026118764028

40.

Finisterra do Paço AM, Barata Raposo ML, Filho WL. Identifying the green consumer: A segmentation study. *Journal of Targeting, Measurement and Analysis for Marketing*. 2009;17(1):17-25. doi:10.1057/jt.2008.28

41.

Extraordinary Lecture - YouTube. <https://www.youtube.com/watch?v=ldEp3r1-8eo>

42.

Chatterton's 'DECC report'.
<http://eprints.uwe.ac.uk/17873/1/3887-intro-thinking-energy-behaviours.pdf>

43.

Lost in translation: Exploring the ethical consumer intention-behavior gap.
https://iranakhlagh.nipc.ir/uploads/n022_13086.pdf

44.

Shove E. Beyond the ABC: Climate Change Policy and Theories of Social Change.
Environment and Planning A. 2010;42(6):1273-1285. doi:10.1068/a42282

45.

Habits and their creatures. <https://core.ac.uk/download/pdf/14924808.pdf>

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.
Published online 9 January 2017. doi:10.1007/s10551-016-3422-1

47.

Warde A. The Sociology of Consumption: Its Recent Development. Annual Review of
Sociology. 2015;41(1). doi: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. doi: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>

50.

Annie Leonard. Our plastic pollution crisis is too big for recycling to fix | Annie Leonard. *Guardian*. Published online 9 June 2018.
<https://www.theguardian.com/commentisfree/2018/jun/09/recycling-plastic-crisis-oceans-pollution-corporate-responsibility>

51.

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

52.

McDonald S, Oates CJ. Sustainability: Consumer Perceptions and Marketing Strategies. *Business Strategy and the Environment*. 2006;15(3):157-170. doi:10.1002/bse.524

53.

The conscious consumer: taking a flexible approach to ethical behaviour.
<https://onlinelibrary.wiley.com/doi/pdf/10.1111/j.1470-6431.2009.00750.x>

54.

Mika Pantzar. My Journey within Practice-Based Approaches Bandwagon. *Sociologica*. 2019;13(3):167-174. <https://sociologica.unibo.it/article/view/10203/10361>

55.

Spaargaren G. Theories of practices: Agency, technology, and culture. *Global Environmental Change*. 2011;21(3):813-822. doi:10.1016/j.gloenvcha.2011.03.010

56.

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%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;(S5). doi:10.4000/aof.6405

58.

Carrington MJ, Neville BA, Whitwell GJ. Lost in translation: Exploring the ethical consumer intention-behavior gap. *Journal of Business Research*. 2014;67(1):2759-2767. doi: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. doi:10.1007/s10551-016-3422-1

60.

Stuart Jeffries. Why too much choice is stressing us out. *Guardian*. Published online 21 October 2015.
<https://www.theguardian.com/lifeandstyle/2015/oct/21/choice-stressing-us-out-dating-partners-monopolies>

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. doi:10.1007/s10603-011-9184-3

63.

Bruce Watson. The troubling evolution of corporate greenwashing. *Guardian*. Published online 20 August 2016.
<https://www.theguardian.com/sustainable-business/2016/aug/20/greenwashing-environmentalism-lies-companies>

64.

Jessica Elgot. Blue Planet gift from Theresa May to remind Beijing of plastic waste. *Guardian*. Published online 31 January 2018.
<https://www.theguardian.com/environment/2018/jan/31/blue-planet-gift-from-theresa-may-to-remind-beijing-of-plastic-waste>

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.
<http://www.lifeworth.com/deepadaptation.pdf>

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. Published online 25 August 2014.
<https://www.theguardian.com/sustainable-business/2014/aug/25/5-sustainability-greenwash-products-ecofriendly-boondoggles-design>

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.

https://www.theguardian.com/environment/ng-interactive/2020/feb/12/bp-statement-on-reaching-net-zero-carbon-emissions-by-2050-what-it-says-and-what-it-means?CMP=Share_AndroidApp_Gmail

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. doi:10.1007/s10551-013-1841-9

78.

Bruce Watson. The troubling evolution of corporate greenwashing. Guardian. Published online 20 August 2016.

<https://www.theguardian.com/sustainable-business/2016/aug/20/greenwashing-environmentalism-lies-companies>

79.

Social Marketing: A pathway to consumption reduction.

<https://pdfs.semanticscholar.org/bf0f/3b070800e539598fa2ee52d0e65daf040567.pdf>

80.

Motivating Sustainable Consumption.

http://sustainablelifestyles.ac.uk/sites/default/files/motivating_sc_final.pdf

81.

White K, Habib R, Hardisty DJ. How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. *Journal of Marketing*. 2019;83(3):22-49. doi: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. doi:10.1108/JSOCM-08-2013-0060

83.

Brian C, Mike T, Phil D. Can You Sell Brotherhood like Soap?
https://link-springer-com.bris.idm.oclc.org/chapter/10.1007/978-3-540-77006-0_19

84.

Kotler and Zaltman 1971. <https://www.jstor.org/stable/pdf/1249783.pdf>

85.

Jack Johnson - All At Once Interview - YouTube.
<https://www.youtube.com/watch?v=x1C4p1Z1F-I>

86.

Rothschild ML. 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. doi: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/FCIT/RD\(2017\)11&docLanguage=En](http://www.oecd.org/officialdocuments/publicdisplaydocumentpdf/?cote=GOV/PGC/HLRF/TF/FCIT/RD(2017)11&docLanguage=En)

89.

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

https://www.researchgate.net/publication/332567226_RESEARCH_ANALYSIS_ON_STRATEGIES_TO_CHANGE_ILLEGAL_WILDLIFE_PRODUCT_CONSUMER_BEHAVIOUR

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 AKY. Characterizing efforts to reduce consumer demand for wildlife products. Conservation Biology. 2019;33(3):623-633. doi: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. doi:10.1108/JSOCM-10-2016-0057

96.

Thinking about energy behaviour.
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/48256/3887-intro-thinking-energy-behaviours.pdf

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). doi:10.1108/JSOCM-10-2016-0065

100.

Linda Brennan Prof. Towards a reflexive turn: social marketing assemblages. *Journal of*

Social Marketing. 20140930;4(3). doi:10.1108/JSOCM-02-2014-0015

101.

Critical social marketing: Definition, application and domain.

<https://eprints.qut.edu.au/123838/1/Critical%20Social%20Marketing%20-%20Definition%20C%20application%20and%20domain.pdf>

102.

Christine Domegan. Systems-thinking social marketing: conceptual extensions and empirical investigations. *Journal of Marketing Management*. (11):1123-1144.

<https://www.tandfonline.com/doi/abs/10.1080/0267257X.2016.1183697>

103.

Ecological model in social marketing. <http://oro.open.ac.uk/35900/2/991AF55F.pdf>

104.

Applying an ecological model to social marketing communications.

<http://oro.open.ac.uk/35900/2/991AF55F.pdf>

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.

doi: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.

doi:10.1177/1469540510390500

107.

Hoolohan C, Browne AL. Design thinking for practice-based intervention: Co-producing the change points toolkit to unlock (un)sustainable practices. *Design Studies*. 2020;67:102-132. doi:10.1016/j.destud.2019.12.002

108.

Shaw G, Barr S, Wooler J. The application of social marketing to tourism. In: *The Routledge Handbook of Tourism Marketing*. ; :54-65.
<http://perpus.univpancasila.ac.id/repository/EBUPT190874.pdf#page=77>

109.

Social Marketing response to Covid-19 from AASM.
<http://www.aasm.org.au/wp-content/uploads/2020/03/AASM-Coronavirus-Statement-FINAL.pdf>

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. doi:10.1007/s10551-010-0694-8