EFIMM0056: Sustainability and Social Impact in Marketing



A Smart Way to Segment Green Consumers. (n.d.). https://hbr.org/2010/02/a-smart-way-to-segment-green-c

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

Academic paper about researchers suffering anxiety as they study climate crisis. (n.d.). http://www.lifeworth.com/deepadaptation.pdf

Annie Leonard. (2018). Our plastic pollution crisis is too big for recycling to fix | Annie Leonard. Guardian.

https://www.theguardian.com/commentisfree/2018/jun/09/recycling-plastic-crisis-oceans-pollution-corporate-responsibility

Antonetti, P., & Maklan, S. (2014). Feelings that Make a Difference: How Guilt and Pride Convince Consumers of the Effectiveness of Sustainable Consumption Choices. Journal of Business Ethics, 124(1), 117–134. https://doi.org/10.1007/s10551-013-1841-9

Applying an ecological model to social marketing communications. (n.d.). http://oro.open.ac.uk/35900/2/991AF55F.pdf

Arnould, E. J., & Thompson, C. J. (Eds.). (2018). Consumer culture theory. Sage.

BBC Radio 4 - Analysis, Get woke or go broke? (n.d.). https://www.bbc.co.uk/programmes/m000dg2w

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

Behavior Change for Nature – Rare. (n.d.). https://rare.org/report/behavior-change-for-nature/

Belz, F.-M., & Peattie, K. (n.d.). Sustainability marketing: a global perspective (2nd ed). Wiley.

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. (n.d.).

https://www.thesun.co.uk/news/4952366/blue-planet-ii-plastic-bags-whale-poisoned-pollution/

Brian, C., Mike, T., & Phil, D. (n.d.). Can you sell brotherhood like soap? https://link-springer-com.bris.idm.oclc.org/chapter/10.1007/978-3-540-77006-0 19

Bruce Watson. (2016a). The troubling evolution of corporate greenwashing. Guardian. https://www.theguardian.com/sustainable-business/2016/aug/20/greenwashing-environmentalism-lies-companies

Bruce Watson. (2016b). The troubling evolution of corporate greenwashing. Guardian. https://www.theguardian.com/sustainable-business/2016/aug/20/greenwashing-environmentalism-lies-companies

Brychkov D. (2017). Social marketing and systems science: past, present and future. Journal of Social Marketing, 7(1). https://doi.org/10.1108/JSOCM-10-2016-0065

Cameron's Nudge that knocked democracy down: mind the Mindspace. – Politics and Insights. (n.d.).

https://politicsandinsights.org/2014/12/17/camerons-nudge-that-knocked-democracy-down-mind-the-mindspace/

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

Carrington, M. J., Neville, B. A., & Whitwell, G. J. (2014). Lost in translation: Exploring the ethical consumer intention–behavior gap. Journal of Business Research, 67(1), 2759–2767. https://doi.org/10.1016/j.jbusres.2012.09.022

Charter, M., Peattie, K., Ottman, J., & Polonsky, M. J. (n.d.). Marketing and sustainability. Centre for Business Relationships, Accountability, Sustainability and Society (BRASS), in association with The Centre for Sustainable Design. https://cfsd.org.uk/smart-know-net/smart-know-net.pdf

Chatterton's 'DECC report'. (n.d.). http://eprints.uwe.ac.uk/17873/1/3887-intro-thinking-energy-behaviours.pdf

Christine Domegan. (n.d.). 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

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

Consumers, business and climate change. (n.d.-a). http://image.guardian.co.uk/sys-files/Environment/documents/2009/10/15/scipaper.pdf

Consumers, Business and Climate Change. (n.d.-b). http://image.guardian.co.uk/sys-files/Environment/documents/2009/10/15/scipaper.pdf

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

Critical social marketing: Definition, application and domain. (n.d.).

https://eprints.qut.edu.au/123838/1/Critical%20Social%20Marketing%20-%20Definition%2C%20application%20and%20domain.pdf

Daniel Miller on Consumption and its Consequences - YouTube. (n.d.). https://www.youtube.com/watch?v=KM4yXRiuYsI

Designing Effective Messages - Wildlife Trade Report from TRAFFIC. (n.d.). https://www.traffic.org/publications/reports/designing-effective-messages/

Directory of Open Access Journals. (n.d.).

https://doaj.org/search?source=%7B%22query%22%3A%7B%22query_string%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

Ecological model in social marketing. (n.d.). http://oro.open.ac.uk/35900/2/991AF55F.pdf

Evans, D. M. (2019). What is consumption, where has it been going, and does it still matter? The Sociological Review, 67(3), 499–517. https://doi.org/10.1177/0038026118764028

Everything you've been told about plastic is wrong – the answer isn't recycling | The Independent. (n.d.-a).

https://www.independent.co.uk/voices/plastic-waste-wish-recycling-bins-black-environment-green-shopping-a8548736.html

Everything you've been told about plastic is wrong – the answer isn't recycling | The Independent. (n.d.-b).

https://www.independent.co.uk/voices/plastic-waste-wish-recycling-bins-black-environment-green-shopping-a8548736.html

Extraordinary Lecture - YouTube. (n.d.). https://www.youtube.com/watch?v=IdEp3r1-8eo

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

Fairtrade beans do not mean a cup of coffee is entirely ethical | Dan Welch. (2011). Guardian.

https://www.theguardian.com/environment/green-living-blog/2011/feb/28/coffee-chains-ethical

Finisterra do Paço, A. M., Barata Raposo, M. L., & Filho, W. L. (2009). Identifying the green consumer: A segmentation study. Journal of Targeting, Measurement and Analysis for Marketing, 17(1), 17–25. https://doi.org/10.1057/jt.2008.28

Fixing fashion: clothing consumption and sustainability - Environmental Audit Committee. (n.d.).

https://publications.parliament.uk/pa/cm201719/cmselect/cmenvaud/1952/full-report.html #heading-6

Focus: Budge up Nudge – Policy fashions and the demise of an intervention | Discover Society. (n.d.).

https://discoversociety.org/2014/09/02/focus-budge-up-nudge-policy-fashions-and-the-demise-of-an-intervention/

FOCUS: New Directions in Sustainable Consumption | Discover Society. (n.d.-a). https://archive.discoversociety.org/2016/01/05/focus-new-directions-in-sustainable-consumption/

FOCUS: New Directions in Sustainable Consumption | Discover Society. (n.d.-b). https://discoversociety.org/2016/01/05/focus-new-directions-in-sustainable-consumption/Fostering corporate sustainability in the Mexican coffee industry. (2017). PSU Research Review, 1(1). https://bris.on.worldcat.org/external-search?queryString=coffee industry sustainability&clusterResults=on&stickyFacetsChecked=on#/oclc/7724394792

Friends of the Earth_Framework for evolved marketing. (n.d.). https://www.plymouth.ac.uk/uploads/production/document/path/5/5838/Reforming marketi

https://www.plymouth.ac.uk/uploads/production/document/path/5/5838/Reforming_market ng_for_sustainability.pdf

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

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

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

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

Gordon, R., Carrigan, M., & Hastings, G. (2011). A framework for sustainable marketing. Marketing Theory, 11(2), 143–163. https://doi.org/10.1177/1470593111403218

Habits and their creatures. (n.d.). https://core.ac.uk/download/pdf/14924808.pdf

Halkier, B. (2009). A practice theoretical perspective on everyday dealings with environmental challenges of food consumption. Anthropology of Food, S5. https://doi.org/10.4000/aof.6405

Hargreaves, T. (2011). Practice-ing behaviour change: Applying social practice theory to pro-environmental behaviour change. Journal of Consumer Culture, 11(1), 79–99. https://doi.org/10.1177/1469540510390500

Hastings, G., Stead, M., & Webb, J. (2004). Fear appeals in social marketing: Strategic and ethical reasons for concern. Psychology and Marketing, 21(11), 961–986. https://doi.org/10.1002/mar.20043

Hoolohan, C., & Browne, A. L. (2020). Design thinking for practice-based intervention:

Co-producing the change points toolkit to unlock (un)sustainable practices. Design Studies, 67, 102–132. https://doi.org/10.1016/j.destud.2019.12.002

[HTML][HTML] Incorporating impoverished communities in sustainable supply chains. (n.d.).

https://www.emerald.com/insight/content/doi/10.1108/09600031011020368/full/html

Hurth, V. (20171221). Characterising marketing paradigms for sustainable marketing management. Social Business, 7(3). https://doi.org/10.1362/204440817X15108539431541

International Review of Behaviour Change Initiatives. (n.d.). https://www.gov.scot/Publications/2011/02/01104638/0

Jack Johnson - All At Once Interview - YouTube. (n.d.). https://www.youtube.com/watch?v=x1C4p1Z1F-l

Jenny Purt. (2011). Talk point: could less choice be better for the consumer? Guardian. https://www.theguardian.com/sustainable-business/choice-edit-consumer-behaviour

Jessica Elgot. (2018). Blue Planet gift from Theresa May to remind Beijing of plastic waste. Guardian.

https://www.theguardian.com/environment/2018/jan/31/blue-planet-gift-from-theresa-may-to-remind-beijing-of-plastic-waste

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

Jonathan Watts. (n.d.). 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-re aching-net-zero-carbon-emissions-by-2050-what-it-says-and-what-it-means?CMP=Share_A ndroidApp Gmail

Kotler and Zaltman 1971. (n.d.). https://www.jstor.org/stable/pdf/1249783.pdf

Linda Brennan, Prof. (20140930). Towards a reflexive turn: social marketing assemblages. Journal of Social Marketing, 4(3). https://doi.org/10.1108/JSOCM-02-2014-0015

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

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

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

Lynes, J., Whitney, S., & Murray, D. (2014). Developing benchmark criteria for assessing community-based social marketing programs. Journal of Social Marketing, 4(2), 111–132. https://doi.org/10.1108/JSOCM-08-2013-0060

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

Making the coffee industry sustainable. (n.d.). https://theecologist.org/2018/may/22/making-coffee-industry-sustainable

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

Mary Catherine O'Connor. (2014). 5 products that claim to be sustainable, greenwashing all the way to the bank. Guardian.

https://www.theguardian.com/sustainable-business/2014/aug/25/5-sustainability-greenwas h-products-ecofriendly-boondoggles-design

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

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

Motivating Sustainable Consumption. (n.d.). http://sustainablelifestyles.ac.uk/sites/default/files/motivating_sc_final.pdf

Newton Insight: Single Use Plastics. (n.d.). http://www.newtoninsight.net/en/news/17

O'Shaughnessy, J., & Jackson O'Shaughnessy, N. (2007). Reply to criticisms of marketing, the consumer society and hedonism. European Journal of Marketing, 41(1/2), 7–16. https://doi.org/10.1108/03090560710718076

Our Blue Planet | BBC Earth | Our Blue Planet. (n.d.). https://ourblueplanet.bbcearth.com/ Peterson, M. (n.d.-a). Sustainable enterprise: a macromarketing approach. SAGE.

Peterson, M. (n.d.-b). Sustainable enterprise: a macromarketing approach. SAGE. https://ebookcentral.proquest.com/lib/bristol/detail.action?docID=5165267

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

Pierre McDonagh. (n.d.). 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

Powers of Persuasion: Conservation communications, behaviour change and reducing the demand for illegal wildlife products. (n.d.).

http://www.oecd.org/official documents/public display document pdf/?cote=GOV/PGC/HLRF/TFCIT/RD(2017)11& docLanguage=En

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

Russell W. Belk. (1988). Possessions and the Extended Self. Journal of Consumer Research, 15(2). https://www.jstor.org/stable/2489522?seq=1#metadata info tab contents

Shaw, G., Barr, S., & Wooler, J. (n.d.). The application of social marketing to tourism. In The Routledge Handbook of Tourism Marketing (pp. 54–65). http://perpus.univpancasila.ac.id/repository/EBUPT190874.pdf#page=77

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

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

Social Marketing: A pathway to consumption reduction. (n.d.). https://pdfs.semanticscholar.org/bf0f/3b070800e539598fa2ee52d0e65daf040567.pdf

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

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

Spotswood, F., Chatterton, T., Morey, Y., & Spear, S. (2017). Practice-theoretical possibilities for social marketing: two fields learning from each other. Journal of Social Marketing, 7(2), 156–171. https://doi.org/10.1108/JSOCM-10-2016-0057

Stuart Jeffries. (2015). Why too much choice is stressing us out. Guardian. https://www.theguardian.com/lifeandstyle/2015/oct/21/choice-stressing-us-out-dating-part ners-monopolies

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

http://thebestnotes.com/booknotes/Silent_Spring/Silent_Spring_Rachel_Carson04.html

Sustainability Marketing. (n.d.).

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

The Brundtland Report 'Our Common Future'. (n.d.).

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

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

The Elusive Green Consumer. (n.d.). https://hbr.org/2019/07/the-elusive-green-consumer

The harm from worrying about climate change - BBC Future. (n.d.). https://www.bbc.com/future/article/20191010-how-to-beat-anxiety-about-climate-change-a nd-eco-awareness

Thinking about energy behaviour. (n.d.).

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

USAID Research Study on Consumer Demand for Elephant, Rhino and Pangolin Parts and Products in Vietnam — USAID Wildlife Asia. (n.d.).

https://www.usaidwildlifeasia.org/resources/reports/ussv-quant-report-saving-elephants-pangolins-and-rhinos-20181105.pdf/view

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

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

Veríssimo, D., & Wan, A. K. Y. (2019). Characterizing efforts to reduce consumer demand for wildlife products. Conservation Biology, 33(3), 623–633. https://doi.org/10.1111/cobi.13227

Warde, A. (20150814). The Sociology of Consumption: Its Recent Development. Annual Review of Sociology, 41(1). https://doi.org/10.1146/annurev-soc-071913-043208

Welch, D., & Yates, L. (2018). The practices of collective action: Practice theory, sustainability transitions and social change. Journal for the Theory of Social Behaviour, 48 (3), 288–305. https://doi.org/10.1111/jtsb.12168

What is Cradle to Cradle Manufacturing? - Green Living Ideas. (n.d.). https://greenlivingideas.com/2015/08/31/cradle-to-cradle-manufacturing/

What is sustainability: A review of the concept. (n.d.). http://www.pmir.it/fileCaricati/1/Giovannoni%20and%20Fabietti%20(2013).pdf

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

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

http://eprints.whiterose.ac.uk/77341/7/SD%20young%20et%20al%202008.pdf