

EFIMM0056: Sustainability and Social Impact in Marketing

[View Online](#)

@article{Abela_2006, title={Marketing and consumerism}, volume={40}, DOI={10.1108/03090560610637284}, number={1/2}, journal={European Journal of Marketing}, author={Abela, Andrew V.}, year={2006}, month={Jan}, pages={5-16} }

@article{Annie Leonard_2018, title={Our plastic pollution crisis is too big for recycling to fix | Annie Leonard}, url={https://www.theguardian.com/commentisfree/2018/jun/09/recycling-plastic-crisis-oceans-pollution-corporate-responsibility}, journal={Guardian}, author={Annie Leonard}, year={2018}, month={Jun} }

@article{Antonetti_Maklan_2014, title={Feelings that Make a Difference: How Guilt and Pride Convince Consumers of the Effectiveness of Sustainable Consumption Choices}, volume={124}, DOI={10.1007/s10551-013-1841-9}, number={1}, journal={Journal of Business Ethics}, author={Antonetti, Paolo and Maklan, Stan}, year={2014}, month={Sep}, pages={117-134} }

@book{Belz_Peattie, address={Hoboken, N.J.}, edition={2nd ed}, title={Sustainability marketing: a global perspective}, publisher={Wiley}, author={Belz, Frank-Martin and Peattie, Ken} }

@book{Brian_Mike_Phil, title={Can you sell brotherhood like soap?}, url={https://link-springer-com.bris.idm.oclc.org/chapter/10.1007/978-3-540-77006-0_19}, author={Brian, Cugelman and Mike, Thewall and Phil, Dawes} }

@article{Bruce Watson_2016a, title={The troubling evolution of corporate greenwashing}, url={https://www.theguardian.com/sustainable-business/2016/aug/20/greenwashing-environmentalism-lies-companies}, journal={Guardian}, author={Bruce Watson}, year={2016}, month={Aug} }

@article{Bruce Watson_2016b, title={The troubling evolution of corporate greenwashing}, url={https://www.theguardian.com/sustainable-business/2016/aug/20/greenwashing-environmentalism-lies-companies}, journal={Guardian}, author={Bruce Watson}, year={2016}, month={Aug} }

@article{2017, title={Social marketing and systems science: past, present and future}, volume={7}, url={https://bris.on.worldcat.org/external-search?queryString=Social marketing and systems science: past, present and future&clusterResults=on&stickyFacetsChecked=on#/oclc/6942968241},

DOI={10.1108/JSOCM-10-2016-0065}, number={1}, journal={Journal of Social Marketing}, author={Brychkov D.}, year={2017} }

@article{Carrigan_Moraes_Leek_2011, title={Fostering Responsible Communities: A Community Social Marketing Approach to Sustainable Living}, volume={100}, DOI={10.1007/s10551-010-0694-8}, number={3}, journal={Journal of Business Ethics}, author={Carrigan, Marylyn and Moraes, Caroline and Leek, Sheena}, year={2011}, month={May}, pages={515-534} }

@article{Carrington_Neville_Whitwell_2014, title={Lost in translation: Exploring the ethical consumer intention-behavior gap}, volume={67}, DOI={10.1016/j.jbusres.2012.09.022}, number={1}, journal={Journal of Business Research}, author={Carrington, Michal J. and Neville, Benjamin A. and Whitwell, Gregory J.}, year={2014}, month={Jan}, pages={2759-2767} }

@misc{Charter_Peattie_Ottman_Polonsky, title={Marketing and sustainability}, url={https://cfsd.org.uk/smart-know-net/smart-know-net.pdf}, publisher={Centre for Business Relationships, Accountability, Sustainability and Society (BRASS), in association with The Centre for Sustainable Design}, author={Charter, Martin and Peattie, Ken and Ottman, Jacqueline and Polonsky, Michael J.} }

@article{Christine_Domegan, title={Systems-thinking social marketing: conceptual extensions and empirical investigations}, url={https://www.tandfonline.com/doi/abs/10.1080/0267257X.2016.1183697}, number={11}, journal={Journal of Marketing Management}, publisher={Routledge}, author={Christine Domegan}, pages={1123-1144} }

@article{van_Dam_Apeldoorn_1996, title={Sustainable Marketing}, volume={16}, DOI={10.1177/027614679601600204}, number={2}, journal={Journal of Macromarketing}, author={van Dam, Ynte K. and Apeldoorn, Paul A. C.}, year={1996}, month={Dec}, pages={45-56} }

@article{Evans_2019, title={What is consumption, where has it been going, and does it still matter?}, volume={67}, DOI={10.1177/0038026118764028}, number={3}, journal={The Sociological Review}, author={Evans, David M}, year={2019}, month={May}, pages={499-517} }

@article{Finisterra do Paço_Barata Raposo_Filho_2009, title={Identifying the green consumer: A segmentation study}, volume={17}, DOI={10.1057/jt.2008.28}, number={1}, journal={Journal of Targeting, Measurement and Analysis for Marketing}, author={Finisterra do Paço, Arminda M and Barata Raposo, Mário Lino and Filho, Walter Leal}, year={2009}, month={Mar}, pages={17-25} }

@article{Gayle Burgess_2018, title={(PDF) RESEARCH ANALYSIS ON STRATEGIES TO CHANGE ILLEGAL WILDLIFE PRODUCT CONSUMER BEHAVIOUR}, url={https://www.researchgate.net/publication/332567226_RESEARCH_ANALYSIS_ON_STRATEGIES_TO_CHANGE_ILLEGAL_WILDLIFE_PRODUCT_CONSUMER_BEHAVIOUR}, author={Gayle Burgess}, year={2018} }

@article{Glavas_Mish_2015, title={Resources and Capabilities of Triple Bottom Line Firms: Going Over Old or Breaking New Ground?}, volume={127},

DOI={10.1007/s10551-014-2067-1}, number={3}, journal={Journal of Business Ethics}, author={Glavas, Ante and Mish, Jenny}, year={2015}, month={Mar}, pages={623-642} }

@article{Gordon_Carrigan_Hastings_2011, title={A framework for sustainable marketing}, volume={11}, DOI={10.1177/1470593111403218}, number={2}, journal={Marketing Theory}, author={Gordon, Ross and Carrigan, Marylyn and Hastings, Gerard}, year={2011}, month={Jun}, pages={143-163} }

@article{Halkier_2009, title={A practice theoretical perspective on everyday dealings with environmental challenges of food consumption}, DOI={10.4000/aof.6405}, number={S5}, journal={Anthropology of food}, author={Halkier, Bente}, year={2009}, month={Sep} }

@article{Hargreaves_2011, title={Practice-ing behaviour change: Applying social practice theory to pro-environmental behaviour change}, volume={11}, DOI={10.1177/1469540510390500}, number={1}, journal={Journal of Consumer Culture}, author={Hargreaves, Tom}, year={2011}, month={Mar}, pages={79-99} }

@article{Hastings_Stead_Webb_2004, title={Fear appeals in social marketing: Strategic and ethical reasons for concern}, volume={21}, DOI={10.1002/mar.20043}, number={11}, journal={Psychology and Marketing}, author={Hastings, Gerard and Stead, Martine and Webb, John}, year={2004}, month={Nov}, pages={961-986} }

@article{Hoolohan_Browne_2020, title={Design thinking for practice-based intervention: Co-producing the change points toolkit to unlock (un)sustainable practices}, volume={67}, DOI={10.1016/j.destud.2019.12.002}, journal={Design Studies}, author={Hoolohan, Claire and Browne, Alison L.}, year={2020}, month={Mar}, pages={102-132} }

@article{Hurth_20171221, title={Characterising marketing paradigms for sustainable marketing management}, volume={7}, url={https://bris.on.worldcat.org/external-search?queryString=hurth, paradigm&clusterResults=on&stickyFacetsChecked=on#/oclc/8151320578}, DOI={10.1362/204440817X15108539431541}, number={3}, journal={Social Business}, author={Hurth, Victoria}, year={20171221} }

@article{Jenny Purt_2011, title={Talk point: could less choice be better for the consumer?}, url={https://www.theguardian.com/sustainable-business/choice-edit-consumer-behaviour}, journal={Guardian}, author={Jenny Purt}, year={2011}, month={Dec} }

@article{Jessica Elgot_2018, title={Blue Planet gift from Theresa May to remind Beijing of plastic waste}, url={https://www.theguardian.com/environment/2018/jan/31/blue-planet-gift-from-theresa-may-to-remind-beijing-of-plastic-waste}, journal={Guardian}, author={Jessica Elgot}, year={2018}, month={Jan} }

@article{Jha_Bacon_Philpott_Ernesto Méndez_Läderach_Rice_2014, title={Shade Coffee: Update on a Disappearing Refuge for Biodiversity}, volume={64}, DOI={10.1093/biosci/biu038}, number={5}, journal={BioScience}, author={Jha, Shalene

and Bacon, Christopher M. and Philpott, Stacy M. and Ernesto Méndez, V. and Läderach, Peter and Rice, Robert A.}, year={2014}, month={ May }, pages={416-428} }

@article{Jonathan Watts, title={BP's statement on reaching net zero by 2050 - what it says and what it means},
url={ 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 }, journal={ Guardian }, author={Jonathan Watts} }

@article{Linda Brennan_20140930, title={Towards a reflexive turn: social marketing assemblages}, volume={4},
url={ <https://bris.on.worldcat.org/external-search?queryString=Towards a reflexive turn: social marketing assemblages&clusterResults=on&stickyFacetsChecked=on#/oclc/5698878925> }, DOI={ 10.1108/JSOCM-02-2014-0015 }, number={3}, journal={Journal of Social Marketing}, author={Linda Brennan, Prof.}, year={20140930} }

@article{Longo_Shankar_Nuttall_2017, title={"It's Not Easy Living a Sustainable Lifestyle": How Greater Knowledge Leads to Dilemmas, Tensions and Paralysis}, DOI={ 10.1007/s10551-016-3422-1 }, journal={Journal of Business Ethics}, author={Longo, Cristina and Shankar, Avi and Nuttall, Peter}, year={2017}, month={Jan} }

@article{Longo_Shankar_Nuttall_2019, title={"It's Not Easy Living a Sustainable Lifestyle": How Greater Knowledge Leads to Dilemmas, Tensions and Paralysis}, volume={154}, DOI={ 10.1007/s10551-016-3422-1 }, number={3}, journal={Journal of Business Ethics}, author={Longo, Cristina and Shankar, Avi and Nuttall, Peter}, year={2019}, month={Feb}, pages={759-779} }

@article{Lynes_Whitney_Murray_2014, title={Developing benchmark criteria for assessing community-based social marketing programs}, volume={4}, DOI={ 10.1108/JSOCM-08-2013-0060 }, number={2}, journal={Journal of Social Marketing}, author={Lynes, Jennifer and Whitney, Stephanie and Murray, Dan}, year={2014}, month={Jul}, pages={111-132} }

@article{MacGregor_Ramasar_Nicholas_2017, title={Problems with Firm-Led Voluntary Sustainability Schemes: The Case of Direct Trade Coffee}, volume={9}, DOI={ 10.3390/su9040651 }, number={4}, journal={Sustainability}, author={MacGregor, Finlay and Ramasar, Vasna and Nicholas, Kimberly A.}, year={2017}, month={Apr} }

@article{Markkula_Moisander_2012, title={Discursive Confusion over Sustainable Consumption: A Discursive Perspective on the Perplexity of Marketplace Knowledge}, volume={35}, DOI={ 10.1007/s10603-011-9184-3 }, number={1}, journal={Journal of Consumer Policy}, author={Markkula, Annu and Moisander, Johanna}, year={2012}, month={Mar}, pages={105-125} }

@article{Mary Catherine O'Connor_2014, title={5 products that claim to be sustainable, greenwashing all the way to the bank},
url={ <https://www.theguardian.com/sustainable-business/2014/aug/25/5-sustainability-greenwash-products-ecofriendly-boondoggles-design> }, journal={ Guardian }, author={Mary Catherine O'Connor}, year={2014}, month={Aug} }

@article{McDonald_Oates_2006, title={Sustainability: Consumer Perceptions and Marketing Strategies}, volume={15}, DOI={10.1002/bse.524}, number={3}, journal={Business Strategy and the Environment}, author={McDonald, Seonaidh and Oates, Caroline J.}, year={2006}, month={May}, pages={157-170} }

@article{Mika Pantzar_2019, title={My Journey within Practice-Based Approaches Bandwagon}, volume={13}, url={https://sociologica.unibo.it/article/view/10203/10361}, number={3}, journal={Sociologica}, author={Mika Pantzar}, year={2019}, pages={167-174} }

@article{O'Shaughnessy_Jackson O'Shaughnessy_2007, title={Reply to criticisms of marketing, the consumer society and hedonism}, volume={41}, DOI={10.1108/03090560710718076}, number={1/2}, journal={European Journal of Marketing}, author={O'Shaughnessy, John and Jackson O'Shaughnessy, Nicholas}, year={2007}, month={Jan}, pages={7-16} }

@article{Peterson_2012, title={Envisioning and Developing Sustainable Enterprise: A Macromarketing Approach}, volume={32}, url={https://journals.sagepub.com/doi/full/10.1177/0276146712454542}, number={4}, journal={Journal of Macromarketing}, author={Peterson, Mark}, year={2012}, pages={393-396} }

@book{Peterson, address={Thousand Oaks, Calif}, title={Sustainable enterprise: a macromarketing approach}, publisher={SAGE}, author={Peterson, Mark} }

@book{Peterson, address={Thousand Oaks, Calif}, title={Sustainable enterprise: a macromarketing approach}, url={https://ebookcentral.proquest.com/lib/bristol/detail.action?docID=5165267}, publisher={SAGE}, author={Peterson, Mark} }

@article{ title={Sustainability marketing research: past, present and future}, volume={30}, url={https://bris.on.worldcat.org/external-search?queryString=Sustainability marketing research: past, present and future&clusterResults=on&stickyFacetsChecked=on#/oclc/5631887965}, number={11-12}, journal={Journal of Marketing Management}, author={Pierre McDonagh} }

@article{Rothschild_1999, title={Carrots, Sticks, and Promises: A Conceptual Framework for the Management of Public Health and Social Issue Behaviors}, volume={63}, DOI={10.1177/002224299906300404}, number={4}, journal={Journal of Marketing}, author={Rothschild, Michael L.}, year={1999}, month={Oct}, pages={24-37} }

@article{Russell W. Belk_1988, title={Possessions and the Extended Self}, volume={15}, url={https://www.jstor.org/stable/2489522?seq=1#metadata_info_tab_contents}, number={2}, journal={Journal of Consumer Research}, publisher={Oxford University Press}, author={Russell W. Belk}, year={1988} }

@inbook{Shaw_Barr_Wooler, title={The application of social marketing to tourism}, url={http://perpus.univpancasila.ac.id/repository/EBUPT190874.pdf#page=77},

booktitle={The Routledge Handbook of Tourism Marketing}, author={Shaw, Gareth and Barr, Stewart and Wooler, Julie}, pages={54-65} }

@article{Shove_2010, title={Beyond the ABC: Climate Change Policy and Theories of Social Change}, volume={42}, DOI={10.1068/a42282}, number={6}, journal={Environment and Planning A}, author={Shove, Elizabeth}, year={2010}, month={Jun}, pages={1273-1285} }

@article{Spaargaren_2011, title={Theories of practices: Agency, technology, and culture}, volume={21}, DOI={10.1016/j.gloenvcha.2011.03.010}, number={3}, journal={Global Environmental Change}, author={Spaargaren, Gert}, year={2011}, month={Aug}, pages={813-822} }

@article{Spotswood_Chatterton_Morey_Spear_2017, title={Practice-theoretical possibilities for social marketing: two fields learning from each other}, volume={7}, DOI={10.1108/JSOCM-10-2016-0057}, number={2}, journal={Journal of Social Marketing}, author={Spotswood, Fiona and Chatterton, Tim and Morey, Yvette and Spear, Sara}, year={2017}, month={Apr}, pages={156-171} }

@article{Stuart Jeffries_2015, title={Why too much choice is stressing us out}, url={https://www.theguardian.com/lifeandstyle/2015/oct/21/choice-stressing-us-out-dating-partners-monopolies}, journal={Guardian}, author={Stuart Jeffries}, year={2015}, month={Oct} }

@article{Varey_2010, title={Marketing Means and Ends for a Sustainable Society: A Welfare Agenda for Transformative Change}, volume={30}, DOI={10.1177/0276146710361931}, number={2}, journal={Journal of Macromarketing}, author={Varey, Richard J.}, year={2010}, month={Jun}, pages={112-126} }

@article{Veríssimo_Wan_2019, title={Characterizing efforts to reduce consumer demand for wildlife products}, volume={33}, DOI={10.1111/cobi.13227}, number={3}, journal={Conservation Biology}, author={Veríssimo, Diogo and Wan, Anita K. Y.}, year={2019}, month={Jun}, pages={623-633} }

@article{Warde_20150814, title={The Sociology of Consumption: Its Recent Development}, volume={41}, url={https://bris.on.worldcat.org/external-search?queryString=the sociology of consumption, it's recent development&clusterResults=on&stickyFacetsChecked=on#/oclc/5822590510}, DOI={10.1146/annurev-soc-071913-043208}, number={1}, journal={Annual Review of Sociology}, author={Warde, Alan}, year={20150814} }

@article{Welch_Yates_2018, title={The practices of collective action: Practice theory, sustainability transitions and social change}, volume={48}, DOI={10.1111/jtsb.12168}, number={3}, journal={Journal for the Theory of Social Behaviour}, author={Welch, Daniel and Yates, Luke}, year={2018}, month={Sep}, pages={288-305} }

@article{White_Habib_Hardisty_2019, title={How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework}, volume={83}, DOI={10.1177/0022242919825649}, number={3}, journal={Journal of Marketing}, author={White, Katherine and Habib, Rishad and Hardisty, David J.}, year={2019},

month={ May}, pages={22-49} }

@article{Yates_2011, title={CRITICAL CONSUMPTION}, volume={13},
DOI={10.1080/14616696.2010.514352}, number={2}, journal={European Societies},
author={Yates, Luke S.}, year={2011}, month={May}, pages={191-217} }

@article{Fairtrade beans do not mean a cup of coffee is entirely ethical | Dan
Welch_2011,
url={https://www.theguardian.com/environment/green-living-blog/2011/feb/28/coffee-chai
ns-ethical}, journal={Guardian}, year={2011}, month={Feb} }

@article{Fostering corporate sustainability in the Mexican coffee industry_2017,
volume={1}, url={https://bris.on.worldcat.org/external-search?queryString=coffee
industry
sustainability&clusterResults=on&stickyFacetsChecked=on#/oclc/7724394792}
, number={1}, journal={PSU Research Review}, year={2017} }

@book{Arnould_Thompson_2018, address={Los Angeles}, title={Consumer culture
theory}, publisher={Sage}, year={2018} }

@misc{FOCUS: New Directions in Sustainable Consumption | Discover Society,
url={https://archive.discoversociety.org/2016/01/05/focus-new-directions-in-sustainable-co
nsumption/} }

@misc{Study Guide for Silent Spring - Summary by Rachel Carson/Analysis/Book
Notes/Free BookNotes/Online/Download,
url={http://thebestnotes.com/booknotes/Silent_Spring/Silent_Spring_Rachel_Carson04.htm
l} }

@article{What is sustainability: A review of the concept,
url={http://www.pmir.it/fileCaricati/1/Giovannoni%20and%20Fabietti%20(2013).pdf} }

@misc{The Brundtland Report 'Our Common Future',
url={https://www.sustainabledevelopment2015.org/AdvocacyToolkit/index.php/earth-sum
mit-history/historical-documents/92-our-common-future} }

@misc{Consumers, business and climate change,
url={http://image.guardian.co.uk/sys-files/Environment/documents/2009/10/15/scipaper.p
df} }

@misc{Making the coffee industry sustainable,
url={https://theecologist.org/2018/may/22/making-coffee-industry-sustainable} }

@article{[HTML][HTML] Incorporating impoverished communities in sustainable supply
chains,
url={https://www.emerald.com/insight/content/doi/10.1108/09600031011020368/full/html
} }

@misc{Friends of the Earth_Framework for evolved marketing,
url={https://www.plymouth.ac.uk/uploads/production/document/path/5/5838/Reforming_m
arketing_for_sustainability.pdf} }

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

@misc{Sustainability Marketing,
url={ https://www.researchgate.net/profile/Frank-Martin_Belz/publication/225723866_Sustainability_marketing_-_An_innovative_conception_of_marketing/links/0deec52791fff5a88200000/Sustainability-marketing-An-innovative-conception-of-marketing.pdf } }

@misc{What is Cradle to Cradle Manufacturing? - Green Living Ideas,
url={ <https://greenlivingideas.com/2015/08/31/cradle-to-cradle-manufacturing/> } }

@misc{Consumers, Business and Climate Change,
url={ <http://image.guardian.co.uk/sys-files/Environment/documents/2009/10/15/scipaper.pdf> } }

@misc{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.,
url={ <http://eprints.whiterose.ac.uk/77341/7/SD%20young%20et%20al%202008.pdf> } }

@misc{The Elusive Green Consumer,
url={ <https://hbr.org/2019/07/the-elusive-green-consumer> } }

@misc{A Smart Way to Segment Green Consumers,
url={ <https://hbr.org/2010/02/a-smart-way-to-segment-green-c> } }

@misc{Daniel Miller on Consumption and its Consequences - YouTube,
url={ <https://www.youtube.com/watch?v=KM4yXRiuYsl> } }

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

@misc{Extraordinary Lecture - YouTube,
url={ <https://www.youtube.com/watch?v=ldEp3r1-8eo> } }

@misc{Chatterton's 'DECC report',
url={ <http://eprints.uwe.ac.uk/17873/1/3887-intro-thinking-energy-behaviours.pdf> } }

@misc{Lost in translation: Exploring the ethical consumer intention-behavior gap,
url={ https://iranakhlagh.nipc.ir/uploads/n022_13086.pdf } }

@misc{Habits and their creatures, url={ <https://core.ac.uk/download/pdf/14924808.pdf> } }

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

@misc{FOCUS: New Directions in Sustainable Consumption | Discover Society,
url={ <https://discoversociety.org/2016/01/05/focus-new-directions-in-sustainable-consumption/> } }

@article{The conscious consumer: taking a flexible approach to ethical behaviour,
url={ <https://onlinelibrary.wiley.com/doi/pdf/10.1111/j.1470-6431.2009.00750.x> } }

@misc{Directory of Open Access Journals,
url={ 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%22bijson.title%22%7D%7D%2C%22size%22%3A10%7D%7D } }

@misc{Our Blue Planet | BBC Earth | Our Blue Planet,
url={ <https://ourblueplanet.bbcearth.com/> } }

@misc{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,
url={ <https://www.thesun.co.uk/news/4952366/blue-planet-ii-plastic-bags-whale-poisoned-pollution/> } }

@misc{Newton Insight: Single Use Plastics,
url={ <http://www.newtoninsight.net/en/news/17> } }

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

@misc{Fact Sheet: Plastics in the Ocean | Earth Day Network,
url={ <https://www.earthday.org/2018/04/05/fact-sheet-plastics-in-the-ocean/> } }

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

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

@misc{Academic paper about researchers suffering anxiety as they study climate crisis,
url={ <http://www.lifeworth.com/deepadaptation.pdf> } }

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

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

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

@misc{Social Marketing: A pathway to consumption reduction,
url={ <https://pdfs.semanticscholar.org/bf0f/3b070800e539598fa2ee52d0e65daf040567.pdf>
} }

@misc{Motivating Sustainable Consumption,
url={ http://sustainablelifestyles.ac.uk/sites/default/files/motivating_sc_final.pdf} }

@article{Kotler and Zaltman 1971, url={ <https://www.jstor.org/stable/pdf/1249783.pdf>} }

@misc{Jack Johnson - All At Once Interview - YouTube,
url={ <https://www.youtube.com/watch?v=x1C4p1Z1F-I>} }

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

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

@misc{Designing Effective Messages - Wildlife Trade Report from TRAFFIC,
url={ <https://www.traffic.org/publications/reports/designing-effective-messages/>} }

@misc{Behavior Change for Nature – Rare,
url={ <https://rare.org/report/behavior-change-for-nature/>} }

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

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

@misc{Thinking about energy behaviour,
url={ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/48256/3887-intro-thinking-energy-behaviours.pdf} }

@misc{International Review of Behaviour Change Initiatives,
url={ <https://www.gov.scot/Publications/2011/02/01104638/0>} }

@misc{Focus: Budge up Nudge – Policy fashions and the demise of an intervention |
Discover Society,

url={ <https://discoversociety.org/2014/09/02/focus-budge-up-nudge-policy-fashions-and-the-demise-of-an-intervention/> } }

@misc{Critical social marketing: Definition, application and domain,
url={ <https://eprints.qut.edu.au/123838/1/Critical%20Social%20Marketing%20-%20Definiton%2C%20application%20and%20domain.pdf> } }

@misc{Ecological model in social marketing,
url={ <http://oro.open.ac.uk/35900/2/991AF55F.pdf> } }

@misc{Applying an ecological model to social marketing communications.,
url={ <http://oro.open.ac.uk/35900/2/991AF55F.pdf> } }

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