## 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, Andrew 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, June.

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

Antonetti, Paolo, and Stan Maklan. 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): 117–34. 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, Eric J., and Craig J. Thompson, eds. 2018. Consumer Culture Theory. Los Angeles: Sage.

'BBC Radio 4 - Analysis, Get Woke or Go Broke?' n.d. https://www.bbc.co.uk/programmes/m000dq2w.

'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, Frank-Martin, and Ken Peattie. n.d. Sustainability Marketing: A Global Perspective. 2nd ed. Hoboken, N.J.: 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, Cugelman, Thewall Mike, and Dawes Phil. 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, August.

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

———. 2016b. 'The Troubling Evolution of Corporate Greenwashing'. Guardian, August. 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, Marylyn, Caroline Moraes, and Sheena Leek. 2011. 'Fostering Responsible Communities: A Community Social Marketing Approach to Sustainable Living'. Journal of Business Ethics 100 (3): 515–34. https://doi.org/10.1007/s10551-010-0694-8.

Carrington, Michal J., Benjamin A. Neville, and Gregory J. Whitwell. 2014. 'Lost in Translation: Exploring the Ethical Consumer Intention–Behavior Gap'. Journal of Business Research 67 (1): 2759–67. https://doi.org/10.1016/j.jbusres.2012.09.022.

Charter, Martin, Ken Peattie, Jacqueline Ottman, and Michael J. Polonsky. 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, no. 11: 1123–44. 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. http://image.guardian.co.uk/sys-files/Environment/documents/2009/10/15/scipaper.pdf.

'Consumers, Business and Climate Change'. n.d. 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.

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

'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, David 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.

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

'---'. n.d.

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=ldEp3r1-8eo.

'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, February.

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

Finisterra do Paço, Arminda M, Mário Lino Barata Raposo, and Walter Leal Filho. 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. https://archive.discoversociety.org/2016/01/05/focus-new-directions-in-sustainable-consumption/.

'———'. n.d.

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\_marketing\_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, Ante, and Jenny Mish. 2015. 'Resources and Capabilities of Triple Bottom Line Firms: Going Over Old or Breaking New Ground?' Journal of Business Ethics 127 (3): 623–42. 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, Ross, Marylyn Carrigan, and Gerard Hastings. 2011. 'A Framework for Sustainable Marketing'. Marketing Theory 11 (2): 143–63. https://doi.org/10.1177/1470593111403218.

'Habits and Their Creatures'. n.d. https://core.ac.uk/download/pdf/14924808.pdf.

Halkier, Bente. 2009. 'A Practice Theoretical Perspective on Everyday Dealings with Environmental Challenges of Food Consumption'. Anthropology of Food, no. S5 (September). https://doi.org/10.4000/aof.6405.

Hargreaves, Tom. 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, Gerard, Martine Stead, and John Webb. 2004. 'Fear Appeals in Social Marketing: Strategic and Ethical Reasons for Concern'. Psychology and Marketing 21 (11): 961–86. https://doi.org/10.1002/mar.20043.

Hoolohan, Claire, and Alison L. Browne. 2020. 'Design Thinking for Practice-Based Intervention: Co-Producing the Change Points Toolkit to Unlock (Un)Sustainable Practices'. Design Studies 67 (March): 102–32. 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, Victoria. 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, December.

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, January.

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

Jha, Shalene, Christopher M. Bacon, Stacy M. Philpott, V. Ernesto Méndez, Peter Läderach, and Robert A. Rice. 2014. 'Shade Coffee: Update on a Disappearing Refuge for Biodiversity'. BioScience 64 (5): 416–28. 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, Cristina, Avi Shankar, and Peter Nuttall. 2017. "It's Not Easy Living a Sustainable Lifestyle": How Greater Knowledge Leads to Dilemmas, Tensions and Paralysis'. Journal of Business Ethics, January. https://doi.org/10.1007/s10551-016-3422-1.

———. 2019. '"It's Not Easy Living a Sustainable Lifestyle": How Greater Knowledge Leads to Dilemmas, Tensions and Paralysis'. Journal of Business Ethics 154 (3): 759–79. 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, Jennifer, Stephanie Whitney, and Dan Murray. 2014. 'Developing Benchmark Criteria for Assessing Community-Based Social Marketing Programs'. Journal of Social Marketing 4 (2): 111–32. https://doi.org/10.1108/JSOCM-08-2013-0060.

MacGregor, Finlay, Vasna Ramasar, and Kimberly A. Nicholas. 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, Annu, and Johanna Moisander. 2012. 'Discursive Confusion over Sustainable Consumption: A Discursive Perspective on the Perplexity of Marketplace Knowledge'. Journal of Consumer Policy 35 (1): 105–25. 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, August. https://www.theguardian.com/sustainable-business/2014/aug/25/5-sustainability-greenwas h-products-ecofriendly-boondoggles-design.

McDonald, Seonaidh, and Caroline J. Oates. 2006. 'Sustainability: Consumer Perceptions and Marketing Strategies'. Business Strategy and the Environment 15 (3): 157–70. https://doi.org/10.1002/bse.524.

Mika Pantzar. 2019. 'My Journey within Practice-Based Approaches Bandwagon'. Sociologica 13 (3): 167–74. 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, John, and Nicholas Jackson O'Shaughnessy. 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, Mark. 2012. 'Envisioning and Developing Sustainable Enterprise: A Macromarketing Approach'. Journal of Macromarketing 32 (4): 393–96. https://journals.sagepub.com/doi/full/10.1177/0276146712454542.

——. n.d. Sustainable Enterprise: A Macromarketing Approach. Thousand Oaks, Calif: SAGE.

——. n.d. Sustainable Enterprise: A Macromarketing Approach. Thousand Oaks, Calif: SAGE. https://ebookcentral.proquest.com/lib/bristol/detail.action?docID=5165267.

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, Michael 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, Gareth, Stewart Barr, and Julie Wooler. n.d. '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.

Shove, Elizabeth. 2010. 'Beyond the ABC: Climate Change Policy and Theories of Social Change'. Environment and Planning A 42 (6): 1273–85. 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, Gert. 2011. 'Theories of Practices: Agency, Technology, and Culture'. Global Environmental Change 21 (3): 813–22. https://doi.org/10.1016/j.gloenvcha.2011.03.010.

Spotswood, Fiona, Tim Chatterton, Yvette Morey, and Sara Spear. 2017. 'Practice-Theoretical Possibilities for Social Marketing: Two Fields Learning from Each Other'. Journal of Social Marketing 7 (2): 156–71. https://doi.org/10.1108/JSOCM-10-2016-0057.

Stuart Jeffries. 2015. 'Why Too Much Choice Is Stressing Us Out'. Guardian, October. 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\_Sustainabil ity\_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.

Varey, Richard J. 2010. 'Marketing Means and Ends for a Sustainable Society: A Welfare Agenda for Transformative Change'. Journal of Macromarketing 30 (2): 112–26. https://doi.org/10.1177/0276146710361931.

Veríssimo, Diogo, and Anita K. Y. Wan. 2019. 'Characterizing Efforts to Reduce Consumer Demand for Wildlife Products'. Conservation Biology 33 (3): 623–33. https://doi.org/10.1111/cobi.13227.

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

Welch, Daniel, and Luke Yates. 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, Katherine, Rishad Habib, and David J. Hardisty. 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, Luke 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.