EFIMM0056: Sustainability and Social Impact in Marketing



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,.

3.

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

4.

Belz, F.-M., Peattie, K.: Sustainability marketing: a global perspective. 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, 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.

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

13.

Making the coffee industry sustainable, https://theecologist.org/2018/may/22/making-coffee-industry-sustainable.

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

15.

Abela, A.V.: Marketing and consumerism. European Journal of Marketing. 40, 5–16 (2006). 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. 30, 112–126 (2010). 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. 41, 7–16 (2007). 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. 1, (2017).

20.

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

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. 64, 416–428 (2014). https://doi.org/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. 32, 393–396 (2012).

24.

Glavas, A., Mish, J.: Resources and Capabilities of Triple Bottom Line Firms: Going Over Old or Breaking New Ground? Journal of Business Ethics. 127, 623–642 (2015). 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. 11, 143–163 (2011). https://doi.org/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.

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, E.J., Thompson, C.J. eds: Consumer culture theory. 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., http://eprints.whiterose.ac.uk/77341/7/SD%20young%20et%20al%202008.pdf.

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. 15, (1988).

36.

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

37.

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

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. 67, 499–517 (2019). 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. 17, 17–25 (2009). https://doi.org/10.1057/jt.2008.28.

41.

Extraordinary Lecture - YouTube, https://www.youtube.com/watch?v=IdEp3r1-8eo.

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. 42, 1273–1285 (2010). https://doi.org/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. (2017). https://doi.org/10.1007/s10551-016-3422-1.

47.

Warde, A.: The Sociology of Consumption: Its Recent Development. Annual Review of Sociology. 41, (20150814). 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. 48, 288–305 (2018). 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.

50.

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

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

53.

The conscious consumer: taking a flexible approach to ethical behaviour.

54.

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

55.

Spaargaren, G.: Theories of practices: Agency, technology, and culture. Global Environmental Change. 21, 813–822 (2011). https://doi.org/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_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). 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. 67, 2759–2767 (2014). 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. 154, 759–779 (2019). 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. 35, 105–125 (2012). https://doi.org/10.1007/s10603-011-9184-3.

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.

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. (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-a nd-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/.

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. 124, 117–134 (2014). 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, 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, D.J.: How to SHIFT Consumer Behaviors to be More Sustainable: A Literature Review and Guiding Framework. Journal of Marketing. 83, 22–49 (2019). 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. 4, 111–132 (2014). https://doi.org/10.1108/JSOCM-08-2013-0060.

83.

Brian, C., Mike, T., Phil, D.: Can you sell brotherhood like soap?

Kotler and Zaltman 1971.

85.

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

86.

Rothschild, M.L.: Carrots, Sticks, and Promises: A Conceptual Framework for the Management of Public Health and Social Issue Behaviors. Journal of Marketing. 63, 24–37 (1999). 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/official documents/public display document pdf/?cote=GOV/PGC/HLRF/TFCIT/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/.

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. 33, 623–633 (2019). 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. 7, 156–171 (2017). https://doi.org/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.

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. 7, (2017). https://doi.org/10.1108/JSOCM-10-2016-0065.

100.

Linda Brennan, Prof.: Towards a reflexive turn: social marketing assemblages. Journal of Social Marketing. 4, (20140930). https://doi.org/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%2C%20application%20and%20domain.pdf.

102.

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

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.

Hastings, G., Stead, M., Webb, J.: Fear appeals in social marketing: Strategic and ethical reasons for concern. Psychology and Marketing. 21, 961–986 (2004). 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. 11, 79–99 (2011). 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. 67, 102–132 (2020). https://doi.org/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. pp. 54–65.

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. 100, 515–534 (2011). https://doi.org/10.1007/s10551-010-0694-8.