**EXPLORING THE ROLE OF SUSTAINABILITY IN MARKETING CAMPAIGNS**

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| LEARNING OBJECTIVE:  After reading this chapter, you can understand.   * Introduction * Definition of sustainability in the context of marketing campaigns: * Growing importance of sustainability in the business landscape * Purpose of exploring sustainability in marketing campaigns * Literature Review * Conceptual models for sustainable marketing initiatives * Marketing efforts that successfully include sustainability: a case study * Essential Elements of Sustainability in Marketing Campaigns * Promoting environmentally friendly merchandise * Marketing with a social purpose * Obstacles and impediments * Advantages of Using Eco-Friendly Strategies in Advertising * Research on Sustainable Advertising: A Critical Review * Marketing Suggestions * Prospects for the future * Conclusion |

**Introduction:**

Sustainability now influences customer choices and company strategy in today's changing business climate. This essay examines the complex relationship between sustainability and marketing operations and environmental consciousness and promotional strategies. Sustainability has grown from a fad to a core value of every successful organization (Kotler & Keller, 2016).

Due to rising consumer knowledge and demand for sustainable products and services, companies are under pressure to change their marketing strategies. Polonsky (1994) recommends studying the history of sustainability in marketing and how customer views toward environmentally friendly products have developed. Businesses may employ the Triple Bottom Line and sustainable marketing principles to align their marketing with social and environmental aims (Elkington, 1998).

The interesting case studies in this inquiry show how sustainable practices may help businesses and the environment. Sustainable marketing pioneers may teach mainstream marketers how to manage profit and social responsibility (Belz & Peattie, 2009).

The story revolves around analyzing a future marketing plan. Businesses may demonstrate their environmental responsibility by promoting sustainable products, telling captivating tales, and using cause-related marketing. Collectively, these marketing elements have an impression. To maintain customer trust and authenticity, Lafferty and Goldsmith (1999) recommend communicating complex sustainability programs and addressing challenges like greenwashing. Integrating sustainability into advertising campaigns can also improve public perception of the business and its products. These benefits can help marketers understand how sustainability affects a company's reputation and profitability (Sen and Bhattacharya, 2001).

The investigation is going as predicted, and marketers are getting sustainability advice. To succeed, you must use strategic strategies, use technology, and monitor client expectations (Drumwright, 1996).

In its last portion, the report summarizes its findings and calls for greater research into sustainable marketing's ever-changing landscape. Organizations must include sustainability into marketing strategy in this age of social and environmental concerns. Michael (2003) wants to promote a fair and moral relationship between corporations and social responsibility.

**Definition of sustainability in the context of marketing campaigns:**

The term "sustainability" is used in the marketing industry to describe a moral and strategic strategy that aims to strike a balance between monetary, environmental, and social factors. It entails incorporating values that extend beyond short-term economic objectives by recognizing the long-term effects of corporate actions on society and the environment.

Businesses should aim for financial success, environmental preservation, and social responsibility all at once, according to Elkington's (1998) "Triple Bottom Line" approach. By looking at things from every angle, we can see how business activities affect sustainability in the grand scheme of things.

An important part of the marketing mix that has a significant impact on how customers see and interact with companies is sustainability, say Kotler and Keller (2016). Marketing strategies that aim to satisfy current demands without jeopardizing future generations' capacity to do the same are known as the Sustainable Marketing Concept, according to Polonsky (1994). When it comes to marketing, this idea is in line with sustainability ideals.

Responsible consumption, open communication, and sustainable manufacturing practices are now at the forefront of sustainability marketing initiatives, which signal a shift away from profit-focused strategies. A dedication to reducing negative social and environmental consequences while simultaneously improving community and ecosystem well-being is at the heart of this paradigm shift. As more and more companies see the need of connecting with consumers' shared values, they are realizing that sustainable marketing is key to building genuine and long-lasting relationships between their brands and customers.

**Growing importance of sustainability in the business landscape:**

Sustainability is gradually rising to the status of a critical component of business strategy as companies realize the far-reaching effects of their operations on both society and the environment. The growing environmental consciousness throughout the world has made consumers more aware of the moral and ecological weight of their purchasing decisions.

According to Kotler and Keller (2016), there has been a significant shift in both consumer expectations and market dynamics towards a focus on sustainability. Companies are realizing they need to integrate sustainability into their marketing strategies and other parts of their operations if they want to be competitive in today's socially conscious market. Companies that prioritize sustainability in their operations may stand out from the crowd and win over customers who are looking for more openness and responsibility from their favourite brands (Sen & Bhattacharya, 2001). In today's corporate environment, sustainability is more than just a buzzword; it's an essential component for fostering innovation, success, and longevity (Belz & Peattie, 2009).

Reducing negative impacts on the environment, improving society, and satisfying an expanding group of ethical consumers all need businesses to adopt sustainable practices. This fresh perspective shows a wider consensus. As the topic of sustainability gains traction in popular conversation, businesses are looking ahead to a day when doing the right thing is crucial to their survival.

**Purpose of exploring sustainability in marketing campaigns:**

Understanding and capitalizing on the transformational power of merging corporate strategy with social and environmental responsibility is what drives study into sustainability in marketing operations. To remain credible and appealing to customers in this eco-conscious age, businesses must include sustainability into their marketing strategies.

Exceeding the expectations of socially conscious clients may be achieved by incorporating sustainability into marketing strategies (Kotler & Keller, 2016). This research aims to uncover such advantages. In doing so, we hope to prove that sustainability is an asset that can boost our standing in the market and ensure our continued success for years to come.

Research on purpose-driven marketing has the potential to teach companies a lot about how to adapt to a changing market and how to be competitive in a responsible business environment (Sen & Bhattacharya, 2001). Marketers may find this inquiry's results useful in resolving the challenges of successfully incorporating sustainability into their marketing, which would benefit the brand and the community at large. The main goal is to show that we care about a fair and long-lasting future by getting people to see sustainability as an integral part of marketing strategies, not an afterthought (Belz & Peattie, 2009).

**Literature Review:**

Polonsky (2016) and Belz et al. (2018) conducted research that highlights the need of aligning marketing strategies with broader sustainability objectives. Their study focuses on the Sustainable Marketing Concept. In theory, these works establish the foundation for understanding how sustainability is integrated into advertising endeavours.

The intricate relationship between consumer behaviours and the long-term sustainability of marketing has been extensively studied by writers such as Auger et al. (2016) and Peattie (2015). This study examines the correlation between customers' perspectives and attitudes towards sustainability and their purchasing behaviour, which in turn affects the effectiveness of marketing campaigns.

Authors such as Parguel et al. (2017) and Ottman (2017) have conducted study on the impact of greenwashing on customer confidence. These papers elucidate the consequences of deceitful green marketing tactics and the challenges faced by marketers in substantiating the authenticity of sustainability claims.

The study examines how firms convey their social and environmental initiatives in marketing efforts, known as sustainability reporting (Beattie and Smith, 2019; Banerjee, 2019). The literature discusses transparency as a strategy to enhance the credibility of sustainability claims and foster customer confidence.

Werbach and Hunter (2015) and Kotler and Sarkar (2017) are two case studies that exemplify the successful incorporation of sustainability into marketing strategies by firms. These study findings provide a clearer understanding of the strategies and outcomes of marketing efforts that prioritize sustainability.

Peattie and Peattie (2018) and Men and Huang (2020) have conducted research examining the role of technology in the advancement of sustainable marketing. The literature explores the utilization of data analytics, social media, and digital platforms to engage eco-conscious customers and efficiently convey sustainability messaging.

Belz and Peattie (2015) and Lyon and Maxwell (2018) explore the concept of sustainable marketing from a global perspective in their writings. These studies analyze the effectiveness of sustainability-focused marketing campaigns in different regions by investigating the influence of cultural, economic, and regulatory factors.

The advantages and disadvantages of sustainable marketing have been thoroughly examined in the publications of Drumwright and Murphy (2016) and Singh et al. (2021). These research findings emphasize the constraints of obtaining a comprehensive understanding of customer values and the potential negative impact on brand equity.

The research conducted by Lii and Lee (2018) and Maignan and Ralston (2016) explores the integration of corporate social responsibility (CSR) concepts into marketing strategy. An examination of the studies on corporate social responsibility (CSR) initiatives and their impact on public views of companies emphasizes the potential benefits of aligning advertising campaigns with broader societal goals.

Recent literature by Grewal et al. (2021) and Polonsky and Grau (2019) has discussed several emerging trends in sustainable marketing, including the circular economy, ethical supply chain considerations, and the integration of the United Nations Sustainable Development Goals (SDGs) into marketing strategies. These works exemplify the dynamic nature of sustainable marketing, as it continually adapts to address client demands and emerging global challenges.

**Conceptual models for sustainable marketing initiatives:**

Elkington first proposed the Triple Bottom Line (TBL) paradigm in 1998; it considers the social, environmental, and economic aspects all at once. Businesses who are looking to include sustainability into their marketing strategy could use this framework as a starting point. The Sustainable Marketing Concept, first proposed by Polonsky (1994), promotes the advertising and manufacturing of goods that may meet our present needs without endangering those of future generations. In theory, this approach underpins the concept of sustainable marketing initiatives. The term "Corporate Social Responsibility" (CSR) describes a business's pledge to act responsibly toward society and the environment. The use of CSR concepts into advertising strategies is investigated by Maignan and Ralston (2016). By highlighting the significance of companies making positive contributions to society, this framework offers a strategy plan for sustainable marketing efforts.

Hypotheses on Stakeholders: For his 1984 book, Freeman delves deeply into several theoretical frameworks about stakeholder engagement in sustainability-focused marketing campaigns. Organizations, according to stakeholder theory, should take into account the needs of all its constituents, including customers, when making choices. To improve upon the conventional marketing mix, Peattie (1999) proposed the concept of a "green marketing mix" that incorporates environmental factors. To include sustainable practices into product development, pricing, promotion, and distribution, marketers may use this framework as a guide. The link between innovation and sustainability is well covered in Schaltegger and Burritt's (2018) essay. To highlight eco-friendly qualities, this strategy encourages the incorporation of sustainable product and process innovations into marketing campaigns. Hunkeler et al. (2008) states that a product's environmental effect may be evaluated over its whole life cycle with the help of life cycle assessment. This data has the power to guide advertising campaigns by highlighting the products' sustainability throughout their entire lifespan, from manufacturing to disposal.

Sustainability marketing methods use TPB (1991) by Ajzen to deduce customer actions. Attitudes, subjective standards, and the sense of behavioural control are all components that contribute to sustainable purchasing decisions, and this psychological framework explains them all. Applying Rogers' (2003) Diffusion of Innovations Theory to the study of environmentally conscious product and service marketing may help shed light on these initiatives. Using this model as a guide, we can see how consumers gradually embrace new ideas, such as eco-friendly goods. Customers that place a premium on ethical and environmentally sustainable products are better understood by looking at the research on ethical consumption by Carrigan and Attalla (2001). Marketing strategies aimed at the ethical customer category are informed by this theoretical framework.

**Marketing efforts that successfully include sustainability: a case study:**

Patagonia is a great example of a company whose marketing efforts successfully include sustainability. The outdoor clothing brand Patagonia has made no secret of its dedication to environmental sustainability in all its advertising campaigns. In 2011, the goal of the "Don't Buy This Jacket" campaign was to call attention to the need to reduce consumption and encourage people to rethink their purchases of certain items. This advertising campaign was in line with Patagonia's dedication to sustainability and, according to Cheney's (2014) study, succeeded in raising the degree of brand loyalty among ecologically conscious consumers.

By showing how their dedication to environmental responsibility impacts consumer perception and engagement, Patagonia, according to Belz and Peattie (2012), is a good example of a company that uses sustainability-focused marketing effectively. This case study is a great resource for marketers looking to build a more meaningful connection with consumers who are looking for products that do their part for the environment and society rather than just make a profit.

**Essential Elements of Sustainability in Marketing Campaigns:**

Eco-Friendly Product Development: Sustainable marketing initiatives often prioritize the creation of things utilizing environmentally conscious materials and production techniques (Peattie & Peattie, 2003). Green Packaging and Materials: Promoting the usage of environmentally sound packaging and materials is a key part in sustainable marketing strategies (Belz & Peattie, 2009). Storytelling plays a vital role in marketing efforts to highlight a brand's commitment to sustainability (Kotler & Keller, 2016).

It is essential to effectively communicate the positive impact that products or services have on the environment to engage customers (Polonsky & Rosenberger III, 2001). Cause-related marketing refers to the deliberate partnership and endorsement of environmental or social initiatives as an essential element of sustainable marketing strategies (Varadarajan & Menon, 1988). Transparency and authenticity are crucial components for successfully conveying sustainability efforts and upholding trust in marketing communications (Lyon & Maxwell, 2018).

Consumer Education and Engagement: Educating customers about sustainable practices and including them in the process is essential for creating a community of environmentally conscious consumers (Drumwright, 1996). Certifications and standards are essential for boosting the credibility of marketing campaigns by showcasing adherence to recognized sustainable practices (Belz & Peattie, 2012).

Supply chain sustainability is an essential component of marketing strategy, including the full process from sourcing to distribution (Dyllick & Hockerts, 2002). The promotion of sustainability in marketing is greatly influenced by energy and resource efficiency, which emphasizes the utilization of efficient processes in manufacturing and operations (Tencati & Zsolnai, 2009). The promotion of circular economy practices, such as recycling and upcycling, is increasingly becoming a crucial component of sustainable marketing efforts (Blomsma & Brennan, 2017). By integrating sustainable design principles into products and promotional efforts, marketing activities can improve their overall environmental awareness (Fuad-Luke, 2009).

Regularly measuring and reporting sustainability metrics displays a commitment to accountability and transparency (Schaltegger & Burritt, 2017). Utilizing technology and digital platforms to deliver sustainability messages and engage customers enhances the reach and impact of marketing campaigns (Peattie & Peattie, 2003). Effective collaboration across different departments is crucial for attaining a holistic and unified strategy towards sustainability in marketing initiatives. It entails fostering cooperation across several divisions of a company, including marketing, operations, and research (Belz & Binder, 2017).

**Promoting environmentally friendly merchandise:**

"Unpack the Future" is a prime example of an ad campaign by IKEA that promotes eco-friendly goods. This effort to lessen packaging's negative effect on the environment was launched in 2020. As part of its effort to promote sustainability in its marketing materials, IKEA has pledged to employ solely renewable or recyclable materials in its packaging by 2030. Customers that place a premium on environmental and social responsibility were the intended recipients of the campaign's emphasis on the company's commitment to sustainable practices (IKEA Group, 2021).   
  
Case study "Unpack the Future" shows how a company may successfully promote its dedication to eco-friendly policies and procedures. According to Belz and Peattie (2009), IKEA was able to boost its image and client loyalty by appealing to eco-conscious buyers and becoming an industry leader in corporate responsibility via coordinating the advertising of its products with sustainability goals. Using this case study as a guide, any company may promote eco-friendly products with more success.

**Marketing with a social purpose:**

The "One for One" initiative by TOMS Shoes is, in my opinion, the gold standard of impactful advertising. As a part of their mission, TOMS would provide one pair of shoes to a child in need for every pair sold. The idea was first suggested by TOMS in 2006. This fresh perspective not only tackled a societal problem, but it also laid the groundwork for TOMS' marketing campaign. The commercial successfully appealed to consumers' emotions and further established TOMS as a company that cares about the community (Hansen, 2017).   
  
An example of a successful marketing campaign that integrates a social aim is TOMS's "One for One" program. By incorporating social impact into their main business model, TOMS was able to attract consumers who were looking for items with a social influence. According to Sen and Bhattacharya (2001), this strategy demonstrated the efficacy of merging marketing campaigns with an authentic dedication to social responsibility, in addition to increasing brand recognition. As an example of how to successfully incorporate social purpose into marketing initiatives, other companies may look to TOMS.   
**Obstacles and impediments:**

Challenges in Embedding Sustainability into Marketing Initiatives: integrating sustainability into advertising efforts is a major challenge.   
Incorporating sustainability into advertising strategies is not without its fair share of challenges. Both Parguel et al. (2017) and Ottman (2017) brought attention to the problem of greenwashing, which occurs when businesses inflate or misrepresent their sustainability initiatives, which in turn causes customers to lose faith in and confidence in such organizations (2017).   
According to Lyon and Maxwell (2018), when businesses engage in greenwashing, it hurts the credibility of sustainability message and makes it hard to connect with clients who care about the environment. The possible tensions between financial incentives and sincere dedication to eco-friendly measures are brought up by Drumwright (1996). Finding a middle ground between environmental goals and marketing objectives becomes more complicated as a result.   
  
The difficulty of clearly conveying complex sustainability metrics is another obstacle that Polonsky and Rosenberger III (2001) point out. Businesses may overcome these challenges by making sustainability a top priority and using tactics for honest and open communication (Belz & Peattie, 2009). The research suggests that in order to build trust and include sustainability into their campaigns, marketers should proceed cautiously when faced with these obstacles.

**Advantages of Using Eco-Friendly Strategies in Advertising:**

A company's credibility and actions might be elevated when it employs eco-friendly marketing strategies (Belz & Peattie, 2009). Advertisements that show they care about the environment can boost consumer trust and loyalty, especially among eco-conscious buyers (Sen & Bhattacharya, 2001).  
One way for a company to stand out in a crowded market is to show its commitment to environmental sustainability via its advertising (Kotler & Keller, 2016). People who care about doing the right thing when they purchase are more likely to be drawn to ads that highlight environmental sustainability (Polonsky & Rosenberger III, 2001). Eco-Friendly Business Practices May Help Companies Save Money in the Long Run, Which Means They'll Be More Efficient All Around (Lyon & Maxwell, 2018).

The term "regulatory compliance" describes how well businesses follow all applicable environmental rules and laws. Businesses can lessen their exposure to legal trouble and boost their image by switching to more environmentally friendly advertising methods (Parguel et al., 2017). Promoting a company's dedication to sustainability on a global scale through environmentally conscious ads reaches a large audience (Belz & Peattie, 2015). According to Belz and Binder (2017), sustainable practices in advertising show that a company can change with the times, which encourages people to think outside the box and come up with new solutions. An engaged workforce is a productive workforce (Hansen, 2017) because environmentally friendly ads help create a positive work environment. According to Peattie and Peattie (2003), sustainable advertising practices help a company make a lasting good difference to the environment.

**Research on Sustainable Advertising: A Critical Review**

Ottman (2017) and Lyon & Maxwell (2018) examined how sustainable advertising affects customer perception and stressed the importance of authenticity. Parguel et al. (2017) and Belz & Peattie (2009) critically assess green advertising. These studies highlight greenwashing and the need of clear information in customer trust. Sen & Bhattacharya (2001) and Kotler & Keller (2016) examined how environmentally conscious ads affect corporate perception. These researchers demonstrate that corporate social responsibility (CSR) may significantly impact customer sentiment. Polonsky and Rosenberger III (2001) examine how environmentally friendly solutions meet marketing goals and critically assess the strategic integration of sustainability into the marketing mix.

Belz and Peattie (2015) examine worldwide sustainable advertising viewpoints, including cultural and regional differences in consumer responses to eco-friendly themes. Drumwright (1996) critically examines sustainable advertising's pros and cons in the context of commercial objectives vs environmental concern. Belz & Binder (2017) and Hansen (2017) analyze the ethical implications of sustainable advertising, especially encouraging sustainability in marketing initiatives. The critical examination by Peattie & Peattie (2003) examines the long-term effects of sustainable advertising and the need for sustainability measures for assessment. Ottman (2017) and Polonsky & Grau (2019) show how digital platforms and technologies may expand and improve environmentally responsible marketing. Hansen (2017) emphasizes the necessity for a complete workplace sustainability strategy and the integration of sustainable advertising into business culture.

**Marketing Suggestions:**

Aim for Openness: By communicating honestly and openly, you can make sure that sustainability claims are genuine and supported by real activities (Polonsky & Rosenberger III, 2001). Telling Good Stories: Make use of engaging stories to explain sustainability efforts, connecting with consumers on an emotional level and highlighting the brand's dedication to social and environmental responsibility (Kotler & Keller, 2016). By getting consumers involved in sustainability initiatives, interactive marketing helps build a feeling of belonging and shared responsibility (Belz & Peattie, 2012).

The use of digital platforms and technologies may help spread sustainability messages to a wider audience and increase the success of environmentally conscious initiatives, which in turn can enhance the influence of these messages (Peattie & Peattie, 2003). Apply sustainable design concepts to a range of items: Integrating sustainable design concepts into marketing activities can help promote environmentally friendly products (Belz & Binder, 2017).

**Prospects for the future:**

Consumers are increasingly looking for businesses that are socially and environmentally responsible, driven by the growing trend of mindful consumerism. Consequently, sustainable marketing initiatives are anticipated to hold great potential for the future (Kotler & Keller, 2016). One way for companies to make sure their goals are in line with global sustainability efforts is to incorporate the UN's Sustainable Development Goals (SDGs) into their ads (Belz & Peattie, 2015). Polonsky and Grau (2019) state that as sustainable technology progresses, it will be easier to create creative and effective marketing tactics that use green solutions. Products that are long-lasting, recyclable, and eco-friendly are becoming more and more valued by consumers. Campaigns that advocate for a circular economy might benefit from this (Blomsma & Brennan, 2017).

Environmental certifications and standards are becoming more common, according to Belz and Peattie (2012). Customers might have more faith in sustainable marketing thanks to this trend. Opportunities to reach worldwide audiences with sustainability messaging are presented by the contemporary digital revolution, according to Ottman (2017). A client base that is more informed and well-connected will be fostered by this. A more concerted effort to resolve social and environmental problems may emerge in the future as a consequence of increased business cooperation towards sustainability goals (Belz & Binder, 2017). Companies are more likely to include sustainability into their marketing plans if they believe sustainable practices will be more supported by the law. As a result, they would be able to coordinate with environmental goals on a national and international scale (Parguel et al., 2017).

Employee Advocacy: According to Hansen (2017), a chain reaction can occur when workers demand more environmentally friendly policies and procedures from their employers. This, in turn, can lead to more moral and fruitful advertising campaigns, which are good for everyone. The effectiveness of sustainability-focused advertising campaigns may be enhanced by consumer education initiatives that teach people how to make more sustainable purchasing decisions (Polonsky & Rosenberger III, 2001). These future prospects suggest a more aware, linked, and ecologically sensitive marketplace, which highlights the dynamic element of sustainability in marketing strategies.

**Conclusion:**

A detailed review of sustainable advertising methods shows how the environment is changing dramatically, encouraging corporations to embrace environmental and social concerns. This essay discusses the Sustainable Marketing Concept and the Triple Bottom Line to show how sustainability affects marketing strategy. Greenwashing is also studied. Consumer behavior, technology integration, and international perspectives are included in the literature study.   
Patagonia and IKEA's sustainability-focused marketing initiatives show that being environmentally responsible can increase a company's image and consumer loyalty. Marketing is complex, as shown by greenwashing and the clash between financial incentives and environmental goals. Green practices may boost business reputation, boost consumer trust, and perhaps cut expenses.   
  
Consumer demand for socially and environmentally responsible businesses is driving sustainability marketing approaches. Good news for the future. The Sustainable Development Goals, green technology advancements, and a more aware and networked consumer base indicate a dynamic and ever-changing market. Employee advocacy is a key change agent since sustainability is complicated and interrelated. Sustainability in marketing initiatives requires openness, story, and active consumer participation, according to the article. If they meet customer expectations, enterprises will have greater opportunity to affect global sustainability initiatives. Marketing strategy must contain genuine and significant sustainability activities to flourish in the current, ever-changing company world.

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