Index

20th century, world changes during 6–7
21st century, challenges of 7–10
24/7 retailing 256, 261, 267
    online commerce 269–271

accessibility
    convenience stores 256–259, 264–265
    in distribution 259–260
accountability, social 178
active realists 284
Active Suncube 249–251
activism 151–152
actors in the micro environment 141–144
advertising 204–205
    appeals 213–214
    controversial 134
    Patagonia’s method 203–204
    see also communications
affluence 54–57
affluent consumer class 56–57, 153
Africa 40
    Noir in Uganda 189
    PlayPump projects 198–199
    Vivienne Westwood bags made in 285–286
agriculture
    coffee farming 52–53, 64–65
    cotton farming 62–63
    evolution of 5
    natural resources required for 59
    and virtual water 69
air pollution 60, 63
    from wood-burning stoves 178
Allan, J.A. 69
Alliance to Save Energy, US 165
alternative consumption communities 102, 313
alternatives to purchasing, evaluation of 85
American Apparel 133–135, 191
American Sustainable Business Council (ASBC) 288
amoralization 119, 128
Andersson, Ray, Interface CEO 281, 282, 283–284
Andreasen, A.R. 305
Annan, Kofi 7
anthropocentrism 10–11
appeals, advertising 213
Asia-Pacific region 42
asset-recovery services 242–243
‘astroturfing’ 211
atmosphere, gases in 60
attitudes 87–88
    attitude-behaviour gap 92, 99–100, 105
    and employee types 284
    towards sustainability 213–215
Australia 42
    TravelSmart campaign 304
    Volkswagen 294
Austria
    passive houses 249–251
    Sustainable Weeks 208
automobiles see cars
availability in distribution 260–261
awareness
    of organic food products 241
    of socio-ecological problems 289
    of sustainability issues 239
    of sustainable products 203, 285
    of total costs 244–247

baby food products, Hipp 124–125, 132, 188
Badot, O. 15
Barr, S. 91
Barratt Brown, Michael 4
barriers
market entry 158–159
in marketing sustainable products 247–248
to more sustainable consumption 101
to radical transformations 281–282
bartering schemes 102
base of the pyramid (BoP) 122–123, 155
strategies aimed at 154
sustainability innovations 155–158
sustainable stoves marketed to 178
see also base of the pyramid
basic marketing assumptions, challenging 119–124
batteries 258
beauty products, Natura 118–119
bees, declining population 238
behaviour change, consumers 78–79
harnessing 103–104
influence of social norms 90
social marketing 26, 303–306
three levels of 105
behavioural segmentation 154–155
beliefs 87–89
Ben & Jerry’s 27, 186
benefit segmentation 154–155
Bernstein, Jon 219
Bike Smarts programme 304
biocapacity versus ecological footprint 12
biodegradable packaging 44, 184–185, 193–194, 257
biodegradable products, Natura 118
biodegradable waste collection 268
biodiversity 60
biofuels 9–10
bioplastics 184–185
European Bioplastics 288
Black Friday, Christmas shopping, USA 203–204
blogging 210, 211, 212
blue water 69
BlueMotion Technologies 293–294
Body Shop 27, 128, 215, 219
boots, Timberland 225–226
Bosch Siemens Home Appliances (BSH), plant oil stove 178
Botsman, Rachel 102
bottled water 198–199
bottles, recycling of 44–45
bottom of the pyramid 145
see also base of the pyramid [BoP]
bounded rationality 244
boycotting of products 85, 97, 103, 151, 152
brand champions 221
brand ethos 124–129
brands, sustainability 185
creating 185–186
developing 190–191
employees as ambassadors of 220–221
naming 187
positioning 187–190
Brazil
Clean City Law 200
Natura beauty brand 118–119
Brent Spar 70, 143, 152
Brown, Stephen 14–15
Brundtland Report 10–11
buy-one-get-one-free (BOGOF) offers 206
‘buzz marketing’ 222
bystanders 221
CAFE [Coffee and Farmer Equity] 52–53
Café Direct, UK 160
Canada
Bike Smarts programme 304
Fairmont Hotels 272–273
Newfoundland cod 300
CAP, German retailer 178
Cape Town Declaration on Responsible Tourism 107
Capra, Fritjof 10
carbon dioxide emissions 9, 60, 69, 138, 149, 151, 167, 293
carbon dioxide equivalents [CO2e] 68, 69
carbon footprint 68–69
carbon-neutral direct mail initiatives 205
carpet tiles, leasing 241
Carrefour 85
cars
air pollution 60, 63
case-makers 280
co-designed 164
development aspect 266
driving behaviour 214, 265–266, 294
electric 155, 167–168
fuel consumption 130
indirect transformation process 150–151
infrastructure needed for 57
life cycle of 61, 62, 63
perceived net benefits 155
sharing of 156, 160–161, 174–175, 180, 187, 190
socio-ecological impact matrix of 63–64
sustainability innovations 156
Toyota 22–23
Carson, Rachel 10, 61
cause-related marketing 143
  One Water 198–199
celebrity endorsement 198, 208, 214
CEOs, commitment required for transformations 282, 284
change agents 282
channels see distribution
Charney, Dov 134, 191
cheapness of products 247
chemical pollutants 60, 60–61, 62–63
children
  advertising aimed at 200
  Bike Smarts programme 304
  obesity in 44, 200, 305
  recycled clothes, Katvig 285
China 38, 54, 63, 72
garment factory workers 63
philosophy 38
sustainability initiatives 41
choice of consumers, myth of 120–121
choice editing 263, 286–287
choice giving 285
choice influencing 285–286
Christmas shopping, USA, Black Friday 203–204
Ciel 189
circumstance as context 95
citizen consumers 97
  citizens’ panels 223
cleaner production 177, 239–240, 294
climate change 9–10, 60, 61, 147
  consumers’ response to marketing messages 214
Diesel advertising campaign 201
issue-attention cycle 149–150
climate stabilization, requirements for 57–58
Clothes Exchange Scheme, Oxfam-Marks & Spencer partnership 139
clothing
  consumption 82–83
  recycling of 139
  washing detergents 164–165
  see also washing machines
Club of Rome (Limits to Growth report) 8, 10, 13
co-creation of value 102–103
co-growing 256
co-innovation processes 164
coal 59–60
Coca-Cola 44–46
cod, declining stocks 300
coffee
  life cycle assessment (LCA) of 67–68
  socio-ecological impact matrix 64–65
Starbucks 52–53
Cokespotlight campaign 44
collaborative consumption 101–102
Comfort, Cleanliness and Convenience (Shove) 258
commitment of CEO 282, 284
Commitment 2020, Coca-Cola 45
‘Communal Economies’ 102
communications 197
  advertising 204–205
  ambivalence of 200–203
  consumer as communicator 221–223
  in consumption process 215–216
  corporate 218–221
  and credibility of product claims 216–218
  direct mail 205
  labelling 206–208
  marketing messages 213–215
  objectives of 203–204
One Water 198–199
  online 209–213
  personal selling 205
  point of sale 208
  public relations 208
  sales promotion 206
Timberland 225–226
communities
  local 143–144
  online 144
compact fluorescent light (CFL) bulbs 232–233
comparative energy labels 245, 247
competitive advantage 14, 159, 161–162
competitive factors 27, 28, 34–35
competitors 142
complex versus simple purchases 94
compostable bags, SunChips 193–194
compromises in purchase decisions 93
confidence of consumer in products/services 93
consensus conferences 223
cornerstone materials, Gasser 278–279
corporate 218
consumer behaviour 30, 77
  consumption areas 79–86
  consumption process 83–86
  contexts of sustainable 92–98
  factors influencing 97–98
  harnessing sustainable 103–105
  identifying sustainable 98–103
Sony 78–79
tourism 107–110
understanding sustainable 86–92
see also behaviour change, consumers
consumer complaints 194
consumer credit 262–263
consumer culture, spread of 56
consumer environmental surveys, US 39
consumer goals 24, 25
consumer lifestyles, Greendex Survey 101
consumer scepticism 100, 104
consumer social responsibility 89
consumer society 79
convenience, pursuit of 258, 267
want versus needs 83–84
consumer sovereignty 119, 120–121
consumers
as co-creators 102–103
as communicators 221–223
marketing communications aimed at 203–204
response to marketing messages 213
consumption and convenience 257–259
consumption and happiness 121–122
consumption and sustainability 79–83
consumption classes 54–57
consumption per capita (affluence) 54–57
consumption process 83–86
sustainability communications 215–216
see also consumer behaviour
convenience 255, 257–259
consumer benefit 189
and distribution 259–261, 265–266
FamilyMart, convenience store 256–257
hotel industry 272–273
marketing messages 215
online shopping 269–271
of packaging 262
in post-use 267–269
in purchase 259–266
in use 266–267
convenience foods 266
convenience goods 258
convenience stores 256–257, 264–265
conventionalists 284
Coop Naturaline 191, 239, 240
Coop Naturaplan 158–159, 191
Copeland, Melvin T. 258
corner shops/stores 258
corporate communications 218–221
corporate environmental responsibility 32, 33
corporate leaders 127–129
corporate philosophy 118, 125, 126
corporate responsibility 32

Corporate Responsibility and Sustainability (CRS)
Reporting 45, 46
corporate social responsibility (CSR) 31–35, 131, 302–303
corporate sustainability mission 283–284
corporate transformations 281–284
corporate values 127
cost-based pricing 237, 239–240
cost-effectiveness 188
Costa Rica, ecotourism in 107–110
costs
information 234
post-use 235, 242–243
purchase 234, 241
search 234
switching 235, 242
transaction 234
use 235, 241–242
cotton, product life cycle 62–63
cradle-to-cradle approach 183–185
‘cradle-to-gate’ 66–67
‘cradle-to-grave’ 66
Crane, Andrew 119
credence qualities of a product 234
credibility 238
of labels 207
of product claims 216–218
credit cards, convenience aspect 262–263
credit crunch 12, 36, 38, 39, 147, 168, 179, 314
crisis in marketing 16, 302
critical incidents, public attention 149
cropland, land use conversion 59
CSR reporting, Timberland 225
cultural diversity, erosion of 8
cultural environment 145–146
customer cost 231
Philips lighting 232–233
price-setting approaches 237–239
see also total customer cost (TCC)
customer lifetime value 129
customer needs 14
customer satisfaction 129
customer solutions 173
holistic systems approach 183–185
marketing myopia 175
Mobility CarSharing 173–175
post-use solutions 182–183
pre-purchase solutions 175–178
product use 178–182
sustainability branding 185–191
customers 141
dialogue with 222–223
making aware of total costs 244–247
price sensitivity of 239
cycling, promotion of 304–305
‘D factors’, labelling 208
Daly, Herman 315
Davies, J. 100
de-marketing 303–304
defeatists 284
democratization of consumption 6, 56
demographic environment 145
demographic segmentation 153–154
Denmark, Bike Bus’sters initiative 304–305
developing and less developed regions
energy demand 72
improvements during 20th century 7
increase in affluent consumers 56, 57
mobile phone ownership 146
population growth 54, 55
sweatshops in 191
waste management 235–236
water and sanitation 9
wood-burning stoves, safety issues 178
Dholakia, N. 305
Dholakia, R.R. 305
dialogue with stakeholders 202–203, 219, 222–223, 290
Diesel Clothing, ‘Global Warming Ready’ campaign 201
digital photographs 270
direct mail 205
disclosure 219, 220
disposable products 182–183, 266
batteries 258
disposal of used products 268
dissatisfaction of needs 121
distribution (channels) 257
accessibility 259–260
availability 260–261
environmental impact 260
reducing 265–266
reverse logistics 269
Divine Chocolate [Fair Trade product] 4–5
do-gooders 127, 128
domestic water consumption 81
dominant social paradigm [DSP] 37–38, 310, 311
unsustainability of 314–315
Downs, A. 150
downshifting 96, 309
downstream social marketing 305
Dragons’ Den (TV show) 194
driving behaviour 214, 265–266, 294
Drucker, Peter 31
Dunlap R. 310
Dura Vermeer 124
durability of products 179–180
Dyllick, T. 150
Earth 53–54
Earth Day 22, 194
Earthkeeper boots 226
easyJet 218
Ebay 102, 182, 236
Eberhard, Martin 167, 168
‘eco’, in product names 219
eco-driving 214, 294
programmes to promote 265–266
eco-effective design 183–184
eco-efficient design 183
eco-footprinting 11–12
Eco-Innovation signature projects 273
Eco-sense TV system, Sony 79
eco-villages 96, 144, 313
Ecolabel Index 206
ecological marketing 26–27
ecological objectives 130–131
EcoMate, mobile phone ‘App’ 79
economic environment 147
economic growth 6–7
and availability of credit 263
and climate change 9
as dominant social paradigm 37–38, 310
and ecosystem damage 8
and life satisfaction 122
and poverty 7, 11
and public debt 314–315
slowing of 147
unsustainability of 15–16, 315
versus quality of life prosperity 313
economic objectives 129–130
economic rationality 86–87
economy model, Pearce 306–308
EcoSavings Calculator 244, 245
ecosystems
biodiversity 60
damage/threats to 8, 61, 120
reliance of poor on 11
and system stability 312
Eco‘TopTen 244–245
ecotourism 107–110
Ehrlich, Paul 10
Ehrnsperger, Franz 290
EIPRO (European Environmental Impact of Products) Project 80
electric cars 155, 166–168, 242
electricity consumption, and standby power 266–267
electricity generation, wind power 72–73
Electrolux 125, 130, 179, 283, 288
EcoSavings Calculator 244, 245
Vac from the Sea 289
electronic commerce 257–258, 269–271
electronic products, Sony 78–79
embedded energy
‘food miles’ 100
heated greenhouses 42, 261
embedded water 69
emotional appeals, advertising 213
employees
and communication 220–221
empowerment of 282
incentivising 284
motivation of 281
empowered employees 282
end-of-life products, reclamation of 39, 78, 268–269
end-of-life vehicles, EU directive on 243
energy consumption
equipment on ‘standby’ 267
expected rise in 57–58, 72
heated greenhouses 42, 261
and mobility options 82
socio-ecological impact matrix 63–66
strategies to reduce, Proctor & Gamble 164–165
use of appliances 81, 85, 258
energy efficiency 179
car makers 293–294
comparative energy labels 188, 245, 247
in construction 278–279
Electrolux appliances 283
Factor 4 increase in 57–58
houses 179, 189–190, 240, 249–250
light bulbs 191, 232–233, 241–242
marketing messages 215
refrigerators 142, 179, 188, 244
Wal-Mart’s initiatives 264
energy resources
from fossil fuels 59–60
wind power industry 72–73
Entropy carpet 281
entry barriers 158

Environmental Apparel Design Tool, Nike 164
environmental disasters 27, 41
environmental impact 58–59
of increased affluence 54–57
IPAT formula 53–54
of population growth 54
of products 61–71
sinks 60–61
sources 59–60
systems 61
of technology 57–58
environmental management and audit systems (EMAS) 33
environmental management standards 33, 72, 177–178
environmental management systems 264
environmental marketing 27–28
environmental organizations 70
Environmental Protection Agency, savings calculator 245–246
equity 11
Estée Lauder 269
ethical consumption 97, 99
ethical fashion market 83, 285–286
ethical issues 35–37, 99
Fair Trade 4–5
Hipp Ethics Charter 124
ethical strategists 127, 128
Ethos (meaning of) 124
European Automobile Manufacturers Association (EAMA) 151, 287
European Bioplastic 288
European Commission
definition of Corporate Social Responsibility 32–33
strategy to increase fuel-efficiency standards 151
European Union (EU) 39
Directive on End-of-Life Vehicles 243
EIPRO Project 80
energy efficiency labelling 188, 206
fuel-efficiency standards 151
product policy 152
Evergreen Lease 241
Exceptors 92
exnovation 158
expectations 84, 129, 157, 302
‘experience qualities’ of a product 234
extended producer responsibility (EPR) 243, 268–269
external costs, internalization of 120, 247–248
extinction of species 60, 61, 71
Exxon Valdez, oil spill from 70
ExxonMobil 287
INDEX 325

F-bags 183
Facebook 45, 144, 194, 210, 222
facilitation payments 37
Factor 10 58
Factor 4 57, 58
Fair Trade 4–5, 89, 92, 94, 95, 177
Cafe Direct 160
Coop Naturaline 240
marketing of 208
and multi-sustainability branding 191
Fairmont Hotel chain 272–273
FamilyMart 256–257, 265
farming practices 64–65
fashion
in clothing & footwear 83
Ethical Fashion Programme 285–286
and planned obsolescence 179–180
and short use of products 81, 85
and social identity 90
sustainability brands 189
Fassbender, Peter 164
‘Fast Fashion’ 83
fast food
health implications 25, 122, 200
‘slow food’ movement 267
fast-moving consumer goods (FMCGs) 95, 198, 226, 260–261
fertilizers, effects of intensive use 59, 60–61, 64
Fiat, open collaboration 164
financial unsustainability 314–315
first-order framing, media 70–71
fish, sustainable 176
fisheries, collapse of 300
Fisk, G. 26–27, 88–89
‘floating houses’ 124
fluorescent light (CFL) bulbs 232
FMCGs (fast-moving consumer goods) 95, 198, 226, 260–261
food 8
leftovers, donation of 272–273
‘slow food’ movement 267
sourcing of 265
sustainable 81–82
see also organic food
food chain ‘from farm to fork’ 61–62
food miles 100, 259, 265
food production
increase in 59
water requirements for 69
footwear
consumption 82–83
Timberland boots 225–226
Ford Motor Company 217
Forest Stewardship Council [FSC] 142, 176
forests, conversion to cropland 59, 60
forums 210, 287–288
fossil fuels 59–60
‘four Cs’, sustainability marketing mix 31
‘four Ps’, classic marketing mix 31
Framework for Marketing Management, A (Kotler) 16
framework of sustainability marketing 29–31, 42
framing by news media 70–71
Fraunhofer Institute, coffee LCA 67–68
Freecycle scheme 102
freight transport 265–266
Freitag bags 285
frequency of purchases 94
fridges, energy-efficient 142, 179, 244
FritoLay 193–194
Froschblog 210
frozen fish market 209
FSC-labelled products 176
fuel cell technology 23, 264
fuel consumption
and distribution of products 260
responsible driving reducing 180
fuel efficiency 151, 156, 294
fuel poverty 240
Fukushima nuclear disaster 41
furniture
modular, USM Haller 180
recyclable, Avian chair 184
and sustainable homes 81
futurity principle 11
Gasser construction materials 278–279
geographic context 92
geographic segmentation 153
Germany
CAP, worker well-being 178
EcoTopTEn 244–245
Volkswagen 293–295
global consumer class 56, 57, 315
global consumer culture
Coca-Cola 44–46
eroding cultural diversity 8
global context 38–42
global environmentalism 11
Global Reporting Initiative [GRI] 174, 289–290
INDEX

global village concept 6
global warming 60, 61, 147, 149–150
  Diesel advertising campaign 201
Goldmann, Seth (Honest Tea) 128
Goose, Duncan 198, 208
Gore, Al 149–150
gourmets, organic food products for 191
government, role of 144
Govindarajan, Vijay 164
Green + Chic 211
green consumers 27, 28, 98–99, 101, 301
green marketing 27–28, 41, 301
Green Partnership programme 272
green water 69
Greendex Survey 101
GreenHeartTM initiative, Sony 79
greenhouse gases 9, 44, 61, 68–69, 138, 149, 151
Greenpeace 70, 78, 79, 143, 152, 294–295
Greensbury, Kansas 193
greenwashing 217–218, 294
grey water 69
Grönroos, Christian 16, 302
groundwater, degradation of 59
Guide to Greener Electronics (Greenpeace) 78, 79
guilt-based messages, avoidance of 214
Haglund, innovation workshops 165

habitat loss 60
habitual behaviour 90–91
  low-value purchases 94
    switching cost of learning new 235, 242
Hall, James 168
happiness and income 121–122
Hartkop, David & Mike (Solar Roast Coffee) 128
Hawken, P. 13
HCFCs (hydrochlorofluorocarbons) 44
health and safety 131, 178, 188
health issues 7
  and climate change 9
  food-related 81–82, 188, 238, 267
  indoor air pollution 178
  obesity 7, 25, 44, 200, 303, 305
  plastic bags 193
  shift working 261
  social marketing 303, 305
  traffic-related 63
heated greenhouses, embedded energy in 42, 261
heavy metals 59, 60, 63
heavy users, behavioural segmentation 154, 241
Hendricks, Hans 183
Henion, K.E. 26–27
Henkel, cleaning products 142, 286
Herman Miller, Avian chair 184
Hessnatur 239
Hewlett-Packard 242–243
hidden water 69
hikikomori, social withdrawal, Japan 270
Hipp baby food company 124–125
Hipp, Claus 124–125, 128
Hockstra, A.Y. 69
holidays see tourism
holistic sustainability approach, Natura 118–119
holistic systems approach 183–185
Holzman, Beth 225
Hopwood, B. 12
hotels 272–273
House Design Challenge 164
household waste management, Dhaka 235–236
household water use 81
houses
  ‘floating’, Netherlands 124
  motive alliances 189–190
  passive, energy-efficient 189–190
  sustainable 80–81
Hughner, R.S. 99–100
human-centredness 10–11
humankind, evolution of 5
Hurricane Katrina 123
hybrid cars, Toyota 22–23
‘hybrid mail’ 205

In Search of a New Logic of Marketing (Gronroos) 16
incandescent light bulbs
  phasing out of 286
  preference for 232
incentive structures, employee 284
incidents, issue-attention cycle 149
income 145
  and affluence 54–57
  and fuel poverty 240
  and happiness 121–122
  inequality 11
  and life satisfaction 122
  segmentation 153–154, 155
inconsistency of consumer behaviour 92
Inconvenient Truth, An (documentary) 149–150
India 38, 41, 44, 101, 178
indigenous peoples, erosion of lifestyle 8
indirect post-use costs 243
influential consumers 90
information
and bounded rationality 244
convenience benefit 262
costs of 234
incomplete 120–121
for marketing decision-makers 282–283
provided by third-party organizations 244–245
provision of 203
search, consumption process 84
information economics 234
Ingwersen, Peter 189
inherent consumer benefits 188–189
innovations 30–31, 155–159
innovators 279–280
market-based transformations 284–287
inside-out perspective 123–124, 279–281, 303
instruments, savings calculators 244, 245, 246
insulation of houses 81, 179, 249–250
intentions versus impacts 100–101
interactive marketing 199, 204
dialogue with customers 222–223
social media 210–211
Interbrand 23, 39, 40–41, 42, 46
interest groups 143
Interface 241, 281
intergenerationality 11
Intergovernmental Panel on Climate Change [IPCC] 9, 60, 149–150
intermediaries 142
internalization of external costs 120, 248
international agreements 146–147
International Energy Agency 72
International Organization for Standardization [ISO]
environmental management standards 33, 72, 177–178
ISO 14067, carbon footprint 68–69
life cycle assessment [LCA] standards 66, 67, 69
quality management standards 33
Internet
ethical issues 36
online communities 144, 211–212
online marketing 209–213
online marketplaces 236
and rapid spread of news 143
shopping, convenience of 269–271
and social isolation 270
storage of data on the ‘cloud’ 182
use by critical consumers 152
IPAT formula 53
affluence 54–57
and marketing 58
outcome of 58–61
population 54
technology 57–58
issue-attention cycle 70, 148–150
Italy, slow food movement 267
Jackson, Tim 37–38, 86, 90, 91, 97, 304, 313
Japan 40–41
eco-driving 265–266
EPR programmes 243
FamilyMart stores 256–257
freight distribution 265
hikikomori 270
impact of tsunami on lifestyle attitudes 41
sales practices to reduce waste 263
Jones, Gannon 193
Journal of Macromarketing 311
K-environmental store diploma 264
Kanatschnig, D. 220
Kardash, William 99
Katvig, Danish textile company 285
kerbside collection of waste 268
Kesko 264
key actors, transformation process 152
Kilbourne, W.E. 37, 303, 310
Kinnear, T.C. 26–27
Kirchgeorg, M. 123
knowledge, role of 87
Kotler, Philip 16, 279
Kraft Jacobs Suchard (KJS), coffee LCA 67–68
Krämer, M.R. 34
Kuhlmann, Michael 186
Kuna brand 40
Kyoto Protocol [1997] 147, 149
labelling 206–208
Laczniak G.R. 36
Lamstein, Aaron [Worldwise] 128
landfill waste, reducing 268, 269
Latin America
Cruzsald, social enterprise 308–309
Natura beauty products 118
lease pricing 240–241
LED lighting 256, 264, 286
less developed regions see developing and less developed regions
INDEX

Let Me Play, Nike community-based programmes 131
life cycle of products 61–62
costs of passive houses 249–250
costs and savings 246
ecological product life cycle 142
life cycle assessments (LCAs) 27, 66–67
ecological indicators 130
limitations of 68
roasted coffee 67–68
Toyota 23
wind turbines 73
life cycle impact assessment (LCIA) 67
life cycle inventory (LCI) analysis 67
life satisfaction and income 122
lifestyle
changing 41, 105, 165, 310
and consumer behaviour 95–96
and convenience 258
Greendex Survey 101
and ill-health 7
materialistic 58
segmentation based on 104, 155
see also LOHAS consumers
lifestyle of voluntary simplicity (LOVOS) 96, 155
light bulbs 189, 191
compact fluorescent light (CFL), Philips 232–233
light-emitting diodes (LEDs) 256, 264, 286
light users, behavioural segmentation 154, 241
Limits to Growth, The (Club of Rome report) 8, 10, 13
line extension 191
Live8 concert, public relations 198
lobbying 220, 292
against progress, Volkswagen 294
local communities 143–144
localizaton 42
locally based shops 264–265
logistics 260
sustainability-oriented 265–266
LOHAS (lifestyle of health and sustainability) consumers 96, 155
companies targeting 239
and ecotourism 107, 108
marketing strategy targeted at 193
online communities 212, 222
and product quality 159–160
responding to open sustainability marketing 165
long-life light bulbs, Philips 191, 232
Longhurst, M. 105
loose cannons 221
LOVOS (lifestyle of voluntary simplicity) 96, 155
luxury hotels 272–273
luxury purchases 94
macro environment 140–141
demographic environment 145
economic environment 147
natural environment 144–145
political environment 146–147
socio-cultural environment 145–146
technological environment 146
macromarketing 14, 24, 311–312
manufacturing
cleaner production 177
factory workers' conditions 63, 131, 133–134
Marathon brand, Philips 232, 241–242
Marine Stewardship Council (MSC) 176, 207
market actors 141–143
market entry barriers 158
market key actors 152
market niches 159, 161–162, 164
Market Transformation Programme, UK 152
market transformations 284–287
marketing
alternative vision of 16–17
core components of 14
driver of change 6
evolution of thought in 13–14
postmodern 14–15
marketing environment 14
marketing ethics 36
marketing messages 213–215
marketing mix 14, 16
and ethical issues 36
place 257, 268
price 233
sustainability 29, 30, 31
marketing myopia 175
marketing ‘panaceas’ 14–15
marketing perspective, evolution of 23–24
marketing philosophy 14
marketing planning and management process 14
marketing research 14
marketing strategies 137, 140
innovations 155–159
issue-attention cycle 148–150
marketing environment 140–147
Marks & Spencer 138–139
partnering with stakeholders 162–165
product positioning 159–162
segmentation 153–155
steps in developing 147–148
Tesla Roadster 166–168
markets, fundamental flaws of 119–120
Marks & Spencer (M&S) 138–139, 216, 268, 283
mass extinction of species 60
mass production 13
materialism, shift away from 96
McDonagh, P. 218–219
McDonald, S. 92, 98
McDonald’s video contest 211
meat, embedded CO2 emissions 100
media
interactive 210, 211
online marketing 222–223
raising public awareness 145
role of 70–71
shaping opinions 143–144
mega-marketing 279
messages, marketing communications 213–215
metrics of sustainability, Starbucks 53
micro environment 140–141
market actors 141–143
political actors 144
public actors 143–144
micromarketing 24, 310–311
Middings, Chris 210
middle consumption class 56
Middle East 40
Midgley, Mary 6
Migros 84, 158–159, 162, 290
Millennium Declaration (UN) 146, 147
Millennium Development Goal Report (UN) 55
Millennium Development Goals 7, 13
Millennium Ecosystem Assessment 7, 8, 13
Mishra, P. 41
missions, corporate 30, 283–284
mobile phones 79, 146, 182
Mobility CarSharing, Switzerland 160–161, 173–175, 187
mobility, sustainable 82, 156–157
models of consumer behaviours 91–92
modern marketing 13–14
Monbiot, George 212
monocultural farming practices 52, 59, 64
moral appeals, advertising 213
moralization 128–129
Motivating Sustainable Consumption (Jackson) 86
motivation of consumers
marketing communications objective 203–204
for pro-sustainable behaviour 100
motive alliances 189–190
MSC-labelled fish 176
multi-sustainability branding 191
Murphy, P.E. 36
Musk, Elon 167, 168
Naite phone series, Sony 79
naming of sustainability brands 187
Natura Ekos 118
The Nation, Seventh Generation community website 210
national debt 314–315
Natura 118–119, 191, 205
Natura Packaging 184–185
Natural Capitalism (Hawken) 13
natural disasters 60, 123, 149
role of convenience stores in Japan 256–257
natural environment 5, 144–145
ecological marketing 26–27
impact of human activities on 8, 53–58
and life cycle assessment 66–70
and the outside-in perspective 123–124
role of media 70–71
sources and sinks 59–61
natural gas 59–60
Natural Marketing Institute 98
natural resources 59–60
Nature & Découvertes 264
nature-oriented tourism 107
necessary versus luxury purchases 94
needs 10–11
recognition of 83–84
satisfaction of 121–123
Netherlands 123–124
New Zealand 42, 96, 100
Newfoundland, cod fishing 300
news media, influence of 70–71
niche markets 159, 161–162, 164
Nike
corporate responsibility efforts 131
target of activists 151–152
Noir, clothing label 189
nonconformist idealists 284
nonrenewable resources 59–60
North America 39
see also United States (USA)
northern cod, declining stocks 300
nuclear disaster, Japan 41
nuclear power 99
INDEX

Oates, C.J. 92, 98
Oberseder, M. 36
obesity 7, 25, 303
childhood 44, 200, 305
objectives of sustainability marketing 129
ecological 130–131
economic 129–130
interdependence of 132
social 131
obsolescence, planned 179–180
oil 59–60
oil prices 23, 167, 168, 179
oil spills 27, 70, 146
Olympic Games, Coca-Cola 44–45
‘One Day’ campaign, UK 201
One Planet Economy model 313–314
One Water 198–199, 204, 209, 214
online commerce, convenience of 269–271
online communities 144, 211, 212, 222, 226
online idea competitions 164, 165, 211, 212
online marketing 209–213
online marketplaces 182, 236
online media 143
allowing dialogue with customers 222
social media 210–211, 222, 225
online social change communities 144
online sustainability marketing 209–213
open sustainability innovation 163–164
open sustainability marketing 164–165
openness 208, 218–219
opportunists 127, 128
organic cotton 134, 191, 239, 240, 285, 289
organic food 35, 176, 191
attitude–behaviour gap 99–100
behavioural segmentation 154
first-mover advantages 158–159
Hipp baby foods 124–125
increased availability of 259–260
inherent consumer benefits 188
and motive alliances 189
perceived net benefit 86–87
reduced purchase costs 241
standards 207
organizational goals 23, 24, 25
orthodox marketing, reform of 311–312
Ottman, Jacqueline 98–99, 105, 215, 270
Our Common Future (The Brundtland Report) 10
out-of-town retail 85, 259, 260
outside-in perspective 123–124
overfishing 176, 300, 310
ownership
of products, pride in 181
total cost of 233
Oxfam-Marks & Spencer Clothes Exchange scheme 139, 143, 216
packaging 138, 156, 161, 261–262
chip bags, compostable 193–194
made of bioplastics 184–185
plastic shopping bags 268
recycling of 130
panaceas of marketing 14–15
part-time marketer concept 31
partnering with stakeholders 162–165
partnership strategies 138–139, 143
passive houses 249–250
innovation workshops 165
interest group 278–279
Patagonia 203–204, 209–210, 239
patio heaters 142
PCF World Forum 68
Peace Oil 40
peak water 70
Pearce, J. 306–308
perceived consumer effectiveness (PCE) 89
perceived net benefit 86–87, 154–155
perceived risk, purchase decisions 234–235
perceived value of sustainable products 238–239
permafrost 61
personal identity, consumers 89
personal selling 205
persuasion 203
pesticides 59, 62–63, 64
Pew Research Centre, study of needs 84
Philips
Marathon, long-life bulbs 191, 232–233
wood-burning stoves, India 178
philosophy, corporate 118, 125, 126
phosphate-free detergents 142, 286
pioneers 158, 159
place, marketing mix 257–258, 268
planned obsolescence 179–180
plant oil stoves 178
plastic bags 193, 268
biodegradable 184–185
plastic bottles, convenience of 189
‘play to win’, employee motivation exercises 281
PlayPump projects, One Water 198–199
point of sale communication 208
polarization 161–162
political actors 144
political campaigns, American Apparel 134
political consumption 97
political environment 146–147
political key actors 152
political transformations 287–288
pollution 26, 27, 60–61
polyculture farming systems 52, 64
polylactic acid (PLA) 193
poor consumption class 55
poorest people, including in markets 122–123
Population Bomb, The [Ehrlich] 10
population growth 6–7, 10, 54, 145
Porter, M.E. 34
portfolios, product/market businesses 157–158
positioning
sustainability brands 187–190
sustainable products 159–162
post-use 86
convenience in 267–269
costs 235, 242–243
marketing communications 216
solutions 182–183
study of consumer behaviours 91
postmodern marketing 14–15, 17
poverty 7, 8, 13
Prahalad, C.K. 145
pre-purchase
and marketing messages 215
solutions 175–178
precautionary principle 61
price 237
cost-based pricing 239–240
value-based pricing 238–239
price premium for sustainable products 238–239
price sensitivity 239
price systems, nature of 247–248
Principles of Marketing (Kotler) 16
Prius, Toyota 22–23, 40–41, 130, 179, 187, 189, 218
pro-sustainability behaviour (PSB) 89, 98, 100, 104
modelling 91–92
processed foods, overconsumption of 266
Procter & Gamble 286
partnering 164–165
‘Tide Coldwater’ 186, 188
product carbon footprint (PCF) 68–69
product differentiation 238
product life cycle from cradle to grave 61–62
product-related services 180
Product-Service Systems 102
product water footprint 69–70
products
co-design of 163–164
convenience as feature 266–267
ecological information 244–247
examples of sustainable 176–177
features of sustainable 176
open marketing of 164–165
positioning 159–162
post-use solutions 182–183
qualities of 234
societal classification of 25
socio-ecological impact of 61–71
stakeholder interest 162–163
unhealthy 26
use solutions 178–182
promotions, sales 206
Propheten 186
Prosperity Without Growth [Jackson] 37–38, 313
psychographic marketing objectives 129–130
psychographic segmentation 155
psychological explanations for consumer behaviour 87–89
public actors 143–144
public attention 289
issue-attention cycle 148–152
media influence 70–71
public concern profile 238
public debts 314–315
public relations (PR) 208, 220
One Water 198–199
public stakeholders
dialogue with 290
power of 152
public transport 82, 182, 237, 259, 266, 305
purchase 85
and advertising 215
characteristics 94
and convenience 259–263
costs 234, 241
perception matrix 93
situational influences 95
Quaker Oats 216
qualitative methods, LCA 63–66
quality-of-life prosperity, pursuit of 313
quantitative instruments for LCA 66–70
QUEST [Quality Utilizing Employee Suggestions and Teamwork], Interface 281
rail versus road for domestic freight 265
rainwater (green water) 69, 70
Rapunzel, organic foods 191
rational appeals, advertising 213
rational explanations for consumer behaviour 86–87
Ratty, Sarah 189
rechargeable batteries, low use of 258
recycling 183, 184, 235–236, 268
attitude-behaviour gap 100
choice influencing 285–286
of clothes, M&S 188–189
Coca-Cola’s initiatives 44–45
EPR programmes 243, 268–269
FamilyMart 256
Hewlett-Packard 243, 261–262
Katvig, children’s clothes 285
by Sony 78
by Timberland 226
by Toyota 23
visible behaviour 94
see also post-use
recycling quota 130
redistribution of products 184
‘Redistribution Markets’ model 102
reference pricing 239
reform oriented approaches 12
reformed marketing 311, 312
refrigerators, energy-efficiency 142, 179, 188, 241, 244
relationship marketing 15, 16, 17, 29, 202–203, 216, 220
remanufacturing 269
consumer involvement in 102–103
renewable energy
biofuels 9–10
investment in, Volkswagen 293–294
wind energy 72–73
Renewable Fuel Standard law, US 9
renewable resources 59
rent/lease pricing 240–241
Rentaski 241
repair of products 85, 180, 182, 242
reports on CSR and sustainability 33–34, 220, 289–290
coca-Cola 45
Electrolux 288
FamilyMart 256
Timberland 225
resale of products 236
research, companies participating in 288–289
resource depletion 8, 10, 17, 26, 57
resource productivity 57–58, 180
resources, natural 59–60
respect 118
responsible consumers 88–89
responsible tourism 82, 107
responsive CSR 35
result-oriented services 182
retail brands, competing with manufacturers’ 186
retailers, gatekeeper function 142, 259, 260–261
retailing 257
24/7, environmental cost of 261
out-of-town 85, 259, 260
sustainability-oriented 263–265
reverse logistics 269
Reware 187, 189
rich-poor divide 11, 38
risk perception 234–235
Roberts, J.A., segmentation 104
Roddick, Anita 27, 128, 282
Rogers, Roo, What’s Mine is Yours 102
Rose, C. 213
Rose, Carla (Green+Chic founder) 211
Rose, Stuart (M&S CEO) 138
roundtables 222–223
Royal Society 289
Russia 38
Rosneft, Russian oil company 287
safety of products 131, 156, 178
safety standards 72, 178
sales promotions 206
sanctity of markets 119–120
sanitation 8–9
satisfaction of needs 121–122
savings calculators 244, 245, 246
scepticism of consumers 100, 104
Schlegelmilch, B.B. 36
Schmidheiny, Stephan 287
Schulz, Howard [Starbucks] 52
Schumacher, E.F. 10, 13
Science as Salvation [Midgley] 6
Scientific Certification Systems (SCS) 53
scientific uncertainty, climate change 61
Scott, Lee, Wal-Mart CEO 264
Scottish social enterprises 309
Seabra, Luiz 119
search costs 234
search qualities of a product 234
seasonal products, availability of 261
second-hand markets 236
second-order framing 71
stocking fees 37, 261
strategic CSR approach 34–35
strategies of sustainability marketing 31
Straughan, R.D. 104
SunChips 193–194
Supersize Me (documentary) 25
suppliers 142, 163
consumers as 102–103, 162
supply chains 162, 260
supply loops 269
Sustainability in a Multipolar World (Hague report) 38
sustainability approachables 191
sustainability brand development strategies 190–191
sustainability brand extension 191
sustainability brands 185
creating 185–186
developing 190–191
naming 187
positioning 187–190
sustainability change agents 282
sustainability incentive structures 284
sustainability innovations 30–31, 155–159
sustainability marketers, types of 128
sustainability marketing 16–17, 28

corporate context 31–35
ethical context 35–37
global context 38–42
managerial approach 29–31
socio-political context 37–38
sustainability marketing information systems 282–283
sustainability marketing mission 30
sustainability marketing mix, ‘four Cs’ 31
sustainability marketing myopia 188
sustainability marketing segmentation 153–155
sustainability marketing strategies 31
sustainability marketing strategy 147–148
innovations, introduction of 155–159
and issue-attention cycle 148–150
partnering with stakeholders 162–166
positioning of products 159–162
segmentation of markets 153–155
transformations 150–153
sustainability reporting 33–34, 45, 220, 289–290
sustainability transformation processes
direct 151–152
indirect 150–151
key actors in 152
see also transformations
Sustainable Cities movement 313
sustainable communication, McDonagh’s model of 218–219
sustainable consumer behaviour 77, 79–83
consumption process 83–86
contexts of 92–98
ecotourism 107–110
explanations for 86–91
harnessing 103–105
identifying sustainable consumers 98–103
modelling 91–92
Sony 78–79
sustainable consumers, identifying 98–103
sustainable development 10–13
sustainable housing project 164
sustainable lifestyles 96, 313
sustainable marketing 28
sustainable products/services 175–178
swap trading 102
sweatshop labour, Nike 131, 151–152
switching costs 235, 242
Switzerland
car sharing 161, 174–175
Coop 158–159, 191, 239, 240, 289
Freitag bags 183
Migros 84, 158–159, 162, 290
retail stores 158–159
symbolism of purchases 90
systems 61
systems thinking 311–312
T-Mobile 182
T-shirts, life cycle of 62–63
take-back programmes 183–184
take-make-waste rationale 180, 183
Taylor, David 151
technology 57–58
development of alternative 156
rapid changes in 146
see also Internet
TerraChoice 217
Tesco 206
Tesla Roadster 166–168
textile care centres 182
The Nation, Seventh Generation community website 210
Theory of Planned Behaviour 91
Think of Me as Evil? (PIRC, advertising report) 200
Think Blue (Volkswagen approach) 293–294
‘Thinking of you’ tagline, Electrolux 125
third-party organizations, ecological information 244–247
Three Systems of the Economy model 306–308
timber products 176, 184
Timberland 225–226
time and convenience 267
timing of new product/service introduction 158, 167–168
‘tipping point’ 61
top of the pyramid [ToP] 155
marketing aimed at 154
‘top-to-toe’ approach, Migros 84
total consumption process 83–86
total cost of ownership 233
total customer cost [TCC]
consumer perspective 233–236
external perspective 248
making customers aware of 244
marketer perspective 236–247
reducing 237–241
tourism
‘package’ holidays 258
sustainable 82, 107–110
tourism paradox 107
Townsend, Solitaire 90
Toyota
commitment to sustainable development 125–126
Eco-VAS assessment system 283
launch and development of Prius 22–23
trailblazers 280
transaction costs 234
transformation oriented approaches 13
transformations 31, 277
corporate 281–284
direct and indirect 150–153
Gasser construction materials 278–279
inside-out perspective 279–281
market 284–287
political 287–288
possibilities and problems 291–292
social 288–290
Volkswagen 293–295
transportation
carsharing 180
convenience of private car 258, 266
costs 234, 235, 236
efficiencies, improving 264
food deliveries 265
and ‘food miles’ 259, 265
logistics 265–266
sustainable innovation in 157
see also fuel consumption
travel behaviours
etcotourism 107–110
factors influencing 95
sustainable 82
TravelSmart campaign 304
triple bottom line 129–132
trust see credibility
Tukker, A. 157
Turning Point, The [Capra] 10
tweeting 211, 222
twentieth century, transformation in 6–7
twenty-first century, marketing in 3–17
Twitter 210, 211, 212, 222, 225
Unilever 155, 186
unique sustainability selling proposition [USSP] 134, 159–160
United Nations [UN]
cultural diversity, protection of 8
Environmental Programme [UNEP] 264
Global Compact 287–288
Millennium Development Goals 7, 13
Millennium Ecosystem Assessment 8
population figures 7
rich-poor divide 11
United States [USA]
Alliance to Save Energy 165
American Sustainable Business Council [ASBC] 288
Black Friday 203–204
immigrant workers, California 134
national debt 314–315
online savings calculator 245–246
Renewable Fuel Standard law, 9
sustainable energy technologies 39
upstream social marketing 305
urban mining 183
urbanization 7–8
use 85
behaviour, influencing 286
and communications 216
convenience in 266–267
costs 235, 241–242
use-oriented services 181
use-related services 181
USM Haller, modular furniture 180
INDEX

value and impact of products 62, 63
value-adding promotions 206
value-based pricing 237–238
value chain 34–35
values 117
American Apparel 133–135
and brand ethos 124–129
challenging basic assumptions 119–124
of consumers, marketing messages 214–215
corporate 30, 127
ethical 36, 37
influence of 88
respect, Natura beauty brand 118–119, 124
social 146
of voluntary simplifiers 96
van Liere, K.D. 310
Varey, Richard 311, 312
vegetarian diet, adoption of 100
vehicle emissions 60, 63, 150–151, 156, 167
ZEV mandate 287
vertical integration, American Apparel 133–134
Vestas, wind power 72–73, 288
ViewSonic 210–211
virtual communities 211, 222, 226
virtual water 69
visibility of purchases 94
Vivienne Westwood 285–286
Volkswagen 293–295
voluntary simplifiers 96
Von Weizsäcker, E.U. 180
Wal-Mart 152, 211, 261, 264
wants versus needs 121–123
consumption process 84
washing detergents 164–165, 186
washing machines
ecological information 246
energy-efficiency labelling 188
use-phase
environmental impact 85
low-temperature washes 216, 286
willingness to share 181
Washright campaign 242
wastage, of ‘unsaleable’ products 263
waste, changing perceptions 183
waste management 235–236, 268
waste production
FamilyMart’s solutions 256
luxury hotels 272
new sales practices reducing 263
from packaging 261–262
waste reduction 23, 27, 39, 45
water 8–9, 59
water conservation 264, 272
water consumption 81
water footprint 69–70
water pollution 60–61
water scarcity/shortages 59, 70
We Beat the Mountain 183, 186
weak links 221
Wealth of Nations, The (Smith) 119
websites
marketing communications 209–210, 212
Timberland, ‘Voices of Challenge’ 225
welfare marketing 311, 312
Wenner-Gren, Axel [Electrolux founder] 125
Westerveld, Jay 217
What’s Mine Is Yours [Botsman and Rogers] 102
Whole Foods Market 35, 189, 286
wind power, Vestas 72–73
wind turbines 72, 73
Winn, M.I. 123
Wipro Infotech 41
wood stoves, safety issues 178
word of mouse 222
World Business Council for Sustainable Development (WBCSD) 12, 32, 287
World Commission on Environment and Development 10–11
world consumption classes 55
World Health Organization [WHO] 7, 8–9, 60
world population growth 54, 55, 59, 70
WWF, One Planet Economy project 313–314
Young, Mel [New Consumer] 201
YouTube 194, 199, 210, 226
zeitgeist appeals, advertising 213
zero emissions 23, 126, 177
ZEV [zero-emission vehicle] mandate 287