

# Sustainability Marketing: A Literature Review From 2001-2022

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**Abstract:** Consumers worldwide are becoming conscious of sustainability. This has compelled marketers to cater to their needs, and thereby shift towards sustainability marketing. therefore, an in-depth understanding of sustainability marketing is required by marketers and academicians. The purpose of the study is to explore the background, and significance of the given topic, and lay the groundwork for understanding the concept of sustainability marketing in order to guide future studies. This study reviews research articles under the ambit of sustainability marketing, published from 2001 to 2022 using Harzing Publish or Perish software. The study shows that the environmental dimension is studied more than any other dimension. In addition, the findings also represent a theoretical framework, wherein it traces the evolution of the sustainability concept, including some most researched aspects, and countries that have contributed the most to this area. The current study is unique as it highlights all three dimensions of sustainability marketing and reviews the literature with respect to three different domains of sustainability.

Literature review, Triple bottom line, Sustainable Marketing, Environment

JEL Classification: Q01, M31

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## I. Introduction:

The world has been witness to several consequences of unsustainable economic development, starting from climate change to global warming (Goh & Wahid, 2014; Vazifehdoust et al., 2013). Thus, it is certain that unsustainable economic growth and development are harmful to the environment, the economy, and society at large. Several catastrophes the world over have repeatedly rang alarm bells; for instance, the blast in a chemical plant in the Indian city of Bhopal, or the marketing of hazardous products used in Ford's Pinto cars. Instances like these also evidence socially irresponsible behavior and lack of good governance, which leave an indelible scar on the society (Mitchell et al., 2010).

Sustainability, as defined by (OECD, is related to), consuming available resources in a way that

not only fulfills the needs of the current generation, ut also does not hamper the needs of future generations. Sheth, (2011) provided a comprehensive definition of sustainability for business, popularly known as the 'Triple Bottom Line (TBL). Effectively, three dimensions were incorporated to sustainability that includes the environment, the society, and the economy. This concept not just makes businesses li le for economic progress but also makes them accountable towards both society and the environment. By and large, the way sustainability has been perceived, has changed over time. Carmen Tanner, (2003) for instance, stated that sustainability was synonymous with environmental marketing or green marketing. Other authors (e.g. Sybille Wolfing Kast, 2010) stated that sustainability includes both environmental and social aspects. However, very few studies have actually looked to incorporate all three components of

sustainability comprising, the environment, society, and economy (Ken Peattie, 2001). Ignoring any component would not holistically serve the purpose of sustainability (Ken Peattie, 2001). For example, the environmental aspect focuses on preserving resources, enhancing thereby the 'quality' of the environment. Social welfare ensures gender parity, equal access to resources, and growth for all; while the economic aspect ensures reduction in poverty, balanced economic growth, employment, among others (Ken Peattie, 2001).

Nkamnebe, (2011) listed a few important reasons behind organisations adopting sustainability. The first and possibly the obvious reason include reduction of costs while increasing productivity. Additionally, it helps organizations gain access to new markets, reduce risks, and enhance the organizational image and goodwill. Importantly, sustainability may thereby be considered 'suitable' for all businesses, irrespective of their scale and sizes. Apart from some of the benefits mentioned above, D'Souza and Taghian, (2010) discussed the concept of the 'Precautionary Principle' (PP). This concept states that, whenever there are chances for serious damage, it is better to take action, even when there is no certainty of harmful effects. Further, the authors had tested the concept, and supported its application, especially in marketing decisions. Notably, this concept has been extremely helpful in formulating several global policies. In fact, it has facilitated several international issues related to sustainability (Harremös et al., 2002; Marchant, 2003).

Speaking of both sustainability and marketing, Weng Marc and Lim (2015) introduced two schools of thought. According to the first school, the authors stated that marketing and sustainability are essentially different, and therefore cannot go hand in hand (Jones et al., 2008). The reason for such a perspective is that marketing depends on consumption and therefore encourages consumption while sustainability discourages the same. Secondly, the authors believed that marketing can actually contribute to sustainability with creative solutions (Ferdous, 2010). For instance, Nike water, HP, Starbucks, etc in support of their view. Thus, pieces of evidence are available wherein marketers adopt sustainability.

The main focus of this article is to find answers to the following questions:

- What is the status of sustainability marketing research across the globe?
- What is the evolutionary history of sustainability marketing?
- What aspect of sustainability is most frequently addressed?

Even though sustainability marketing has become a buzz word, there is still a dearth of literature on the field (McDonagh & Prothero, 2014; Purani, Sahadev, & Kumar, 2014). Moreover, there seems to be a limited number of articles on sustainability in the 10 most highly ranked journals (Purani et al., 2014). McDonagh and Prothero (2014) also suggested undertaking additional research on sustainability marketing, because the concept still does not seem conclusive, with diverse views and opinions (Andreea, 2015; Hopwood et al., 2005; Sidiropoulos, 2014). However, to a large extent, Bhattacharya, (2022) tried to address this gap through the paper titled "The structure of sustainability marketing research: a bibliometric review and directions for future research" but it too endowed with a few limitations that were addressed in this study. The paper is based on Google Scholar data that provides maximum citation count and presents wider coverage relating to sources, unlike the Scopus database used in Bhattacharya, (2022). In addition, Google Scholar has a more justified evaluation of citation impact. In addition, this paper is more up-to-date as it includes papers till the year 2022. Further, this paper adds value to the extant literature by adding literature on the "Evolution of sustainability marketing". Thus, this study will provide a new outlook and present a novel viewpoint on the field of sustainability marketing research.

The remainder of this paper comprises three sections; of which, the following; elaborates upon research methodology, while section 3 elaborates discusses the result, and finally section 4 concludes the study.

**2. Research methodology:** This literature review has opted hybrid –narrative method to find answers to all research questions. Our review of literature has been based on 73 top papers ( H-Index) that were identified using Harzing's Publish or Perish software ( Harzing's PoPS) from 2001-2022. This

software program is not only simple but also provides flexible access to Google scholar (Mingers et al., 2012). However, initially authors did not stipulate any time period because we want to procure every relevant paper and understand evolution of the domain of sustainability marketing. After obtaining all papers and arranging it chronologically, it was observed all papers obtained were between time period 2001-2022.

2.1 Searching Procedure, Selection criteria, and analysis process: Identification of the database: freely available Harzing's Publish or Perish software program, 2011 (Harzing's PoPS) was used to extract top 100 publications on sustainability marketing. Since authors wanted their study to be much focused, and inclusion of only good quality paper, 100 good quality papers were only selected. Quality of papers was assessed using h-index because it is one of widely used method to examine quality of researches published. Bornmann, Mutz, & Daniel, 2008; Egghe, 2009; Egghe & Rousseau, 2008; van Raan, 2005). In addition, h-index is extremely effective in case of extreme values and poor data because it gives weightage to h citations over number of citations. It gives weightage to both citation number and the frequency of papers published by a journal that makes it most advantageous in evaluating quality of work (Harzing & Van der Wal, 2009). We used Google scholar to obtain the publications, because it is an easily accessible scientometric database, and is considered suitable for subjects pertaining to business, administration, finance & economics (Angela Repanovici, 2010).

2.2 Keywords resulting into searches: We explored the top 100 documents using "sustainability marketing" as the title topic. Subsequently, we used the following keywords to retrieve the publications: They include: 'sustainability marketing', 'sustainable marketing', 'mindful consumption' 'triple bottom line', and 'green marketing'. The initial search resulted in 100 titles on "sustainability marketing" alone.

2.3 Additional screen process: We discarded conference proceedings, and books. In addition, we excluded non-academic sources like whitepapers, reports, and magazines articles as they lacked the backing of their findings. Even when we shortlisted research articles, we left a few as they did not match our intended meaning

of sustainability, while a few others were found to be duplicated. Finally, we had a total of the top 73 research articles.

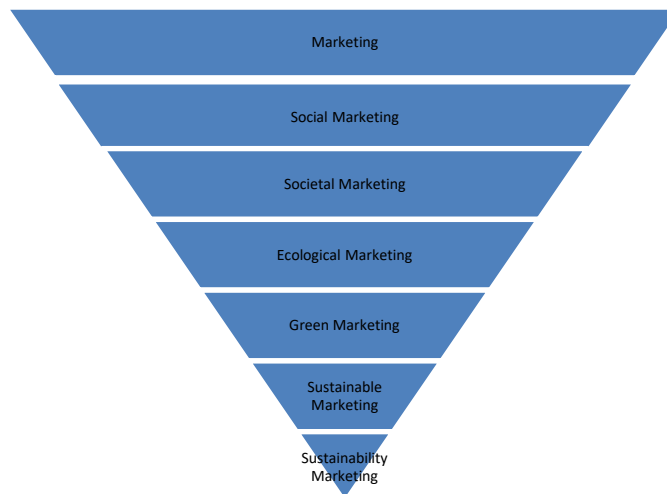
### 3. Results:

3.1 Status of sustainability marketing research across the globe: Interestingly, out of the 73 articles that were chosen, only seven were from Asian countries, affirming thereby that studies conducted in the Asian context have been significantly limited. 'Sustainability' seemed to revolve around the three pillars, as discussed earlier, comprising the economic, social, and environmental factors. From these aspects, articles reviewed in the Asian context are mainly dealt with environmental protection or the ecological aspect; the other two factors don't seem to have been much explored. However, one must acknowledge that even in the context of western countries, the environmental factor did rule the discourse, but other aspects were also explored. The rationale for limited research in the Asian context may possibly be attributed to lesser awareness and easier legislative adherence in these countries with respect to sustainability (Diamantopoulos, 2003). Moreover, since these countries seem to lack awareness, the expertise, and the conceptual knowledge to undertake research work may also be insufficient.

3.2 Evolution of sustainability marketing: Originally, sustainable research was synonymous with environmental research. Many previous studies (for eg., Jain and Kaur, 2004), focused on the environment, green products, green technology, or green marketing. Later, social causes were also included; and lately, the economic aspect has been gaining attention. It may be noted herein that the economic aspect of sustainability marketing does need more research. Nevertheless, Anayo D. Nkamnebe, (2010); Mitchell, et al., (2010), along with Victoria L. Crittenden et al., (2010) did talk about incorporating sustainability into strategic decisions. Organizations today understand that to get desired benefits of sustainability

marketing, they must not only integrate it into the organizational but even strategic, whereby every stakeholder is a party to it. Researchers have illustrated various ways

through which this can be done. The following figure explains the evolution of marketing.



### Evolution of Sustainability Marketing Ken Peattie (2001)

3.4 Review of articles with respect to each aspect of sustainability: As explained earlier, sustainability is a concept including environmental protection, economic growth, and social welfare. The following section mentions the literature review categorized under various dimensions of sustainability. Some papers have taken environmental aspects in their study while others incorporated social aspects or economic aspects. Papers also have taken sustainability as a holistic concept.

3.4.1 Research Studies on the environmental aspect of Sustainability: Articles reviewed in this section take environment sustainability synonymous with sustainability. Jain and Kaur (2004) revealed that respondents are conscious of environmental issues and were positive in taking the required steps. Consumers feel the administration, office-bearers, and lack of strictness of laws are accountable for various ecological challenges. According to them, government and administrators are more important than any individual in reducing sustainability issues. They lack knowledge about environmental legislation. William & Sinkula (2005) introduced and conceptualized environmental marketing as a technique to grab opportunities available in the market without doing anything wrong. The paper advocated that the performance of product and extent of

market share of a firm vastly depend on environmental marketing and performance of the firm. According to Michael, (2006), “recycling” and “buying environment-friendly products” were not good predictors of willingness to pay more. Ciocci and Pecht (2006) compared laws and policies related to environmental protection in three countries; Japan, the European Union, and the US. The study summarised the difference among the policies and aspects covered by each country. Oates et al., (2008) discussed the way consumers acquire knowledge. Based on the acquisition of knowledge consumers are divided into three groups; voluntary simplification (VS), non-voluntary simplification (NVS), and beginner’s voluntary simplification (BS). VS obtain information from the more reliable and formal source while NVS and BS acquire their information from informal sources. Based on the type of consumers, retailer importance, brand importance, the context of experience differs, personal recommendation varies. First and Khatriwal (2010) advocated that despite sincere effort towards environment enactment brands fail in achieving desired success due to lack of information and reverberation with their consumers. Few brands may be doing quite well without involving in any environmental activity due to addressing issues that may be not related to sustainability but means a lot to consumers like price, packaging, quality, etc. The study

also explained that environment-friendly strategies may add some value to the brand but there is no statistical evidence of any benefit to the firm because consumers may be reported as environment-conscious consumers but their actual purchases were contrary to their reported behaviour. Baaker and Ozaki (2008) further studied belief – behaviour gap and found that consumers' strong support for protecting the environment does not translate into action. The reason for such a gap is that consumer does not trust product performance and secondly, they accept a product that is more exposed to them. Pandelaere, et al., (2008) found that common environmental behaviours cannot predict actual behaviour. Author Environmental d behaviours that could be diagnostic in identifying actual behaviour. Qader and Zainuddin (2010), related to attitude building ng, found that government regulations and media exposure did not influence the environmental attitude. Environmental attitudes are greatly influenced by safety and health concerns. Connolly & Prothero, (2010) found that eco-literacy and collectivistic values had a positive effect in contrast to normative interpersonal influence, and individualistic tendencies. Secondly, it was also advocated that higher CEA was more was the willingness to buy sustainable products. Connolly & Prothero (2010) found that consumers considered mostly “recycling” and “waste management” remedies to environmental issues. Tan Booi, ChenLau, & Teck Chain, (2010) conducted a demographic study that showed gender plays no role in environmental attitude. The study also explained that consumers' attitude on environmental protection and their attitude towards green products does not correlate. Attitude for green products is influenced by the government's role, moral obligation, or personal norm. Yu-Shan Chen (2010) explained that the extent of green loyalty in customers depends on green perceived value, green satisfaction, and green trust. Ken Peattie (2010), explained the failure of green marketing was due to misconceptions like; green spinning, green selling, green harvesting, enviropreneur marketing, and compliance marketing. Each concept had its limitation and required amendments. Sharma et al., (2010), discussed role of research and development in business-to-business supply chain to obtain sustainable environmental objectives. Mariadoss et al.,

(2011) studied extant literature to provide a conceptual framework of marketing capabilities that directs innovation-based sustainability strategies, firms' sustainable consumption and performance. Rettie et al., (2012) focus on consumers' thought processes and beliefs about green marketing and also the activities they consider to be normal. The marketers can only change the thinking and direct desired action through gradual persuasion. The paper also promoted the idea of involving sustaibusinability in strategy building and it should be central to business. According to Kumar et al., (2015) green, product purchase decisions are influenced by the extent of support towards environmental safety, determination towards environmental accountability, purchase experience of green products, organisational ecological affability, and communal appeal. Andrea Prothero, (2015) stressed that companies must address sustainability issues with utmost sincerity and should avoid misleading consumers with dubious claims. D'Souza et al., (2015) in their study presented supplier selection and research and development more likely to impact green strategies of firm. Majid et al., (2016) gave four essentials for green marketing: Awareness of the Consumer, leading with a transparent approach, reassurance to the consumer, and pricing strategy. Despite the worldwide acceptance of green marketing, it has many challenges and it is important to fight these challenges. D'Souza et al., (2019) presented the impact of environmental management practices, like ISO14000, on marketing efforts.

**3.4.2 Research Studies on the social aspect of Sustainability:** In this section, authors assume social sustainability to be the foundation of the concept of sustainability. Park and Ha (2011) study were based on role theory, which states that people of different groups based on their different role display different behavior. A positive cognitive and affective attitude, higher social pressure, self-commitment, and more activeness towards recycling distinguish green purchasers from non-green purchases as the latter show lower tendencies for these characteristics. Further, the study also stated that sustainable consumers have more sustainable behaviour. Ingrid Bonn and Josie Fisher (2011) also supported the thought of integrating sustainability into the strategies of the company and should be part of core strategies. Wesley et al., (2012) conducted a

study in South Korea and revealed that perceived consumer effectiveness influences social positive motivated attitude more than personal positive motivated attitude. Due to collectivism in culture, it is believed pro-environment behaviour is the requirement of society rather than individual habit. Brower & Mahajan, (2012) explained that the extent to which a corporate meets the needs and demands of its stakeholders represents a breath of corporate social performance. Hong-Youl Ha & Swinder Janda, (2012) found the effect of attitude on behavioural intention is much stronger than the effect of the subjective norm. Thus, marketers should practice changing their attitudes. Novera Ansar, (2013) witnessed that socio-demographic variables did not correlate to making the green purchase. On the other hand, intention to make the green purchase was positively correlated to price, environmental advertisement and eco-friendly packaging have a positive relationship with the green purchase intention.

**3.4.3 Research Studies on the economic aspect of Sustainability:** Pratima Bansal (2004) explained the impact of sustainable development on firms. Economic prosperity and environmental integrity are important for obtaining social equity. International experience, media pressure, mimicry, and organizational slack were positively associated with corporate sustainable development.

**3.4.4 Research Studies on both environmental & social aspects of Sustainability:** Ken Peattie, (2010) reiterated former findings and proposed that marketers should leave short-sightedness and broaden their horizons. Companies should fulfill needs without hampering environmental and social needs. In addition, the satisfaction of need should not encourage unnecessary consumption. Sodhi, (2011) focussed on reduction in consumption and presented the role of demarketing in sustainability. of Carmen Tanner, Sybille Wolfing Kast (2003) explored various barriers and gateways for sustainability. According to this study, green purchase intention is correlated to favorable attitudes towards aspects related to environmental protection and sustainable practices like fair trade and local production. The study also revealed that perceived time barriers hinder green purchases. Also, the author claimed that although there is no evidence that knowledge plays any role in the actions of consumers but it helps in predicting green purchase intention and

also right knowledge encourages apt behaviour. The author also found that consumers who have strong environmental protection flair do not much bother about the price. The findings of the study also considered personal norms, social status, and income insignificant in environment-prone behaviours. C Fuentes, 2015, studied the role of responsible consumers with respect to sustainability in retailing and concluded activities undertaken by retailers should revolve around responsible consumers. S Bernyte, (2018) analyzed the association between consumer value and sustainability principles and integrated marketing communication in the food retail sector.

**3.4.5 Research Studies covering Sustainability as a holistic concept:** Ken Peattie (2001) recommended the adoption of sustainability for business. The author also communicated that transformation from environmental marketing to sustainable marketing will be both important and difficult. The paper also gave the evolution of sustainability marketing. Vagasi, (2004) supported the holistic concept of sustainability and suggested incorporate as part of overall strategy building. Vermeir and Verbeke (2006) discussed the role of involvement and their behaviour. Consumers with high involvement, high perceived availability, high personal consumer effectiveness, and certainty about sustainable claims are more positive towards sustainable products and have more intentions of purchasing them. The study also identified four segments based on attitude - behavioural intention. Laroche et al., (2006) perceived inconvenience, attitude, and perceived responsibility of corporation are differentiating features between environment-friendly and non-friendly segments. The study also explained collectivism and security as two important values for sustainable behaviour. Johanna Moisander (2007) in the paper expressed that consumer believe that sustainability is the responsibility of government and judiciary and individual consumers should not be burdened for it. Belz and Riediger (2009) in their study on sustainability identified four groups based on various characteristics and suggested marketing strategies. The four groups were performers, followers, passives, indecisive. Performers are the ones who support sustainable products followed by followers. Indecisive are the ones who are in between followers and passives. Passives are indifferent to sustainable products

and are price sensitive. In Addition to consumers competition, legislation, top management, stakeholders play a key role in the adoption of active sustainability marketing strategies. Peattie and Belz, (2010) discussed integrated sustainability marketing and explained how it is different from conventional marketing strategies. Sungchul Choi Alex Ng, (2010) argued the role of sustainability for a firm. One of the important findings in the area was that consumers hold favourable responses towards companies showcasing sustainability in their functioning. It was also observed that low price does not work favourably for a company if it is infamous for non-sustainability. Anayo D. N. kamnebe, (2010) highlighted sustainable marketing and its adoption in emerging markets. SM is important for accessing the global market. SM is difficult to be adopted by emerging markets because of external influences dominance, poverty, and challenging institutions. The author presented various solutions to it. Victoria L. Crittenden et.al., (2010) identified nine theories and explained it's the implication on sustainability. It was also advocated that sustainability can only be achieved if businesses incorporate it into their DNA rather than using it operationally. Starting from top management to all its stakeholders, everybody should be part of it. Robert W. Mitchell et al., (2010) introduced sustainable marketing orientation and suggested that organisation should integrate their focus on consumers and market to society and environment for long-term sustainability. The paper gave a matrix that can show companies' SMO capabilities. In another study, that took environment and social dimension into account studied Croatian companies that distinguish themselves by implementing sustainability into their routine practices (A Bedek, 2011). Luchs & Mooradian, (2012) already expressed gender plays no important role in sustainability behaviour but it does impact environmental concerns. This is further mediated by agreeableness and openness. Rajyalakshmi Nittala, (2014) stressed the gap between intentions and behaviour. This is seen even in educated consumers as well. Some favourable activities towards the environment could be because of economic reasons rather than environmental. Hanan Alhaddi, (2013) gave a triple bottom line, a similar terminology was discussed in the paper. The paper proclaims that TBL can bring image differentiation if

embedded in strategic positioning. The paper clarified the interactions among TBL, strategic positioning, differentiation, and image within a global organization. Karin Tollina et al., (2014) addressed both marketing orientation and corporate sustainability issues. According to the study, both are important and each should be incorporated at strategic levels. Further, environmental issues and social issues both are important and hence should be incorporated into corporate sustainability. Sheth et al., (2010) gave a framework of customer-centric sustainability focusing on mindful consumption. The paper revealed various steps that can be taken in marketing for mindful consumption to execute customer-centric consumption. Weng Marc (2015) Lim advocated other additional dimensions to sustainability that is ethical, and technological apart from environmental, economic, and social. According to the study, all these aspects are important and cannot be ignored for any reason. Balderjahn et al., (2013) gave the expectancy-value model which can help to understand consumers who are conscious of sustainability. The study conceptualized the economic conscious construct and gave three different sub-dimensions but correlated among each other. According to M.Seretny and A Seretny (2012) consumers who are economically sustainable consider collaborative consumption that has a low impact on the environment. Intertwining Sustainability into marketing strategies is an important requirement for an hour. It ensures responsible management and cooperation in marketing communication to give goods and services to consumers. Baldassare, and Campo (2016) identified four types of companies based on sustainability efforts (SF) and communication efforts (CF): Opaque (less SF more CF) Translucent (moreSF less CF) Transparent (MoreSF and More CF) Dark (NO SF No CF). The study reveals the importance of communication for organisation. It also revealed sustainability can be a marketing tool only if organisations realised its importance and do not pretend to be sustainable. Rishi et al., (2015) studied sustainability in the luxury lodging industry in Indian context and concluded that “influence of Parents, Children and Travel agents”, “Rewards for green behaviour” and “frequent communication around sustainability efforts” influences consumers towards adopting sustainability

while “limited awareness about sustainability issues in Tier-II cities”, “detachment from the hotel’s operations”, “higher prices” and

“unchecked wasteful/acquisitive consumption” shifts away from it.

**Table1: List of papers**

S.no.	Author	Title	Year	Country	Journal
1	Ken Peattie	Towards Sustainability: The Third Age of Green Marketing	2001	UK	The Marketing Review
2	Carmen Tanner, Sybille Wolfing Kast	Promoting Sustainable Consumption: Determinants of Green Purchases by Swiss Consumers	2003	Switzerland	Psychology & Marketing,
3	M Vagasi	Integration of the sustainability concept into strategy and marketing	2004	Hungary	Periodica Polytechnica Social and Management ...
4	Sanjay K. Jain and Gurmeet Kaur	Green marketing: An attitudinal and behavioral analysis of Indian consumers	2004	India	Global Business Review
5	Ken Peattie, Andrew Crane	Green marketing: legend, myth, farce or prophecy?	2005	UK	Qualitative Market Research: An International Journal
6	Seonaidh McDonald and Caroline J. Oates	Sustainability: Consumer Perceptions and Marketing Strategies	2005	UK	Business Strategy and the Environment
7	Pratima Bansal	Evolving Sustainably: A Longitudinal Study of Corporate Sustainable Development Author(s): Pratima Bansal	2005	Canada	Strategic Management Journal ,
8	William E. Baker & James M. Sinkula	Environmental Marketing Strategy and Firm Performance: Effects on New Product Performance and Market Share	2005	USA	Journal of the Academy of Marketing Science.
9	Iris Vermeir and Wim Verbere	Sustainable Food Consumption: Exploring the Consumer " Attitude - Behavioural Intention" Gap.	2006	Belgium	Journal of Agriculture and environmental ethics
10	Michel Laroche, Jasmin Bergeron, Guido Barbaro-Forleo	Targeting consumers who are willing to pay more for environmentally friendly products	2006	Canada	Journal of Consumer Marketing
11	Richard Ciocci, Michael Pecht	Impact of environmental regulations on green electronics manufacture	2006	Taiwan	Microelectronic International



12	U Jamrozy	Marketing of tourism: a paradigm shift toward sustainability	2007	USA	International Journal of Culture, Tourism and ...
13	Johanna Moisander	Motivational complexity of Green Consumerism	2007	Finland	International Journal of Consumer Studies
14	CM Bridges, WB Wilhelm	Going beyond green: The “why and how” of integrating sustainability into the marketing curriculum	2008	USA	Journal of marketing education
15	Gert Corelissen mario pandelaere, luk warlop, siegfried dewitte	Positive cueing-promoting sustainable consumer behaviour by cueing common environmental behaviour cueing common environmental behaviours as environmental.	2008	Belgium	International journal of research in marketing
16	Caroline Oates, Seonaidh McDonald, Panayiota Alevizou, Kumju Hwang, William Young & Leigh-Ann McMorland	Marketing sustainability: Use of information sources and degrees of voluntary simplicity	2008	UK	Journal of Marketing Communications
17	Ivana First and Deepali Sinha Khetriwal	Exploring the Relationship Between Environmental Orientation and Brand Value: Is There Fire or Only Smoke?	2008	Canada	Business Strategy and the Environment
18	Pickett-Baker, J., & Ozaki, R.	Pro-environmental products: marketing influence on consumer purchase decision	2008	USA	Journal of Consumer Marketing
19	Frank-Martin Belz and Birte Schmidt-Riediger	Marketing Strategies in the Age of Sustainable Development: Evidence from the Food Industry	2009	Europe	Business Strategy and the Environment,
20	Constantinos N. Leonidou and Leonidas C. Leonidou	Research into environmental marketing/management: a bibliographic analysis	2009	London	European Journal of Marketing
21	A Sharma, GR Iyer, A Mehrotra, R Krishnan	Sustainability and business-to-business marketing: A framework and implications	2010	USA	Industrial marketing ...
22	K Peattie, FM Belz	Sustainability marketing—An innovative conception of marketing	2010	UK	Marketing Review St. Gallen
23	Sungchul Choi Alex Ng	Environmental and Economic Dimensions of Sustainability and Price	2010	North America	Journal of Business ethics

		Effects on Consumer Responses			
24	Iman Khalid A. Qader and Yuserrie Zainuddin	Intention to Purchase Green Electronic Products: The Consequences of Perceived Government Legislation, Media Exposure and Safety & Health Concern and the Role of Attitude as Mediator	2010	Malaysia	International Journal of Innovation, Management, and Technology
25	Isaac Cheah and Ian Phau	Attitudes towards environmentally friendly products the influence of Eco literacy, interpersonal influence, and value orientation	2010	Australia	Marketing Intelligence & Planning
26	John Connolly & Andrea Prothero	Sustainable consumption: consumption, consumers and the commodity discourse	2010	Ireland	Consumption Markets & Culture
27	Anayo D. Nkamnebe	Sustainability marketing in the emerging markets: imperatives, challenges, and agenda-setting	2010	Nigeria	International Journal of Emerging Markets
28	Brian R. Chabowski & Jeannette A. Mena & Tracy L. Gonzalez-Padron	The structure of sustainability research in marketing, 1958–2008: a basis for future research opportunities	2010	USA	Academy of Marketing Science
29	Victoria L. Crittenden & William F. Crittenden & Linda K. Ferrell & O. C. Ferrell & Christopher C. Pinney	Toward a “theoretical toolbox” for sustainability research in marketing	2010	USA	Academy of Marketing Science
30	Victoria L. Crittenden & William F. Crittenden & Linda K. Ferrell & O. C. Ferrell & Christopher C. Pinney	Market-oriented sustainability: a conceptual framework and propositions	2010	USA	Academy of Marketing Science
31	Robert W. Mitchell, <sup>1</sup> Ben Wooliscroft, <sup>1</sup> and James Higham	Sustainable Market Orientation: A New Approach to Managing Marketing Strategy	2010	USA	Journal of Macromarketing
32	Tan Booi ChenLau Teck Chai	Attitude towards the Environment and Green Products: Consumers’ Perspective	2010	USA	Canadian Academy of Oriental and Occidental Culture and Canadian Research and Development Centre of Sciences and Cultures /Management Science and Engineering

33	Yu-Shan Chen <sup>1</sup>	Towards Green Loyalty: Driving from Green Perceived Value, Green Satisfaction, and Green Trust	2010	Denmark	Sustainable Development
34	Jagdish N. Sheth & Nirmal K. Sethia & Shanthi Srinivas	Mindful consumption: a customer-centric approach to sustainability	2010	Malaysia	Academy of Marketing Science
35	BJ Mariadoss, PS Tansuhaj, N Mouri	Marketing capabilities and innovation-based strategies for environmental sustainability: An exploratory investigation of B2B firms	2011	USA	Industrial Marketing Management
36	A BEDEK	Sustainability marketing strategies: examples of best practices in Croatia	2011	Europe	International Journal of Management Cases
37	K Sodhi	Has marketing come full circle? Demarketing for sustainability	2011	Italy	Business strategy series
38	Joohyung Park and Sejin Ha	Understanding pro-environmental behavior A comparison of sustainable consumers and apathetic consumers	2011	USA	International Journal of Retail & Distribution Management
39	Ingrid Bonn and Josie Fisher	Sustainability: the missing ingredient in strategy	2011	USA	Journal of Business Strategy
40	Scarlett C. Wesley a, Min-Young Lee a & Eun Young Kim b,	The Role of Perceived Consumer Effectiveness and Motivational Attitude on Socially Responsible Purchasing Behavior in South Korea	2012	Korea	Journal of Global Marketing
41	Ruth Rettie a , Kevin Burchell a & Debra Riley a	Normalising green behaviours: A new approach to sustainability marketing	2012	London	Journal of Marketing Management
42	Michael G. Luchs & Todd A. Mooradian	Sex, Personality, and Sustainable Consumer Behaviour: Elucidating the Gender Effect	2012	USA	Journal of consumer policy
43	Vinod Kumar Zillur Rahman A.A. Kazmi	Sustainability Marketing Strategy: An Analysis of Recent Literature	2012	India	Global Business Review
44	Jacob Brower& Vijay Mahajan	Driven to Be Good: A Stakeholder Theory Perspective on the Drivers of Corporate Social Performance	2012	S.Korea	Journal of Business ethics
45	Hong-Youl Ha, Swinder Janda	"Predicting consumer intentions to purchase energy-efficient products	2012	UK	Journal of consumer Marketing

46	Marek seretny, Aleksandra Seretny	Sustainable Marketing: A new era in the responsible marketing development	2012	Poland	Foundations of Management
47	Novera Ansar	Impact of Green Marketing on Consumer Purchase Intention	2013	Italy	Mediterranean Journal of Social Sciences
48	Ingo Balderjahn & Anja Buerke & Manfred Kirchgeorg & Mathias Peyer & Barbara Seegebarth & Klaus-Peter Wiedmann	Consciousness for sustainable consumption: scale development and new insights in the economic dimension of consumers' sustainability	2013	Poland	Academy of Marketing Science
49	Pierre McDonagha & Andrea Protherob	Sustainability marketing research: past, present, and future	2014	London	Journal of Marketing Management
50	Rajyalakshmi Nittala	Green Consumer Behavior of the Educated Segment in India	2014	India	Journal of International Consumer Marketing
51	Hanan Alhaddi	The Influence of Triple Bottom Line on Strategic Positioning: An Exploratory Case Study on Differentiation through Image	2014	Switzerland	Journal of Management and Strategy
52	Karin Tollina, Lars Bech Christensena & Ricky Wilkea	Sustainability in business from a marketing perspective	2014	Canada	Journal of Strategic Marketing
53	C D'Souza, M Taghian, G Sullivan-Mort...	An evaluation of the role of green marketing and a firm's internal practices for environmental sustainability	2015	Australia	... of strategic marketing
54	C Fuentes	Images of responsible consumers: organizing the marketing of sustainability	2015	Sweden	International journal of retail & distribution ...
55	M Rishi, V Jauhari, G Joshi	Marketing sustainability in the luxury lodging industry: A thematic analysis of preferences amongst the Indian transition generation	2015	India	Journal of Consumer Marketing
56	Prashant Kumar Bhimrao M Ghodeswar	Factors affecting consumers' green product purchase decisions	2015	India	Marketing Intelligence & Planning
57	Andrea Prothero	Green consumerism and the societal marketing concept: Marketing strategies for the 1990s	2015	Europe	Journal of Marketing Management
58	Weng Marc Lim	A blueprint for sustainability marketing: Defining its conceptual boundaries for progress	2015	Malaysia	Marketing Theory

59	D Pantelic, M Sakal, A Zehetner	Marketing and sustainability from the perspective of future decision makers	2016	Europe	South African Journal of Business ...
60	Jenifur Majid, Dr. Shahid Amin, Prof. Keshav Kansana	Green Marketing: Sustainable Economy, Environment & Society-Concept & Challenges	2016	Germany	Journal of Macromarketing
61	SD Hunt	Strategic marketing, sustainability, the triple bottom line, and resource-advantage (RA) theory: Securing the foundations of strategic marketing theory and research	2017	USA	AMS Review
62	X Font, S McCabe	Sustainability and marketing in tourism: Its contexts, paradoxes, approaches, challenges and potential	2017	UK	Journal of sustainable tourism
63	A Pomeroy	Marketing for sustainability: Extending the conceptualisation of the marketing mix to drive value for individuals and society at large	2017	Australia	Australasian Marketing Journal
64	ES Iyer, RW Reczek	The intersection of sustainability, marketing, and public policy: Introduction to the special section on sustainability	2017	Australia	Journal of Public Policy & Marketing
65	MB Lunde	Sustainability in marketing: A systematic review unifying 20 years of theoretical and substantive contributions (1997–2016)	2018	USA	AMS review
66	E Rudawska	From sustainable market orientation to sustainability marketing	2018	Poland	The sustainable marketing concept in European SMEs
67	A Pomeroy, LW Johnson	Building Sustainability into Services Marketing: Expanding decision-making from a mix to a matrix	2018	Australia	Sustainability
68	S Bernyte	Sustainability marketing communications based on consumer values and principles	2018	Lithuania	Regional Formation and Development Studies
69	G. Tomas M. Hult, <sup>1</sup> Jeannette A. Mena, <sup>2</sup> Maria Alejandra Gonzalez-Perez, <sup>3</sup>	A Ten Country-Company Study of Sustainability and Product-Market Performance: Influences	2018	USA	Journal of Macromarketing

	Katarina Lagerström,4 and Daniel T. Hult	of Doing Good, Warm Glow, and Price Fairness			
70	F Diez-Martin, A Blanco-Gonzalez, C Prado-Roman	Research challenges in digital marketing: sustainability	2019	Spain	Sustainability
71	JA Kemper, PW Ballantine	What do we mean by sustainability marketing?	2019	New Zealand	Journal of Marketing Management
72	C D'Souza, T Marjoribanks, S Young...	Environmental management systems: an alternative marketing strategy for sustainability	2019	Australia	... of Strategic Marketing
73	RN Bolton	The convergence of sustainability and marketing: Transforming marketing to respond to a new world	2021	USA	Australasian Marketing Journal

Rakic (2015) gave requirements for applying sustainability in business. According to the paper goals, actors and capital are three important dimensions for applying sustainability. Goal refers to vision and aim, actors are various stakeholders and capital refers to all types of arrangements. Similar thoughts were shared by Ute Jamroz, (2007) who suggested that tourism business should adopt a triple bottom line to design their business objective and must adopt a holistic approach. Available literature also suggests that sustainability aspects should be added to marketing pedagogy (Bridges & Wilhelm, 2008). A similar kind of study conducted by Pantelic et al., (2016) argued to incorporate sustainability into marketing curricula. Martin et al., (2019) discussed the relationship between digital marketing and sustainability and found the following six challenges in the field of digital marketing and sustainability; (1) customer orientation and value proposition; (2) digital consumer behavior; (3) digital green marketing; (4) competitive advantage; (5) supply chain; and (6) capabilities. MB Lunde, (2018) in the study “sustainability in marketing: A systematic review unifying 20 years of theoretical and substantive contributions (1997–2016)” discussed various concepts on sustainability and presented a “green framework” based on five sustainability principles. In an additional study by E Rudawska, (2018), the inclusion of triple bottom line in strategy instead of superficial adaption was suggested. Kemper and Ballantine

(2019), presented several sustainability views and highlighted three new concepts of sustainability marketing; Auxiliary Sustainability Marketing, Reformative Sustainability Marketing, and Transformative Sustainability Marketing. Pomeroy and Johnson, (2018) presented sustainability services marketing framework and incorporated sustainability in services. Recently, the more comprehensive study undertaken by Bolton, (2021) discusses gap between marketing knowledge and Sustainable development goals and suggested to undertake research to reduce the same.

**Conclusion:** Sustainability marketing is a necessity for the future and therefore in-depth understanding of the subject is essential for strategy building and execution. The findings of the study show that western countries have conducted research on “sustainability” more than Asian countries. In addition, the literature survey also revealed the evolutionary history of sustainability marketing includes; Marketing, social marketing, societal marketing, ecological marketing, and finally sustainability marketing. The Findings of the study also suggest that the environmental dimension of sustainability is more prevalent than any other dimension. Therefore, the study helps us conclude that there is a dearth of sustainability studies in Asian countries. In addition, sustainability is no more a concept limited to society or the environment. Sustainability marketing ensures

focusing on all three dimensions: social, environmental, and economic. The literature review revealed that there is a dearth of research on sustainability marketing as a holistic approach.

The study presents ample opportunities for future study. The sustainability study must be conducted in an Asian context. The study can

be conducted to identify various barriers to undertaking these studies in Asia. In addition, studies can be conducted to identify how companies can incorporate all the three dimensions in their marketing strategies so that true sustainability can be obtained.

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