# Systematic Review of the Green Marketing Literature from 1973 to 2013

**by**

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I hereby declare that I am the sole author of this major research paper. This is a true copy of the major research paper, **including any required final revisions, as accepted by my examiners.**

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# ABSTRACT

Green marketing has been a topic of academic discussion since the early 1970s when the American Marketing Association offered its first workshop on ecological marketing. Since then, interest in and applicability of green marketing research has grown and evolved substantially. This systematic review identifies prominent trends in publishing, research approach, and themes in green marketing literature published between 1973 and 2013, so as to provide a comprehensive overview of the literature's evolution. The review analyzed 466 articles relating to green marketing along 51 possible axes. Articles were sourced from an online database using the term greenwashing in the title or subject, or marketing and relevant adjectives such as environment, green, sustainable etc. Each article was reviewed for its authorship profile (who is writing, how many, and from where), manuscript characteristics (length and reference use), thematic area (themes and theories discussed), scope of research (specifics of the theme covered such as product, industry, country etc.), and research design and methodology (how the data was collected, analyzed and positioned). Results from each category were analyzed using pivot tables, charts and trend lines to demonstrate how the category has evolved over time. A literature review covering 25% of the most cited articles per decade was conducted to add further context to what thematic areas have been discussed over the past 40 years.

The concluding discussion demonstrates that there may be room for further exploration of stakeholder management, green alliances, green standards, environmental benchmarking/best practices, environmental and green advertising ethics, green manager profiling, management of environmental change, planning and control, and product operations. Conversely, subjects such as the performance implications of environmental strategies, green product development, green segmentation, advertising greenness and green attitudes and responses have been discussed extensively in the literature. The study of green marketing relating specifically to Oceania, South America or Africa was also poorly represented in the english empirical literature, as was the study of medium sized companies, industrial goods, agricultural goods and services. Laboratorial, experimental and longitudinal approaches are underused and may offer new ways of researching green marketing. A benchmarking tool was developed that may assist researchers in setting expectations for new research, in addition to a list of journals known for publishing green marketing research.

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## 1.0 Introduction

The study of green marketing gained academic traction in the early1970s when the American Marketing Association defined ecological marketing as "concerned with all marketing activities (a) that have served to help cause environmental problems and (b) that may serve to provide a remedy for environmental problems" (Henion and Kinnear, 1976). The number of articles published on green marketing has grown significantly over the past 40 years, most notably within the last four years. 42% of articles on green marketing have been written since 2010, perhaps demonstrating an increasing demand and interest in research of this nature. Though systematic reviews documenting certain aspects of the green marketing literature have been conducted in the past, the most recent review found accounted only for articles published up to 2008 and none specifically focused longitudinally on green marketing (often favoring the managerial literature) since its academic founding in the 1970s. To fill this gap, this paper presents a systematic review of the literature on green marketing over a 40-year period, from 1973-2013. It is the first review found to report on the large growth in articles published since 2010, and to longitudinally report exclusively on green marketing trends. The review is made up of 466 peer-reviewed published articles relating to green marketing. The terms 'green marketing', 'eco-marketing', 'ecological marketing', 'environmental marketing' or 'sustainable marketing' and 'greenwashing' were used as the foundation of the review, and were selected from Peattie's (2001) review of how green marketing has been defined over time.

As noted, Henion and Kinnear's 1976 definition of ecological marketing was the earliest definition of green marketing. It is quoted as "concerned with all marketing activities (a) that have served to help cause environmental problems and (b) that may serve to provide a remedy for environmental problems". During the mid 1990s there was an academic push by authors such as Peattie (1995), Fuller (1999) and Polonsky (1994) to further define green marketing. Peattie (1995) defined green marketing as "The holistic management process responsible for identifying, anticipating and satisfying the needs of customers and society, in a profitable and sustainable way". Fuller (1999) defined sustainable marketing as "the process of planning, implementing and controlling the

development, pricing, promotion, and distribution of products in a manner that satisfies the following three criteria: (1) customer needs are met, (2) organizational goals are attained, and (3) the process is compatible with eco-systems." Polonsky (1994) defined green marketing as "all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment."

Peattie (2001) summarized the evolution of the concept and themes inherent in the green marketing literature between 1976 and 2001 into three ages. The first age, entitled 'ecological green marketing' grew out of environmental concern spurred in the 1960s and early 1970s from influential conservation books such as Rachel Carson's Silent Spring. Concern over finite resources, energy resource depletion and environmental concerns ruled this green marketing age between 1976 and the late 1980s. In response to these consumer concerns, regulations began to mount against particular industries seen as dirty such as the automobile and energy industry. Leonidou and Leonidou's (2011) assessment summarized from the writings of eleven influential green marketing scholars tell a similar story. In the 1970s businesses began asking "are we harming the environment?" in response to local pressure groups, especially aPhase concerns of air, water and land pollution. Marketing was used to demonstrate the firm's compliance to industry standards. Subtle changes occurred in the 1980s, moving towards a concern over compliance as regulations increased. Businesses began to ask "are we compliant?" and "how do we cut environmental costs?". Evidence of these themes are demonstrated in the literature review section, in which authors discuss the idea of a conserver society combating growing pollution at length throughout this era. Garrett's 1978 article detailing best practices in response to boycotts is also evidence of a growing base of concerned consumers, and a business environment in which companies were pressured to respond to environmental concerns. A case for the competitive advantage of being an early responder to environmental concerns began to be built, notably the successful case of the ecologically friendly brand Toni Yogurts.

A series of natural disasters such as Chernobyl, the Exxon-Valdez oil spill, and the discovery of holes in the ozone layer continued to fuel consumer concerns. It ushered in what Peattie (2001) calls the Second Age, entitled 'environmental green marketing'.

This era of green marketing from the late 1980s to late 1990s, introduced the concept of sustainability in which environmental protection and economic growth were no longer seen as separate agendas. Peattie (2001) highlights a move away from end-of-pipe technologies aimed to clean up pollution post-production, to a push for clean technologies that inhibit pollution during manufacturing. He also notes the rise in interest about green consumer segmentation, and how a company might profit off this market. Businesses begin asking "how do we satisfy our green consumer?" and "how can we communicate the green aspects of our products?", often answered with short-term reactive solutions (Leonidou and Leonidou, 2011). The literature review in this article tells a similar tale, detailing a literature that discusses aspects of the green consumer, effective advertising to this marketing, and larger advertising strategies such as partnerships and product pricing. Chamorro, Rubio and Miranda's (2009) systematic review of the literature between 1993 and 2003 also highlights a rising focus on consumer recycling programs during this time.

In his 2001 article, Peattie foretells a third wave entitled 'sustainable green marketing', which was to emerge in the new millennium. Leonidou and Leonidou (2011) detail this era as one moving towards a more long-term proactive approach to sustainable business. As belief in global warming began to grow and communication technologies continued to improve at an alarming rate, a more global response to environmental concerns took hold. Companies began to talk in earnest about long term competitive advantage strategies, integrating environmental values into the company culture, and began asking "how can we become genuinely sustainable?". The literature review demonstrated a sudden spike in discussion surrounding ethics/morals and how to integrate sustainability concepts into business education curriculums. The discussion around maximizing competitive advantage broadened to discuss not only consumer segmentation, but eco-labeling, consumer willingness to pay, sustainability within the marketing mix, different marketing approaches, and managing contradicting stakeholder attitudes. In this era, green marketing took root as a more normalized and expected business concept.

The green marketing literature has nearly doubled since 2010. Discussions regarding competitive advantage of green practices, consumer segmentation, consumer

willingness to pay and green advertising continue in earnest. New areas of discussion are maturing such as greenwashing and green product development/processes. How the literature will continue to evolve is unclear, however this review demonstrates that areas such as stakeholder management, green alliances, green standards, environmental benchmarking/best practices, environmental and green advertising ethics, green manager profiling, management of environmental change, planning and control, and product operations may be under-discussed and have potential for further growth.

The review contributes to the existing literature by:

1. Documenting the maturation of the green marketing literature,
2. Identifying changes and trends over time,
3. Identifying themes and approaches that are under/over-researched, and
4. Providing information on publishing trends to assist researchers proliferate the literature.

Three studies with similar aims to evaluate trends in the green marketing literature were found. A summary of the approaches used in these three studies can be found in table 1 on page 13. Chamorro, Rubio and Miranda (2009) analyzed green marketing literature published between 1993-2003. Four main conclusions were drawn from the analysis: researcher's interest in green marketing declined during this period, articles focusing on the green consumer and green communication were prevalent, research was heavily focused on managerial issues, and three-quarters of articles published were empirical. Kilbourne and Beckmann (1998) examined research themes present in environmental marketing literature published in twelve journals between 1971 and 1997. It identified the literature as heavily managerial in nature focusing predominantly on consumer characteristics. The article identifies 1995 as a breakthrough year where the research began to focus more on the environmental implications and applications of green marketing. The authors were unimpressed with the maturation of the literature in the 26 years studied, citing the strong managerial perspective of articles. Leonidou and Leonidou (2011) conducted a bibliographic search of environmental marketing and management articles between 1969 and 2008. The review demonstrates the maturation of

the literature over 39 years citing evidence such as a rise in the amount of articles published within a year, improved academic rigour, use of data, and length and increased collaboration between authors, countries and disciplines. While the literature gradually moved away from a dependence on exploratory articles to a more formalized hypothesis based body of literature, the need for more case studies, longitudinal approach, laboratory, observational and experimental design was identified. Green attitudes and responses, stakeholder management, and product operations were identified as popular subject matters.

This systematic review of the green marketing literature takes effective elements from each review's method to produce the most up to date review on the evolution of green marketing literature. The search terms, coding indicators, and date range differ from previous reviews**.** The paper is divided into four principal sections. The following section (section 2) presents an overview of the methodological approach used to conduct the systematic review. Section 3 presents a literature review of the top 25% cited articles from each era. Section 4 presents the results and analysis of the systematic review. Section 5 concludes the review by drawing out conclusions that may assist green marketing researchers moving forward. References and appendix follows.

*Table 1 – Comparison of Similar Studies*

| Article | Timespan | Approach | Key Terms | Article Sourcing | # of Articles Reviewed |
|---|---|---|---|---|---|
| Leonidou, C.N. and Leonidou, L.C. (2011) | 1969-2008 | Descriptive review. Content-analysis used to produce quantitative results. | environmentalism, environmental marketing/management, green marketing/management, sustainable marketing/management, natural environment, sustainability, and environmental responsibility. | 119 journals, sourced from electronic databases | 530 |
| Kilbourne and Beckmann (1998) | 1971-1997 | Qualitative review | Not specified | 12 English language marketing journals | 95 |
| Chamorro, Rubio and Miranda (2009) | 1993-2003 | Descriptive review. Content-analysis used to produce quantitative results. | green marketing, ecological marketing, environmental marketing, sustainable marketing, green product, green communication, green consumer and ecological consumer. 'consumer AND recycling' | 72 Journals and Bibliographic Search | 112 |

# 2.0 Methodology

This systematic review identifies prominent trends in publishing, research approach, and themes in green marketing literature published between 1973 and 2013, so as to provide a comprehensive overview of the literature's evolution. 466 articles relating to green marketing were reviewed along 51 possible axes. Articles were sourced from an online database using marketing in the title or subject, and relevant adjectives such as environment, green, sustainable etc. Each article was reviewed for its authorship profile (who is writing, how many, and from where), manuscript characteristics (length and reference use), thematic area (themes and theories discussed), scope of research (specifics of the theme covered such as product, industry, country etc.), and research design and methodology (how the data was collected, analyzed and positioned). Results from each category were analyzed using pivot tables, charts and trend lines to demonstrate how the category has evolved over time. A literature review covering 25% of the most cited articles per decade was conducted to add further context to what thematic areas have been discussed over the last 40 years. The concluding discussion presents researchers with evidence of the literature's maturation and evolution, themes and research approaches that may be over/under researched, information about publishing trends, and a benchmark tool that may assist researchers in setting expectations for new research. The data collection process was done in conjunction with Stephanie Whitney, University of Waterloo, to ensure the reliability of the data collection process. Jennifer Gunn completed all other aspects of the report including sourcing articles, data analysis, and the literature review independently.

**Defining the research method**

A systematic review is a type of integrative publication that "...involves the searching, selecting, appraising, interpreting, and summarizing of data from original studies*"* (Crowther and Cook 2007, p. 493). First used to summarize trial findings in evidence-based medicine, it has been adopted in management studies as one of the most efficient and high-quality methods for reviewing extensive literature (Tranfield, Denyer and Smart 2003). It presents a non-bias overview of the literature as a whole by assigning

indicators to articles and reporting on the prevalence of each indicator in the literature. It is an exploratory work that makes no efforts to judge or evaluate the findings of articles within the literature (Plummer, R., B. Crona, D. R. Armitage, P. Olsson, M. Tengö, and O. Yudina, 2012). Its strength lies in its non-bias, replicable, and systematic approach to summarizing a given literature.

However, the quality of the review's results relies on the quality of the articles compiled within the study (Crowther and Cook, 2007). A common decision in a systematic review is whether to include only published articles that have been peer-reviewed, so as to preserve the integrity of the results. While this method is accepted, it risks eliminating poignant literature that may be worthwhile (Dixon-Woods, M., Bonas, S., Booth, A., Jones, D.R., Miller, T, 2006). Systematic review studies are therefore often a well-defined sample of the literature as a whole despite attempts to be as inclusive as possible. In a similar vein, the method has been criticized for grouping dissimilar studies and comparing them as a cohesive group (Petticrew and Roberts, 2006). Though the method's intention is to eliminate bias from the review, judgment/interpretation is involved in coding the articles and some bias is to be expected (Pullin and Stewart 2006).

This review identifies itself as a systematic review because of its efforts to be non-biased, replicable, an accurate demonstration of the green marketing literature, systematic in its analysis, and its quantitative summary of results**.** Extensive efforts have been made to reduce bias, as demonstrated in the methods section below. This project differs from the traditional systematic review in that the research question is broad in scope. Systematic reviews are often used as a means to summarize findings on a specific subject to date, so that researchers or practitioners may incorporate previous findings into their work (Crowther, M. A., and D. J. Cook. 2007). While this study hopes to provide information that will allow academics to better understand publishing trends and view the green marketing literature as a whole, the scope is broader than what is usually accepted for a systematic review. Because of the broad nature of the question and the focus on reducing coder bias, the study did not eliminate articles based on methodology or relevancy as suggested by Crowther and Cook (2007).

**Defining the Search Terms**

The many sub-themes that contribute to the green marketing literature make the method susceptible to what Stuhlmacher and Gillespie (2005) term the "apples and oranges" criticism of the systematic review method. They warn that a broad problem definition can result in a fractured analysis with unclear use to researchers. By endeavoring to capture articles in all sub-themes such as product development, supply chain management, partnerships, certification, and eco-labeling, an initial attempt to select search terms failed for this reason. The offering of articles was too broad and bias became apparent in the selection of which articles fell within the researcher's definition of green marketing.

The first Phase of article sourcing, sourced articles that had 'green marketing', 'eco-marketing', 'ecological marketing', 'environmental marketing' or 'sustainable marketing' in their title or author defined keyword/subject. These terms were selected with assistance from Peattie's (2001) review of how green marketing has been defined over time. The article identified ecological marketing, environmental marketing, and sustainable marketing as comparable terms for green marketing. While Peattie did not identify the term 'eco-marketing' in his article, several variations of the word eco (eg. eco-performance and eco-tourism) were used. The term eco-marketing was included to capture articles that used the colloquial term for 'ecological marketing'. Greenwashing was also added as an additional search term after discussion amongst researchers about its unique importance in the green marketing literature.

A second Phase of article sourcing was conducted after it became evident that the original search terms did not properly capture all relevant literature. The addition of the following terms, searched within an article's title, completed the sample of the green marketing literature used for this review: ((Environmental OR Environment OR Sustainable OR Sustainability OR Ecological OR Eco OR Green) AND (marketing)) OR Greenwash*. Searching these terms within the subject/keyword of an article was also considered, however the search results produced a multitude of irrelevant articles and thus this approach was deemed inappropriate. Though the new search terms introduced the possibility for elimination bias (which the original search terms had hoped to avoid) a simple elimination device was used to avoid bias. If an article referred to the

'environment' as a context for decision making (eg. business environment, economic environment etc.), and no mention of ecological concerns was discussed, the article was eliminated from the review. Similarly if marketing was discussed with no mention of ecological concerns (often in relation to a long-term self-sustaining model), the article was eliminated from the review. A handful of articles discussing sustainable development were also eliminated, as they discussed poverty elimination with no mention of ecological concerns.

Articles were further organizd by year, type, and peer-reviewed status. The review spans articles written between 1973 and 2013. Though 1975 was the year in which the American Marketing Association officially released its first workshop on ecological marketing, the decision was made to begin sourcing in 1973 for the possibility that relevant literature may have been released a few years prior to the definition. Though Dixon-Woods et al. 2006 warn that by selecting only peer-reviewed studies the review could omit relevant material, the decision was made to only source articles from peer-reviewed sources. Given that the majority of the sourced literature relied on self-identification and as such was not filtered by the researchers for relevancy, it was felt that opting for peer-reviewed studies was an acceptable filter to ensure the quality and relevancy of the literature in the review. The same logic was applied in the definition of 'source type', which included: dissertations, reports, scholarly journals, trade journals and working papers, and omitted: audio & video works, books, conference papers and proceedings, magazines, newspapers, wire feeds and other sources. Only articles with accessible online copies were used.

**Defining Sourcing Method**

Despite Stuhlmacher and Gillespie's (2005) warning that a systematic review should make efforts to recover all manner of literature in the field (from contacting researchers, reviewing conference documents etc.), the decision was made to only source online content from the proquest search database. The search methods used in Chamorro, Rubio and Miranda's (2009) review of green marketing literature, in which they sourced directly from the top twenty business/marketing journals, was also considered. There was a concern that by sourcing from the most popular business journals, outlying works or

new manners of thinking that had not yet gained popularity would be ignored. Similarly there was a concern that reaching out to colleagues and sourcing articles from bibliography or conference logs may create a non-probability sampling bias in the final review, as some branches of the literature may be explored more than others. A desire for replicability and limiting bias led to the conclusion that sourcing from an online database was the best method. It also removed bias as to what was considered green marketing, and allowed only articles that self-identified as adding to the green marketing literature to be reviewed. It is acknowledged that not all articles in the green marketing literature were included in this review.

Five criteria were identified as important in the selection of a database. First, the database had to yield a high return of articles so as to properly reflect what had been published in the green marketing literature. Second, it had to be able to refine the search by year to accurately represent the timeframe of 1973 to 2013 chosen for this review. Third, it had to allow only peer-reviewed articles to be searched to maintain the quality of articles reflected in the review. Fourth, for efficiency of article sourcing, the database had to allow search terms to be sourced from keyword and/or title simultaneously. Finally, it had to record how many times an article had been referenced to ease the selection of articles for the literature analysis section of this review. While many databases met the criteria, the ABI/INFORM ProQuest database which draw from 45 databases was selected because it provided the most article hits in which to source from.

**Coding Matrix**

The indicators coded for within the green marketing literature were taken from Leonidou and Leonidou (2011) bibliographic review of environmental marketing and management articles published between 1969 and 2008. Their coding matrix was detailed, tested, and captured the information necessary for a project of this scope. The researchers felt that the coding matrix used in this study was comprehensive, and that using an already tested coding matrix was a sound way forward. This review was therefore directly influenced by and shares many similarities with the Leonidou and Leonidou's review. However, the results of the review differ substantially in the search terms, time span, article sourcing and presentation of results. While the Leonidou and

Leonidou's search terms cultivated a managerial perspective, this review focuses specifically on the green marketing literature. It also spans 1973 to 2013 in contrast to their study of the literature between 1969 and 2008. This is especially noteworthy given the growth of the literature between 2008 and 2013. Finally, the individual analysis of each category was explored in greater depth in this review, and focused more on changes over time. Additionally minor changes to the coding matrix were made.

Coding was broken down in to six categories:

- Authorship profile,
- Manuscript characteristics,
- Thematic area,
- Scope of research,
- Research design, and
- Research methodology.

Authorship profile

Authorship profile captured how many authors and institutions were involved in the publishing of an article, as well as from which countries and disciplines the authors were from. The aim was to identify not only prevalent authors, institutions, and countries in the field, but how much collaboration occurred in the publishing of green marketing articles. When an article cited more than three authors, it was coded "three or more" and only the information from the first three authors were collected. In contrast to the Leonidou and Leonidou (2011) review where location of author was coded by continent, location of author was coded by country. This change came from a desire for a more detailed account of where green marketing research was being developed. However, during analysis countries were re-sorted into continent categories for ease of analysis. Similarly, the name of the institution was added to the coding index so as to be able to report on what institutions have been most successful at generating green marketing material. Finally, the coding for the author's discipline was expanded to include environmental studies to ensure that authors outside of the business/marketing disciplines were captured.

Manuscript characteristics

Manuscript characteristics recorded number of pages and number of references used to provide a guideline for researchers on publishing averages for conceptual, empirical, conceptual, meta-analysis, modeling and methodological works.

Thematic Area

Thematic area detailed what the focus theme of an article was, and where it fit in the literature. Further definition of each sub-theme is available in Appendix Table 1.

'Marketing Management Aspects' considered what marketers should consider when designing green marketing/products. It was coded across the following categories:

- Green attitudes and responses
- Green product development
- Green segmentation
- Green promotion
- Green logistics
- Eco-labeling
- Green brand position
- Green pricing

'Environmental Management' articles detailed what internal changes a company needed to be made in order to reach corporate environmental goals. It was coded across the following categories:

- Stakeholder management
- Planning & control
- Greening organization culture
- Management of environmental change
- Leadership
- Human resources management
- Green manager profile

‘Environmental Corporate Strategy’ contributes to research on the external/reportable strategic changes made in order to reach corporate environmental goals. It was coded across the following categories:

- Production operations
- Strategic management
- Marketing
- Finance,
- Supply chain
- Green alliances.

‘External Regulatory Environment’ asked how environmental considerations affect corporate strategy. It was coded across the following categories:

- Environmental regulations
- Green Standards
- Environmental movement

‘Environmental Strategy Implications’ explored how the implementation of environmental strategies affected firms. It was coded across the following categories:

- Performance implications of environmental strategies
- Environmentally-driven competitive advantage
- Environmental benchmarking/best practices.

‘Corporate Environmental Response’ responded to questions about a company’s responsibility beyond profit, It was coded across the following categories:

- Social responsibility
- Ethics of environmental neglect.

‘Environmental Advertising’ asked how companies are alerting consumers/selling its greenness. It was coded across the following categories:

- Environmental claims
- Consumer attitude and responses
- Greenwashing
- Advertising greenness
- Green advertising ethics.

Scope of research

Scope of research recorded the nature of the article, theories/paradigms used, focus regions, industry coverage/focus, product type, unit of analysis, company size and market emphasis. Nature of the article identified if an article was a conceptual, empirical, meta-analysis, modeling or methodological piece. Detailed definitions can be viewed in **Appendix Table 1**. Content analysis and meta-analysis were identified as unique types of empirical work, otherwise an article was coded as 'empirical work' when primary research was conducted. As per Leonidou and Leonidou's (2011) coding scheme the following paradigms were identified: Stakeholder Theory, Resource Based View, Institutional Theory, Theory of planned behaviour/Reasoned action, Dominant social theory, Natural Resource Based View, Societal marketing, Legitimacy theory, Slack resources theory, Neoclassical economic theory and Political economy. Theories/Paradigms were searched by looking for keywords "theor*" or "paradigm" within the article. Only theories/paradigms that were specifically identified by name, and detailed as contributing directly to the author's hypothesis were coded. When a theory/paradigm was used that was not named on the detailed list, "other" was used. If no paradigms were identified, "none" was selected.

The remaining sections were only coded if the work presented empirical research, as done in the Leonidou and Leonidou's (2011) review. Focus Region was coded by country name if the primary research was conducted with subjects (consumers, companies, advertisements etc.) from one specific country. If more than one country was specifically identified as a focus (eg. a comparison) "diverse region" was coded. If the research did not focus its findings or data collection to specific countries, 'not applicable' was coded. This differed from Leonidou and Leonidou's (2011) article in which focus region was coded by continent, and 'diverse regions' was not an option. The change stemmed from a desire to assess if one country was over/under studied in the green marketing literature. Market emphasis was coded to evaluate if authors were conducting research outside of their home country. When an author lived in the same country as the focus region of the article, 'domestic' was coded. When an author lived in a different country than the focus region of the article, 'international' was coded. Industry coverage was coded if the primary research focused specifically on evaluating companies and/or industries. When

an article contributed to research on industries/companies but did not specify what type of industry/company was being evaluated, 'not specified' was coded. If the article did not contribute to research on industries/companies 'not applicable' was coded. Industry focus was added as a category in this review to assess if there was an industry that was over/under studied. When the primary research focused on one industry in particular, the name of the industry was entered. 'Product type' was coded if the primary research focused on evaluating a consumer good, industrial good, agricultural good or a service. A discussion over whether energy consumption in households was viewed as a good or as a service, led to a good being defined as something that is consumed or depleted by a consumer/industry. If the article contributed to research on goods/services but did not specify what product was evaluated 'not specified' was coded. If the article did not contribute to research on goods/services 'not applicable' was coded. The subject of the analysis was coded as company, consumer, student, advertisement or other. When the unit of analysis was coded 'company' a search for company size (small, medium, large) was conducted. If the article did not discuss company size or several companies of differing sizes were evaluated, 'not specified' was coded.

Research design

Research design indicated problem crystallization, topical scope, time dimension, research environment, communication mode, control of variables and variable association. Problem crystallization asked if a work was formalized, that is if specific outcomes were expected from the research, or exploratory. Topical scope questioned how research was analyzed, whether using a statistical, case study, or qualitative method. Time dimension considered if the research collected was cross-sectional (subject was studied once) or longitudinal (subject was tracked over time). Research environment looked at whether the research was conducted in the field or in a laboratory. A laboratory was considered a controlled environment, and therefore if all personal interviews were conducted in a specific environment chosen by the researcher it was considered 'laboratory'. Any studies that did not relate to human subjects (eg. a content analysis of advertisements) was coded as 'field'. Communication mode discussed the method of data collection, whether by survey or observation. Any studies that did not relate to human

subjects (eg. a content analysis of advertisements) was coded as 'observational'. Control of variables asked what stimuli the subjects were responding to, ex-post facto (past stimuli) or experiment (controlled stimuli). Variable association questioned the hypothesis' intent. If the hypothesis intended to prove that one variable caused another, it was coded as causal. Otherwise, it was coded as descriptive.

Research methodology

Research methodology identified the analytical technique, sampling design, sample size, response rate, data collection and key informant in an article's data collection process. Analytical technique evaluated what techniques were used in the creation and analysis of the hypothesis: descriptive, uni/bivariate, multivariate or qualitative. Articles that contained both uni/bivariate hypotheses and multivariate hypotheses were coded as multivariate. Sampling design detailed how the sample was selected: probability (all individuals in the population had an equal chance of being selected to take part in the study) or non-probability (a select group was chosen, or the method did not provide equal opportunity for all members of the population to be selected). When the method of developing the sample was not detailed, 'not specified' was coded. Sample size recorded how many people participated in the study, while response rate recorded how many people participated in the study versus how many were asked to participate. In the case where the article provided response rate information, but did not specify the results in percentage, the coders calculated response rate on behalf of the article. Data collection identified how the data was collected: by mail, personal interview, focus group, telephone, email or secondary information. Any studies that did not collect information from human subjects (eg. a content analysis of advertisements) was coded as 'secondary information'. The final coding criteria was 'Key Informant' which detailed who was contacted to participate in the study: Environmental/health and safety manager, CEO/president, Production/operations manager, Marketing/sales manager, Other manager, Consumers, Students or Secondary data sources. 'Range of informants' was coded if there was not a dominant theme in who was interviewed. Any studies that did not collect information from human subjects (eg. a content analysis of advertisements) was coded as 'Secondary data sources'.

**How many articles coded/removed**

The search terms yielded 651 unique results. 466 articles were fully coded. Of the 651 articles, 105 articles were not accessible online, and were therefore not included in the review. It is unknown whether all 105 articles were relevant to green marketing or were similar in scope and character to the articles reviewed. 56 articles were not research articles (book reviews, conference papers, editorials etc.), and thus were not included in the review. 24 articles from the second search were removed because they did not relate to green marketing, often using the word "environment" in relation to a business/external situation. In total, 185 articles were omitted from the review.

**Cross-coder reliability**

Of the 466 articles that were reviewed, 176 articles were coded by Stephanie Whitney. Jennifer Gunn coded the remaining 290 articles. To ensure consistency in coding, a definition and coding best practice sheet was created to guide the coders (appendix Table 1). Three rounds of practice coding took place, followed by a discussion clarifying proper coding practices when the coders disagreed on an indicator's purpose. Articles used to calculate the cross coder reliability score was made up of 10% of the articles sourced from the first Phase of article sourcing, for a total of 36 articles used in the calculation of the reliability score. These articles were chosen at random. Following Leonidou and Leonidou's (2011) example from their bibliographic review, the calculation of the reliability score was based off of the percentage of times the coders assigned the identical code to a category. In their review, the intercoder reliability score fell within 87% to 99%, which was deemed acceptable. This systematic review scored an average of 91%, well within acceptable range according to Leonidou and Leonidou (2011).

**Limitations of the review**

Jones (2004) raises several concerns that were debated amongst the researchers while building the review: "The decision of whether to include…all the studies which meet the inclusion criteria, or only a sample, is also a pragmatic one, as it depends on the number of relevant studies identified" (Evans & Pearson 2001). The inclusion of all studies, following an exhaustive literature search, helps to prevent the exclusion of important

information or views (Sherwood 1999), and thus strengthens the findings because they are generated from a broader base. However, this may not always be feasible. Paterson et al. (2001) suggest that working with more than 100 studies may be 'overly ambitious'. This review represents a sample of the green marketing literature, and thus cannot claim to be a complete representation of the literature. Two approaches led to this identification. First, the sourcing of articles did not extend past the use of an online database. As discussed earlier, authors of other systematic reviews have often searched the bibliographies of relevant papers and scanned specific journals, in addition to an online search. This approach was not taken out of a desire for replicability. It is also accepted that different search terms may yield more/different articles. Secondly, articles without online availability were not reviewed. This decision was made out of concern for the time and resources needed, and an agreement that the sample collected was sufficient. It was accepted that a broad review of this nature would never find all the literature relevant to green marketing, and thus a sample approach was accepted. It is also noted that the keywords chosen to source articles did not capture all articles related to green marketing. Influential works whose authors did not self-identify their work as related to green marketing in their keywords or title were not reviewed.

Extensive efforts were made to ensure that the data collection and analysis was done in a detailed, repeatable, and non-biased manner which best represented the goals of this review. Detailed descriptions of these attempts were outlined in the methodology above, and include the development of a detailed coding template, discussion amongst coders, and the use of a cross coder reliability check. However, the coding of 466 articles each with 51 possible criteria inevitably lends itself to human error and/or bias.

**Literature Review**

It is not within the scope of this review to conduct a thorough and expansive literature review. The following literature review intends only to provide further context to the themes most prominently discussed in the green marketing literature over the last 40 years. The top 25% most cited articles were reviewed from each of the following time categories: 1973-1989, 1990-1999, 2000-2009 and 2010-2013. The number of times an article has been cited was retrieved from the proquest database during the initial search phase. The intention was to provide a longitudinal review of what themes and beliefs

were prominent in each decade category, by the most celebrated articles in each category. All articles from 1973-1989 were reviewed together and presented as one era. Though the perspective and intention of green marketing did shift slightly during this time frame, given the small number of articles published and Peattie's (2001) article grouping the themes of this era together, it was felt that organizationally it made sense to group articles from this time frame together.

# 3.0 Literature Review

The literature review represents findings from 123 articles, or approximately 25% of the total literature analysed in this systematic review. The review is organized into four eras, and subsequently broken up by themes dominant in the literature at that time. Within each era, articles and themes were introduced based upon readability and flow, and not in order of importance. Articles from 1973 to 1989 were dominated by discussions of competitive advantage and conserver society. 1990 to 1999 introduced consumer segmentation, advertising tactics, and green marketing strategies including partnerships and pricing. 2000 to 2009 saw a continued look at consumer segmentation, a new perspective on competitive advantage, a broadening of marketing approaches to include the segmentation of business strategies, 4p framework and managing stakeholder attitudes, as well as a new discussion of ethics/morals, sustainability education in business curriculums and consumer attitudes and behaviours, including discussions specifically on eco-labelling and consumer willingness to pay. 2010 to 2013 continued the conversation on education, consumer segmentation, competitive advantage and consumer willingness to pay, and broadened the discussion on consumer attitudes and behaviours to include the effect of firms on consumer behaviour. Research discussing marketing approach also expanded to include internal strategy/governance, product development and advertising. Greenwashing was discussed in great numbers for the first time.

1973 to 1989

The 1970s was the dawn of the green marketing literature. In 1975 the American Marketing Association developed its first official definition of ecological marketing (Polonsky, 1994). The literature grew out of environmental concern spurred by influential books such as Rachel Carson's Silent Spring which voiced concern over finite resources, energy resource depletion, and pollution. In response to these consumer concerns, regulations began to mount against particular companies seen as dirty such as the automobile and energy industry (Peattie, 2001). Leonidou and Leonidou's (2011) assessment summarized from the writings of 11 influential green marketing scholars tell a

similar story. In the 1970s businesses asked "are we harming the environment?" in response to local pressure groups, especially around concerns of air, water and land pollution. Marketing methods were used to demonstrate the firm's compliance to industry standards. Subtle changes occurred in the 1980s, moving towards a concern over compliance as regulations increased. Businesses began to ask "are we compliant?" and "how do we cut environmental costs?".

All 8 articles captured from 1973 to 1989 were reviewed because of the small sample size. Two main themes emerged: competitive advantage and conserver society.

**Competitive Advantage**

Healy (1975) studied the existing perceptions senior marketing executives held about environmentalism within marketing. The author concluded that the role of marketing in large industrial companies would increase throughout the decade, alongside a rise in environmental degradation and the amount of environmental information available to marketers. Marketers were warned to be vigilant and selective in what information they acted upon. Marketers identified the importance of certain environmental influences on marketing strategy, in descending order of importance: nature and intensity of competition, changes in consumer markets, changes in channels of distribution, consumerism, air pollution, water pollution, civil rights movement, deterioration of downtown, and urban substandard housing. Marketers also identified the perceived importance of marketing mix factors, in descending order of importance: sales management and personal selling, new market development, new product development, channels of distribution, pricing policy marketing and customer service, logistics, advertising and promotion, and market research. Profitability and competitive strength were shown to be the most important organizational objectives, followed by stability, flexibility and social responsibility. Dyllick (1989) analyzed the success of a specific case study, Toni Yogurts, in their pursuit to balance economic and ecological goals. It took eight years from the time of implementation for Toni Yogurts to make environmental friendly policies work in their favor, and some years were not profitable as a direct result of the change. Five lessons were extrapolated from the case: consumer demand for ecological products proved to be enough to argue competitive advantage, ecological

marketing strategies must be developed with a long-term commitment in mind, Toni Yogurts succeeded in part because of their collaborative stakeholder approach, and an ethical commitment outside of a solely economic goal assists in motivating the process.

Garrett (1987) studied the role of boycotts in environmental marketing strategies. Four boycott responses by companies' who were being attacked were highlighted. Policy modifications with a warning involved making the requested changes, often because the policy suggestions did not significantly change business outcomes, however letting the boycott leaders know it was not done out of fear of reputation loss. Damage minimization was suggested in cases where the pressure being exerted by boycotts was significant. The company was advised to make requested changes quickly and work with boycott leaders to minimize damage. The low profile approach was deemed useful when the requested policy changes could not be easily or effectively made, but boycott pressure remained relatively low. These companies were advised to not respond with inflammatory remarks that may fuel the boycott. Finally, for high-pressure boycotts, companies often attempted to minimize damage through high profile publicity campaigns that aimed to present the company's reasoning. This approach was called the counterattack. Four boycott approaches taken by boycott leaders were also reviewed. The 'non-threatening information exchange' approach suggested that boycott leaders first contact the company with their policy issues before going public. This approach can be successful with companies that are very protective of their brand, and can build better relations and discussion with the company. The 'attention getting' boycott was used when companies were not willing to engage in low-profile discussion. Boycotts were used as a means to garner attention from the company. 'Boycott leaders' were advised not to invest in boycotting if a company was holding firm on their policies, and little support could be garnered for a boycott. In these cases boycott leaders were urged to promote mandated change strategies in which pressure is exerted in other means, for example finding a legal reason for change or acquiring a large part of the company. Finally, 'protracted siege' boycotts cautioned boycott leaders of the long-timeframe and high amount of resources needed to keep a boycott strong enough to enact change on companies that are resistant to changing their policies. The author suggested that both boycott leaders and marketers would benefit from a greater understanding of the effectiveness of boycotts.

**Conserver Society**

Henion (1981) discussed progress in transitioning to a conserver society in which consumers understand the concept of finite resources and respond for the betterment of future generations, as presented at the 1975 American Marketing Association conference on ecological marketing. One study from the conference, as reviewed by Henion found the relation between consumer attitude and behavior for energy conservation to be weak. Consumers were also found to resist major changes in lifestyle in relation to conservation efforts, and believed their energy usage to be in line with other consumers regardless of if their usage level was high. Cynicism about the crisis, materialism, and belief in the ability of future technology contributed to consumer disinterest in energy conservation. Government policies were called upon to help change behavior and attitudes in regards to energy. An example of the success of recycling campaigns was cited. The first stage involved an extensive education campaign, followed by nationwide program implementation, finally resulting in a new competitive industry. This industry also went through changes in consumer attitude starting with optimism, skepticism, pessimism, and finally realism. Murphy and Laczniak (1977) also used the argument of pollution and finite resources to call for environmental action specifically with a focus on energy consumption. The authors documented common explanations for the emerging environmental crisis, including: growing population, new environmentally damaging technologies, a push for economic growth and consumption and poor policies. Shapiro (1979) continued this discussion through the lens of a conserver society. The author defined the term similarly to Henion (1981) in its respect of the earth's finite resources. However, three types of possible conserver societies were offered. The first focused on the development of a waste-not society in which more was done with less resources. The second option suggested propagating a similar lifestyle with less resource use. The final view suggests changing the current lifestyle to consume less with less waste. In all three instances society was urged to: promote an economy in which more was done with less, reuse resources whenever possible, question the promotion of consumerism inherent in the current marketing system, and strive for diversified solutions which strengthen the overall economy. The notion of a conserver society went against three accepted societal

objectives: need for economic growth, the right and privilege to consume, and a sense of eternal affluence. Similarly, Harmon (1977) called for a change in the consumption mentality that traditional marketing generated, citing finite resources and concerns about pollution. He argued that good business should look at long-term trends, and take a proactive approach to curb environmental degradation. Efficient resource utilization was pushed, as well as early conceptualization of a lifecycle approach-pricing scheme. Heavy emphasis was placed on the role of the consumer to purchase more environmentally friendly products.

1990 to 1999

Green marketing literature written during the 1990s furthered the concept known as sustainability in which environmental protection and economic growth are seen able to co-exist. Peattie (2001) highlighted a move away from end-of-pipe technologies aimed at cleaning up pollution post-production, to a push for clean technologies that inhibited pollution during manufacturing. He also notes the rise in interest about green consumer segmentation, and how a company might profit off this market. Businesses began asking "how do we satisfy our green consumer?" and "how can we communicate the green aspects of our products?", often answered with short-term reactive solutions (Leonidou and Leonidou, 2011).

The literature review conducted in this article concluded with similar findings, detailing a literature that discusses aspects of the green consumer, effective advertising to this marketing, and larger advertising strategies such as partnerships and product pricing. Of all the articles analyzed in the systematic review, 25% were highlighted in the literature review. A total of 24 articles represented the time period 1990-1999 in this literature review. Articles selected for review were chosen based on greatest number of citations within the decade. Reviewed articles for 1990-1999 had been cited between 24 and 113 times.

**Overview of green marketing literature**

Kilbourne (1995) argued that the nature of green advertising was complex and needed to be extensively evaluated from both a political and human perspective. The author developed a framework that assisted academics in clarifying where advertisements and green marketing terminology fell in terms of their political and human orientation. The framework identified environmentalism, conservatism, human welfare ecology, preservationism, and ecologism as the definitional spokes of the framework. Van Dam and Apeldoorn (1996) called for a regulatory framework that allowed sustainable marketing to function within an existing system that inherently strived for over-consumption of products and resources. The authors conceded that an overbearing regulatory system would be as ineffective as an over-reliance on free market practices. Improvements in product development were touted as the way forward to balance business and environmental concerns.

**Advertising**

How to position advertisements was the second most discussed theme from 1990-1999 from the literature sampled. The conversation centered largely on the accuracy of environmental claims made in corporate advertisements. Carlson, Grove, and Kangrun (1993) found that the majority of advertisements assessed in their content analysis were deemed 'misleading'. Subhabrata, Gulas, and Iyer's (1995) content analysis concluded with similar findings, stating that green advertisements by businesses were more shallow than those placed by nonprofit organizations. In both cases the use of vague images and avoidance of hard facts were mechanisms in which companies used to avoid engaging in real issues. Carlson, Grove, and Kangrun (1993) clarified that the majority of environmental claims were seen as being vague or ambiguous, rather than blatantly false, however when facts were used they were often real. Osterhus's (1997) research suggested that misleading or vague environmental claims was not an effective way forward for marketers to build consumer trust. Instead the author suggested repetitive messages regarding modest accomplishments, using partnerships for credibility, and using targeted messaging that discusses issues consumers feel a responsibility to. Schlegelmilch, Bohlen and Diamantopoulos (1996) also stressed the importance of sound environmental claims, as consumer attitude was found to be the best predictor of purchasing behavior. Concern

that mistrust of advertisements could easily influence a consumer's attitude towards the brand was stated. Carlson, Grove, and Kangrun (1993) questioned whether failure to make clear connections between sustainability and the product/firm was one of the reasons for consumer confusion of eco-labels.

Mohr, Eroglu, and Scholder Ellen (1998) defined consumer cynicism of green claims as an enduring disbelief based on conviction that people are motivated by selfishness, while consumer skepticism varied with context. They postulated that skepticism may increase/decrease with knowledge, so that consumers with moderate levels of knowledge were more likely to rely on the marketer's message. Advertisements that focused on increasing consumer knowledge of environmental issues could establish better trust in green ads. Obermiller (1995) researched the effect of a "sick baby approach" where the advertisement details the environmental problem as severe versus a "well baby approach" in which the efficacy of individual action is stressed. It was found that the sick baby approach was more effective when appealing to issues that consumers viewed as unimportant, or were unaware of. Conversely, issues with high consumer awareness benefited from the well baby approach. Straughan and Roberts (1995) also found that consumers responded well to green advertisement when the success of individual action and the consequent effect on others was stressed. Their research suggests that marketers should address consumer attitude, as it appears that attitude formation occurs before individual action. Kalafatis, Pollard, East, and Tsogas (1999) echo this conclusion. Though speaking specifically about Chinese consumers, Chan (1999) also suggested that marketers focus their attention on raising consumer awareness about environmental issues as a means to change behavior. Thogersen (1999) suggests that advertisements focus on strengthening consumer's intrinsic motivation after finding that in the majority of cases environmental purchasing behavior was based upon moral reasoning, rather than simply economic. Osterhus (1997) suggested that managers use a variety of consumer influence strategies, such as economic, normative, and structural, simultaneously for the greatest marketing success.

**Consumer Segmentation**

Shrum, McCarty and Lowrey's (1995) research urged marketers to consider what consumers they wished to influence with their advertisements. They constructed a psychographic profile of the green consumer, and concluded that green consumers consider themselves to be opinion leaders, are often skeptical of green advertisements, research products before purchase, and lack strong brand loyalty. Thus marketers must work to keep green consumers interested, and should take care not to alienate this target market with ambiguous or misleading marketing claims, in consensus with the authors detailed above. Similarly Schuhwerk and Hagius (1995) found that consumers with high involvement in environmental issues may be indifferent to the type of appeal used in advertising, perhaps based on their natural distrust of advertisements and independent research. For consumers with low-involvement in environmental issues however, appeals discussing the low environmental impact of a product was more effective than discussing a lower cost. Not surprisingly consumers with low-involvement with the environment produced more counter-arguments to green claims than those with high involvement, however there was no difference in the amount of counter-arguments posed by the low-involvement group between the different appeal approaches. Straughan and Roberts (1995) approached consumer segmentation from a similar perspective with their method of profiling college students by environmentally friendly behavior. They urged marketers to use psychographic criteria in targeting consumers (especially altruism), rather than the traditional demographics. Schlegelmilch, Bohlen and Diamantopoulos (1996) echoed the trend to move away from demographic details to environmental knowledge and attitudes and/or behavior. Consumer attitude was deemed the best predictor of purchase behavior. When segmentation is addressed from a financial aspect, such as in Kahn and Matsusaka's (1997) study, people with an average income are found to view green products as a normal good, however those with high income find some environmental products (particularly parks) to be inferior. High income people (often in jobs requiring high levels of education) are more likely to favor increasing the availability and use of environmentally friendly goods, perhaps because the premium is often paid by lower income workers who are required to use/pay for these goods on a large scale (farmers, forestry etc.). Chan (1999) used the Maloney and Ward ecological scale to assess the environmental behaviors and attitudes of consumers in China. Zinkhan and Carlson

(1995) warned that green consumers have a natural distrust of business and the advertising industry. The authors stressed that there was no 'one size fits all' marketing approach, but that marketers should be aware of the anti-capitalist tendencies inherent in the green consumer segment.

Two articles in this sample discussed price premiums for environmental goods. Nimon and Beghin (1999) identified a significant price premium for the organic label in apparel goods, and a discount for the "no-dye" label. It was found that consumers were not willing to pay a premium for clothing made with environmentally friendly dyes. Vlosky, Ozanne and Fontenot (1999) demonstrated a willingness to pay a premium for certified wood products. The data demonstrated a positive correlation between willingness to pay for environmentally certified products and each environmental consciousness, importance of environmental products, and involvement in environmental product activities.

**Competitive Advantage**

Discussions of how to approach green messaging and green claims, along with which consumers to target lends itself well to the discussion of how company's should integrate green goals into their business practices. Similar to McDaniel and Rylander's (1993) article, Azzone and Bertele (1994) began by discussing the difference between a reactive and proactive approach to environmental responses. A proactive response may be better for competitive advantage, but it is expensive, requires support from management, and there is no one size fits all approach. However, green consumers, pressure groups, insurance companies, and green investors are documented as forces pushing companies to react to the wave of environmentalism whether they are willing to invest significant resources or not. Polonsky (1995) argued that the stakeholder management process is well suited to developing environmental marketing strategies that balance the differing goals of a company's stakeholders. The author urged industrial marketers to: identify groups affected by the organization's environmental marketing activities, determine how these groups affect and are affected by the organization's environmental marketing, and develop strategies that account for these interactions with stakeholders. Menon, Menon, Chowdhury and Jankovich (1999) responded to the evolving environmental paradigm by

suggesting that businesses evaluate their unique characteristics, appoint an environmental committee led by senior managers, and set tangible annual environmental goals. Similarly, McDaniel and Rylander (1993) suggest a ten step framework: develop an environmental corporate policy, build support in upper management, hire and develop environmentally minded employees internally, educate employees on the corporate environmental policy, partner with outside organizations, develop an internal plan to assert the corporate policy, ensure organizational efficiency when responding to environmental issues, allocate resources to the environmental plan, ensure external stakeholders know of the efforts, and monitor stakeholder response. These efforts should reflect a sincere commitment to the environmental policy, hold up to scrutiny, and focus on successes rather than overstating the truth. Hartman and Stafford (1997) echo similar steps in their discussion of greening organizational culture. Steps included: instilling environmental behaviors (like recycling), garnering support from upper management, providing corporate sponsorships, hiring/appointing environmentally minded people, encouraging voluntary green activities amongst employees, providing environmental education, rewarding cost-saving environmental ideas, conducting environmental audits, and issuing environmental policy.

One area discussed in greater depth is the value of corporate partnerships. Hartman and Stafford (1997) identified six types of partnerships: green public policy alliance, green systems alliance, task force, product endorsement, corporate sponsorship, and licensing arrangement. Similar to Westley and Vredenburg (1991) and Mendleson and Polonsky (1995), Hartman and Stafford stressed the importance of selecting an environmental partner that shares the business' values and is positioned to address the problem. Mendleson and Polonsky (1995) stress that partnerships are only an effective marketing means if the environmental group is well respected, and viewed by consumers as unbiased. The right partner should share the same values as the business and be well positioned to assist in the defined problem. Westley and Vredenburg (1991) drew upon the failure of the partnership between Pollution Probe and Loblaws to demonstrate the considerations involved in partnerships between business and environmental groups. Four factors were identified that may lead to ineffective bridging between partners: resource and cultural restraints, legal barriers, and an inability to find common ground. The

success of strategic bridging relies on: a strong commitment to the partnership, successfully defining the problem to be addressed, developing an internal business culture that embraces the partnership, and successfully balancing self-interest with the interest of the partnering organization. Mendleson and Polonsky (1995) add that in many ways, environmental groups should be seen as external consultants who can assist in greening the organization while contributing to the brand's image. This is due, in part, to the inability for an environmental group to make concessions for their partner. Hartman and Stafford (1997) also stress the importance of continually managing the partnership and ensuring both organizations' goals are being met.

2000 to 2009

This decade saw a move towards a more long-term proactive approach to sustainable business. As belief in global warming began to grow and communication technologies continued to improve at an alarming rate, a more global response to environmental concerns took hold. Companies began to talk in earnest about long term competitive advantage strategies, integrating environmental values into the company culture, and asking "how can we become genuinely sustainable?" (Lenidou and Leonidou, 2011).

The literature review demonstrates a new interest surrounding ethics/morals and how to integrate sustainability concepts into business curriculums. The discussion around maximizing competitive advantage broadened to discuss not only consumer segmentation, but eco-labeling, consumer willingness to pay, sustainability within the marketing mix, different marketing approaches, and managing contradicting stakeholder attitudes. In this era, green marketing took root as a more normalized and expected business concept. 25% of articles reviewed in the systematic review were highlighted in the literature review, for a total of 42 articles from 2000-2009. Articles selected for review were chosen based on greatest number of citations within the decade. Reviewed articles for 2000-2009 had been cited between 17 and 160 times.

**Marketing Theory and Literature**

Crane (2000) explored ethical arguments within the green marketing literature. Typically the morality literature approached green marketing from five angles: fair play, managerialist, reformist, reconstructionist, and interpretist. Fair play articles judged the extent to which green marketing had been conducted in an ethical manner. The managerialist perspective dealt with the ethics of consumer behavior. The reformist perspective discussed how pressure from stakeholders force strategic sustainable reform. Articles that engaged with the reconstructionist perspective doubted the market's ability to deal with ecological reform, and called for large scale paradigm shifts related to consumerism. The antimarketing reconstructionist perspective does not believe ethics applies to marketing, and thus green marketing is seen to contribute negatively to sustainability. Finally, the interpretist perspective explores morality within the greening of an organization's culture.

Prakash (2002) discussed the promotion of a product's/business' greenness from a variety of perspectives, including consumer attitudes/behaviors, external pressures, and collective action. The green marketing literature was presented as being in its infancy, perhaps because of the largely multidisciplinary nature of the subject. Marketing scholars were shown to focus on business strategy and public policy considerations when discussing green marketing. Environmental economists focused on information disclosure and the effect of environmental policies. Political economists studied collective action considerations. Consumer apathy to green products was explained by a lack of information, distrust in green claims, a tendency to free ride, and the disbelief that individual action could make a noticeable impact. Policies and regulations that would result in collective control were suggested as a possible way forward, however the possibility of political and economic consequences was also noted. Firms were encouraged to only advertise green claims that were true, and to ensure any attempts to be transparent were easily accessed by all members of the public.

**Marketing Approach**

McKenzie-Mohr (2000) urged marketers to use community based social marketing practices by demonstrating the effectiveness of psychology on marketing in two case studies. The first step should be identifying which behaviors should be promoted to consumers by asking: what actions will bring the desired change?, which actions will make the biggest environmental impact?, and what are the barriers to the consumer action that will be promoted?. Programmers should then spend four to six weeks identifying barriers. Focus groups, observational studies, and surveys were suggested. A marketing strategy should be designed around addressing barriers. Gaining commitment from an individual, developing community norms, or adjusting infrastructure for ease of use have all been effective in the past. A pilot study should then be conducted to ensure the strategy is sound.

Segmenting business strategies

Ginsberg and Bloom (2004) argued against a one-size fits all approach to green marketing by lumping consumers and businesses into different categories. Though five common consumer designations are discussed (basic browns, grousers, sprouts, greenback greens and true blue greens) the authors introduce a method for segmenting business strategies based on a similar approach: lean green, defensive green, shaded green and extreme green. Lean greens view environmental strategies as a money saving initiative, rather than a publicity opportunity. Defensive greens publicize their green activities to enhance their brand reputation, often in response to a competitor's actions or crisis. Their efforts are sporadic. Shaded greens invest substantially in long-term environmental initiatives, however their sales strategy focuses on tangible consumer benefits, not the sustainability of their products/processes. Extreme greens integrate environmental issues in to the core function of their business, and often serve niche markets. Hahn and Scheermesser (2006) produced an alternative segmentation model for green corporate strategies. The authors explored the motivations of German companies to develop environmental strategies, and offered three distinct environmental approaches

based on size of industry. 'Sustainability leaders' were highly proactive companies that used many different management tools to integrate environmental values into their business model. Small businesses were over-represented in this sample, often citing morals/ethics as a primary motivation for this business approach. The economic cost benefit of this approach was often questioned. 'Environmentalists' were predominantly large companies who understood that environmental concerns played a large role in the future of business and took steps to address this, however the implementation of large scale management tools such as certification was seen as too costly. 'Traditionalists' were often medium sized companies who viewed environmental strategy as a public relations opportunity.

In an effort to understand how environmental considerations were integrated into marketing planning in Europe's forestry industry, Karna, Hansen and Juslin (2003) also divided business strategies into different categories. Three segments were identified: proactive marketers, consumption marketers and reactive green marketers. The majority of the study's respondents focused on environmentalism in their values, marketing strategy, structures and functions. Proactive green marketers (32%) have introduced sustainability strategies into their companies, but believe primarily in the free market system. Consumption marketers (26%) offer a traditional approach in which environmental concerns are not focused upon. Reactive green marketers (42%) have introduced sustainability strategies into their companies, but believe in governmental balance and control. Proactive marketers were found to make the most genuine attempt to incorporate environmental concerns in to their business practices, and drive competitive advantage. Peatie and Crane (2005) divided common green marketing strategy mistakes into five categories: green spinning, green selling, green harvesting, enviropreneur marketing and compliance marketing. Green spinning firms took reactive measures in attempts to save reputation and manage risk. Often firms in this category are from dirty industries (such as oil) that responded to criticisms with expensive public relation campaigns. Green selling represented firms that changed their promotional strategy to highlight green features of their existing products when it became obvious that consumers were interested in ecological issues. This strategy was seen as opportunistic, and often led to concern over greenwashing and consumer mistrust. Green harvesting firms were

reluctant to invest money and management into environmental strategies, however their focus on cost reduction and operational efficiency in the supply chain was sold as green. Enviropreneur marketing detailed firms that rushed to market with new environmentally friendly products without conducting proper market research, or perfecting the product for sale. Finally, firms involved in compliance marketing fulfilled regulatory requirements, but did little more. In many cases they are actively involved in lobbying efforts to impede the creation of stricter regulations.

Working within the marketing mix

D'Souza, Taghian and Khosla (2007) suggested that companies developing green products ensure the products are competitive on both price and quality. Marketing approaches should take consumer demographics into consideration, but provide evidence of being a socially responsible company for long-term profitability in all markets. Ottman, Stafford and Hartman (2006) and Rex and Baumann (2006) supported this argument by suggesting that environmentally friendly products should be marketed to a larger audience by focusing on values important to all consumers (eg. cost) rather than the environmental benefits of the product. Meyer (2001) mirrored these findings by arguing that organizations should approach the marketing of green products from a traditional marketing perspective where consumers perceive the product as superior, or of specific value. The author argued that the environmental superiority of a product did not have to be the core benefit of the product. It was suggested that this approach may attract consumers outside of the tradition green consumer market.

Eco-labelling

Rios, Martinez, Moreno et al. (2006) demonstrated the positive effects certification and environmental association had on consumer attitudes towards the environmental sustainability of a product. D'Souza, Taghian, Lamb et. al (2007) agreed. Raynolds, Murray and Heller (2007) argued that certification had a role to play in sustainability, however the variability in the legitimacy of certification schemes caused uncertainty among consumers. D'Souza, Taghian, Lamb et. al (2007) found that most age groups questioned the accuracy of eco labels, but found them easy to understand. Their study

found that consumers in the 50-60+ years of age category were especially dissatisfied with ecolabels, while consumers 18 to 29 years of age were the least dissatisfied. D'Souza, Taghian and Lamb (2006) also explored the influence of eco-labels from a non-demographic perspective. Several groups of consumers were found. One group of consumers found eco-labels confusing. Another group was found willing to purchase lower quality products given their environmentally friendly approach, however relied on eco-labels to make this decision. A final group of price sensitive consumers relied heavily on the information on labels and believed there to be sufficient information on the average label. Rex and Baumann (2006) questioned whether targeting consumers that identified with green values by way of eco-labeling was the most effective way to inform an already interested and knowledgeable green consumer. Grankvist, Dahlstrand, and Biel (2004) explored two different messaging approaches in eco-labeling. An approach that indicated a product was worse for the environment than another product was more effective for those with intermediate interest in environmental issues than an approach that stated that a product was more environmentally friendly than another product. Individuals with a weak interest in environmental issues were unaffected by both approaches, while those with a high interest in environmental issues found both messaging equally convincing. Pedersen and Neergaard (2006) rejected many of the claims stated above by arguing that the way consumer response to eco-labels has been studied is too basic. The authors argued that in reality green consumer's buying habits are complex and the effectiveness of ecolabels can not be delimitated into a yes or no debate, but must be considered on a case by case basis. In contrast to other authors, Sedjo and Swallow (2002) questioned the costs associated with implementing a voluntary labeling system. The authors called for an exploration of the barriers associated with eco-labeling, as preliminary findings suggest it is not effective in the forestry industry.

**Consumer Attitudes, Beliefs and Behavior**

Chan and Lau (2000) conducted a study in two Chinese cities which demonstrated the population's low level of ecological knowledge. Green purchasing behavior was also low. The high level of cultural concern for ecological issues provided hope that educational programs could have a large influence on the population's environmental

habits. Building off this article, Chan (2001) once again addressed the tendency for Chinese consumers' cultural concerns of ecological issues to be high, while environmentally friendly behavior remained low. The author called for better education to increase the purchase of green products, and an attempt by marketers to address the mistrust Chinese consumers felt about environmental claims. Carlson and Kilbourne's (2008) results may call in to question the suggestion that more education would translate to more responsible purchasing behavior. The authors tested the effects of education on consumer attitudes by surveying students before and after lectures on the dominant social paradigm in western countries. Though environmental attitudes and knowledge of necessary change increased after education, willingness to change behavior did not. Pickett-Baker and Ozakis (2008) found a correlation between positive environmental beliefs and the belief about the quality of green products, which may help distinguish what type of education was needed. Interestingly, with the exception of cleaning products, most consumers could not tell the difference between green products and non-green products, and did not find the advertisements of green products particularly engaging.

D'Souza, Taghian, Lamb and Peretiatkos (2006) also explored consumer's perceptions of green products. The perception that a company was focused more on profit margins than curbing pollution was a significant indicator of a consumer's response to a green product. Product labeling, packaging, and product ingredients did not significantly impact perception of the product. The only indicator that related to positive perception of a product was prior use. The study also indicated that consumers were not tolerant of high pricing and low quality products. Similarly, Peattie (2001) questioned what factors and situations lead consumers to purchase green products so that marketers were better able to position their product. The need for information, control, desire to make a difference, and to maintain lifestyle standards were all highlighted as important needs in the purchasing cycle. Perceived consumer benefits and cost/benefit trade-offs were also highlighted as important considerations in the buying cycle, such as convenience of purchase, price etc.

Rowlands, Parker and Scott (2002) explored consumer willingness to pay for green energy, and consumer knowledge on the environmental impact of different energy

sources. Consumers who were willing to pay a high premium were often more skeptical of nuclear power, large-scale hydropower, and natural gas than those willing to pay no or a small price premium. Solar, wind, small hydro, and landfill gas were viewed as the most environmentally friendly energy sources by consumers. Energy developers should consider these perceptions in the development of infrastructure and marketing material. A similar study by Roe, Teisl, Levy and Russell (2001) documented consumer willingness in the United States to pay a premium for emissions reductions stemming from renewable energy. There was some buy-in for nuclear energy, but only in educated groups in the southeastern United States with no affiliation with environmental associations. Consumers would be willing to pay a small premium for tangible improvements in emissions, even with no change in fuel source. The authors conclude that consumers could support renewable generation capacity in the United States.

Manaktola and Jauhari (2007) explored consumer willingness to pay for environmentally friendly lodging in India. It was found that consumers preferred ecologically sound lodging, but were not willing to pay a premium. The authors urged governments to provide additional benefits to green lodgings to ensure this practice continued.

**Consumer Segmentation**

Laroche, Bergeron and Barbaro-Forleo (2001) investigated the demographic, psychological and behavioral profile of green consumers willing to pay a premium. The authors concluded that the typical consumer was female, married with minimum one child at home, and holds the opinion that the environmental issues facing our planet are severe, environmentally friendly behaviors are not inconvenient, and businesses do not tend to act responsibly. The consumer also valued security and close relationships. 80% of this group expressed their refusal to buy products from known polluters. Marketers should stress the convenience of acting green as non-green consumers tend to find it inconvenient. Non-green consumers also do not hold the opinion that businesses are acting irresponsibly. Both green and non-green consumers expressed concern about the state of the environment, therefore the ability of individual action to effect change should be stressed. Interestingly, recycling behaviors and past purchasing of environmentally

friendly behaviors was not an accurate predictor of willingness to pay a premium. The study also revealed a large proportion of 'undecided' consumers who could be swayed with strategic advertisement. Cleveland, Kalamas and Laroche (2005) found that consumers willing to pay a premium for environmental products tended to: be responsible automotive owners, conserve energy, buy products in recyclable packages/engage in recycling activities, boycott companies that aren't environmentally friendly, avoid using disposable diapers, and purchase organic products. Consumers who tended to question a business' environmental claims often: walked (rather than drove), used reusable bags when shopping, and wore warm clothing rather than increasing the temperature in their home. D'Souza (2005) analyzed the attitudes of high/low involved green consumers of green advertisements. The attitudes between the two groups differed in regards to company image, environmental labels, and product recycling symbols. Customers who are not very involved in green issues seemed to disregard green advertisements. Highly involved consumers felt it was important to promote donations to environmental groups and prove the low impact of the green product (perhaps through certification). Highly involved consumers did not feel it was important to emphasize the organization's environmental image as they assumed it was implied that businesses should act responsibility.

Paço, Raposo and Filho (2009) divided Portuguese consumers into three segments based on age and environmental interest: the uncommitted, green activist and the undefined. The uncommitted make up 36% of consumers, are often aged 18 to 34, highly educated, living in urban environments with low income. They take a negative position on environmentalism despite claiming to have knowledge on the issues. The green activists make up 35% of consumers, between the ages of 25 to 34 and 45 to 54, with the highest education of all the segments, who earn high incomes by working in qualified jobs. This segment responds favorably to environmental issues and behaviors, but is skeptical of green claims in advertisements. The undefined make up 29% of consumers, includes people in higher age groups and those with the lowest educational levels. They hold positive associations with recycling and consider themselves activists, but claim to not have a lot of environmental knowledge and do not believe individual action contributes to the betterment of the environment. They have negative views of

environmentalism and green advertisements. Managers may use this information to market to different populations.

Dolnicara and Leischa (2007) segmented the Australian tourism market into three types of consumers: Small, Large and Medium Environmental Footprint Tourists. The authors focused on the preferences and demographics of tourists in the small footprint category to suggest that this type of consumer should be targeted in marketing. They are often older individuals, typically retired with low income, who enjoy being in nature, and staying at campsites rather than hotels.

McDonald and Oates (2006) investigated the effectiveness of socio-demographic and demographic approaches to segmenting consumers. Based on a 40-sustainability activity matrix, perceived effort and effect on the environment were measured. No concrete pattern emerged in regards to consumer activity. This may explain the difficulty in implementing consumer-focused environmental engagement strategies. There did appear to be certain 'archetypes' of consumers, for example, pessimistic consumers who view all their actions as meaningless versus optimistic consumers who over-assumed the effectiveness of individual activities.

**Managing Stakeholder Attitudes and Behavior**

Rivera-Camino (2007) explored the role of stakeholders in green marketing strategy. The study confirmed that the assumed importance of stakeholder pressure positively correlated with the greenness of a company. A business' visibility played a factor in the variability of this finding. Mathur and Mathur (2000) examined trends in the price of stocks following environmental announcements by firms. The results indicated distrust of green activities by investors given the tendency for stock prices to fall following an environmental announcement. Investors seemed to respond better to the use of facts, and to firms with a history of excellent financial performance. Miles and Covin (2000) mirror the importance of a company's reputation in how stakeholders respond to environmental activities, and link this success to increased financial performance. The authors mapped eight pressures from stakeholder groups in the forestry industry that have been known to create disagreement/conflict: financial performance, sustainability of logging practices, maintaining animal habitats, protecting water systems, number of jobs,

committing to community projects, care for employees, and investing in carbon sequestration. A proactive response, including the following, was found to assist in balancing conflicting stakeholder demands: membership in environmental policy organizations, environmental reports, work with government bodies and environmental organizations to maintain environmental programs, and conduct assessment about corporate image. Simpson, Power and Samson (2007) explored the relationship between distributor and supplier from a stakeholder perspective. The authors assessed the extent to which a client's environmental expectations impacted a supplier's environmental performance. A positive relationship was found between requiring environmental standards and environmental performance of the supplier. This trend increased as the investment in the supplier increased.

**Increased Capabilities and Competitive Advantage**

Fraj-Andres, Martinez-Salinas, and Matute-Vallejo (2008) as well as Baker and Sinkula (2005) found environmental marketing to be positively correlated with increased operational capabilities, such as increased efficiencies in product development. These capabilities offer a competitive advantage to businesses, but were not linked directly to a rise in profit or market share. Both sets of authors also agree that to be successful environmental values must be thoroughly integrated into the business model. Fraj-Andres, Martinez-Salinas, and Matute-Vallejo (2008) acknowledged that the creation of new products may address demand by specific markets, and thus lead to profit. Chen, Lai and Wen (2006) found that green product innovation was positively tied to competitive advantage in Taiwan through the opening of new markets, and maintenance of the company's reputation. Positive correlation was strongest in consumer electronic and communication industries. Tzschentke, Kirk and Lynch (2004) explored the rationale behind small service oriented businesses engaging in green activities. The study revealed a great dependence on personal values and beliefs in the formation of green objectives, though economic considerations also played a role. Financial reasoning was often related to the price of energy, water and waste management.

**Ethics/Morals**

Ramus and Montiel (2005) questioned the link between corporate environmental policies and implementation. The level of policy implementation varied by industry, however the type of environmental policy did not. Service companies in particular were less likely to follow through on policy, but just as likely as others to make promises. Manufacturing scored the highest on policy implementation. Oil and gas companies were shown to promise fossil fuel use reduction programs, but less likely to implement than other industries. Stakeholders pressure companies to make statements about their environmental policies, but there is little recourse to determine whether policies have been implemented. Hamann and Kapelus (2004) also stressed the importance of questioning accountability and fairness in the assessment of CSR related activities. Case studies of mining activity in two African countries revealed that while some social good can be accomplished, big gaps remained. The authors stressed that CSR is not always greenwashing, but care should be taken to evaluate context carefully.

Connolly and Shaw (2006) discussed the consumer ideals of Fair Trade within the context of other ethical issues that consumers faced such as 'eat local' campaigns. The authors suggested that fair trade is a complement to broader ethical concerns, rather than a substitute, and that marketers must recognize the multitude of decisions to consume responsibly that consumers face. Shaw and Shiu (2003) created a model that builds off of the theory of planned behavior to evaluate consumer ethical decision-making. Though no specific conclusions were made, the model aimed to assist marketers in understanding ethical behavior intentions.

**Education**

Bridges and Wilhelm (2008) offered suggestions as to how marketing professors can integrate sustainability principles into marketing pedagogy. Suggestions include: introducing a formal definition of sustainability, discussing the role of sustainability in marketing strategy, offering a history of the green marketing literature, proposing

electives dedicated to sustainable marketing, and providing resources that allow for effective teaching of sustainable marketing.

2010 to 2013

Since 2010, 42% of the green marketing literature has been written. Discussions regarding competitive advantage of green practices, consumer segmentation, consumer willingness to pay and green advertising continue in earnest. New areas of discussion such as greenwashing and green product development/processes have emerged. Of articles analyzed in the systematic review, 25% were highlighted in the literature review. A total of 49 articles from 2010 to 2013 are included in this literature review. Articles selected for review were chosen based on greatest number of citations within the decade. Reviewed articles for 2010 to 2013 had been cited between 3 and 213 times.

**Marketing Theory**

Chabowski, Mena and Gonzalez-Padron (2011) found citizenship behavior, stakeholder theory, corporate performance, and the triple bottom to be core research areas of the green marketing literature. Within these core areas external-internal focus, social-environmental emphasis, legal-ethical-discretionary intent, marketing assets, and/or financial performance were found to frame the majority of research. Moisander, Markkula and Eräranta (2010) called upon authors to observe green consumer behaviour within the larger marketing context in which individual preferences are created, rather than in isolation as consumer behaviour is commonly studied. The authors supported this argument by discussing the ways in which the fashion industry moulds consumer lifestyle and choice. Similarly, Varey (2010) called upon marketers to re-evaluate currently held assumptions about progress (such as economic growth) due to the environmental impact of over-consumption and consumerism. The author argued that sustainable marketing and responsible marketing are not synonymous, and that marketers must begin viewing their roles as being larger than an individual company or product. Prothero, McDonagh and Dobscha (2010) argued that the dominant social paradigm (DSP) discourse is no longer as relevant as it once was due to a shift towards a more global perspective. The authors

suggested that green commodity discourse was a more appropriate lens to discuss the sustainability movement as it better represented the movement by consumers to live a greener lifestyle.

## Marketing Approach

### Internal Strategy/Governance

Kotler (2011) urged companies to adapt to a changing consumer mindset about the importance of sustainability and finite resources, especially in light of the 2008 recession and an increase of corporate visibility via social media. Companies were counselled to re-evaluate their offerings within the 4p framework so as to introduce more sustainable practices that would suit the changing preferences of consumers. Mitchell, Wooliscroft and Higham (2010) also called for a broadening of the existing concept of market orientation by suggesting a new marketing model called sustainable market orientation. The model suggested that economic, social and ecological strategies be considered in all discussions of objectives, strategies, processes, and benefits within a firm. Cronin, Smith, Gleim, Ramirez and Martinez (2011) aimed to help these types of discussions by creating a framework that identified relevant stakeholders potentially influenced by the environmental efforts of the firm. External stakeholders were identified as: government and NGOs, competitors, investors, supply chain partners, consumers and society. Internal stakeholders identified included: human resources, operations management and marketing. The three internal stakeholders were advised to work together to create and implement a strategy to fulfill the needs of the external stakeholders. The authors noted that three strategic approaches are often used: green innovation, green alliances, and greening the organization's internal culture. The need to satisfy consumer and stakeholders as the link to better financial performance was stressed. Woolverton and Dimitri (2010) also discussed green marketing from a governance standpoint. Firms were urged to communicate often, truthfully and clearly to stakeholders so as not to create confusion or distrust, specifically through voluntary

labeling. The authors were optimistic that environmental marketing was a profitable strategy moving forward as consumer demand for responsible business grows.

Belz and Schmidt-Riediger (2010) offered four generic marketing approaches from the food industry: performers, followers, indecisives and passives. The authors believe the generalized strategies can apply to other industries. Performers make up 27% of companies. They market high quality products which account for the product lifecycle to niche socio-ecologically active consumers through small distribution channels at a premium price. This strategy is dominated by small firms. 'Followers' made up 40% of consumers. Their patterns are similar to those of 'Performers' however do not strive to the same ecological level, and are often medium sized companies. 'Indecisives' made up 23% of the market and offer low social product quality with a medium ecological impact. Their strategy does not seem to differentiate themselves on product quality or price. The final group, 'Passives', were often large companies. They differentiate their product on price and appeal to a wide range of consumers through major distribution outlets. Performers and followers are most affected by stakeholder demands.

Advertising

Leonidou, Palihawadana and Hultman (2011) mapped the trends of green advertising practices in international firms over a twenty year period. A growing appreciation for advertisements as a vehicle to be perceived as green was noted. Green advertising was shown to be shifting from a focus on companies, to a focus on consumers. Advertisements were often related to consumption, rather than product life cycle concerns. Finally, the authors stressed the need for advertisements to be clear and concise so that the audience processes the claims. Kriese and Scholz (2010) were more specific in their analysis of advertisements. The authors tracked housing advertisements from the last 100 years in Basel, Switzerland to highlight the use of sustainability as a marketing tool. Sustainability became a notable theme in building advertisements in the late 1990s. Sustainability was often mentioned in relation to location, the greenness of the building, and comfort living. Children's needs were not often discussed in relation to sustainability. There seemed to be little consensus among marketers in the industry on marketing sustainability in real estate.

## Consumer attitudes and behavior

### Consumer attitudes

Leonidou, Leonidou and Kvasova (2010) found consumer attitudes and behavior to be affected by collectivism, long-term orientation, political involvement, deontology, and law obedience, but not by liberalism. These factors were found to influence both the outward and inward attitudes surrounding environmentalism. However, a person who demonstrated strong outwards attention to the environment did not always internalize the processes to that of green purchasing. The authors urged governments to foster a spirit of environmentalism among their citizens. Marketers were told to direct their messaging to focus on the influences of environmental attitudes, noting that internal environmentalism is most related to purchasing. Similarly, Valentine and Bateman (2011) studied the effect of idealism/relativism, perceived moral intensity, and social context on ethical decision-making. Idealism, social consensus, perceived moral intensity, and ethical intention were positively linked with recognition of ethical issues, while relativism and competitive context were negatively related.

### Willingness to adopt/pay for green products

Jansson, Marell and Nordlund (2010) examined the determinants of willingness to adopt or not adopt alternative fuel vehicles. Values, beliefs, norms, and habit strength were found to be the primary determinants in eco-adoption. Habit strength often had a negative effect on adoption, while personal norms tended to have a positive correlation. Oliver and Lee's (2010) research complimented this research in their study which compared purchase intentions of the hybrid cars in US consumers against Korean consumers. Self image congruence, perceived social value and a tendency to seek product information were positively correlated in consumers from both countries. Marketers may want to focus advertisements on the social value of the vehicle, as well as how the purchase reflects on personal image. Interestingly, belief in an individual's ability to reduce emissions was not correlated with purchase intention.

Gerpott and Mahmudova (2010) discussed similar barriers to adoption, specifically as they related to the adoption of green electricity. Ease of switching

providers, the perceived level of social responsibility and social acceptance of green electricity use, as well as price were found to be important considerations for consumers. Osaka (2008) also studied factors related to consumer adoption of green energy, specifically as it related to tariffs. The findings demonstrated that even consumers with high environmental awareness hesitated to switch based upon social norms, inconvenience, concerns about quality, and lack of education about green energy. The authors urged policy makers and businesses to address these barriers by focusing on the personal and social benefits of green energy.

Essoussi and Linton (2010) studied consumer willingness to pay for recycled products. Recycled products such as paper and single use cameras with low functional risk were appealing to consumers, however the higher the functional risk of a product (such as a part for a vehicle) the less a consumer was willing to pay for a recycled product, especially at a premium. Consumers were found to be willing to pay a premium for recycled content provided that the product had low perceived functional risk.

Thompson, Anderson, Hansen et al. (2010) found that consumers with the strongest desire for certified wood products were more likely to display environmental behavior, be willing to pay a premium for certified products, and view the environmental benefits of purchasing green products. These consumers were often women and/or those familiar with certification. Marketers should inform consumers about the environmental benefits of certified wood products so that the benefits of paying more for certified wood is clear. The authors indicated that demand for certified wood products remained low, and questioned whether the most profitable distribution channels were niche manufacturer-supply retailers. Papadopoulos, Karagouni, Trigkas et al. (2010) also explored the viability of certified wood, however looked specifically at the market in Greece. In a desire to protect forestland, green consumers were found wiling to pay a 6% premium for certified wood products. Marketers were advised to use intense informative advertising, including social media, to encourage environmentally favorable purchasing decisions. Governments were encouraged to assist related industries, such as green buildings. Manufacturers should continue to innovate processes to ensure competition on price and quality.

Chen and Wei (2012) explored motivations linked to the purchase of organic cotton products by Taiwanese consumers. Marketers were urged to address the product's origin, feel and function of the fabric and the absence of chemicals in their communications and labels.

Effect of Firms on Consumer Behavior

Carrigan, Moraes and Leek (2010) examined the impact small firms can have on enacting sustainability related societal change. Citing the Modbury plastic bag-free town, the authors argued that small firms can have an impact on behavioural changes by asserting their influence within the community. Similarly, Inoue and Kent (2012) studied the effect professional sport organization's corporate social marketing had on consumer voluntary behaviour. Consumer recycling and intent to recycle were positively influenced by home games. This was especially true for consumers who were not normally environmentally engaged.

**Consumer segmentation**

Thompson, Anderson, Hansen et al. (2010) and Awad (2011) agreed that psychographics and demographic variables combined were better devices for green consumer segmentation than the traditional age/gender approach. Awad (2011) found that most consumers had some environmental knowledge, though this knowledge did not always translate to green purchasing. Four consumer segments were identified: green, ambiguous, undevoted and explorers. Green consumers represented 32.7% of the population. This segment was generally young, with high levels of education, and high income. Sustainability was an important value in this group. Ambiguous represented 15.7% of the population, were typically in a high age bracket, with medium income and education levels. This segment had environmental knowledge, but did not often purchase green products believing in the government’s role to monitor environmental issues. The undevoted made up 34.8% of the population, and did not express interest in environmental issues or claims. Environmental knowledge was low in this group. Explorers consisted of 16.5% of the population, were often young with mid-range incomes, high environmental knowledge and willingness to pay. They did not believe in

government intervention. Thøgersen, Haugaard and Olesen (2010) argued that consumers go through an environmental adoption process in their transition to a more green lifestyle. Consumers who have the most knowledge, motivation and trust in the certifying institution are early adopters, and complete the process fastest. These consumers require large amounts of information to make their decision.

Smith (2010) identified marketing techniques that were most effective on millennials. Millennials associated the recycling image on packaging, as well as eco labels that showed pictures of nature, to more environmentally friendly products. Green and simplistic packaging, and the words eco-friendly, recycled, and green were also associated with the greenness of a product. Millennials value price, and will promote environmentally friendly products to friends so long as they save them money, especially if this product advertised its recycling benefits. Females were more influenced by green advertising and were more likely to promote the product to their peers. Suki (2013) studied the effects of environmental knowledge, healthy food consumption and healthy living on ecological behaviour in young consumers. Healthy living and environmental knowledge did positively affect ecological behaviour, however eating healthy food did not. Gender was found to have little effect.

Sandıkcı (2011) assessed the literature on consumer segmentation in Islamic marketing. The literature was found to fit into two categories: omission (in which Muslims were depicted as a stereotyped segment with extremely traditional and inflexible views) or discovery (where the Muslim population is seen as a relatively untapped consumer base). The author urged marketers and future researchers to view Muslims as a diverse group, coming from different countries and backgrounds. A focus on how to market and develop products that respond to daily needs was encouraged.

Finisterra do Paço and Barata Raposo (2010) surveyed Portugese customers on their green activities. The authors found that Portugese consumers supported environmental policies, but rarely took action themselves. Instead, actions that were perceived as responding to environmental concerns, such as water conservation, were conducted from economic, rather than environmental, motivations. A group of consumers were identified as green as they often engaged in environmentally friendly buying

behaviour, recycling and resource saving. The authors concluded that a market did exist to justify green marketing practices.

**Greenwashing**

Much like Martınez and Matute (2011), Furlow (2010) cautioned marketers against making false environmental claims, stating the long term disadvantages of breeding consumer mistrust. Consumers may naturally question the validity of environmental claims given the complex scientific knowledge required to make an informed decision. However, once trust is definitively broken by a misleading environmental claim, consumers may question the validity of any environmental claims, deteriorating the competitive advantage associated with greenness as well as the environment. Delmas and Burbano (2011) also stressed the importance of minimizing greenwashing because of its ability to erode consumer and investor confidence in a firm and the environmental movement in general. Governments were advised to promote voluntary publishing of environmental performance and improve the clarity around greenwashing regulations. Firms were urged to conduct environmental training, centralize environmental decision-making and reward employees for taking environmental initiatives. In regards to protecting a company's brand from greenwashing, Lyon and Maxwell (2011) developed an economic model of greenwashing to demonstrate the strategic reasoning behind some business' decision to publish/withhold environmental information from reports. The authors found that greater stakeholder involvement pushed companies towards green processes, but often led to less transparency around environmental performance out of fear of stakeholder backlash.

**Competitive Advantage**

Gallego-Alvarez, Prado-Lorenzo, Rodrıguez-Domınguez (2010) explored the value CSR activities brought to a company's reputation and shareholders. CSR activities, especially those focusing on enhancing a business' image, were found to have a positive effect on shareholder value, but little effect on corporate reputation. In contrast, Fraj, Martınez and Matute (2011) thought managers should acknowledge the reputational benefits of green marketing strategies, however cautioned that a company's reputation

can be put at risk if the environmental strategies were seen as greenwashing. Parguel, Benoıt-Moreau and Larceneux (2011) argued that companies achieved the best brand recognition for their CSR activities when consumers viewed their motivations as intrinsic rather than extrinsic. Consumers inferred that motives were less intrinsic when a company received a poor sustainability rating, which led to a damaged view of the company. A good sustainability rating however did little to enhance a consumer's view of the company.

Fraj, Martınez and Matute (2011) explored investments in process-oriented strategies like eco-design and cleaner materials as a means to increase efficiency of production with positive competitive results, but warned that certain business may not find this approach profitable in the short term. Overall they argued that green marketing strategies can contribute positively to the financial performance of a firm, especially if a strong environmental culture was cultivated so that environmental strategies could be implemented more effectively. Mariadoss, Tansuhaj and Mouri (2011) also touted the competitive benefits of an innovation-based sustainability strategy. The authors' reviewed 47 Businesss to Business case studies to reveal that product packaging, sales capabilities and product development were all positively related with technical innovations within the context of sustainability practices. Channel linking, pricing capabilities, relationship building and sales capabilities were positively related with non-technical innovations within the context of sustainability practices.

**Product Development**

Csutora and Zsóka (2010) argued that green products should be marketed based upon general consumer concerns such as price and quality, rather than solely on its environmental benefits. A consumer policy model was developed and tested within a Hungarian context. Three types of product approaches were developed. Green options rewarded both the consumer and society, and little market intervention was needed. Yellow products rewarded society, but not the individual and represented the authors' main call for a change in consumer policy. Red products rewarded neither the individual nor the consumer. The authors urged developers to work at overcoming common barriers that hindered the development of green options such as: high development cost, high

price for consumers, lack of information, lack of investment, lack of marketing budget etc. Sharma, Iyer, Mehrotra, Krishnan (2009) identified three strategies to green a company's supply chain. Businesses were advised to reduce the surplus supply of products, reduce the reverse supply of products, and improve the internal marketing processes. It was noted that reducing surplus supplies and reverse supplies would require changes in manufacturing and design. To aid in greening a company's supply chain, Zhu, Dou and Sarkis (2010) developed a tool to help managers evaluate their suppliers. The tool can be used to evaluate the amount of power a firm has to pressure suppliers to meet environmental benchmarks as part of the firm's own environmental initiatives.

**Education**

Wiese and Sherman (2011) experimented with integrating sustainability into a marketing curriculum at a liberal arts college. The authors used Kolb's model to help create hands-on projects that used a combination of: concrete experience, reflective observation, abstract conceptualization, and active experimentation. The teaching experiment was found to be successful, and suggestions for replication are provided.

To offer a visual comparison of what themes were prominent in each decade and how the focus of the literature has changed over time, a summary table is found below in table 2. This summary table takes the primary themes identified in each decade and plots them for a visual look at how the complexity of the literature has evolved.

*Table 2 – Evolution of Themes by Literature Review*

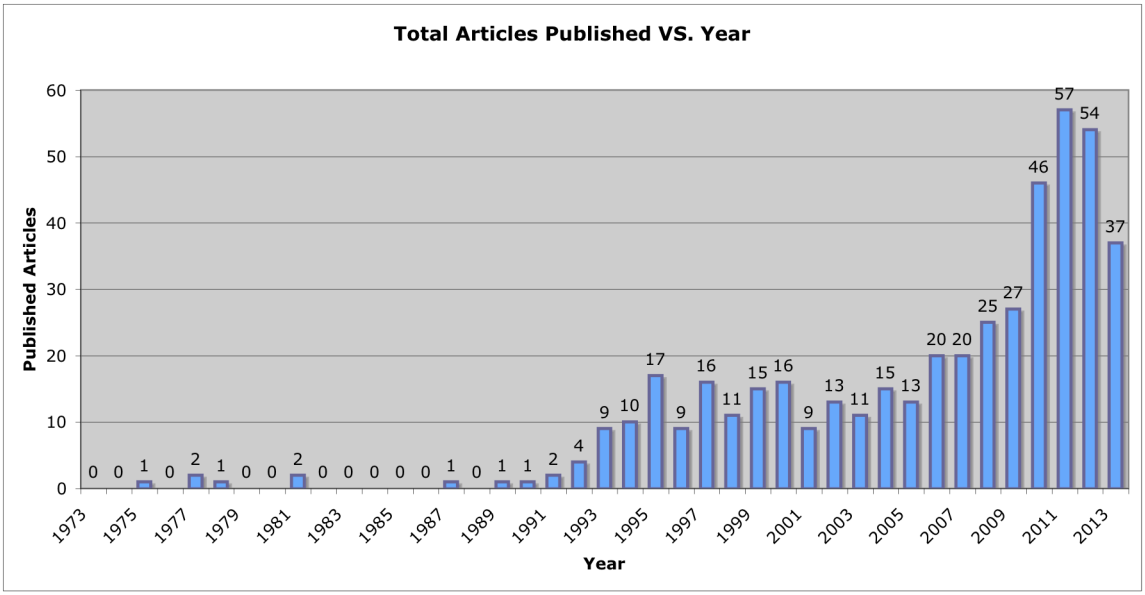
| Decade | Marketing Approach & Strategies | Consumer Attitudes and Behaviors | Competitive Advantage | Consumer Segmentation | Greenwashing | Education | Ethics/Morals | Advertising | Conserver Society |
|---|---|---|---|---|---|---|---|---|---|
| **1973 to 1989**<br><br>*Citations: 2-45 (3 not specified)* | | | Competitive Advantage | | | | | | Conserver Society |
| **1990 to 1999**<br><br>*Citations: 24-113* | Marketing Strategies<br>*>> Partnerships*<br>*>> Pricing* | | | Consumer Segmentation | | | | Advertising | |
| **2000 to 2009**<br><br>*Citations: 16-160* | Marketing Approach<br>*>> Segmenting business strategies*<br>*>> 4P framework*<br>*>> Managing stakeholder attitudes* | Consumer Attitudes and Behaviors<br>*>> Eco-labelling*<br>*>> Consumer willingness to pay* | Competitive Advantage | Consumer Segmentation | | Education | Ethics/Morals | | |
| **2010 to 2013**<br><br>*Citations: 3-213* | Marketing Approach<br>*>> Internal Strategy/Governance*<br>*>> Product Development*<br>*>> Advertising* | Consumer Attitudes and Behaviors<br>*>> Consumer willingness to adopt/pay*<br>*>> Effect of firms on consumer behavior* | Competitive Advantage | Consumer Segmentation | Greenwashing | Education | | | |

# 4.0 Results and Analysis

All analysis was conducted using excel pivot tables to tabulate results. Graphical trend lines were used to report trends in the development of the green marketing literature over time. Each category was analyzed according to the following best practices: (1) the relevant information was extracted from the master excel sheet to a fresh document, then checked for completeness. If information was incomplete or incorrect, the article was reexamined and the coding altered. (2) The information was extracted in to pivot table form. (3) Graphs best suited to display the information were created based on raw numbers of articles published. Trend lines were added when applicable.

This review analyzed 466 articles on green marketing spanning the timeframe of 1973 to October 2013. As demonstrated in figure 1, the amount of articles published per year is growing. While the demonstrated growth is substantial, it is important to consider that academic publishing in general also grew during this time. A substantial growth in the amount of literature published each year was observed in 2010. It should be noted that the analysis of articles published in 2013 extends only to articles published between January to mid-October 2013. Articles from mid-October, November and December 2013 were not coded. This may explain the drop in publishing observed in the following analysis.

*Figure 1 – Total Articles Published Over time*



Author Analysis: Who is writing articles on Green Marketing?

The author analysis asks: Who is writing articles on green marketing? To address this question the following categories were coded for: number of authors per article and author name(s), number of authors in different academic/professional disciplines per article and which discipline(s), number of authors living in different countries per article and which country(ies).

**Author's Name**

The green marketing literature sampled in this review was written by 752 authors. Articles that were found in the online database, but which no PDF was available, were unable to be included in the author analysis due to an inability to verify the relevancy of the article to green marketing. Additionally, only articles written in English were analyzed. This analysis looks at all contributing authors, not simply primary authors. The top nine contributors to the green marketing literature are listed in figure 2**.** No author has published more than eleven articles relating to green marketing. Of the authors who have contributed to the literature 88% (669 authors) have contributed to one article, 7% (58 authors) to two articles, 2% (16 authors) to three articles, 0.5% (4 authors) to four articles, 0.3% (2 authors) to five articles, 0.1% (1 author) to six articles, 0.1% (1 author) to seven articles and 0.1% (1 author) to eleven articles.

*Figure 2 – Top 9 Author's Name*

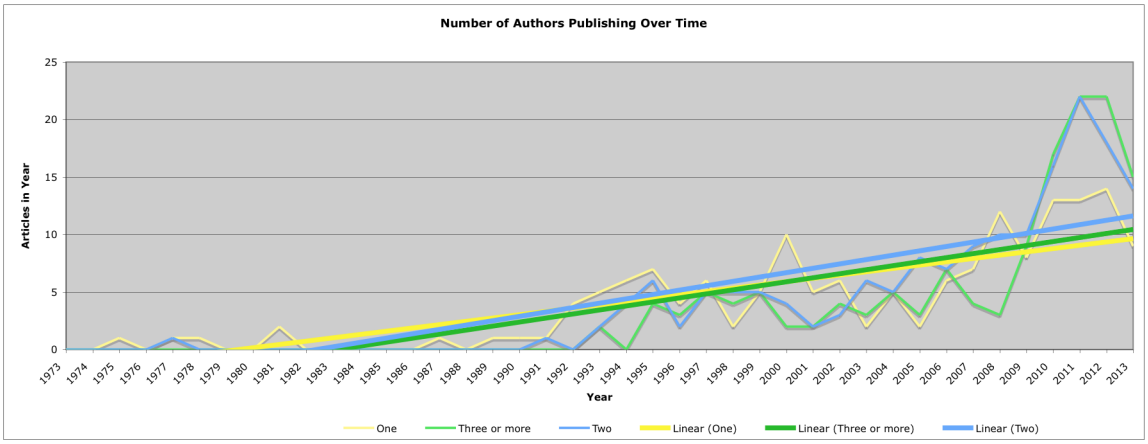
**Top 9 Authors**

| **Name of Author** | **# of Articles Published** |
|---|---|
| Polonsky, Michael J. | 11 |
| D'Souza, C. | 7 |
| Hansen, Eric | 6 |
| Carlson, Les | 5 |
| Taghian, Mehdi | 5 |
| Grove, Stephen J. | 4 |
| Kangun, Norman | 4 |
| Leonidou, Constantinos N. | 4 |
| Thøgersen, John | 4 |

**Number of Authors per article**

The number of authors per article category demonstrates the trends in inter-author collaboration on articles. The number of contributing authors per article was organized by the codes: “one”, “two”, or “three or more”. In 34.3% of cases articles were authored by one author, 35.4% of articles had two authors, and 30.3% of articles had three or more authors. The trend lines (figure 3) for two author articles and three or more authors merged in 2009. Despite having the highest percentage of published articles, one author articles is no longer the dominant trend for publishing.

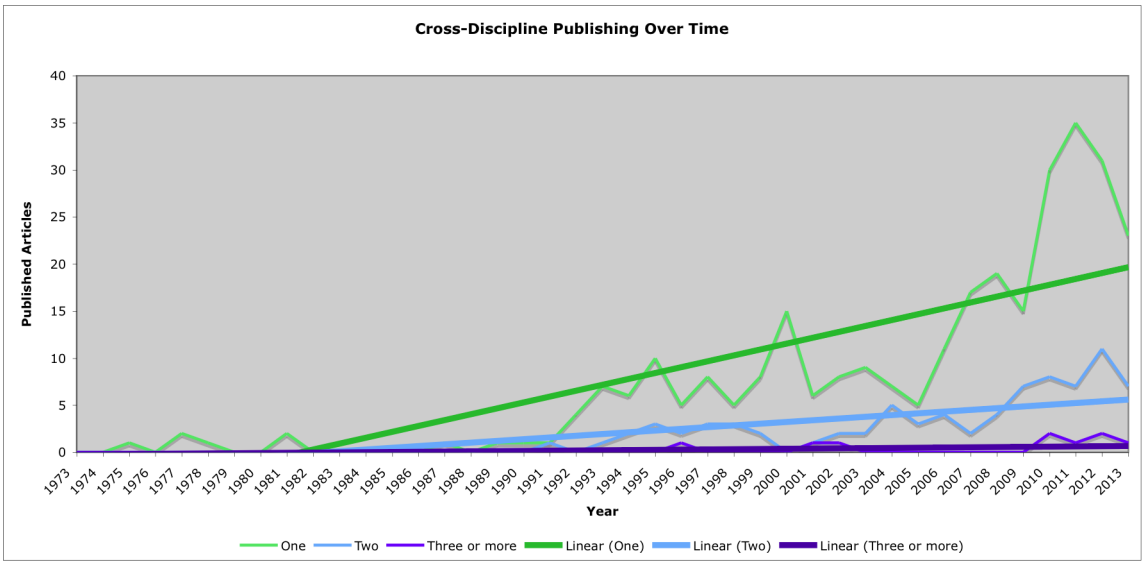
*Figure 3 – Number of Authors Publishing Over Time*




**Number of Disciplines per article**

The number of disciplines per article category demonstrates the trends in collaboration between authors in different disciplines over time. The number of contributing disciplines per article was organized by the codes: “one”, “two”, “three or more”, or “not specified”. “One” was the default when the article only had one author, even if the discipline was not specified. In cases where it is not clear what the discipline of one or more of the authors is, “not specified” was also coded. Articles that did not specify the author’s discipline made up 17.8% of articles, 63.1% of articles were written by authors in the same discipline, 17.2% written by authors in two different disciplines, and 1.9% written by authors in three or more disciplines. One-discipline articles increased most over time, followed by two, than three or more disciplines (figure 4).

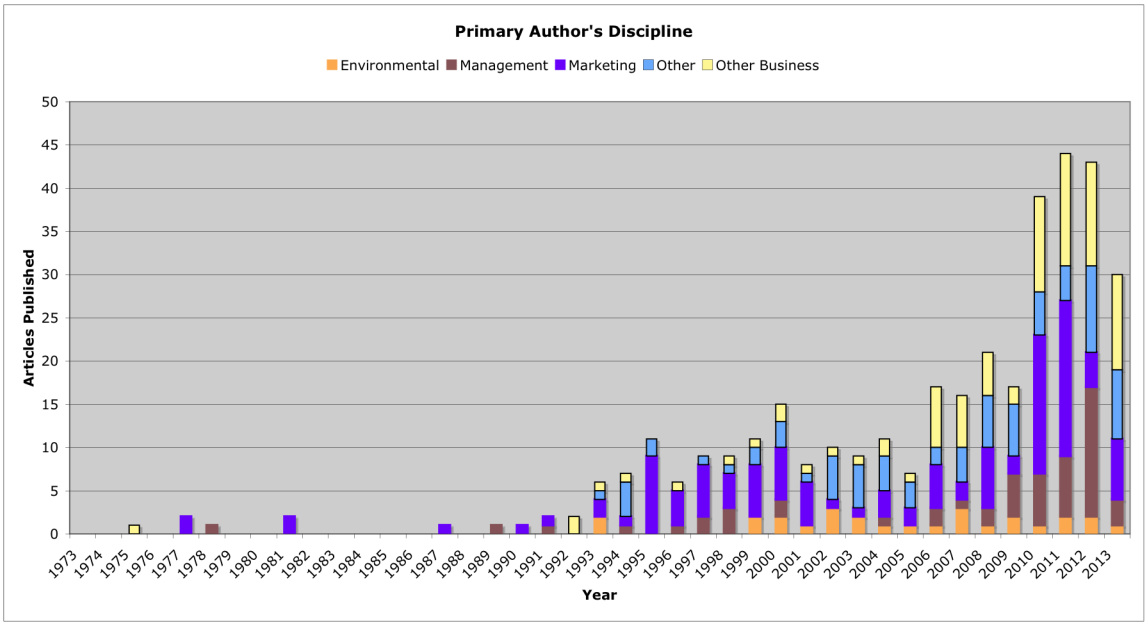
*Figure 4 – Cross-Discipline Publishing Over Time*




**Type of Discipline**

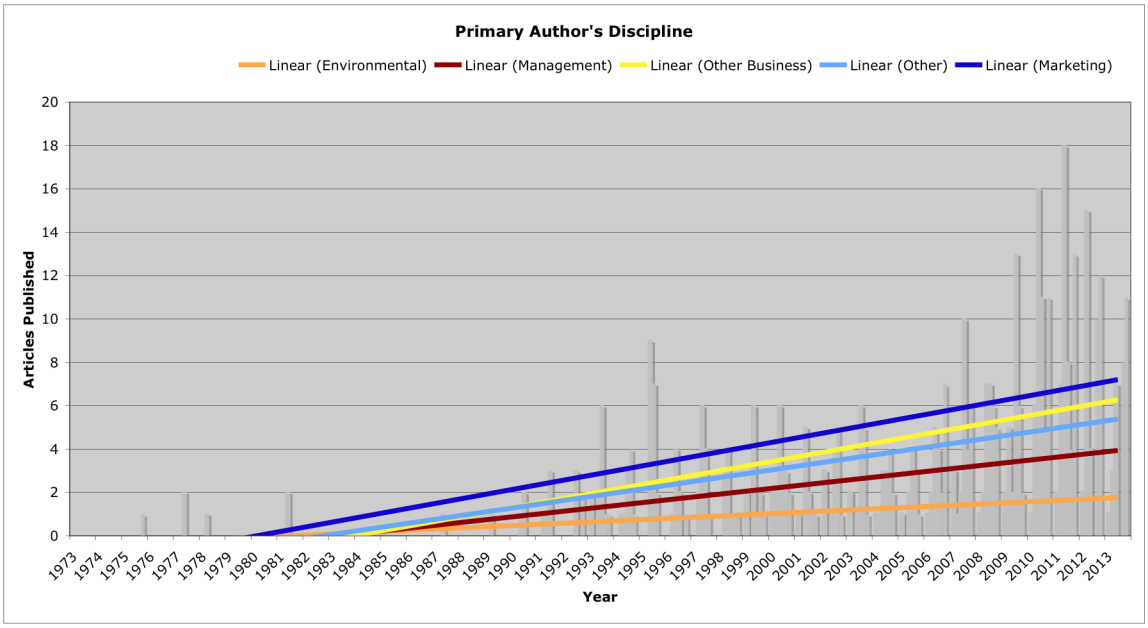
The author's discipline category codes the author's discipline by: Environmental, Management, Marketing, Other Business, or Other. When an author's faculty included both marketing and management, marketing was the default code. When an author's discipline was labeled as Business or Economics, "Other Business" was coded. When an author's discipline implied a business discipline related to environmental issues (eg. Forest economics) environmental was coded. This analysis takes in to account the discipline of the primary author only. Articles were written by those in "marketing" made up 25.3% of the literature, 17.8% "Other Business", 16.5% "other", 11.6% "management", 5.8% "environmental". 23% of articles did not specify the discipline of the author (figure 5).

*Figure 5 – Primary Author's Discipline vs. Year*




Authors from "Marketing" and "Other Business" disciplines saw a particularly steep rise. The "Other Business" category was typically made up of authors who specialized in economics or was coded when a business specialty was not mentioned, however detailed tracking of what specific disciplines made up this category was not done. Authors from "Other", "Other business" and "environmental" disciplines did not see steady publishing trends until 1993 (figure 6).

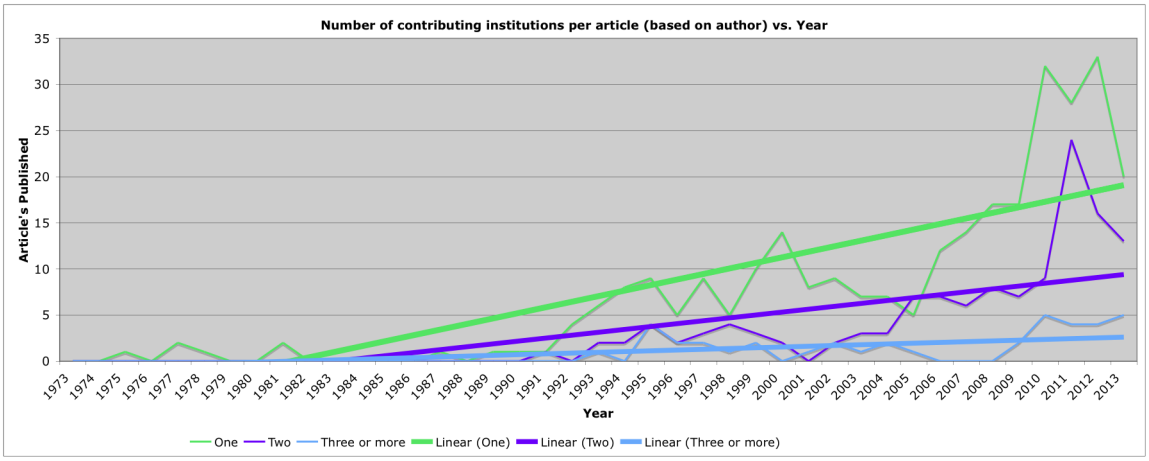
*Figure 6 – Primary Author's Discipline over time*




**Number of institutions per article**

The number of institutions per article category demonstrates the trends in inter-institution collaboration on articles over time. The number of contributing institutions per article was organized by the codes: "one", "two", "three or more" or "not specified". "One" was the default when the article only had one author, but the institution was not specified. In cases with more than one author in which the author's membership to a specific institution was not specified, "not specified" was coded. In 62% of cases, only one institution was involved in an article's publishing, 27.5% of articles were published by authors from two different institutions, and 8.4% of the time an article was worked on by authors from three or more institutions. 2.1% of articles did not specify the institution. One institution articles increased most over time, followed by two, than three or more institutions (figure 7).

*Figure 7 – Number of Institutions per article (based on author) over time*




**Institution's Name**

316 institutions contributed to the green marketing literature sampled in this review. This analysis takes in to account only the primary author's institution, and articles written in english. Aarhus University (Denmark), Hong Kong Polytechnic University (China), and University of Newcastle (Australia) contributed the most with seven articles. The top 24 institutions are listed in table 3**.** The full list of contributing institutions can be found in the Appendix Table 2.

*Table 3 – Institution's Name*

| Institution | # of Articles | % of Institutions |
|---|---|---|
| Aarhus University | 7 | 2.2% |
| Hong Kong Polytechnic University | 7 | 2.2% |
| University of Newcastle | 7 | 2.2% |
| La Trobe University | 6 | 1.9% |
| University of California | 5 | 1.6% |
| Deakin University | 4 | 1.3% |
| University of Helsinki | 4 | 1.3% |
| University of Wollongong | 4 | 1.3% |
| Open University | 4 | 1.3% |
| California Polytechnic State University | 3 | 1.0% |
| Cardiff University | 3 | 1.0% |
| Clemson University | 3 | 1.0% |
| Cornell University | 3 | 1.0% |
| Florida State University | 3 | 1.0% |
| IBM Worldwide | 3 | 1.0% |
| McGill University | 3 | 1.0% |
| Monash University | 3 | 1.0% |
| National Taipei University | 3 | 1.0% |
| Oregon State University | 3 | 1.0% |
| Texas A&M University | 3 | 1.0% |
| University of Craiova | 3 | 1.0% |
| University of Melbourne | 3 | 1.0% |
| University of Waterloo | 3 | 1.0% |
| Wageningen University | 3 | 1.0% |

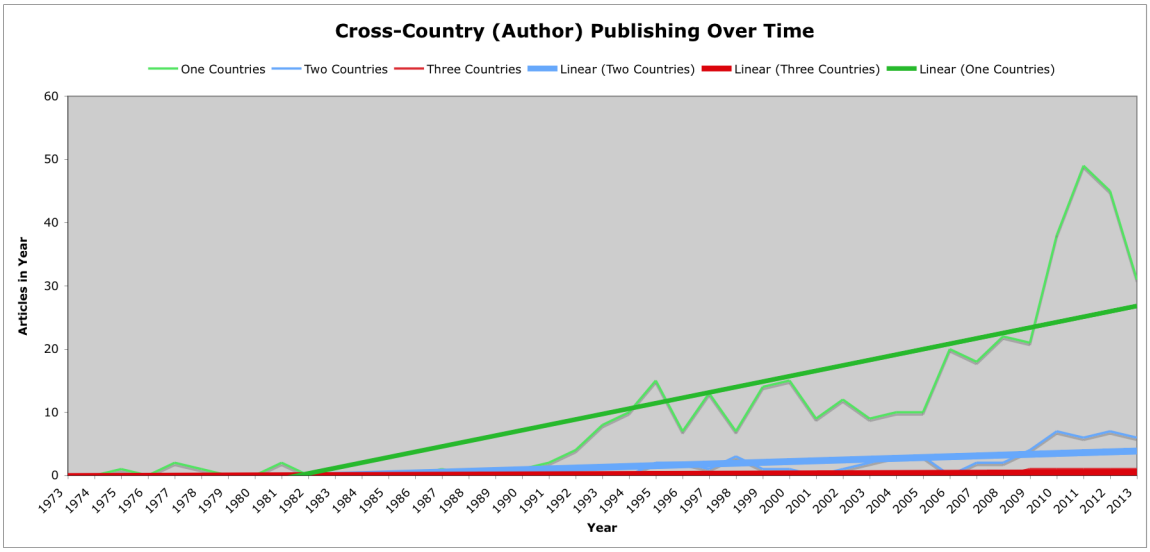
| **Not specified** | **28** | |
|---|---|---|

**Number of countries per article**

The number of countries per article category demonstrates the trends in collaboration between authors in different countries over time. The number of contributing countries per article was organized by the codes: "one", "two", "three or more", or "not specified". "One" was the default when the article only had one author, even if the country was not specified. In cases with more than one author in which the author's country of employment was not specified, "not specified" was coded. Articles that did not specify

the author's country of origin made up 2.1% of articles. Google searches were conducted when the institution of employment was noted, but not the address. The majority of published authors in the green marketing literature work in the same country (85.4%). This remains the strongly predominant trend. Authors working from two different countries make up 11.4% of the literature, and have seen a slow growth over time. In 2009 authors from three different countries collaborated for the first time on an article. Since then one article each year has been published with collaborators from three different countries. This category makes up 1.1% of articles (figure 8).

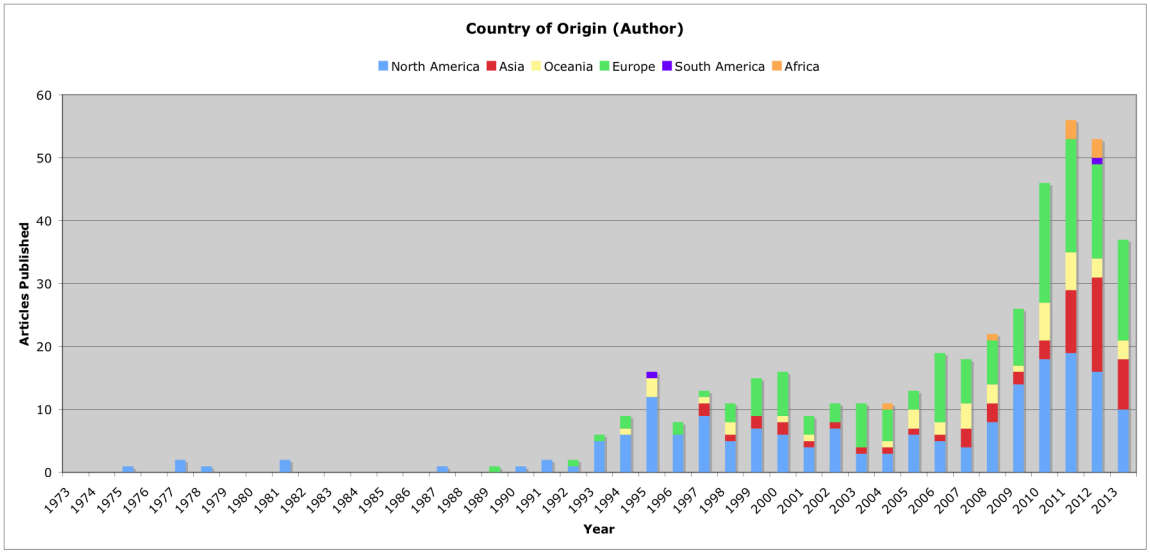
*Figure 8 – Cross-Country (author) publishing over time*




## Country Name

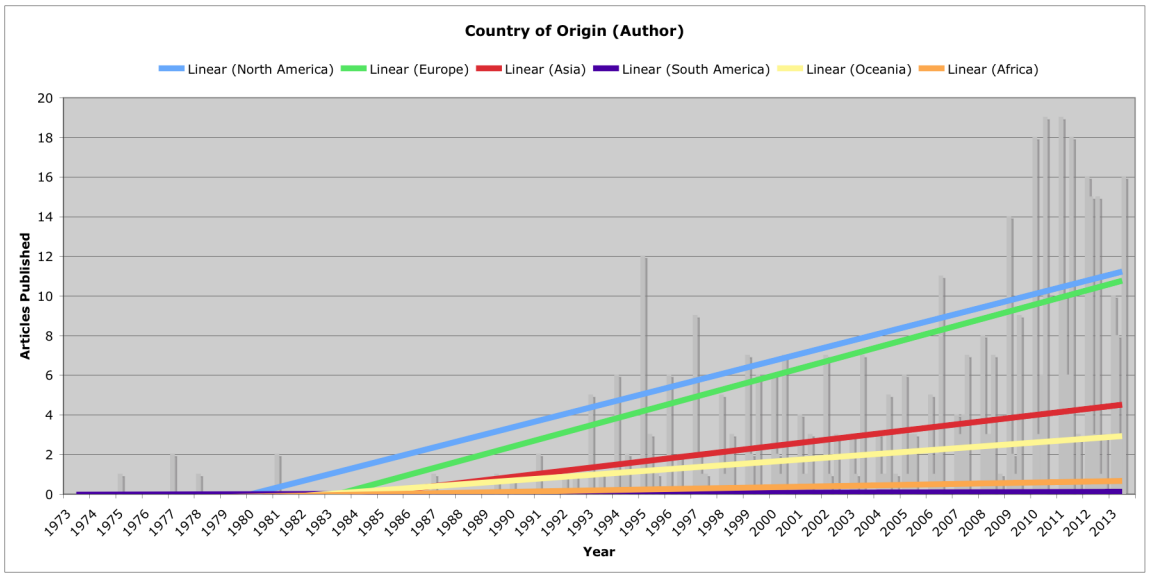
Authors from 49 different countries have contributed to the green marketing literature as sampled in this review. This analysis takes in to account only the primary author's location, and articles written in English. Of the 49 countries 39.5% of articles were written by authors working in North America, 31.5% in Europe, 12.2% in Asia, 8.8% in Oceania, 1.7% in Africa, and 0.4% in South America. Articles that did not specify where the author lived made up 5.8% of articles. Despite having borders in both Asia and Europe, Turkey was designated as a European country (figure 9).

*Figure 9 – Country of Origin (author) vs. Year*




Authors within European and North American countries remain the dominant source of green marketing articles. Authors within Asia surpassed authors from Oceania in 1994. All categories except for South America saw a rise in publishing, though the rise in African authors is slight thanks to the publishing of three articles in 2011 and in 2012 (figure 10).

*Figure 10 – Country of Origin (author) trend over time*



Publishing Template: What is being published and where?

The publishing template analysis asks: What is being published, and where? To address this question the following categories were coded for: research approach, number of pages, number of references, and publishing journals.

**Research Approach**

The research approach category asks how an article's research method is contributing to the literature. The research approach was organized by the codes: "conceptual", "content analysis", "empirical", "methodological", "modeling", and "review/meta-analysis". Definitions of these categories can be found in appendix table 1. As shown in figure 11 43.1% of the articles were empirical, 38% were conceptual. 7.5% were modeling (without an empirical backing), 6% were content analysis, 4.1% were review/meta-analysis, and 1.3% were methodological.

*Figure 11 – Nature of the Article Prominence Overall*

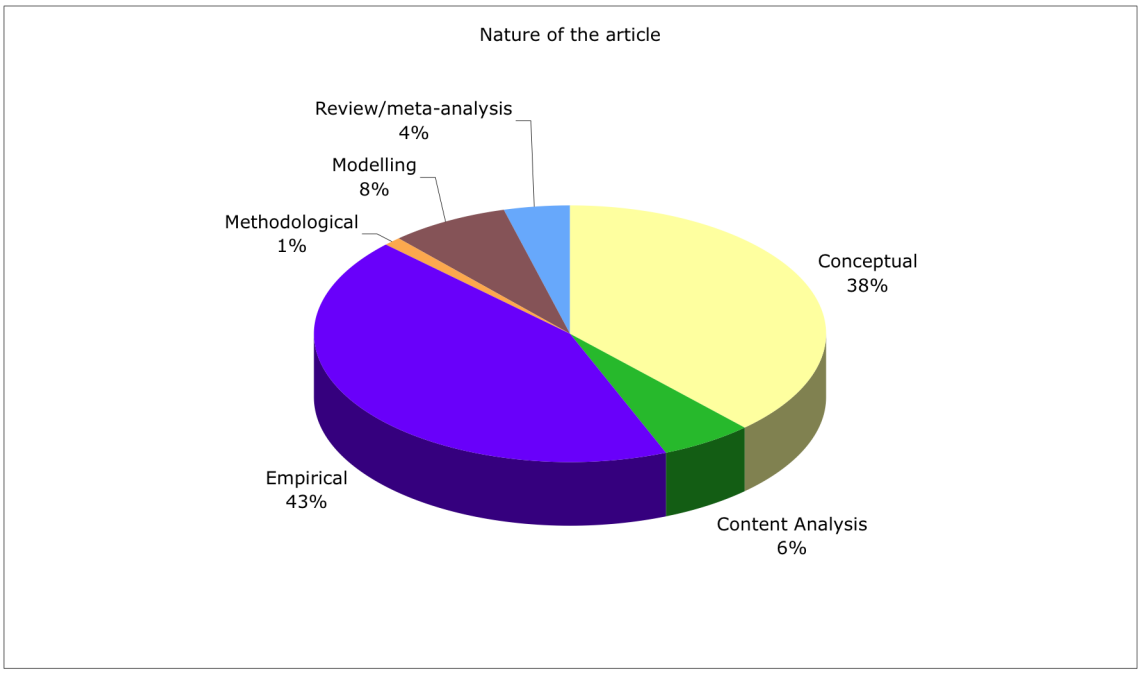
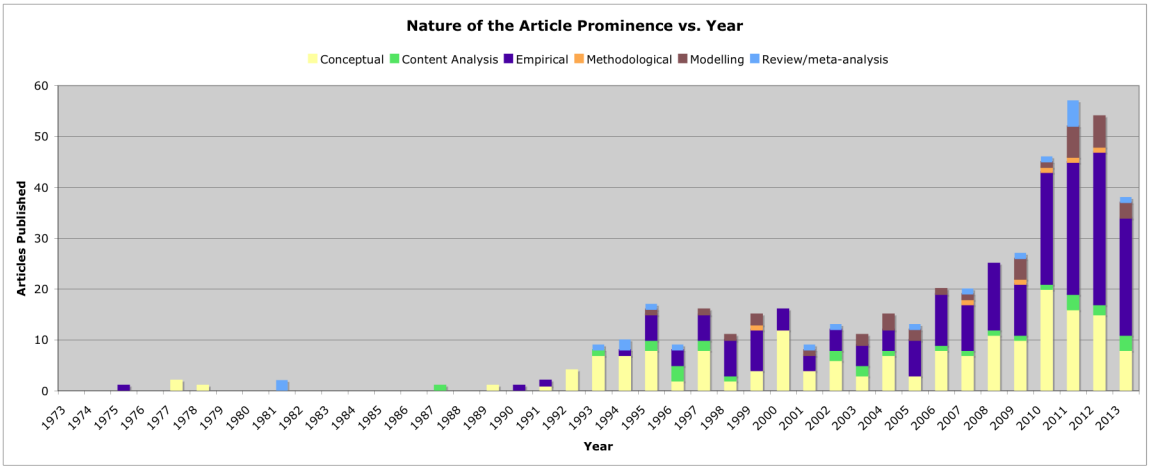
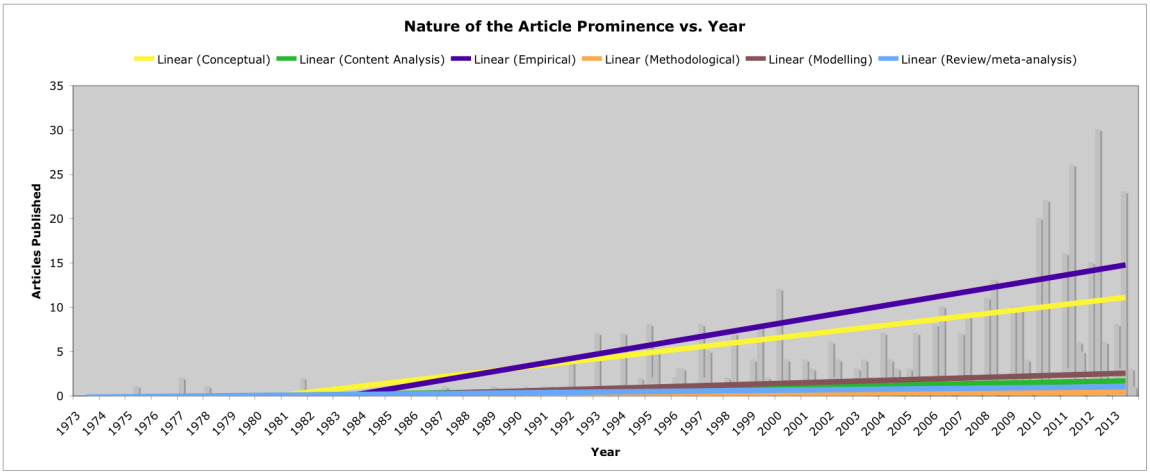


*Figure 12 – Nature of the Article Prominence vs. Year*




The amount of review/meta-analysis, methodological, and content analysis articles remained relatively stable over time. Modeling articles increased slightly. Empirical articles overtook conceptual articles, and remains the dominant approach (figure 13).

*Figure 13 – Nature of the Article Prominence over time*




**Number of Pages**

The Number of Pages category analyzes the number of pages used in each article by the codes: “Up to 9 pages”, “15 to 19 pages”, “20 to 24 pages”, and “25 or more pages”. The category was cross-analyzed with the research approach. Up to 9 pages was most common for conceptual articles (44.1%), The most common page length for empirical articles was 10 to 14 pages (30.3%) and 15 to 19 pages was most common for content analysis (35.7%) and modeling (25.7%). Methodological and Review/Meta-Analysis

articles were equally represented by articles 10 to 14 and 15 to 19 pages in length. Table 4 documents the complete findings.

*Table 4 – Number of Pages by Nature of the Article*

**Conceptual - 38% of the literature**

| *# Pages* | *Published* | *Percentage* |
|---|---|---|
| Up to 9 | 78 | 44.1% |
| 10 to 14 | 42 | 23.7% |
| 15 to 19 | 41 | 23.2% |
| 20 to 24 | 11 | 6.2% |
| 25 or more | 5 | 2.8% |

**Content Analysis – 6% of the literature**

| *# Pages* | *Published* | *Percentage* |
|---|---|---|
| Up to 9 | 4 | 14.3% |
| 10 to 14 | 8 | 28.6% |
| 15 to 19 | 10 | 35.7% |
| 20 to 24 | 1 | 3.6% |
| 25 or more | 5 | 17.9% |

**Methodological – 1.3% of the literature**

| *# Pages* | *Published* | *Percentage* |
|---|---|---|
| Up to 9 | 0 | 0.0% |
| 10 to 14 | 2 | 33.3% |
| 15 to 19 | 2 | 33.3% |
| 20 to 24 | 1 | 16.7% |
| 25 or more | 1 | 16.7% |

**Modeling – 7.5% of the literature**

| *# Pages* | *Published* | *Percentage* |
|---|---|---|
| Up to 9 | 6 | 17.1% |
| 10 to 14 | 8 | 22.9% |
| 15 to 19 | 9 | 25.7% |
| 20 to 24 | 8 | 22.9% |
| 25 or more | 4 | 11.4% |

**Empirical – 43.1% of the literature**

| *# Pages* | *Published* | *Percentage* |
|---|---|---|
| Up to 9 | 26 | 12.9% |
| 10 to 14 | 61 | 30.3% |
| 15 to 19 | 59 | 29.4% |
| 20 to 24 | 35 | 17.4% |
| 25 or more | 20 | 10.0% |

**Review/Meta-Analysis – 4.1% of the literature**

| *# Pages* | *Published* | *Percentage* |
|---|---|---|
| Up to 9 | 4 | 21.1% |
| 10 to 14 | 6 | 31.6% |
| 15 to 19 | 5 | 26.3% |
| 20 to 24 | 0 | 0.0% |
| 25 or more | 4 | 21.1% |

## Number of References

The Number of References category analyzes the number of references used in each article by the codes: 0 references, Up to 19 references, 20-39 references, 40-69 references, 70-99 references, and 100 or more references. The category was cross-analyzed with the research approach. Up to 19 references was the most common for conceptual (32.8%), 20-39 references was most common for review/meta-analysis, 40-69 references was most common for content analysis (42.9%) and empirical (35.8% articles), and 20-39 and 40-69 references tied for methodological (33.3%) and modeling (34.3%) articles. Table 5 documents the complete findings.

*Table 5 – Number of References by Nature of the Article*

**Conceptual - 38% of the literature**

| *References* | *Published* | *Percentage* |
|---|---|---|
| 0 | 16 | 9.0% |
| Up to 19 | 58 | 32.8% |
| 20-39 | 31 | 17.5% |
| 40-69 | 39 | 22.0% |
| 70-99 | 24 | 13.6% |
| 100 or more | 9 | 5.1% |

**Content Analysis – 6% of the literature**

| *References* | *Published* | *Percentage* |
|---|---|---|
| 0 | 0 | 0.0% |
| Up to 19 | 4 | 14.3% |
| 20-39 | 7 | 25.0% |
| 40-69 | 12 | 42.9% |
| 70-99 | 3 | 10.7% |
| 100 or more | 2 | 7.1% |

**Methodological – 1.3% of the literature**

| *References* | *Published* | *Percentage* |
|---|---|---|
| 0 | 0 | 0.0% |
| Up to 19 | 1 | 16.7% |
| 20-39 | 2 | 33.3% |
| 40-69 | 2 | 33.3% |
| 70-99 | 1 | 16.7% |
| 100 or more | 0 | 0.0% |

**Modeling – 7.5% of the literature**

| *References* | *Published* | *Percentage* |
|---|---|---|
| 0 | 0 | 0.0% |
| Up to 19 | 4 | 11.4% |
| 20-39 | 12 | 34.3% |
| 40-69 | 12 | 34.3% |
| 70-99 | 6 | 17.1% |
| 100 or more | 1 | 2.9% |

**Empirical – 43.1% of the literature**

| *References* | *Published* | *Percentage* |
|---|---|---|
| 0 | 0 | 0.0% |
| Up to 19 | 23 | 11.4% |
| 20-39 | 63 | 31.3% |
| 40-69 | 72 | 35.8% |
| 70-99 | 35 | 17.4% |
| 100 or more | 8 | 4.0% |

**Review/Meta-Analysis – 4.1% of the literature**

| *References* | *Published* | *Percentage* |
|---|---|---|
| 0 | 0 | 0.0% |
| Up to 19 | 4 | 21.1% |
| 20-39 | 5 | 26.3% |
| 40-69 | 5 | 26.3% |
| 70-99 | 1 | 5.3% |
| 100 or more | 4 | 21.1% |

## Publishing Journals

Green marketing literature has been published in 220 journals. The *Journal of Consumer Marketing* published the most with 20 articles (4.3%), followed by *Business Strategy and the Environment* with 19 (4.1%), and *Journal of Business Ethics* with 16 (3.4%). The top 21 journals are listed below in table 6, the full list is available in Appendix Table 3.

*Table 6 – Top 21 Publishing Journals*

| Journal | Number of Articles | Percentage of Articles |
|---|---|---|
| Journal of Consumer Marketing | 20 | **4.3%** |
| Business Strategy and the Environment | 19 | **4.1%** |
| Journal of Business Ethics | 16 | **3.4%** |
| Journal of Macromarketing | 9 | **1.9%** |
| International Journal of Consumer Studies | 8 | **1.7%** |
| Journal of Advertising | 8 | **1.7%** |
| European Journal of Marketing | 7 | **1.5%** |
| Industrial Marketing Management | 7 | **1.5%** |
| Journal of Consumer Policy | 7 | **1.5%** |
| Journal of International Consumer Marketing | 7 | **1.5%** |
| Journal of Marketing Education | 7 | **1.5%** |
| Academy of Marketing Science. Journal | 6 | **1.3%** |
| Journal of Marketing Theory and Practice | 6 | **1.3%** |
| Management of Environmental Quality | 6 | **1.3%** |
| Psychology & Marketing | 6 | **1.3%** |
| British Food Journal | 5 | **1.1%** |
| Forest Products Journal | 5 | **1.1%** |
| International Journal of Business and Social Science | 5 | **1.1%** |
| Journal of Business Research | 5 | **1.1%** |
| Long Range Planning | 5 | **1.1%** |
| Business Review, Cambridge | 5 | **1.1%** |

Content Development: What topics are being researched?

The content development analysis asks: What topics are being researched? To address this question the following categories were coded for: thematic area, thematic area sub-themes, focus region, number of industries, industry focus, product focus, unit of analysis, and company size.

**Thematic Area**

The Thematic Area Categories organizes articles by theme. The category was coded by: Marketing Management Aspects, Environmental Management, Environmental Corporate Strategy, External Regulatory Environment, Environmental Strategy Implications, Corporate Environmental Response, Environmental Advertising and Miscellaneous.

Definitions of these categories are listed in Appendix Table 1. Themes from Marketing Management Aspects are discussed in 33.3% of articles, Environmental Advertising in 19.6%, 9.9% External Regulatory Environment, 9.4% Environmental Strategy Implications, 9.1% Environmental Corporate Strategy, 4% Corporate Environmental Response, and 3.9% Environmental Management. 10.9% of articles did not fit in to the codes selected, and thus were coded as miscellaneous (figure 14 and figure 15).

*Figure 14 – Thematic Area by Overall Percentage*

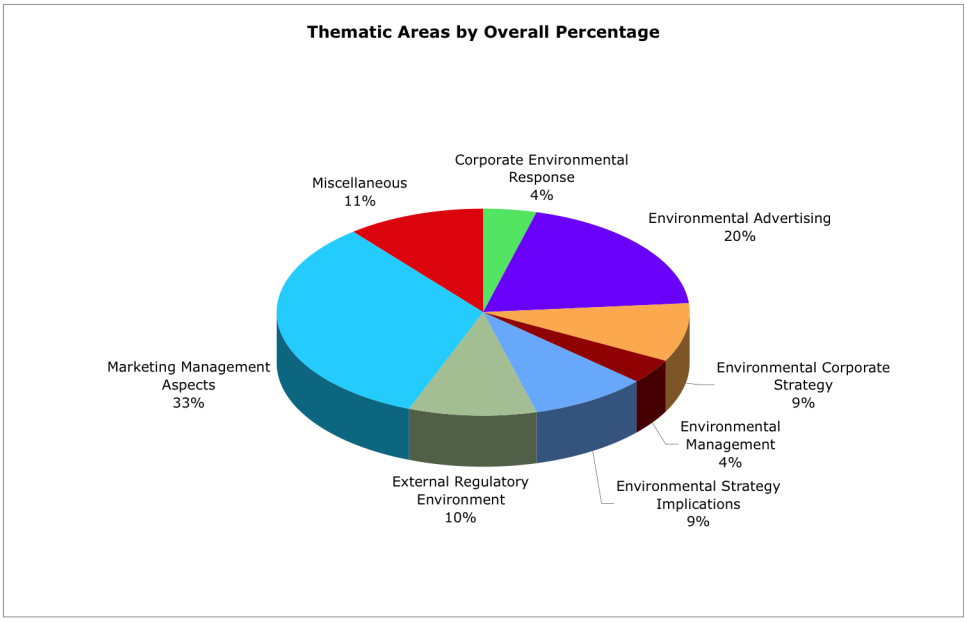
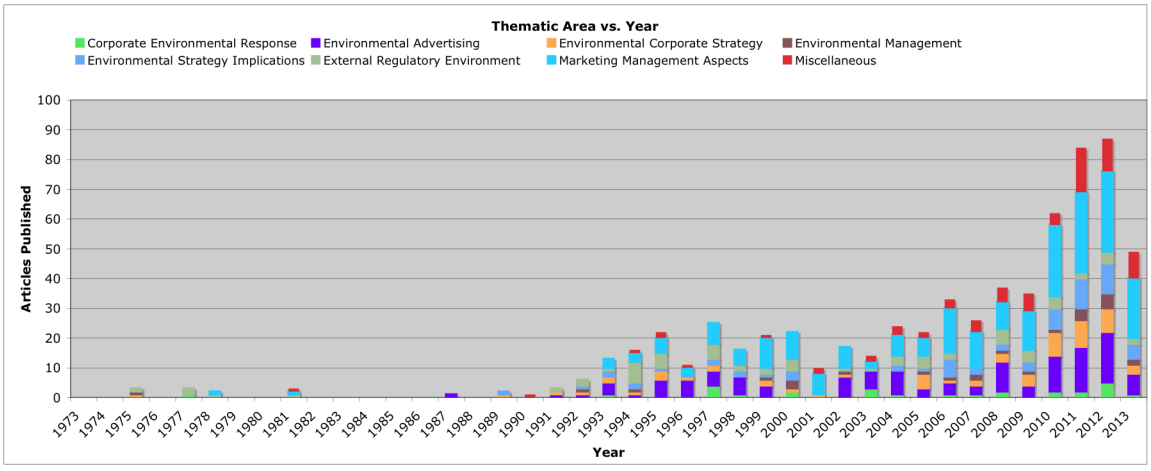
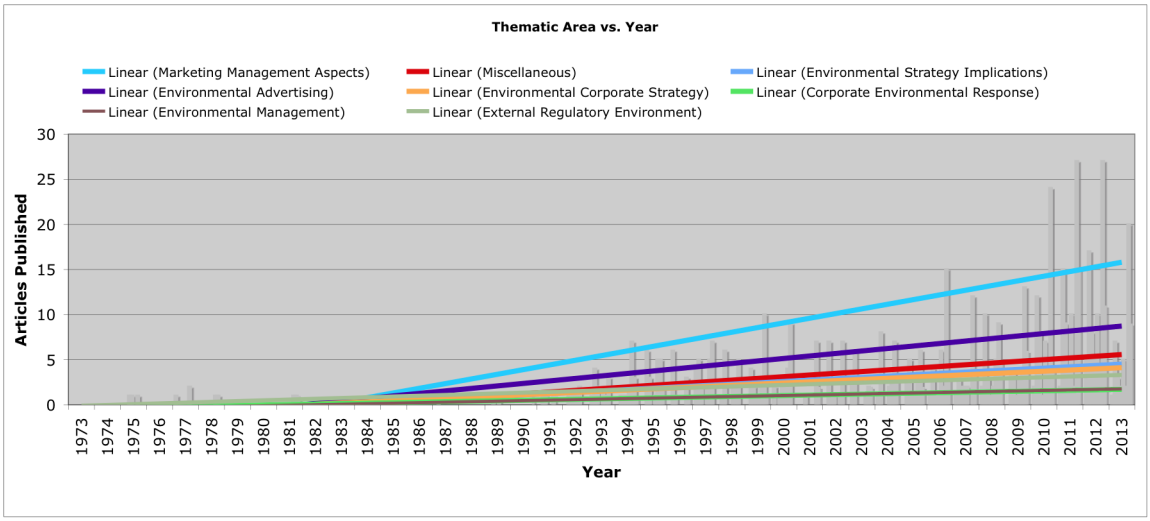



*Figure 15 – Thematic Area vs. Year*



Marketing Management Aspects grew substantially over time, followed in descending order by environmental advertising, miscellaneous, environmental strategy implications, environmental corporate strategy, and external regulatory environment. Articles regarding environmental management and corporate environmental response remained relatively stable over time (figure 16).

*Figure 16 – Thematic Area over time*




**Sub-theme: Marketing Management Aspect**

The Marketing Management Aspect sub-theme is coded by: Green attitudes and responses, Green product development, Green segmentation, Green promotion, Green logistics, Eco-labeling, Green brand position. And Green pricing. Definitions are available in Appendix Table 1. The majority of Marketing Management Aspect articles discuss green attitudes and responses (26.4%), 18.4% discuss green segmentation, 16.7% discussed green product development, 11.8% discussed eco-labeling, 9.7% discuss green promotion, 9% discuss green pricing, and 8% discuss green brand position (figure 17 and figure 18).

*Figure 17 - Marketing Management Aspects by Overall Percentage*

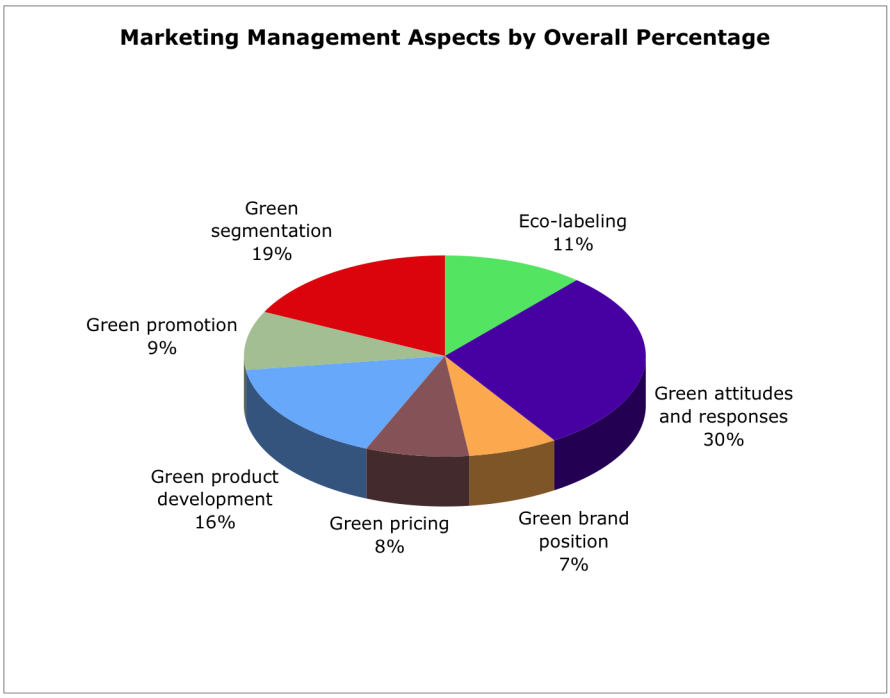
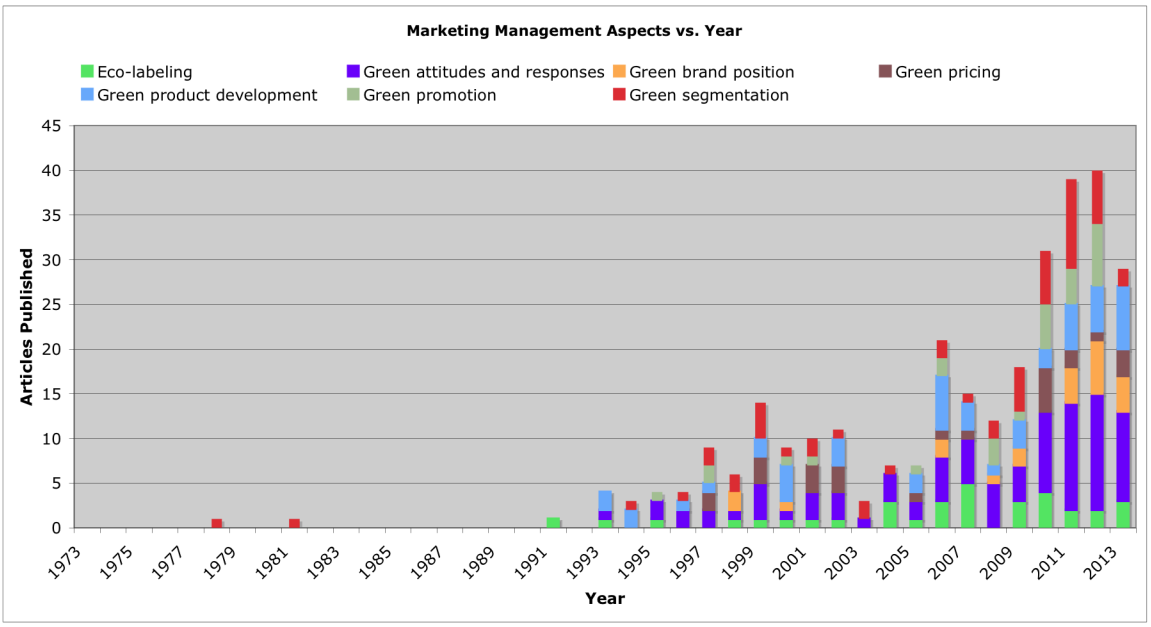
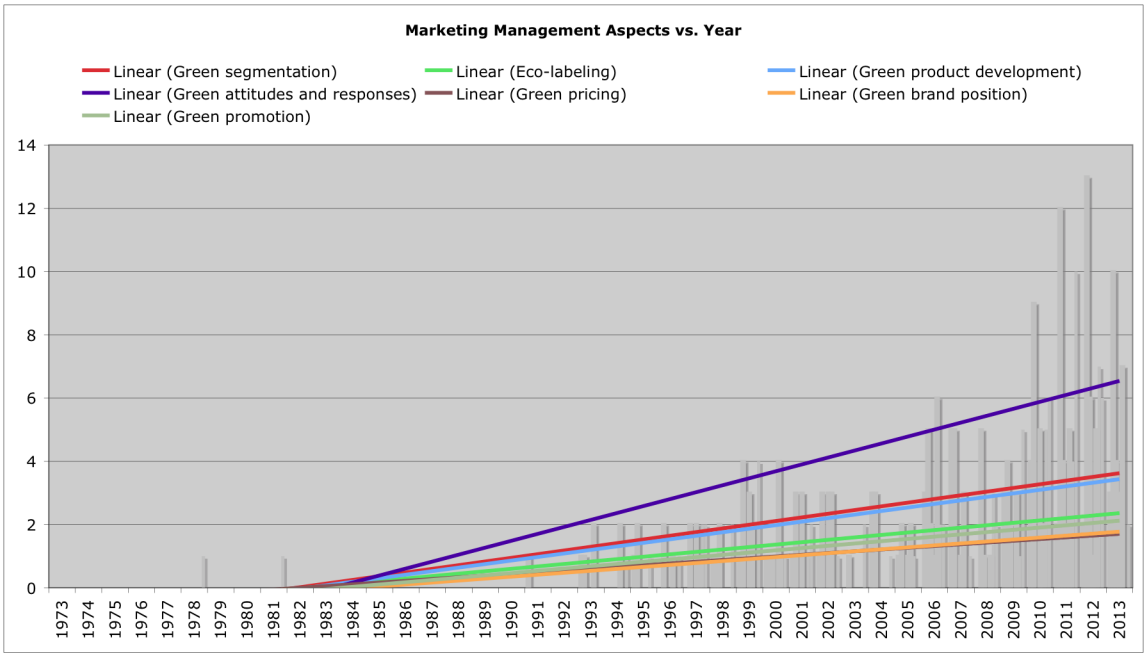



*Figure 18 – Marketing Management Aspects vs. Year*




Using raw number of articles published, all areas of research within marketing management aspects have increased over time (figure 19), though discussion of green attitudes and responses increased the most over time.

*Figure 19 – Marketing Management Aspects Over Time*




**Sub-theme: The Environmental Management**

The Environmental Management sub-theme is coded by: Stakeholder management, Planning & control, Greening organization culture, Management of environmental change, Leadership, Human resources management, and Green manager profile. Definitions are available in Appendix Table 1. The majority of Environmental Management articles discuss greening organization culture (56%), 16% discuss planning and control, 16% discuss stakeholder management, 8% discuss green manager profile, and 4% discuss management of environmental change (figure 20 and figure 21).

*Figure 20 – Environmental Management by Overall Percentage*

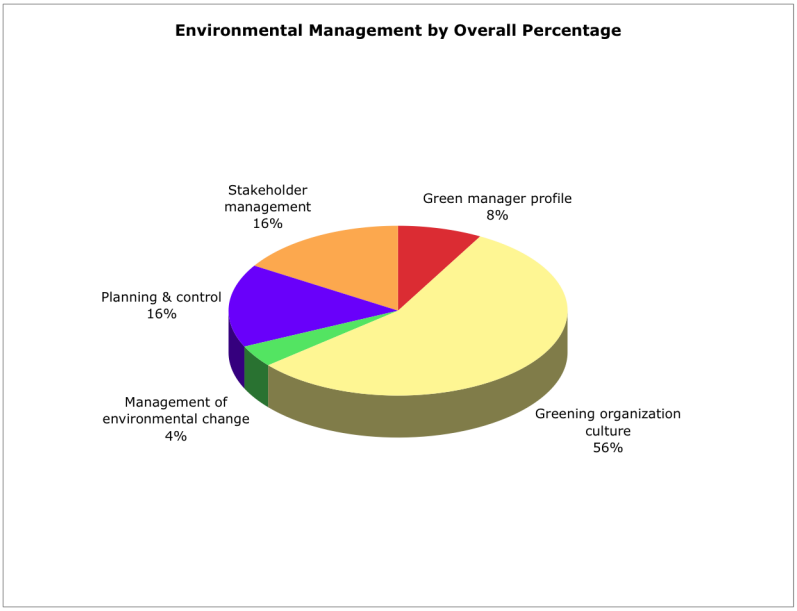
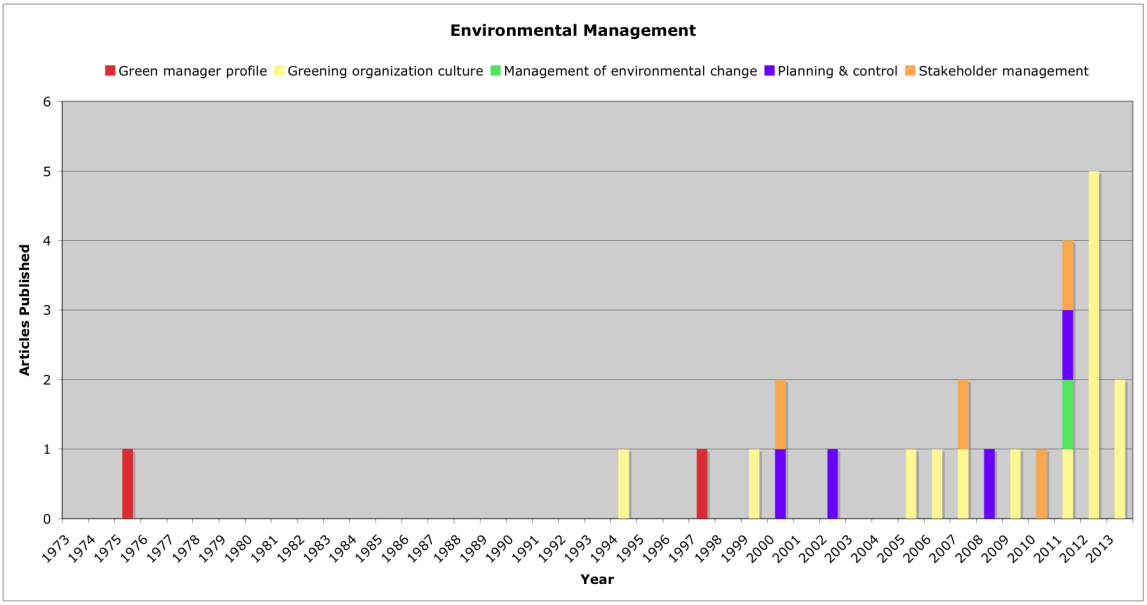
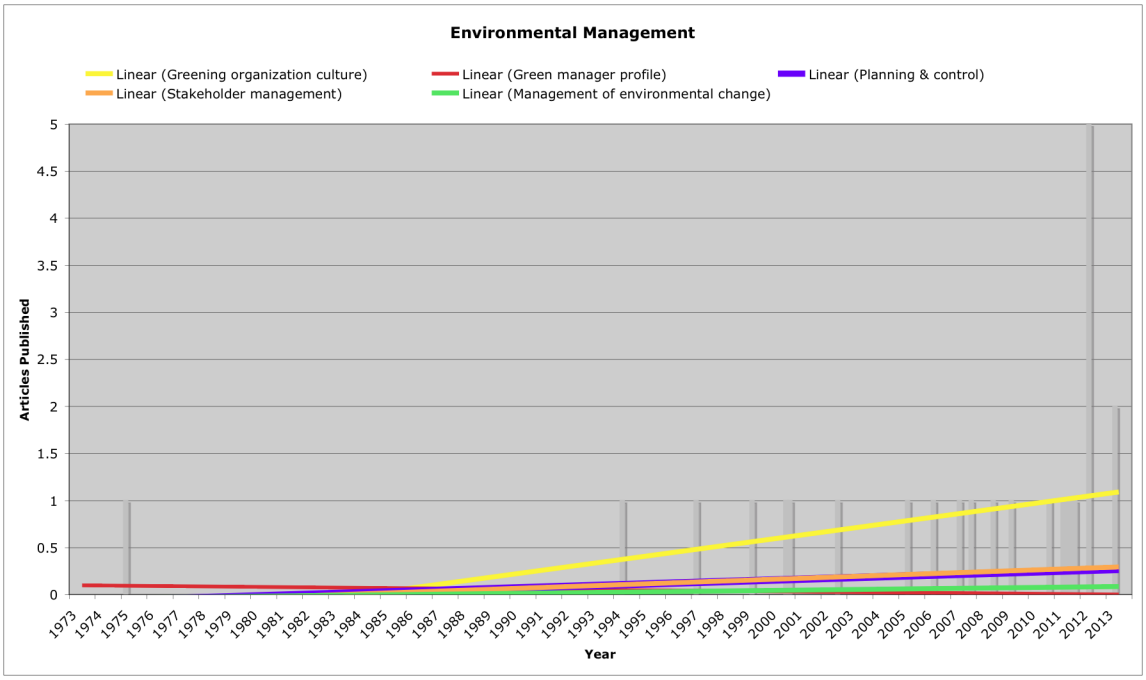



*Figure 21 – Environmental Management Over Time*




Using raw number of articles published, greening organizational culture increased the most over time followed by stakeholder management and planning and control. Management of environmental change and green manager profile remained relatively constant over time (figure 22).

*Figure 22 – Environmental Management Over Time*




**Sub-theme: The Environmental Corporate Strategy**

The Environmental Corporate Strategy sub-theme is coded by: Production operations, Strategic Management, Marketing, Finance, Supply Chain, Green alliances. Definitions are available in Appendix Table 1. Of Environmental Corporate Strategy articles 41.2% discuss Marketing, 25% discuss strategic management, 17.6% discuss supply chain, 7.4% discuss product operations, 7.4% discuss Green alliances, and 1.5% discuss Finance (figure 23 and figure 24).

*Figure 23 – Environmental Corporate Strategy by Overall Percentage*

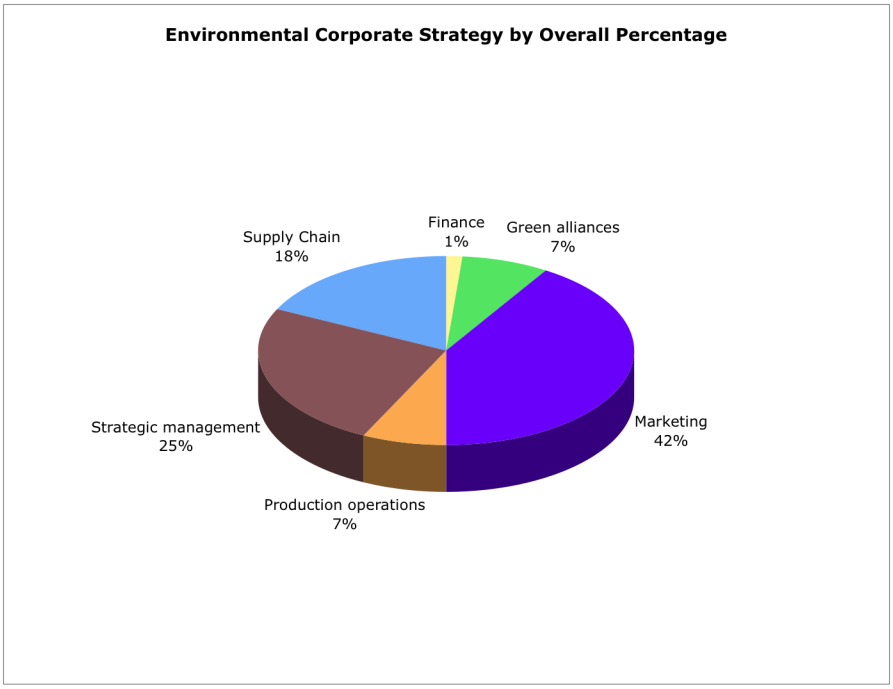
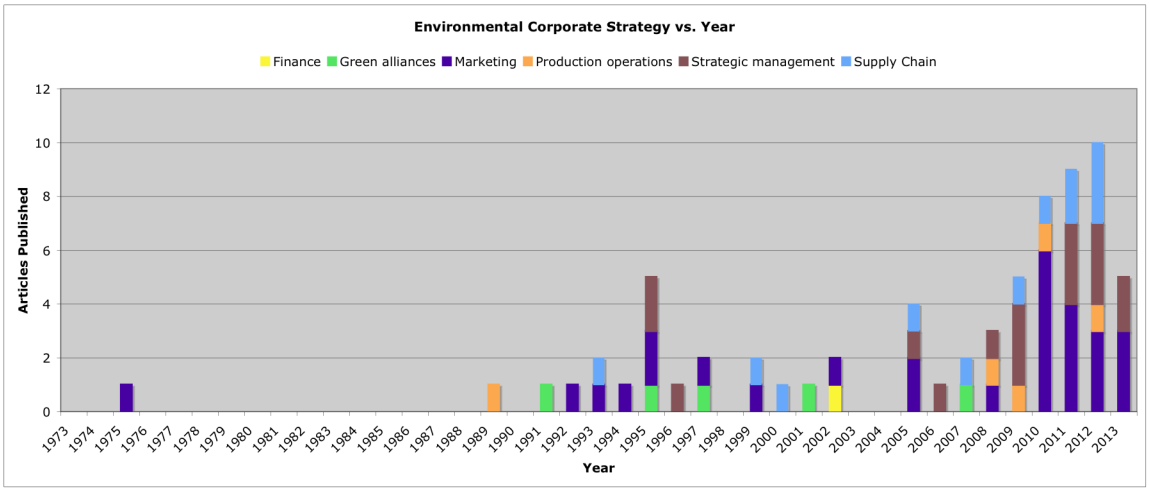
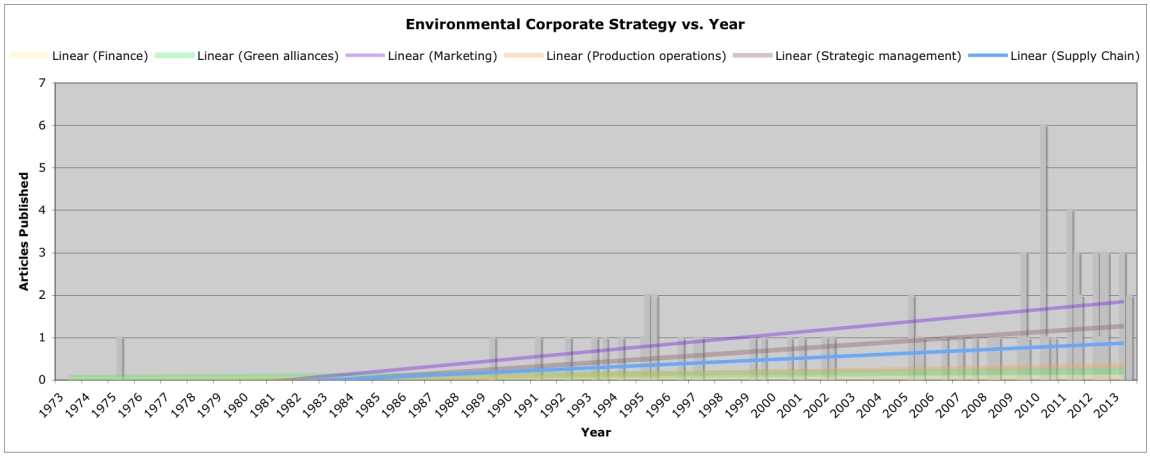



*Figure 24 – Environmental Corporate Strategy vs. Year*




Using raw number of articles published, all areas of research within Environmental Corporate Strategy grew over time, except Finance, Production Operations and Green alliances which remained constant over time (figure 25).

*Figure 25 – Environmental Corporate Strategy over time*




**Sub-theme: External Regulatory Environment**

The External Regulatory Environment sub-theme is coded by: Environmental movement, Environmental regulations, and Green standards. Definitions are available in Appendix Table 1. Of the External Regulatory Environment articles 54.3% discuss Environmental regulations, 37.1% discuss Environmental Movement, and 8.6% discuss Green Standards (figure 26 and figure 27).

*Figure 26 – External Regulatory Environment by Overall Percentage*

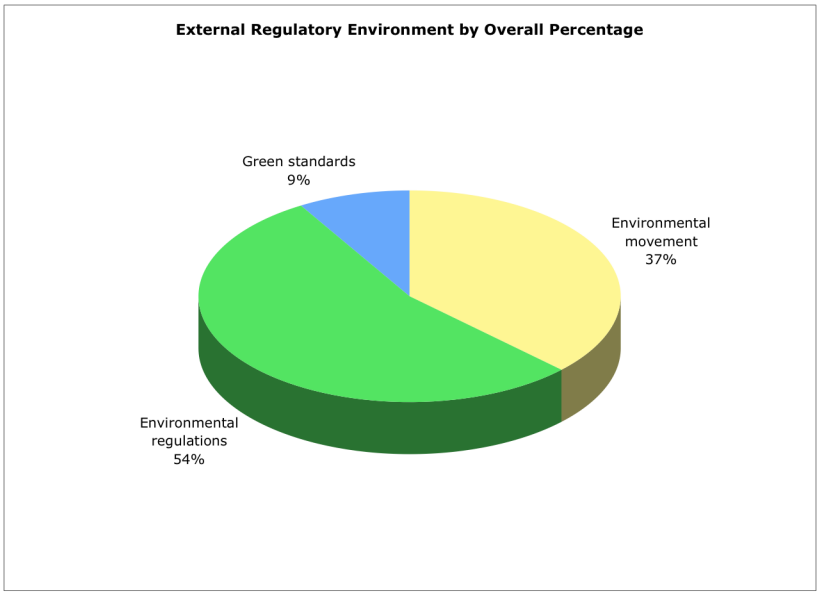
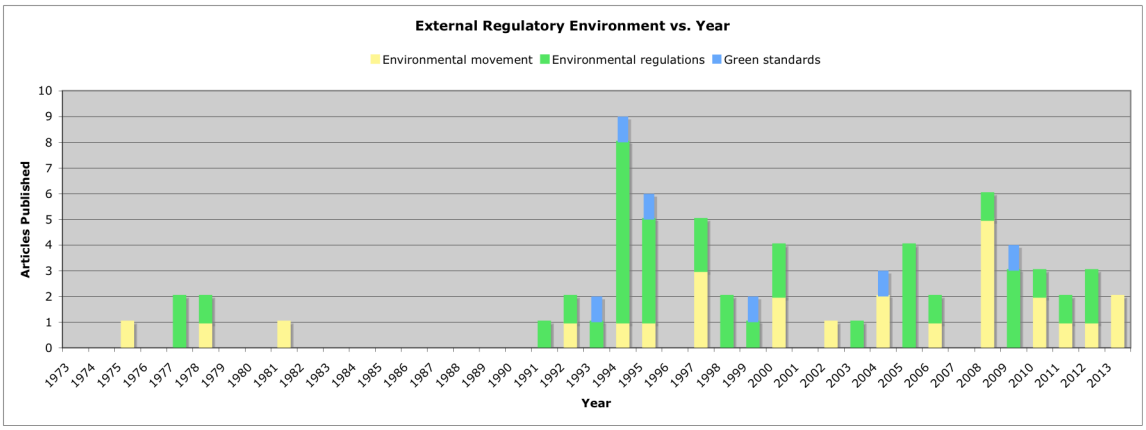
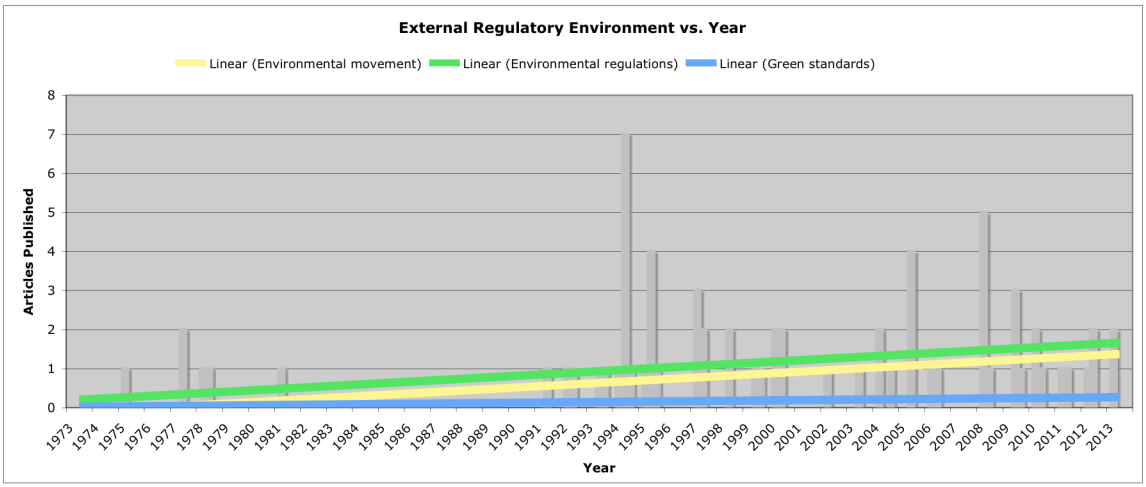


*Figure 27 – External Regulatory Environment vs. Year*




Using raw number of articles published, discussion on the environmental movement grew over time. Green standards remained relatively constant over time (figure 28).

*Figure 28 – External Regulatory Environment over time*




**Sub-theme: Environmental Strategy Implications**

The Environmental Strategy Implications sub-theme is coded by: Performance implications of environmental strategies, environmentally-driven competitive advantage, and environmental benchmarking/best practices. Definitions are available in Appendix Table 1**.** The majority of Environmental Strategy Implications articles discuss Performance implications of environmental strategies (71.9%), 20.3% discuss environmentally-driven competitive advantage, and 7.8% discuss environmental benchmarking/best practices (figure 29 and figure 30).

*Figure 29 – Environmental Strategy Implication by Overall Percentage*

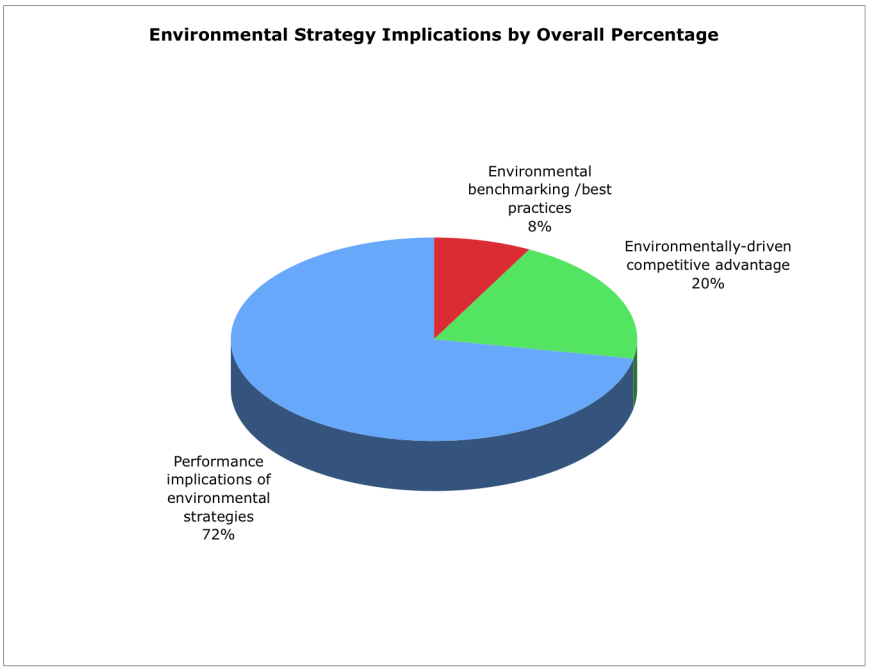
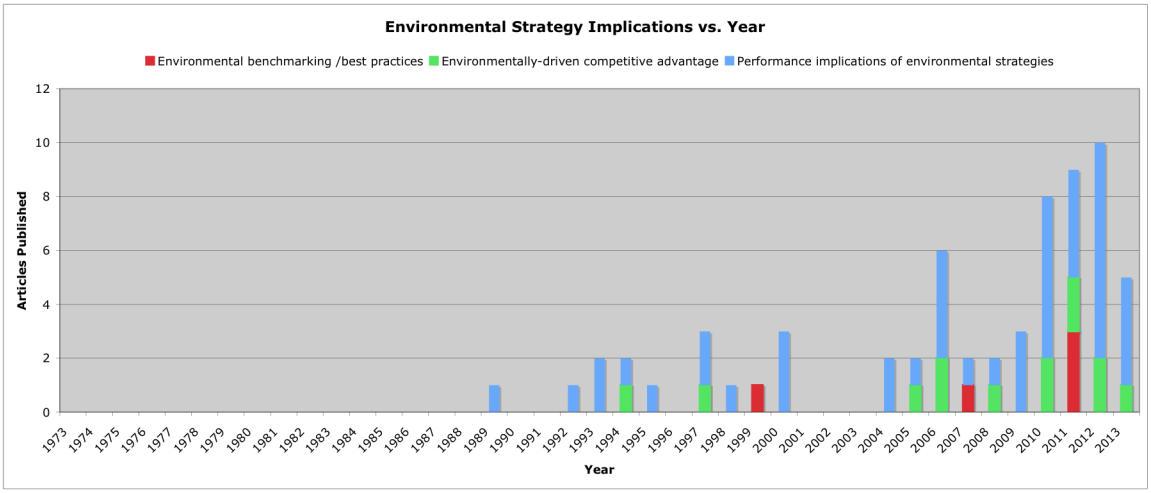
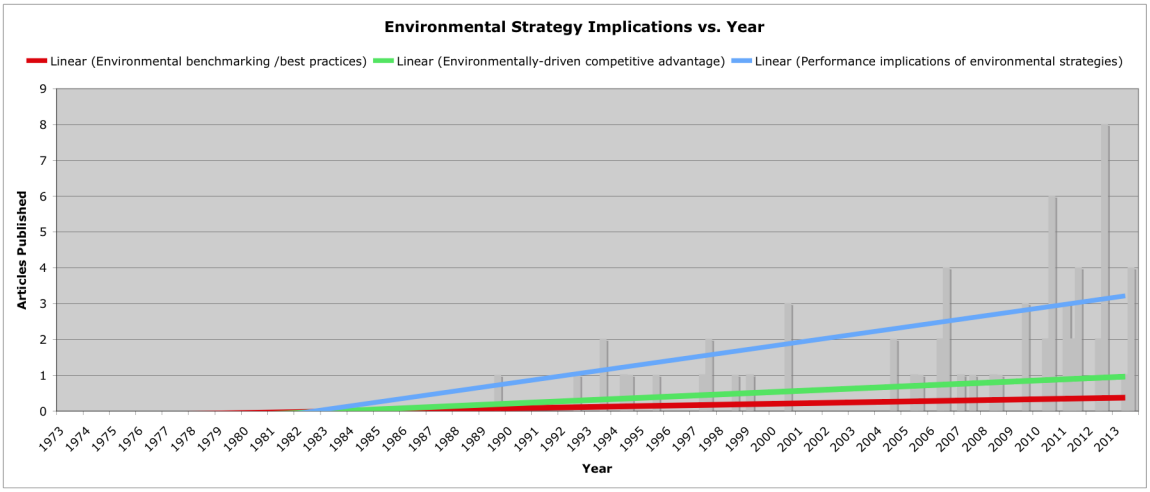



*Figure 30 – Environmental Strategy Implications vs. Year*




Using raw number of articles published, the discussion of performance implications of environmental strategies grew substantially over time, followed by environmentally-driven competitive (figure 31). Environmental benchmarking/best practices increased only slightly over time.

*Figure 31 – Environmental Strategy Implications over time*




## Sub-theme: Corporate Environmental Response

The Corporate Environmental Response sub-theme is coded by: Social responsibility and Environmental Ethics. Definitions are available in Appendix Table 1. The majority of Corporate Environmental Response articles discussed social responsibility (87.5%), while 12.5% researched Environmental ethics (figure 32 and figure 33).

*Figure 32 – Corporate Environmental Response by Overall Percentage*

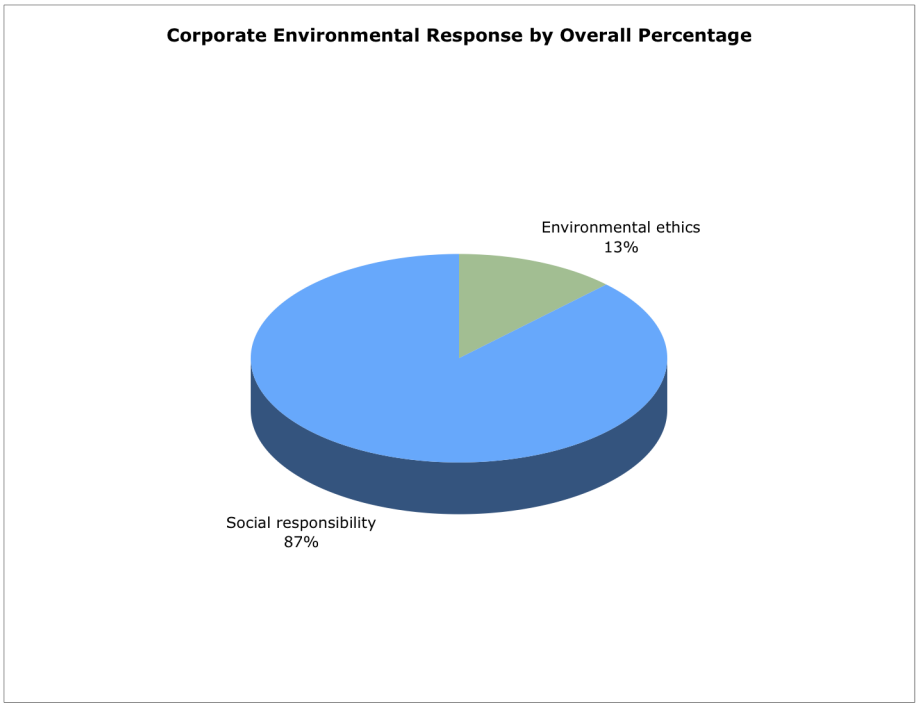
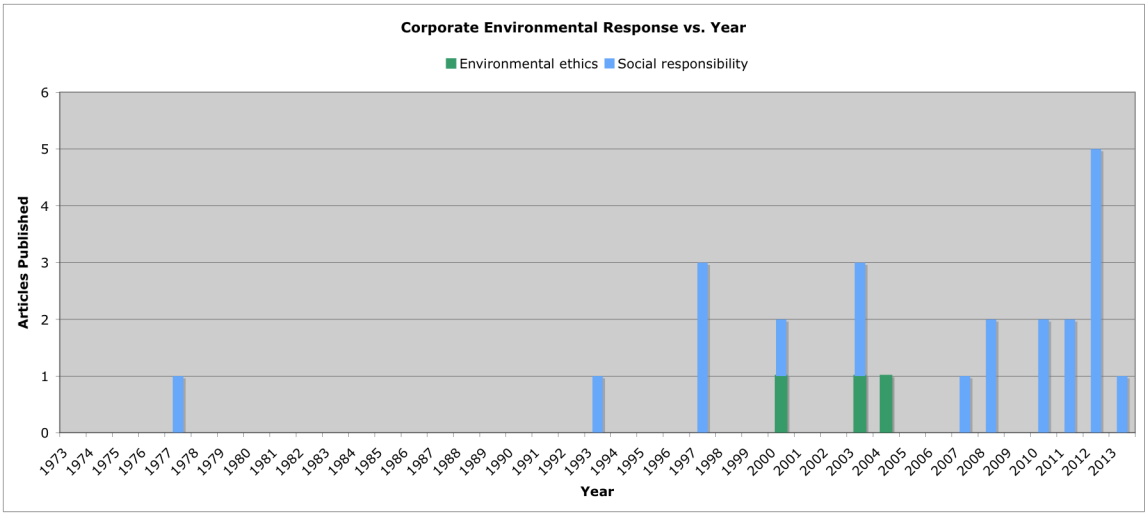
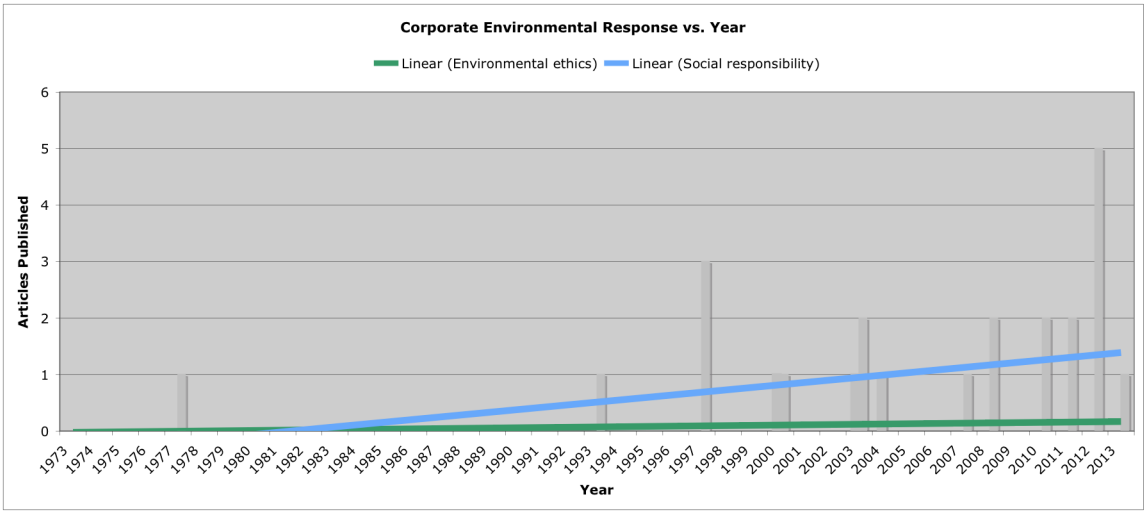


*Figure 33 – Corporate Environmental Response vs. Year*




Articles on environmental ethics were only published between 2000 and 2004. Using raw number of articles published, articles on social responsibility increased over time (figure 34).

*Figure 34 – Corporate Environmental Response over time*




**Sub-theme: Environmental Advertising**

The Environmental Advertising sub-theme is coded by: advertising greenness, consumer attitude and responses, environmental claims, green advertising ethics, and greenwashing. Definitions are available in Appendix Table 1. Of the Environmental Advertising articles, 39.5% focus on advertising greenness, 20.4% on greenwashing, 19.1% on environmental

claims, 15.1% on consumer attitudes and responses, and 5.9% on green advertising ethics (figure 35 and figure 36).

*Figure 35 – Environmental Advertising by Overall Percentage*

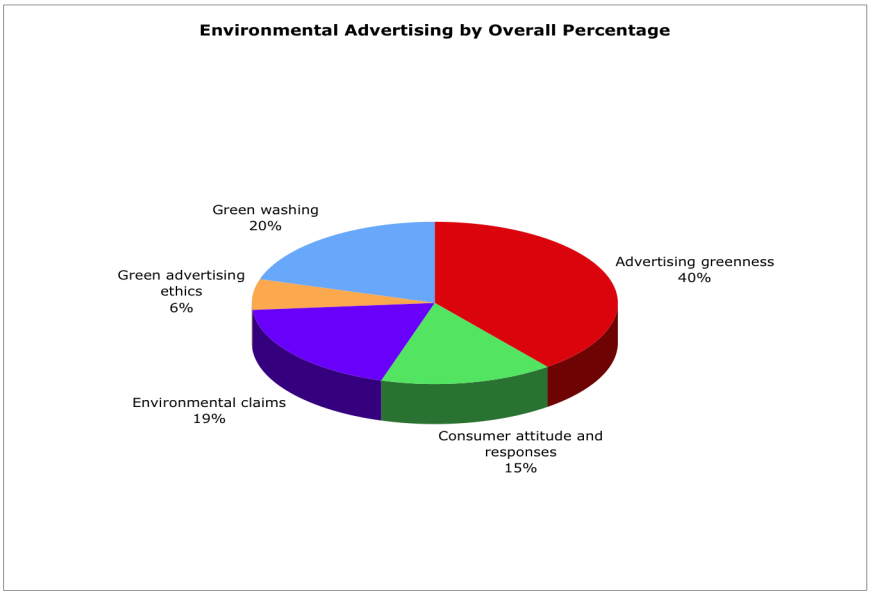
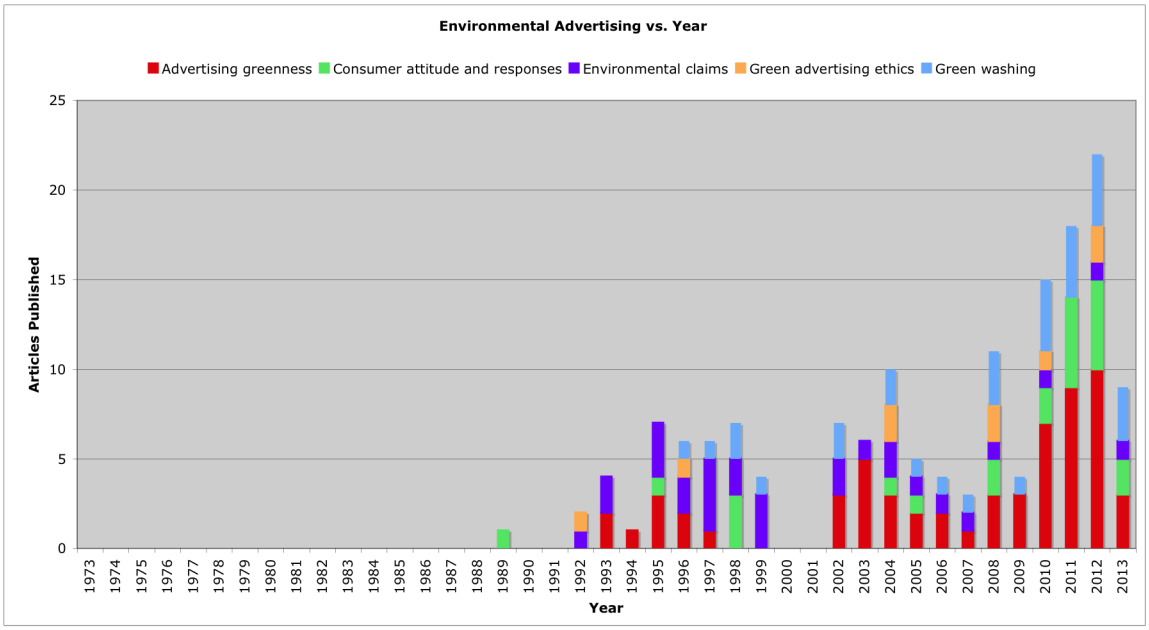
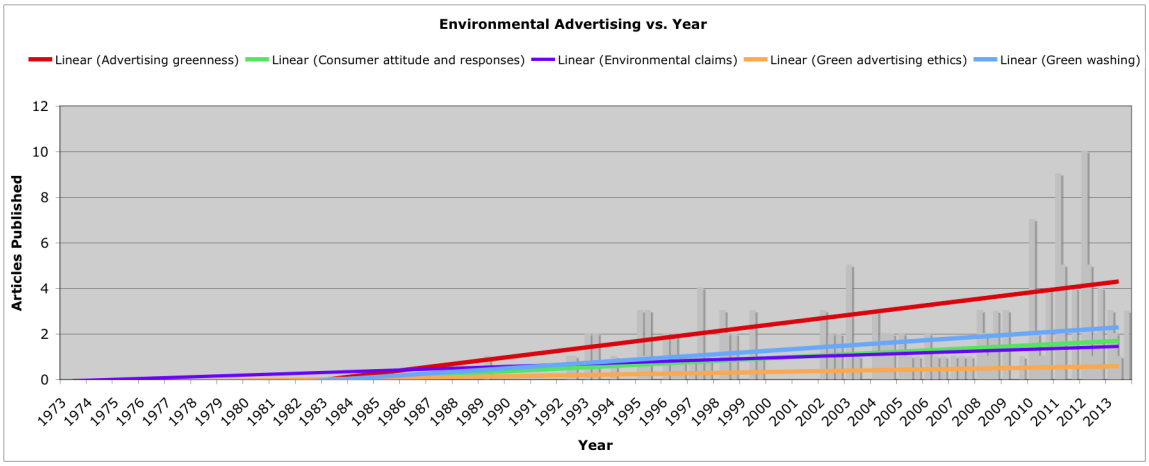



*Figure 36 – Environmental Advertising vs. Year*



Using raw number of articles published, advertising greenness grew the most over time, followed by greenwashing and consumer attitudes and responses (figure 37). Discussions regarding environmental claims and green advertising ethics rose slightly over time.

*Figure 37 – Environmental Advertising over time*




**Focus Region**

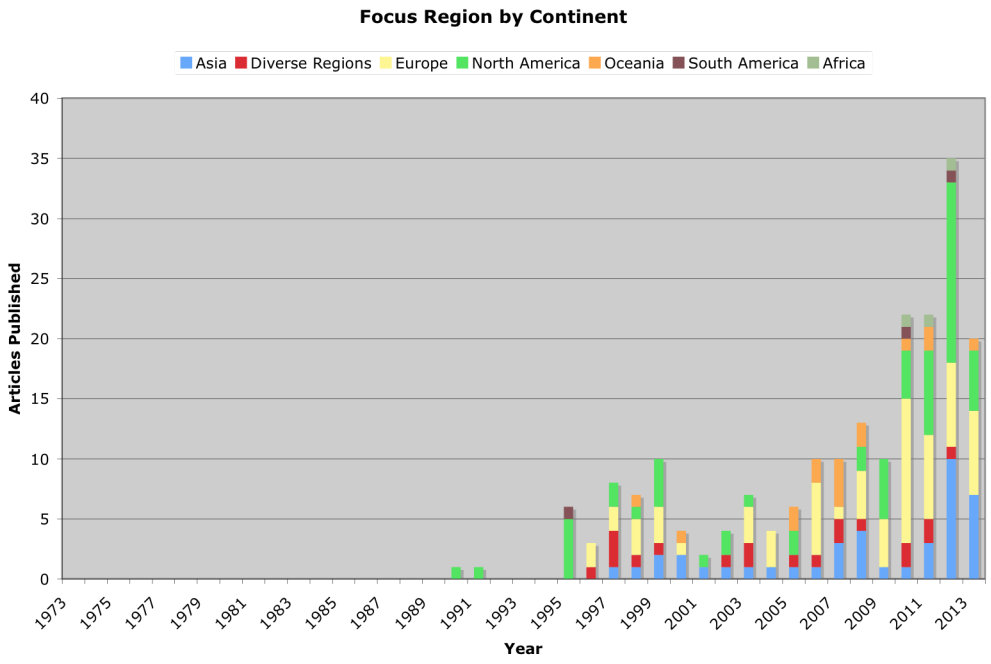
The Focus Region category identifies which countries are most studied in the empirical literature. Empirical articles whose research was done within one particular country, regardless as to whether the authors specified that the results were generalizeaeble, was recorded in this category. “Diverse Regions” was used if research was conducted in more than one region for strategic reasons, for example when a comparison was made between two countries. In total, 42 countries have been studied. The top 9 countries studied in empirical articles are: United States (10.9%), United Kingdom (4.5%), China (2.8%), Australia (2.6%), Taiwan (1.9%), Spain (1.7%), Germany (1.3%), Canada (1.3%), and Denmark (1.1%). Empirical articles that did not specify or focus its research on a particular country made up 9.9% of the literature. Empirical articles focusing on diverse regions made up 4.1% of the literature (table 7).

*Table 7 – Focus Region*

| Top Code | # of Articles | % of Articles | % of empirical articles |
|---|---|---|---|
| Non-empirical | 215 | 46.1% | NA |
| Not applicable | 46 | 9.9% | 18.3% |
| Diverse Regions | 19 | 4.1% | 7.6% |
| | | | |
| United States | 51 | 10.9% | 20.3% |
| United Kingdom | 21 | 4.5% | 8.4% |
| China | 13 | 2.8% | 5.2% |
| Australia | 12 | 2.6% | 4.8% |
| Taiwan | 9 | 1.9% | 3.6% |
| Spain | 8 | 1.7% | 3.2% |
| Germany | 6 | 1.3% | 2.4% |
| Canada | 6 | 1.3% | 2.4% |
| Denmark | 5 | 1.1% | 2.0% |

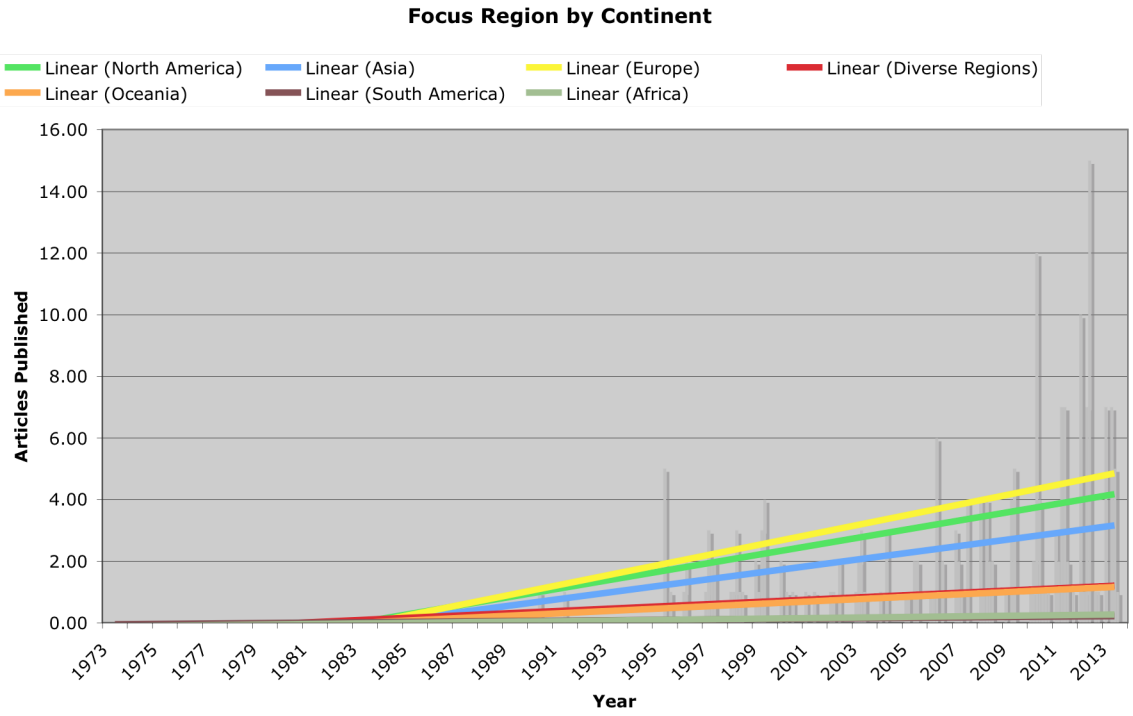
When the data was grouped together by continent, and non-empirical and not applicable articles were removed 31.7% of empirical articles focus on Europe, 28.3% North America, 20% Asia, 7.8% Oceania, 1.5% South America. 9.3% of articles focus on diverse regions (figure 38).

*Figure 38 – Focus Region by Continent vs. Year*



Empirical articles that focus on North America, Asia and Europe increased substantially over time, Oceania and diverse regions increased slightly, while all other categories have remained relatively static (figure 39).

*Figure 39 – Focus Region by Continent over time*

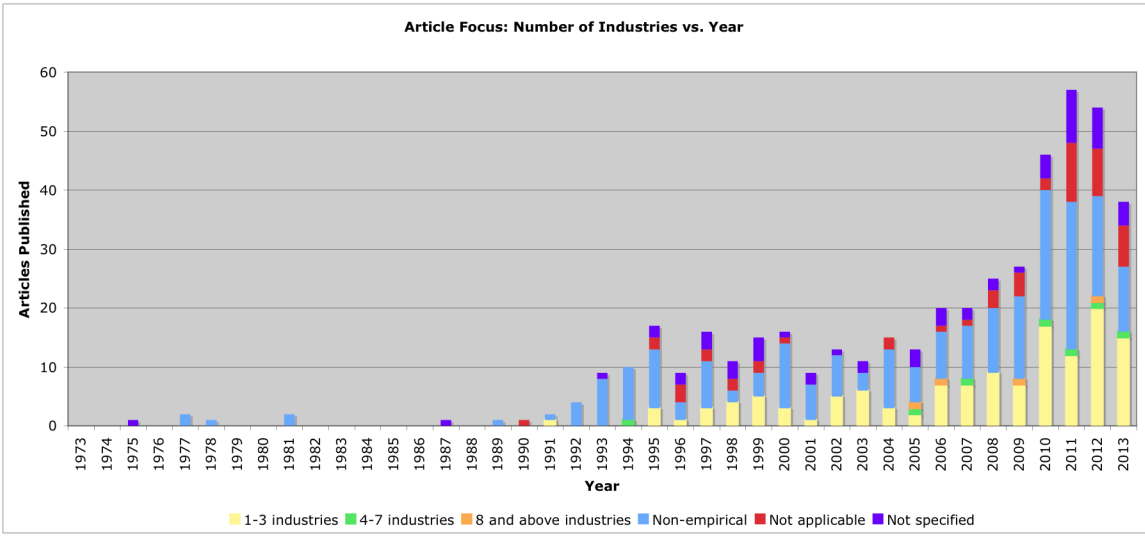



**Number of Industries**

The number of industries studied category identifies how many industries are most commonly discussed in empirical articles. The number of industries category was organized by the codes: 1-3, 4-7, 8 and above, not applicable, and not specified. "Not applicable" was used for articles that did not focus on the success/failings of companies or industries, typically consumer segmentation or advertising articles. "Not specified" was used when the article did relate to the success/failings of companies or industries, but information on the specific industries discussed was not given. Articles coded as non-empirical numbered 215, and thus were removed from this review. "1-3 industries" made up 52.2% of empirical articles, 2.8% "4-7 industries", and 1.6% "8 and above". Empirical articles not specifying the industries focused on in their research made up 23.1% of

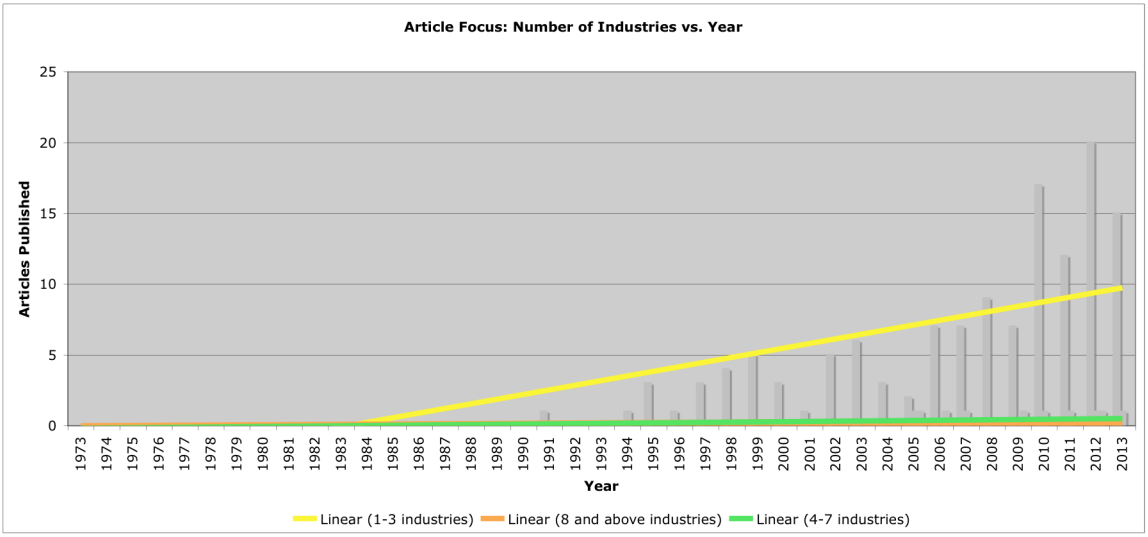
empirical articles, while 20.3% of empirical articles were not relevant to industry and thus "not applicable" was coded (figure 40).

*Figure 40 – Article Focus: Number of Industries vs. Year*




The raw number of articles written about 1-3 industries has increased significantly over time, while articles discussing 4-7 industries and 8 industries and above have remained static since 2005 when articles of this nature first began being published regularly (figure 41).

*Figure 41 – Article Focus: Number of Industries over time*



**Industry Focus**

The industry focus category demonstrates which industries are most researched in the green marketing literature. This category was only coded if one specific industry was the focus of the article, and if the article was empirical. The majority of empirical articles focused on one specific industry at 51%. The top 10 industries are listed below in table 8. In total, 32 industries were uniquely identified in empirical articles.

*Table 8 – Industry of Study*

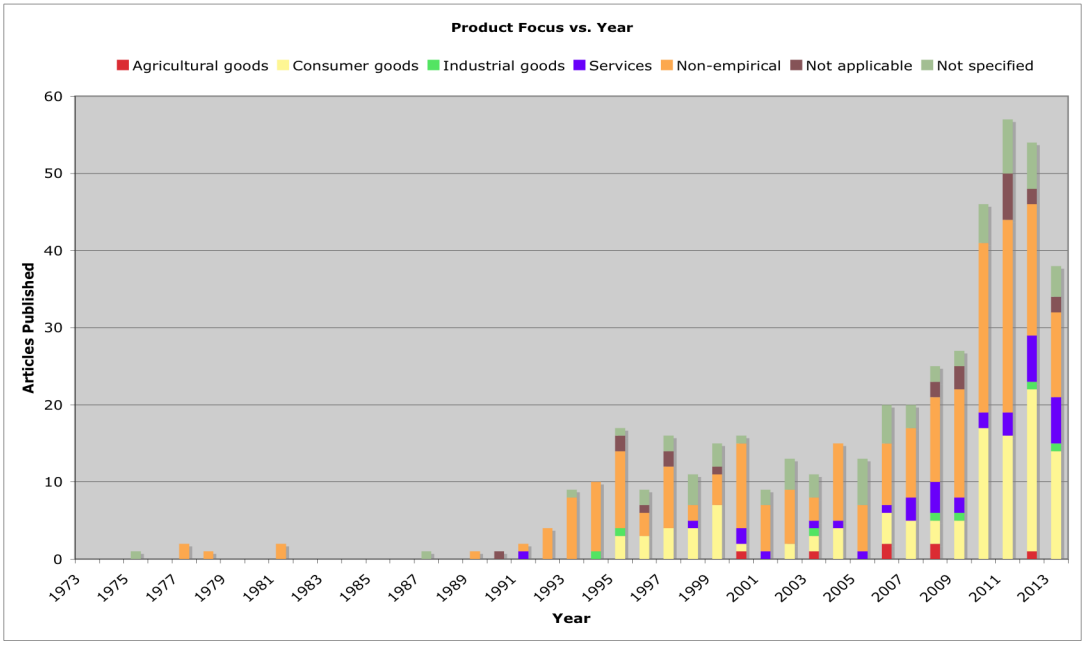
| Industry of Study | Percentage of One Industry Empirical Articles | Published Articles |
|---|---|---|
| Food | 21.1% | 27 |
| Energy | 9.4% | 12 |
| Tourism | 9.4% | 12 |
| Forestry | 9.4% | 12 |
| Automotive | 6.3% | 8 |
| Hospitality | 6.3% | 8 |
| Cleaning Products | 3.1% | 4 |
| Education | 3.1% | 4 |
| Manufacturing | 2.3% | 4 |
| Wine | 3.1% | 4 |

**Product Focus**

The product focus category demonstrates which products are most often researched in the green marketing literature. The product focus category was organized by the codes: agricultural goods, consumer goods, industrial goods, services, not applicable and not specified. Articles that did not provide empirical research were not coded. "Not applicable" was used for articles that did not analyze a specific product or type of product. "Not specified" was used when the article did relate to the analysis of a product, but the type of product analyzed was not detailed. Articles discussing the sale of food were coded under consumer goods, while articles discussing farming practices were coded as agricultural goods. As detailed in the Coding key in Appendix Table 1, services were considered goods when the product in question were not consumed or were not physical objects. The majority of empirical works focused on consumer goods (45.8%),

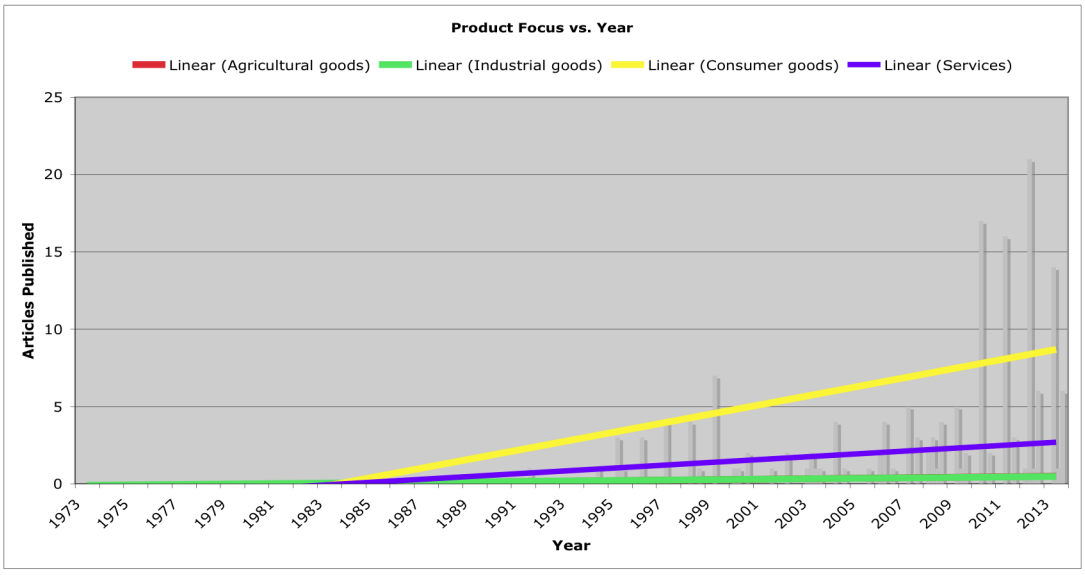
13.9% on services, 2.8% agricultural goods, 2.8% industrial goods, 25.9% not specified and 8.8% not applicable (figure 42).

*Figure 42 – Article Focus: Product Focus vs. Year*




Using raw numbers, the study of consumer goods has increased substantially over time, services have increased slightly, and industrial and agricultural goods have remained static over time (figure 43).

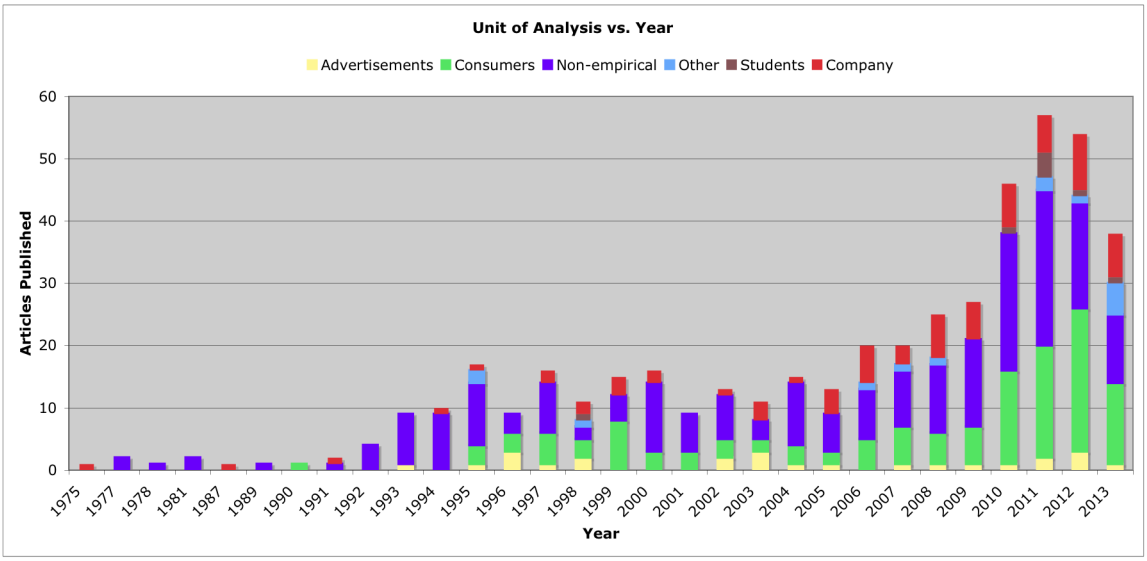
*Figure 43 – Article Focus: Product Focus over time*



**Unit of Analysis**

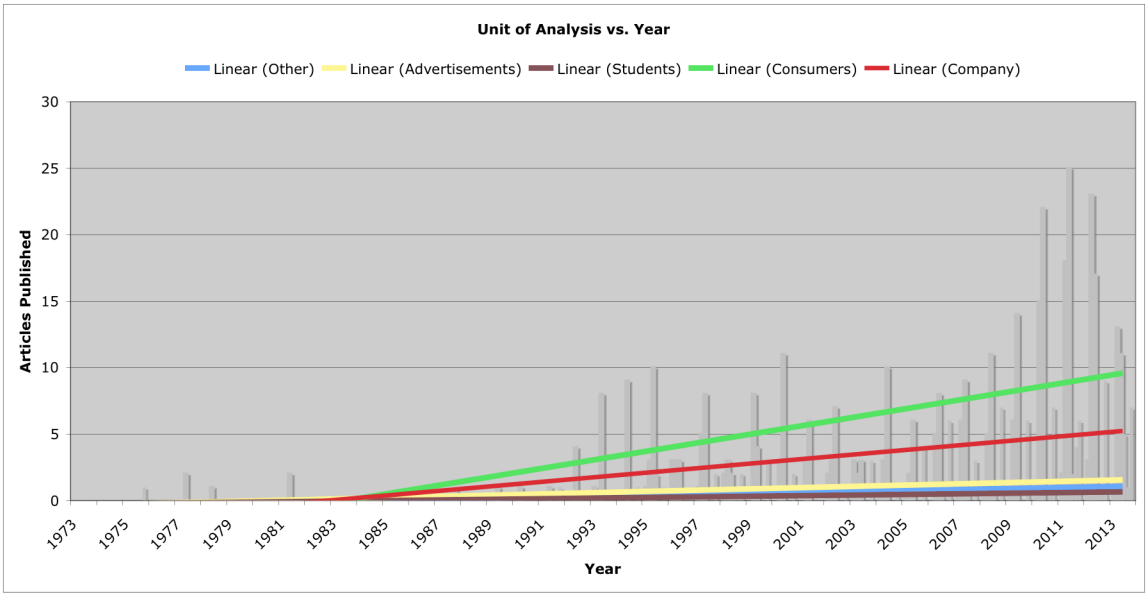
The Unit of Analysis category identifies who/what was the subject of research in empirical articles. It was organized by the codes: advertisements, company, consumers, students, other, not applicable, and not specified. "Not specified" was used when the article did relate to the success/failings of companies or industries, but information on the specific industries discussed was not given. Full definitions are available in Appendix Table 1. Empirical articles studying consumers made up 51.8% of empirical articles, 29.5% companies, 10% advertisements, and 3.2% students. 5.6% of articles studied something in which an appropriate code was not provided, and thus marked "other' (figure 44).

*Figure 44 – Article Focus: Unit of Analysis vs. Year*




Using raw numbers of empirical articles, publishing about consumers increased substantially, followed by the study of companies. The study of advertisements, students and other remained relatively static over time (figure 45).

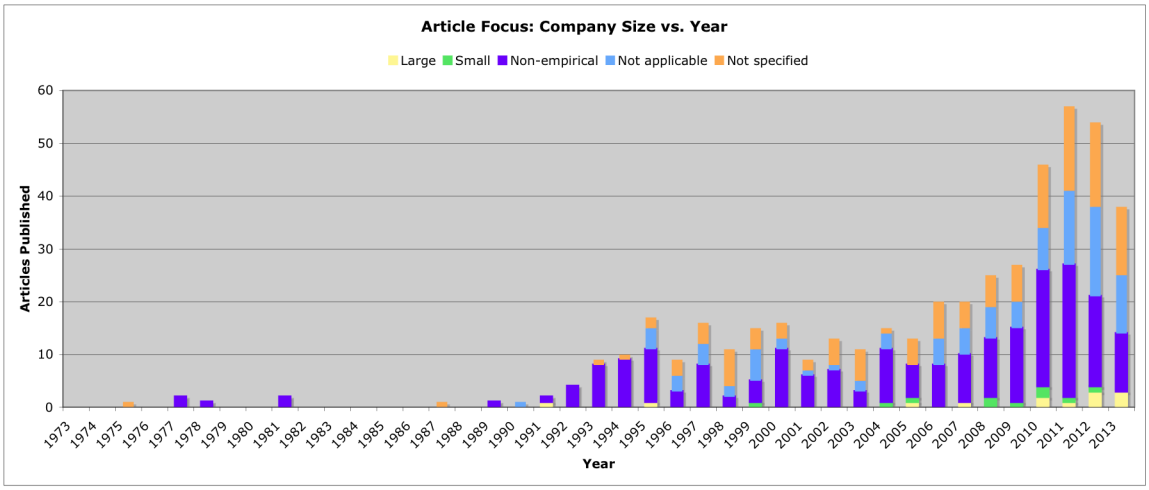
*Figure 45 – Article Focus: Unit of Analysis over time*




**Company Size**

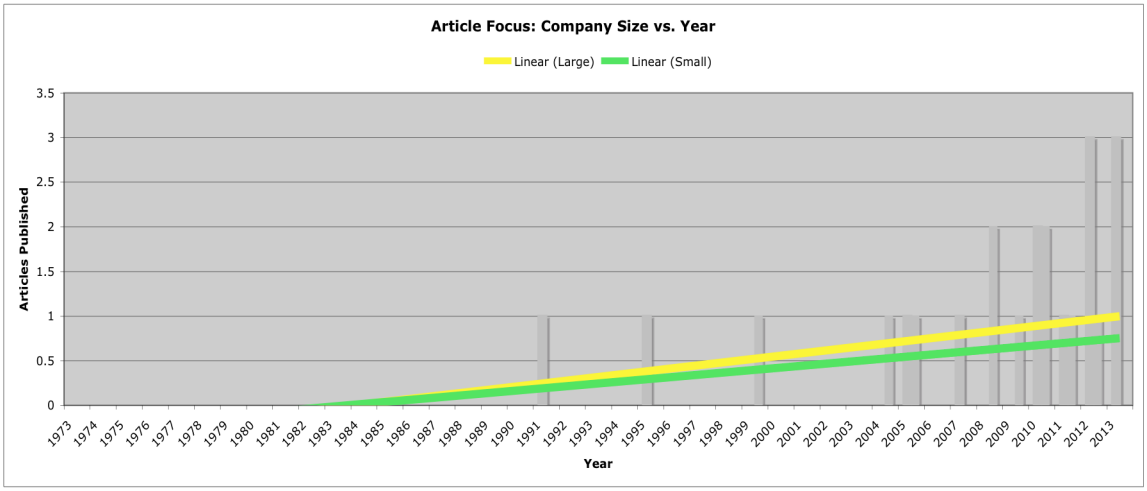
The Company Size category identified what size company is being researched in empirical articles. The category was organized by the codes: Large, medium, small, not applicable, and not specified. "Not applicable" was used for articles that did not focus on a company. "Not specified" was used when the article did relate to a company, but the size of the companies analyzed was either not specified or the article's intention was not to focus on a company of one size. When SMEs were specified, "small" was coded. Empirical articles looking specifically at large companies made up 5.2% of empirical articles, 4.0% studied small companies, and 0% specified that they observed medium sized companies. This may be due to the fact that any mention of SMEs was coded as "Small" and that mention of more than one size of companies was coded as "not specified". 51% of empirical articles did not specify the company size, and 39.8% of articles did not apply to companies (figure 46).

*Figure 46 – Article Focus: Company Size vs. Year*




Using raw numbers, the study of large companies increased more than the study of small companies over time (figure 47).

*Figure 47 – Article Focus: Company Size over time*




Research Methods: How is research being conducted?

The content development analysis asks: How is research being conducted? To address this question the following categories were coded for: theories/paradigms used, problem crystallization, topical scope, time dimension, research environment, communication mode, control of variables, variable association, analytical technique, sampling size, key informant.

**Number of Theories/paradigms used**

The paradigm category codes how many theories or paradigms influenced the creation of the thesis or research of an article. Many articles would cite or review the existence of a theory/paradigm, but unless it was directly linked to the formation of the article's hypothesis it was not coded. The category was coded by: None, One, Two, Three, and Four or More. In the majority of conceptual (78%), content analysis (92.9%), modeling (71.4%), empirical (65.2%), and review/meta analysis (89.5%) articles no paradigm was used to directly influence the research. 66.7% of methodological articles used one paradigm/theory. Complete figures are available in table 9.

*Table 9 – Number of Paradigms*

**Conceptual**

| *Paradigms* | *Published* | *Percentage* |
|---|---|---|
| None | 138 | 78.0% |
| One | 25 | 14.1% |
| Two | 10 | 5.6% |
| Three | 1 | 0.6% |
| Four or more | 3 | 1.7% |

**Content Analysis**

| *Paradigms* | *Published* | *Percentage* |
|---|---|---|
| None | 26 | 92.9% |
| One | 2 | 7.1% |
| Two | 0 | 0.0% |
| Three | 0 | 0.0% |
| Four or more | 0 | 0.0% |

**Methodological**

| *Paradigms* | *Published* | *Percentage* |
|---|---|---|
| None | 2 | 33.3% |
| One | 4 | 66.7% |
| Two | 0 | 0.0% |
| Three | 0 | 0.0% |
| Four or more | 0 | 0.0% |

**Modeling**

| *Paradigms* | *Published* | *Percentage* |
|---|---|---|
| None | 25 | 71.4% |
| One | 8 | 22.9% |
| Two | 2 | 5.7% |
| Three | 0 | 0.0% |
| Four or more | 0 | 0.0% |

**Empirical**

| *Paradigms* | *Published* | *Percentage* |
|---|---|---|
| None | 131 | 65.2% |
| One | 59 | 29.4% |
| Two | 8 | 4.0% |
| Three | 2 | 1.0% |
| Four or more | 1 | 0.5% |

**Review/meta-analysis**

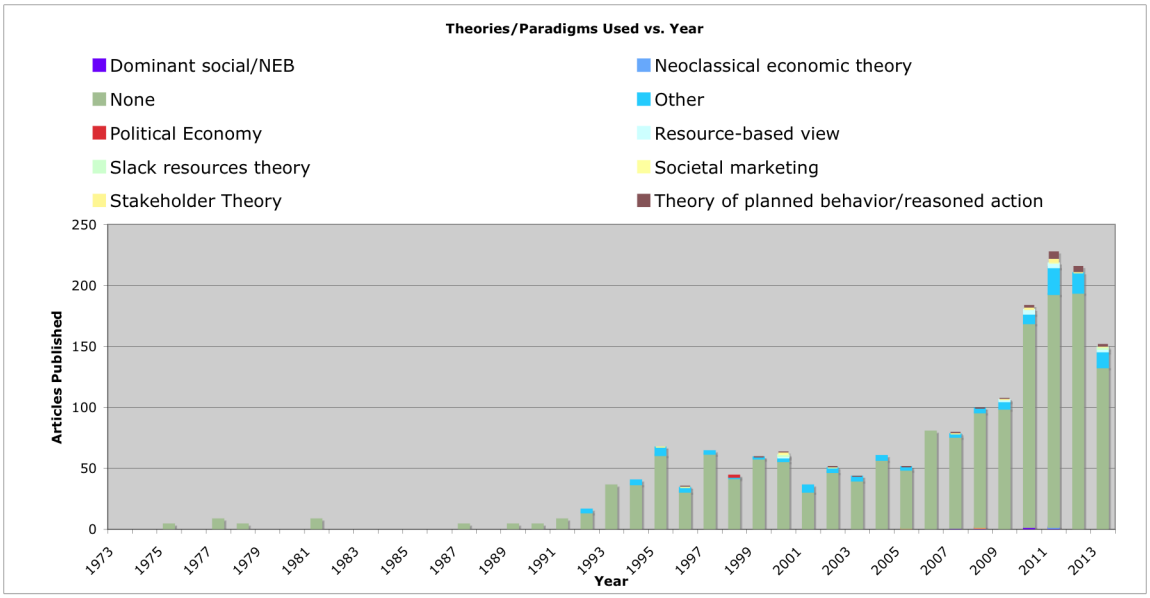
| *Paradigms* | *Published* | *Percentage* |
|---|---|---|
| None | 17 | 89.5% |
| One | 1 | 5.3% |
| Two | 1 | 5.3% |
| Three | 0 | 0.0% |
| Four or more | 0 | 0.0% |

**Theories/paradigms used**

The theories/paradigms used category analyses which theories/paradigms are most used in the literature. The category is organized into the following codes: Dominant social/NEB, Institutional theory, Neoclassical economic theory, Neoclassical economic

theory, Other, Political economy, Resource-based view, Slack resources theory, Societal marketing, Stakeholder theory, and Theory of planned behavior/reasoned action. As described in Appendix Table 1, both the word theor* and paradigm* were searched within articles to code relevant results. Of articles that used a theory/paradigm, 64.1% did not fit in to the code categories provided. 14.4% used the Theory of planned/reasoned action, 7.2% used Stakeholder theory, 6% used Resource-based view, 3% used Dominant social/NEB, 1.8% used Societal marketing, 1.2% used Slack resources theory or Institutional theory, and 0.6% used Political economy or Neoclassical economic theory. Despite the high percentage, no systematic record was kept as to what theories were marked in the "other" category (figure 48).

*Figure 48 – Theories/paradigms used vs. Year*

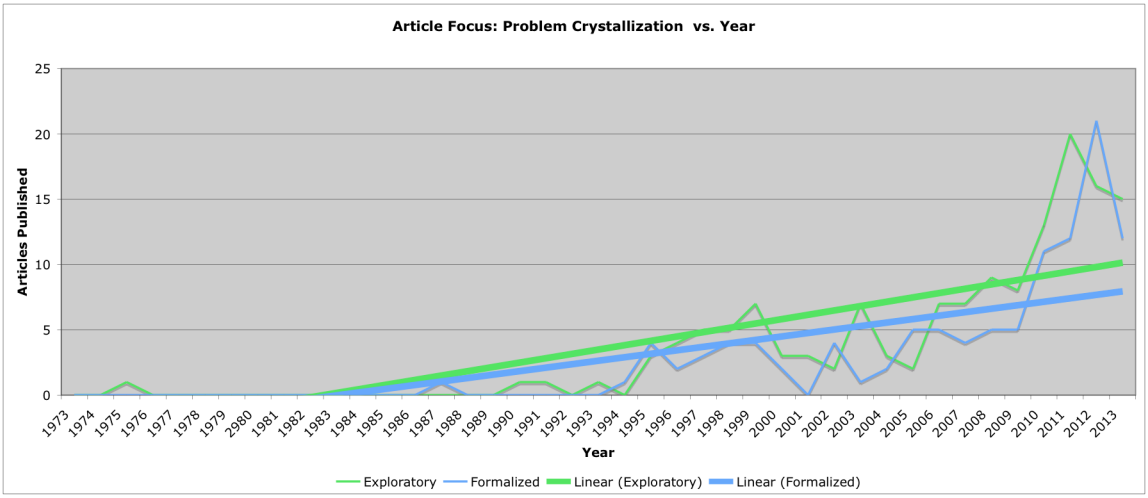



**Problem Crystallization**

The Problem Crystallization category analyzes how the author approached the research question/theme. The articles were coded only for empirical works by: exploratory or formalized. As detailed in Appendix Table 1, formalized was coded in cases where a preconceived outcome was hypothesized, while exploratory was coded if the article declared a theme but had no expectations as to the result. Of the empirical articles 57%

were exploratory, while 43% were formalized. Both approaches have risen over time, though the use of formalized articles has not risen as steeply (figure 49).

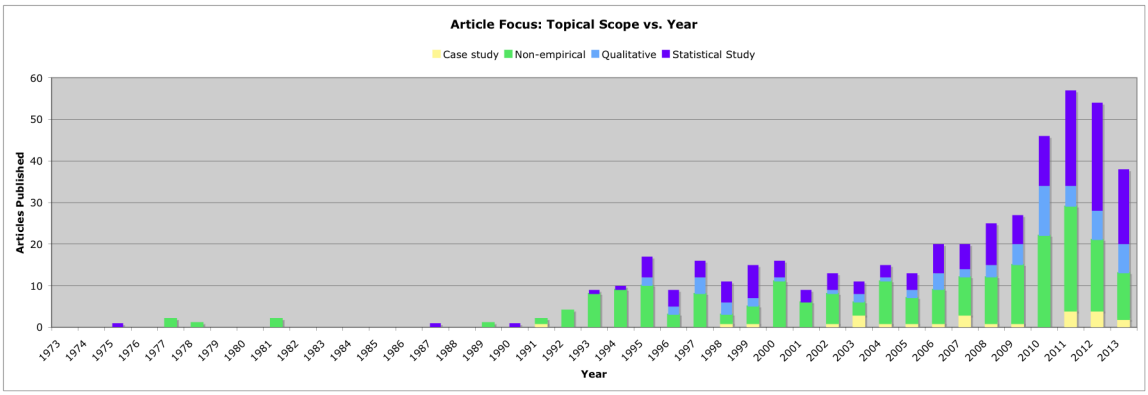
*Figure 49 – Article Focus: Problem Crystallization over time*




**Topical Scope**

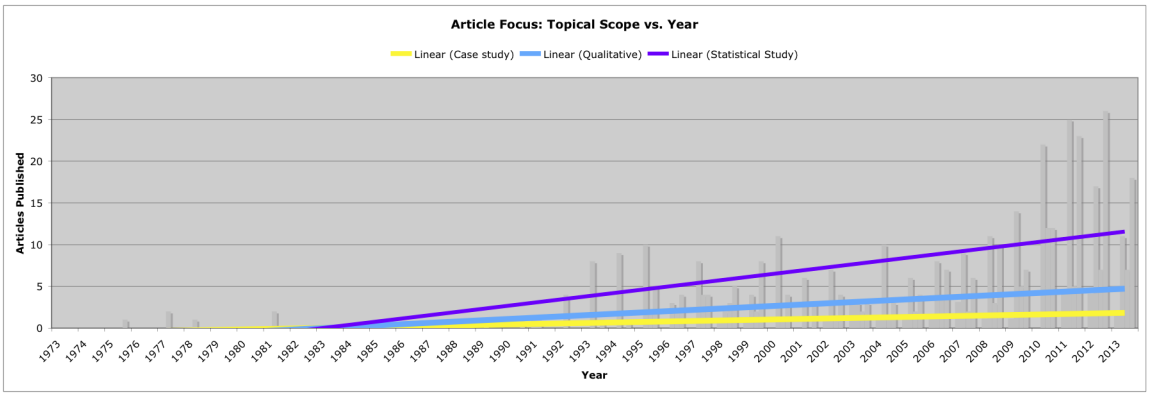
Topical Scope category identifies what approach the writer took to frame their empirical research. The articles were coded only for empirical works by: case study, qualitative study and statistical study approach. The definitions and best practices of the codes are available in Appendix Table 1. The majority of empirical works used statistical study to conduct their research (64.1%), 25.9% used qualitative study, and 10% used a case study approach (figure 50).

*Figure 50 – Article Focus: Topical Scope vs. Year*



Using raw numbers it is shown that statistical study increased more steeply over time, followed by a qualitative approach, then case study (figure 51).

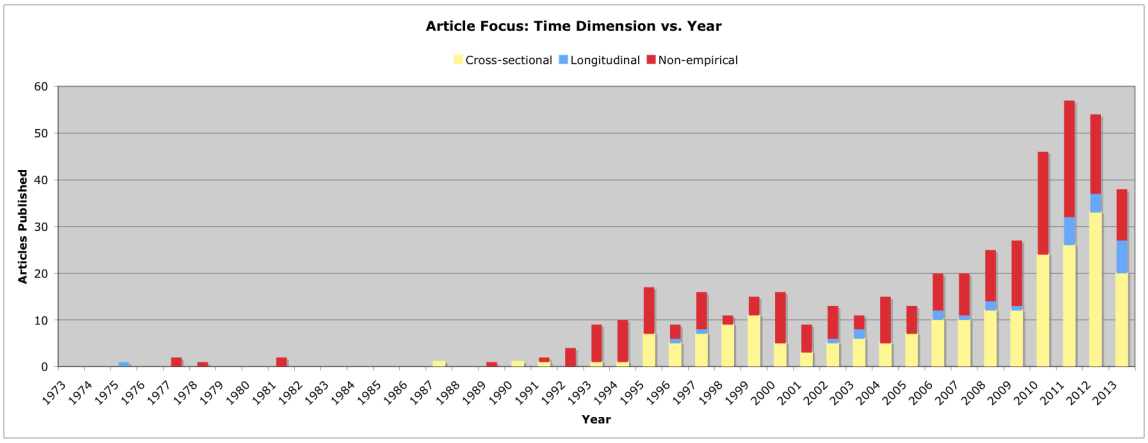
*Figure 51 – Article Focus: Topical Scope over time*




**Time Dimension**

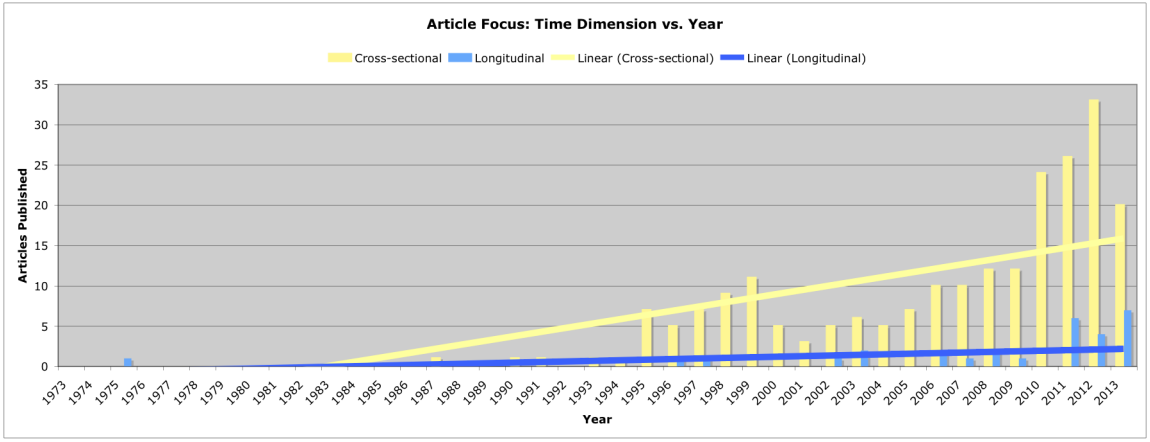
The Time Dimension category identifies the period of time over which the data was collected. The articles were coded only for empirical works by: longitudinal or cross-sectional. Appendix Table 1 details the definitions and best practices that were used in coding the articles. Of the empirical research 88.4% was cross-sectional, while 11.6% of articles were longitudinal in nature (figure 52).

*Figure 52 – Article Focus: Time Dimensions vs. Year*




The use of a longitudinal approach has increased slightly over time, especially since 2010 (figure 53).

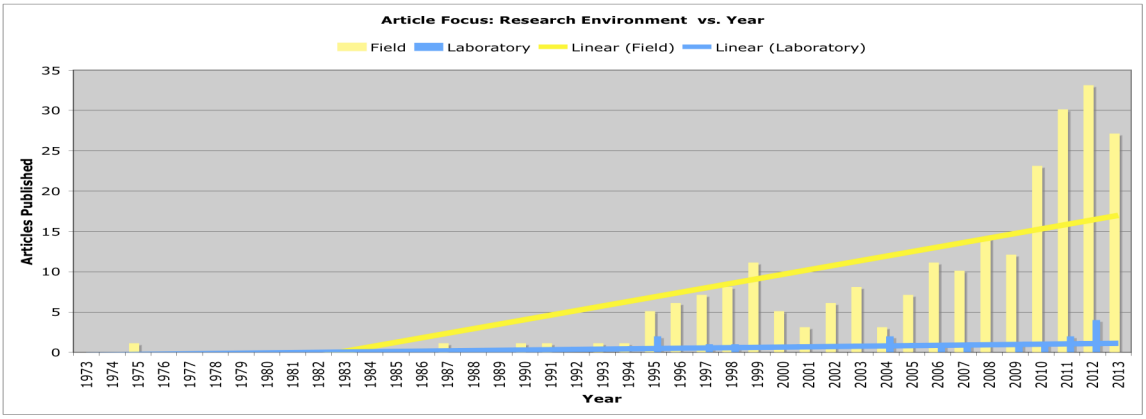
*Figure 53 – Article Focus: Time Dimension over time*




## Research Environment

The Research Environment category identifies where green marketing researchers conduct their data collection. The articles were coded only for empirical works by: Field or Laboratory. As defined in Appendix Table 1, "laboratory" was coded if the researcher(s) was in control of the area in which the research was conducted. The use of secondary research (most often Content Analysis and review/meta-analysis) was coded "field" unless otherwise specified. The use of secondary sources suggested that the researcher had to search out the information from several websites, libraries, databases etc. This was considered the field. In 93.6% of articles the research was conducted in the field, and in 6.4% of the cases it was in a laboratory. Laboratory research has increased slightly since 2004, but remains quite low (figure 54).

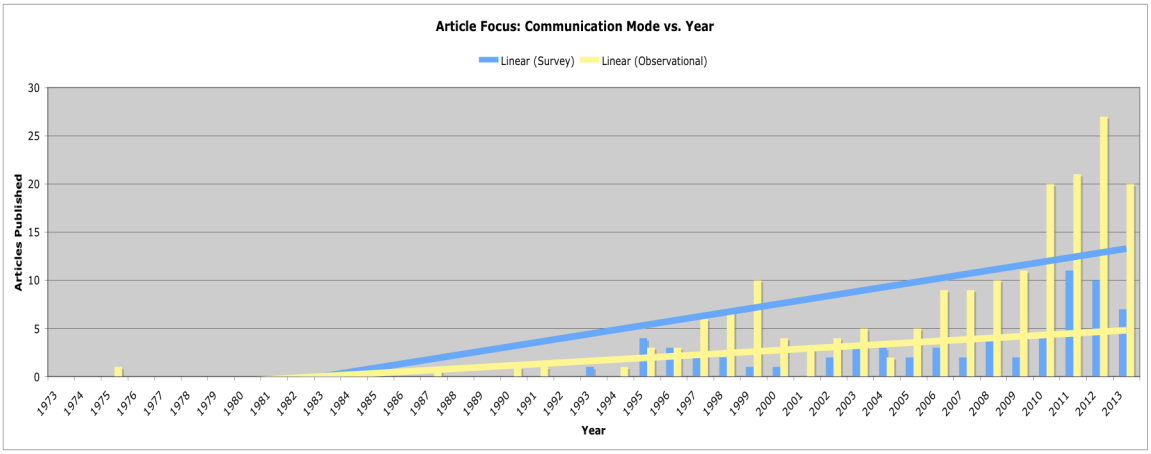
*Figure 54 – Article Focus: Research Environment over time*



**Communication Mode**

The Communication Mode category identifies what method was used in the collection of data. The articles were coded only for empirical works by: observational or survey. Definitions are available in Appendix Table 1. Of the empirical articles, 73.3% used a survey method to collect data, while 26.7% used observation. Using raw numbers, it is evident that the use of surveys increased more over time than the use of observational technique (figure 55).

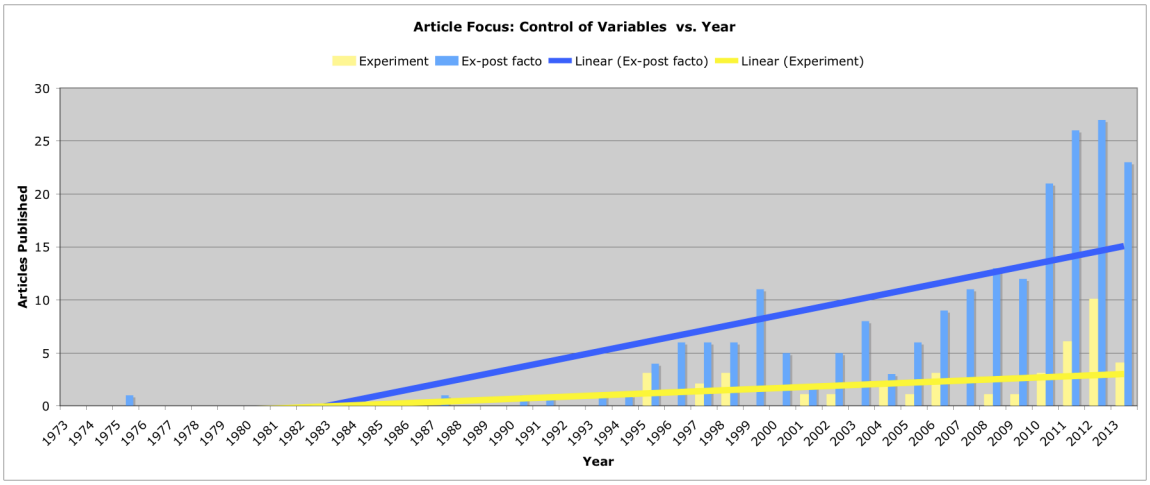
*Figure 55 – Article Focus: Communication Mode vs. Year*




**Control of Variables**

The Control of Variables category identifies what stimuli are the subjects responding to. The articles were coded only for empirical works by: experiment or ex-post facto. Definitions of each code are detailed in Appendix Table 1. Of the empirical articles, 83.7% are ex-post facto, while 16.3% are experiment based. Using raw numbers, it is evident that the growth in use of an ex-post facto approach surpassed the use of an experimental approach (figure 56).

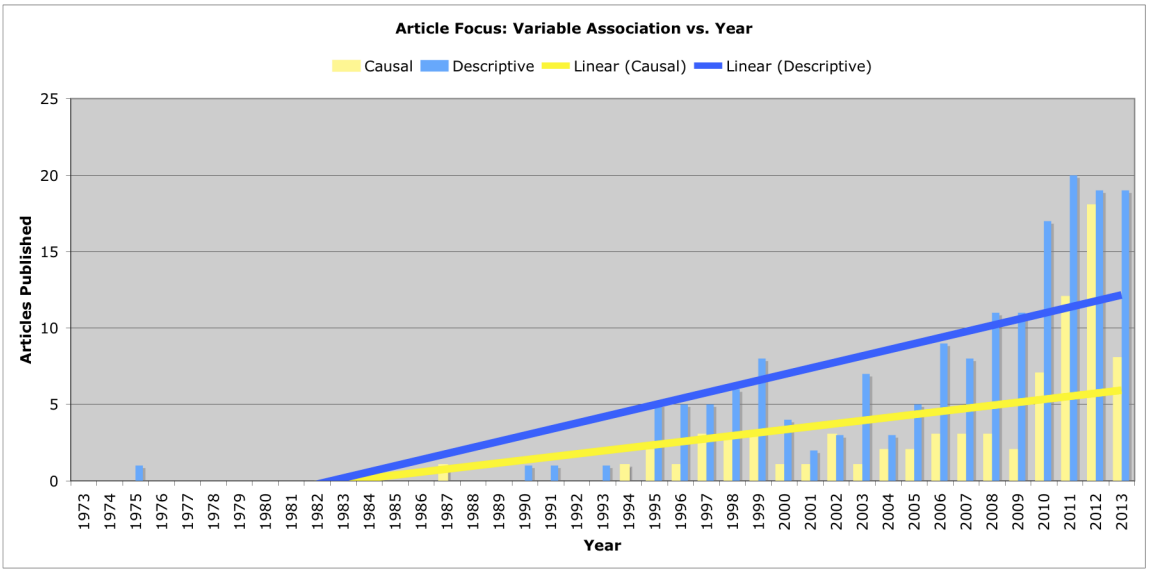
*Figure 56 – Article Focus: Control of Variables over time*




## Variable Association

The Variable Association category identifies what the research is attempting to demonstrate/answer. The articles were coded only for empirical works by: causal or descriptive. Definitions of each code is detailed in Appendix Table 1. Of the empirical articles, 68.1% of were descriptive, and 31.9% were causal. Using raw numbers, it is evident that both approaches have increased over time, however descriptive remains the dominant approach (figure 57).

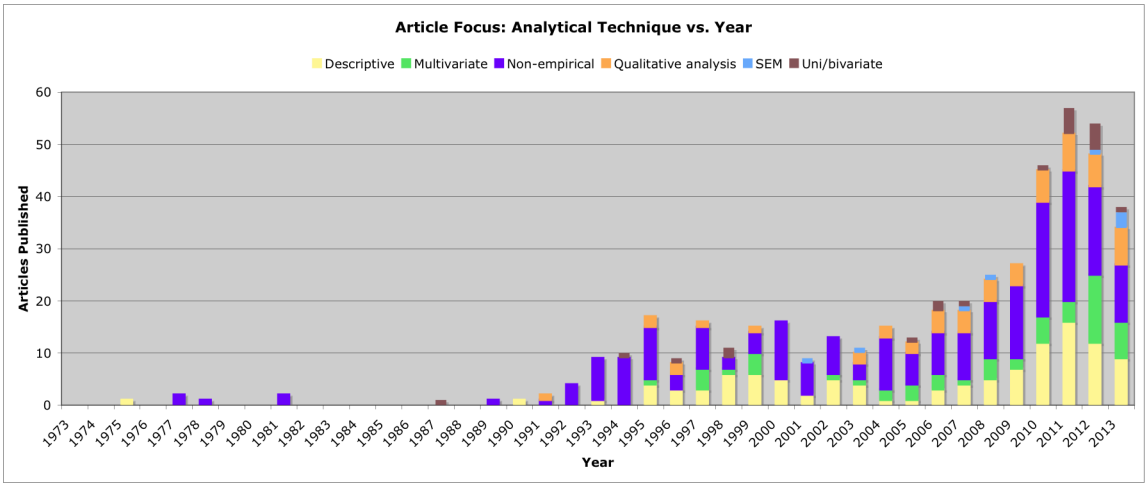
*Figure 57 – Article Focus: Variable Association over time*



**Analytical Technique**

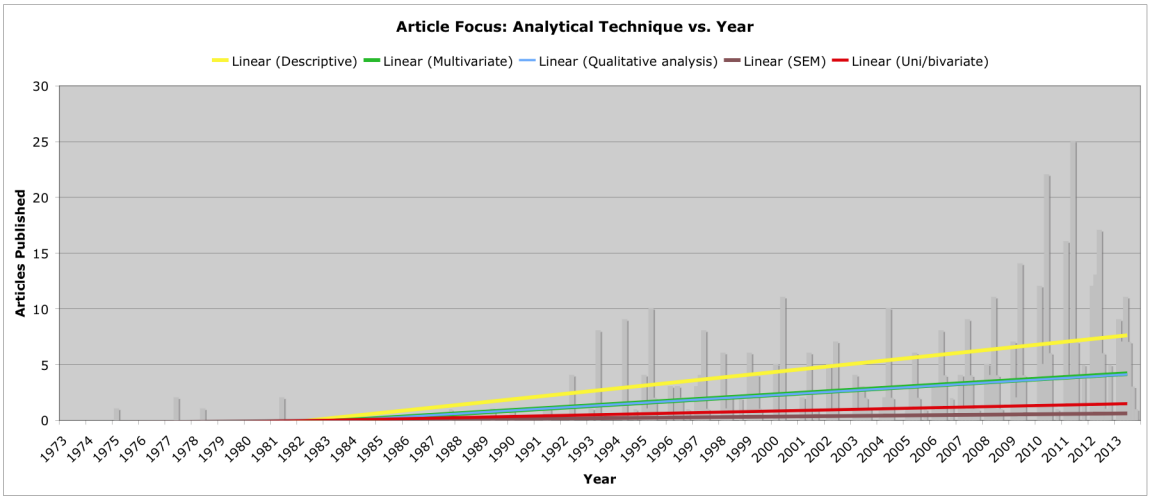
The Analytical Technique category identifies what techniques were used in the creation and analysis of the hypothesis. The articles were coded only for empirical works by: descriptive, multivariate, qualitative analysis, SEM, and uni/bivariate. Definitions of each code is detailed in Appendix Table 1. Descriptive techniques were used 44.2% of the time, 21.9% of articles used qualitative analysis, 22.3% used multivariate, 8.4% used uni/bivariate, and 3.2% used SEM (figure 58).

*Figure 58 – Article Focus: Analytical Techniques vs. Year*




Descriptive remains the dominant analytical technique, followed by multivariate, qualitative, uni-bivariate and SEM. The trend analysis demonstrates that a multivariate approach outpaced qualitative analysis in 2010 (figure 59).

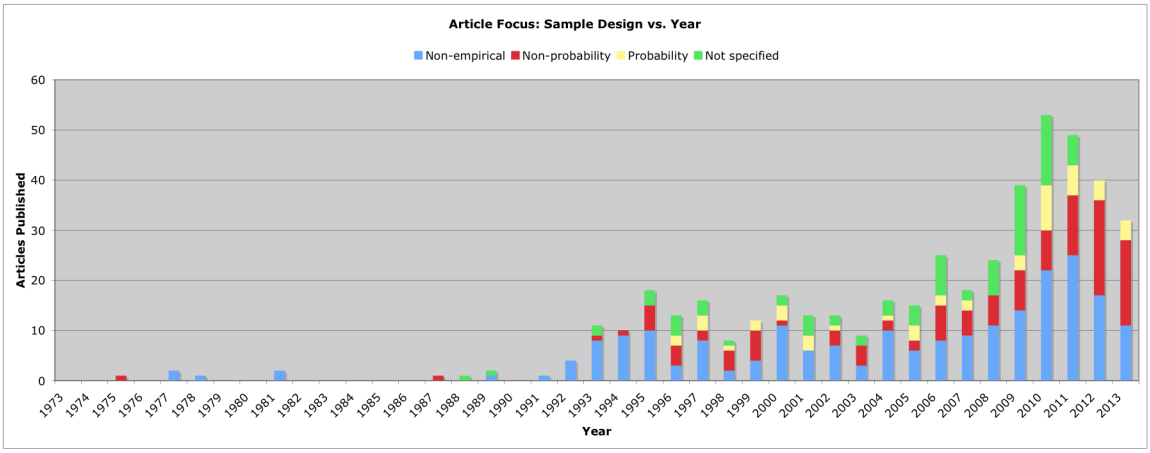
*Figure 59 – Article Focus: Analytical Techniques over time*




## Sampling Design

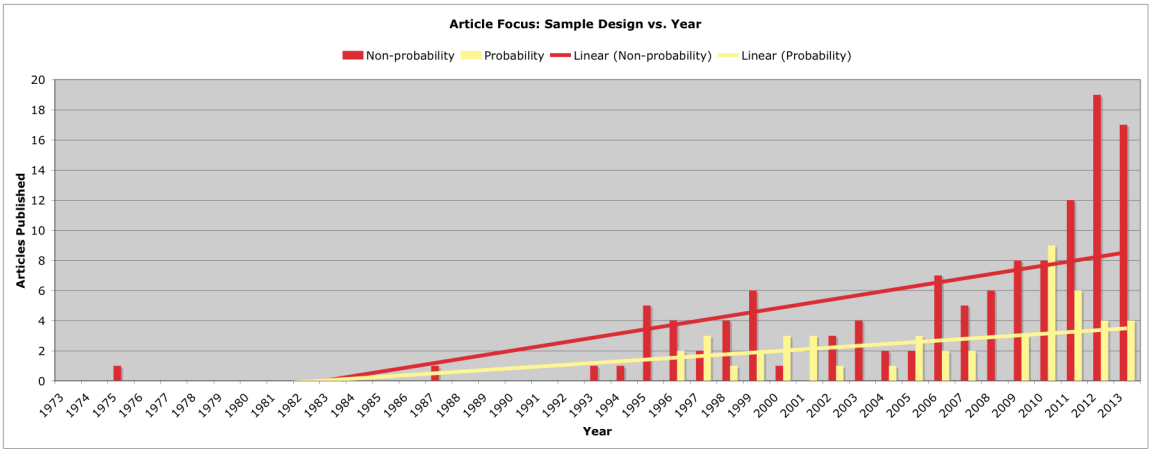
The Sampling Design category identifies how the data sample was selected. The articles were coded only for empirical works by: Probability, non-probability, and not specified. Definitions of each code is detailed in Appendix Table 1. Non-probability was coded regardless of explicit description when an article identified that a specific key informant, target market or data source was used. The majority of articles used a non-probability approach (47.4%), while 19.5% used a probability approach. Articles that did not specify what approach was used made up 33.1% of this category (figure 60).

*Figure 60 – Article Focus: Sample Design vs. Year*



The use of a non-probability approach increased at a greater rate over time than a probability approach (figure 61).

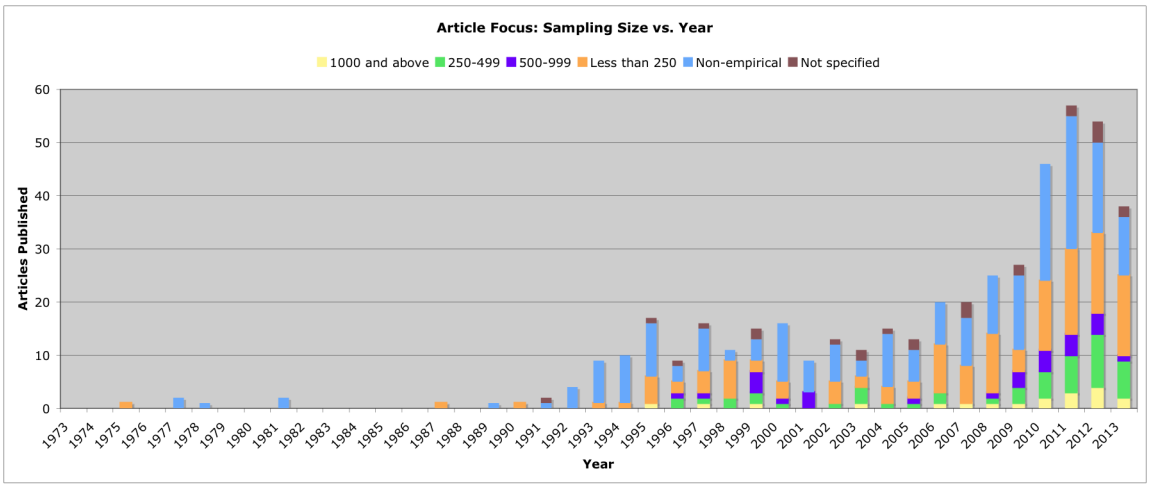
*Figure 61 – Article Focus: Sample Design over time*




**Sampling Size**

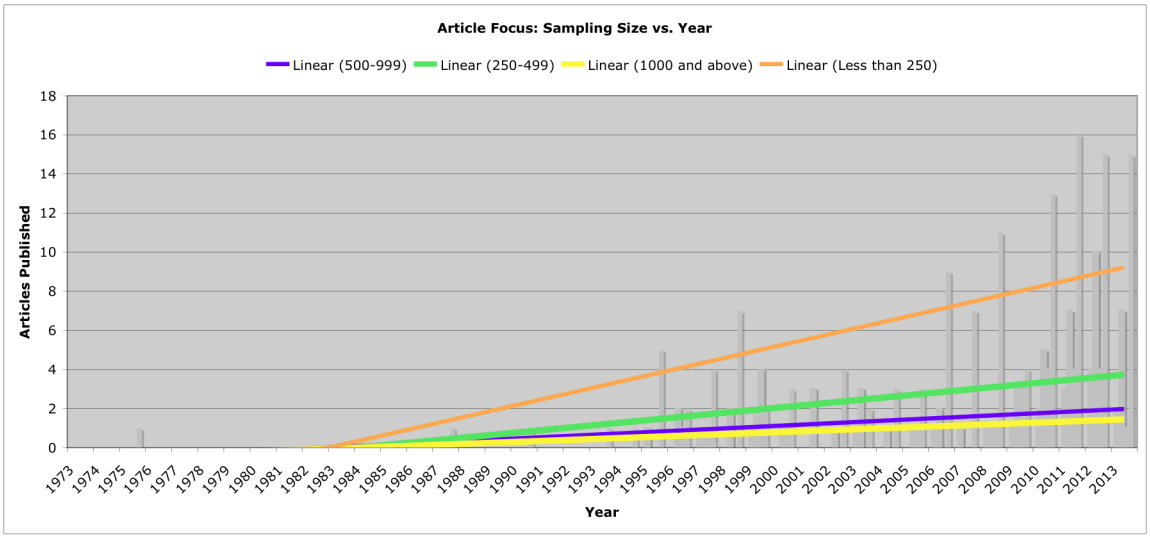
The Sampling Size category identifies the population that participated in the research. The articles were coded only for empirical works by: 1000 and above, 500-999, 250-499, or less than 250. The definition of each code is detailed in Appendix Table 1. Not specified was used when the sample size was relevant, but the number of participants was not disclosed. The majority of empirical articles had a sample size of less than 250 (51.8%), 19.5% 250-499, 11.2% 500-999, and 7.6% 1000 and above. In 10% of empirical articles the sample size was not disclosed (figure 62).

*Figure 62 – Article Focus: Sampling Size vs. Year*



Using raw numbers it is evident that using a sample size of less than 250 increased substantially over time, followed by 250-499, 500-99, then 1000 and above (figure 63).

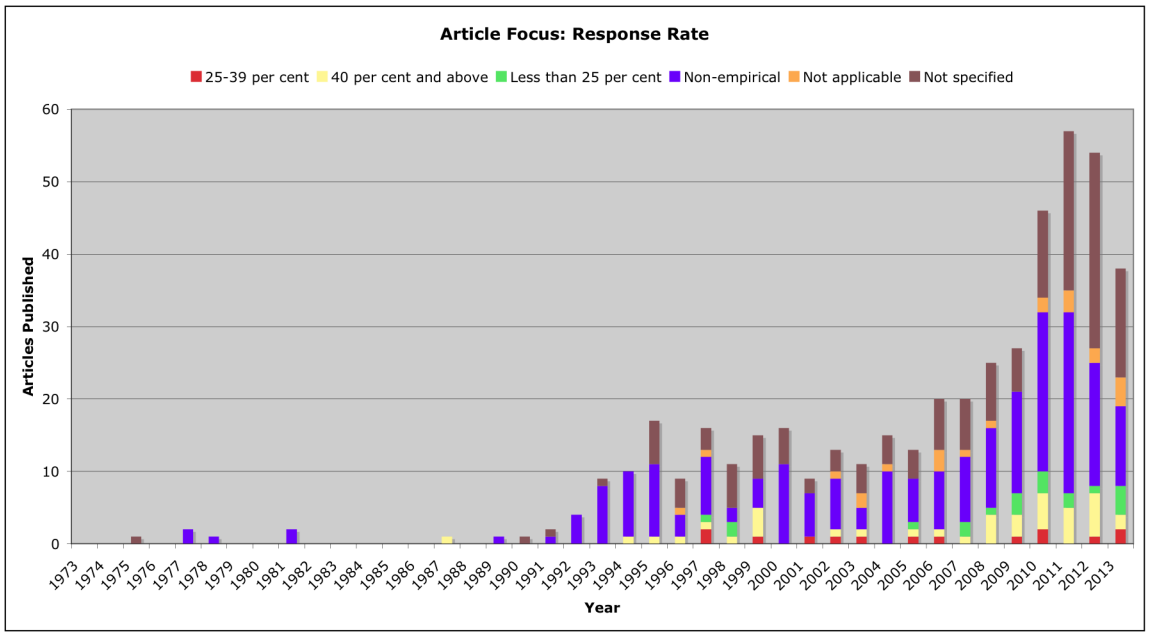
*Figure 63 – Article Focus: Sampling Size over time*




**Response Rate**

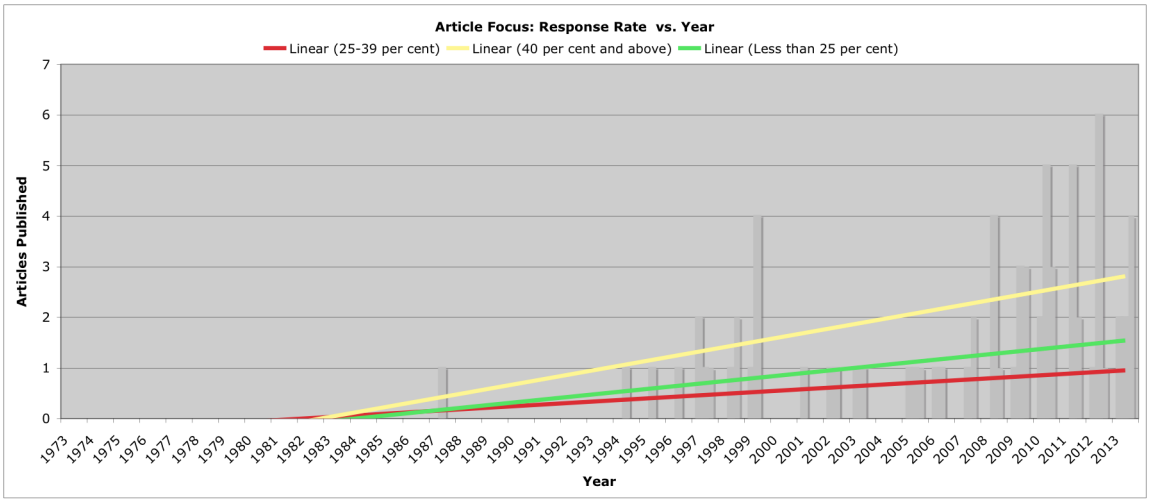
The Response Rate category identifies how many people participated in the research divided by how many were asked to participate. The articles were coded only for empirical works by: Less than 25%, 25% to 39%, 40% and above, Not specified, and not applicable. Definitions of each code is detailed in Appendix Table 1. Articles coded as "Not applicable" were removed from the analysis. The majority of empirical articles had a response rate of "40% and above" (17.5%), 8.7% "less than 25%", and 6.1% "25% to 39%". Articles that did not specify a response rate made up 67.7% of empirical articles (Figure 64).

*Figure 64 – Article Focus: Response Rate vs. Year*




Using raw numbers, the trend demonstrates the most growth in a response rate of 40% and above, followed by less than 25%, and finally 25-39% (figure 65).

*Figure 65 – Article Focus: Response Rate over time*

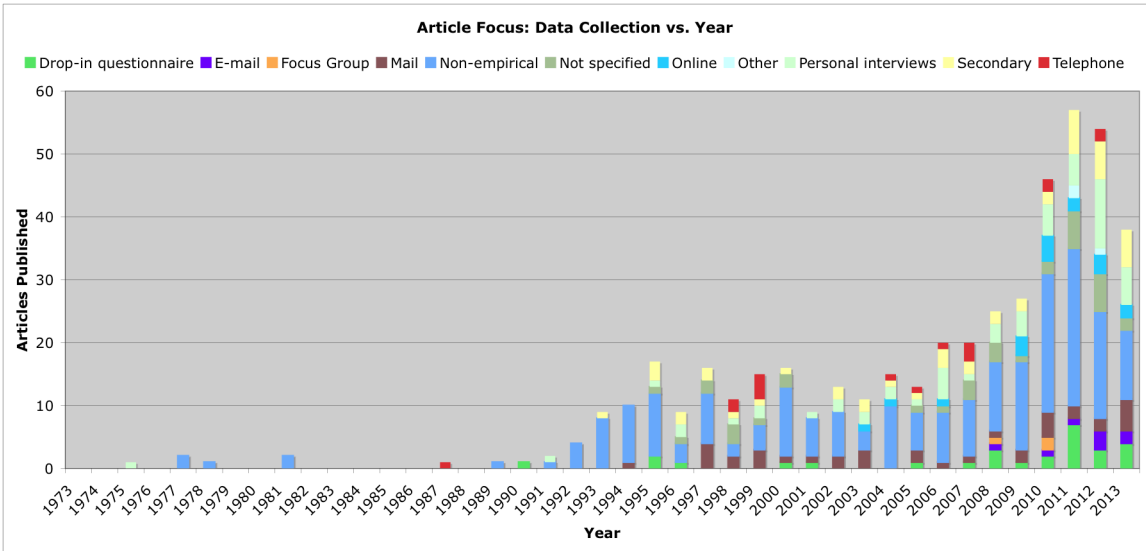



**Data Collection**

The Data Collection category identifies how the data was collected. The articles were coded only for empirical works by: drop-in questionnaire, email, focus group, mail, online, personal interviews, secondary data, telephone, other and not specified. Definitions of each code is detailed in Appendix Table 1. Of the empirical articles, 22.3%

use personal interviews, 18.7% of articles use secondary data, 14.7% use mail, 11.2% use drop in questionnaires, 6.8% use telephone, 6.8% used online, 3.2% use email, 1.2% use focus groups, 1.2% use a method not documented on the list and thus was coded as "other", while 13.9% of articles did not specify the nature of the data collection (figure 66).

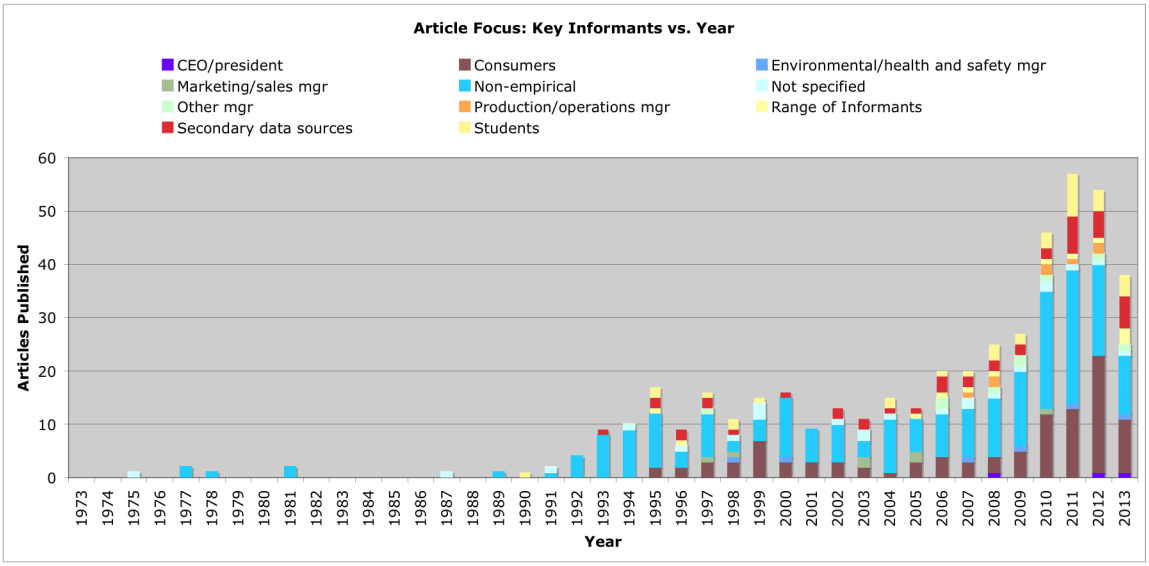
*Figure 66 – Article Focus: Data Collection vs. Year*




**Key Informant**

The Key Informant category identifies who was contacted to participate in the study. The articles were coded only for empirical works by: CEO/President, Consumers, Environmental/health and Safety manager, Marketing/sales manager, Production/Operations manager, Other Manager, Students, Secondary Data Source, Range of Informants, and Not specified. Definitions of each code is detailed in Appendix Table 1. 41.4% dealt with consumers, 13.9% students, 3.2% production/operations manager, 2.8% marketing/sales manager, 2.4% environmental/health and safety manager, 3.6% other manager (not in the Coding list) and 1.2% CEO/President, 17.5% used secondary sources, 4.8% spoke to a range of informants, and 9.2% did not specify who the data was collected from (figure 67).

*Figure 67 – Article Focus: Key Informant vs. Year*



# 5.0 Concluding Remarks and Discussion

This Systematic Review was conducted to document the evolution of the green marketing literature over the last forty years. As demonstrated in this review since the publishing of the first article in 1975, green marketing has grown to be a widely discussed and respected academic subject. There are several indications that the literature has matured significantly over the last forty years. The literature now publishes over 50 articles a year (figure 1), has seen an increase in collaboration between authors (Appendix Table 4), the average number of pages in a published article (Appendix Table 5), the average number of references used (Appendix Table 6) and the number of theories/paradigms used (Appendix Table 7). Though it cannot be said definitively, this indicates a growing body of literature that is incorporating previous research in order to flourish. However, the majority of empirical work remains exploratory, uses descriptive outcomes (rather than causal), is not conducted in a laboratory, does not use an experimental method, and is cross-sectional in nature rather than longitudinal. This may indicate that researchers feel that themes in the literature are not yet developed enough to ask concrete questions, and further definition of the subject is needed.

As expected, the thematic focus of the literature has also evolved over the last forty years. The literature review revealed a deepening complexity of the themes surrounding marketing approach and consumer attitudes and behaviors. Sub-themes such as stakeholder attitudes, product development, internal governance, and consumer willingness to pay have added complexity to the green marketing literature. Other discussions, such as consumer segmentation and competitive advantage have been discussed for over thirty years, while greenwashing and education practices have emerged prominently only in the last thirteen years. A summary by decade of the themes covered in the literature review is available in table 2. The thematic areas coded in this review tell a similar story of change. Concern over the external regulatory environment (eg. environmental regulations, green standards, environmental movement) has diminished over time, while marketing management aspects (eg. eco-labelling, green pricing, green brand position, product development etc.) has grown. At the core of green marketing is environmental advertising (eg. environmental claims, consumer responses to

advertisement, advertising greenness etc.), which has consistently been discussed since the 1990s. Other areas such as Corporate Environmental Response (eg. social responsibility, environmental ethics), Environmental Corporate Strategy (eg. supply chain, green alliances, product operations), Environmental Management (eg. greening organizational culture, stakeholder management, planning and control), Environmental Strategy Implications (eg. environmental benchmarking, competitive advantage) each make up under 10% of the literature and have only changed by a few percentage points in the past forty years. These areas may be comparatively under studied. A full comparison by decade is available in Appendix Table 8.

Certain areas have been discussed more than others. There may be room for future discussion relating to stakeholder management, green alliances, green marketing as it relates to finance, green standards, environmental benchmarking/best practices, environmental and green advertising ethics, green manager profiling, management of environmental change, planning and control, and product operations. Subjects such as the performance implications of environmental strategies, green product development, green segmentation, advertising greenness and green attitudes and responses have been widely discussed in the literature. Additionally while consumer goods made up 45.8% of the empirical literature, the study of industrial goods (2.8%), agricultural goods (2.8%), and services (13.9%) may offer understudied areas. Similarly, there was a lack of empirical articles related specifically to medium sized companies. Medium sized companies were often discussed under the title of SMEs in articles (and coded as small), however few articles were found that specifically studied medium size companies. There may also be opportunities to further discuss green marketing as it applies to large and small organizations, as the majority of articles discussing companies did not differentiate the applicability of their findings based on company size. The study of green marketing relating specifically to an Oceanian, South American or African context was also poorly represented in the English empirical literature. Table 8 in the analysis section details industries that have been independently studied. Food, energy, and tourism have been studied the most, while industries like insurance, landscaping, fashion and telecommunications may offer new avenues of exploration. Finally, studies of a longitudinal and experimental nature are particularly lacking in the literature.

A third intention of this systematic review was to provide green marketing researchers with information related to publishing trends. To this end Appendix Table 9 provides a matrix searchable by article type (conceptual, empirical, methodological etc.) that details the most common approach used in relevant categories such as number of pages, references, theories/paradigms used, and research methods. This matrix may be used as a benchmarking tool when beginning new research. It should be noted that the matrix takes in to account the overall averages in the literature, and not recent trends. Recent trends are best observed in the analysis section. To assist in the publishing of new articles, journals who have published green marketing literature in the past is available in Appendix Table 3. The top publishing journals by topic has been laid out in Appendix Table 10.

Green marketing continues to be a subject of great discussion as consumers, stakeholders, and manager's demand more from businesses. It is the role of researchers to continue moving this discussion forward to help develop more sustainable and effective business strategies. It is the hope of the researcher that this systematic review adds clarity to the current state of the green marketing literature and provides a foundation for researchers to best understand the literature as a whole.

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# Appendix

*Appendix Table 1 – Coding Key*

Note: All definitions in italics are taken from Research Methods: the basics by Nicholas Walliman (2011)

| **Authorship Profile** | |
|---|---|
| Number of Authors<br>➢ One<br>➢ Two<br>➢ Three or more | How many authors wrote the article? |
| Number of Institutions<br>➢ One<br>➢ Two<br>➢ Three or more | Are these authors all from the same institution? How much cross-institution partnership is there? |
| Number of Countries<br>➢ One<br>➢ Two<br>➢ Three or more | Are these authors all from the same country? How much cross-country partnership is there? |
| Number of Disciplines<br>➢ One<br>➢ Two<br>➢ Three or more<br>➢ Not available | Are these authors all from the same academic discipline? How much cross-discipline partnership is there?<br><br>*Coding best practice: If the Department is "Marketing and Management", code "marketing" as the discipline. |
| Location of Author 1, 2, 3 | In order of referencing, what country is the author located? |
| Type of Discipline 1, 2, 3<br>➢ Marketing<br>➢ Management<br>➢ Environmental<br>➢ Other Business<br>➢ Other<br>➢ Not available | In order of referencing, what discipline does the author work in?<br><br>*Taken from bio or "Department of X" |
| Name of Institution 1, 2, 3 | In order of referencing, what institution is the author working for/representing? |

| **Manuscript Characteristics** | |
|---|---|
| Number of Pages | How many pages is the article? |
| Number of References<br>➢ Up to 19<br>➢ 20-39<br>➢ 40-69<br>➢ 70-99<br>➢ 100 or more | How many references does the article cite? |

| **Scope of Research** | |
|---|---|
| Nature of the Article<br>➢ Conceptual<br>➢ Empirical<br>➢ Content analysis<br>*"a quantitative form of analysis that consists of an examination of what can be counted in text of any form (articles, advertisements, news items etc.) or other media such as pictures, television or radio programmes or films, and live situations such as interviews, plays, concerts. The analysis is done very often, but not necessarily with secondary sources… It is done by counting the frequency of phenomena within a case in order to gauge its importance in comparison with other cases."*<br>➢ Meta-analysis<br>*"Meta-analysis: Consists of making an analysis of the results of a number of results of previous research – an analysis of a collection of analyses, hence 'meta'-analysis."*<br>➢ Modelling<br>*"A model, like an experiment, aims to isolate and simplify an event in order to inspect it in detail and gain useful data. The difference is that models only provide a representation of the event – a simulation – that shows relationships between variables. Models are used to mimic a phenomenon (rather than isolating it as an experiment) in a form that can be manipulated, in order to obtain data about the effects of the manipulation. The purpose of a model can be to describe a phenomenon, to serve as a structure for organizing and analyzing data, or to explore or test a hypothesis."*<br>➢ Methodological | Is the article:<br>Conceptual:<br>➢ Provides no primary research<br>➢ Based on unproven ideas, theories, suggestions, opinions etc.<br>Empirical<br>➢ Conducts Primary Research<br>"*Primary Data: Sources from which researchers can gain data by direct, detached observation or measurement of phenomena in the real world, undisturbed by an intermediary interpreter."*<br><br>Content Analysis<br>➢ Analyzes or compares literature<br>*Coding best practices: Studies that systematically code/analyze advertisements fall in this category.<br><br>Review/meta-analysis<br>➢ Systematically analyzes literature with focus put on reducing bias<br>Modelling<br>➢ Creates a model<br>*Coding best practice: If empirical evidence is created to defend the model, code as "empirical".<br><br>Methodological<br>➢ Discusses methods applied to green marketing |

| | |
|---|---|
| Number of Paradigms *Paradigm: The overall effect of the acceptance of a particular general theoretical approach, and the influence it has on the scientist' view of the world."*<br><br>➢ One<br>➢ Two<br>➢ Three<br>➢ Four or more<br>➢ None | How many of the following theories and/or paradigms contribute to the article's outcome?<br><br>➢ Stakeholder Theory<br>➢ Resource Based View<br>➢ Institutional Theory<br>➢ Theory of planned behavior/Reasoned action<br>➢ Dominant social theory<br>➢ Natural Resource Based View<br>➢ Societal marketing<br>➢ Legitimacy theory<br>➢ Slack resources theory<br>➢ Neoclassical economic theory<br>➢ Political economy<br>➢ Other<br>➢ None<br>*Coding Best Practice: Search the article for "theor" or "paradigm", if the article is not searchable read in entirety. Article should state its use of the theory/paradigm. |
| Theories/paradigms used 1, 2, 3, 4<br>➢ Stakeholder Theory<br>➢ Resource Based View<br>➢ Institutional Theory<br>➢ Theory of planned behaviour/Reasoned action<br>➢ Dominant social theory<br>➢ Natural Resource Based View<br>➢ Societal marketing<br>➢ Legitimacy theory<br>➢ Slack resources theory<br>➢ Neoclassical economic theory<br>➢ Political economy<br>➢ Other<br>➢ None | Which theor(ies)/paradigm(s) were used:<br>*Coding Best Practice: Search the article for "theor*" or "paradigm*", if the article is not searchable read in entirety. Article should state its use of the theory/paradigm. |
| Focus Region<br>➢ *Country Name*<br>➢ Diverse Regions | What country does the article focus on?<br>*Coding Best Practice: Assess both the title/abstract and where the primary research took place.<br><br>If primary research is conducted in more than one country specify "not applicable". If country of research is not specified code "not specified". |
| Industry Coverage<br>➢ 1-3 industries<br>➢ 4-7 industries<br>➢ 8 and above industries<br>➢ Not specified | How many industries are being discussed?<br>*Coding Best Practice: Assess both the title/abstract and where the primary research took place. |

| | |
|---|---|
| ➢ Not applicable | If the article contributes to research on industries/companies but does not specify industry types – code "not specified". If article does not contribute to research on industries/companies – code "not applicable". |
| Industry Focus | (Apply if only one industry is being discussed)<br>What is the name of the industry being discussed?<br>*Coding Best Practice: Assess both the title/abstract and where the primary research took place.<br><br>Examples: Automotive, Food, Forestry |
| Product Type<br>➢ Consumer Good<br>➢ Industrial Good<br>➢ Service<br>➢ Agricultural Good<br>➢ Not specified<br>➢ Not applicable | What type of product is being discussed?<br><br>*Coding best practice: A good was defined as something that is consumed or depleted by a consumer/industry.<br><br>If the article contributes to research on goods/services but does not specify product type – code "not specified". If article does not contribute to research on goods/services or focuses on multiple types of products – code "not applicable". |
| Unit of Analysis<br>➢ Company<br>➢ Consumer<br>➢ Student<br>➢ Advertisements<br>➢ Other<br>➢ Not specified<br>➢ Not applicable<br>➢ Non-empirable | Who/what is the subject of discussion/analysis? |
| Company Size<br>➢ Small<br>➢ Medium<br>➢ Large<br>➢ Not specified<br>➢ Not applicable<br>➢ Non-empiricable | What size company is being discussed/analyzed?<br><br>*Coding best practice: If the article contributes to research on companies but does not specify company size – code "not specified". If article does not contribute to research on companies – code "not applicable". |
| Market Emphasis<br>➢ Domestic<br>➢ International<br>➢ Not specified<br>➢ Not applicable<br>➢ Non-empiricable | Does the article discuss/analyze happenings in their country of origin (domestic), or in another country (international)?<br><br>*Coding best practice: If the article does not specify a Focus Region, code not applicable. |

| **Topical Scope** | |
|---|---|
| Thematic Area 1, 2, 3<br>➢ Marketing Management Aspects<br>➢ Environmental Management<br>➢ Environmental Corporate Strategy<br>➢ External Regulatory Environment<br>➢ Environmental Strategy Implications<br>➢ Corporate Environmental Response<br>➢ Environmental Advertising<br>➢ Miscellaneous | What does the article discuss/analyze?<br><br>Marketing Management Aspects<br>➢ Green attitudes and responses<br>➢ Green product development<br>➢ Green segmentation<br>➢ Green promotion<br>➢ Green logistics<br>➢ Eco-labeling<br>➢ Green brand position<br>➢ Green pricing<br><br>Environmental Management<br>➢ Stakeholder management<br>➢ Planning & control<br>➢ Greening organization culture<br>➢ Management of environmental change<br>➢ Leadership<br>➢ Human resources management<br>➢ Green manager profile<br><br>Environmental Corporate Strategy<br>➢ Production operations<br>➢ Strategic management<br>➢ Marketing<br>➢ Finance<br>➢ Supply Chain<br>➢ Green alliances<br><br>External Regulatory Environment<br>➢ Environmental regulations<br>➢ Green standards<br>➢ Environmental movement<br><br>Environmental Strategy Implications<br>➢ Performance implications of environmental strategies<br>➢ Environmentally-driven competitive advantage<br>➢ Environmental benchmarking /best practices<br><br>Corporate Environmental Response<br>➢ Social responsibility<br>➢ Environmental ethics<br><br>Environmental Advertising<br>➢ Environmental claims<br>➢ Consumer attitude and responses |

| | |
|---|---|
| | ➢ Greenwashing<br>➢ Advertising greenness<br>➢ Green advertising ethics<br><br>*Coding Best Practices:<br><br>Article discussing eco-labelling is coded as "Environmental Advertising" under the subtopic of "Advertising Greenness" if the discussion is around communicating greenness.<br><br>Similarly, "Consumer attitude and responses" under the "Environmental Advertising" theme details consumer responses to advertising stimuli, whereas "Green attitudes and responses" under the "Marketing Management Aspects" details the populations reactions to the movement in general.<br><br>Articles focusing on Consumer Segmentation are coded as Green Segmentation under Marketing Management Aspects.<br><br>Articles discussing Overall Environmental Corporate Strategy are coded in the sub-topic "Strategic management". |

| **Research Design** | |
|---|---|
| Problem Crystallization<br>➢ Exploratory<br>*"For smaller scale studies, an exploratory approach may be used. The subject and scope of the exploration can be expressed in a statement of intent"*<br>➢ Formalized<br>➢ Non-empirical | Is the research question:<br><br>Exploratory<br>➢ Research question is broad<br>➢ Researcher is unclear what information/outcomes will emerge from the primary research.<br>Formalized<br>➢ Specific outcomes are anticipated from study (often yes/no)<br>➢ Hypothesis is very clear as to what phenomenons the research will address.<br>Non-empirical<br>➢ No primary research conducted |
| Topical Scope<br>➢ Statistical study<br>Used *"to compare or compute significance* | Is the research analyzed and applied to the hypothesis via a: |

| | |
|---|---|
| *levels. An estimation of the size of the effect of one variable on another."*<br><br>*<u>Inferential statistics:</u> Statistical analysis that goes beyond describing the characteristics of data and the examination of correlations of variables in order to produce predictions through inference based on the data analyzed. Inferential statistics are also used to test statistically based hypotheses"*<br><br>*<u>Regression:</u> A type of statistical analysis that uses simple and multiple predictions to predict Y from X values. Usually shown as a line through the values plotted on a scattergram."*<br>➢ Case study<br>*Used to "examine the dynamics within different groups rather than individuals… Both quantitative and qualitative methods are appropriate for case study designs, and multiple methods of data collection are often applied."*<br>➢ Qualitatitive<br>*"Qualitative data cannot be accurately measured and counted, and are generally expressed in words rather than numbers…. Qualitative research depends on careful definition of the meaning of words, the development of concepts and variables, and the plotting of interrelationships between these.*<br>➢ Non-empirical | Statistical study<br>➢ Numerical data is used as the primary basis for analysis.<br>➢ Final outcomes of the research are demonstrated in statistical terms.<br>➢ Often assesses overall trends of a population (consumers, companies, industries etc.)<br><br>Case study<br>➢ Uses a <u>specific real-world example</u> (often a company, product, industry or advertising) to <u>demonstrate the effectiveness</u> of a specific theory, model, framework or way forward.<br>➢ Research builds a detailed account of the real-world example through empirical research, such as interviews.<br><br>Qualitatitive study<br>➢ Motivations, feelings, reactions, observations etc. of a population are investigated in relation to a given issue.<br><br>Non-empirical<br>➢ No primary research conducted |
| Time Dimension<br>➢ Cross-sectional<br>➢ Longitudinal<br>*"Data that has been collected over a long period of time… tracing developments over time."*<br>➢ Non-empirical | How often were the subjects contacted?<br><br>Cross-sectional<br>➢ Subjects of study are contacted once.<br><br>Longitudinal<br>➢ Subjects of study are followed up with to track results/changes over time.<br><br>Non-empirical<br>➢ No primary research conducted |
| Research Environment<br>➢ Field<br>*"subjects are more likely to react and behave normally rather than being affected by artificial conditions"* | Where was the research conducted?<br><br>Field<br>➢ Researcher was not in control of the environment in which subjects |

| | |
|---|---|
| ➢ Laboratory<br>*"provid(es) a good degree of control over the environment, and of studying the effects"*<br>➢ Non-empirical | provided data (eg. environment in which research subjects were interviewed or filled out a survey)<br>Laboratory<br>➢ Research was conducted in an environment controlled by the researcher (such as a focus group)<br>➢<br>Non-empirical<br>➢ No primary research conducted |
| Communication Mode<br><br>➢ Survey<br>*"Asking questions is an obvious method of collecting both quantitative and qualitative information from people. Questionnaires are a particularly suitable tool for gaining quantitative data, but can also be used for qualitative data."*<br><br>➢ Observational<br>*"A method of gathering data through observation rather than asking questions. The aim is to take a detached view of the phenomena, and be 'invisible', either in fact or in effect. …Observation can be used for recording data about events and activities, and the nature of conditions of objects, such as buildings or artefacts. ... Observation can be used to record both quantitative and qualitative data."*<br><br>➢ Non-empirical | How was data collected?<br><br>Survey<br>➢ A set series of questions were given to the subject as the means for data collection.<br>Observational<br>➢ Individuals are observed, often in their natural environment.<br>➢ Researchers do little to manipulate or disrupt the subject.<br>➢ Often conclusions are drawn by comparing subjects against a control group.<br>Non-empirical<br>➢ No primary research conducted |
| Control of Variables<br>*"<u>Variable:</u> A measurable attribute of an indicator or a case"*<br>➢ Ex-post facto<br>*"Investigation begins after the event has occurred so no control over the event is possible. The search for the cause of the event… relies on the search for, and analysis of, relevant data."*<br>➢ Experiment<br>*"<u>Experimental research</u> attempts to isolate and control every relevant condition which determines the events investigated and then observes the effects when the conditions are manipulated."* | What stimuli are the subjects responding to?<br><br>Ex-post facto<br>➢ The subjects are responding to past stimuli or perceptions eg. "Do you have a tendency to buy green products? Which ones?"<br>Experiment<br>➢ The subjects are responding to controlled stimuli provided in the moment eg. "which of these five green products would you purchase?"<br>Non-empirical<br>➢ No primary research conducted |

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|---|---|
| ➢ Non-empirical | |
| Variable Association<br>➢ Descriptive<br>"*Relies on observation as a means of collecting data. It attempts to examine situations in order to establish what is the norm i.e. what can be predicted to happen again under such circumstances. 'Observation' can take many forms. Depending on the type of information sought, people can be interviewed, questionnaires distributed, visual records made."*<br>➢ Causal<br>*Makes assertions that one concept or variable causes another – a 'cause and effect' relationship. This can be deterministic, meaning that under certain conditions and event will inevitably follow, or if the outcome is not so certain, probabilistic, meaning that an event has a certain chance (which may be quantifiable) of following"*<br>➢ Non-empirical | What is the research attempting to demonstrate/answer? "<br><br>Descriptive<br>➢ Often demonstrates the presence of a unique or interesting phenomenon or association between variables, but does not explain the intricacies of why/how it occurs. Eg. What are the characteristics of the population being studied?<br>➢ Cannot conclusively ascertain answers to "why" a phenomenon occurs.<br>Causal<br>➢ Hypothesis' often take the form of "If X, then Y."<br>➢ Measures/assumes the impact a change will have on existing norms.<br>Non-empirical<br>➢ No primary research conducted |

| **Research Methodology** | |
|---|---|
| Analytical Technique<br>➢ Descriptive<br>*"<u>Descriptive statistics</u>: A method of quantifying the characteristics of parametric numerical data e.g. where the centre is, how broadly they are spread.*<br><br>➢ Uni/bivariate<br>*"Univariate: A range of properties on one variable can be examined using… Frequency distribution, Measure of central tendency, measures of dispersion*<br><br>*"<u>Bivariate analysis:</u> The analysis of two variables as to whether and to what extent they influence eachother"*<br>➢ Multivariate<br>*"looks at the relationships between more than two variables."*<br>➢ Qualitative Analysis<br>➢ Non-empirical | What techniques were used in the creation and analysis of the hypothesis?<br><br>Descriptive<br>➢ Research outcomes describe or summarize data eg. emerging patterns. Data may be either quantitative or qualitative in nature.<br>➢ No finite conclusions are meant to be drawn, however it often focuses on a particular variable or factor.<br>➢ Often used in statistical analysis.<br><br>Qualitative Analysis<br>➢ Results are reported using words, rather than numerical analysis.<br><br>*Coding best practice: Descriptive analysis will capture quantitative analysis that is not captured by uni/bi/multivariate. |

| | |
|---|---|
| | Uni/bivariate<br>➢ One/two variables are analyzed to demonstrate each hypothesis eg. "changes in x over time" or "changes in x with changes in y"<br>Multivariate<br>➢ Three or more variables are analyzed to demonstrate each hypothesis eg. "changes in x with changes in y, taking into account the effects of z on both"<br>Non-empirical<br>➢ No primary research conducted<br><br>*Coding best practice: Articles that contain both uni/bivariate hypotheses and multivariate hypotheses will be coded as multivariate. |
| Sampling Design<br>*"Sample: the small part of a whole population selected to show what the whole is like."*<br>➢ Probability<br>"*Probability Sampling techniques give the most reliable representation of the whole population. This is based on using random methods to select the sample… The select procedure should aim to guarantee that each element (person, group, class, type etc.) has an equal chance of being selected."*<br><br>➢ Non-probability<br>"*Non-probability sampling is based on selection by non-random means. There is a variety of techniques that can be used, such as accidental sampling, quota sampling, and snowball technique.*<br>➢ Not specified<br>➢ Non-empirical | How was the sample selected?<br><br>Probability<br>➢ All individuals in the population have an equal chance of being selected to take part in the study.<br><br>Non-probability<br><br>➢ A specific group has been selected to take part in the study or the subjects were selected in a way that did not give equal chance to everyone in the population to take part.<br><br>Not specified<br>➢ How the sample of subjects were chosen is not discussed.<br>Non-empirical<br>➢ No primary research conducted |
| Sample Size<br>➢ Less than 250<br>➢ 250-499<br>➢ 500-999<br>➢ 1000 and above<br>➢ Not specified<br>➢ Non-empirical | How many people participated in the study? |
| Response Rate<br>➢ Less than 25 per cent<br>➢ 25-39 per cent | How many people participated in the study vs. how many were asked to participate? |

| | |
|---|---|
| ➢ 40 per cent and above<br>➢ Not specified<br>➢ Non-empirical | *Coding Best Practice: Response rates are calculated on behalf of articles when it was very clear that the numbers of responses/amount sent were (final) numbers. |
| Data Collection<br>➢ Mail<br>➢ Personal Interviews<br>*"Can be carried out in a variety of situations: in the home, at work, otdoors, on the move (e.g. while travelling) and can be used to interview people both singly and in groups."*<br>➢ Drop-in questionnaire<br>➢ Focus Group<br>*"A group of people assembled in order to discuss a particular subject of the research in order to reveal their opinion and beliefs. Can be seen as a type of group interview, but one that tends to concentrate in depth on a particular theme or topic with an element of interaction"*<br>➢ Telephone<br>➢ E-mail<br>➢ Secondary<br>*"Data that has been interpreted and recorded."*<br>➢ Not specified<br>➢ Non-empirical | How was the data collected? |
| Key Informant<br>➢ Environmental/health and safety mgr<br>➢ CEO/president<br>➢ Production/operations mgr<br>➢ Marketing/sales mgr<br>➢ Other mgr<br>➢ Consumers<br>➢ Students<br>➢ Secondary data sources<br>*"Secondary sources: Sources of information that have been subject to interpretation by others, usually in the form of publications."*<br>➢ Not specified<br>➢ Non-empirical | Who was contacted to participate in the study?<br><br>*Coding Best Practice: In instances where the target group of a study was not available to participate, and therefore data was gathered from a similar group – the predominant group that provided the data is coded as the Key Informant. |

*Appendix Table 2 – Full List of Institution's Name*

| Name of Institution | Total Published |
|---|---|
| Not specified | 28 |
| Aarhus University | 7 |
| Hong Kong Polytechnic University | 7 |
| University of Newcastle | 7 |
| La Trobe University | 6 |
| University of California | 5 |
| Deakin University | 4 |
| University of Helsinki | 4 |
| University of Wollongong | 4 |
| Open University | 4 |
| California Polytechnic State University | 3 |
| Cardiff University | 3 |
| Clemson University | 3 |
| Cornell University | 3 |
| Florida State University | 3 |
| IBM Worldwide | 3 |
| McGill University | 3 |
| Monash University | 3 |
| National Taipei University | 3 |
| Oregon State University | 3 |
| Texas A&M University | 3 |
| University of Craiova | 3 |
| University of Melbourne | 3 |
| University of Waterloo | 3 |
| Wageningen University | 3 |
| Academy of Economic Studies | 2 |
| Auburn University | 2 |
| Bentley College | 2 |
| Chulalongkorn University | 2 |
| Colorado State University | 2 |
| Columbia University | 2 |
| Concordia University | 2 |
| Copenhagen Business School | 2 |
| Dalian University of Technology | 2 |
| East Tennessee State University | 2 |
| Emory University | 2 |
| Georgia State University | 2 |
| Helsinki School of Economics and Business Administration | 2 |
| Hong Kong Baptist University | 2 |

| Name of Institution | Total Published |
|---|---|
| Kingston University | 2 |
| Marymount University | 2 |
| National Institute of Development Administration | 2 |
| National Renewable Energy Laboratory | 2 |
| Robert Gordon University | 2 |
| Rutgers University | 2 |
| San Diego State University | 2 |
| St. Thomas University | 2 |
| Technical University of Munich | 2 |
| Texas Tech University | 2 |
| Umeå University | 2 |
| University College Dublin | 2 |
| University of Almerı́a | 2 |
| University of Auckland | 2 |
| University of Cyprus | 2 |
| University of Delaware | 2 |
| University of Duisburg-Essen | 2 |
| University of Extremadura | 2 |
| University of Florida | 2 |
| University of Leeds | 2 |
| University of Maine | 2 |
| University of Memphis | 2 |
| University of Miami | 2 |
| University of Michigan | 2 |
| University of New Hampshire | 2 |
| University of North Carolina | 2 |
| University of Oklahoma | 2 |
| University of Otago | 2 |
| University of Ottawa | 2 |
| University of St Gallen | 2 |
| University of Stirling | 2 |
| University of Texas | 2 |
| University of Winchester | 2 |
| University of Winnipeg | 2 |
| University of Zagreb | 2 |
| Victoria University | 2 |
| Independent Consultant | 2 |
| Georgia Sourn University | 2 |
| American Graduate School of International Management | 2 |
| University of Basque Country | 2 |
| Aalto University | 1 |

| Name of Institution | Total Published |
|---|---|
| Abu Dhabi University | 1 |
| Accenture Institute for High Performance | 1 |
| Akdeniz University | 1 |
| Alabama State University | 1 |
| Alliant International University | 1 |
| Americian International Forest Products | 1 |
| Argosy University | 1 |
| Arizona State University | 1 |
| Asia International Open University | 1 |
| Asian Institute of Management | 1 |
| Asian Institute of Technology | 1 |
| Aston University | 1 |
| Australian Conservation Foundation | 1 |
| Ball State University | 1 |
| BASF Corp | 1 |
| Baylor University | 1 |
| Beira Interior University | 1 |
| Bilkent University | 1 |
| Brock University | 1 |
| Budapest University of Economic Sciences | 1 |
| California State College | 1 |
| Carleton University | 1 |
| Centre for European Economic Research | 1 |
| Chalmers University of Technology | 1 |
| Chaoyang University of Technology | 1 |
| Chemical Foundry Consulting | 1 |
| Chienkuo Technology University | 1 |
| Chinese University of Hong Kong | 1 |
| Chungnam National University | 1 |
| City University | 1 |
| City University of New York | 1 |
| Clark Atlanta University | 1 |
| COLLOQUY | 1 |
| Complete Fabrication Ltd | 1 |
| COPPEAD UFRJ | 1 |
| Cranfield University | 1 |
| Dimitrie Cantemir Christian University | 1 |
| Dublin City University | 1 |
| Duquesne University | 1 |
| East Carolina University | 1 |
| Eastern Institute of Technology | 1 |

| Name of Institution | Total Published |
|---|---|
| Eastern Michigan Univerisity | 1 |
| EDAW | 1 |
| Edith Cowan University | 1 |
| Edith Maryon Foundation | 1 |
| Energy Center Wisconsin | 1 |
| Erasmus University Rotterdam | 1 |
| Feng Chia University | 1 |
| Finnish Forest Research Institute | 1 |
| George Mason University | 1 |
| Georgetown University | 1 |
| Glasgow Caledonian University | 1 |
| Gordon University | 1 |
| Goteborg University | 1 |
| Greenburg | 1 |
| Gulf University for Science and Technology | 1 |
| Harvard Trade Union Program | 1 |
| Heriot-Watt University | 1 |
| High Point University | 1 |
| Horten Lawfirm | 1 |
| Howard University | 1 |
| Huddersfield University Business School | 1 |
| Imperial College | 1 |
| Indiana University | 1 |
| Institute for Futures Studies and Technology Assessment | 1 |
| Institute for International Management & Technology | 1 |
| Institute of Local Government Studies | 1 |
| Islamic Azad University | 1 |
| IVF Industrial Research and Development Corporation | 1 |
| J.Ottman Consulting | 1 |
| Jaako Poyry Consulting | 1 |
| Jacksonville University | 1 |
| Jinan University | 1 |
| Jitendra Chauhan College of Law | 1 |
| Kennesaw State University | 1 |
| KULeuven | 1 |
| Kyungwon University | 1 |
| La Roche College | 1 |
| Laboratoire d`Economie de la Production et de l`Integration Internationale | 1 |
| Lafayette College | 1 |
| Landcare Research | 1 |
| Lawrence Berkeley National Laboratory | 1 |

| Name of Institution | Total Published |
|---|---|
| Ling Tung University | 1 |
| Liverpool John Moores University | 1 |
| London Business School. | 1 |
| Loughborough University | 1 |
| Louisiana State University | 1 |
| Magadhi Unversity | 1 |
| marquette university | 1 |
| Mercer Univerisity | 1 |
| MICA | 1 |
| Ming Chuan University | 1 |
| MIT Sloan Management Review | 1 |
| Montpellier SupAgro | 1 |
| Murray State University | 1 |
| National Cheng-Kung University | 1 |
| National Dong Hwa University | 1 |
| National Research Council | 1 |
| National Sun Yat-sen University | 1 |
| National University | 1 |
| National Yunlin University of Science & Technology | 1 |
| New Mexico State University | 1 |
| Nnamdi Azikiwe University | 1 |
| NORD/LB Department of Regional Economics | 1 |
| North Carolina State University | 1 |
| Northwestern University | 1 |
| Norwegian University of Science and Technology | 1 |
| Nottingham Trent University | 1 |
| Nottingham University | 1 |
| Ohio State University | 1 |
| Pace University School of Law | 1 |
| Philadelphia University | 1 |
| Politecnico di Torino | 1 |
| Portland State University | 1 |
| Price Waterhouse Cooper | 1 |
| Procter & Gamble Limited | 1 |
| Quantis International | 1 |
| Queen Margaret University College | 1 |
| RBC Financial Group | 1 |
| Research Policy Institute | 1 |
| Robert Morris University | 1 |
| Ryerson University | 1 |
| Sacramento State University | 1 |

| Name of Institution | Total Published |
|---|---|
| Salem State University | 1 |
| Sam Houston State University | 1 |
| San Diego University | 1 |
| Seattle University | 1 |
| Shanghai Jiao Tong University | 1 |
| Slippery Rock University | 1 |
| St. Cloud State University | 1 |
| St. Mary's University | 1 |
| State University of New York | 1 |
| Strathclyde Business School | 1 |
| Swinburne University | 1 |
| Taipei University | 1 |
| Technological and Educational Institute of Larissa | 1 |
| Tecnolo´gico de Monterrey Campus Toluca | 1 |
| Tourism Recreation Research and Education Centre | 1 |
| Tufts University | 1 |
| UCSI University | 1 |
| Universidad Carlos III de Madrid | 1 |
| Universidad de Salamanca | 1 |
| Universita degli Studi di Salerno | 1 |
| Universiti Malaysia Sabah | 1 |
| Universiti Putra Malaysia | 1 |
| University of Albany | 1 |
| University of Antwerp | 1 |
| University of Bahrain | 1 |
| University of Barcelona | 1 |
| University of Bath | 1 |
| University of Beira Interio | 1 |
| University of Budapest | 1 |
| University of Cincinnati | 1 |
| University of Exeter | 1 |
| University of Georgia | 1 |
| University of Ghana Business School | 1 |
| University of Grenada | 1 |
| University of Grenoble | 1 |
| University of Groningen | 1 |
| University of Hawaii | 1 |
| University of Hohenheim | 1 |
| University of Idaho | 1 |
| University of Illinois | 1 |
| University of Klagenfurt | 1 |

| Name of Institution | Total Published |
|---|---|
| University of KwaZulu-Natal | 1 |
| University of Ljubljana | 1 |
| University of Maryland at College Park | 1 |
| University of Mauritius | 1 |
| University of Nairobi | 1 |
| University of Nebraska | 1 |
| University of New South Wales | 1 |
| University of North Dakota | 1 |
| University of Oregon | 1 |
| University of Osijek | 1 |
| University of Oxford | 1 |
| University of Padova | 1 |
| University of Ploieş ti | 1 |
| University of Plymouth | 1 |
| University of Puget Sound | 1 |
| University of Queensland | 1 |
| University of San Francisco | 1 |
| University of South Carolina | 1 |
| University of Sri Jayewardenepura | 1 |
| University of Strathclyde | 1 |
| University of Tennessee | 1 |
| University of Toledo | 1 |
| University of Trollhatten/Uddevalla | 1 |
| University of Tulsa | 1 |
| University of Ulster | 1 |
| University of Utah | 1 |
| University of Vaasa | 1 |
| University of Vermont | 1 |
| University of Waikato | 1 |
| University of Washington | 1 |
| University of Western Ontario | 1 |
| University of York | 1 |
| University of Zaragoza | 1 |
| University of Zurich | 1 |
| University of Central Oklahoma | 1 |
| University Sains Malaysia | 1 |
| University Stuttgart | 1 |
| Utah State University | 1 |
| VBS Purvanchal University | 1 |
| Virginia Commonwealth University | 1 |

| Name of Institution | Total Published |
|---|---|
| AMBUJA Cement | 1 |
| American University in Cairo | 1 |
| Ans University of Economics & Business | 1 |
| Bucharest University | 1 |
| Center for Industry and Services' Economics of Romanian Academy | 1 |
| Groupe Sup de Co Montpellier | 1 |
| Imperial College London | 1 |
| McDonald & Company Securities Inc | 1 |
| Norastern university | 1 |
| Norn Kentucky University | 1 |
| Resources for Future | 1 |
| School of Politecnico de Milano | 1 |
| Souastern Louisiana University | 1 |
| Sourn Cross University | 1 |
| Sourn Illinois University | 1 |
| United States Department of Agriculture | 1 |
| United States Department of Energy's Lawrence Berkeley National Laboratory | 1 |
| Universite Paris-Est | 1 |
| University of Aegean | 1 |
| University of Essex | 1 |
| University of Gloucestershire | 1 |
| University of Savoie | 1 |
| University of Sunshine coast | 1 |
| University of Wageningen | 1 |
| University of Witwatersrand | 1 |
| University of Zaragoz | 1 |
| Virginia Polytechnic Institute and State University | 1 |
| Washington State University | 1 |
| Wesleyan University | 1 |
| Winona State University | 1 |
| World Watch Institute | 1 |
| Yonsei University | 1 |
| **Grand Total** | **466** |

*Appendix Table 3 – Publishing Journals*

| Journal | Total Published |
|---|---|
| Journal of Consumer Marketing | 20 |
| Business Strategy and Environment | 19 |
| Journal of Business Ethics | 16 |
| Journal of Macromarketing | 9 |
| International Journal of Consumer Studies | 8 |
| Journal of Advertising | 8 |
| European Journal of Marketing | 7 |
| Industrial Marketing Management | 7 |
| Journal of Consumer Policy | 7 |
| Journal of International Consumer Marketing | 7 |
| Journal of Marketing Education | 7 |
| Academy of Marketing Science. Journal | 6 |
| Journal of Marketing Theory and Practice | 6 |
| Management of Environmental Quality | 6 |
| Psychology & Marketing | 6 |
| British Food Journal | 5 |
| Forest Products Journal | 5 |
| International Journal of Business and Social Science | 5 |
| Journal of Business Research | 5 |
| Long Range Planning | 5 |
| Business Review, Cambridge | 5 |
| Alternatives | 4 |
| Energy Policy | 4 |
| International Journal of Contemporary Hospitality Management | 4 |
| International Marketing Review | 4 |
| Journal of Business & Industrial Marketing | 4 |
| Journal of Strategic Marketing | 4 |
| Journal of Sustainable Tourism | 4 |
| Management Decision | 4 |
| MIT Sloan Management Review | 4 |
| Social Marketing Quarterly | 4 |
| Asia Pacific Journal of Marketing and Logistics | 3 |
| Business and Society | 3 |
| Corporate Social Responsibility and Environmental Management | 3 |
| Development | 3 |
| Economics, Management and Financial Markets | 3 |
| Environmental and Resource Economics | 3 |
| Futures | 3 |

| Journal | Total Published |
|---|---|
| International Journal of Culture, Tourism and Hospitality Research | 3 |
| Journal of Marketing | 3 |
| International Journal of Bank Marketing | 3 |
| Electricity Journal | 3 |
| Journal of Applied Business and Economics | 3 |
| Agribusiness | 2 |
| Agriculture and Human Values | 2 |
| Aquaculture Economics & Management | 2 |
| Asia Pacific Journal of Management & Entrepreneurship Research | 2 |
| Asian Social Science | 2 |
| California Management Review | 2 |
| Capitalism, Nature, Socialism | 2 |
| Chemical Engineering Progress | 2 |
| Columbia Journal of World Business | 2 |
| Consumption, Markets & Culture | 2 |
| Corporate Communications | 2 |
| Electronic Green Journal | 2 |
| Environment | 2 |
| European Business Review | 2 |
| European Journal of Innovation Management | 2 |
| IEEE Spectrum | 2 |
| International Journal of Advertising | 2 |
| International Journal of Marketing and Technology | 2 |
| International Journal of Nonprofit and Voluntary Sector Marketing | 2 |
| International Journal of Operations & Production Management | 2 |
| International Journal of Organizational Innovation (Online) | 2 |
| International Journal of Wine Business Research | 2 |
| Journal of Consumer Research | 2 |
| Journal of Environmental Economics and Management | 2 |
| Journal of Euro - Marketing | 2 |
| Journal of Islamic Marketing | 2 |
| Journal of Management Research | 2 |
| Journal of Marketing Management | 2 |
| Journal of Nonprofit & Public Sector Marketing | 2 |
| Journal of Organizational Change Management | 2 |
| Journal of Promotion Management | 2 |
| Journal of Service Management | 2 |
| Journal of Targeting, Measurement and Analysis for Marketing | 2 |
| Local Environment | 2 |
| Management & Marketing | 2 |

| Journal | Total Published |
|---|---|
| Not specified | 2 |
| Qualitative Market Research | 2 |
| Real Estate Issues | 2 |
| Urban Studies | 2 |
| Journal of Product and Brand Management | 2 |
| Journal of Services Marketing | 2 |
| International Business & Economics Research Journal | 2 |
| American Behavioral Scientist | 2 |
| Eco-Management and Auditing | 2 |
| 4th International Conference: An Enterprise Odyssey: Tourism - Governance and Entrepreneurship Proceedings | 1 |
| 5th International Conference: An Enterprise Odyssey: From Crisis to Prosperity – Challenges for Government and Business | 1 |
| Administration & Society | 1 |
| Ambio | 1 |
| American Journal of Agricultural Economics | 1 |
| American Psychologist | 1 |
| Animal Conservation | 1 |
| Applied Economics | 1 |
| Appropriate Technology | 1 |
| Asian Business & Management | 1 |
| Australasian Marketing Journal | 1 |
| Australian Journal of Dairy Technology | 1 |
| Business and Professional Ethics Journal | 1 |
| Business Ethics | 1 |
| Business Horizons | 1 |
| Business Process Management Journal | 1 |
| Business Renaissance Quarterly | 1 |
| Business Strategy Review | 1 |
| California Law Review | 1 |
| Canadian Journal of Administrative Sciences | 1 |
| Chemical and Engineering News | 1 |
| Chemical Engineering | 1 |
| City & Community | 1 |
| Clothing and Textiles Research Journal | 1 |
| Contemporary Justice Review | 1 |
| Contemporary Readings in Law and Social Justice | 1 |
| Continuing Higher Education Review | 1 |
| Cornell Hospitality Quarterly | 1 |

| Journal | Total Published |
|---|---|
| Critical Perspectives on Accounting | 1 |
| Development and Change | 1 |
| Development in Practice | 1 |
| Economic Insights: Trends and Challenges | 1 |
| Economics and Sociology | 1 |
| Energy Studies Review | 1 |
| Environmental health perspectives | 1 |
| Environmental Management | 1 |
| Environmental Management and Health | 1 |
| EuroMed Journal of Business | 1 |
| European Food and Feed Law Review : EFFL | 1 |
| Expert Systems with Applications | 1 |
| Food Policy | 1 |
| FUTURES | 1 |
| Fuzzy Economic Review | 1 |
| Garden history | 1 |
| Geneva Risk and Insurance Review | 1 |
| Global Business and Management Research | 1 |
| Global Environmental Change, Part A: Human and Policy Dimensions | 1 |
| Health Promotion International | 1 |
| Interactions | 1 |
| International Communication Gazette | 1 |
| International Journal of Business and Management | 1 |
| International Journal of Business Studies | 1 |
| International Journal of Commerce & Management | 1 |
| International Journal of Emerging Markets | 1 |
| International Journal of Entrepreneurship | 1 |
| International Journal of Logistics Management | 1 |
| International Journal of Management and Information Systems | 1 |
| International Journal of Physical Distribution & Logistics Management | 1 |
| International Journal of Research in Marketing | 1 |
| International Journal of Social Economics | 1 |
| International Journal of Wine Marketing | 1 |
| IT Professional Magazine | 1 |
| Journal of Agricultural Economics | 1 |
| Journal of Agriculture Environmental Ethics | 1 |
| Journal of Applied Behavioral Science | 1 |
| Journal of Applied Business Research | 1 |

| Journal | Total Published |
|---|---|
| Journal of Asian and African Studies | 1 |
| Journal of Brand Management | 1 |
| Journal of Business Case Studies | 1 |
| Journal of Cleaner Production | 1 |
| Journal of Consumer Behaviour | 1 |
| Journal of Consumer Studies and Home Economics | 1 |
| Journal of Economics & Management Strategy | 1 |
| Journal of Environmental Planning and Management | 1 |
| Journal of Financial Services Marketing | 1 |
| Journal of Global Business Issues | 1 |
| Journal of Hospitality Marketing & Management | 1 |
| Journal of Industrial Ecology | 1 |
| Journal of Law and Economics | 1 |
| Journal of Management and Sustainability | 1 |
| Journal of Marketing Communications | 1 |
| Journal of Marketing Development and Competitiveness | 1 |
| Journal of Research for Consumers | 1 |
| Journal of Retail & Leisure Property | 1 |
| Journal of Strategic Innovation and Sustainability | 1 |
| Journal of Transnational Management | 1 |
| Journal of Vacation Marketing | 1 |
| Journal of World Trade | 1 |
| Land Economics | 1 |
| Management Research Review | 1 |
| Management Science | 1 |
| Marketing Research | 1 |
| Marketing Theory | 1 |
| Monthly Review | 1 |
| Multinational Monitor | 1 |
| National Tax Journal | 1 |
| Organization | 1 |
| Organization & Environment | 1 |
| Pace Environmental Law Review | 1 |
| Policy Sciences | 1 |
| Property Management | 1 |
| Public Services Quarterly | 1 |
| Renewable Agriculture and Food Systems | 1 |
| Review of Policy Research | 1 |
| Silva Fennica | 1 |
| Society & Natural Resources | 1 |

| Journal | Total Published |
|---|---|
| Society and Business Review | 1 |
| South Asian Journal of Management | 1 |
| Southern Rural Sociology | 1 |
| Sport Management Review | 1 |
| Strategic Change | 1 |
| Supply Chain Management | 1 |
| Technovation | 1 |
| Third World Quarterly | 1 |
| Tijdschrift voor economische en sociale geografie | 1 |
| Total Quality Management | 1 |
| Total Quality Management & Business Excellence | 1 |
| Tourism Economics | 1 |
| Tourism Management | 1 |
| Transportation Research: Part D: Transport and Environment | 1 |
| Wind Engineering | 1 |
| Women's Studies Quarterly | 1 |
| World Journal of Entrepreneurship, Management and Sustainable Development | 1 |
| Assembly Automation | 1 |
| Journal of Business Strategy | 1 |
| Journal of Canadian Association for Curriculum Studies | 1 |
| Market Research Society. Journal of Market Research Society | 1 |
| Asia Pacific Journal of Economics & Business | 1 |
| Journal of Academy Marketing Science | 1 |
| International Executive (1986-1998) | 1 |
| International Journal of Tourism Research | 1 |
| Ethics and Environment | 1 |
| Journal of Consumer Affairs | 1 |
| Grand Total | 466 |

*Appendix Table 4 – Number of Authors per Article by decade*

**Number of Authors**

| Year | One | Three or more | Two | (blank) | Grand Total |
|---|---|---|---|---|---|
| 1975 | 1 | | | | 1 |
| 1977 | 1 | | | 1 | 2 |
| 1978 | 1 | | | | 1 |
| 1981 | 2 | | | | 2 |
| 1987 | 1 | | | | 1 |
| 1989 | 1 | | | | 1 |
| | **87.5%** | | | **12.5%** | **8.0** |
| 1990 | 1 | | | | 1 |
| 1991 | 1 | | | 1 | 2 |
| 1992 | 4 | | | | 4 |
| 1993 | 5 | | 2 | 2 | 9 |
| 1994 | 6 | | | 4 | 10 |
| 1995 | 7 | | 4 | 6 | 17 |
| 1996 | 4 | | 3 | 2 | 9 |
| 1997 | 6 | | 5 | 5 | 16 |
| 1998 | 2 | | 4 | 5 | 11 |
| 1999 | 5 | | 5 | 5 | 15 |
| | **43.6%** | | **24.5%** | **31.9%** | **94.0** |
| 2000 | 10 | | 2 | 4 | 16 |
| 2001 | 5 | | 2 | 2 | 9 |
| 2002 | 6 | | 4 | 3 | 13 |
| 2003 | 2 | | 3 | 6 | 11 |
| 2004 | 5 | | 5 | 5 | 15 |
| 2005 | 2 | | 3 | 8 | 13 |
| 2006 | 6 | | 7 | 7 | 20 |
| 2007 | 7 | | 4 | 9 | 20 |
| 2008 | 12 | | 3 | 10 | 25 |
| 2009 | 8 | | 9 | 10 | 27 |
| | **37.3%** | | **24.9%** | **37.9%** | **169.0** |
| 2010 | 13 | | 17 | 16 | 46 |
| 2011 | 13 | | 22 | 22 | 57 |
| 2012 | 14 | | 22 | 18 | 54 |
| 2013 | 9 | | 15 | 14 | 38 |
| | **25.1%** | | **39.0%** | **35.9%** | **195.0** |

*Appendix Table 5 – Number of Pages per Article by decade*

**Number of Pages**

| Year | 10 to 14 | 15 to 19 | 20 to 24 | 25 or more | Up to 9 | Grand Total |
|---|---|---|---|---|---|---|
| 1975 | | | | | 1 | 1 |
| 1977 | | | | | 2 | 2 |
| 1978 | 1 | | | | | 1 |
| 1981 | | | | | 2 | 2 |
| 1987 | 1 | | | | | 1 |
| 1989 | | | | | 1 | 1 |
| | **25.0%** | **0.0%** | **0.0%** | **0.0%** | **75.0%** | **8** |
| 1990 | 1 | | | | | 1 |
| 1991 | | | | 1 | 1 | 2 |
| 1992 | 1 | | | | 3 | 4 |
| 1993 | 3 | | 1 | 1 | 4 | 9 |
| 1994 | 4 | 4 | | | 2 | 10 |
| 1995 | 7 | 4 | 2 | 1 | 3 | 17 |
| 1996 | 3 | 1 | 1 | 2 | 2 | 9 |
| 1997 | 3 | 6 | 1 | 2 | 4 | 16 |
| 1998 | 3 | 3 | 2 | 1 | 2 | 11 |
| 1999 | 4 | 4 | 2 | 1 | 4 | 15 |
| | **30.9%** | **23.4%** | **9.6%** | **9.6%** | **26.6%** | **94** |
| 2000 | 8 | 2 | 2 | 1 | 3 | 16 |
| 2001 | 4 | 3 | | 1 | 1 | 9 |
| 2002 | 5 | 2 | | | 6 | 13 |
| 2003 | 3 | 4 | 1 | 2 | 1 | 11 |
| 2004 | | 4 | 3 | | 8 | 15 |
| 2005 | 1 | 6 | 3 | 3 | | 13 |
| 2006 | 6 | 7 | 3 | | 4 | 20 |
| 2007 | 7 | 3 | 2 | 2 | 6 | 20 |
| 2008 | 6 | 4 | 5 | 1 | 9 | 25 |
| 2009 | 4 | 8 | 5 | 5 | 5 | 27 |
| | **26.0%** | **25.4%** | **14.2%** | **8.9%** | **25.4%** | **169** |
| 2010 | 10 | 17 | 3 | 5 | 11 | 46 |
| 2011 | 16 | 17 | 8 | 4 | 12 | 57 |
| 2012 | 16 | 14 | 9 | 2 | 13 | 54 |
| 2013 | 10 | 13 | 3 | 4 | 8 | 38 |

*Appendix Table 6 – Number of References per Article by decade*

**Number of References**

| Year | 0 | 100 or more | 20-39 | 40-69 | 70-99 | Up to 19 | Grand Total |
|---|---|---|---|---|---|---|---|
| 1975 | | | | | | 1 | 1 |
| 1977 | | | 1 | | | 1 | 2 |
| 1978 | | | | | | 1 | 1 |
| 1981 | | | | | | 2 | 2 |
| 1987 | | | | 1 | | | 1 |
| 1989 | 1 | | | | | | 1 |
| | **12.5%** | **0.0%** | **12.5%** | **12.5%** | **0.0%** | **62.5%** | **8** |
| 1990 | | | 1 | | | | 1 |
| 1991 | 1 | | 1 | | | | 2 |
| 1992 | | | | | | 4 | 4 |
| 1993 | | 1 | 3 | | | 5 | 9 |
| 1994 | 1 | | 1 | 3 | 1 | 4 | 10 |
| 1995 | 1 | 1 | 4 | 5 | 2 | 4 | 17 |
| 1996 | | 1 | 4 | 2 | 1 | 1 | 9 |
| 1997 | 1 | | 5 | 7 | 2 | 1 | 16 |
| 1998 | | | 4 | 4 | | 3 | 11 |
| 1999 | | 1 | 7 | 2 | 2 | 3 | 15 |
| | **4.3%** | **4.3%** | **31.9%** | **24.5%** | **8.5%** | **26.6%** | **94** |
| 2000 | | | 6 | 6 | 3 | 1 | 16 |
| 2001 | | | 1 | 4 | 1 | 3 | 9 |
| 2002 | 2 | | 3 | 2 | | 6 | 13 |
| 2003 | | | 6 | 3 | | 2 | 11 |
| 2004 | 2 | | 6 | 4 | | 3 | 15 |
| 2005 | | 1 | 4 | 6 | 2 | | 13 |
| 2006 | 1 | 1 | 4 | 8 | 2 | 4 | 20 |
| 2007 | 1 | 2 | 7 | 5 | 2 | 3 | 20 |
| 2008 | 2 | | 8 | 4 | 6 | 5 | 25 |
| 2009 | 1 | | 8 | 8 | 7 | 3 | 27 |
| | **5.3%** | **2.4%** | **31.4%** | **29.6%** | **13.6%** | **17.8%** | **169** |
| 2010 | 1 | 3 | 8 | 15 | 9 | 10 | 46 |
| 2011 | | 7 | 11 | 19 | 12 | 8 | 57 |
| 2012 | 1 | 2 | 11 | 22 | 10 | 8 | 54 |
| 2013 | | 4 | 6 | 12 | 8 | 8 | 38 |
| | **1.0%** | **8.2%** | **18.5%** | **34.9%** | **20.0%** | **17.4%** | **195** |

*Appendix Table 7 – Number of Paradigms per Article by decade*

**Number of Paradigm**

| Year | None | One | Two | Three | Four or more | Grand Total |
|---|---|---|---|---|---|---|
| 1975 | | 1 | | | | 1 |
| 1977 | 2 | | | | | 2 |
| 1978 | 1 | | | | | 1 |
| 1981 | 2 | | | | | 2 |
| 1987 | 1 | | | | | 1 |
| 1989 | 1 | | | | | 1 |
| | **87.5%** | **12.5%** | **0.0%** | **0.0%** | **0.0%** | **8** |
| 1990 | 1 | | | | | 1 |
| 1991 | 2 | | | | | 2 |
| 1992 | 3 | | 1 | | | 4 |
| 1993 | 9 | | | | | 9 |
| 1994 | 8 | 2 | | | | 10 |
| 1995 | 13 | 3 | | | 1 | 17 |
| 1996 | 7 | | 1 | 1 | | 9 |
| 1997 | 14 | 2 | | | | 16 |
| 1998 | 9 | 2 | | | | 11 |
| 1999 | 13 | 2 | | | | 15 |
| | **84.0%** | **11.7%** | **2.1%** | **1.1%** | **1.1%** | **94** |
| 2000 | 10 | 5 | | 1 | | 16 |
| 2001 | 6 | 2 | 1 | | | 9 |
| 2002 | 9 | 3 | 1 | | | 13 |
| 2003 | 7 | 4 | | | | 11 |
| 2004 | 13 | 1 | 1 | | | 15 |
| 2005 | 10 | 2 | 1 | | | 13 |
| 2006 | 20 | | | | | 20 |
| 2007 | 16 | 3 | 1 | | | 20 |
| 2008 | 20 | 4 | 1 | | | 25 |
| 2009 | 20 | 5 | 2 | | | 27 |
| | **77.5%** | **17.2%** | **4.7%** | **0.6%** | **0.0%** | **169** |
| 2010 | 32 | 11 | 3 | | | 46 |
| 2011 | 33 | 17 | 4 | | 3 | 57 |
| 2012 | 34 | 18 | 2 | | | 54 |
| 2013 | 23 | 12 | 2 | 1 | | 38 |
| | **62.6%** | **29.7%** | **5.6%** | **0.5%** | **1.5%** | **195** |

*Appendix Table 8– Thematic Area per Article by decade*

| | Thematic Area | | | | | | |
|---|---|---|---|---|---|---|---|
| | **Corporate Environmental Response** | **Environmental Advertising** | **Environmental Corporate Strategy** | **Environmental Management** | **Environmental Strategy Implications** | **External Regulatory Environment** | **Marketing Management Aspects** |
| **1973 to 1989** | 7% | 7% | 14% | 7% | 7% | 43% | 14% |
| **1990 to 1999** | 3% | 23% | 9% | 2% | 7% | 18% | 38% |
| **2000 to 2009** | 4% | 20% | 8% | 4% | 8% | 10% | 46% |
| **2010 to 2013** | 3% | 21% | 11% | 4% | 11% | 3% | 46% |

*Appendix Table 9 - Benchmarking Matrix for Researchers*

(Continued on following page)

| | **Manuscript** | | **Authorship Profile** | | |
|---|---|---|---|---|---|
| | # of Pages | # of References | # of Authors | # of institutions | # of disciplines |
| **I am writing a…** | | | | | |
| Conceptual Article | Up to 9 | Up to 19 | One | One | One |
| Content Analysis Article | 15 to 19 | 40 to 69 | Three or more | One | One |
| Empirical Article | 10 to 14 | 40 to 69 | Three or more | One | One |
| Methodological Article | 10 to 14 OR 15 to 19 | 20 to 39 OR 40 to 69 | Two | One | One |
| Modeling Article | 15 to 19 | 20 to 39 OR 40 to 69 | Two | One | One |
| Review/ Meta-Analysis | 10 to 14 | 20 to 39 OR 40 to 69 | One | One | One |

*Appendix Table 9 (continued from previous page) – Benchmarking Matrix for Researchers*

| | Research Method - only relevant for empirical articles | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **I am writing a…** | # of Paradigms Used | Problem Crystallization | Topical Scope | Time Dimension | Research Environment | Communication Mode | Control of Variables | Variable Association | Analytical Technique | Sampling Design | Sample Size | Response Rate | Data Collection | Key Informant |
| Conceptual Article | None | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA |
| Content Analysis Article | None | Exploratory | Qualitatitive OR Statistical Study | Cross-sectional | Field | Observational | Ex-post facto | Descriptive | Descriptive | Non-probability | Less than 250 | NA | Secondary | Secondary Data Sources |
| Empirical Article | None | Exploratory | Statistical Study | Cross-sectional | Field | Survey | Ex-post facto | Descriptive | Descriptive | Non-probability | Less than 250 | 40% and above | Personal Interviews | Consumer |
| Methodolo-gical Article | One | Exploratory | NA | Cross-sectional | Field | Survey | Ex-post facto | Descriptive | Descriptive | NA | NA | NA | NA | Consumer |
| Modeling Article | None | Formalized | Statistical Study | Cross-sectional | Field | Survey | Ex-post facto | Causal | Multi-variate | Non-probability | Less than 250 | 40% and above | Mail | Consumer |
| Review/ Meta-Analysis | None | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA | NA |

*Appendix Table 10– Most Published Journals by Topical Scope*

| Topical Scope | Most Published Journal(s) | Second Most Published Journal(s) |
|---|---|---|
| **Corporate Environmental Response** | Journal of Macromarketing (4) | European Journal of Marketing (2) |
| | | International Journal of Organizational Innovation (2) |
| **Environmental Advertising** | Journal of Business Ethics (6) | Journal of Macromarketing (3) |
| | Journal of Advertising (6) | British Food Journal (3) |
| | | Journal of International Consumer Marketing (3) |
| | | International Marketing Review (3) |
| | | Journal of Consumer Policy (3) |
| | | Forest Products Journal (3) |
| **Environmental Corporate Strategy** | Journal of Consumer Marketing (3) | Journal of Sustainable Tourism (2) |
| | Journal of Marketing Theory and Practices (3) | International Journal of Operations & Production Management (2) |
| | Industrial Marketing Management (3) | The Business Review, Cambridge (2) |
| | Long Range Planning (3) | |
| **Environmental Management** | Journal of Business Ethics (2) | 24 Articles Published 1 article |
| **Environmental Strategy Implications** | Journal of Business Ethics (5) | Long Range Planning (2) |
| | | Business Strategy and the Environment (2) |
| | | Journal of Organizational Change Management (2) |
| | | The Journal of Consumer Marketing (2) |

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| | | Industrial Marketing Management (2) |
| | | Journal of Business Research (2) |
| | | International Journal of Business and Social Science (2) |
| | | Futures (2) |
| **External Regulatory Environment** | Futures (3) | Long Range Planning (2) |
| | | Journal of Macromarketing (2) |
| | | Electronic Green Journal (2) |
| | | The Electricity Journal (2) |
| **Marketing Management Aspects** | Journal of Consumer Marketing (18) | Business Strategy and the Environment (14) |