



Balaji, M.S., Jiang, Y., Bhattacharyya, J., Hewege, C. and [Azer, J.](#) (2022) An introduction to socially responsible sustainable consumption: issues and challenges. In: Bhattacharyya, J., Balaji, M.S., Jiang, Y., Azer, J. and Hewege, C. (eds.) *Socially Responsible Consumption and Marketing in Practice: Collection of Case Studies*. Springer: Singapore, pp. 3-14. ISBN 9789811664328 (doi: [10.1007/978-981-16-6433-5_1](https://doi.org/10.1007/978-981-16-6433-5_1))

Copyright © The Author(s), under exclusive license to Springer Nature Singapore Pte Ltd. 2022. This is the author version of the work.

There may be differences between this version and the published version. You are advised to consult the publisher's version if you wish to cite from it: https://doi.org/10.1007/978-981-16-6433-5_1

<https://eprints.gla.ac.uk/247281/>

Deposited on: 27 July 2021

Enlighten – Research publications by members of the University of Glasgow
<http://eprints.gla.ac.uk>

An Introduction to Socially Responsible Sustainable

Consumption: Issues and Challenges

M.S. Balaji^{1}, Yangyang Jiang^{2*}, Jishnu Bhattacharyya^{3*}, Chandana
Hewege^{4**}, Jaylan Azer^{5***}*

**Nottingham University Business School China, University of Nottingham Ningbo China
199 Taikang E Rd, Yinzhou, Ningbo, Zhejiang, China*

***School of Business, Law & Entrepreneurship, Swinburne University of Technology, Australia*

****Adam Smith Business School, University of Glasgow, UK*

sathyaprakashbalaji.makam@nottingham.edu.cn¹

Yangyang.jiang@nottingham.edu.cn²

jishnu.connect@gmail.com³

chewege@swin.edu.au⁴

Jaylan.azer@glasgow.ac.uk⁵

Unsustainable consumption and production patterns are endangering global development more than ever (United Nations Environment Programme, 2015). Indeed, the need to change the current economic model of excessive and ineffective production and consumption of natural resources is becoming increasingly prominent on the political agenda. The United Nations reviewed these global imperatives and endorsed the ideas of ‘Green Growth’ and ‘Green Economy’ as an alternative to the current economic paradigm at the Rio 2012 Conference on Sustainable Development (United Nations, 2012). By focusing on reducing carbon emissions, improving energy efficiency, and decreasing biodiversity loss through public and private investments, the green economy framework allowed governments to refocus their commitment to addressing the economic, social, and environmental dimensions of sustainable development (United Nations Environment Programme, 2015). This notion was reinforced in when the Sustainable Development Goals (SDGs) or Global Goals were proposed by the United Nations in 2015 to build an integrated approach to sustainable development to address the needs of current and future generations (United Nations, 2015).

Rising global temperatures associated with climate change has created much awareness among the people around the world resulting in organized protest campaigns against local and global institutions to act immediately before it is too late. The United Nations in its role as a supra national body has spent 30 years to bring all the countries together to agree on a plan to reduce CO₂ emissions. However, little progress has been made to agree on a net emission reduction target by the biggest polluters. The UN's secretary general has called on leaders of countries to propose concrete plans to reduce their national net carbon emissions to zero by 2050. This is considered critical given the anticipated, colossal damage to the ecosystem and lives of the people if global temperatures continue to increase by more than 2⁰ C above pre-industrial levels (Gao et al, 2017). The Scientists claim that 97% of climate change is caused by human behaviour which is termed as anthropocentric perspective of climate change (Cook et al, 2016). Energy contributes nearly three-quarters of global emissions, followed by agriculture. If we closely look at the power generation and usage, electricity and heat generation constitute the largest portion of emissions, followed by transportation and manufacturing.

Most of us play the roles of consumer and producer in our day to day activities. Our unsustainable consumption and production behaviours are argued to be causing excessive amount of carbon emissions resulting in an aggravated level of global warming. Given the intricacies surrounding the political debate and differences of opinions as to whether climate change is real or not, rapid and significant actions by governments are assumed to be progressing at a very low speed. It is in this context that consumers and marketers could initiate meaningful action toward achieving a sustainable ecosystem by innovating novel ways of production and consumption of goods and services. Consumers in modern day society have enormous power to influence business firms to change or upgrade their value creation processes so that business firms become important nodes of the circular economic network.

Exemplary sustainable behaviours demonstrated by both consumers and marketers need to be propagated through case studies and further research. This is undoubtedly a task that should be performed by academics and practitioners alike.

Consumers are critical to the transition to a green economy because they must practice socially responsible sustainable consumption (Prothero et al., 2011; Sun, Bellezza, & Paharia, 2021). Sustainable consumption refers to consumer behaviors and purchases concerned with social and environmental responsibility (Balaji, Jiang, & Jha, 2019). In other words, consumers must strive to reduce the negative outcomes of their consumption process (including product acquisition, usage, and disposal) while increasing the social and environmental benefits (Lim, 2017; Wang et al., 2019). Today, sustainability consumption is regarded as the need of the hour because it entails development in the present while also working to safeguard resources for future generations to survive and live (Geiger, Fischer, & Schrader, 2018; Pauluzzo & Mason, 2021). Given the importance of sustainable consumption in accomplishing sustainable development goals, it has piqued academics and practitioners' interest. For example, previous research has explored various aspects of sustainable consumption, such as environmentally friendly consumption (Haws, Winterich, & Naylor, 2014; Hosta & Zabkar, 2020; Yadav, Balaji, & Jebarajakirthy, 2019), environmental consciousness and knowledge (Golob & Kronegger, 2019; Polonsky et al., 2012), environmental value orientations and lifestyles (Sony & Ferguson, 2017), and environmental behaviors (Lacroix & Gifford, 2020; Paço & Lavrador, 2017). Furthermore, scholars have investigated sustainable consumption in a variety of contexts, including food products (Moser, 2016), apparel (Kim & Seock, 2019), hospitality services (Balaji et al., 2019), tourism destinations (Jiang & Hong, 2021), airline services (Hwang & Choi, 2018), utilities (Paço & Lavrador, 2017), and low-income consumers (Al Mamun et al., 2018). Similarly, a few scholars have investigated sustainable consumption from

the perspectives of marketers, business models, and policymakers (Kiss et al., 2018; Torma, Aschemann-Witzel, & Thøgersen, 2018; Tunn et al., 2019).

While these research efforts have enhanced our understanding of sustainable consumption, there are still significant hurdles to achieving sustainable development goals by 2030. Major challenges involve the maintenance of natural resources and equitable resource distribution. This indicates that a deeper understanding of how present consumption and purchasing behaviors might be made more sustainable in practice is required. Thus, the current chapter seeks to improve understanding of sustainable consumption, identify issues and challenges associated with sustainable consumption, and chart a course forward.

Sustainable Consumption

Sustainable consumption is regarded as an important goal in the pursuit of sustainable development. It is defined as the consumption of goods and services produced economically using techniques and materials that cause little environmental damage, are socially equitable, and meet the basic requirements of all individuals (Huang & Rust, 2011). Some consider it as a way of life which resists consumerism and materialistic lifestyles, and encourages living the simple life (Jackson, 2005). The term consumerism is now commonly used to denote conspicuous consumption or over consumption but in the early periods it was used to mean organized actions by consumer groups against unfair or unsustainable business practices. However, few consider sustainable consumption as going beyond consumerism to regulate expensive expenditures for improved quality of life and happiness. The most comprehensive definition was offered by OECD (2002), who defined it as the consumption of products and services that meet basic requirements and improve the quality of life without risking future generations' requirements. According to the preceding discourse, sustainable consumption is a shared commitment between the consumer and the society, which is determined by the consumer's ability and capacity to take on the responsibility of sustainable consumption.

Middlemiss (2010) defined this ability as the ecological footprint, which indicates the consumer's ability to use only a sustainable quantity of ecological resources. This ability of the individual consumer to take on the responsibility of sustainability varies and is determined by cultural capacity (cultural values and norms with which the consumer identifies), organizational capacity (resources offered by organizations with which the consumer is affiliated), infrastructural capacity (facilities for a sustainable living), and personal capacity (personal resources such as knowledge, financing, etc.).

Achieving Sustainable Consumption

Consumers can practice sustainable consumption in various ways, such as responsible consumption, anticonsumption, and mindful consumption (Lim, 2017). Webster (1975) described a socially responsible consumer as one who analyzes the societal implications of his or her consumption and uses his or her purchasing power to promote social change. Socially responsible consumers exhibit three characteristics: They are motivated to acquire products or services when they see a social problem; they believe they have the ability to change the society; and they are interested in social affairs and community involvement (Prendergast & Tsang, 2019). The socially responsible consumer will strive to limit or eliminate hazards to the society while maximizing long-term benefits. As a result, consumers are more inclined to avoid products or services from companies that they believe to be harmful to the society and prefer products or services from companies they perceive to benefit the society (Mohr et al., 2001). Thus, socially responsible consumer behavior relates to the individual purchase, usage, and disposal of things with the goal of minimizing or eliminating any negative repercussions while maximizing the positive effects on society (Francois-Lecompte and Roberts, 2006). However, previous research has demonstrated that the behaviors of a socially responsible consumer can be quite different. This includes boycotting businesses that harm the natural environment, preferring eco-designed items, donating to social causes and charities, and opposing mass

consumption behaviors (Palacios-González & Chamorro-Mera, 2020). While socially responsible consumer behavior is desirable, it is challenging to implement in daily consumption. Additionally, education and awareness initiatives on the social and environmental consequences of consumption are critical.

Anticonsumption is a term that refers to those who resist, challenge, or oppose consumption (Kozinets, Handelman, & Lee, 2010). In other terms, being anticonsumption involves abstaining from unsustainable behavioral tendencies such as overconsumption. In addition, it is related to the identification of feasible solutions for maintaining an adequate level of psychosocial well-being (Seegebarth et al., 2016). Anticonsumption is a kind of nonconsumption that exists as a conscious restriction or outright rejection of consumerism. However, if a consumer is strongly convinced and compelled to shun or reject a specific product or service, nonconsumption becomes synonymous with anticonsumption (Chatzidakis & Lee, 2013). Anticonsumption is distinct from the socially responsible sustainable consumption behavior, as it is viewed as a negative purchasing habit. Consumers engage in anticonsumption for a variety of reasons, ranging from environmental, social, and ideological concerns to symbolic benefits, self-interest, and well-being (Lee, 2019; Sekhon & Armstrong Soule, 2020). Past studies suggest that anticonsumption is primarily motivated by self-interest, self-identity, and social or environmental concerns, rather than rational utility maximization (Ziesemer, Hüttel, & Balderjahn, 2021). Thus, anticonsumption is a critical component of sustainable consumption and development. However, it is not clear to what extent anticonsumption attitudes are motivated primarily by environmental concerns. Furthermore, understanding how demographic and psychological factors influence different anticonsumption choices made by consumers could aid in clarifying the motivations behind anticonsumption activities.

Mindful consumption is using mindfulness to guide consumers' choices (Sheth, Sethia, & Srinivas, 2011). It is based on an understanding of the implications of consumption in cognition and consequences. Mindful consumption entails the ability of the consumer to choose what and how much he or she consumes (Milne, Ordenes, & Kaplan, 2020). This indicates that neither the circumstances nor the market conditions push or constrain an individual to consume in a particular way. Instead, the consumer makes a deliberate consumption decision based on his or her values and preferences (Bruneder & Dholakia, 2018). To that extent, the mindful mindset influences and shapes the consumer behavior associated with sustainable consumption. Researchers and practitioners propose mindful consumption as a crucial method for transforming the society, the economy, and individual well-being. Moreover, a consumer's religiosity and how it affects consumption choices have received researchers' attention. Specifically, Perera & Hewege, (2018) explore how religiosity influences one's environmentally concerned consumer behaviour. When considered as a process, mindful consumption requires consumers to pay attention to their physiological sensations, thoughts, and emotions in order to make consumption decisions based on their direct encounters with needs and values (Bahl et al., 2016). Additionally, it entails an attitude of self-, community-, and environmental stewardship, which translates into consumer behavior determining their acquisition, consumption, and repeat purchase behaviors. Thus, mindful processes emphasize the awareness of internal and external inputs, which helps to lessen ties to habitual behaviors and transform marketplace choices and experiences. However, it is unclear how consumers may develop a caring mindset and what marketing activities can facilitate the development of a mindful consumption mindset.

From an overall ecological, socio-economic and individual wellbeing perspective, ideal state that we ought to aim for would be achieving complete harmony with the nature when engaging in our production and consumption behaviours. The most effective innovative

practices could be those practices that would enhance consumer utility (convenience or happiness) while minimizing the adverse effects of these practices to mother nature. Both consumers and marketers need to work collaboratively to achieve this ideal state of sustainable consumption that generates maximum happiness and well-being to consumers.

Issues and Challenges with Sustainable Consumption

Despite the fact that sustainable consumption is recognized as a cornerstone for reaching sustainable development goals, it confronts several challenges, including a lack of environmentally friendly products for consumers to engage in a sustainable way of living, sustainable production processes to support sustainable consumption, and policies to encourage a sustainable lifestyle.

Following the COVID-19 pandemic, consumers actively seek sustainable products and services and reward environmentally responsible businesses (Jiang & Wen, 2020). According to a recent survey by E.ON (Searle, 2020), 33% of consumers claimed that the company's environmental certifications and credentials impacted their buying decisions the most. A further 80% stated that they intended to buy goods and services from companies that actively engage in environmentally friendly business operations. The pandemic has drastically altered consumer behaviors, with 72% of consumers reporting that they are concerned about businesses' ecologically friendly operations. They are also ready to pay a price premium, with 51% of consumers saying that the product's environmental certifications are just as significant as the price they pay. While this presents a tremendous opportunity, businesses must address and ensure that the growing demand for environmentally friendly products is met. A big question is whether businesses can supply consumers with practical solutions to make sustainable consumption accessible to all and become a mainstream way of life.

While sustainable consumption has placed a strong emphasis on consumption patterns, sustainable production, which refers to creating products and services using procedures that

have a low environmental impact, is gaining prominence. Sustainable consumption and lifestyles are inextricably linked to sustainable production. A new approach to production is required because sustainable production focuses on resource conservation and environmental regenerative capacity throughout the product's life cycle (product design and development, raw material procurement, manufacturing, distribution and logistics, product use, and disposal). Companies can benefit from sustainable production in various ways, including cost savings through improved material and energy efficiency, competitive advantages, adaptation to changes in consumer behavior, and long-term profitability. One of the most difficult challenges for sustainable production is appropriately pricing social and environmental externalities so that businesses can invest their revenues in sustainable processes throughout the product life cycle.

In recent times, the world has seen remarkable innovations underpinned by Internet of Things (IOT). To illustrate, innovative web 2.0 based business applications such as Uber Taxi, Uber Eats, Airbnb, Tripadvisor, Booking.com, DropBox, Airtasker, and TaskRabbit (to name a few) have revolutionized the consumption and production relationships by creating a sharing economy that leads to blurring production and consumption roles and driving the emerging prosumer behaviour. Uber has undoubtedly revolutionized the way people use taxi services and this business model has resulted not only in efficient use of motorvehicles but also in reducing the need for owning a car. During the COVID-19 pandemic when restaurants are closed for dine-in they have kept their kitchens busy through online food ordering and delivery platforms. The concept of 'ghost kitchen' is worth mentioning here, as it allows a chef to hire a common industrial kitchen space to offer a limited menu items on sale through home delivery. Without a dining area and restaurant face, these kitchens operate with the help of virtual restaurant applications reducing the demand for electricity and other utility resulting in a low carbon emission operations. Consumers enjoy the convenience of home delivery of their favourite

meal while an entrepreneur with minimum investment and infrastructure is able to operate a business. This is a win-win situation for the consumer, producer and the environment. Sustainable 'pro(con)sumer' practices underpinned by IOT would be the wayforward for a sustainable consumption practices. We are witnessing a growing trend of new prosumers who refrain from buying services and ownership and tend to engage in swapping, borrowing or renting from each other (Möller, 2016; Perera, Hewege & Mai, 2020;). For those readers who are inquisitive to learn more about sharing economy and the opportunities it presents to the world of consumption and production, we highly recommend reading , for example, Bardhi & Eckhardt, (2012); Belk, 2010; Belk, 2014a & 2014b; Lamberton & Rose, 2012).

Policies, processes, and structures all play a critical role in enabling people to engage in sustainable consumption and production. Policies can mediate various capitals such as financial and human capital and resources such as natural resources. This mediation occurs through the government, civil society, and business sectors, which influence how markets operate. They all develop various policies to ensure that their initiatives are aligned with the sustainable development goals. Public policies can support a sustainable lifestyle by encouraging the regeneration of natural resources and raising awareness of environmental problems and solutions. Understanding the impact of government policies and corporate activities on the local environment, local residents' livelihoods, and the local ecosystem has been a serious challenge. An efficient regulatory framework is essential to connect all the industry stakeholders to a seamless value chain where every industry partner works for the overall betterment of the industry and the societal wellbeing.

Conclusion

Sustainable consumption is considered as one of the key priorities for achieving a sustainable future. It is now at the top of the agenda for businesses, consumers, media, and governments. Sustainable consumption provides a plethora of interesting opportunities for both

the present and future. This, however, necessitates a thorough understanding of various issues and challenges related to sustainable consumption. The major goal of this book is to understand, through real-life case studies, the practice of sustainable consumption and production. This book will help readers gain a critical understanding of socially responsible consumption behaviors, as well as how businesses and governments may overcome barriers to generating positive environmental behavioral changes in consumers. This book takes inspiration from the the United Nations 2030 agenda for sustainable development to provide a rich account of sustainable consumption while seeking integrated solutions to make consumption more sustainable.

Organization of the Book

The remainder of this book is divided into four key sections. The book begins with an outline of socially responsible sustainable consumption and marketing. Readers can expect to learn about sustainable consumption concepts, initiatives, and strategies from these chapters. Second, the book includes a series of case studies that provide information about various practices of sustainable consumption and sustainable marketing initiatives and policies to encourage consumers to engage in sustainable consumption behaviors that have occurred in developing and developed countries. Third, the book contains a number of chapters that present the most recent findings from original research on sustainable consumption. Fourth, the book discusses pedagogical directions for teaching sustainable consumption and marketing. In conclusion, we hope that the chapters contributed by eminent scholars will be valuable to marketing academics, educators, and practitioners, and that our book will effectively empower future sustainable consumption initiatives and sustainable marketing activities.

References

- Al Mamun, A., Fazal, S. A., Ahmad, G. B., Yaacob, M. R. B., & Mohamad, M. (2018). Willingness to pay for environmentally friendly products among low-income households along coastal peninsular Malaysia. *Sustainability, 10*(5), 1316.
- Balaji, M. S., Jiang, Y., & Jha, S. (2019). Green hotel adoption: a personal choice or social pressure?. *International Journal of Contemporary Hospitality Management*.
- Bahl, S., Milne, G. R., Ross, S. M., Mick, D. G., Grier, S. A., Chugani, S. K., ... & Boesen-Mariani, S. (2016). Mindfulness: Its transformative potential for consumer, societal, and environmental well-being. *Journal of Public Policy & Marketing, 35*(2), 198-210.
- Bruneder, J., & Dholakia, U. (2018). The self-creation effect: making a product supports its mindful consumption and the consumer's well-being. *Marketing Letters, 29*(3), 377-389.
- Chatzidakis, A., & Lee, M. S. (2013). Anti-consumption as the study of reasons against. *Journal of Macromarketing, 33*(3), 190-203.
- Francois-Lecompte, A., & Roberts, J. A. (2006). Developing a measure of socially responsible consumption in France. *Marketing Management Journal, 16*(2), 50-66.
- Geiger, S. M., Fischer, D., & Schrader, U. (2018). Measuring what matters in sustainable consumption: an integrative framework for the selection of relevant behaviors. *Sustainable Development, 26*(1), 18-33.
- Golob, U., & Kronegger, L. (2019). Environmental consciousness of European consumers: A segmentation-based study. *Journal of Cleaner Production, 221*, 1-9.
- Haws, K. L., Winterich, K. P., & Naylor, R. W. (2014). Seeing the world through GREEN-tinted glasses: Green consumption values and responses to environmentally friendly products. *Journal of Consumer Psychology, 24*(3), 336-354.
- Hosta, M., & Zabkar, V. (2020). Antecedents of environmentally and socially responsible sustainable consumer behavior. *Journal of Business Ethics, 1-21*.

- Huang, M. H., & Rust, R. T. (2011). Sustainability and consumption. *Journal of the Academy of Marketing Science*, 39(1), 40-54.
- Hwang, J., & Choi, J. K. (2018). An investigation of passengers' psychological benefits from green brands in an environmentally friendly airline context: The moderating role of gender. *Sustainability*, 10(1), 80.
- Jackson, T. (2005). Live better by consuming less?: is there a "double dividend" in sustainable consumption?. *Journal of Industrial Ecology*, 9(1-2), 19-36.
- Jiang, Y., & Hong, F. (2021). Examining the relationship between customer-perceived value of night-time tourism and destination attachment among Generation Z tourists in China. *Tourism Recreation Research*. DOI: 10.1080/02508281.2021.1915621
- Jiang, Y., & Wen, J. (2020). Effects of COVID-19 on hotel marketing and management: A perspective article. *International Journal of Contemporary Hospitality Management*, 32(8), 2563-2573.
- Kim, S. H., & Seock, Y. K. (2019). The roles of values and social norm on personal norms and pro-environmentally friendly apparel product purchasing behavior: The mediating role of personal norms. *Journal of Retailing and Consumer Services*, 51, 83-90.
- Kiss, G., Pataki, G., Köves, A., & Király, G. (2018). Framing sustainable consumption in different ways: policy lessons from two participatory systems mapping exercises in Hungary. *Journal of Consumer Policy*, 41(1), 1-19.
- Kozinets, R. V., Handelman, J. M., & Lee, M. S. (2010). Don't read this; or, who cares what the hell anti-consumption is, anyways? *Consumption Markets & Culture*, 13, 225-233.
- Lacroix, K., & Gifford, R. (2020). Targeting interventions to distinct meat-eating groups reduces meat consumption. *Food Quality and Preference*, 86, 103997.

- Lee, H. (2019). The effect of anti-consumption lifestyle on consumer's attitude and purchase intention toward commercial sharing systems. *Asia Pacific Journal of Marketing and Logistics*, 31(5), 1422-1441.
- Lim, W. M. (2017). Inside the sustainable consumption theoretical toolbox: Critical concepts for sustainability, consumption, and marketing. *Journal of Business Research*, 78, 69-80.
- McDonagh, P., & Prothero, A. (2014). Sustainability marketing research: Past, present and future. *Journal of Marketing Management*, 30(11-12), 1186-1219.
- Middlemiss, L. (2010). Reframing individual responsibility for sustainable consumption: lessons from environmental justice and ecological citizenship. *Environmental Values*, 19(2), 147-167.
- Milne, G. R., Ordenes, F. V., & Kaplan, B. (2020). Mindful consumption: Three consumer segment views. *Australasian Marketing Journal (AMJ)*, 28(1), 3-10.
- Mohr, L. A., Webb, D. J., & Harris, K. E. (2001). Do consumers expect companies to be socially responsible? The impact of corporate social responsibility on buying behavior. *Journal of Consumer Affairs*, 35(1), 45-72.
- Paço, A., & Lavrador, T. (2017). Environmental knowledge and attitudes and behaviours towards energy consumption. *Journal of Environmental Management*, 197, 384-392.
- Palacios-González, M. M., & Chamorro-Mera, A. (2020). Analysis of Socially Responsible Consumption: A Segmentation of Spanish Consumers. *Sustainability*, 12(20), 8418.
- Pauluzzo, R., & Mason, M. C. (2021). A multi-dimensional view of consumer value to explain socially-responsible consumer behavior: a fuzzy-set analysis of Generation Y's fast-fashion consumers. *Journal of Marketing Theory and Practice*, 1-22.
- Prendergast, G. P., & Tsang, A. S. (2019). Explaining socially responsible consumption. *Journal of Consumer Marketing*, 36(1), 146-154.

- Polonsky, M. J., Vocino, A., Grau, S. L., Garma, R., & Ferdous, A. S. (2012). The impact of general and carbon-related environmental knowledge on attitudes and behaviour of US consumers. *Journal of Marketing Management*, 28(3-4), 238-263.
- Prothero, A., Dobscha, S., Freund, J., Kilbourne, W. E., Luchs, M. G., Ozanne, L. K., & Thøgersen, J. (2011). Sustainable consumption: Opportunities for consumer research and public policy. *Journal of Public Policy & Marketing*, 30(1), 31-38.
- Seegebarth, B., Peyer, M., Balderjahn, I., & Wiedmann, K. P. (2016). The sustainability roots of anticonsumption lifestyles and initial insights regarding their effects on consumers' well-being. *Journal of Consumer Affairs*, 50(1), 68-99.
- Searle, F. (2020). Pandemic 'sparks rise in demand for green products.' Fresh Produce Journal. Accessed from <http://www.fruitnet.com/fpj/article/183358/pandemic-sparks-rise-in-demand-for-green-products>.
- Sekhon, T. S., & Armstrong Soule, C. A. (2020). Conspicuous anticonsumption: When green demarketing brands restore symbolic benefits to anticonsumers. *Psychology & Marketing*, 37(2), 278-290.
- Sheth, J. N., Sethia, N. K., & Srinivas, S. (2011). Mindful consumption: a customer-centric approach to sustainability. *Journal of the Academy of Marketing Science*, 39(1), 21-39.
- Sony, A., & Ferguson, D. (2017). Unlocking consumers' environmental value orientations and green lifestyle behaviors: A key for developing green offerings in Thailand. *Asia-Pacific Journal of Business Administration*, 9(1), 37-53.
- Sun, J. J., Bellezza, S., & Paharia, N. (2021). Buy Less, Buy Luxury: Understanding and Overcoming Product Durability Neglect for Sustainable Consumption. *Journal of Marketing*, 85(3), 28-43.

- Torma, G., Aschemann-Witzel, J., & Thøgersen, J. (2018). I nudge myself: exploring 'self-nudging' strategies to drive sustainable consumption behaviour. *International Journal of Consumer Studies*, 42(1), 141-154.
- Tunn, V. S. C., Bocken, N. M. P., van den Hende, E. A., & Schoormans, J. P. L. (2019). Business models for sustainable consumption in the circular economy: An expert study. *Journal of Cleaner Production*, 212, 324-333.
- United Nations Environment Programme (UNEP) (2015). *Sustainable consumption and production, A handbook for policy makers, Global edition*. Retrieved from <https://sustainabledevelopment.un.org/content/documents/1951Sustainable%20Consumption.pdf>
- United Nations (2012). The Future We Want. Outcome document of the United Nations Conference on Sustainable Development, Rio de Janeiro, Brazil, 20–22 June 2012. UN, New York. Retrieved from <https://sustainabledevelopment.un.org/futurewewant.html>.
- United Nations (2015). Transforming our World: The 2030 Agenda for Sustainable Development. Retrieved from <https://sustainabledevelopment.un.org/content/documents/21252030%20Agenda%20for%20Sustainable%20Development%20web.pdf>.
- Yadav, R., Balaji, M. S., & Jebarajakirthy, C. (2019). How psychological and contextual factors contribute to travelers' propensity to choose green hotels?. *International Journal of Hospitality Management*, 77, 385-395.
- Wang, C., Ghadimi, P., Lim, M. K., & Tseng, M. L. (2019). A literature review of sustainable consumption and production: A comparative analysis in developed and developing economies. *Journal of Cleaner Production*, 206, 741-754.

Zieseemer, F., Hüttel, A., & Balderjahn, I. (2021). Young People as Drivers or Inhibitors of the Sustainability Movement: The Case of Anti-Consumption. *Journal of Consumer Policy*, 1-27.

Recommended Readings

Azer, J. (2015) Facebook from socializing to advertising: an empirical study on the effect of Facebook as an advertising tool in Egypt. *African Journal of Business Management*, 9(24), pp. 796-813.(doi: 10.5897/AJBM2015.7866)

Azer, J. and Alexander, M. (2020)Direct and indirect negatively valenced engagement behavior.*Journal of Services Marketing*, 34(7), pp. 967-981. (doi: 10.1108/JSM-08-2019-0296)

Azer, J. and Alexander, M. (2020)Negative customer engagement behaviour: the interplay of intensity and valence in online networks.*Journal of Marketing Management*, 36(3-4), pp. 361-383. (doi: 10.1080/0267257X.2020.1735488)

Azer, J. and Alexander, M. J. (2018)Conceptualizing negatively valenced influencing behavior: forms and triggers. *Journal of Service Management*, 29(3), pp. 468-490.(doi: 10.1108/JOSM-12-2016-0326)

Azer, J., Blasco-Arcas, L. and Harrigan, P. (2021) #COVID19: Forms and Drivers of Social Media Users Engagement Behavior toward a Global Crisis. *Journal of Business Research*, 135 (2021), pp. 99-111 (<https://doi.org/10.1016/j.jbusres.2021.06.030>)

Balaji, M. S., Jiang, Y., & Jha, S. (2019). Green hotel adoption: A personal choice or social pressure? *International Journal of Contemporary Hospitality Management*, 31(8), 3287–3305.

Bhattacharyya, J., Dash, M., Hewege, C., Balaji, M.S., and Lim, W.M (2021). Social and Sustainability Marketing: A Casebook for Reaching Your Socially Responsible Consumers through Marketing Science. *Routledge*.

- Bhattacharyya, J., Dash, M., Kundu, S., Sakshi, S., Bhattacharyya, K. and Kakkar, K.B (2021). No Virus on Me: The Indian Ways of Managing the COVID-19 Pandemic, Marine to Mountain. *Asian Journal of Management Cases*. 20(2).
- Bhattacharyya, J., Krishna M.U, B., and Premi, P. (2020). Amul Dairy (GCMMF): Expanding in the US, leveraging the E-commerce advantage, *International Journal of Management and Enterprise Development*. 19(2), pp:149-163
- Goh, S. K., & Balaji, M. S. (2016). Linking green skepticism to green purchase behavior. *Journal of Cleaner Production*, 131, 629–638.
- Jiang, Y., & Balaji, M. S. (2021). Getting unwired: What drives travellers to take a digital detox holiday? *Tourism Recreation Research*, 1-17.
- Jiang, Y., & Hong, F. (2021). Examining the relationship between customer-perceived value of night-time tourism and destination attachment among Generation Z tourists in China. *Tourism Recreation Research*. DOI: 10.1080/02508281.2021.1915621
- Jiang, Y., & Wen, J. (2020). Effects of COVID-19 on hotel marketing and management: A perspective article. *International Journal of Contemporary Hospitality Management*, 32(8), 2563-2573.
- Jiang, Y., Balaji, M. S., & Jha, S. (2019). Together we tango: value facilitation and customer participation in Airbnb. *International Journal of Hospitality Management*, 82, 169-180.
- Kapoor, P. S., Balaji, M. S., & Jiang, Y. (2021). Effectiveness of sustainability communication on social media: Role of message appeal and message source. *International Journal of Contemporary Hospitality Management*. <https://doi.org/10.1108/IJCHM-09-2020-0974>
- Yadav, R., Balaji, M. S., & Jebarajakirthy, C. (2019). How psychological and contextual factors contribute to travelers' propensity to choose green hotels? *International Journal of Hospitality Management*, 77, 385–395.

- Gao, Y., Gao, X., & Zhang, X. (2017). The 2 °C Global Temperature Target and the Evolution of the Long-Term Goal of Addressing Climate Change—From the United Nations Framework Convention on Climate Change to the Paris Agreement. *Engineering*, 3(2), 272-278. doi:<https://doi.org/10.1016/J.ENG.2017.01.022>
- Cook, J., Oreskes, N., Doran, P. T., Anderegg, W. R. L., Verheggen, B., Maibach, E. W., . . . Rice, K. (2016). Consensus on consensus: a synthesis of consensus estimates on human-caused global warming. *Environmental Research Letters*, 11(4), 048002. doi:10.1088/1748-9326/11/4/048002
- Moeller, S. & Wittkowski, K. (2010). The burdens of ownership: Reasons for preferring renting. *Managing Service Quality*, 20 (2), 176-191.
- Belk, R. (2010). Sharing. *Journal of consumer research*, 36 (5), 715-734.
- Belk, R. (2014a). You are what you can access: Sharing and collaborative consumption online. *Journal of Business Research*, 67, 1595-1600.
- Belk, R. (2014b). Digital consumption and the extended self. *Journal of Marketing Management*, 30 (11-12), 1101-1118.
- Bardhi, F. & Eckhardt, G.M. (2012). Access-based Consumption: The Case of Car Sharing. *Journal of Consumer Research*, 39, 881-898.
- Lamberton, C.P. & Rose, R.L. (2012). When is ours better than mine? A framework for Understanding and Altering Participation in Commercial Sharing Systems. *Journal of Marketing*, 76, 109-125.
- Perera, Chamila R. Hewege, Chandana R. Mai, Cai V. C. (2020). Theorising the emerging green prosumer culture and profiling green prosumers in the green commodities market, *Journal of Consumer Behaviour*, <https://doi.org/10.1002/cb.1807>
- Perera, Chamila Roshani and Hewege, Chandana R. (2018). ‘Religiosity and Environmentally Concerned Consumer Behaviour: ‘becoming one with God (nature)’ through

Surrendering Environmental Identities', *International Journal of Consumer Studies*,

Special issue: Spirituality, Religion and Consumption, DOI: 10.1111/ijcs.12469