
Contents

Foreword xv

Acknowledgmentsxvii

About the Editorsxix

Contributors..... xxiii

**SECTION I An Overview of Social
and Sustainability Marketing**

Chapter 1 Empowering Marketing Organizations
to Create and Reach Socially Responsible
Consumers for Greater Sustainability 3

Weng Marc Lim

**SECTION II Advances in Knowledge
of Social and Sustainable Marketing:
Understanding Sustainability Marketing**

Chapter 2 The Sustainability Marketing Framework:
A Tool for Teaching and Learning about
Sustainability Marketing 13

Al Rosenbloom

Chapter 3 Cascades: What Is It and How Did It Reach
Sustainability in a Highly Competitive Sector? 53

Myriam Ertz

Chapter 4 Sustainability Marketing in Contending
for the Position of the European Capital
of Culture (ECoC) 85

Ezeifekwuaba Tochukwu Benedict

- Chapter 5** Cool Branding for Indian Sustainable Fashion Brands..... 115
Jasmeet Kaur and Gursimranjit Singh

- Chapter 6** Personal Experience of Sustainability Practices and Commitment toward Corporate Sustainability Initiatives: Reflections of Sri Lankan Marketing Professionals..... 143
Kadka Ranjith and W.D.C. Jayawickrama

SECTION III Advances in Knowledge of Social and Sustainable Marketing: Sustainable Consumption and Consumer Behavior

- Chapter 7** Evolving Prosumer Identity in Sustainable Consumption: Deconstructing Consumer Identity..... 175
Chamila Roshani Perera and Chandana R. Hewege

- Chapter 8** Sustainable Practices and Responsible Consumption by the Hotel Industry: The Consumers' Perspective 199
Srishti Agarwal and Neeti Kasliwal

- Chapter 9** How Does Sustainability Affect Consumer Satisfaction in Retailing?..... 225
Antonio Marín-García, Irene Gil-Saura, and María-Eugenia Ruiz-Molina

- Chapter 10** Bridging the Intention–Behaviour Gap in Second-Hand Clothing..... 249
Elin Pedersén, Amanda Persson and Adele Berndt

**SECTION IV Advances in Knowledge of Social
and Sustainable Marketing: Understanding
Sharing Economy and Marketing**

- Chapter 11** Sustainability through Sharing Farm Equipment:
A Research Agenda 279
Priyanka Sharma

**SECTION V Advances in Knowledge of Social
and Sustainable Marketing: Understanding
Social Marketing**

- Chapter 12** Wroclaw: Transforming a City towards a Circular
Economy-Zero Waste Social Marketing Campaign
in Poland 311
Dorota Bednarska-Olejniczak and Jaroslaw Olejniczak

- Chapter 13** Influencing Sustainable Food-Related Behaviour
Changes: A Case Study in Sydney, Australia 345
Diana Bogueva, Dora Marinova and Talia Raphaely

**SECTION VI Advances in Knowledge
of Social and Sustainable Marketing:
The Power of Online Consumer Reviews**

- Chapter 14** Enforcing Brands to Be More Sustainable:
The Power of Online Consumer Reviews 387
Feyza Ağlargöz

- Chapter 15** Leveraging Social Media to Create Socially
Responsible Consumers 415
Bikramjit Rishi and Neha Reddy Kuthuru

SECTION VII Advances in Knowledge of Social and Sustainable Marketing: Addressing Global Crises

- Chapter 16** Management of Shocking Global Crises:
The Use of Public Marketing 4.0 within a Social
Responsibility and Sustainability Approach 435
*Manuel Antonio Fernández-Villacañas Marín
and Ignacio Fernández-Villacañas Marcos*

SECTION VIII Advances in Knowledge of Social and Sustainable Marketing: Understanding the Benefits of Sustainability Reporting Practices by Social Enterprises

- Chapter 17** Assessing Sustainable Outcomes of Reporting
Practices by Social Enterprises..... 477
Judith M. Herbst

SECTION IX Advances in Knowledge of Social and Sustainable Marketing: Safeguarding against Unsocial and Irresponsible Customers

- Chapter 18** Unsocial and Irresponsible Behaviour:
What Happens When Customers Lie? 509
M. Mercedes Galan-Ladero and Julie Robson

SECTION X Pedagogical Directions and Best Practices: Imparting Social and Sustainability Marketing Competencies

- Chapter 19** Case Method as an Effective Pedagogical Tool:
Some Insights for Better Learning Outcomes for
Social and Sustainability Marketing Educators..... 537
Chandana R. Hewege

SECTION XI Selected Case Studies to Reflect on Practice and Use as Learning Tools: Case Studies from Emerging Economies

- Chapter 20** From Skin Whitening to Skin Brightening and,
Now, Skin Glowing: How L'Oréal Sustains Its
Skincare Line from Colourism and Genderism
to Racism and Classism 547

Huey Fen Cheong and Surinderpal Kaur

- Chapter 21** Fashion Accessory Brand Development via
Upcycling of Throwaway Clothes: The Case
of Chapputz 563

Selcen Ozturkcan

- Chapter 22** Sustainable Marketing in China: The Case
of Monmilk..... 575

Ruizhi Yuan and Yanyan Chen

- Chapter 23** Nurpu: A Dream towards a Sustainable
Handloom Weaving Society 597

Sathyannarayanan Ramachandran and S. A. Senthil Kumar

- Chapter 24** Social and Sustainability Marketing:
Secure Meters: The Dharohar Case 613

Kirti Mishra and Shivani Singhal

SECTION XII Selected Case Studies to Reflect on Practice and Use as Learning Tools: Case Studies from Emerging Economies (Complex and/or Long)

- Chapter 25** Saheli: The Zero-Side-Effect Pill—Marketing
of Oral Contraceptives in the Context of
Sexual Education to Create Socially
Responsible Consumers 621

Neharika Binani, Anshika Singh and Palakh Jain

Chapter 26 Much Needed ‘Pad Man’ for Indian Females
to Be Dignified: A Case Study on Period Poverty 647
Sneha Rajput and Pooja Jain

**SECTION XIII Selected Case Studies
to Reflect on Practice and Use as Learning
Tools: Sustainability Marketing in the NFL**

Chapter 27 Sustainability Marketing in the National
Football League (NFL): The Case of the
Philadelphia Eagles 721
Jairo León-Quismondo

Chapter 28 Leave It: Upskilling a Dog Owing Community 739
*Jessica A. Harris, Sharyn Rundle-Thiele, Bo Pang,
Patricia David and Tori Seydel*

Chapter 29 Coexisting: The Role of Communications in
Improving Attitudes towards Wildlife 755
*Bo Pang, Patricia David, Tori Seydel, Sharyn Rundle-Thiele
and Cathryn Dexter*

Chapter 30 Closing the Confidence Gap in STEM:
A Social Marketing Approach to Increase
Female Retention 765
*Carina Roemer, Bo Pang, Patricia David, Jeawon Kim,
James Durl and Sharyn Rundle-Thiele*

Chapter 31 GlobalGiving and Performance Metrics 777
Sivakumar Alur

Chapter 32 Co-Creating and Marketing Sustainable Cities:
Urban Travel Mode Choice and Quality of
Living in the Case of Vienna 785
Tim Breitbarth, David M. Herold and Andrea Insch

SECTION XIV Selected Case Studies to Reflect on Practice and Use as Learning Tools: Case Studies from Developed Economies (Complex and/or Long)

Chapter 33 Positioning a Company in the Chemical Industry as a Sustainability Driver	795
---	-----

Filipa Lanhas Oliveira and João F. Proença

Chapter 34 Social and Sustainability Marketing and the Sharing Economy in the Coffee Shop Culture	839
--	-----

Madhavi Venkatesan

SECTION XV Selected Case Studies to Reflect on Practice and Use as Learning Tools: Global Case Studies

Chapter 35 Hilton Faces Greenwashing Challenge	865
---	-----

Jinsuh Tark and Won-Yong Oh

Chapter 36 MGM's Dilemma in Responsible Gaming Program	869
---	-----

Jinsuh Tark and Won-Yong Oh

Index	873
-------------	-----