

PRELIMINARY RESULTS FROM AN SLR – FIRM PARTICIPATION
IN MARKET EDUCATION: CONTRIBUTIONS OF MARKETING
MODELS FOR DRIVING SUSTAINABLE ECOLOGICAL
BEHAVIORAL CHANGES

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1 Abstract

This systematic literature review (SLR) provides an empirically backed findings of what firms can do using marketing theories to promote environmentally friendly behavioral changes among their consumers. Following the PRISMA protocol, the SLR is conducted in 8 academic databases, from which thirteen articles are included for analysis. This study addresses a growing trend of sustainability marketing and is expected to help firms adopt the most suitable green practices for their businesses, and for academics a roadmap to further investigate the emerging theme of pro-environmental behavior-change and sustainability marketing.

Keywords: Systematic literature review, Pro-environmental behavior change, Consumers' behavioral, Sustainability marketing, Transformative marketing

2 Introduction, Objectives, and Research questions

“Never doubt that a group of thoughtful committed citizens can change the world. Indeed, it's the only thing that ever has.” (Margaret Mead). Detrimental effects of climate change have been observed in various domains of the earth, with serious implications on weather, sea, animals, and crops, etc. (Gade & Payne, 2018; Gooseff et al., 2017; Huang, 2017; Liliane & Charles, 2020), making it urgent for all to contribute to the betterment of their current practices. One of which is the everyday behaviors as consumers.

HP Instant Ink, a cartridge subscription program initiated by HP Inc., is a program where consumers can pay a monthly subscription to have extra-high-capacity and monitored cartridges delivered automatically to print a predetermined number of pages, then use postage-paid envelopes to return these cartridges for recycling. With HP Instant Ink, not only do consumers have access to high-quality original ink, but the carbon footprint of ink purchase and distribution, energy consumption, and water usage are also reduced by 73%, 69%, and 70% respectively compared to traditional cartridge purchases methods (HP Development Company, L.P., 2020). FutureCraft Loop is a new line of running shoes developed by Adidas. Built from only one material and without glue, these shoes can be returned to Adidas by consumers to be recycled into new shoes (Adidas, 2019). In both cases, consumption patterns, under respective companies' initiatives and actions, are being changed among consumers.

The United Nations created the Sustainable Development Agenda 2030 (SDG 12) to promote sustainable consumption, by “doing more and better with less” to enhance the quality of life for all (Nations, 2015). Savitz (2013) describes sustainability as “the art of doing business in an interdependent world”, where beings interdepend on one another and on their natural environment, that not only causes negligible harm to the environment, but also enriches it. According to Savitz (2013), sustainability is the only way for businesses to succeed in our current age of sustainability, as investors, shareholders, the media, politicians, community groups, whistleblowers, human rights activists, environmentalists, public health organizations, class-action lawyers, workers, and consumers are monitoring them closely for any possible negative environmental and societal impacts. John Elkington (1997) further stresses that businesses' successes are measured not only by the economic bottom line, but also by the environmental and societal bottom lines – known as the concept of Triple Bottom Line (TBL).

Businesses capable of adapting to increasing sustainability demands will likely prosper in the long term and reap strategic benefits (Banerjee et al., 2003; Hopkins et al., 2009; Kotler et al., 2011), especially when consumers are ever more receptive of firms' sustainability actions and are willing to reward them accordingly (Anderson & Cunningham, 1972; Becker-Olsen et al., 2006; Brown & Dacin, 1997; Kilbourne & Beckmann, 1998; Luo & Bhattacharya, 2006; Olsen et al., 2014; Sen &

Bhattacharya, 2001). Toyota became the global primary car seller in 2013 thanks to their hybrid product line; Tesla dominates the auto market thanks to their electric cars (Riley, 2019); Walmart has saved billions for reducing waste from packaging materials (Savitz, 2013).

Nevertheless, there seems to be a lack of consolidated and actionable insights for marketing academics to pivot their research and marketing practitioners to plan their sustainability efforts. Kemper et al. (2020) observed that the theme of sustainability has not been sufficiently promoted in the marketing literature and that there is a lack of academic illumination, both in education and research, for marketers to implement sustainability. Existing literature on “environmental advertising” is fragmented and lacks a solid and clear conceptual framework on which empirical inquiries could derive (Lunde, 2018).

Fischer et al. (2021) found that communications relating to sustainability promotion, or “sustainable consumption communication” (SCC) as termed by the author, is a relatively young field, with none of the publications dating from before the turn of the millennium, and most of them had been published in the preceding five years of Fischer et al.’s publication. Overall, these papers suggest that there is a lack of academic research on sustainability for marketers to use.

Therefore, to evaluate existing empirical findings on business actions that could influence consumers’ behaviors positively for the environment, and fortify the incomplete body of knowledge of sustainability and marketing (Chabowski et al., 2010), this SLR aims to bridge this research gap by answering the research question:

RQ: What are the actions, backed by empirical findings, businesses can do, in applying marketing concepts, to change consumers’ behaviors to be pro-environmental and/or sustainable?

3 Literature review

Consumption is understood as the use of products, services, and the services of a stock of durables in both the public and private realms (Christiano, 1987; Evans, 2019). Consumption occurs in several domains (e.g., food, clothes, transportation) and stages (e.g., acquisition, usage, disposal) (Geiger et al., 2018). Conventionally, marketing is the process of (1) developing and distributing products and services to fulfill customer needs (Laurent et al., 1994) and (2) obtaining and prompting buyers for a product or service (Kotler & Levy, 1969). While traditional marketing’s goal tends towards the encouragement of consumption of seemingly limitless natural resources (Csikszentmihalyi, 2000; Oztay & Birinci, 2020; Peattie & Peattie, 2009; Swim et al., 2011; Wiedmann et al., 2020), environmental concerns highlight such limits of these natural resources and underline a need for sustainability (McDonough & Braungart, 2002; Menon & Menon, 1997; Mont & Heiskanen, 2015). Businesses and marketers, therefore, may no longer focus solely on driving sales and encouraging consumption, since transforming society toward a more sustainable culture will involve altering consumers’ behaviors and beyond (Katsikeas et al., 2016).

Because of environmental and commercial demands traditional marketing has evolved to include green practices and greater concern for the environment and society. Such practices include sustainable consumer behaviors, which can be defined as consumer practices, throughout all domains and stages, that will not harm to the natural environment nor deplete natural resources (White et al., 2019). Sustainable consumption behaviors can generate economic, social, and environmental benefits (Chernev & Blair, 2015; Savitz, 2013; White et al., 2019). For instance, consumers could (1) deliberately downsize or simplify their initial consumption (Leonard-Barton, 1981; McDonald et al., 2006), (2) prioritize goods with eco-friendly characteristics (procurement, manufacture, qualities, etc.) (Luchs & Mooradian, 2012; Pickett-Baker & Ozaki, 2008), (3) economize resources (e.g., electricity, water, etc.) during usage (Lin & Chang, 2012; White et al.,

2014), (4) dispose of products more responsibly (White & Simpson, 2013), or (5) practice the “sharing economy”, i.e., shifting from owning to accessing certain products and services (e.g., car sharing, streaming, etc.).

To take into account sustainable consumption, newer paradigms of communication, such as ecological communication (Luhmann, 1989), sustainability communication (Fuller, 1999; Godemann & Michelsen, 2011), sustainable marketing (Fuller, 1999), or transformative marketing (Kumar, 2018), have emerged to catalyze positive societal changes and sustainable development (Adomssent & Godemann, 2011). These communication practices either aim at convincing target audiences of the sender’s set objectives (communication of sustainability), or interacting and negotiating with them to create shared meaning via social learning (communication about sustainability) (Newig et al., 2013; Solér, 2012). Kemper and Ballantine (2019) conducted a discourse analysis and produced three conceptualizations of sustainability marketing: auxiliary (production of sustainable products), reformative (extends the auxiliary approach by promoting sustainable lifestyles and changes in behaviors), and transformative (extends the first two approaches via the transformation of current norms and critical observation) (Kumar, 2018).

Nonetheless, there exists an “attitude-behavior gap”. 66% of the market, or 73% of millennials, are ready to pay higher prices for sustainable products (Nielsen, 2015), signaling a clear demand for greener choices (Gershoff & Frels, 2015). Nevertheless, despite their apparent approval of environmentally friendly behaviors (Trudel & Cotte, 2009), consumers do not always act accordingly (Auger & Devinney, 2007; Gatersleben et al., 2002; Kollmuss & Agyeman, 2002; W. Young et al., 2010). While customers typically focus on immediate benefits for themselves, sustainability requires them to pay attention to longer-term benefits for others and the environment (Fischer et al., 2021). This inconsistency between words and actions represents a problem that marketers, companies, and public policy makers, and nonprofit organizations wishing to promote sustainability have to solve (Johnstone & Tan, 2015; Prothero et al., 2011) and this paper wishes to investigate, along with other possible related issues.

4 Methodology

Systematic literature reviews, originally from health sciences, have been useful in the critical assessment of the existing research information and the conceptualizations of novel frameworks in new and scattered research fields (Moher et al., 2009; Torraco, 2005). By following a systematic approach, a research document can guarantee its reproducibility, reduce possible biases, and increase its objectivity (Robinson & Lowe, 2015). Given the developing nature of the target field of research, a systematic literature review to perform the most thorough inventory of pertinent scientific knowledge is needed. Following the PRISMA guideline for conducting systematic literature review (Moher et al., 2009), a general protocol was developed according to PRISMA-P, a step often overlooked in communication sciences (Chapman, 2021) to systemize our processes. To produce the most comprehensive search strategy, the research question is broken down following the research question framework ECLIPSE (Expectation, Client, Location, Impact, Professional, Service) (Wildridge & Bell, 2002). These broken-down terms are then analyzed for other relevant keywords and/or synonyms for an eventual combined search query.

Further keywords are identified via two methods: a naïve search (Grames et al., 2019), and a word frequency analysis (Clark et al., 2020). Using the keyword co-occurrence network method (Grames et al., 2019), a naïve search strategy is designed, which are run through at least two databases (SCOPUS and Web of Science) via 33 searches. The results extracted from these naïve searches are re-analyzed (1) using the keyword co-occurrence network and (2) for word frequency to identify

a list of potentially relevant but neglected keywords, which are manually scanned and selected. Identified keywords are further scanned for synonyms using the Merriam Webster thesaurus. Afterwards, all found keywords and synonyms, sorted into the six columns of the ECLIPSE question framework, are combined using the Boolean operators (“AND”, “OR”). The final search strategy is evaluated using PRISMA-S. From that, we ran our search through eight available databases: SCOPUS, Web of Science, ProQuest, Business Source Complete, Emerald Insight, Cambridge Core, OECD, JSTOR. A running log of searches has been created to ensure transparency and replicability afterwards.

56 possible combinations of the columns E, C, L, I, P, SE are then generated using wildcards to yield the maximum number of results. Prioritization is given to search results responding to search queries that satisfy the maximum number of columns. To optimize the comprehensiveness and rigor of our SLR, databases that can perform the search query in the highest number of fields will be chosen. Therefore, SCOPUS is selected for its capacity to perform our search terms in the Title, Abstract, and Keywords fields. Accordingly, the 20147 documents yielded by SCOPUS are taken for deduplication using the SR Accelerator tool (Clark et al., 2020). As new results are added every day, this number jumped to 20736 at the end of the SLR process and are re-included into the analysis. 197 duplicated results are removed. According to the predefined protocol, only documents that are included in Web of Science Core Collection (journals that have “high levels of editorial rigor and best practice”) (Web of Science Group, a Clarivate, n.d.) and SCIMAGO’s rankings for the subject categories of “Strategy and Management” and “Marketing” are selected. Consequently, the number of documents for the next analysis is 1285.

These documents are screened in three phases. In the first phase, all articles that are apparently irrelevant to the research question are eliminated, totaling 1000 documents. In the second phase, 266 articles that are in the theme of sustainability, but primarily concern another subject (e.g., energy production, company's internal practices, etc.) are excluded. By the end of this step, 19 articles were selected for full-text screening and snowballing (Wohlin, 2014). Via snowballing, an additional 32 records are found, of which one is duplicated. After citations screening of snowballed results, one additional article is added, making a total of 20 records for full-text screening. In the third phase, records are screened in full, and non-empirical documents are excluded. Thirteen articles are included in this SLR.

5 Results and discussions

In total, 24 studies discussing cases of 35 companies, 2 applications, 4 associations, 4 institutions, and 15 countries in the 13 documents analyzed have been conducted. Most of the papers utilize quantitative methods (n = 10), followed by qualitative methods (n = 3). Research in this field is dominantly conducted for Europe, followed by the USA, Asia, and Brazil. Empirical studies in this sample are mostly conducted and are successful in Hospitality (hotel reuse program, coffee cups usage) ([6], [8]), Energy (household energy consumption) ([4], [5]), and Retail (food waste reduction) ([13]) industries. Most employed theories are perceived value theory (n = 4), social marketing (n= 3), self-efficacy (n = 3), theory of planned behavior (n = 2), coevolutionary framework (n= 2), choice editing (n = 2), business model innovation (n = 2), behavioral learning (n = 2), social desirability bias (n = 2), and nudge (n = 2).

One commonly mentioned method in studies is the provision of *information* ([1], [3], [4], [5], [6], [13]), which is supported by past research on the effectiveness of market education (Adomßent et al., 2014; Bell & Eisingerich, 2007; Cordero et al., 2020, p. 20; Hinchliffe, 1996).

The *context* in which behavior occurs is also important, with individual, social, and material contexts all influencing behavior ([3]). Indeed, the literature shows that modifying the context in which behavior occurs is crucial to changing consumption patterns ([3], [5], [9]), as the coevolution of actors and habits is socially constructed (DiVito & Bohnsack, 2017; Foxon, 2011; Schaltegger et al., 2016).

Additionally, *social structures* such as social norms, shared identity, and social media play a role in sustaining behavioral change ([3]). Antecedent and consequent strategies ([1]) as well as tools such as those for social change ([3]), including modeling [(1), [13)] and public commitment ([13]), can be particularly useful.

Incentives, such as taxes, gains, and vouchers ([1], [5], [6], [7]), can also be very effective in changing behavior, regardless of moderating factors like environmental concern and price consciousness.

Customers' *perceived values* ([3], [12]) of pro-environmental initiatives further influence their adoption of PEBs or not. Interventions that appeal to consumers' emotional (e.g., entertaining, rewarding, etc.), quality (e.g., uncompromising quality of products/services), and social values (e.g., contributive to the betterment of society) and does not or less induce economic sacrifices (i.e., economic value) will be more likely to be effective among consumers.

Finally, the use of a *combination of approaches*, such as face-to-face, online, and longitudinal interventions ([1], [13]), even with traditional media, can be effective in inducing attitude-behavioral changes.

To summarize, businesses should convince consumers to adopt energy-saving behaviors by emphasizing the perceived value of such actions. Financial incentives can be effective in changing consumer behavior, especially in the short term. However, longer-term behavioral changes may be more successful when other social elements are integrated, such as the use of social networks and influencers. Trust is also important for businesses to become role models for their consumers. PEBs should be convenient and cost-effective for consumers, and a combination of different communication channels can be used to provide information. Repetition of messages may be necessary when a social context is not present.

6 Conclusion, limitations, future research, and managerial implications

The current SLR hopes to scan the current literature landscape of this budding field of research and provide an exploratory map to fellow marketing researchers and practitioners. There are certain restrictions with this systematic literature review. First, only peer-reviewed articles included in Web of Science's Core Collection and SCIMAGOJR are included. Secondly, publications in the same field written in languages other than English were not included. Finally, as the selection is manual, human errors may have occurred, including selection bias, despite utmost care. Future research is encouraged to include studies conducted in other languages and investigate the grey literature. As for marketing practitioners, technology-based social marketing initiatives to change consumers' behaviors should be considered. Short-term interventions can reap benefits from financial incentives. Longer-term impacts may require social interactions within interventions.

This SLR is expected to help firms select the most suitable green practices for their businesses and provide academics with a map to further investigate the emerging theme of pro-environmental behavior-changing and sustainability marketing.

7 Acronyms used in this paper

SCC: Sustainable consumption communication

SLR: Systematic literature review

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9 Appendix

9.1 Search terms

Expectation	Client	Location	Impact	Professionals	Service
<p>((Behavior* chang* OR Behavior* control* OR Behavior* intent*) OR (Consum* behavior*) OR (Consumpt* behavior*) OR (Endurable* adjust* in behavior*) OR (Endurable* adjust* of action*) OR (Endurable* adjust* of behavior*) OR (Endurable* adjust* of compert*) OR (Endurable* adjust* of conduct*) OR (Endurable* adjust* of habit*) OR (Endurable* adjust* of practice*) OR (Endurable* alter* in behavior*) OR (Endurable* alter* of action*) OR (Endurable* alter* of behavior*) OR (Endurable* alter* of compert*) OR (Endurable* alter* of conduct*) OR (Endurable* alter* of habit*) OR (Endurable* alter* of practice*) OR (Endurable* attitude* adjust*) OR (Endurable* attitude* alter*) OR (Endurable* attitude* chang*) OR (Endurable* attitude* covers*) OR (Endurable* attitude* chang* evolut*) OR (Endurable* attitude* modifi*) OR (Endurable* attitude* revis*) OR (Endurable* attitude* shift*) OR (Endurable* attitude* transform*) OR (Endurable* behavior* adjust*) OR (Endurable* behavior* alter*) OR (Endurable* behavior* chang*) OR (Endurable* behavior* covers*) OR (Endurable* behavior* evolut*) OR (Endurable* behavior* modifi*) OR (Endurable* behavior* revis*) OR (Endurable* behavior* shift*) OR (Endurable* behavior* transform*) OR (Endurable* change* in behavior*) OR (Endurable* change* of action*) OR (Endurable* change* of behavior*) OR (Endurable* change* of compert*) OR (Endurable* change* of conduct*) OR (Endurable* change* of habit*) OR (Endurable* change* of practice*) OR (Endurable* covers* in behavior*) OR (Endurable* covers* of action*) OR (Endurable* covers* of behavior*) OR (Endurable* covers* of compert*) OR (Endurable* covers* of conduct*) OR (Endurable* covers* of habit*) OR (Endurable* evol* in behavior*) OR (Endurable* evol* of action*) OR (Endurable* evol* of behavior*) OR (Endurable* evol* of compert*) OR (Endurable* evol* of conduct*) OR (Endurable* evol* of habit*) OR (Endurable* evol* of practice*) OR (Endurable* modifi* in behavior*) OR (Endurable* modifi* of action*) OR (Endurable* modifi* of behavior*) OR (Endurable* modifi* of compert*) OR (Endurable* modifi* of conduct*) OR (Endurable* modifi* of habit*) OR (Endurable* modifi* of practice*) OR (Endurable* revis* in behavior*) OR (Endurable* revis* of action*) OR (Endurable* revis* of behavior*) OR (Endurable* revis* of compert*) OR (Endurable* revis* of conduct*) OR (Endurable* revis* of habit*) OR (Endurable* revis* of practice*) OR (Endurable* shift* in behavior*) OR (Endurable* shift* of action*) OR (Endurable* shift* of behavior*) OR (Endurable* shift* of compert*) OR (Endurable* shift* of conduct*) OR (Endurable* shift* of habit*) OR (Endurable* shift* of practice*) OR (Endurable* transform* in behavior*) OR (Endurable* transform* of action*) OR (Endurable* transform* of behavior*) OR (Endurable* transform* of compert*) OR (Endurable* transform* of conduct*) OR (Endurable* transform* of habit*) OR (Endurable* transform* of practice*) OR (Maintain* adjust* in behavior*) OR (Maintain* adjust* of action*) OR (Maintain* adjust* of behavior*) OR (Maintain* adjust* of compert*) OR (Maintain* adjust* of conduct*) OR (Maintain* adjust* of habit*) OR (Maintain* adjust* of practice*) OR (Maintain* alter* in behavior*) OR (Maintain* alter* of action*) OR (Maintain* alter* of behavior*) OR (Maintain* alter* of compert*) OR (Maintain* alter* of conduct*) OR (Maintain* alter* of habit*) OR (Maintain* alter* of practice*) OR (Maintain* attitude* adjust*) OR (Maintain* attitude* alter*) OR (Maintain* attitude* chang*) OR (Maintain* attitude* covers*) OR (Maintain* attitude* evolut*) OR (Maintain* attitude* modifi*) OR (Maintain* attitude* revis*) OR (Maintain* attitude* shift*) OR (Maintain* attitude* transform*) OR (Maintain* behavior* adjust*) OR (Maintain* behavior* alter*) OR (Maintain* behavior* chang*) OR (Maintain* behavior* covers*) OR (Maintain* behavior* evolut*) OR (Maintain* behavior* modifi*) OR (Maintain* behavior* revis*) OR (Maintain* behavior* shift*) OR (Maintain* behavior* transform*) OR (Maintain* change* in behavior*) OR (Maintain* change* of action*) OR (Maintain* change* of behavior*) OR (Maintain* change* of compert*) OR (Maintain* change* of conduct*) OR (Maintain* change* of habit*) OR (Maintain* change* of practice*) OR (Maintain* covers* in behavior*) OR (Maintain* covers* of action*) OR (Maintain* covers* of behavior*) OR (Maintain* covers* of compert*) OR (Maintain* covers* of conduct*) OR (Maintain* covers* of habit*) OR (Maintain* evol* in behavior*) OR (Maintain* evol* of action*) OR (Maintain* evol* of behavior*) OR (Maintain* evol* of compert*) OR (Maintain* evol* of conduct*) OR (Maintain* evol* of habit*) OR (Maintain* evol* of practice*) OR (Maintain* modifi* in behavior*) OR (Maintain* modifi* of action*) OR (Maintain* modifi* of behavior*) OR (Maintain* modifi* of compert*) OR (Maintain* modifi* of conduct*) OR (Maintain* modifi* of habit*) OR (Maintain* modifi* of practice*) OR (Maintain* revis* in behavior*) OR (Maintain* revis* of action*) OR (Maintain* revis* of behavior*) OR (Maintain* revis* of compert*) OR (Maintain* revis* of conduct*) OR (Maintain* revis* of habit*) OR (Maintain* revis* of practice*) OR (Maintain* shift* in behavior*) OR (Maintain* shift* of action*) OR (Maintain* shift* of behavior*) OR (Maintain* shift* of compert*) OR (Maintain* shift* of conduct*) OR (Maintain* shift* of habit*) OR (Maintain* shift* of practice*) OR (Maintain* transform* in behavior*) OR (Maintain* transform* of action*) OR (Maintain* transform* of behavior*) OR (Maintain* transform* of compert*) OR (Maintain* transform* of conduct*) OR (Maintain* transform* of habit*) OR (Maintain* transform* of practice*) OR (Support* adjust* in behavior*) OR (Support* adjust* of action*) OR (Support* adjust* of behavior*) OR (Support* adjust* of compert*) OR (Support* adjust* of conduct*) OR (Support* adjust* of habit*) OR (Support* adjust* of practice*) OR (Support* alter* in behavior*) OR (Support* alter* of action*) OR (Support* alter* of behavior*) OR (Support* alter* of compert*) OR</p>	<p>((Audien* OR Buyer* OR Clientel* OR Consum* OR Custom* OR Enduser* OR Green* consum* OR Market* OR Payer* OR Person* norm*) OR Public* OR Purchas* OR Shopper* OR (Social* norm*) OR (Subject* norm*) OR User* OR Vend* OR Visitor*))</p>	<p>((Business* polici* OR Business* practic* OR Business* procedur* OR Business* program*) OR (Companies* program*) OR (Consum* polici*) OR (Corpor* communic*) OR (Corporations* polici*) OR (Corporations* practic*) OR (Corporations* procedur*) OR (Corporations* program*) OR (Ecolog* communic*) OR (Enterprises* polici*) OR (Enterprises* practic*) OR (Enterprises* procedur*) OR (Enterprises* program*) OR (Establishments* polici*) OR (Establishments* practic*) OR (Establishments* procedur*) OR (Establishments* program*) OR (Firms* polici*) OR (Firms* practic*) OR (Firms* procedur*) OR (Firms* program*) OR (Microenterprises* polici*) OR (Microenterprises* practic*) OR (Microenterprises* procedur*) OR (Microenterprises* program*) OR (Multinationals* polici*) OR (Multinationals* practic*) OR (Multinationals* procedur*) OR (Multinationals* program*) OR (Sustain* consum* behavior*) OR (Sustain* consum* communic*)))</p>	<p>((Adopt* and sustain* conserv* behavior*) OR (Adopt* and sustain* eco-friend* behavior*) OR (Adopt* and sustain* ecolog* behavior*) OR (Adopt* and sustain* ecolog* friend* behavior*) OR (Adopt* and sustain* ecolog* sound* behavior*) OR (Adopt* and sustain* environment* friend* behavior*) OR (Adopt* and sustain* environment* safe* behavior*) OR (Adopt* and sustain* environment* sound* behavior*) OR (Adopt* and sustain* green* behavior*) OR (Adopt* and sustain* noncontamin* behavior*) OR (Adopt* and sustain* nonpollut* behavior*) OR (Adopt* and sustain* sustain* behavior*) OR (Adopt* eco-friend* behavior*) OR (Adopt* ecolog* friend* behavior*) OR (Adopt* ecolog* sound* behavior*) OR (Adopt* environment* friend* behavior*) OR (Adopt* environment* safe* behavior*) OR (Adopt* green* behavior*) OR (Adopt* noncontamin* behavior*) OR (Adopt* nonpollut* behavior*) OR (Adopt* sustain* behavior*) OR (Culti* conserv* behavior*) OR (Culti* ecofriend* behavior*) OR (Culti* ecolog* behavior*) OR (Culti* ecolog* friend* behavior*) OR (Culti* ecolog* sound* behavior*) OR (Culti* environment* friend* behavior*) OR (Culti* environment* safe* behavior*) OR (Culti* environment* sound* behavior*) OR (Culti* green* behavior*) OR (Culti* noncontamin* behavior*) OR (Culti* nonpollut* behavior*) OR (Culti* sustain* behavior*) OR (Ecolog* behavior*) OR (Ecolog* citizenship*) OR (Embrace* conserv* behavior*) OR (Embrace* ecofriend* behavior*) OR (Embrace* ecolog* behavior*) OR (Embrace* ecolog* friend* behavior*) OR (Embrace* ecolog* sound* behavior*) OR (Embrace* environment* friend* behavior*) OR (Embrace* environment* safe* behavior*) OR (Embrace* environment* sound* behavior*) OR (Embrace* green* behavior*) OR (Embrace* noncontamin* behavior*) OR (Embrace* nonpollut* behavior*) OR (Embrace* sustain* behavior*) OR (Environment* attitude*) OR (Environment* aware*) OR (Environment* behavior*) OR (Environment* concern*) OR (Environment* consump*) OR (Environment* knowledge*) OR (Environment* practic*) OR (Environment* respons*) OR (Environment* sustain*) OR (Environment* conscious*) OR (Environment* friend*) OR (Foster* conserv* behavior*) OR (Foster* ecofriend* behavior*) OR (Foster* ecolog* behavior*) OR (Foster* ecolog* friend* behavior*) OR (Foster* ecolog* sound* behavior*) OR (Foster* environment* friend* behavior*) OR (Foster* environment* safe* behavior*) OR (Foster* environment* sound* behavior*) OR (Foster* green* behavior*) OR (Foster* noncontamin* behavior*) OR (Foster* nonpollut* behavior*) OR (Foster* sustain* behavior*) OR (Green* behavior*) OR (Green* market*) OR (Green* product*) OR (Incorp* conserv* behavior*) OR (Incorp* ecofriend* behavior*) OR (Incorp* ecolog* behavior*) OR (Incorp* ecolog* friend* behavior*) OR (Incorp* ecolog* sound* behavior*) OR (Incorp* environment* friend* behavior*) OR (Incorp* environment* safe* behavior*) OR (Incorp* environment* sound* behavior*) OR (Incorp* green* behavior*) OR (Incorp* noncontamin* behavior*) OR (Incorp* nonpollut* behavior*) OR (Incorp* sustain* behavior*) OR (Nurtur* conserv* behavior*) OR (Nurtur* ecofriend* behavior*) OR (Nurtur* ecolog* behavior*) OR (Nurtur* ecolog* friend* behavior*) OR (Nurtur* ecolog* sound* behavior*) OR (Nurtur* environment* friend* behavior*) OR (Nurtur* environment* safe* behavior*) OR (Nurtur* environment* sound* behavior*) OR (Nurtur* green* behavior*) OR (Nurtur* noncontamin* behavior*) OR (Nurtur* nonpollut* behavior*) OR (Nurtur* sustain* behavior*) OR (Pick* up on conserv* behavior*) OR (Pick* up on ecofriend* behavior*) OR (Pick* up on ecolog* behavior*) OR (Pick* up on ecolog* friend* behavior*) OR (Pick* up on ecolog* sound* behavior*) OR (Pick* up on environment* friend* behavior*) OR (Pick* up on environment* safe* behavior*) OR (Pick* up on environment* sound* behavior*) OR (Pick* up on green* behavior*) OR (Pick* up on noncontamin* behavior*) OR (Pick* up on nonpollut* behavior*) OR (Pick* up on sustain* behavior*) OR (Posit* effect*) OR (Posit* impact*) OR (Pro-environment* action*) OR (Pro-environment* behavior*) OR (Social* implic*) OR (Social* respons*) OR (Sustain* OR (Sustain* consum*) OR (Sustain* conserv* behavior*) OR (Sustain* ecofriend* behavior*) OR (Sustain* ecolog* behavior*) OR (Sustain* ecolog* friend* behavior*) OR (Sustain* ecolog* sound* behavior*) OR (Sustain* environment* friend* behavior*) OR (Sustain* environment* safe* behavior*) OR (Sustain* environment* sound* behavior*) OR (Sustain* green* behavior*) OR (Sustain* noncontamin* behavior*) OR (Sustain* nonpollut* behavior*) OR (Sustain* sustain* behavior*) OR (Take* up on conserv* behavior*) OR (Take* up on ecofriend* behavior*) OR (Take* up on ecolog* behavior*) OR (Take* up on ecolog* friend* behavior*) OR (Take* up on ecolog* sound* behavior*) OR (Take* up on environment* friend* behavior*) OR (Take* up on environment* safe* behavior*) OR (Take* up on environment* sound* behavior*) OR (Take* up on green* behavior*) OR (Take* up on noncontamin* behavior*) OR (Take* up on nonpollut* behavior*) OR (Take* up on sustain* behavior*))</p>	<p>((Busi* OR Corpor* OR Enterpris* OR Establish* OR Firm* OR Manageri* implic*) OR Market* OR (Market* practicion*) OR Microentrepris* OR Multin* OR (Polic* maker*) OR (Practic* implic*))</p>	<p>((Audien* advert*) OR (Audien* apprehens*) OR (Audien* aware*) OR (Audien* cogniz*) OR (Audien* conscious*) OR (Audien* discern*) OR (Audien* edic*) OR (Audien* educe*) OR (Audien* educe*) OR (Audien* instruct*) OR (Audien* knowhow*) OR (Audien* knowledge*) OR (Audien* literacy*) OR (Audien* percep*) OR (Audien* respons*) OR (Audien* train*) OR (Audien* understand*) OR (Behavior* intent*) OR (Behavior* science-has* intervent*) OR (Buyer* advert*) OR (Buyer* apprehens*) OR (Buyer* aware*) OR (Buyer* cogniz*) OR (Buyer* conscious*) OR (Buyer* discern*) OR (Buyer* edic*) OR (Buyer* educe*) OR (Buyer* guidanc*) OR (Buyer* instruct*) OR (Buyer* knowhow*) OR (Buyer* knowledge*) OR (Buyer* literaci*) OR (Buyer* percep*) OR (Buyer* respons*) OR (Buyer* train*) OR (Buyer* understand*) OR (Carbon* footprint*) OR (Clientel* advert*) OR (Clientel* apprehens*) OR (Clientel* aware*) OR (Clientel* cogniz*) OR (Clientel* conscious*) OR (Clientel* discern*) OR (Clientel* edic*) OR (Clientel* educe*) OR (Clientel* guidanc*) OR (Clientel* instruct*) OR (Clientel* knowhow*) OR (Clientel* knowledge*) OR (Clientel* literaci*) OR (Clientel* percep*) OR (Clientel* respons*) OR (Clientel* train*) OR (Clientel* understand*) OR (Commun* about* sustain*) OR (Commun* for* sustain*) OR (Consum* advert*) OR (Consum* apprehens*) OR (Consum* aware*) OR (Consum* behavior*) OR (Consum* cogniz*) OR (Consum* conscious*) OR (Consum* discern*) OR (Consum* edic*) OR (Consum* educe*) OR (Consum* guidanc*) OR (Consum* instruct*) OR (Consum* knowhow*) OR (Consum* knowledge*) OR (Consum* literaci*) OR (Consum* percep*) OR (Consum* respons*) OR (Consum* scapagaw*) OR (Consum* train*) OR (Consum* understand*) OR (CSB* OR (Custom* advert*) OR (Custom* apprehens*) OR (Custom* aware*) OR (Custom* cogniz*) OR (Custom* conscious*) OR (Custom* discern*) OR (Custom* edic*) OR (Custom* educe*) OR (Custom* guidanc*) OR (Custom* instruct*) OR (Custom* knowhow*) OR (Custom* knowledge*) OR (Custom* literaci*) OR (Custom* percep*) OR (Custom* respons*) OR (Custom* train*) OR (Custom* understand*) OR (Distribut* respons*) OR (Elabor* likelihood* model*) OR (Empitor* advert*) OR (Empitor* apprehens*) OR (Empitor* aware*) OR (Empitor* cogniz*) OR (Empitor* conscious*) OR (Empitor* discern*) OR (Empitor* edic*) OR (Empitor* educe*) OR (Empitor* guidanc*) OR (Empitor* instruct*) OR (Empitor* knowhow*) OR (Empitor* knowledge*) OR (Empitor* literaci*) OR 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<p>OR (Tenabl^o revis^o of action^o) OR (Tenabl^o revis^o of behavior^o) OR (Tenabl^o revis^o of comport^o) OR (Tenabl^o revis^o of conduct^o) OR (Tenabl^o revis^o of habit^o) OR (Tenabl^o revis^o of practic^o) OR (Tenabl^o shift^o in behavior^o) OR (Tenabl^o shift^o of action^o) OR (Tenabl^o shift^o of behavior^o) OR (Tenabl^o shift^o of comport^o) OR (Tenabl^o shift^o of conduct^o) OR (Tenabl^o shift^o of habit^o) OR (Tenabl^o shift^o of practic^o) OR (Tenabl^o transform^o in behavior^o) OR (Tenabl^o transform^o of action^o) OR (Tenabl^o transform^o of behavior^o) OR (Tenabl^o transform^o of comport^o) OR (Tenabl^o transform^o of conduct^o) OR (Tenabl^o transform^o of habit^o) OR (Tenabl^o transform^o of practic^o) OR (Viabl^o adjust^o in behavior^o) OR (Viabl^o adjust^o of action^o) OR (Viabl^o adjust^o of behavior^o) OR (Viabl^o adjust^o of comport^o) OR (Viabl^o adjust^o of conduct^o) OR (Viabl^o adjust^o of habit^o) OR (Viabl^o adjust^o of practic^o) OR (Viabl^o alter^o in behavior^o) OR (Viabl^o alter^o of action^o) OR (Viabl^o alter^o of behavior^o) OR (Viabl^o alter^o of comport^o) OR (Viabl^o alter^o of conduct^o) OR (Viabl^o alter^o of habit^o) OR (Viabl^o alter^o of practic^o) OR (Viabl^o attitudin^o adjust^o) OR (Viabl^o attitudin^o alter^o) OR (Viabl^o attitudin^o chang^o) OR (Viabl^o attitudin^o evolut^o) OR (Viabl^o attitudin^o modif^o) OR (Viabl^o attitudin^o revis^o) OR (Viabl^o attitudin^o shift^o) OR (Viabl^o attitudin^o transform^o) OR (Viabl^o behavior^o adjust^o) OR (Viabl^o behavior^o alter^o) OR (Viabl^o behavior^o chang^o) OR (Viabl^o behavior^o convers^o) OR (Viabl^o behavior^o evolut^o) OR (Viabl^o behavior^o modif^o) OR (Viabl^o behavior^o revis^o) OR (Viabl^o behavior^o shift^o) OR (Viabl^o behavior^o transform^o) OR (Viabl^o chang^o in behavior^o) OR (Viabl^o chang^o of action^o) OR (Viabl^o chang^o of behavior^o) OR (Viabl^o chang^o of comport^o) OR (Viabl^o chang^o of conduct^o) OR (Viabl^o chang^o of habit^o) OR (Viabl^o chang^o of practic^o) OR (Viabl^o convers^o in behavior^o) OR (Viabl^o convers^o of action^o) OR (Viabl^o convers^o of behavior^o) OR (Viabl^o convers^o of comport^o) OR (Viabl^o convers^o of conduct^o) OR (Viabl^o convers^o of habit^o) OR (Viabl^o convers^o of practic^o) OR (Viabl^o evolut^o in behavior^o) OR (Viabl^o evolut^o of action^o) OR (Viabl^o evolut^o of behavior^o) OR (Viabl^o evolut^o of comport^o) OR (Viabl^o evolut^o of conduct^o) OR (Viabl^o evolut^o of habit^o) OR (Viabl^o evolut^o of practic^o) OR (Viabl^o modif^o in behavior^o) OR (Viabl^o modif^o of action^o) OR (Viabl^o modif^o of behavior^o) OR (Viabl^o modif^o of comport^o) OR (Viabl^o modif^o of conduct^o) OR (Viabl^o modif^o of habit^o) OR (Viabl^o modif^o of practic^o) OR (Viabl^o revis^o in behavior^o) OR (Viabl^o revis^o of action^o) OR (Viabl^o revis^o of behavior^o) OR (Viabl^o revis^o of comport^o) OR (Viabl^o revis^o of conduct^o) OR (Viabl^o revis^o of habit^o) OR (Viabl^o revis^o of practic^o) OR (Viabl^o shift^o in behavior^o) OR (Viabl^o shift^o of action^o) OR (Viabl^o shift^o of behavior^o) OR (Viabl^o shift^o of comport^o) OR (Viabl^o shift^o of conduct^o) OR (Viabl^o shift^o of habit^o) OR (Viabl^o shift^o of practic^o) OR (Viabl^o transform^o in behavior^o) OR (Viabl^o transform^o of action^o) OR (Viabl^o transform^o of behavior^o) OR (Viabl^o transform^o of comport^o) OR (Viabl^o transform^o of conduct^o) OR (Viabl^o transform^o of habit^o) OR (Viabl^o transform^o of practic^o))</p>					
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9.2 Summary of search results

SOURCE TITLE	WOS CORE COLLECTION		SCIMAGOJR MARKETING 2021		SCIMAGOJR STRATEGY &		FNÈGE 2022	INCLUDED IN ALL	INCLUDED IIN ALL
	JCR2022	WOS	RANKING	H-INDEX	RANKING	H-INDEX	INCLUDED	YES/NO	YES/NO
Journal Of Cleaner Production	427	YES	NA	NA	Q1	232	2	YES	YES
Business Strategy And The Environment	105	YES	NA	NA	Q1	115	3	YES	YES
European Journal Of Marketing	92	YES	Q1	110	NA	NA	2	YES	YES
Journal Of Retailing And Consumer Services	80	YES	Q1	104	NA	NA	3	YES	YES
Journal Of Business Research	65	YES	Q1	217	NA	NA	2	YES	YES
International Journal Of Consumer Studies	61	YES	Q2	77	NA	NA	4	YES	YES
Journal Of Fashion Marketing And Management	43	YES	Q2	56	NA	NA	4	YES	YES
Journal Of Services Marketing	41	YES	Q1	111	NA	NA	3	YES	YES
Corporate Social Responsibility And Environmental Management	35	YES	NA	NA	Q1	82	3	YES	YES
Journal Of Product And Brand Management	34	YES	Q2	90	Q1	90	4	YES	YES
International Journal Of Bank Marketing	32	YES	Q2	87	NA	NA	4	YES	YES
Supply Chain Management	28	YES	NA	NA	Q1	125	2	YES	YES
International Marketing Review	27	YES	Q1	96	NA	NA	2	YES	YES
Journal Of Marketing Management	26	YES	Q1	75	Q1	75	3	YES	YES
Journal Of Macromarketing	24	YES	Q2	58	NA	NA	3	YES	YES
Journal Of Knowledge Management	23	YES	NA	NA	Q1	124	2	YES	YES
Qualitative Market Research	23	YES	Q2	59	NA	NA	4	YES	YES
Harvard Business Review	21	YES	NA	NA	Q1	190	2	YES	YES
International Journal Of Production Research	21	YES	NA	NA	Q1	153	2	YES	YES
Journal Of Service Management	21	YES	NA	NA	Q1	69	3	YES	YES
Journal Of Product Innovation Management	20	YES	NA	NA	Q1	154	1	YES	YES
Industrial Marketing Management	18	YES	Q1	147	NA	NA	2	YES	YES
International Journal Of Hospitality Management	18	YES	NA	NA	Q1	136	3	YES	YES

9.4 Inclusion/Exclusion criteria

The full list of inclusion/exclusion criteria will be found in the original paper.

9.4.1 Inclusion criteria

This review includes peer-reviewed journals written in English that discuss firms' participation in driving sustainable behavioral changes among consumers that show up in the results conducted with the search terms.

To ensure the quality of our systematic literature review, we include publications with editorial rigor and best practices. Therefore, included documents are listed in (1) Web of Science's Journal Citation Report (2022), (2) SCIMAGO's rankings for the subject categories of "Strategy and Management", and (3) SCIMAGO's rankings for the subject categories of "Strategy and Management Marketing".

Articles to be included must include at least one empirical study. In other words, they shall have all have primary data.

The date of publication is not taken into consideration concerning inclusion criteria.

9.4.2 Exclusion criteria

Documents not written in English are excluded. Non-empirical documents (e.g., reviews, theoretical papers, etc.) are also excluded.

The initial results from databases searches are screened three times.

In the first phase, they will be screened primarily on the titles. Any articles that do not focus on firms stimulating pro-environmental behaviors among their consumers are excluded. Such articles could be propositions of actions for governmental agencies or consumers. Any review is equally excluded, as they risk containing duplicate entries.

In the second phase, articles are screened according to the titles, abstracts, and keywords. Exclusion criteria for this phase comprise of documents that have the theme of sustainability but are of irrelevant concerns. For example, such articles may (1) analyze firms' performance (e.g., financial, personnel development, productivity, market position, etc.) in relation to their eco-participation or sustainability efforts, (2) discuss sustainability practices within the company, or (3) exploring ways to boost sales of sustainability-labelled products.

In the third phase, documents are screened based on their full texts. Non-focus on the influences firms could exert on consumers to drive pro-environmental behaviors forms the exclusion basis.

9.5 Included articles

	Included full texts	Number of studies	Location	Time	Data type	Duration	Methodology (1)	Unit of analysis (1)	Sample size (1)	Valid response rate (% or subjects) (1)	Methodology (2)	Unit of analysis (2)	Sample size (2)	Valid response rate (% or subjects) (2)	Data collection procedure	Reward	Other details
1	Elf et al. 2020	3	UK + Ireland	2015 - 2018	Primary	3 years	QT - Survey	Individual	125	48%	QT - Survey	Individual	100	80	IKEA FAMILY	£500; £300; £100 IKEA vouchers	S3: 141 participants, valid response 64.54%
2	Foscht et al. (2018)	2	Europe	Spring 2016	Primary	10 days	QT - Survey	Individual	223	219	QT - Experimental	Individual	327	327	In person	No mention	Study 2: graduate students, smartphone (high involvement) vs coffee (low involvement)
3	Morgan et al. (2018)	2	Belgium, Denmark, France, Italy, UK	2014 - 2016	Primary + Secondary	2 years	QL - Interview	Individual	25	Not Applicable	QL - Case study	Year	18	Not Applicable	In person	Not Applicable	'I Prefer 30' (IP30) campaign
4	Mulcahy et al. (2020)	1	Online	June - September 2017	Primary	3 months	QT - Experimental	Individual	1000	326	Not Applicable	Not Applicable	Not Applicable	Not Applicable	Facebook + 3rd party	No mention	Also used app analytics, consumption data,
5	Mulcahy et al. (2021)	1	Australia	Spring - Fall 2020	Primary	9 months	QT - Experimental	Individual	601	57.9%	Not Applicable	Not Applicable	Not Applicable	Not Applicable	Not Applicable	Small appliance	Control group: 360; Qualtrics (survey panel provider); randomly assigned two-group, three-time period field study
6	Nicolau et al. (2022)	2	USA	August 2019	Primary	No mention	QT - Survey	Individual	1371	No mention	Not Applicable	Not Applicable	Not Applicable	Not Applicable	Amazon Mechanical Turk (MTurk).	Monetary	1,371 (sampling error = 2.64%; p = q
7	Ratay et al. (2022)	1	Germany	May - June 2021	Not Applicable	No mention	QT - Factorial survey	Individual	1192	No mention	Not Applicable	Not Applicable	Not Applicable	Not Applicable	Qualtrics	Monetary	Items were translated to German and verified using back-translation
8	Shang et al. (2010)	2	USA	No mention	Primary	No mention	QT - Experimental	Individual	401	No mention	QT - Experimental	Individual	884	No mention	Zoomerang	Zoomerang points	S1: 47%, S2: 43% female
9	Silva Cruz et al. (2016)	1	Portugal	No mention	Primary + Secondary	No mention	QL - Group interview	Urban public transport company	2	Not Applicable	Not Applicable	Not Applicable	Not Applicable	Not Applicable	In person	Not Applicable	Studies commenced with secondary data analysis of public data
10	Su et al. (2022)	1	Seoul, South Korea	January 15 to March 15, 2021	Primary	2 months	QT - Survey	Individual	>581	581	Not Applicable	Not Applicable	Not Applicable	Not Applicable	In person	No mention	February 1 as an arbitrary cut-off point: early and late replies
11	Tsarenko et al. (2013)	1	Australia	Unassigned	Primary	1 week	QT - Survey	Individual	1002	19%	Not Applicable	Not Applicable	Not Applicable	Not Applicable	Online Australian panel	\$5	Invitation only; random sample; 18 years old plus; 1 open survey at once; Per 3-month period
12	Veleva (2021)	1	USA	December 2018 - May 2019	Primary + Secondary	5 months	QL - Interview	Entrepreneurs	8	Not Applicable	Not Applicable	Not Applicable	Not Applicable	Not Applicable	In person	Not Applicable	Interviews with sustainability entrepreneurs
13	Young et al. (2018)	6	UK	2014 - 2015	Primary	4 - 6 weeks per campaign	QT - Quasi-experimental	Interventions	6	Not Applicable	QT - Survey	Individual	631	14% - 40%	Various	No mention	5 communication channels; 2 4-6-week periods; 6 one-off interventions; follow-up surveys and questionnaires

9.7 PRISMA flowchart

PRISMA 2020 flow diagram for new systematic reviews which included searches of databases, registers and other sources

