

The Environmentalist Movement in the World and Environmental Studies in the Marketing Literature

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ABSTRACT

Problems such as environmental pollution, the depletion of the ozone layer, the melting of glaciers due to global warming, the decline in clean resources and the extinction of some species have prompted people to consider the idea of a more sustainable world. In this process, humanity is going through a mental transformation and gaining some awareness. As emphasized in this study, all crises (accidents, fires, outbreaks, etc.) experienced worldwide have been the driving forces for environmental transformations. Environmentalist movements emerging from this orientation have also found their place in the world of science and therefore in the marketing literature. From this point of view, the aim of this study is to explain the scientific publications inspired by the environmental transformations experienced chronologically and to reveal the part that is present in the marketing literature. In this study, it has been shown with which intensity environmental studies have been included in the marketing literature. In addition, it was determined which marketing journals were discussed intensely. This study points to potential academic fields of study. Finally, this study emphasizes that while trying to explain green consumer profiles, attention should be paid to macro factors (lifestyle, sociological variables, etc.) in addition to micro factors such as values and norms. National and corporate green policies can be more successful if handled in this context.

JEL classification: M30; M31

Keywords: environmental studies, green marketing, sustainability, green consumption

1. INTRODUCTION

Problems such as global warming, the depletion of the ozone layer, air and soil pollution, soil erosion and deforestation, which came into being with industrialization, are seen nowadays as serious threats to human life. Humanity, being aware of these threats, began to gain consciousness and to strive in order to prevent these threats in the name of saving both its own future and that of the next generations. From these attempts, increasingly environmentalist thinking systems and green movements originated.

It can be said that environmental volunteering in the world began with the industrialization in Europe. The first environmentalist group was founded in Britain in 1865 (Ayvaz & Tekalan,

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1992). Environmental awareness, sensitivity to the environment and environmentalist movements continued to expand. Many researchers see Rachel Carson's book "*Silent Spring*", which was published in 1962, as the beginning of the trend related to the environment (Yılmaz & Arslan, 2011). In this work, the harms of synthetic chemical combatting medicines (pesticides and insecticides) are mentioned. In addition, it is emphasized that the results of the active and fast lifestyle are a disaster for the world.

A new environmentalist trend began to take form in 1970s. In this environmentalist trend, it is seen that societies and individuals united around green sensitivity and they even formed political parties. For instance, the first green parties were formed in New Zealand in 1972, and then in England in 1973. In addition, green parties achieved significant successes in countries like Belgium and Germany.

Environmental consciousness and respect for nature-oriented trends began to impact the consumption habits of individuals as of the 1970s. "*April 22 Earth Day*", which was celebrated in 1972 for the first time, is seen as one of these steps taken in this regard. From all these developments, corporate and marketing strategies of enterprises began to be included in the environmental transformation (Ayvaz & Tekalan, 1992).

According to Ayvaz and Tekalan (1992), there are three main books on the grounds of the new environmentalist movement: "*The Limits to Growth*", which is one of these books, states that provided that the current consumption trend of the world continues, production systems are going to collapse rapidly (see Meadows et al., 1972). In "*A Blue Print for Survival*", another book published in England in 1972 (see Goldsmith & Prescott-Allen, 1972), it is emphasized that a sustainable society can only be achieved through minimum ecological damage and maximum energy protection and it is mentioned that the system of the Earth is going to collapse in our children's future in case the current course of events continues. In parallel with these works, in "*Small is Beautiful*" (Schumacher, 1973), a book published in 1973, the system of values related with the environmentalist movement is analyzed.

In the 1980s, the focus was on the protection of the Earth and resources in the western societies. Industrial accidents helped to carry the relation between pollution, green tendency, growth and environment to the dimension of sustainability. Besides, the Bhopal gas disaster, the Chernobyl nuclear disaster and the Exxon Valdez oil spill, which took place in 1980s, drew the attention of the public opinion to the environmental worries and efforts to protect the environment. The World Commission on Environment and Development (WCED) was founded by the United Nations in 1982 and this commission published a report under the title "*Our Common Future*" in 1987 (see WCED, 1987).

Green awareness, which started to come into existence with the published books, social and political processes, began to develop. Significant environmental problems such as global warming, acid rains, depletion of the ozone layer enabled the gathering of the 1972 Stockholm Conference as the first international activity. At this conference, the United Nations Environment Programme (UNEP) was constituted. In addition, in 1987 the Montreal Protocol, in 1988 the NOx Protocol and in 1989 the Basel Convention on Hazardous Wastes were signed; in 1992 the Rio de Janeiro Earth Summit was gathered (Ayvaz & Tekalan, 1992). These steps have increasingly continued to date. Common awareness that took shape anew enabled the steps in this field and the steps in this field enabled the formation of awareness.

However, giant economies such as China (the country with the fastest growth rate in consumption of households in the last 30 years) still seem considerably weak at environmentalist awareness, which is set to form the basis for building an environment-friendly society. For instance, according to the China Environmental Performance Index (CEAP Office, 2008), it is established that the environmental awareness score of the Chinese is 44.5 out of 100; the environment-oriented behavior score is 37 out of 100 (Wang et al., 2013). This situation is the indicator that the awareness of the protection of the environment along with the rising environment

awareness could not materialize its full potential globally yet. Still, developments are experienced in a positive direction and are extremely fast.

Despite all these advancements, environmental disasters have not unfortunately ceased to take place since the 1970s to date; they cause an increasingly more reaction of individuals and societies.

After the explosion that took place on April 20, 2010 at the deepwater platform belonging to BP in Mexican Gulf, a massive oil leakage occurred; the leakage could only be stopped on July 15, 2010. After this event that appeared immensely in the media, many protests were organized also with the contribution of environmental awareness and were on the rise among individuals and societies (Cronin et al., 2011). In addition, the fires which broke out in New South Wales in Australia in July 2019 and which could not be taken under control could only be put out after 240 days. The fire cost the lives of 28 persons, more than 3,000 damaged homes and the lives of more than 1 billion species (NTV, 2020). The tragic images of koalas and other species which ran away from the fire occupied the headlines for days. All these developments reveal that humankind harms the natural environment and the habitats of other living species.

All these accidents, concerns, the transformation of thinking systems, the tendency to take into account the next generations and the decrease of natural resources provided the basis for the environmentalist movement.

Environmentalism can be defined as the interest of the public opinion that comprises the issues related to the protection of natural resources, prevention of pollution and harmful dangerous wastes, protection of historical and cultural resource legacy, prevention of extinction of plant and animal species, avoidance of air, water and noise pollution with a view to protecting, supporting and improving the nature (AMA, 2014).

The environmentalist movement has nowadays become a comprehensive scientific, societal, social and political movement. Fundamental objectives of the environmentalist movement are that the natural resources should become sustainable and that changes should be made in individual behaviors, public and corporation policies with a view to improving and protecting the environment (Alnıaçık & Yılmaz, 2008).

While these changes take place on the globe, certainly the academic literature has also been affected by this tendency. Journals related to the environment have started to emerge and publications have started to focus on this issue. The environment is at the spot where many branches of science intersect. In addition, the marketing field has been affected by the environmentalist tendency and it has begun the mental transformation that constitutes its part.

The aim of this study is to explain in a chronological order the scientific publications where the environmental transformations that appear in people's minds and actions with the stimulation of various crises are seen and to reveal the realized part in the marketing literature. In the study, it has been determined where environmental studies in marketing are among all environmental studies. Then, the years when the environmental studies appear in marketing literature and the intensity of these studies in the marketing journals have been indicated. In addition, the pioneering publications related to the environment in the field of marketing have been examined and it is attempted to draw the frame where the issue of the environment is discussed.

The study is significant since it emphasizes the position of marketing publications in terms of environmental literature. In this regard, marketing journals fall into the middle of environmentalist discussions. Since environmentalist and green transformations accommodate transformations of lifestyle and values in them, marketing studies that are common in these three fields (green, value and lifestyle) have been checked and it is concluded that it is a field which has not been studied much yet. In the study, the distribution of the concepts related to green marketing in marketing journals and the leading subjects that green marketing articles focus on are presented in the context of a systematic literature review.

2. ENVIRONMENTAL STUDIES IN THE MARKETING LITERATURE

The environmentalist movement needs some changes in lifestyles of individuals and societies. While these changes take place, some changes happen in the individuals' inner worlds, value and belief systems. Briefly, a shift from micro changes (changes in personal values and norms) to macro changes (changes of lifestyles and societal transformations) takes place.

Mentioning a green movement in the field of marketing can only be completely explained through dealing with the transformation of values of individuals and changes of lifestyles in societies. Therefore, it is necessary to refer to these three fields of study (value, lifestyle and green studies). Before focusing on publications related to the environment, it is essential to emphasize the tendency of lifestyles and values of being sensitive to the environment which are therefore the fundamental issues that affect the tendency of green consumption.

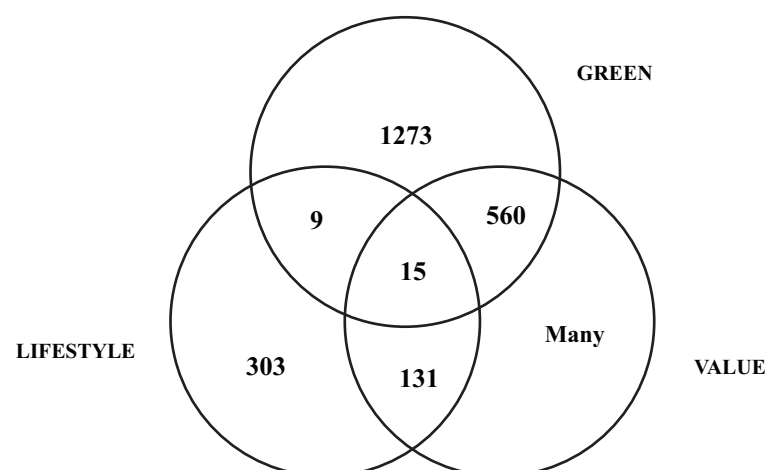
Lifestyle can be defined as observable patterns in the individual's obvious behavior and cognitive style. The cognitive patterns comprise values, attitudes, beliefs, ideas and interests. The other kind of such patterns on the other hand designates concrete practices (for instance, spending practices, good/service usage, family life, media, and political, cultural and organizational activities). Cultural preferences and practices such as letters, music, art and consumer brands are grouped by measuring (Petev, 2013). Lifestyles are affected by race, ethnicity, religion, sex and age. Social classes are formed under the influence of factors such as lifestyles, cultural characteristics and education level.

Value on the other hand is defined as the belief when one situation is preferable to another situation. Approaches such as Rokeach Value Survey and List of Values (LOV) are used in order to measure the values. Every culture has fundamental values that affect the consumers in it. An Italian and an American might have different thinking systems and values from each other. For instance, the trend of sustainability that foresees being more sensitive to the environment in the United States of America can be considered as a newly forming value (Solomon, 2009). In the light of these values, sun houses, hybrid vehicles, recycling mechanisms, even organic product markets (e.g. organic food and organic textile) are coming into existence; it is obviously seen how values give a direction to consumers and lifestyles.

From here, a scan has been conducted on “*lifestyle*”, “*value*” and “*green consumption*” which constitute the main body and publications on these issues have been classified in their intersecting diagrams (Figure 1).

Figure 1

Lifestyle and value intersection in green studies



458 publications were downloaded as a result of the selection of journals of “marketing”, “business administration”, “management” and after the necessary filtering out of 51,867 results for keyword “lifestyle” on the Web of Science.

More than one million articles that we encountered in searches for “Value” were reduced to 22,481 again with the same filtering system. Since the values in the field of marketing were studied in a very wide frame, the results were refined centering on green consumption and the number was reduced to 706.

Of the scan related to “Green”, 111,831 publications in total were refined with the same methodology in the form of 1,857 articles. Then, the primary keywords under the title “green” were searched. Originating from the readings that were made, the concepts that are used most often and relate to marketing studies in environmental issues have been explained below.

2.1. Environmental Marketing

If we examine the green trend in the field of marketing in more detail, with the concepts of “ecological marketing” that emerged in the 70s, with the concepts of “green marketing” and “environmental marketing” that emerged in the 80s, with the concept of “enviropreneurial marketing” (Menon & Menon, 1997) and “sustainable marketing” (Fuller, 1999) that emerged in the 90s, the thought of reducing consumption and transforming emerged (Peattie & Peattie, 2009). After the first half of the 1990s, a wider sustainable movement began (see Van Dam & Apeldoorn, 1996; Kilbourne, 1998; Peattie, 1999). The difference in this new approach is a holistic view which focuses on sustainability related to the environment and in which the real value of nature is appreciated rather than economic efficiency (Heath & Chatzidakis, 2012).

Ecological marketing which was conceptualized in the 1970s comprises approaches that appear on the basis of consumers’ concerns related to the environment. Later, environmentalist tendencies which intersect with the organizational marketing’s responsible consumer side come into play. This approach was effective in a small number of sectors (automotive, chemistry) and in more limited consumer behavior (recycling, fuel saving). As long as the number of sectors affected by this tendency increased, green marketing and environmental marketing concepts were born. Consumers’ awareness related to the environment and their level of knowledge increased in time. With enviropreneurial marketing, being an institutional environmentalist is the efforts of institutions to transform into environmental enterprises. Finally, industrial ecology principles and consumption decreasing approaches appeared with sustainable marketing (Peattie & Peattie, 2009). The transformation of environmentalist tendencies in years is shown in Table 1.

As can be seen from Table 1, environmental marketing and green marketing entered the literature at the same time and turned into concepts that can be used interchangeably. For this reason, both concepts were used as keywords in the later stages of the research. These two concepts are considered to be the concepts with the most widespread use when expressing environmentally sensitive practices in marketing.

Table 1

Marketing concepts about the environment

Marketing Tendencies Related to Environment				
Years	1970s	1980s	1990s	Currently
Concepts	Ecological Marketing	Green Marketing Environmental Marketing	Enviropreneurial Marketing	Sustainable Marketing

Source: Prepared from Peattie and Peattie (2009).

2.2. Sustainability

Considered from the point of view of the environment, sustainability aims to use our resources effectively. It aims to prevent excessive consumption and to reduce the negative effects that consumption creates. Sustainability argues that environmental objectives can meet at a common point with economic wealth. Along with being a systematic approach in doing the right thing, it is the view that doing the right thing and economic success can be reconciled.

The sustainability concept focuses on the possibility of legating to the next generations more or at least the same resources as the resources that are owned now. It is considered today that it is an unconscious behavior to keep consumption at the maximum and to transmit less resources to the next generations. Some global enterprises realize these realities and they conducted studies on this matter: Unilever, General Electric, DuPont, Wal-Mart are some of those enterprises (Kotler, 2011). The number of these enterprises is increasing every day.

2.3. Green Marketing

When marketing sensitive to environment is in question, it is “*green marketing*” which is the most encountered concept that appeared in the 1980s. Green marketing is defined as marketing activities that aim to reduce negative social and environmental effects of the existing products and production systems, to release goods and services which damage less (Peattie, 2001). Besides, green marketing is considered as the marketing form which fulfills the duty of directing the consumer demand to environment-friendly products. Briefly, green marketing is to meet the consumer demands and needs in a way to cause the least damage to the environment (Polonsky, 1994).

Studies conducted in green marketing are generally in the following themes (Heath & Chatzidakis, 2012): pro-environment consumption (see Anderson & Cunningham 1972; Kinnear et al., 1974), recycling, sustainable tourism (see Budeanu, 2007), transportation (see Guy, 2009), energy consumption (see Press & Arnould, 2009; Geppert & Stamminger, 2010), purchase of green products (see Follows & Jobber, 2000).

2.4. Green Consumer

Green consumer is the consumer who plays a part voluntarily and actively in the protection of nature/environment, can steer the production and consumption and assess whether waste after consumption causes damage to the environment (Odabaşı, 2013). 75% of consumers define themselves as green consumers and prefer environment-friendly goods (Saad, 2013). From here, in our study the concept of green consumer is used due to the fact that it is a more comprehensive concept.

It is possible to consider green consumers in two groups: green consumers who are accepted socially (consumers who are aware of their own choices and results, accurately informed and aware of their social role) and volunteer pure green consumers (consumers who reject the capitalist values and mechanisms and who have the potential of an environmental activist) (Moisander & Pesonen, 2002).

Persons inclined to be green consumer see themselves as opinion leaders. According to this, their interest levels are high, they are open to product information and changes. Therefore, they do not have any brand loyalty. They do research on products and they talk about these products with others. They carry out effective communication from mouth to mouth. As soon as seeing, they do not have the tendency to buy at once. They do shopping cautiously and they are price-sensitive (Shrum et al., 1995).

2.5. Green Product

Green product is considered as the fundamental factor of the green marketing mix because it has been stated that the processes of design and production of the product comprise 70% of the damage that the product causes to the environment (Hussein & Cankül, 2010). In this respect, related to protecting the environment, green product is an important concept that must be evaluated with all its processes.

Green product is an environment-friendly product and it is sensitive to nature. In general, it does not contain poison, it does not cause pollution, it can be reused and it can be recycled. Green product generally defines products that protect or improve the natural environment, ensure the conservation of energy and the reduction or elimination of toxic substances, pollution and waste (Ottman et al., 2006).

In this respect, it is essential that the green product satisfies the demands and needs of the consumers, ensures the continuity of energy resources, is socially considered as not causing damage to nature and to the ones living in it. It does not endanger people's health either (Duru & Şua, 2013).

3. METHODOLOGY

In the research, the following steps were followed in order to be able to take the leading journals in the field of marketing as a basis and to progress systematically. First, in order to draw a general framework, the basic concepts related to the subject were determined as stated above. These are defined as “environmental marketing”, “sustainability”, “green marketing”, “green consumer”, “green product”. The journals in which these concepts are studied were researched. The searches are important in terms of showing the participation level of marketing journals in the environmental studies literature. Accordingly, journals such as “Sustainability” and “Journal of Cleaner Production” were identified as the journals with the most research on the subject. The main green discussions are not held in marketing journals. Marketing journals rank in the middle of the general environmental literature. In this context, it is possible to come across many academic journals other than marketing journals in literary environments where environmental studies are conducted.

While planning the literature review, a systematic approach was adopted in order to make a similar study feasible by other researchers in the future, and in this way, the study was tried to be reliable. It is important that the steps of the process are expressed clearly in order to allow repeatability. The steps that should be in a systematic literature review (Briner & Walshe, 2014) were carried out in 8 steps as follows.

1. In this context, the research questions were determined as follows: How much has the marketing literature been affected by the environmentalist movement emerging around the world? Which basic issues and concepts are publications within the scope of green marketing shaped around? Does green marketing tend to handle the issue in a micro form in terms of consumers' perceptions of values, behaviors, intentions, etc., or in a macro way in terms of lifestyle, culture, etc. that bring about a social transformation? Does marketing make more use of the science of psychology or the science of sociology while addressing the green issue?
2. In order to obtain the answers to the above questions, all SSCI and ESCI articles from 1980 to 2021 were analyzed through the Web of Science, regardless of qualitative and quantitative distinction. An attempt was made to ensure that all studies related to the subject in the field could be addressed.
3. The Web of Science was preferred because it provides easy access to the widespread database network and citation numbers, has many sorting methods such as articles according to the

most relevant, according to the highest citation rate, according to the source title, according to the most recent, and provides detailed graphs and analyses.

4. The study was carried out over 8 keywords (green consumption, sustainability, environmental marketing, green marketing, recycling, green consumer, green energy, green product) that are frequently discussed in environmental and green marketing studies. In addition, lifestyle and value keywords were also searched in these studies. At this point, it was determined that the studies concentrated around 5 keywords and the field of study was narrowed to refine the results. In addition, it was found that green marketing mostly concerns studies from the perspective of the consumer, based on psychology. The results of these keywords, which were searched for in 20 marketing journals with the highest h-5 index, show that the publications are concentrated around 10 main journals. It was observed that the number of citations became more concentrated after a certain number (50 and more citations). All studies were included in the process from the beginning of the concentration in order to determine which subjects were studied the most and attracted attention.
5. At the end of all these eliminations, the results were refined by focusing on the main studies guiding the field. The purpose of the elimination achieved in this way is to detect the mainstream approach and cluster.
6. All these articles were examined one by one according to the citation rate and 9 articles with more than 300 citations were tabulated.
7. The study systematically included a flow from wide to narrow. Highly cited studies in the field of green marketing were synthesized.
8. In the last step, the potential impacts and limitations of the study were evaluated.

Table 2

Marketing journals according to index ranking

	Name of the Journal	h5-index*	h5-median value
1.	Journal of Business Research	96	131
2.	Journal of Marketing	67	99
3.	Industrial Marketing Management	66	94
4.	Journal of Retailing and Consumer Services	64	85
5.	Journal of Consumer Research	61	91
6.	Journal of Marketing Research	58	97
7.	Journal of the Academy of Marketing Science	49	93
8.	Journal of Retailing	44	83
9.	Marketing Science	42	61
10.	Psychology & Marketing	41	54
11.	Journal of Service Research	40	67
12.	Journal of Consumer Psychology	39	87
13.	Journal of Advertising	39	63
14.	Journal of Marketing Management	39	57
15.	European Journal of Marketing	39	54
16.	International Journal of Research in Marketing	37	56
17.	International Journal of Bank Marketing	36	49
18.	International Journal of Consumer Studies	36	49
19.	Journal of Services Marketing	36	49
20.	Electronic Commerce Research and Applications	35	59

* The h-index, put forward by the physicist named Hirsch (2005), is concerned with how many publications are cited above a certain value while evaluating science. The two variables that need to be known when calculating the H-index are the number of publications and the number of citations made to these publications. The H-5 index shows, on the other hand, data for the last 5 years.

Source: https://scholar.google.com.tr/citations?view_op=top_venues&hl=tr&vq=bus_marketing, Access date 30.03.2020.

Figure 2

Four-phase flow chart of data extraction and filtration process (adapted from Saleem et al., 2021)

Identification	Research Keywords: “Lifestyle” and “Value” and “Green”		
	Studies identified in the field “Topic”		
Screening	Lifestyle	Value	Green
	n = 51,867	n = More than 1 million	n = 111,831
Eligibility	Studies refined “Research Areas: Business”		
	n = 616	n = 39,931	n = 2,992
	Studies refined “Source Titles: Marketing and Business Journals”		
	n = 458	n = 22,481	n = 1,857
		Studies refined: “Lifestyle” or “Green”	Studies refined: Over 50 citations, 5 concepts in 10 journals.
		n = 706	n = 1,396
Schematized		Duplicates are refined	
Included	n = 1,010		
	Examined		
	Studies refined: Over 300 citations		
	n = 9		
	Tabulated		

The literature review was narrowed down to focus on leading marketing journals. While determining these journals, the Google Scholar search engine was used. The classification of journals according to the h-5 index was preferred because it is extremely up-to-date and practical in Google Scholar. The leading journals in the field are classified similarly in many databases. While accessing the articles, the Web of Science was preferred in terms of providing comprehensive data access. The list of journals related to marketing, ranked according to the h-5 index, was developed in line with the Google Scholar criteria. This list is shown in Table 2. Also, there is a four-phase flow chart in Figure 2 to show the methodological functioning, selection and elimination process at different steps.

4. FINDINGS

In the research, the concepts such as green consumption, sustainability, environmental marketing, green marketing, recycling, green consumer, green energy, green product were scanned as keywords in the journals above. In addition, based on the 3 concepts mentioned at the beginning of the study, publications containing the keywords “green consumer and value” and “green consumer and lifestyle” were also scanned.

After scanning the keywords in the above-mentioned journals, 1,857 studies were obtained. Of the 1,857 publications found as a result of the screening, the field of the research was narrowed as “journals with more than 50 publications in total and the 5 most studied concepts”. Thus, the studies that were the subject of the research were reduced to 1,396 publications. Publications are clustered in maximum 10 journals. These established journals are: International Journal of Consumer Studies, Journal of Business Research, Industrial Marketing Management, European Journal of Marketing, Psychology & Marketing, Journal of Retailing and Consumer Services, Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Advertising, Journal of Marketing Management. Focused concepts are Sustainability (S), Environmental Marketing (EM), Green Marketing (GM), Green Consumer (GC) and Green Product (GP) as explained before (Table 3). The purpose of this narrowing is to focus on the main articles guiding the field. It has been noticed that articles with 50 or fewer citations are sparse in number and the years of publication are in the recent past. The distribution of 1,396 articles in terms of journals and keywords is shown below (Table 3). Rows are abbreviations of journal names, columns are abbreviations of keywords.

Table 3

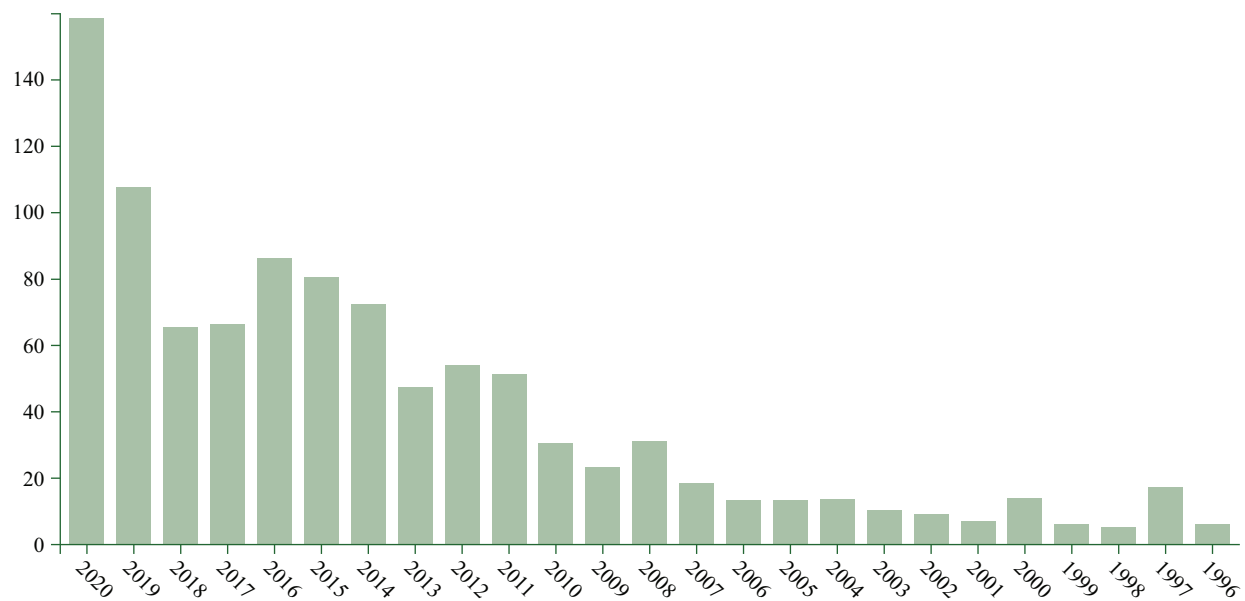
Distribution of publications directly related to the subject

Journals	S	EM	GM	GC	GP	Total
I.J.C.S.	101	48	39	86	47	321
J.B.R.	94	132	33	52	36	347
I.M.M.	46	78	23	8	15	170
E.J.M.	19	48	9	15	14	105
P.M.	22	22	7	27	17	95
J.R.C.S.	19	9	11	22	15	76
J.M.	13	37	11	13	10	84
J.A.M.S.	19	33	10	6	6	74
J.A.	2	9	9	28	19	67
J.M.M.	22	14	9	8	4	57
Total	357	430	161	265	183	1396

While refining the articles in Table 3, the articles found in duplicate in more than one keyword were identified with the Endnote program and placed in a keyword that was most appropriate by looking at the content of the articles in question. Of these 1,396 publications, when the publications that were re-found in different concepts during scanning and recorded as duplicates were eliminated, 1,010 publications remained. The distribution and numbers of these publications over time are as in Graph 1 and Table 4. The mentioned 1,010 publications are shown in Table 4 according to their publication times in 10-year periods. Graph 1 presents the distribution of the publications by years. This chart was created during the detailed analysis process in the Web of Science and shows the last 25 years. Graph 1 and Table 4 are important in terms of showing that the tendency to research areas related to the subject is increasing.

Graph 1

Distribution of publications by years

**Table 4**

Publication numbers by years

Journals	Time Period					Total
	1980–1989	1990–1999	2000–2009	2010–2019	2020	
JBR	0	26	45	174	67	312
IJCS	0	0	18	145	19	182
IMM	0	9	21	90	22	142
EJM	1	0	24	50	14	89
P&M	0	2	11	37	12	62
JRCS	0	0	0	38	13	51
JM	3	12	12	23	1	51
JAMS	0	2	15	30	4	51
JA	0	8	1	24	2	35
JMM	0	0	0	32	3	35
Total Articles	4	59	147	643	157	1010

As can be seen, although publications have fluctuated in recent years, they have been studied with increasing momentum from the past to the present. Based on Table 4, issues based on environmentally sensitive consumption were among the areas of interest of marketing science in the 90s and this interest has continued to increase. These results show how rapidly the environmentally-oriented thinking system has spread over time.

Finally, among a total of 1,010 articles in 10 selected marketing journals, all articles with minimum 300 citations were examined. These pioneering studies are classified in detail in terms of the theory used, the focus of the publication (business or consumer), sample, method and concepts used. All of these studies are shown in Table 5. Table 5 aims to reveal the contents and focal points of green studies that are highly cited in marketing journals.

Table 5
Major studies in selected marketing journals

Article	Theory/Construct	Focus	Method	Sample	Concepts/Findings
Diamantopoulos et al., 2003	Environmental consciousness Socio-demographics	Consumer	Qualitative- Quantitative	Interview Focus group, Survey 1,697 consumers U.K.	Environmental attitude: Gender +* Number of Children + Education Level + Social Class +
Roberts, 1996	Ecologically conscious consumer behavior	Consumer	Quantitative	582 Consumers	ECCB: Perceived consumer effectiveness, environmental concern, demographics and liberalism attitude-behavior gap
Menon and Menon, 1997	Corporate social performance theory Environmentally-based marketing	Business	General assessment	---	Performance-based and business environment perspective
Luchs et al., 2010	Ethics – product preference Ethics – gentleness Sustainability liability Implicit preference	Consumer	Quantitative- Qualitative	582 participants in a total of 5 studies	Ethical Attributes 1–Social issues 2–Environmental Issues Corporate social responsibility Sustainability
Walsh and Beatty, 2007	Customer-based cor. reputation 1-Customer orientation 2-Good employer 3-Reliable, financially strong company 4-Product and service quality 5-Social and environ. responsibility	Customer	Scale Development Qualitative Quantitative	504 and 698 participants	Results of corporate reputation in customers 1-Customer satisfaction 2-Loyalty 3-Trust 4-Word of mouth
Sheth et al., 2011	MC: Caring for self/community/nature MB:Acquisitive/repetitive/aspirational consumption, stakeholder perspective. Economic/environmental/social sustainability dimensions	Consumer	Framework development	---	Mindful consumption, Mindful behavior Customer centric sustainability Excessive vs. temperate consumption Caring vs. non-caring mindset
Drumwright, 1994	Preconditions for success of social campaigns	Business	Qualitative	Interviews with 10 enterprises on 35 purchasing processes (63 people)	Degrees of freedom Company-cause compatibility Economic, noneconomic, mixed campaigns Organizational, interorganizational identification
Tanner and Wölfling Kast, 2003	Environmental behavior categories Personal factors (attitude, personal norm, knowledge, perceived behavior barrier) Contextual factors (socio-economic characteristics, living conditions)	Consumer	Quantitative	547 adult Swiss	Environmental protection + Fair trade + Local products + Action-related knowledge + Perceived time barrier - Shopping frequency -
Chan, 2001	Chinese cultural values, eco-centric orientation, collectivism Determinants of ecofriendly behav. Ecological knowledge Ecological affect Attitude towards green purchases Green purchase intention Man-nature orientation The Theory of Reasoned Action	Consumer	Quantitative	549 consumers	Man-nature orientation, attitude + Socialism and attitude + Ecological knowledge + Ecological affect ++

* The “+” signs refers to other variables that are found to be related to the concepts researched in the articles.

Based on all the articles reviewed, we can say that environmental research in leading marketing journals has the most quantitative studies and the majority of publications are consumer-focused. The studies are formed around environmental concerns, demographic characteristics, consumption habits, attitudes and intentions of the consumer, as they are important in environmental awareness. The green marketing strategy for businesses is discussed in terms of determining the green advertising strategy, new product development, social responsibility, corporate performance, market share and profitability. In parallel with these findings, Kilbourne and Beckmann (1998) examined 12 important journals in the field of marketing and found that environmental problems, green attitude and defining the characteristics of green consumers were the subjects that were studied the most on the subjects related to green issues. As stated before, transformations of values and lifestyles and the effects of these variables on green purchasing are among the topics studied. In addition, concepts such as sustainability, social responsibility, corporate performance, ethical consumption are frequently used in studies. Another concept that stands out in the studies is the concept of environmental concern. The concepts and theories used in the examined articles are shown in detail in Table 6 and Table 7.

Table 6
Concepts used in studies

Consumer-Based Concepts		Corporate-Based Concepts
Environmental concern	Green consumer profile	Competitive advantage
Environmental consciousness	Ecological affect	Green marketing efforts
Organic foods–food safety concern	Ecological knowledge	Business resources efficiency
Mindful consumption	Greenwash-green trust	Corporate social responsibility
Environmentally/ecologically responsible consumption	Skepticism to green products, green processes and green ads	Biodegradable, disposable, recyclable product development
Ecofriendly behavior	Willingness to pay a premium	Corporate image
Green buying behavior	Green hotels	Green marketing mix
Ecologically conscious consumer behavior	Customer centric sustainability	Corporate performance
Environmentally oriented behavior	Anti-consumption, downshifting, voluntary simplicity	Corporate reputation
Ethical behavior	LOHAS (Sustainable lifestyle)	Top management support
Green attitude	Personal values (egoistic/ altruistic/biospheric)	
Green intention	Adopting recycling	
Attitude-behavior gap		

Table 7
Theories used in studies

Theory of responsible consumption	Corporate social performance theory
Pro-social behavior theory	Stakeholder theory
Signalization theory	New environmental paradigm
Theory of reasoned action	Dominant social paradigm
Theory of planned behavior	Social cognition theory
Natural resource based view	Grounded theory

The environmental awareness trend shows itself as green studies increasingly over the years in terms of marketing. However, marketing generally addresses the issue in terms of consumer behavior, intention to buy green products, intention to participate in recycling, willingness to pay extra fees, values and psychographic structures that encourage green consumption.

The study includes an in-depth look at environmental studies in marketing. The process within the scope of green marketing has been evaluated and it has been seen that the studies dealt with the entire environmental issue within a limited framework. Marketing seems to be interested in the processes that take place in the minds of consumers, benefiting more from the science of psychology. Considering that the behavioral transformations of consumers and businesses are also affected by sociological factors, it will be realized that marketing should be directed towards more holistic studies.

5. DISCUSSION AND CONCLUSION

Environmental concerns arising from environmental damage caused by environmental accidents and other reasons have formed the basis of the green marketing concept. These situation is reflected in the academic literature as an environmental consciousness effect.

Environmental studies cover a broad range of fields such as sustainability, recycling, urban regional planning, environmental studies, public administration, international foreign policy, nuclear energy, sustainable energy, marketing, advertising, cultural studies, sociology, media theories, behavioral science, management, anthropology. This wide field is limited within the boundaries of marketing science. Based on this, it was determined that the main green discussions were not conducted in marketing journals and that journals were included in the general environmental literature in the middle. In this context, it is possible to come across many academic journals other than marketing journals in literary circles where environmental studies are conducted.

As a result of the systematic literature review, it has been seen that all these publications have been studied with increasing momentum from the past to the present, although they have fluctuated in recent years. In addition, it is seen that in environmental studies in leading marketing journals, quantitative studies constitute the majority, and consumers are studied the most as the focus. In other words, environmental trends appear as consumer- or business-centered in marketing literature. While consumer-centered ones mostly address areas such as green consumers and green product use, business-centered ones mostly cover areas such as the effects of this consumption pattern on corporate performance, social responsibility, and recyclable production processes.

Based on all these findings, it has been concluded that environmental issues have started to be studied intensively in the field of marketing, especially in the context of green consumption, and are among the trending topics.

In this study, it is important to determine the location of all environmental studies in the marketing literature, to specify the years of environmental studies in the marketing literature and the intensity of these studies according to marketing journals, and to examine the leading environmental publications in the field of marketing and to draw the framework of the handling of the environment as a subject. It has been concluded that marketing issues common to these three areas are not studied much yet, since environmental transformations also include lifestyle and value transformations. In addition, the study is significant also since it reveals the widely discussed environmental concepts in marketing publications. These concepts have been explained one by one. It is shown in the tables, which reveal that some subjects are studied more intensively.

This study shows in which aspects the green paradigm is addressed in the field of marketing. Therefore, it can guide researchers in terms of pointing out areas that have not yet been studied. It also emphasizes that while trying to explain green consumer profiles, attention should be paid to macro factors (lifestyle, sociological variables, etc.) in addition to values and norms (micro

factors) that express personal sensitivity such as environmental concern. All influencing factors should be taken into account in order to make green marketing more inclusive.

In the context of green studies, literature reviews were made on the following topics: consumption ethics (Carrington et al., 2021), green consumer preference for purchase intention (Mishra & Devakumar, 2018), sustainability focused generation (Dabija et al., 2019), green innovation (Oduro et al., 2021), green marketing (Saleem et al., 2021), shifting consumers to behave sustainably (White et al., 2019). In these literature reviews concerning green marketing, it is seen that a consumer-centered approach is predominant. In addition, there are studies where publications are classified according to countries, journals and citation numbers. There is no study that classifies the concepts of the studies from the consumer and business perspectives by focusing on the contents of the studies. In addition, the theories used in the publications examined in this study were determined. It has been stated to which disciplines these theories belong. It is emphasized that marketing deals with the subject in a multidisciplinary framework based on these theories. Based on this, it has been determined that green studies in the field of marketing are heavily shaped on the basis of psychology, then sociology and social psychology. These features are thought to add a unique value to the study.

It can be said that green marketing studies are consumer- and consumption-centered. A small number of business-focused studies have been shaped by focusing on competitive advantage, business performance and reputation. In other words, it is aimed to encourage green consumption of the consumer and to increase profitability for the business. Although, as emphasized at the beginning of the article, green transformations have accelerated as a result of some social disturbances, marketing does not seem to focus on consumption problems that can further trigger these environmental problems. It can be said that green marketing studies continue the classical marketing approach and focus on restructuring consumption through the green trend. It is important for marketing to market the idea of sociological and lifestyle transformation in addition to its efforts to market green products and green processes. It is thought that business managers and marketing practitioners need to be a guide rather than follow this trend, in other words, to support practices parallel to the ideology of green processes.

Businesses and marketing practitioners should not be indifferent to environmental transformations. Detailed studies should be done on how businesses can adapt to this change. Sustainability of the world's resources can only be achieved with the cooperation of consumers and corporations. It is not enough for marketing to continue green marketing activities by shaping only marketing mix elements in the future. Marketing should market the idea of a sustainable world along with responsive consumption patterns and levels. In addition to marketing new products, technologies and services, social marketing of many new ideas is also seen as a requirement to make our economies more sustainable. These should include recycling, fair trade, product-service substitutes, composting, thrift, energy efficiency, and less materialistic lifestyles. Perhaps, with the effect of slow food, slow city (*cittaslow*), sustainable development, marketing can also mediate the transformation of people who become simpler while consuming towards a slower and higher quality life.

The current review has a limitation due to the fact that it covers 10 journals with the highest h-5 index in the marketing literature, 5 keywords and articles with most cited references and that the published studies are considered only within the context of certain criteria. In addition, areas such as communication and tourism, which can include green paradigm transformation studies and which have common working areas with marketing, were excluded from the scope of the research. It would be appropriate to study these areas in further research. In the future, new searches may be made with more different keywords. Only recent studies can be focused on. In addition, green marketing in sociological processes that has a small number of studies can be examined. New studies can be carried out on shaping and social marketing of new consumption and new lifestyle ideas. Such studies would expand marketing from the level of micro-analysis that includes the consumer perspective in which it is stuck and would enrich the literature.

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