

Index

- Advertising, children, 29
- Airbus, 8
- Airtel Money, 199
- Amazon, 156
- American Marketing Association (AMA), 28
- Apple, 156
- Applying ethics, 9
- Authentic environmental marketing, 10
- Authentic policies, 51, 55–56

- Bayer, 5
- B Corporation, 144–145, 156–157, 162
- Bixar, 144–146
- Boosts, 55
 - defined, 115
 - melamine, 24
 - nudging, 114, 116–117
- Bouchee
 - consumption technology and culture, 102
 - customer interaction model, 103
 - pricing, 103
 - product and distribution, 101–102
 - sustainable branding, 103–104
- Brand image, 10, 51–52, 143, 155–156, 168, 189
- Brand manager, 9, 47
- Briefing, 39–40
 - communication and PR, 46
 - distribution, 46–47
 - press release and messages, 45
 - price, 45
- British Petroleum, 170–171
- Building legitimacy, 169
- Business models, 38, 171, 187, 212–213, 230
- Business process reengineering (BPR), 207–208
- Business Roundtable (BRT), 156

- Caveat emptor/buyer beware, 25
- Central Bank of Kenya (CBK), 186, 189–190, 192–193, 195, 198–199
- ‘Choose Happiness’ campaign, 22
- Climate change, 4, 143
 - natural drivers, 138
 - North Face, 155–156
- Coca-Cola, 6–7, 31, 99
 - ‘Choose Happiness’ campaign, 22
 - Diet Coke, 24
 - obesity and, 23
 - recycling, 142
- Code of ethics, 28
- Coffee shop, 101–104
- Cognitive orientation, 70, 94
- Commercialisation, 4, 206, 229
 - briefing, 39–40
 - innovation process, 36–38
 - product/service brief, 38–39
 - sustainable, 40–42
- Common good, 47, 226, 228–229
- Common unethical marketing practices, 9
- Communication, 17, 45, 74, 104, 140, 189
 - business, 216–218
 - consumer, 56
 - Corporate Social Responsibility, 172
 - and PR, 46
 - product, 18
 - promotions and marketing, 19
- Company credibility, 10

- Compound annual growth rate (CAGR), 69
- Confidence and trust, 10
- Conscious Coffees, 31
- Conscious consumption, 227
 - case studies, 101–108
 - consumption patterns, 90–97
 - developing countries, 6–7
 - sustainable value propositions, 98–100
- Conscious consumption pattern
 - authority and experts, 22
 - evolution of, 92–93
 - hedonic, 91–93
 - sustainable (conscious), 93–97
 - traditional (patriarchal), 91
 - transformation mechanisms of, 97–98
- Consumer awareness, 50, 52, 155–156, 224
 - corporate social responsibility, 4, 50, 56–57
 - marketer's responsibilities, 226–227
 - marketing, 52–55
- Consumer behaviour, 56–57, 68, 226–227
 - consumption patterns and, 90
 - customer value, 213
 - marketers, 70–75
 - psychological factors, 74
 - social factors, 72
- Consumer choices, 70–77
- Consumer education, 6, 54, 158
- Consumer ethics, 9–10, 229–230
- Consumer knowledge, 50, 58, 68
- Consumer-led product, 54–55
- Consumer needs, 54–55, 206, 226–227
 - marketing role, 4
 - organisations endeavour, 220
- Consumer occupation, 73
- Consumer power, 5–6
- Consumer purchasing decision, 27, 44–45, 69, 114, 153
 - consumer occupation, 73
 - gender, 73
 - lifestyle, 73
 - personality and self-concept, 73
- Consumer rights, 51
 - ethical behaviour and, 56
 - privileges, 200
 - sugar-sweetened beverages, 23
- Consumer's point of view, 16, 44, 74, 190
- Consumption, 51, 152, 214
 - authority and experts, 22
 - conscious. *See* Conscious consumption; Conscious consumption pattern
 - food, 114
 - gross domestic product, 152
 - infant formula, 31
 - marketing and, 153–158
 - meat, 117
 - negative effects, 20
 - sugar-sweetened beverages, 23
 - sustainable, 95–96, 226–227
- Control risk management, 169–170
- Corporate financial performance (CFP), 168
- Corporate social responsibility (CSR), 7–8, 155
 - consumer awareness and, 55–57
 - dangerous side, 173–175
 - eco-friendly organisations, 142–143
 - economic rationale, 169
 - Exxon Mobil, 176–177
 - legitimacy and governance, 169
 - opportunistic side, 171–173
 - planet and business, 168–170
 - practices, 170–171
 - programs, 170–171, 173
 - reputation and risk management, 169–170
 - stakeholder theory, 57–58
 - superficial side, 170–171
 - sustainability and green agenda, 143
- Corporate strategy, 206–211
- Country regulations, 10
- COVID-19, 210

- Creating and sustaining customer value, 207–208, 213, 215
- Credit Reference Bureau (CRBs), 186, 191, 193, 197–199
- CSR. *See* Corporate social responsibility (CSR)
- Cultural factors, 71
- Customer-centric, 205, 208, 225
- Customer Relationship Marketing (CRM), 215–216
- Customer satisfaction, 197–198

- Danone, 7–8, 31, 156
- Deceptive branding, 28–29
- Deceptive pricing, 18
- Descriptive labelling, 126
- Digital loans, 225
 - consumer rights infringements, 194–195
 - customer satisfaction levels, 197–198
 - default rates and blacklisting, 190–191
 - ethics theories, 187–188
 - inclusion, 190
 - Kenya, 189–199
 - loan appraisal, 196–197
 - loan disbursement, 199
 - loan recovery, 198
 - marketing, 195–196
 - pricing model and short loan tenures, 191–194
 - product/service development process, 188–189
 - regulation, 198–199
- Dimensions of conscious consumption, 89–90
 - Bouchee, 101–104
 - consumption patterns. *See also* Conscious consumption pattern, 90–97
 - Enjoy the Run, 104–106
 - sustainable value propositions, 98–100
- Eco-consumption, 96–97
- Eco-labelling, 96–97
- Ecological Union, 96–97
- Educating consumers, 6
- Emotional marketing, 22
- Empathy, 22
- Eni, 8
- ‘Enjoy the Run’, 104–106
- Environment, 141–142
 - conserve water, 141
 - install renewables, 141
 - market strategies and tactics, 142
 - reduce, reuse, recycle, 142
- Environmental friendliness, 102
- Environmental marketing, 144, 146, 152–153, 158, 162, 230
- Environmental Working Group (EWG), 136
- Equity Bank, 212–213
- Ethical communication campaign, 9
- Ethical duties, 75–77
- Ethical issues
 - delivery channels:, 20
 - marketing research, 19
 - pricing, 19
 - product management, 19
 - promotions and marketing communications, 19
 - sales personnel, 19
 - target market audience, 19
- Ethical marketing, 9
 - benefits of, 26
 - challenge, 27
 - concepts, 18–19
 - customer satisfaction levels, 197–198
 - defined, 16
 - dilemmas, 224–226
 - distribution and sales, 18
 - emotional marketing and, 22
 - ethical issues, 19–20
 - ethical theories, 20
 - food industry, 22–25
 - influences affecting, 21–22
 - marketing research, 17–18

- need for, 20–21
- pillars of, 21
- price advertisement, 18
- product communication, 18
- product ideation to
 - commercialisation, 35–36, 38–40, 42, 47
- stakeholders, 27
- stimulus, 52–53
- upholding practices, 26–27
- Ethical product development. *See also*
 - Digital loans, 98
- Ethical products, 68
- Ethical relativism, 20
- Ethical theories, 20
- Ethics
 - distribution and sales, 18
 - marketing research, 17–18
 - price advertisement, 18
 - product communication, 18
- Evaluative labelling, 126
- Exxon Mobil, 176–177

- Facebook, 5, 190
 - brand relationship, 6
- Fashion
 - brands, 4, 68
 - ethical issues in, 77
 - market, 69
 - sustainability, 76–77
- Fashion industry, 8, 69
 - gender, 73
 - macro-issues, 77
- Food industry, 6, 40
 - beef sale, in Kenya, 23
 - chicken sandwich with fifty percent DNA, 23
 - horsemeat scandal, 24
 - infant formula scandal, 24–25
 - melamine, in milk powder, 24
 - sugar-sweetened beverages, 23–24
 - unethical marketing, 25–26
- Food labels, 10
- Governance, 169
- Government of Kenya (GoK), 189–190
- Green marketing, 5, 56, 69, 136–137, 227
- Greenwashing, 7–8, 76, 227
- Gross domestic product (GDP), 152–154, 162–163, 212
- Health hazards, 25
- Hedonic consumption, 91–93
- Heineken, 22
- H&M, 9–10, 76
- Horsemeat scandal, 24
- Human-centred business, 102

- Ideal product, 9
- Ideation. *See also* Ethical marketing, 229
- Impact on society, 10, 69, 155, 187
- Incentive to act correctly, 10
- Infant formula scandal, 24–25
- Informing and educating consumer, 6
- Innovation process, 36–38
 - capability, 37
 - feasibility (project viability), 37
 - ideas, 36–37
 - launch, 37–38
- Instrumentalising CSR, 175, 228
- Interdependence, 157

- Kenya. *See also* Digital loans, 219
 - beef sale, 23
 - Credit Regulatory Bodies (CRBs), 193
 - digital industry, 189–199
 - horse meat scandal, 25
 - preserved mangoes in, 54
- Kenya Breweries, 216
- Koppert Cress, 41–42

- Labor standards, 161
- Legitimacy, 169

- Levi Strauss, 158–159
 influencers and partners, 160
 social and sustainability marketing, 159–162
 sustainability, 162
- Lifebuoy, 6
- Life cycle assessment (LCA), 100
- Loan appraisal, 196–197
- Loan disbursement, 199
- Loan recovery, 198
- Long-term, 21, 114
 micro-issues, 77
 new product/service development process, 188
 profit first, 21–22
 unethical products/services, 140–141
- L'Oréal Group, 80–83
- Lush, 94
- Marketer/project leader, 47
- Marketing concepts. *See* Ethical marketing
- Marketing consultancy, 230
- Marketing ethics. *See also* Ethical marketing
 ethical relativism, 20
 greater good (utilitarianism), 20
 quality of life marketing theory, 20
 universal ethics, 20
 virtue ethics, 20
- Marketing for practitioners, 162–163, 188
- Marketing for society, 187, 206, 210–211
- Marketing mix strategy, 5, 46, 227–228
- Marketing role, 4–5
- Marketing strategy, 4
 appropriate, 54
 Coca-Cola, 23
 cultural factors, 71
 Levi Strauss, 161–162
 L'Oréal Group, 80–83
 sustainable value proposition, 98
- Marketing teaching and research, 229–230
- Market share, 10, 22–23, 70, 168, 211, 215
- Marocaine Des Jeux et des Sports (MDJS), 173–174
- Mars, 51–52
- McDonald's, 29, 137, 208
- Melamine, 24
- META, 6
- Milk powder, 24
- Mindful consumption, 95–96
- Misleading information, 28–29
- Mobile loans
 consumer rights infringements, 194
 loan appraisal, 196–197
 monthly and annual percentage rate (APR), 192
- Mobile money transfer (MMT), 198
- Modern-day marketing philosophy, 207–208
- Mondelēz, 51–52
- Monsanto, 5, 11
- Moral actions, 20
- M-Pesa, 196, 199, 212–213
- Nestlé, 24–25, 51–53, 139–140
- Neuralink, 177–178
- New product development (NPD), 185–186, 188, 225
 core venture, 186–187
 digital lenders, 200
 digital loans, 195
 efficiency and effectiveness, 186
 ethical practices, 187
 Kenya, 186
 marketing practitioners, 188
- New Service Development (NSD), 188
- Non-fully informed consumers, 11
- Non-regulated industry, 11
- Nudges, 114–115, 226–227
 vs. boosting, 116–117
 educative, 117
 systematic literature review (SLR), 114–115
- Patagonia, 5, 142, 156

- People for the Ethical Treatment of
 Animals (PETA), 76
 PepsiCo, 142
 Personal factors, 72–73
 Personal values, 10, 20
 Place, 18, 40–41, 50–51, 138, 153, 190,
 207–208
 Planet, 7–8, 137–138, 140, 144, 161,
 168, 170, 225
 Positive impact, 143, 169
 Positive social impact, 10
 Predatory pricing, 18
 Price, 45
 adjustment, 45
 advertisement, 18
 Bouchee, 103
 competitive, 70
 discrimination, 18
 gouging, 19
 gross domestic product, 152
 Producing low-cost, 9–10
 Product development. *See also* New
 product development
 (NPD), 9, 98, 193
 Product information, 9
 Product launch, 9, 186–187
 Production, 4, 76, 186–187
 agriculture, 114
 Bouchee, 104
 cotton, 159
 distribution cost, 214
 environment, 141
 factories and, 41–42
 gas, 100
 gross domestic product (GDP), 152
 mass and serial, 91
 oil, 140
 Product launch, 9, 186–187
 Product more sustainable
 factories and production processes,
 41–42
 ingredients, 40–41
 legal, 42
 people, 42
 quality and safety, 42
 recipe composition, 40
 suppliers, 41
 Products and services, 188–189
 adoption, 53
 brief, 38–39
 consumer awareness, 50–51
 consumer occupation, 73
 consumer power, 5
 development/improvement, 54–55
 ethical duties, 75–77
 globalisation, 70
 marketing role, 4
 short-term and long-term impact,
 136–137, 139, 141–144, 146
 Profitable decisions, 9
 Profit first, 21–22

 Rainforest Action Network (RAN),
 139
 Rainforest Alliance, 41, 44
 Raw materials, 8, 36, 93–94
 Regulating marketing, 25–26
 Respecting consumer rights, 51,
 194–195
 Responsibility. *See also* Corporate
 social responsibility (CSR),
 51, 154
 ethical marketing, 224
 Responsible consumer, 56–57, 216
 Responsible price, 9
 Return-on-investment, 171–172, 200
 Right place, 9
 Risk management, 169–170
 Round-table on Sustainable Palm Oil
 (RSPO), 139
 Ryanair, 212–213

 Safaricom, 193, 196, 199, 212–213
 Samsung, 100
 Sanlu Group, 24–25
 Satisfying the customer needs, 189
 Schiphol, 115
 Segmentation, targeting, and
 positioning (STP) strategies,
 212
 Self esteem, 22
 7-Eleven, 71

- Shell, 140, 170–171, 176
- Short-term impact, 139–140
- Small and medium-sized enterprises (SMEs), 208
- Social consequences, 11
- Social factors, 72
- Social impact, 11, 69, 187
- Social intervention initiative, 142–143
- Social responsibility. *See also*
 - Corporate social responsibility (CSR), 16
 - pecuniary benefit, 168
- Societal costs, 26
- Sports Club, 10
- Stakeholders, 16, 196, 214–215, 226
 - business owners and, 138–139
 - ethical marketing, 27
 - organisation, 21
 - quality of life marketing theory, 20
 - theory, 57–58
- Subway, 23
- Sugar-sweetened beverages, 23–24
- Supply chain, 27, 172
 - responsibility, 153–154
 - sustainable food choices, 117
- Sustainability, 6, 171–172
 - business, 215
 - corporate, 153
 - economic transformation, 154
 - food, 114
 - Google, 76
 - green consumerism and, 69
 - innovation process, 36
 - marketing, 227–228
 - operationalising, 155
 - packaging, 41
 - questionnaire results, 78–79
 - short-term effects, 139
 - social marketing and, 159–162
 - suppliers, 41
 - Uniqlo, 155
 - Zara, 155
 - ‘zero-waste’ and, 76
- Sustainable consumption patterns, 93, 97, 117, 172, 226–227
- Sustainable development goals (SDGs), 138–139
- Sustainable/ethical fashion, 69, 76–77
- Sustainable food choices (SFC), 117–118, 229
- Sustainable marketing, 4–5, 156, 228
 - corporate interest, 157
 - marketing practitioners, 162–163
 - sustainable value propositions, 98
- Sustainable policies, 9
- Sustainable value proposition, 90
 - comparative analysis, 101
 - conscious consumers, 98–100
 - promotion strategy, 98
 - typology of, 99
- Sustainable world, 172
- Systematic literature review (SLR), 114–115
 - conducting, 119
 - planning, 118–119
 - reporting and dissemination, 119
- Tesla, 100, 177
- The North Face, 155–157
- Tiffany’s, 5
- Tradewind Bank, 210, 218–219
- Traditional consumption, 91
- TV test, 27
- Typologies, 98–100
- Unethical marketing practices, 7–8, 18–19
 - beef sale, in Kenyan, 23
 - conscious consumer, 21
 - emotions, 21
 - food industry, 25–26
 - Nestlé’s marketing, 52
 - sugar-sweetened beverages, 23
- Unilever, 6
- United Nations Conference on Environment and Development (UNCED), 90
- Universal ethics, 20
- Upholding ethical marketing practices, 26–27

Value chain, 98, 136–137
 corporate social responsibility
 (CSR), 171
 palm oil, 139
 product, 224–225
Virtue ethics, 20
Visibility enhancement, 126

Volkswagen, 170–171

Walmart, 212–213

Worker well-being, 161

Zara, 9–10, 76, 155