

Eurasian Studies in Business and Economics 11/2

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Mehmet Huseyin Bilgin

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Ender Demir

Ugur Can *Editors*

# Eurasian Business Perspectives

Proceedings of the 24th Eurasia  
Business and Economics Society  
Conference



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# **Eurasian Studies in Business and Economics 11/2**

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Editors

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and Economics Society Conference

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# Preface

This is Volume 2—Eurasian Business Perspectives of the 11th issue of the Springer’s series Eurasian Studies in Business and Economics, which is the official book series of the Eurasia Business and Economics Society (EBES, [www.ebesweb.org](http://www.ebesweb.org)). This issue includes selected papers presented at the 24th EBES Conference—Bangkok, which was held on January 10–12, 2018, in Bangkok, Thailand, jointly organized by the Faculty of Business Administration Kasetsart University with the support of the Istanbul Economic Research Association.

Distinguished colleagues **Jonathan Batten** from *University Utara Malaysia, Malaysia*; **Euston Quah** from *the Nanyang Technological University, Singapore*; **Naoyuki Yoshino** from *the Asian Development Bank Institute, Tokyo, Japan*; and **Partha Sen** from *Delhi School of Economics, India*, joined the conference as keynote speakers. All accepted papers for the issue went through peer-review process and benefited from the comments made during the conference as well.

During the conference, participants had many productive discussions and exchanges that contributed to the success of the conference where 178 papers by 334 colleagues from 47 countries were presented. In addition to publication opportunities in EBES journals (*Eurasian Business Review* and *Eurasian Economic Review*, which are also published by Springer), conference participants were given the opportunity to submit their full papers for this issue.

Theoretical and empirical papers in the series cover diverse areas of business, economics, and finance from many different countries, providing a valuable opportunity to researchers, professionals, and students to catch up with the most recent studies in a diverse set of fields across many countries and regions.

The aim of the EBES conferences is to bring together scientists from business, finance, and economics fields, attract original research papers, and provide them publication opportunities. Each issue of the *Eurasian Studies in Business and Economics* covers a wide variety of topics from business and economics and provides empirical results from many different countries and regions that are less investigated in the existing literature. The current issue covers fields such as marketing, management, and small and medium-sized enterprises (SMEs).

Although the papers in this issue may provide empirical results for a specific county or regions, we believe that the readers would have an opportunity to catch up with the most recent studies in a diverse set of fields across many countries and regions and empirical support for the existing literature. In addition, the findings from these papers could be valid for similar economies or regions.

On behalf of the series editors, volume editors, and EBES officers, I would like to thank all presenters, participants, board members, and the keynote speaker, and we are looking forward to seeing you at the upcoming EBES conferences.

Istanbul, Turkey

Ender Demir

# Eurasia Business and Economics Society (EBES)

*EBES* is a scholarly association for scholars involved in the practice and study of economics, finance, and business worldwide. EBES was founded in 2008 with the purpose of not only promoting academic research in the field of business and economics but also encouraging the intellectual development of scholars. In spite of the term “Eurasia,” the scope should be understood in its broadest term as having a global emphasis.

EBES aims to bring worldwide researchers and professionals together through organizing conferences and publishing academic journals and increase economics, finance, and business knowledge through academic discussions. Any scholar or professional interested in economics, finance, and business is welcome to attend EBES conferences. Since our first conference in 2009, around 11,157 colleagues from 98 countries have joined our conferences and 6379 academic papers have been presented. Also, in a short period of time, **EBES has reached 2050 members from 84 countries.**

Since 2011, EBES has been publishing two academic journals: *Eurasian Business Review (EABR)* and *Eurasian Economic Review (EAER)*. While both journals are indexed in *Scopus*, *EABR* and *EAER* are indexed in **Social Science Citation Index** and **Emerging Sources Citation Index**, respectively. Furthermore, *EABR* is in the fields of industrial organization, innovation, and management science, and *EAER* is in the fields of applied macroeconomics and finance. Both journals are published quarterly, and they have been published by *Springer* since 2014.

Moreover, since 2014 Springer has started to publish a new conference proceedings series (**Eurasian Studies in Business and Economics**) which includes selected papers from the EBES conferences. The 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 19th, and 20th (Vol. 2) EBES Conference Proceedings have already been accepted for inclusion in the Thomson Reuters’ **Conference Proceedings Citation Index**. The 18th and subsequent conference proceedings are in progress.

On behalf of the EBES officers, I sincerely thank you for your participation and look forward to seeing you at our future conferences. In order to improve our future



conferences, we welcome your comments and suggestions. Our success is only possible with your valuable feedback and support.

I hope you enjoy the conference and Bangkok.

With my very best wishes,

Klaus F. Zimmermann, PhD  
President

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# **Part I**

## **Marketing**

# Encouraging Sustainable Consumer Behavior: A Stakeholder Approach



Chonlada Sajjanit

**Abstract** The purpose of the study is to present the conceptual framework for encouraging sustainable behavior among consumers. To propose this framework, an extensive review of marketing and sustainability literature was conducted. Based on a sustainable marketing framework and a stakeholder orientation, this study proposes that the role of key parties including upstream and downstream institutions should be emphasized to encourage sustainable behavior among consumers. Specifically, public policy makers, businesses, media and community, academics, non-governmental organizations and consumer themselves have to cooperatively create environments in which behavioral change contributing for sustainability could be achieved. Consequently, a framework and a way forward for how this might be accomplished is proposed. These insights could serve as a basis for theoretical and practical discussions in sustainability and marketing area. This analysis can help to challenge for the institutions associated in marketing systems in which sustainability is a primary objective.

**Keywords** Consumption · Corporate social responsibility · Stakeholder theory · Sustainable consumer behavior · Sustainable marketing · Sustainability

## 1 Introduction

Consumer behavior encompasses the activities people undertake involving acquisition, consumption and disposition of goods and services (Blackwell et al. 2012). Acquisition refers to obtaining products or services. Consumption includes consuming or using products and disposition is how people get rid of the product after use. However, the increased attention in consumer behavior area of study is sustainable consumer behavior. Although consumers are increasingly interested in social and

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environmental issues, numerous studies suggested that they do not take these issues in their actual purchase and consumption behavior. The previous literature indicated that the current behavior patterns have been unsustainable (Gordon et al. 2011; UNEP et al. 2005). According to these studies, some people buy goods that they don't really need them. Further, there is the growing problem of household waste due to overconsumption of food and resources. Many people consume some products that damage to their health. Wasteful air conditioning, water and electricity use normally exist. Generally, people dispose used product unsafely. Sometimes they are hazardous products. These examples are unsustainable lifestyles.

It should be noted that sustainable or non-sustainable consumer behavior are important, as the world continues to experience severe climate change, increased pollution, resource depletion, etc. There is the need to interrupt habitual behavior to avoid terrible environmental and social consequences. Accordingly, changes in consumer behavior are required to support sustainable consumption patterns (UNEP et al. 2005). Further, as marketing plays an important role in connecting between businesses and stakeholders, it represents the first step in moving to sustainability (Muller 2014). Since consumer behavior has resided within the marketing domain (Belk et al. 1996), the issue of sustainable consumption should be explored. Therefore, the purpose of the study is to present the conceptual framework for encouraging sustainable behavior among consumers. To propose this framework, this study take a stakeholder orientation and a sustainable marketing framework into account. Consequently, the current study responds to the call for researches regarding how to encourage sustainable behavior that is essential for marketing academics (Lee et al. 2016).

The rest of paper is structured as follows. In Sect. 2, a review of literature of sustainable and non-sustainable consumer behavior, stakeholder orientation and theory as well as sustainable marketing is presented. In Sect. 3, the conceptual framework and research opportunities are discussed. Finally, the conclusion is provided.

## 2 Literature Review

### 2.1 Sustainable and Non-Sustainable Consumer Behavior

To understand the concept of sustainable and non-sustainable consumer behavior, the definition of sustainability is identified first. Sustainability is defined by Organization for Economic Co-operation and Development (OECD) (2002) as “the consumption of goods and services that meet basic needs and quality of life without jeopardizing the needs of future generations as”. It emphasizes reducing consumption and changing consumer lifestyles to save the environment. Accordingly, sustainable consumer behavior is defined as “consumer behaviors that improve social and environmental performance as well as meet their needs” (Jayaratne et al. 2015). It involves why and how consumers incorporate sustainability concerns into their

consumption behavior (Belz and Peattie 2009). At this stage, there are five key values of sustainable behavior (Belz and Peattie 2009):

1. Material simplicity: Consuming fewer products and services, and tend to seek out products that are resource efficient, durable and with a reduced ecological impact.
2. Human scale: Tending toward working and living environments those are smaller, simpler and less centralized.
3. Self-determination: Through a reduced reliance on large commercial businesses to meet one's need.
4. Ecological awareness: Conservation of resources and reduction of waste in order to protect the environment.
5. Personal growth: Emphasizing the creation of satisfaction through experiences and development of personal abilities instead of commercially provided consumption experiences.

On the other hand, non-sustainable behavior is “when a consumer does not practice the behaviors discussed above” (Park and Ha 2012). The examples are overconsumption or wasteful use of resources. Additionally, the concept of sustainable life marketing recognizes that current consumption patterns and lifestyles are unsustainable and that behavior changes are required to promote sound consumption patterns (UNEP et al. 2005). Thus, there is the need to interrupt habitual behavior. One interesting topic in the review of sustainability and consumer behavior is the attitude-behavior gap. Prior studies indicated that firms' social and environment responsibility (CSR) had positive effect on consumers' evaluations and purchase intention of product (e.g. Mohr and Webb 2005; Oberseder et al. 2011). However, most of the papers have not taken their environmental concerns into account in their actual purchase and consumption behaviors. In other words, consumers do not use sustainability issues as a purchasing criterion, comparing to other criteria such as price, quality or value of products (see e.g., Mohr et al. 2001). Regarding disposition behavior, while consumers have become progressively aware of environmental issues, the responsibility of disposing used product safely or appropriately is rarely concerned.

## 2.2 Stakeholder Theory

Freeman (1984)'s seminal definition of stakeholder is “any group or individual who can affect or is affected by the achievement of the organization's objectives”. According to Prakash (2002), stakeholder theory describes that companies should adopt a long-term sustainable thinking that includes non-economic goals as well as stakeholder requests. Laczniak and Murphy (2012) suggested two forms of stakeholder theory. Hard-form stakeholder theory suggests that the marketers accept a broader and deeper view of their societal obligations rather than customer-focused and firm-centric. Conversely, soft-form stakeholder theory is more firm-centric with an instrumental perspective in that stakeholder management helps maximize company profit and improve brand and corporate image.

### 2.3 Sustainable Marketing

Gordon et al. (2011) developed a framework for sustainable marketing that seeks a solution in which products and services can be marketed in a responsible way that does not affect sustainability. The framework describes how sustainable marketing could be achieved through the contribution of three existing marketing sub-disciplines (Gordon et al. 2011):

- **Green marketing:** It involves developing and marketing more sustainable products and services while introducing sustainability efforts at the core of the marketing process. Through green marketing, sustainable products and services can be introduced into the marketplace. Specifically, product development, distribution and promotion are made sustainable, thus limiting consumption and waste.
- **Social marketing:** Social marketing's objective is to change people's behavior for the benefit of society as a whole. The bottom line of social marketing is voluntary behavior change. Several social marketing initiatives have sought to change values and attitudes as a means of influencing voluntary behaviors. Some social marketing programs are designed to discourage behavior. According to Andreasen (1994), social marketing criteria includes applying commercial marketing technology or borrowing technology from private sector, having as its bottom line the influencing of voluntary behavior and basically seeking to benefit individuals or the society and not the marketing organization itself.
- **Critical marketing:** This is focused on critiquing and changing society as a whole. By using a critical theory, it offers a critique of contemporary society while envisioning solutions to problems.

The concept of sustainable marketing would be utilized to interrupt habitual behavior and promote sustainable behavior.

## 3 The Conceptual Framework and Research Opportunities

To encourage sustainable behavior among consumers, the current study proposes that the role of these key parties including upstream and downstream institutions should be emphasized as shown in Fig. 1.

In Fig. 1, the upstream parties include public policy makers, NGOs, Media and community, and academics and educational institutions. The downstream party is businesses or firms. These parties use different sustainable marketing programs to motivate sustainable consumer behavior. Accordingly, six research opportunities (ROs) are provided.