

Demarketing for Sustainability: A Review and Future Research Agenda.

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Abstract: In the context of emerging sustainability challenges, demarketing has continued to draw the attention of academicians and practitioners globally over the past few years. It is interesting to note that demarketing is as old as marketing itself, yet its application and scope have grown from the past two decades only. Kotler and Levy, (1971) has defined demarketing as *“that aspect of marketing which deals with discouraging customers in general or a certain class of customers in particular on a temporary or permanent basis”*. This systematic literature review attempts to enrich the discussion on demarketing research through a systematic and comprehensive review of 64 articles published between 2000 and 2022. Using TCCM framework, we present relevant theories, research contexts, study characteristics, and methodologies used in demarketing research. Our review (1) Presents a systematic and comprehensive overview of the research in demarketing over the last two decades (2) Examines studies in demarketing within the framework of ‘triple bottom line’ approach for sustainability (3) Suggests a suitable definition of demarketing considering its exorbitant application within the sustainability context (4) Identify gaps and sets agenda for future research. Our systematic literature review found that research in demarketing has been growing considerably over the past two decades, twice as much in the last decade compared to the previous decade with spill-over to new sectors. The literature review, through the lens of ‘triple bottom line’ approach, is able to establish that demarketing can be employed to effectively address the sustainability challenges encountered by policymakers and practitioners.

Keywords: Demarketing, Sustainability, Triple Bottom Line, TCCM framework, Environmental Sustainability, Social Sustainability, Economic Sustainability.

1. Introduction:

Sustainability is becoming a key business imperative, as companies continue to face environmental challenges (Clarke & Clegg, 2000; Lubin & Esty, 2010; Wilkinson et al., 2001). Today, sustainable demand management, promotion of sustainable consumption, and enhancement of brand’s green

reputation are a matter of great importance amongst managers considering the level of pressure from emergent ethical and regulatory requirements such as green audit, ESG Investment, UN-SDG reporting and so on (Cort and Esty, 2020; Peattie & Ratnayaka, 1992; Pizzi et al., 2021; Zhang et al., 2021). Consequently, establishing a balance between the economic, social, and environmental aspects of business seems to be an emerging challenge for managers (Austin & Seitanidi, 2012; Verma et al., 2022). In this regard, demarketing seems to be an effective strategy that promises to contribute to sustainability across all the three dimensions. World Commission on Environment and Development defined sustainable development as, *“Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”* (WCED, 1987)

In the post-world war era, the need to push economic development was unchallenged, resulting in the emergence of numerous business organizations. The post-war economic take-off was well accepted, as it was necessary to revive economies. Initially, the production and consumption levels were limited, and the resources seemed to be infinite; hence, businesses paid little to no attention to its impact on the environment. However, from the mid-1960s, this unchecked growth in industrialization and consumerism began to be questioned. Growth was found to have a massive impact on the environment in an irreversible manner (Bramwell and Lane, 1993). Businesses started feeling the heat; they painfully realized that resources are finite, and therefore, environmentally unsustainable practices needed to be controlled for building a sustainable world. (Goodland, 1995; Kotler, 2011)

In this regard, sustainable consumption and production have become a policy level issue both in the national as well as international circles (Seyfang, 2005). A critical challenge toward achieving sustainability has been consumers involvement in ecologically harmful consumption behaviors and practices (Varadarajan, 2014). Although sustainability is mostly associated with environmental aspects, sustainable development integrates social and economic objectives as well (Goodland,

1995). Numerous research studies have given equal importance to all three dimensions of sustainability (Jamali, 2006; Waas, Verbruggen and Wright, 2010; Hussain, Rigoni and Orij, 2018)

Though the government has been trying to curb the effects of unsustainable production and consumption by implementing policy and regulatory measures, it is not possible for the government to solely solve this severe problem (Shiu et al., 2009; Wall, 2007; Wilkinson et al., 2001). Herein, the role of other stakeholders becomes important, using new approaches such as demarketing to spearhead towards sustainable development (Beeton and Benfield, 2002; Beeton and Pinge, 2003; Bradford, Gundlach and Wilkie, 2005; Gundlach, Bradford and Wilkie, 2010; Kotler, 2011; Varadarajan, 2014)

The concept of demarketing is as old as the concept of modern marketing (Philip Kotler, 1971; Kotler, 2011). However, it has received some attention post-1990s only (Beeton and Benfield, 2002). Our literature review shows that demarketing has received considerable attention from researchers post-2000s. Despite rising interest among scholars, practitioners, and public policy makers regarding the application of demarketing in varying contexts over the last two decades, no systematic review on demarketing has been published in recognized journals as per our knowledge based on literature search; None of the studies in particular has attempted to study the potential of demarketing for promoting sustainability using the 'Triple Bottom Line' approach. This has been the primary reason for taking up this study. Another reason for taking up this study is the rising concern regarding health, environmental, and ethical considerations in buying decisions of consumer products, particularly FMCGs (Barber, Taylor and Deale, 2010; Grimmer and Bingham, 2013; Armstrong Soule and Reich, 2015). The extension of demarketing application into multiple sectors such as health care, tourism, hospitality, energy, transportation, textile, public administration and retail in the last two decades also mandated a systematic literature review on demarketing (Wright and Egan, 2000; Beeton and Benfield, 2002; Shiu, Hassan and Walsh, 2009; Farquhar and Robson, 2017; Kim, Ko and Kim, 2018; Farah and Shahzad, 2020; Salem, Ertz and Sarigöllü, 2021; Zhang *et al.*, 2021).

This review contributes to the existing literature by systematically investigating both the conceptual and empirical studies in the domain of demarketing that has been published over the last two decades (between 2000 and 2022, February) in quality academic journals.

This review also attempts to identify the gaps in the literature, emphasising issues that may require further attention or advancement in studies and offers future directions; thereby attempting to foster rapid research in the domain of demarketing. The current study has presented extensive coverage of methodologies, research contexts, industries, theories and constructs and country-wise distribution of studies on demarketing for the last two decades.

The remainder of this paper is structured in the following manner. First, a brief description of the research domain is provided, followed by bibliometric aspects of the research domain. The results of the review are presented in the next section using TCCM framework (Theory, Context, Characteristics & Methodology). Lastly, the areas for future research are outlined.

2. Research domain:

It is interesting to note that demarketing is as old as modern marketing itself. In their seminal paper, *'Demarketing? Yes, Demarketing!'*, Kotler and Levy (1971) introduced the term 'demarketing', where the concept was introduced to tackle the question of what happens to marketing once sustainability limits have been reached (Beeton & Benfield, 2002; Kotler, 1971).

The authors acknowledged that up until then, marketing has focused on encouraging consumption. However, contradictory to this paradigm, Kotler and Levy noted that there are periods characterised by product shortages or scarcity of resources resulting in reduced production, against which marketers need to respond. The response strategy they termed 'demarketing'. Philip Kotler,(1971) defined demarketing as *"that aspect of marketing that deals with discouraging customers in general or a certain class of customers in particular on a temporary or permanent basis"*.

Today, consumerism is blamed to be the culprit for unsustainable practices. Not only industries but activities of individuals and households directly or indirectly account for a large share of total environmental degradation and responsible consumption is reported to be a solution to this problem (Thøgersen, 2014; Seegebarth *et al.*, 2016). Interestingly, a study found that consumers blame commercial marketing for such unprecedented level of unsustainable consumption, as commercial marketing persuades customers to consume more and spend on non-essential products (Pereira Heath & Chatzidakis, 2012).

Although for promoting consumerism, marketing is viewed as a miscreant (Shapiro, 1973), some aspects of marketing such as demarketing can be employed to address issues such as unsustainable consumer behaviour, unsustainable consumption habits or lifestyle practices (Kotler, 2011; Little, Lee and Nair, 2019; Drugova, Kim and Jakus, 2021; Zhang *et al.*, 2021)

Introduced with the primary objective of demand control in retail operations, this marketing instrument has broader applications. Kotler himself stated about its application in tourism industry by referring to the example of 'Bali', in Indonesia, when it faced with the challenge of over-visitation, resulting in losing its pristine appeal (Kotler, 1971).

By 1990's, the application of demarketing has been extended to multiple sectors, such as healthcare, tourism, hospitality & restaurant, energy, transportation, textile, public administration (policy matters), along with retail. From the last two decades, demarketing has been extensively used in the context of sustainability, that primarily includes social welfare programmes such as tobacco cessation and alcohol consumption prevention campaigns, environmental protection programmes such as environmental awareness, environmental protection campaigns and sustainable consumption promotion programmes led by policy makers and practitioners (Beeton & Benfield, 2002; Farquhar & Robson, 2017; Inness *et al.*, 2008; S. Kim *et al.*, 2018; Kotler, 2011; Kronrod *et al.*, 2012; Salem *et al.*, 2021; Shiu *et al.*, 2009; Wall, 2007; Wright & Egan, 2000; Zhang *et al.*, 2021).

Interestingly Armstrong and Kern, (2011) noted that past research about demarketing has generally focused on product shortages and public services such as health care, and only a very limited number of studies have associated demarketing with sustainability. In his 2011 article *“Reinventing Marketing to Manage the Environmental Imperative”*, Kotler himself recommended deploying social marketing and demarketing to deal with the emerging sustainability aspects of business organizations. However, from our extensive review of past literature in demarketing, we have not found any clear definition linking demarketing with sustainability, demanding a need for revisiting the definition.

3. Review design and Criteria:

With respect to the systematic literature review in demarketing over the past two decades, the research questions that will be addressed are as follows:

RQ1. Which are the prevailing theories, methodologies, context, and characteristics in the existent literature on demarketing?

RQ2. How can demarketing help in addressing the sustainability challenges with reference to the ‘Triple Bottom Line’ approach?

RQ3. What are the directions for future research in demarketing and implications for policy makers and practitioners?

A framework based systematic literature review seemed to be appropriate with respect to the objective of this research, i.e., to identify gaps in demarketing research and to present suggestions for future research (Paul and Criado, 2020). We conducted structured systematic review using *‘Theory-Context-Characteristics-Methodology (TCCM)’* framework (Paul & Rosado-Serrano, 2019), as it helps to present systematically the commonly used theories, constructs, and methodologies in the existing literature in a particular research domain and subsequently identify new avenues for future

research. TCCM framework attempts to systematically synthesize theories, methodologies, geographical and sectoral contexts and characteristics of the extant literature in a particular research domain, offering a simple to understand yet comprehensive coverage of the state of research in the domain (Chakma, Paul and Dhir, 2021; Basu, Paul and Singh, 2022; Masroor Hassan, Rahman and Paul, 2022; Roy Bhattacharjee, Pradhan and Swani, 2022). The research gaps are discussed in four sections - Theory, Context, Characteristics and Methodologies, offering comprehensive direction for future research. Thus, the framework not only systematically presents past research in the domain but also offers future direction based on gaps identified in the existent literature. This framework has received wide attention among systematic literature review researchers since its introduction (Buitrago R. & Barbosa Camargo, 2021; Roy Bhattacharjee & Pradhan, 2021; Hassan et al., 2022; Singh & Dhir, 2019).

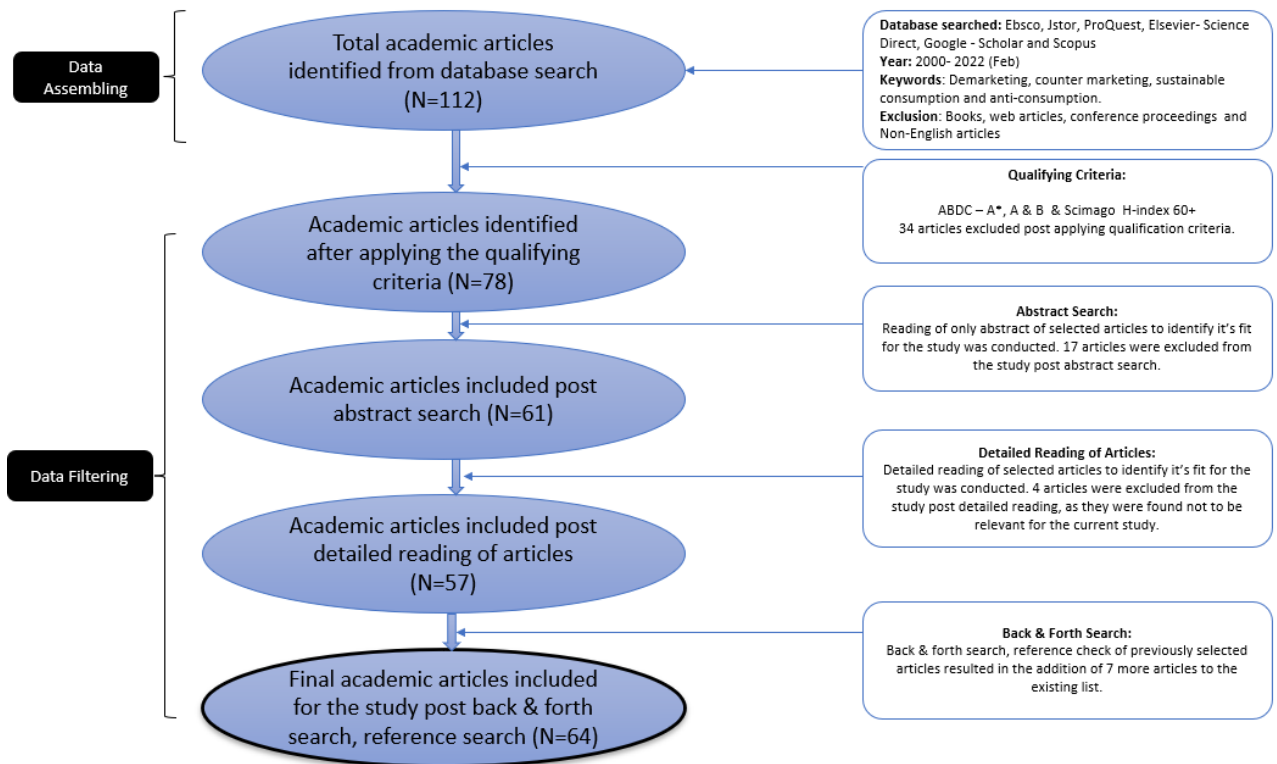
For conducting systematic research, we have searched online databases to identify all relevant articles published on demarketing between 2000 and 2022 as demarketing research witnessed rapid growth post 2000's. As observed by Beeton and Benfield, (2002), demarketing is used mostly in healthcare sector until the 2000's and the authors have strongly recommended its application in tourism sector. Consistent with this study recommendations, we have also noticed that demarketing's application started spreading to other sectors post 2000' only. This has been the reason for selecting this time frame. Our review is restricted to published academic articles during the above-mentioned period only. We searched for relevant literature on demarketing in online databases such as EBSCO, ProQuest, Jstor, Elsevier - Science direct, Google Scholar and Scopus. The articles generated through this process were examined for additional references.

Following the study of Lu et al. (2016), this review has primarily considered published journal articles that are included in the Australian Business Deans Council (ABDC) Journal Quality List, which is recognized as a benchmark database of quality academic journals. Primarily we have included journals that has been ranked above B in the ABDC Journal quality list and for journals not included

in ABDC list, as a secondary criterion we have followed Scimago Journal & Country Rank (SJR) H index (Jacsó, 2010; Silchenko, Askegaard and Cedrola, 2020) with a score of above 60. The secondary criterion was later applied to the journals selected in accordance with the first criterion to find a common ground for the journals. Surprisingly all the journals selected in the first criterion except one (Journal of Ecotourism) satisfied this criterion. However due to the relevance of the articles published in this journal, the same is retained for the review. Books, web articles and conference proceedings are excluded. The articles published in languages other than English have also been excluded.

For identifying articles on demarketing, we have used keywords such as demarketing, counter marketing, sustainable consumption, sufficiency, and anti-consumption. Some of the keywords have been generated on the basis of the initial papers identified with the keyword 'demarketing'.

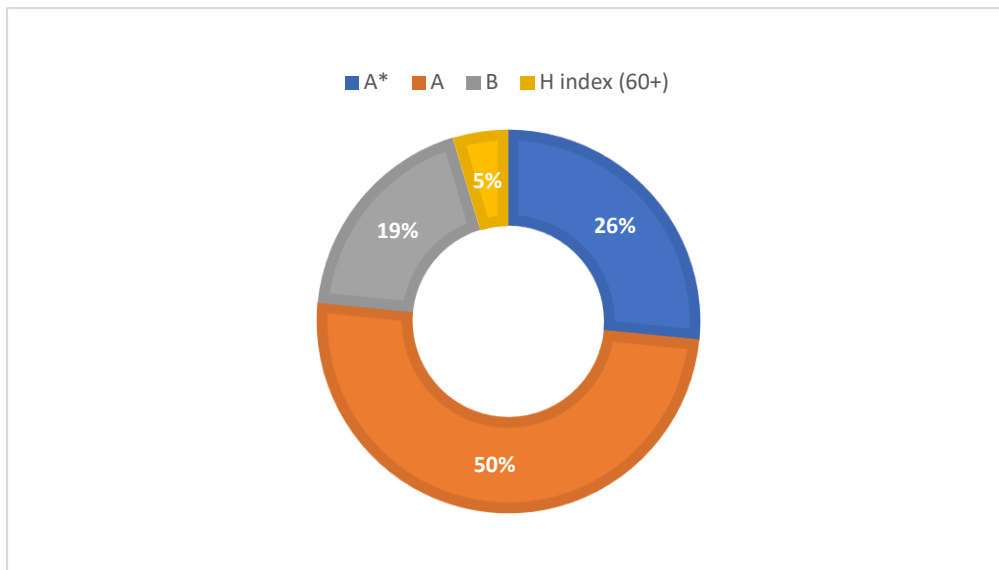
Figure 1. Article qualifying criteria



As presented in figure 1, the first keyword search on online databases (EBSCO, ProQuest, Jstor, Science direct, Google Scholar and Scopus) generated 112 academic articles on demarketing published between 2000 and 2022 (Till February 2022). To this the journal qualifying criterion was applied, which resulted in the omission of 34 scholarly articles, thereby reducing the number of articles to 78. Subsequently, abstract search on the selected articles was conducted which resulted in the exclusion of 17 articles, as they were not relevant to the current study or objectives, thus reducing the number to 61. In the next phase, detailed reading of selected articles was conducted which resulted in elimination of 4 articles, further reducing the number to 57. Lastly, back and forth search and reference check of existing articles resulted in the addition of 7 more articles, thus taking the total number of articles to 64 for the final review.

As shown in Figure 2, out of the 64 articles selected, 17 (26%) were A* category, 32 (50%) A category, 12 (19%) articles were from B category journals as per the ABDC list. Remaining 3 (5%) articles were not included in ABDC list but had a SJR H index score of above 150 (criteria 60 and above)

Figure 2. Categorization of articles



The presence of one research article in more than one database gives undue weightage to the study in a systematic literature review. One author screened the title, author name and abstract of each research article to ensure that there is no overlapping effect in our study. Due to the usage of multiple databases for the current study, a total of 28 duplicate articles were found in the process and the same are deleted from the list.

4. Results:

The first part in this section discusses on bibliometric profile of the studies (i.e., authors, citations, publication houses). This is followed by detailed description of the research setting (methodology, theories used, context and characteristic of the studies) presented according to the TCCM framework (Paul and Rosado-Serrano, 2019)

4.1. Bibliographic Profile:

Table 1. Citation analysis of literature on demarketing.

Title	Citations	Author/s	Year of publication
Reinventing marketing to manage the environmental imperative	1361	Philip Kotler	2011
Alternative perspectives on marketing and the place brand	177	Dominic Medway & Gary Warnaby	2008
Demand control: The case for demarketing as a visitor and environmental management tool	167	Sue Beeton & Richard Benfield	2002
De-marketing obesity	167	Brian Wansink & Mike Huckabee	2005
Demarketing, minorities, and national attachment	156	Amir Grinstein & Udi Nisan	2009
De-marketing the car	143	C. Wright & J. Egan	2000
Inter-market variability in CO2 emission-intensities in tourism: Implications for destination marketing and carbon management	141	Stefan Gossling, Daniel Scott & Michael Hall	2015
Proscription and its impact on anti-consumption behaviour and attitudes: the case of plastic bags	140	Anne Sharp, Stine Høj and Meagan Wheeler	2010
'Blame it on marketing': consumers' views on unsustainable consumption	122	M. Teresa Pereira Heath and Andreas Chatzidakis	2011
Toward sustainability: Public policy, global social innovations for base-of-the-pyramid markets, and demarketing for a better world	103	Rajan Varadarajan	2014
Demarketing tobacco through governmental policies– The 4Ps revisited	95	Edward Shiu, Louise M. Hassan & Gianfranco Walsh	2009
Demarketing places: Rationales and strategies	92	Dominic Medway, Gary Warnaby & Sheetal Dharni	2010

* Total citations as of March 2022

4.1.1. Citation analysis:

Table 1 presents citation analysis of literature in demarketing. As of 2022, Kotler's article 'Reinventing marketing to manage the environmental imperative', has been the most cited article in

demarketing in the past two decades. In the article, Kotler cautioned that with the growing recognition of resources being limited and are constantly depleting, with the recognition that business impact on the environment is on the highest levels, marketers need to revisit their outdated, unsustainable practices. They need to revise their policies and practices with respect to 4 P's by taking into consideration the sustainability aspects. There is an increasing need to balance growth with sustainability; hence the article recommends employing demarketing and social marketing techniques to address this challenge (Kotler, 2011).

Along with Kotler, Medway and Warnaby have made significant contribution in demarketing literature in the past two decades. Both their conceptual papers based on literature discusses on demarketing places to make it less attractive and thereby reducing people traffic, particularly tourists to select places that are facing sustainability challenges. The papers also discuss on rationales and strategies for demarketing places (Medway and Warnaby, 2008; Medway, Warnaby and Dharni, 2011)

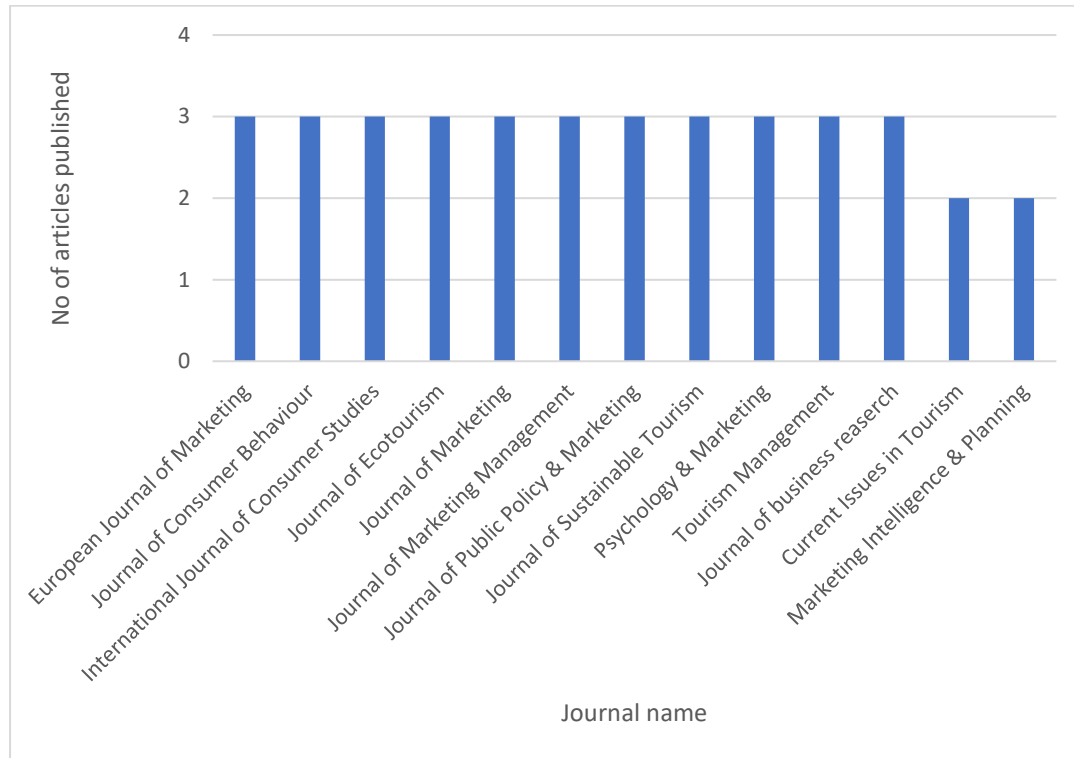
With three articles in the past two decades, some of them being in the top cited articles, Sue Beeton has made prominent contribution to demarketing literature. The authors reported on the unconscious application of demarketing in tourism sector with practical examples highlighting the tools of demarketing, advantages and disadvantages of its application in tourism sector. The authors suggested demarketing as a conscious management and policy tool to achieve sustainability and greater management control in tourism (Beeton and Benfield, 2002; Beeton, 2003). In another article the authors discuss on the potential of demarketing to discourage gambling and by way of which diverting that money towards promoting local tourism that not only benefit the local community but also rejuvenates visitors mind (Beeton and Pinge, 2003).

4.1.2. Prominent Journals in demarketing research:

To uphold the review quality, Australian Business Deans Council (only A*,A & B category are considered) listed journals have been considered. In addition to this, for articles not included in

ABDC list, Scimago Journal & Country Rank (SJR) with H index score above 60 have been taken into account as a secondary criterion as discussed in detail in the methodology section.

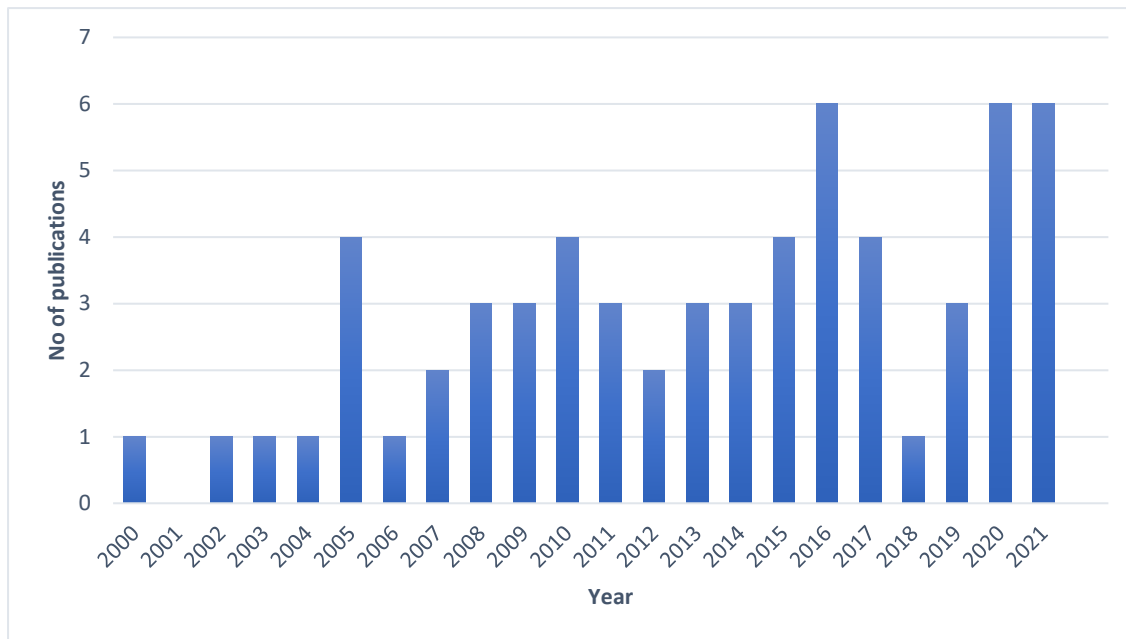
Figure 3. Prominent journals in demarketing research.



From the detailed assessment of journals selected, it is identified that articles on demarketing are published in variety of journals mainly in the areas of marketing, tourism, hospitality, social and environmental psychology, business ethics and sustainable energy. From figure 3, it can be understood that the highest number of publications in any journal on demarketing research has been three in the last two decades. European journal of marketing, Journal of consumer behaviour, International journal of consumer studies, Journal of ecotourism, Journal of marketing, Journal of marketing management, Journal of public policy and marketing, Journal of sustainable tourism, Psychology and marketing, Tourism management and Journal of business research are found to be the most prominent journals on demarketing research in the past two decades.

4.1.3. Year-wise Publication trends:

Figure 4. Year-wise Publication trends



It can be understood from figure 4, that the literature on demarketing has been showing an increasing trend over the past two decades, indicating that this research domain has been increasingly drawing attention from researchers and practitioners. It is a known fact that research in marketing domain itself is growing year on year. However, what is interesting about demarketing being a subset of marketing is that, it is also referred to as 'Marketing in reverse', meaning that it uses the 4P framework in reverse. While marketing encourages customers to consume products using the 4P's, demarketing discourages the consumers (Kotler and Levy, 1971). Thus, marketing and demarketing being two opposite theories co-existing together and the latter (demarketing) gaining relevance in the sustainability context from the past two decades is interesting to observe and therefore deserves scholarly attention.

The year 2016, 2020, and 2021 has been marked with the highest number of publications on demarketing research. It is more interesting to note that while 21 articles were published between 2000 and 2010, 41 papers were published between 2011 and 2021, i.e., almost double the number of publications. This proves that demarketing has been drawing considerable amount of attention from the research community across the world.

Another major finding is Beeton and Benfield (2002), observed that demarketing have been mostly applied in healthcare sector, which is also consistent with our findings presented in table 2 (sectors). However, the last decade has witnessed slow shift in demarketing research into other domains, particularly we can notice the domination of tourism sector. This is primarily because of the tourism boom in the past decade and increasing environmental concerns arising out of over-visitation to natural tourist spots (Armstrong and Kern, 2011; Sun, Lin and Higham, 2020; Drugova, Kim and Jakus, 2021). While 10 papers were published on demarketing research in the tourism domain between 2011 and 2021 (Armstrong and Kern, 2011a; Medway, Warnaby and Dharni, 2011; Moeller, Dolnicar and Leisch, 2011; Gössling, Scott and Hall, 2015; Petr, 2015; Eagle, Hamann and Low, 2016; Orchiston and Higham, 2016; Çakar and Uzut, 2020a; Sun, Lin and Higham, 2020; Drugova, Kim and Jakus, 2021), only 5 papers were published on demarketing research in the healthcare domain between 2011 and 2021 (Zhiyong Yang, Charles M. Schaninger, 2013; White and Thomas, 2016; Jennifer Yule, 2017; Farah and Shahzad, 2020; Wesley and Murray, 2021a), thereby clearly denoting the trend in the past decade.

4.2. Research setting:

In the TCCM framework, T stands for theory, C for context, C for characteristics and M for methodology, and this framework developed by Paul and Rosado-Serrano (2019) is widely used in the recent systematic literature reviews (Buitrago & Camargo, 2021; Roy Bhattacharjee & Pradhan, 2021; Hassan et al., 2022). The remainder of this section is presented in accordance with the TCCM framework.

4.2.1. Theory

Use of theories and models in demarketing literature:

Demarketing literature has made use of different theories, out of which, Theory of Planned behaviour and Theory of reasoned action are found to be the most used ones; followed by the Prospect theory.

4.2.1.1. Theory of Planned Behaviour (TPB) and Theory of Reasoned Action (TRA): The basic rationale behind TPB is that three core personality components, namely, attitude, subjective norms, and perceived behavioural control together affect an individual's behavioural intentions. The theory has been derived from the theory of reasoned action that help in predicting an individual's intention to engage in a behaviour at a specific time and place. (Ajzen, 1985). This theory has become one of the most cited and influential theories in social science on prediction of human behaviour.

Some studies have applied TPB and TRA to demarketing research (Eagle et al., 2016; Farah & Shahzad, 2020; Inness et al., 2008; Varadarajan, 2014). It is interesting to note that all of these studies have been undertaken in the context of sustainable consumption. While the primary focus of these studies is environmental sustainability through sustainable consumption, two studies have also upheld social sustainability by way of tobacco cessation and junk food consumption (Farah & Shahzad, 2020; Inness et al., 2008).

4.2.1.2. Prospect theory:

Prospect theory is a theory widely used in behavioural economics and behavioural finance, developed by Daniel Kahneman and Amos Tversky in 1979. The rationale behind prospect theory is that investors value gains and losses differently, laying more weight on perceived gains as compared to perceived losses as people have a tendency to avert losses. Suppose an investor is presented with two similar choices, he may tend to prefer the one that has potential gains over losses. It is for the same reason that this theory is also called as the loss-aversion theory. (A. Tversky and Kahneman, 1992)

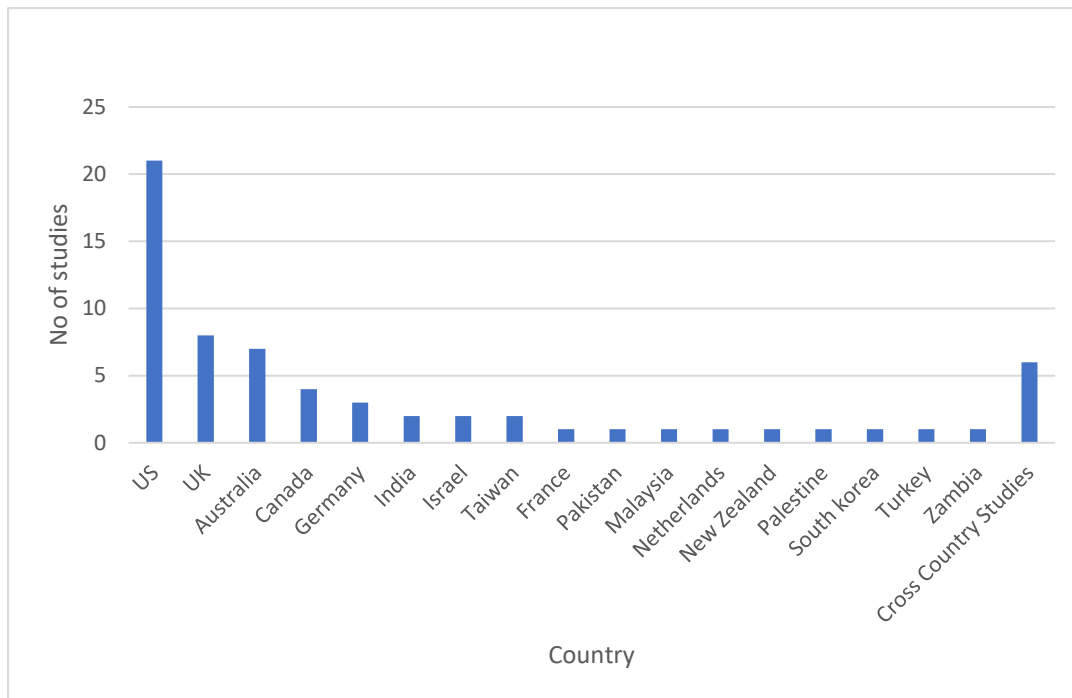
Today, prospect theory is applied widely in social sciences (Bloise et al., 2014; Grazzini et al., 2018), studies that have incorporated prospect theory in demarketing research are Han (2014) and Lepthien et al. (2017); former study is in the context of environmental communications, while the latter is on managing unprofitable customers.

Other theories used in demarketing literature are Resource advantage theory (Varadarajan, 2014), Attribution theory (Reich and Soule, 2016), Theory of dual entitlement and social identification theory (Lepthien *et al.*, 2017), Consumer socialization theory & Parenting theory (Zhiyong Yang, Charles M. Schaninger, 2013), Rational choice theory and framing theory (Han, 2014), Social exchange theory (Farquhar and Robson, 2017), Brand extension theory (Wesley and Murray, 2021b), Multi-level perspective and social practice theory (Little, Lee and Nair, 2019), Collins theory of interaction rituals (Jennifer Yule, 2017), Construal level theory & Means end chain theory (Ramirez, Jiménez and Gau, 2015), Theory of goal setting (Bareket-Bojmel, Grinstein and Steinhart, 2020), Theory of goal directed behaviour (White and Thomas, 2016), Macro marketing theory (Pereira Heath and Chatzidakis, 2012), channels of distribution theory (Bradford, Gundlach and Wilkie, 2005) and Value-Belief-Norm (VBN) theory (Kuanr *et al.*, 2021).

4.2.2. Context:

4.2.2.1. Country-wise studies in demarketing research:

Figure 5. Country-wise Studies in demarketing research



In demarketing research, the review of articles suggested the domination of developed countries, particularly the United States, United Kingdom, Australia and Canada. It is worth mentioning about studies in the United States, as it has contributed 21 studies in the last two decades, nearly thrice as much as the next country (UK) in the list. Most studies in the United States are in the domains of sustainable consumption (Armstrong Soule and Reich, 2015; Ramirez, Tajdini and David, 2017; Sekhon and Armstrong Soule, 2020; Zhang et al., 2021) and health and wellness (Lee, Cutler and Burns, 2004; Huckabee, 2005; Bourdeau, Brady and Cronin, 2006; Capella, 2007; Shiu, Hassan and Walsh, 2009; Jennifer Yule, 2017). Interestingly, only one study based in the United States has focused on tourism sustainability (Drugova, Kim and Jakus, 2021) while in the UK and Australia, tourism sustainability has been a major research area in demarketing research (Beeton, 2003; Beeton and Pinge, 2003; Armstrong and Kern, 2011; Medway, Warnaby and Dharni, 2011; Moeller, Dolnicar and Leisch, 2011; Eagle, Hamann and Low, 2016).

From figure 5, It is worth noting that that developing countries, particularly African and Asian countries, have contributed very little to the demarketing literature. Not many studies have been

conducted in the Middle East and there are no studies on the Latin American countries. Cross country studies are also less in number (Beeton and Benfield, 2002; Blecher, 2008; Hassan *et al.*, 2009; Gössling, Scott and Hall, 2015; Bareket-Bojmel, Grinstein and Steinhart, 2020; Vilasanti da Luz, Mantovani and Nepomuceno, 2020).

4.2.2.2. Major sectors studied in demarketing research:

Table 2. Major sectors studied in demarketing research.

Sectors	No of articles	Citation
Healthcare	13	(Lee, Cutler and Burns, 2004; Huckabee, 2005; Moore, 2005; Bourdeau, Brady and Cronin, 2006; Capella, 2007; Blecher, 2008; Inness <i>et al.</i> , 2008; Hassan <i>et al.</i> , 2009; Shiu, Hassan and Walsh, 2009; Zhiyong Yang, Charles M. Schaninger, 2013; White and Thomas, 2016; Jennifer Yule, 2017; Farah and Shahzad, 2020)
Tourism	13	(Beeton and Benfield, 2002; Beeton, 2003; Medway and Warnaby, 2008; Armstrong and Kern, 2011; Medway, Warnaby and Dharni, 2011; Moeller, Dolnicar and Leisch, 2011; Gössling, Scott and Hall, 2015; Petr, 2015; Eagle, Hamann and Low, 2016; Orchiston and Higham, 2016; Çakar and Uzut, 2020; Sun, Lin and Higham, 2020; Drugova, Kim and Jakus, 2021)
Retail	8	(Miklós-Thal and Zhang, 2013; Kim and Shin, 2016; Farquhar and Robson, 2017; Lepthien <i>et al.</i> , 2017; Kim, Ko and Kim, 2018; Chaudhry, Cesareo and Pastore, 2019; Vilasanti da Luz, Mantovani and Nepomuceno, 2020; Frick <i>et al.</i> , 2021)
Government – Public policy, administration.	4	(Wall, 2005, 2007; Shiu, Hassan and Walsh, 2009; Wesley and Murray, 2021)
Transportation	2	(Wright and Egan, 2000; Hesse and Rünz, 2022)
Energy/Power	2	(Han, 2014; Salem, Ertz and Sarigöllü, 2021)
Hospitality	2	(Farah and Shahzad, 2020; Zhang <i>et al.</i> , 2021)

The suitability of studies in sectors and contexts has been a major challenge throughout the review process. For example, a study by Farah and Shahzad (2020), has attempted to identify the drivers of fast-food addiction and found that cultural values influence anti-consumption behaviours leading to responsible consumption of fast-food item. The study suggests that fast food restaurants can engage in marketing movements (such as demarketing) to create awareness with diners on healthy food consumption choices and practices. This study can fit into both hospitality sector as well as healthcare sector, as it deals with eating restaurant food and the health aspect of responsible food consumption. Thus, we have placed the study in a sector where it had the best fit based on its study objectives and implications for a particular sector (i.e., Hospitality). Similar approach has been followed for all the studies presented in the table 2.

Table 2 shows the sectoral spread of studies in demarketing. Beeton and Benfield (2002) noted that demarketing has been mostly used in the healthcare sector; consistent with his observation, our study has also found domination of healthcare sector along with tourism sector in demarketing research. Within healthcare sector, most studies have focused on smoking cessation or tobacco use (Blecher, 2008; Bourdeau et al., 2006; Capella, 2007; L. M. Hassan et al., 2009; Inness et al., 2008; Lee et al., 2004; Moore, 2005; Shiu et al., 2009; White & Thomas, 2016; Yang & Schaninger, 2013).

A noteworthy point on demarketing research in healthcare sector has been the reduction in the number of studies during the last decade. Only Five articles were published on demarketing research in the healthcare domain between 2011 and 2021 (Farah & Shahzad, 2020; Jennifer Yule, 2017; Wesley & Murray, 2021; White & Thomas, 2016; Yang & Schaninger, 2013), while 10 articles were published on demarketing research in the tourism domain between 2011 and 2021 (Armstrong and Kern, 2011; Medway, Warnaby and Dharni, 2011; Moeller, Dolnicar and Leisch, 2011; Gössling, Scott and Hall, 2015; Petr, 2015; Eagle, Hamann and Low, 2016; Orchiston and Higham, 2016; Çakar and Uzut, 2020; Sun, Lin and Higham, 2020; Drugova, Kim and Jakus, 2021), thus clearly denoting the increased popularity and application of demarketing in the tourism sector. The popularity of

demarketing research in tourism sector in the past decade is primarily attributed towards the increasing concerns of environmental impacts arising out of over-visitation to natural tourist spots (Armstrong and Kern, 2011; Sun, Lin and Higham, 2020; Drugova, Kim and Jakus, 2021).

Another major sector in demarketing research has been the retail sector, where demarketing is used to control the demand and type of customers (Chaudhry et al., 2019; Farquhar & Robson, 2017; Kim & Shin, 2016; Lepthien et al., 2017). Demarketing strategies have been employed to enhance the reputation of the retailer and brand (Kim et al., 2018; Miklós-Thal & Zhang, 2013; Vilasanti da Luz et al., 2020). Demarketing is also used to promote sustainable consumption on the part of the consumers (Frick *et al.*, 2021).

Government has also been a major user of demarketing. Studies on demarketing strategies incorporated by the government in multiple areas and public perception on government demarketing programs have been reported (Wall, 2005, 2007). Tobacco and cannabis use prevention has emerged as an important area of government demarketing programs, converging with healthcare sector (Shiu, Hassan and Walsh, 2009; Wesley and Murray, 2021).

Another sector worth mentioning in demarketing literature is transport sector (Wright and Egan, 2000; Hesse and Rünz, 2022). Although this sector has received minimum scholarly attention in demarketing research, it is a very relevant sector for maintaining an environmentally sustainable future, considering the fact that this sector is a major contributor of greenhouse emissions (Gössling et al., 2015).

Energy and power sectors have received minimum scholarly attention in demarketing literature. The existing studies have focused on popularising alternate energy sources by demarketing existing unsustainable sources; and energy conservation efforts focused on a certain segment of people in the society (Han, 2014; Salem, Ertz and Sarigöllü, 2021). However, energy conservation is an area that demands huge scholarly attention considering its environmental implications (van de Velde *et al.*, 2010). With reference to a study by Salem, Ertz and Sarigöllü, (2021) in the context of energy

conservation, demarketing proved to be a promising strategy to bring positive behavioural change among users.

Another promising sector for demarketing research is hospitality, where studies have been conducted to promote sustainable food consumption and improve restaurant image through green demarketing practices (Farah and Shahzad, 2020; Zhang *et al.*, 2021). It is recommended to have more studies employing demarketing in this sector, as responsible food consumption, energy and other resources by consumers (demarketing has been successfully employed to address these issues in other sectors) are reported to be major challenges for hotels and restaurants to achieve sustainability (Borden *et al.*, 2017; Chen, 2015; Filimonau *et al.*, 2020; Hassanli & Ashwell, 2020).

4.2.3. Characteristics:

Companies need to balance their business growth with that of sustainable development goals (Kotler, 2011). However, this integration requires balancing economic objectives with that of social and environmental objectives (Rajan, 2014; Fischer, Brettel and Mauer, 2020)

The Triple Bottom Line is a sustainability framework that incorporates three dimensions of business performance - social, ecological and financial. Thus, the triple bottom line has become one of the main guidelines for 21st century businesses trying to address the challenges associated with sustainability (Jeurissen, 2000). Hence, our literature review has followed 'Triple Bottom Line' (Elkington, 1997) framework to thematically contain the literature on demarketing, thereby justifying its appropriateness in addressing sustainability challenges. tbl

The three dimensions of sustainability in Triple Bottom Line.

Environmental sustainability:

This dimension attempts to address the question of what forms of natural capital are affected by firm's business operations and how a corporation can be environmentally responsible? Factors such as firms use of non-renewable natural resources such as water, metals and minerals, firms contribution to various forms of pollutions, impact on natural ecosystems, impact of its products on the natural environment and so on are taken into consideration (Elkington, 1994, 1997).

Social sustainability

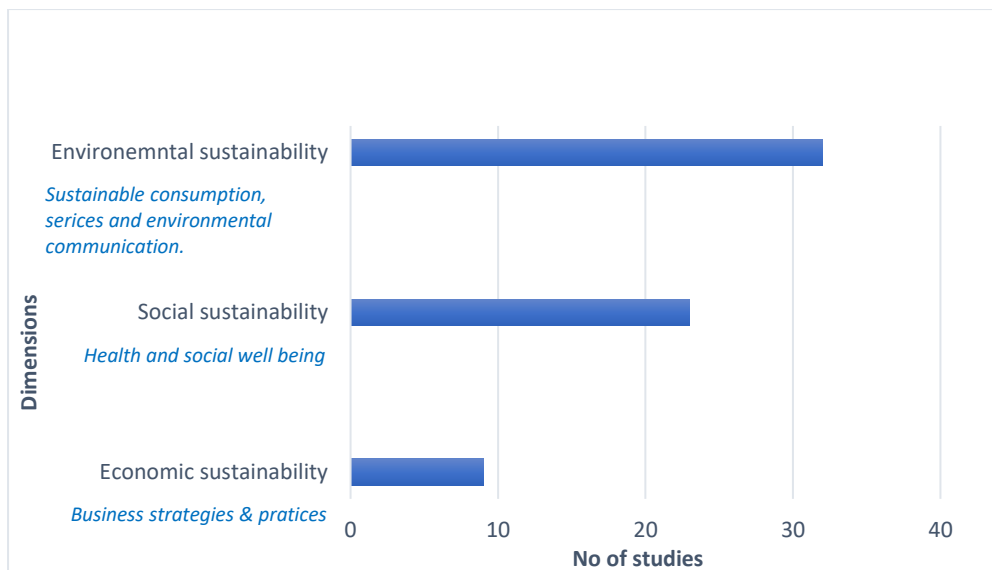
A key question addressed in this dimension is, what are the contributions of business towards social capital? A business organization is a social entity; hence it has obligation to contribute to the welfare of the society. Social dimensions of TBS deals with issues such as community development, equity and access to social resources, health and well-being, education, quality of life and so on (Elkington, 1994, 1997).

Economic sustainability:

This dimension of TBL deals with the question of whether business activities are economically sustainable? Primarily this dimension deals with revenues from effective business performance, which is necessary for the survival and growth of any business organization. It covers business performance, growth, income, expenditures and other financial aspects that impacts firms ability to meet its obligation towards various stakeholders (Elkington, 1994, 1997).

As it can be understood from the above information, John Elkington although used the term 'Economic sustainability' which is a broader concept, has addressed only business sustainability related aspects. However, in accordance with the framework we continue to use in our study the term 'Economic sustainability', instead of 'Business sustainability'.

Figure 6. The three dimensions of sustainability in demarketing research.



As shown in figure 6, the highest number of studies in demarketing research have been reported on environmental sustainability (34 studies), wherein most studies have focused on sustainable product consumption, sustainable services (such as tourism, hospitality and transportation), and environmental sustainability communications. This is followed by social sustainability (22 studies), wherein studies have focused on health and wellbeing of people, sustainability of places or cities, sustainable social behaviour, and sustainable public policies.

However, minimum number of studies have been reported on economic sustainability or sustainability of business organizations (8 studies). The limited number of demarketing studies in economic dimension can be attributed to companies preferring to market their products and increase consumption as reported in a study by Pereira Heath and Chatzidakis, (2012) instead of demarketing that may restrict their income and growth (Armstrong Soule and Reich, 2015). However, with the increasing pressure on businesses to comply with environmental regulations, sustainability movements around the world and late realization of demarketing's potential for deterring customers who are unfit to business value propositions by practitioners, research in demarketing is expected to increase in under this dimension.

Amongst the reported studies in this dimension, research focus is on reputation management, demand management and customer relationship management as presented in table 3.

4.2.3.1 Environmental Sustainability

Following the recommendations of Fischer et al. (2020) we have categorized studies within this dimension into the following sub sections.

Sustainable consumption

Studies in this context have demonstrated that demarketing can be an effective strategy toward promoting sustainable consumption. A study (Heath & Chatzidakis, 2012) reported that consumers recognised the problem of overconsumption taking toll on the environment. Surprisingly, they have blamed it on marketing programs run by companies rather than taking personal responsibility. Thus, researchers have recommended demarketing and consumer education programs to promote sustainable consumption. Another study has suggested that in the context of electricity usage, the pro-environmental demarketing can lead to enhancement of green reputation for the organisation and can result in reduction in electricity consumption by the users (Ramirez, Tajdini and David, 2017). Another study also confirms the potential of demarketing in reducing electricity usage (Salem, Ertz and Sarigöllü, 2021). Little et al. (2019) reported that current production and consumption systems are unsustainable; hence, based on the idea of demarketing, they recommended a new approach 'macrodemarketing' by integrating macro social and marketing elements to combat the current unsustainable production and consumption systems.

Many studies have contributed to the demarketing literature by offering recommendations for improving the effectiveness of demarketing interventions in multiple contexts. Wright and Egan (2000) recommended the use of self-image appeal in demarketing campaigns rather than public duty appeal or obligation to de-market buying and using of cars for transportation.

Kim et al. (2018) found that, in the fashion brand industry, concrete messages deliver green demarketing information most efficiently than abstract, thereby resulting not only in improved attitude towards the message and brand, but also demonstrated green buying intentions. Kuanr et

al. (2021) in their study found that cultural values influence anti-consumption behaviours. Therefore, a single approach for managing anti-consumption behaviour may not yield result across cultures. Managers need to redesign their approaches on demarketing and other anti-consumption interventions while dealing with variety of cultures to be effective. A study in the context of food consumption found that general goals set by health experts are less effective than specific goals in battling over food consumption, these insights can be used by government, social marketers and restaurants to de-market over food consumption by consumers (Bareket-Bojmel, Grinstein and Steinhart, 2020)

There are few studies that have cautioned about failure of demarketing. Wall (2007) reported that most government demarketing initiatives are only partially effective. Only the regulatory aspects of demarketing such as ban on products, increasing the taxes, fines and penalties are effective while many other government campaigns are perceived as ineffective by the public in the UK. Another study found that demarketing campaigns can be successful only when accompanied by negative reinforcers to develop anti-consumption behaviour towards single use plastics (Sharp, 2010).

Sustainable Tourism

Studies on demarketing in sustainable tourism have demonstrated that demarketing can be an effective tool for managing visitor demand and protecting sustainability of tourist destinations. Armstrong and Kern (2011) in their study found that the tourist authorities are using demarketing strategies to regulate tourist visitation to Blue Mountains National Park, Australia to minimise damage to the park arising from over-visitation. Another similar study by Drugova et al. (2021) also reported the use of demarketing strategies such as reducing visitation time, reservation system, restriction for private vehicles and diverting tourists to alternate destinations to counter over tourism in Arches, Bryce Canyon, and Zion National parks in the USA. Other studies (Beeton and Benfield, 2002; Beeton, 2003) have further suggested that the potential of demarketing in tourism to manage visitor demand is enormous. These studies have also reported on the unconscious

application of demarketing strategies in national park tourism in Australia, wherein researchers recommended that by consciously employing demarketing strategies into the marketing mix, park authorities can achieve superior management efficiency and sustainability. Beeton and Pinge (2003) reported on the scope of demarketing to reduce gambling expenditure and channelise the same towards local tourism, which can not only improve the mental health of visitors but also can help in uplifting the local communities by way of tourism income. Çakar and Uzut (2020) also suggested the promotion of local tourism as an option to counter over tourism in prominent destinations, wherein local tourism is marketed, and prominent destinations are de-marketed.

Demarketing, particularly selective demarketing, can be used to categorise tourists based on environmental impacts. A study suggested that demarketing can be used to identify, categorize and discourage environmentally irresponsible tourist segments from visiting selected destinations (Moeller, Dolnicar and Leisch, 2011). Demarketing has been used in times of environmental crisis to mitigate fear among people, that may impact tourism growth. A study suggested that post disaster, demarketing can be used to mitigate fear among tourism stakeholders, thereby helping in fastening tourism recovery (Orchiston and Higham, 2016).

Studies have also demonstrated the scope of demarketing in environmental protection interventions in the context of sustainable tourism. Researchers (Gössling, Scott and Hall, 2015; Sun, Lin and Higham, 2020) have observed that tourism sector, particularly the transport element of tourism sector, is the largest greenhouse gas contributor in global tourism, and hence suggested marketing tourism in low emission markets and demarketing in high emission markets (such as US, New Zealand). Eagle et al. (2016) suggested integrating demarketing and social marketing approaches in wildlife tourism promotion activities to mitigate the negative effects of tourism, particularly, the pollution caused by plastic usage on the environment and wildlife. Another study suggested that demarketing strategies can be employed to mitigate the use of single use plastic in city tourism (Raab et al., 2022)

Sustainability communication

Studies have attempted to measure efficiency of sustainability communications using demarketing principles to promote anti-consumption, sufficiency, and responsible consumption behaviours. A study has investigated effectiveness of social media posts promoting sufficiency behaviour in clothing domain. The study suggested that sufficiency behaviour in clothing domain can be promoted effectively in social media using green demarketing based posts (Frick *et al.*, 2021). Another study reported that demarketing communications using fear appeal, have been effective in discouraging illegal bushmeat consumption in Zambia (Graham and Ferguson, 2020). There are numerous studies that have advocated demarketing as a communication tool for marketers and policy makers in their efforts to promote sustainable consumption (Kronrod, Grinstein and Wathieu, 2012; Ramirez, Jiménez and Gau, 2015)

Despite the successful application of demarketing in sustainability communications, one study reported that in an industry with poor environmental reputation such as aviation, demarketing communications can be questioned by the consumers (Hesse and Rünz, 2022). It is also interesting to note that, in the context of product advertising, consumers preferred green marketing ads over green demarketing ads. However, in the case of institutional advertising, consumers preferred green demarketing ads over green marketing ads (Reich and Soule, 2016).

4.2.3.2. Social sustainability

Following the recommendations of Fischer *et al.* (2020) we have categorized studies within this dimension into the following sub sections.

Health and wellness

Most of the studies in this context have focused on tobacco cessation and discouraging consumption of alcohol and unhealthy food. Shiu *et al.* (2009) reported that, in an effort to put a curb on

smoking, government advertising along with regulatory measure using four demarketing mix elements has indeed affected smokers' attitudes toward the tobacco industry while also influencing their intention to quit smoking over time. The study reported that all four demarketing mix elements are equally effective in inducing behaviour change amongst prospective audience. In another study, government demarketing using price increase of cigarettes has reportedly increased consumers motivation to quit smoking. This has been measured based on the sale in nicotine replacement therapies in Canada (Inness *et al.*, 2008). A similar study demonstrated that demarketing using product packaging, place and price components (package warning, high price and tax, restriction in public places) significantly influenced smoker's desire to quit smoking (White and Thomas, 2016). A study identified various predictors of smoking behaviour amongst economically disadvantaged, revealing that depression, gender, race, and age are significant predictors of smoking behaviour among the group researched. The study suggested that future demarketing programs can be designed keeping in mind the above-mentioned predictors of smoking behaviour to make it more impactful (Bourdeau, Brady and Cronin, 2006). Numerous studies have recommended demarketing as an effective instrument for smoking cessation (Lee, Cutler and Burns, 2004; Capella, 2007; Zhiyong Yang, Charles M. Schaninger, 2013).

However, one study demonstrated that demarketing efforts can have negative consequences, as it has led to development of negative stereotypes about smokers (Moore, 2005). Further, another study has pointed out the dilemmatic situation of government as whether to market or de-market cannabis with its legalization in many countries. The study conducted in Canada recommended that government retailers must de-market cannabis realizing that it is a harmful substance, that can be harmful for the individuals and society as a whole (Wesley and Murray, 2021).

In a study conducted to identify the drivers of fast-food addiction which is an unhealthy practice, researchers reported that individual and sociocultural factors along with promotional campaigns encourage fast-food addiction amongst consumers. The authors recommended new advertising

movements such as demarketing to create health awareness amongst consumers (Farah and Shahzad, 2020). A similar study has also used demarketing to promote sustainable food consumption in the context of overconsumption that may lead to obesity (Huckabee, 2005).

Sustainable places or cities:

Studies in this context have explored the impact of demarketing places or cities for outsiders to maintain the population balance and thereby maintain the sustainability of places or cities. Medway and Warnaby (2008) pointed out that the common understanding about place marketing is that any negative image associated with a place is undesirable, but there can be situations (when faced with sustainability issues) where highlighting the negative aspects of a place may be a wise place marketing (otherwise demarketing) strategy. Researchers have introduced a typology of 'Place demarketing' by outlining a number of different place marketing and demarketing strategies. King and Crommelin (2013) explored the phenomenon of people-initiated place demarketing by using meme, parody, etc., on social media platforms to make a city unattractive for outsiders, as the residents feel that the city has reached its sustainability limits.

Sustainable social behaviour:

Studies in this setting have focused on promoting sustainable behaviour amongst certain niche communities in the society. Peattie et al. (2016) suggested that while demarketing can be effective in promoting sustainable behaviour amongst select communities, there can be unexpected outcomes of demarketing and social marketing campaigns, which can be either positive or negative, enlisting the outcomes of a demarketing campaign. Another study attempted to examine the effectiveness of a government demarketing campaign regarding promotion of sustainable consumption behaviour amongst minority groups and the majority population in Israel. The study reported that government demarketing is more effective on majority group than on any of the minority groups studied. The study suggested that minority group's motivation to respond positively to a government demarketing campaign is influenced by their national attachment levels. Minority

groups with lower national attachment levels have responded negatively to the demarketing effort and vice versa. However, higher education levels have been found to encourage more positive responses to such campaigns across majority and minority (Grinstein and Nisan, 2009).

Sustainable public policy

Most studies in this context have focused on examining the effectiveness of government demarketing programs and policies with implications towards health, social safety and stability. A study reported that policy level demarketing programs such as comprehensive and limited ban on tobacco advertising have been effective in controlling tobacco consumption levels in 30 developing countries (Blecher, 2008). Hassan et al. (2009) in their study reported that beyond limiting or banning tobacco advertising, many governments have implemented comprehensive anti-tobacco policy in an attempt to discourage tobacco consumption, which includes demarketing campaigns such as *'European Commission's – Help for a life without tobacco campaign'*. Another study has compared three government demarketing programs, which are intended to reduce smoking, binge drinking, and use of the motorcars in the United Kingdom. The study reported that the programs using policy level demarketing tools such as restrictions, taxes, and price increase, have been mostly successful in meeting its objectives. However, the study has also cautioned about the consequences of such policy level measures such as voters' backlash (Wall, 2005). Two studies have recommended counter marketing and demarketing as a policy measure to prevent the diversion of firearms to antisocial elements in the United States (Bradford, Gundlach and Wilkie, 2005; Gundlach, Bradford and Wilkie, 2010). Varadarajan (2014) recommended policy level initiatives including demarketing to counter abnormal demand for unsustainable products.

4.2.3.3 Economic Sustainability

Studies within economic dimension have categorized into the following sub sections.

Reputation Management

Studies have demonstrated that demarketing communications, particularly green demarketing, help in enhancing the reputation of business organizations. A study has found that when a restaurant with poor green reputation preaches green demarketing with the help of campaigns promoting buying less food; customers look at it with scepticism on restaurant's intentions as compared to green marketing. However, green demarketing campaigns designed with emphasis on environmental and health aspects improve restaurant's reputation, as customers find it persuasive (Zhang *et al.*, 2021). Soule and Reich (2015) also suggested that consumers make different inferences about green demarketing messages depending on characteristics of the brand, particularly environmental reputation. Consumers attribute altruistic motives to brands with excellent environmental reputations and exploitative motives for brands with poor reputation. Miklós-Thal and Zhang (2013) demonstrated that demarketing lowers sales; however, it improves product quality image in the minds of customers, thereby supporting a brand's intention to improve quality image of its products. Luz *et al.* (2020) demonstrated that customers develop positive brand attitude through application of demarketing on luxury products as compared to mass market products. However, when environmental messages are used in mass market product demarketing, the messages are appealing to customers.

Demand Management:

Demarketing has been used to manage high and undesirable demand for certain products. Chaudhry *et al.* (2019) reported that demarketing can be employed by firms to manage excess and undesirable demand for products or services. After taking the everchanging competitive business forces into consideration, researchers proposed new types of demarketing, i.e., - *Protective, Preventive, Eliminating and Combative demarketing* to manage consumer demand lost by company to undesirable market forces. In another study, researchers demonstrated that sellers may employ demarketing with price discrimination, which will be appealing to only those shoppers with high

purchasing power, discouraging budget shoppers. The results of the study suggested that in times of high consumer demand, demarketing strategies can be applied to make products or services appealing only to customers with high purchasing power, thereby allowing sellers to earn maximum profit out of limited product inventory (Kim & Shin, 2016).

Customer Management:

Demarketing can be an effective tool for managing undesirable customer segments as well as unprofitable customers. Researchers suggested that wrong customer segments may destroy brand value. Therefore, selective demarketing can be employed as a customer management tool to discourage wrong customer segments and non-profitable customers who are a mis-fit to the brand's offerings (Farquhar and Robson, 2017). Lepthien et al. (2017) also discussed about dismissing unprofitable customers using '*customer demarketing*'. However, the study has also warned about negative consequences of such actions, as it is perceived unfair by customers. Authors recommended offering terminated customers with a compensation or alternative offer to minimise the negative attitude towards the brand.

The 'Triple Bottom Line' fit:

Thus, with the above discussions, we can conclude that demarketing can be effectively deployed to address all three dimensions of sustainability challenges faced by managers and policymakers. Although marketing has been blamed for promoting unsustainable levels of consumption subsequently leading to unsustainable levels of production; together taking humongous toll on the environment (Pereira Heath & Chatzidakis, 2012), the findings from the past studies on demarketing suggest that demarketing is marketing's way of addressing sustainability challenges. Thus, the second research question of our study is addressed satisfactorily.

A thematical categorization of studies in demarketing according to three sustainability dimensions has been presented in table 3.

Main Theme	Sub Theme	No	References
Environmental Sustainability	Sustainable consumption	13	(Wright and Egan, 2000; Wall, 2007; Anne Sharp, 2010; Kotler, 2011; Pereira Heath and Chatzidakis, 2012; Yakobovitch and Grinstein, 2016; Ramirez, Tajdini and David, 2017; Kim, Ko and Kim, 2018; Little, Lee and Nair, 2019; Bareket-Bojmel, Grinstein and Steinhart, 2020; Sekhon and Armstrong Soule, 2020; Kuanr <i>et al.</i> , 2021; Salem, Ertz and Sarigöllü, 2021)
	Sustainable Tourism	14	(Beeton and Benfield, 2002; Beeton, 2003; Beeton and Pinge, 2003; Armstrong and Kern, 2011; Medway, Warnaby and Dharni, 2011; Moeller, Dolnicar and Leisch, 2011; Gössling, Scott and Hall, 2015; Petr, 2015; Eagle, Hamann and Low, 2016; Orchiston and Higham, 2016; Çakar and Uzut, 2020; Sun, Lin and Higham, 2020; Drugova, Kim and Jakus, 2021; Raab <i>et al.</i> , 2022)
	Sustainability communication	7	(Kronrod, Grinstein and Wathieu, 2012; Han, 2014; Ramirez, Jiménez and Gau, 2015; Reich and Soule, 2016; Graham and Ferguson, 2020; Frick <i>et al.</i> , 2021; Hesse and Rünz, 2022)
Social Sustainability	Health & wellness	12	(Lee, Cutler and Burns, 2004; Huckabee, 2005; Moore, 2005; Bourdeau, Brady and Cronin, 2006; Capella, 2007; Inness <i>et al.</i> , 2008; Hassan <i>et al.</i> , 2009; Zhiyong Yang, Charles M. Schaninger, 2013; White and Thomas, 2016; Jennifer Yule, 2017; Farah and Shahzad, 2020; Wesley and Murray, 2021a)
	Sustainable places/ cities	2	(Medway and Warnaby, 2008; King and Crommelin, 2013)
	Sustainable social behaviour	2	(Grinstein and Nisan, 2009; Peattie, Peattie and Newcombe, 2016)
	Sustainable public policy	6	(Bradford, Gundlach and Wilkie, 2005; Wall, 2005; Blecher, 2008; Shiu, Hassan and Walsh, 2009; Gundlach, Bradford and Wilkie, 2010; Varadarajan, 2014)
Economic Sustainability	Reputation Management	4	(Miklós-Thal and Zhang, 2013; Armstrong Soule and Reich, 2015; Vilasanti da Luz, Mantovani and Nepomuceno, 2020;

		Zhang et al., 2021)
Demand Management	2	(Kim and Shin, 2016; Chaudhry, Cesareo and Pastore, 2019)
Customer Management	2	(Farquhar and Robson, 2017; Lepthien et al., 2017)

Table 3. Thematical categorization of studies in demarketing according to the three sustainability dimensions.

Revisiting the demarketing definition: Kotler & Levy's (1971) definition of demarketing as discussed in the first section of this study, deals primarily with general business applications particularly retail applications. Armstrong and Kern, (2011) also noted that past research on demarketing has generally focused on product shortages and public services such as health care, and only a very limited number of studies have associated demarketing with sustainability. In his 2011 article *"Reinventing Marketing to Manage the Environmental Imperative"*, Kotler himself recommended deploying social marketing and demarketing to deal with the emerging sustainability aspects of business. Using the 'Triple bottom approach' our study has demonstrated the fit of demarketing literature within the sustainability dimensions. However, the absence of a clear definition linking demarketing with sustainability, demands a need for revisiting the definition.

Thus, based on our knowledge and understanding from the past literature on demarketing as discussed in detail in the study using 'Triple bottom line framework', we define demarketing as, *"That branch of marketing that advises, encourages or impose upon the individuals, households or organizations to limit or cease the consumption of a certain type of product or service or facility in situations characterised by negative environmental, social or economic implications."*

4.2.4. Methodology:

Table 4. Methodology used in demarketing research.

Methodology		Citation	No of Studies	Total Empirical Studies
Quantitative	Experiments	(Moore, 2005; Kronrod, Grinstein and Wathieu, 2012; Miklós-Thal and Zhang, 2013; Armstrong Soule and Reich, 2015; Reich and Soule, 2016; Yakobovitch and Grinstein, 2016; Lepthien et al., 2017; Ramirez, Tajdini and David, 2017; Bareket-Bojmel, Grinstein and Steinhart, 2020; Sekhon and Armstrong Soule, 2020; Vilasanti da Luz, Mantovani and Nepomuceno, 2020; Frick et al., 2021; Zhang et al., 2021)	13	
	Survey	(Lee, Cutler and Burns, 2004; Bourdeau, Brady and Cronin, 2006; Wall, 2007; Shiu, Hassan and Walsh, 2009; Anne Sharp, 2010; Moeller, Dolnicar and Leisch, 2011; Zhiyong Yang, Charles M. Schaninger, 2013; Petr, 2015; White and Thomas, 2016; Kim, Ko and Kim, 2018; Farah and Shahzad, 2020; Kuanr <i>et al.</i> , 2021; Salem, Ertz and Sarigöllü, 2021; Raab <i>et al.</i> , 2022)	14	
	Secondary data	(Capella, 2007; Blecher, 2008; Grinstein and Nisan, 2009; Shiu, Hassan and Walsh, 2009; Gössling, Scott and Hall, 2015; Drugova, Kim and Jakus, 2021)	6	33
Qualitative	Case study	(Hassan et al., 2009; Armstrong and Kern, 2011; Çakar and Uzut, 2020; Graham and Ferguson, 2020; Sun, Lin and Higham, 2020)	5	
	In depth interview, Ethnographic & FGD	(Medway, Warnaby and Dharni, 2011; Orchiston and Higham, 2016; Peattie, Peattie and Newcombe, 2016; Jennifer Yule, 2017; Little, Lee and Nair, 2019; Hesse and Rünz, 2022)	6	11
Mixed Method		(Gundlach, Bradford and Wilkie, 2010; Pereira Heath and Chatzidakis, 2012; Ramirez, Jiménez and Gau, 2015; Wesley and Murray, 2021)		4
Conceptual	Literature review	(Wright and Egan, 2000; Beeton and Benfield, 2002; Beeton, 2003; Beeton and Pinge, 2003; Bradford, Gundlach and Wilkie, 2005; Huckabee, 2005; Wall, 2005; Medway and Warnaby, 2008; Kotler, 2011; King and Crommelin, 2013; Han, 2014; Varadarajan, 2014a; Eagle, Hamann and Low, 2016; Kim and Shin, 2016; Farquhar and Robson, 2017; Chaudhry, Cesareo and Pastore, 2019)		16

As presented in Table 4, quantitative research methods, particularly experiments and surveys, have been the most popular methodology among demarketing researchers with 27 research studies. 11 papers are qualitative, wherein researchers have employed case studies, in-depth interviews, focus group discussions to extract data for the studies. 16 papers are conceptual, which are based on the past literature and evidence from case studies.

While most experiments in demarketing research have attempted to examine the effectiveness of demarketing communications and business practices to promote sustainable consumption (Kronrod, Grinstein and Wathieu, 2012; Armstrong Soule and Reich, 2015; Reich and Soule, 2016; Bareket-Bojmel, Grinstein and Steinhart, 2020; Vilasanti da Luz, Mantovani and Nepomuceno, 2020; Frick et al., 2021), other experiments have attempted to examine the impact of demarketing interventions on company's or brand's green reputation (Miklós-Thal and Zhang, 2013; Ramirez, Tajdini and David, 2017; Sekhon and Armstrong Soule, 2020; Zhang *et al.*, 2021).

ANOVA, MANOVA and ANCOVA have been the most popular statistical tools among the recent experimental researchers in demarketing (Bareket-Bojmel et al., 2020; Frick et al., 2021; Lepthien et al., 2017; Ramirez et al., 2017; Reich & Soule, 2016; Vilasanti da Luz et al., 2020; Zhang et al., 2021).

Most surveys are conducted in the context of sustainable consumption, with focus on responsible consumption of tobacco, alcohol and fast-food products (Bourdeau et al., 2006; Farah & Shahzad, 2020; Wall, 2007; White & Thomas, 2016; Yang & Schaninger, 2013), fashion products (Kim, Ko and Kim, 2018), single use plastic (Sharp, 2010; Raab et al., 2022), and power consumption (Salem, Ertz and Sarigöllü, 2021).

Amongst the recent survey-based demarketing researchers, structural equations modelling (using Smart PLS, AMOS) has been the most popular statistical tool (White and Thomas, 2016; Farah and Shahzad, 2020; Kuanr *et al.*, 2021; Salem, Ertz and Sarigöllü, 2021; Raab *et al.*, 2022) followed by ANOVA and MANOVA (Sharp, 2010; Kim et al., 2018; Petr, 2015; Yang & Schaninger, 2013).

A summary of type of variables used in recent qualitative studies has been illustrated in Table 5.

Table 5. Summary of type of variables used in recent qualitative studies.

Study	Statistical method	Independent variable	Mediating variable	Moderating variable	Dependent variable
Farah and Shahzad, 2020	SEM	Personal factors, Socio cultural factors, Advertising practices.	Food addiction	Corporate social responsibility.	Food anti consumption behaviour
Kuanr et al., 2021	SEM	Collectivism, Individualism, Self-efficacy	Nil	Nil	Voluntary simplicity, Brand avoidance
Salem, Ertz and Sarigöllü, 2021	SEM	Product, Price, Place, Promotion.	Nil	Consumer awareness, Motivation, Attitude.	Intention to reduce electricity consumption.
Raab et al., 2022	SEM	People Motivation, Product substitution, Mark up price, On site reduction, Consequence communication.	Nil	Individual commitment, Assigned responsibilities, Recycling attitude.	Anticipated Plastic reduction benefits.
Kim et al., 2018	MANOVA	Green demarketing communication (Concrete claims, Abstract claims)	Nil	Cognitive style	Attitude toward Advertising, Brand attitude, Purchase Intention, Green behaviour intention
Bareket-Bojmel et al., 2020	ANOVA	Information associated with desired consumption goals (conflicting v/s non conflicting)	The Perceived value of information	Goals in marketing communication (Specific v/s general)	Reduced food overconsumption
Frick et al., 2021	MANOVA	Communication condition (Consumption promotion, Sufficiency promotion)	Aspiration level, personal norm, Social norm.	Peer endorsement	Sufficiency behaviour
Lepthien et al., 2017	ANOVA	Customer demarketing	Perceived fairness	Social proximity, Commonness, attribution.	Brand attitude, Negative WOM
Ramirez et al., 2017	ANOVA	Pro-environmental demarketing	Attitude toward the organization	Nil	Consumption behaviour
Vilasanti da Luz et al., 2020	ANOVA	Green message	Ad believability	Brand positioning	Brand evaluation
Zhang et al., 2021	ANCOVA	Message (Green marketing v/s Green demarketing)		Corporate environmental reputation, Benefit association (Health v/s Environment),	Dining intention, Consumer scepticism.

Case studies are the most popular tool for data collection and analysis amongst qualitative researchers, wherein most case-based studies are in the context of sustainable tourism (Shiu, Hassan and Walsh, 2009; Armstrong and Kern, 2011a; Çakar and Uzut, 2020; Sun, Lin and Higham, 2020). This is followed by in-depth interviews and focus group discussions conducted in variety of contexts such as sustainable consumption, sustainable tourism, sustainable transport, and sustainable social behaviour. (Medway, Warnaby and Dharni, 2011; Orchiston and Higham, 2016; Peattie, Peattie and Newcombe, 2016; Jennifer Yule, 2017; Little, Lee and Nair, 2019; Hesse and Rünz, 2022).

Quantitative studies have focused on predicting or testing the effectiveness of demarketing interventions in various contexts such as consumer receptiveness to demarketing communication (Kim et al., 2018; Kronrod et al., 2012; Reich & Soule, 2016), impact of a demarketing intervention on consumption choices and actual consumption (White and Thomas, 2016; Yakobovitch and Grinstein, 2016; Ramirez, Tajdini and David, 2017), consumer perception about a brand post employing demarketing strategy, particularly green demarketing strategy (Miklós-Thal and Zhang, 2013; Armstrong Soule and Reich, 2015; Vilasanti da Luz, Mantovani and Nepomuceno, 2020), and consumer receptivity to a macro or mezzo social level demarketing intervention (Grinstein and Nisan, 2009; Drugova, Kim and Jakus, 2021; Salem, Ertz and Sarigöllü, 2021).

Qualitative studies have mostly focused on the micro and mezzo level social aspects of demarketing interventions. Most studies have attempted to gain in-depth insights about the attitude and perception of people towards the macro and mezzo level social demarketing programmes intended to bring positive behavioural change among the target group (Hassan et al., 2009; Armstrong and Kern, 2011; Peattie, Peattie and Newcombe, 2016; Graham and Ferguson, 2020). It is interesting to note that a few studies have attempted to contribute to demarketing theory by way of proposing demarketing strategies based on insights from the stakeholders (Medway, Warnaby and Dharni, 2011; Çakar and Uzut, 2020).

It can be understood from table 4, that qualitative and mixed method research studies are not very popular among demarketing researchers (15 studies combined), and hence requires attention in future research.

Thus, with the TCCM framework, we have systematically synthesised and presented theories, context, characteristics and methodologies used in the past research in demarketing. With this, the first research question has been satisfactorily addressed.

5. Directions for future research:

The literature review has highlighted research gaps and future research directions by applying TCCM framework following the pattern of earlier reviews (Buitrago & Camargo, 2021; Roy Bhattacharjee & Pradhan, 2021; Hassan et al., 2022; Paul & Rosado-Serrano, 2019; Singh & Dhir, 2019). Future research direction is proposed based on the research gaps or deficiencies identified in the past literature (discussed in the previous section). Thus, future research in terms of theory development, context, characteristics, and methodology are discussed in the next section. Table 6 presents the summary of future directions using TCCM framework.

Future research direction based on TCCM framework.

Table 6. Summary of future research direction using TCCM framework.

TCCM dimension	Findings	Future Direction
Theory	Theory of Planned Behaviour is the leading theory used in demarketing research.	Using other theories – Prospect theory (Tversky & Kahneman, 1979, 1992), Theory of consumption values (Sheth et al., 1991) Construal level theory (Liberman & Trope, 1998)
Context	Countries:	More studies in developing countries particularly

	<p>Developed countries such as the United States, the United Kingdom, Australia and Canada lead research in demarketing.</p>	<p>in the African, Middle East, South American and Asian countries, as they are facing with more sustainability challenges hindering growth.</p>
	<p>Sector:</p> <p>Extensive use of demarketing in healthcare and tourism sectors</p>	<p>Studies must focus on ignored retail, transport, energy and hospitality sectors, in addition to exploring the possibilities of application of demarketing in new sectors such as construction, which is reported to be one of the largest carbon emitting sectors in the world.</p> <p>Transport sector is another major contributor of greenhouse emissions; yet has received minimum scholarly attention. Therefore, studies must focus on demarketing traditional unsustainable transport means and market more sustainable transport alternatives such as public transport, shared taxi or using EV's in this context.</p>
Characteristics	<p>Dominance of research in environmental sustainability dimension of 'Triple Bottom Approach'.</p>	<p>Economically sustainable business organizations contribute to financially and otherwise to its stakeholders and thus help in the overall national development. More studies are recommended in the least explored economic sustainability</p>

	<p>Highest application of demarketing in sustainable consumption, Sustainable tourism contexts</p>	<p>dimension of triple bottom line approach, as large number of companies fail due to their inability to meet economic objectives. More research is recommended in the areas of reputation enhancement, customer management and demand management as these areas continue to be major challenges in today's business organizations.</p> <p>More studies are recommended in social sustainability dimension of demarketing, extending past research on anti-consumption movements to promoting other sustainable lifestyle movements such as – voluntary simplicity, minimalism, and sufficiency. Such movements can help reduce the individual and household share in environmental degradation resulting from unsustainable consumption choices and practices.</p>
<p>Methods</p>	<p>Experiments, Surveys are the most used research methods.</p>	<p>This research domain is still developing, unfolding new contexts, variables, and paradigms over the years. As reported by earlier studies, some sustainability challenges are micro and mezzo social in nature, therefore in depth understanding of cultures, subcultures within community or</p>

		<p>groups might help better understand the research problem and offer effective solutions using qualitative research methods. Qualitative methods such as in-depth interviews, case studies, ethnographic studies help understand the domain better by clearly defining variables, contexts, and emerging paradigms.</p>
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5.1. Theory

Theory of Planned Behaviour (TPB) is the leading theory used in demarketing research. As TPB is the most extensively used theory in social sciences, Sniehotta, Pesseau and Araújo-Soares, (2014) contends that social scientists must move away from TPB in search of other relevant theories. Therefore, the application of other theories in demarketing seems appropriate for the development of this research domain.

Prospect theory developed by Tversky and Kahneman (1979) seems to be a very promising theory in demarketing research. The theory states that in the context of investment decisions, investors tend to prioritise potential gains over losses. The theory is based on the loss aversion behaviour of people (Amos Tversky and Kahneman, 1992). Only two studies have applied prospect theory in demarketing research. One study is in the context of managing unprofitable customers by way of deploying demarketing strategies, discouraging their association with the company (Lepthien *et al.*, 2017) and the other study is in the context of sustainable communication strategy to promote nuclear energy by demarketing conventional energy sources (Han, 2014).

Studies using prospect theory have demonstrated that gain and loss frames are effective in conveying environmental messages. In the context of hospitality, a study demonstrated that in a

hotel's linen reuse program, hotel guests generally responded to a message framed as reducing loss as compared to a gain (Blose, Mack and Pitts, 2015). In another study, the researchers have demonstrated that messages framed using loss frame (As against gain frame) had more influence on hotel guests recycling behaviour (Grazzini *et al.*, 2018). Although loss frame in sustainable communications seem to be more impactful, one study in the context of food waste prevention by diners reported that participants prefer message in the gain-framed condition over loss (Huang *et al.*, 2021).

Demarketing in the context of sustainability also deals with gains and losses, i.e., cost, time, comfort and natural environment (Soule & Reich, 2015; Moeller *et al.*, 2011), hence this theory promises to offer support for studies in demarketing, particularly in the context of sustainable communications using gain and loss frames. Reich and Soule (2016) in their study measures the effectiveness of 'buy green' vs 'buy less' message frames, which can be associated with gain or loss frames, although researchers have not applied the prospect theory to support their findings. However, this study provides support for our recommendation of applying prospect theory in demarketing research.

Construal level theory can be another potential contender in demarketing research. It is a prominent theory in social psychology that explains the way in which psychological distance influences consumers attitude, behaviour and choices. The theory suggests that individuals, events, or objects can be envisioned as being psychologically near or distant. More the psychological distance, abstract is the construal; and less the psychological distance, concrete is the construal (Liberman *et al.*, 2007; Liberman & Trope, 1998).

Construal level theory has been used in sustainability contexts, particularly in sustainable communications. In the context of sustainable product consumption, one study reported the highest influence of abstract goals (as against concrete) on the consumption of environmentally sustainable products, thereby signalling implications for managers to design their marketing

strategies (Ramirez, Jiménez and Gau, 2015). In the hospitality sector, a study compared the effect of message framing using construal levels, i.e., abstract and concrete. The findings from the study suggested that hotel guests are more receptive towards a concrete message and are motivated to engage in recycling behaviour (Grazzini *et al.*, 2018). Another study also demonstrated that low-construal-level messages (concrete) paired with provincial norms are effective in persuading consumers to join a sustainability campaign (Ryoo, Hyun and Sung, 2017).

Some past studies in demarketing have also focused on preaching people about responsible consumption as well as environmental protection for future sustainability (Armstrong & Kern, 2011; Soule & Reich, 2015; Drugova *et al.*, 2021; Little *et al.*, 2019; Wright & Egan, 2000). It has been reported that reducing the psychological distance of climate change and environmental problems can be a potential strategy to increase individual's motivation to respond to climate change and environmental problems (Brügger, Morton and Dessai, 2016; Reczek, Trudel and White, 2018). Thus, future research in demarketing with the agenda of sustainability can apply the construal level theory to study the impact of construal levels on demarketing interventions or the influence of demarketing on altering the construal levels of participants with respect to environmental concern and action.

Another promising theory that may offer deeper understanding of consumer motivations to consume green products and services over non-green is the 'Theory of consumption values' (Sheth, Newman and Gross, 1991). The theory has identified five consumption values affecting consumer behaviour leading to consumption choices, viz, functional value, social value, emotional value, conditional value, and epistemic value. However, due to increased environmental considerations and demand for green products over the past few years, Rahnema and Rajabpour (2016) extended the theory by adding the sixth value, i.e., environmental value. Thus, all these six values, particularly social, emotional and environmental, may help to explain

consumption of sustainable products and services over non-sustainable products and service in a demarketing context. Studies in the past have compared demarketing of sustainable products and services over non-sustainable products and services (Wright and Egan, 2000; Beeton and Pinge, 2003; Capella, 2007). However, none of them have attempted to explain consumer's inherent motivations or the acquired motivations (as a result of demarketing intervention) for their consumption choices. Thus, the theory of consumption values may not only explain consumer motivations for green product purchase but also help to categorise consumers based on the six values mentioned above. Such a study could provide policy makers and practitioners more insights in planning and designing demarketing interventions.

5.2. Context

5.2.1. Countries

The review of literature in demarketing revealed that developed countries such as the United States, the United Kingdom, Australia and Canada lead research in demarketing. It has been also noted that the developing countries, particularly Africa, South America and Asia, have contributed little to none in demarketing research. Numerous research studies have reported that developing countries are facing severe sustainability challenges that hinder their growth (Yellishetty and Mudd, 2014; Kilkis, 2016; Khan, 2019; Sánchez-Bravo *et al.*, 2021). Our review has also pointed out social and environmental sustainability challenges in the developing countries such as India (Varadarajan, 2014), Pakistan (Farah and Shahzad, 2020), Palestine (Salem, Ertz and Sarigöllü, 2021), and Zambia (Graham and Ferguson, 2020), yet the number of studies is minimum. It is also concerning to know that some of the largest carbon emitters in the world such as China and India (Zhou and Li, 2019; Zhao *et al.*, 2021) have produced little to no research on demarketing in the sustainability context. India has contributed only two studies in demarketing research (Kuanr *et al.*, 2021; Varadarajan, 2014), while China has none so far.

Therefore, it is recommended that studies must extend to the developing and high carbon emission countries.

5.2.2. Sector

The review has identified extensive use of demarketing in healthcare and tourism sectors. There are very few studies in retail, transport, hospitality and energy sectors. However, these sectors cannot be ignored, especially in the context of environmental sustainability. Numerous studies have reported that transport, energy and hospitality sectors are some of the largest carbon emitters in most countries (Han, 2014; Gössling, Scott and Hall, 2015; Grazzini et al., 2018; Filimonau et al., 2020; Zhao et al., 2021; Hesse and Rünz, 2022).

At the same time, unexplored sectors such as construction reportedly contribute to high carbon emissions (Huang *et al.*, 2018; Zhao *et al.*, 2021). Therefore, studies need to focus more on these high carbon emission sectors, i.e., transport, energy, hospitality, construction, while extending studies to other sectors as well.

A possible intervention across these high carbon emission sectors can be demarketing the least sustainable alternative while marketing the most sustainable alternative. An example for this can be, in the transport sector demarketing car and marketing use of public transportation as suggested by Varadarajan (2014) and Wright and Egan (2000).

Although marginally researched in the past, more studies are recommended in the hospitality sector being another high carbon emitting sector. The responsible consumption of food, energy, and other resources by consumers is reported as the major challenge for hotels and restaurants to achieve sustainability (Chen, 2015; Borden, Coles and Shaw, 2017; Filimonau et al., 2020; Hassanli and Ashwell, 2020). Past studies in demarketing in other sectors have reported that the above-mentioned problems can be successfully addressed using demarketing strategies

(Huckabee, 2005; Blose, Mack and Pitts, 2015; Salem, Ertz and Sarigöllü, 2021; Zhang *et al.*, 2021), hence suggesting scope for more studies in hospitality sector.

5.3. Characteristics:

Our study has identified that the 'Triple Bottom Line' approach dominates research in environmental sustainability dimension. Within environmental sustainability, the highest application of demarketing is related to sustainable consumption and sustainable tourism contexts.

Although research in environmental sustainability dimension of demarketing has been recommended to progress further, economic sustainability dimension lacks adequate amount of research. It is a very important dimension for managers as a large number of start-up as well as established companies fail due to their inability to confront economic objectives (Clayton M, 1996; DeSantola, 2022). A major challenge towards achieving sustainability has been balancing sustainability with profitability (Moeller, Dolnicar and Leisch, 2011). On economic grounds, sustainable business organizations not only contribute financially but also help in boosting overall national development (Elkington, 1994). Demarketing promises to help in addressing some of the challenges in the economic dimension to help managers achieve economic sustainability.

One of the critical challenges faced by managers today is sustainable demand management, wherein a company has to balance between profitability and environmentally sustainable levels of demand (Beeton and Benfield, 2002). Demarketing has been deployed to control the unsustainable levels of demand in the tourism context (Armstrong & Kern, 2011; Drugova *et al.*, 2021). Hence, the potential of demarketing must be examined with respect to other sectors as well. Another challenge faced by managers today are managing unprofitable and undesirable

customers (Leptien et al., 2017). In the retail context, demarketing has been deployed successfully to weed out unprofitable and undesirable consumers (Farquhar and Robson, 2017). However, studies in this direction have been minimum, hence demands scholarly attention.

In the context of increased concern towards environmental problems and customers demand for sustainable products and services, enhancing the green reputation of the brand would help the company to meet their economic objectives (Armstrong Soule and Reich, 2015). The enhanced green reputation of the brand would not only help to create positive attitude toward the brand or company, but may also influence consumer product choices (Kim et al., 2018). Past studies show that green reputation is a result of multiple actors. Two studies have reported that company's green reputation is influenced by the industry's green reputation and company's green initiatives (Zhang *et al.*, 2021; Hesse and Rünz, 2022). Studies on green reputation enhancement using green demarketing being minimum, demands more research in multiple contexts to better understand this effect.

Our study has also identified that research in demarketing in the social dimensions is also very few compared to environmental dimension; hence, we recommend examination of demarketing in the social sustainability context under future research direction. A potential research direction identified from our review is promotion of sustainable lifestyle choices. The role of demarketing in encouraging sustainable lifestyle choices such as voluntary simplicity and minimalism (Frick *et al.*, 2021; Kuanr *et al.*, 2021) , anti-consumption (Farah and Shahzad, 2020; Kuanr *et al.*, 2021), and sufficiency behaviours (Frick *et al.*, 2021) are present but not fully explored, hence social sustainability context has to be fully explored. The promotion of such lifestyle movements may help in reducing individual and household contribution to environmental degradation (Pangarkar, Shukla and Taylor, 2021). Hence, there is need of research in this direction.

5.4. Methods:

Our review has identified that experiments and surveys are the most used research methods in demarketing research. Therefore, more studies are recommended using qualitative research methods such as in-depth interviews, case studies, ethnographic studies. This methodology is suggested not only because of the fact that they are the least used methodology in demarketing research, but also due to the fact that this research domain is still developing. Although demarketing is as old as marketing itself, it has received scholarly attention only from the past two decades. Studies in demarketing has been unfolding new contexts, variables and paradigms with the advancement of research in this domain. Thus, a qualitative approach would help to understand the domain better by clearly defining variables and contexts.

Some sustainability issues are micro and mezzo social in nature as reported by some past studies in demarketing (Lee, Cutler and Burns, 2004; Grinstein and Nisan, 2009; Graham and Ferguson, 2020). However, research in this direction is negligible. In depth knowledge of cultures, subcultures within community or groups may help better understand and deal with social sustainability issues (Hassanli, Walters and Williamson, 2020). Therefore, more qualitative studies are recommended in this direction.

6. Managerial & Policy Implications:

Sustainability has become a major directive principle for strategic, administrative and operational level managerial decision making (Elkington, 2006; Moeller, Dolnicar and Leisch, 2011; Fischer, Brettel and Mauer, 2020), hence our study recommends demarketing as a strategic approach for dealing with unsustainable levels of demand, which in turn leads to unsustainable levels of consumption and production. Demarketing is also recommended for companies intending to improve their green reputation, which in turn may help them meet their

economic objectives (Armstrong Soule and Reich, 2015). Sustainable demand management, sustainable consumption and green reputation are of great concern for managers, given the level of pressure arising from the emerging ethical and regulatory requirements such as green auditing, ESG Investment, UN-SDG reporting and so on (Cort and Esty, 2020; Pizzi, Rosati and Venturelli, 2021; Mudliar, 2022).

Our review has found evidence for the successful application of demarketing in sectors such as tourism, healthcare, retail, power, transportation and hospitality, thereby indicating that demarketing can be deployed successfully across multiple sectors. Our study has documented successful deployment of demarketing under various challenging business contexts. For instance, selective demarketing for targeting a particular segment by discouraging other undesirable segments; Green demarketing to enhance the green reputation of the brand or company; General demarketing in times of resource shortage; and Preventive & Protective demarketing in a competitive landscape.

With reference to past studies in demarketing examined within the 'Triple Bottom Line' approach, our study suggests that business managers can deploy demarketing strategies to successfully counter sustainability challenges across all three dimensions. By means of identifying and reporting the possible negative outcomes of demarketing, our review also cautions managers to better plan their demarketing interventions by anticipating obstacles and improving preparedness to deal with the same.

The review has identified that green demarketing is the way forward for organizations advocating or preaching sustainability to its customers. Green demarketing not only helps to maintain sustainable consumption levels, but also enhances green reputation of brands or companies. However, clarity on what is the ideal sustainable consumption/production level for each company or industry is an area that demands extensive research.

Our study can guide government and policy makers to design regulatory policies and communication strategies intended to promote sustainable consumption practices. Policy makers can incorporate demarketing not only to deal with unsustainable consumption and production challenges, but also to counter socially undesirable practices or anti-social practices such as diversion of firearms, setting wildfire etc (Bradford, Gundlach and Wilkie, 2005; Gundlach, Bradford and Wilkie, 2010; Peattie, Peattie and Newcombe, 2016; Graham and Ferguson, 2020) as reported in the review.

Conclusion:

Our study has systematically synthesised and presented prominent theories, methodologies, context, and characteristics in demarketing research for the past two decades using the TCCM framework. Besides this, the study has contributed a new definition of demarketing considering its increasing application in the sustainability context with due respect to the original theory. The literature review has also identified gaps in demarketing research and presented directions for future research by applying the same framework.

Today, sustainable demand management, promotion of sustainable consumption, and management of brand's green reputation are a matter of great concern amongst managers given the level of pressure from emerging ethical and regulatory requirements such as green auditing, ESG Investment, UN-SDG reporting and so on. Sustainability has become a major directive principle for managerial decision making; hence our study recommends demarketing as a strategic tool to address the emerging sustainability challenges. This comprehensive review of literature in demarketing is able to establish that demarketing helps to address successfully the sustainability challenges faced by policy makers and practitioners by examining studies in demarketing within the 'Triple Bottom Line' sustainability dimensions. The review has presented sectors that has been extensively using demarketing; also reporting on new sectors that are

increasingly employing demarketing strategies and has suggested possible new sectors where demarketing can be successfully deployed. This study has also identified prominent countries in demarketing research and observed that, since developed countries dominate in research on demarketing, studies must be extended to the developing countries. The review has also identified prominent theories in demarketing research and suggested promising theories for future research applications.

The systematic review recommends more studies in the economic dimension of sustainability, as businesses continue to face multiple economic sustainability challenges. Our review has found some evidence of companies deploying demarketing when confronted with economic sustainability challenges. In this regard, further research is recommended in areas that are less explored within the economic sustainability dimension such as: demarketing to enhance brand's green reputation, demarketing to accomplish sustainable demand levels, demarketing to manage undesirable customers and demarketing to discourage company's old and less sustainable products in favour of new and more sustainable products. The systematic review also recommends more studies in the social sustainability dimension. As the domain is still developing, mezzo and micro socio level demarketing research that is deficient in the current literature can enrich our understanding of demarketing across multiple social contexts and thereby may help solve some of the sustainability problems associated with individuals, households, and communities.

We have identified that 'green demarketing' has been the most talked about variant of demarketing amongst the research community in the recent past. Based on research findings from the past studies in green demarketing, this variant of demarketing promises to be effective in improving brand's green reputation under right circumstances. However, green demarketing being fairly a recent version of demarketing, with its application mostly in retail and hospitality

sectors, demands further research in multiple sectors and contexts to analyse its overall effectiveness.

The study also highlights the slow transition of demarketing over the years from mere retail application to healthcare to tourism. Considering this transition over the years, with other sectors gaining momentum such as transportation, energy, hospitality and so on, it can be predicted that demarketing application will spill over to more sectors in the future.

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