

Organic Branding and Sustainability-Based Retail Brand Equity - A Systematic Review

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Abstract

With increased concerns about environmental problems, social well-being, food safety, and sustainability issues, the traditional mainstream food retailers have launched initiatives of ethical sourcing, environmental-friendly processing, and paid more attention to their organic brands to strengthen their brand equity. Although there is an immense literature on brand equity in the past, few of them have focused on brand equity in the food retail business with the new challenge of sustainability marketing. The purpose of this study is to identify the research gap and conceptualize the sustainability-based retail brand equity (SRBE) that is distinguished from the traditional concept by incorporating emerging sustainability-values-oriented elements. A systematic literature review method is adopted. The results show that two different brand equity streams further lead to inconsistent definitions of retail brand equity, especially in terms of industry sectors. The SRBE conceptualization can reconcile this issue by integrating sustainability values.