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From the Cause of all evil to marketing for **Change**

Dr. Mila Tarabashkina (UWA Business School, Marketing Department)



On Noongar land

We acknowledge we are situated on Noongar land, and that Noongar people remain the spiritual and cultural custodians of their land, and continue to practise their values, languages, beliefs and knowledge.

We pay our respects to the traditional owners of the lands on which we live and work across Western Australia and Australia.



Artist: Dr Richard Barry Walley OAM



Origin of marketing

Marketing is the activity, set of institutions, and processes for **creating, communicating, delivering, and**

exchanging offerings that have **value** for
customers, clients, partners, and society at large.

(American Marketing Association)



Origin of marketing

1900s

The first marketing course was taught at the University of Michigan in **1902**. At that time, marketing was defined quite simply: it was about **distribution** and **exchange**.

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1930s-1950s

Understanding the consumer, market segmentation, and advertising. Borrowing from psychology, anthropology, sociology, and social psychology. These were the years when marketers really wanted to understand what makes consumers tick → product diversity:

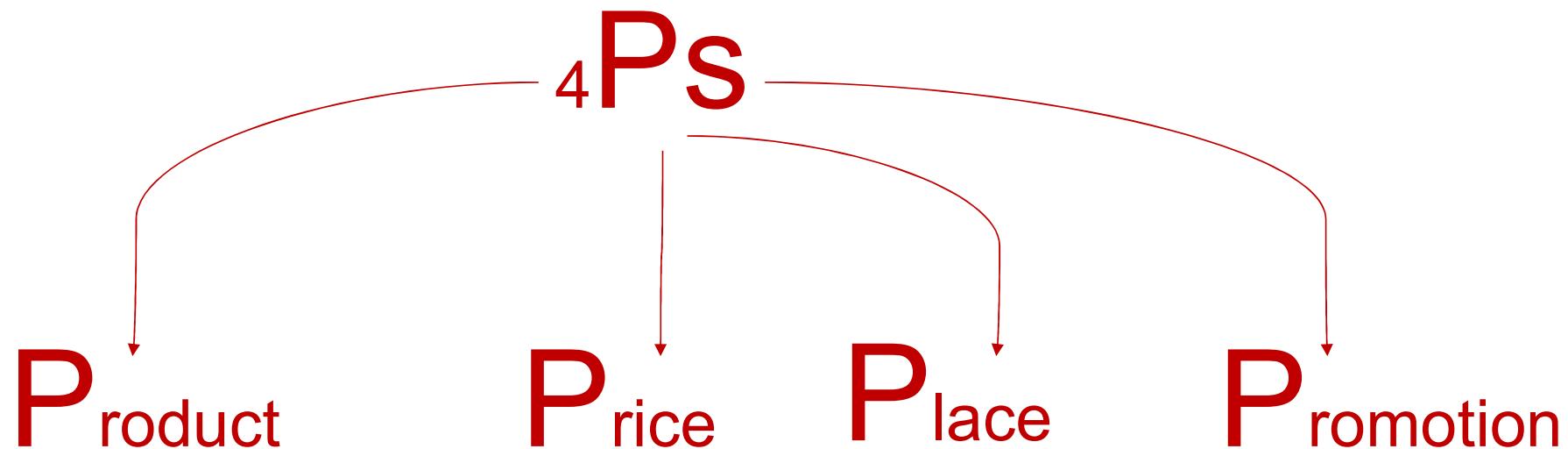




Origin of marketing

1960s-1980s

The Marketing Mix Era

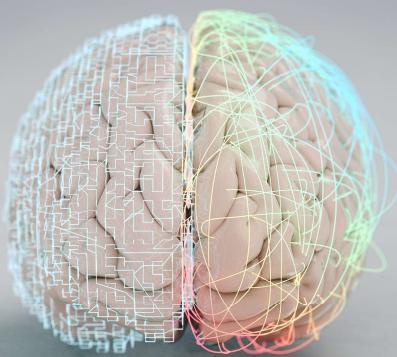


Origin of marketing

1990s-2000s

Relationship marketing, digital marketing, and global expansion

Neuroscience **Internet** **Facebook**



Origin of marketing

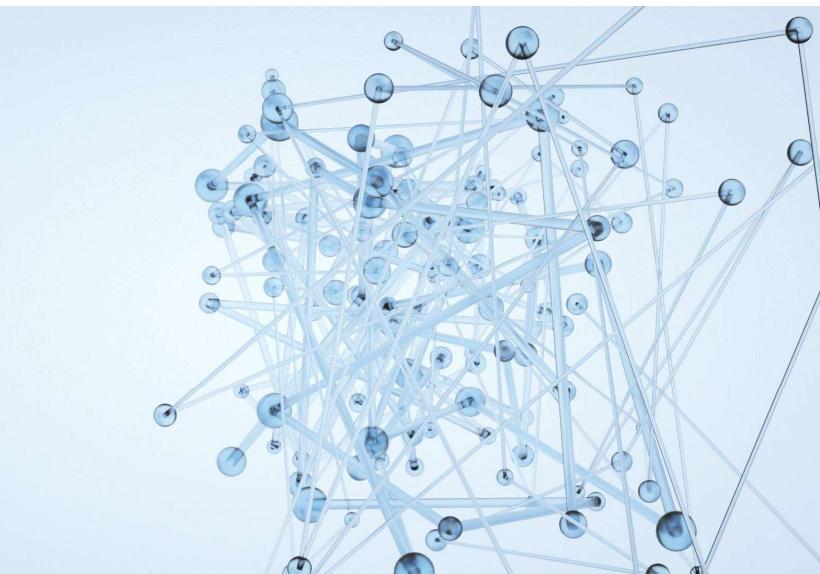
2010s-2020s

Big data, data-driven digital marketing, personalised experience, tailored messaging

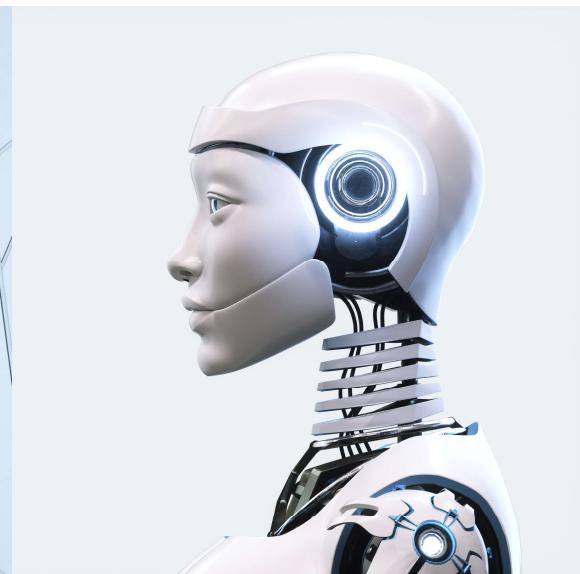
Metaverse, VR



Big Data



AI



2030s-....

Oh boy, we are in for a ride!

**BIG, EXCITING
UNKNOWN**



Why is marketing considered
to be the cause of all **evil?**



Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings

that have **value** for **customers, clients, partners, and society at large.**
(American Marketing Association)



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value

The Elements of Value Pyramid

Products and services deliver fundamental elements of value that address four kinds of needs: functional, emotional, life changing, and social impact. In general, the more elements provided, the greater customers' loyalty and the higher the company's sustained revenue growth.

SOCIAL IMPACT



Self-transcendence

LIFE CHANGING



Provides hope



Self-actualization



Motivation



Heirloom



Affiliation/belonging

EMOTIONAL



Reduces anxiety



Rewards me



Nostalgia



Design/aesthetics



Badge value



Wellness



Therapeutic value



Fun/entertainment



Attractiveness



Provides access

FUNCTIONAL



Saves time



Simplifies



Makes money



Reduces risk



Organizes



Integrates



Connects



Reduces effort



Avoids hassles



Reduces cost



Quality



Variety



Sensory appeal



Informs

SOURCE © 2015 BAIN & COMPANY INC.
FROM "THE ELEMENTS OF VALUE," SEPTEMBER 2016

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The B2B Elements of Value Pyramid

Bain has organized the 40 distinct kinds of value that B2B offerings provide customers into a pyramid with five levels. The most objective kinds of value are found at the base, and the higher a level is, the more subjective and personal the types of value it contains.

INSPIRATIONAL VALUE



Vision



Hope



Social responsibility

INDIVIDUAL VALUE



Network expansion



Marketability



Reputational assurance



Design & aesthetics



Growth & development



Reduced anxiety



Fun & perks

EASE OF DOING BUSINESS VALUE

PRODUCTIVITY



Time savings



Reduced effort



Decreased hassles



Information transparency



Variety



Commitment



Transparency



Cultural fit



Organization simplification



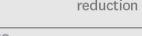
Connection



Integration

OPERATIONAL

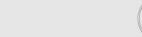
ECONOMIC



Improved top line



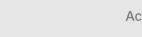
Cost reduction



Product quality



Scalability

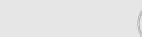


Innovation

PERFORMANCE

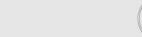


Regulatory compliance



Ethical standards

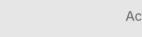
TABLE STAKES



Meeting specifications



Acceptable price



Gains



Pains



Customer jobs

Crafting the Value Proposition

Value Proposition



Source: Strategyzer

Customer Profile



Source:
<https://www.bain.com/insights/the-elements-of-value-hbr/>



Cognitive decision- making



High involvement,
cognitive processing,
attention

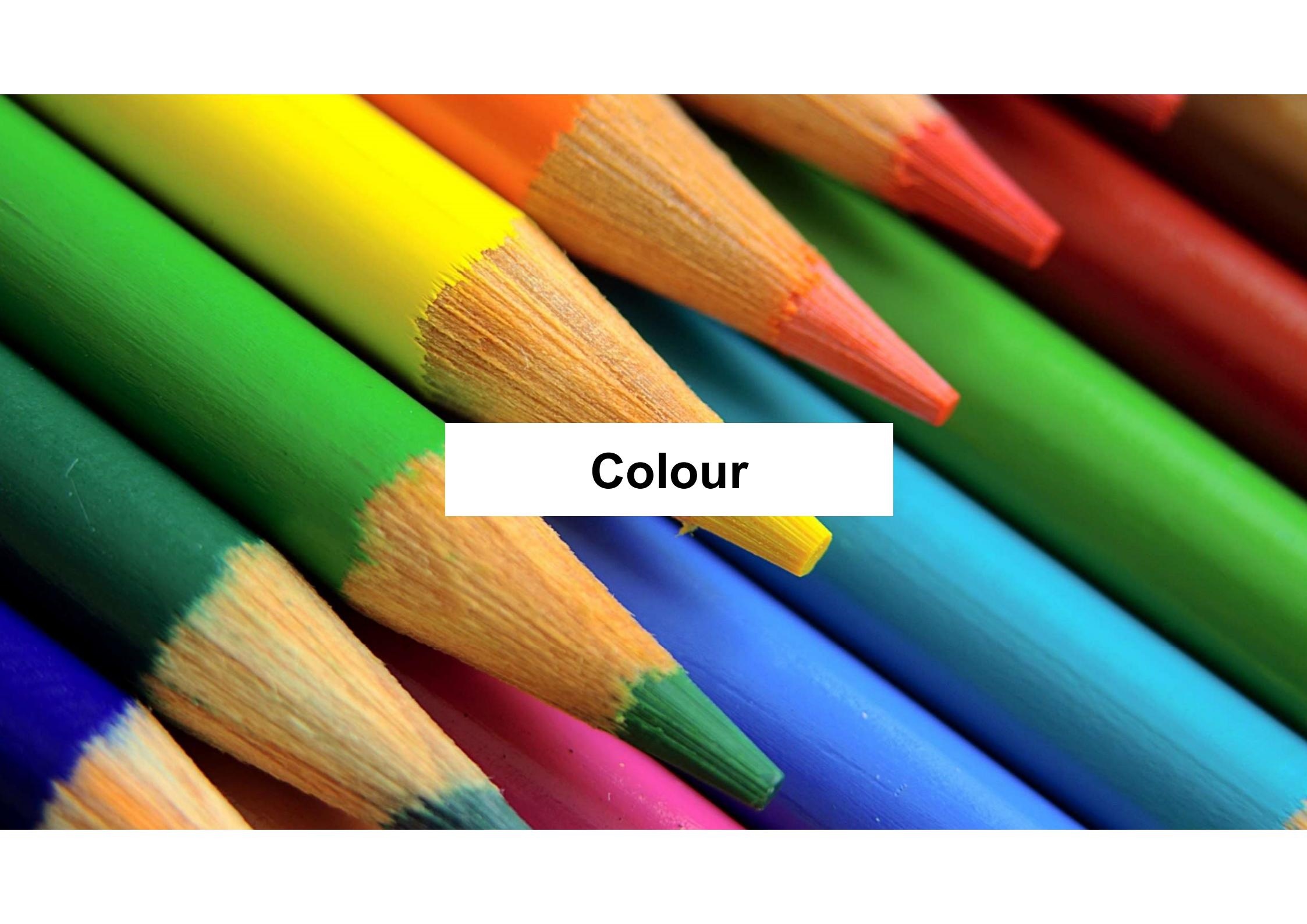
value



Emotional decision- making



Low involvement,
lower cognitive
processing, lesser
attention



Colour



value

Draws attention, colour of passion, movement, energy, and luck in some cultures

Makes you hungry and creates a sense of urgency

Optimism and positivity

Nature, life, wealth, and privilege

Trustworthy, fiscally responsible and dependable

Luxury, creativity, spirituality

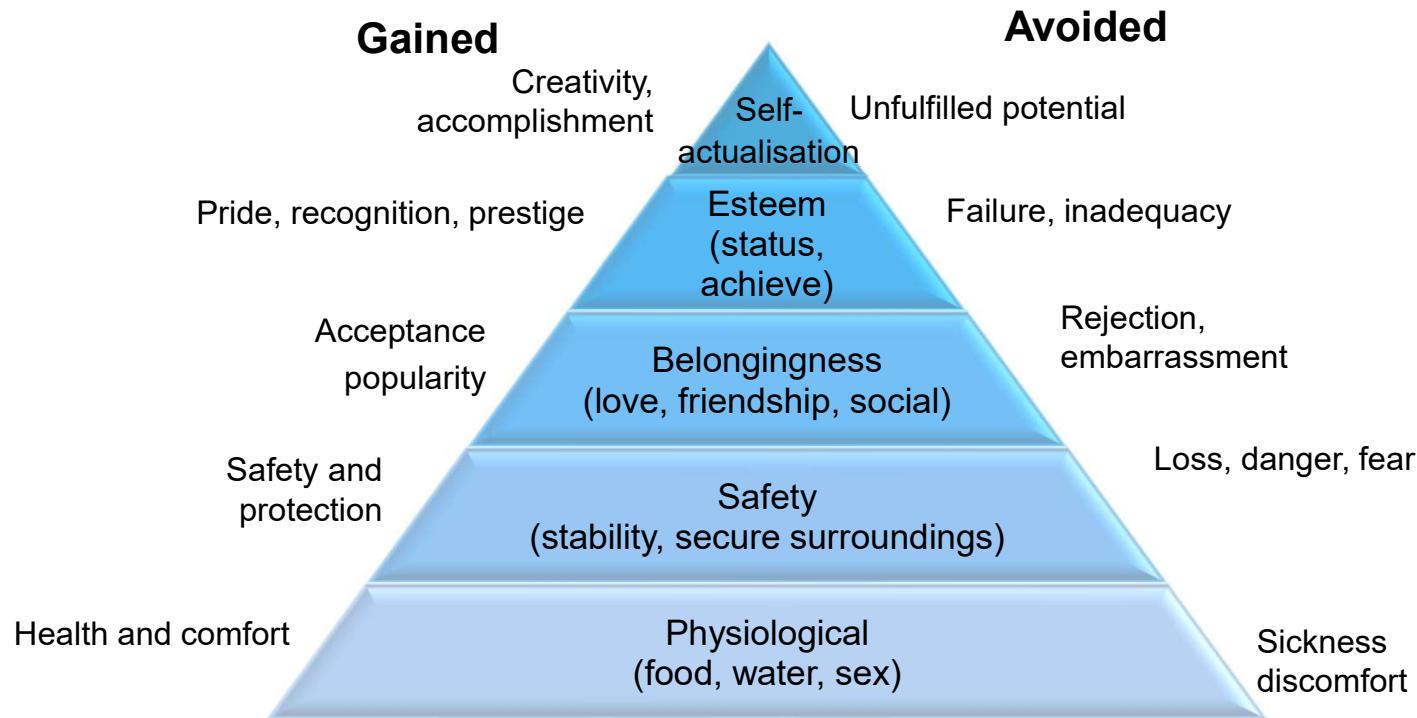
Class, elegance, and sophistication



Needs or wants hierarchy

value

Insights from psychology





Why is marketing considered
to be the cause of all **evil?**



value

Because now consumers **tell us
themselves** what they value via:

- engagement: likes, comments, saves, shares, private shares in DMs, replays on reels, clicking “see more”
- scroll behaviour
- hover/linger behaviour - mouse, finger tracking

**Data mining,
profiling, etc**



value

Planned obsolescence
Waste
Negative health outcomes...





Here comes social marketing

Social marketing “seeks to develop and integrate marketing concepts with other approaches **to influence behaviour** that benefit individuals and communities for the **greater social good**”

(Australia Association of Social Marketing)

Source: <https://aasm.org.au/what-is-social-marketing/>

What behaviours is social marketing targeting?

Pro-social behaviours:



Safety behaviours:



Health-related behaviours:



Environmental behaviours:





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Fear appeal



STOP SMOKING START REPAIRING

In 1 week
your sense of taste and smell improves

In 3 months
your lung function begins to improve

In 12 hours
excess carbon monoxide is out of your blood

In 1 year
a pack-a-day smoker will save over \$13,500

In 5 days
most nicotine is out of your body

In 1 month
skin appearance is likely to improve

In 12 months
your risk of heart disease has halved

Today
quit before getting pregnant and your risk of having a pre-term baby is reduced to that of a non-smoker

EVERY CIGARETTE YOU DON'T SMOKE IS DOING YOU GOOD

Quit for You

Quitline 13 7848
health.gov.au/quitnow

Quit Now: My QuitBuddy

Australian Government

Fear, shame appeals



What are you really gambling with?

I was lying to everyone.

I lost friendships I'd had for 40 years.

- Marilyn, 76

GAMBLEAWARE

gambleaware.com.au | 1800 858 858

Source: <https://www.dlgsc.wa.gov.au/racing-gaming-and-liquor/racing-gaming-and-wagering/gambling-harm/what-is-gambling-really-costing-you>



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Source:
<https://shortyawards.com/3rd-socialgood/national-geographic-planet-or-plastic>

A small act makes a big impact.



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Your bin system has changed for the better.
You now have a green bin for your food
scraps and garden clippings. Take a moment
to update your recycling knowledge.

Visit councilname.vic.gov.au

[QR Code]



Council logo
goes here

Source:
<https://www.sustainability.vic.gov.au/circular-economy/household-education-for-4-stream-recycling>



Source:
https://www.boredpanda.com/powerful-social-advertisements/?utm_source=google&utm_medium=social&utm_campaign=organic

Challenge #1:

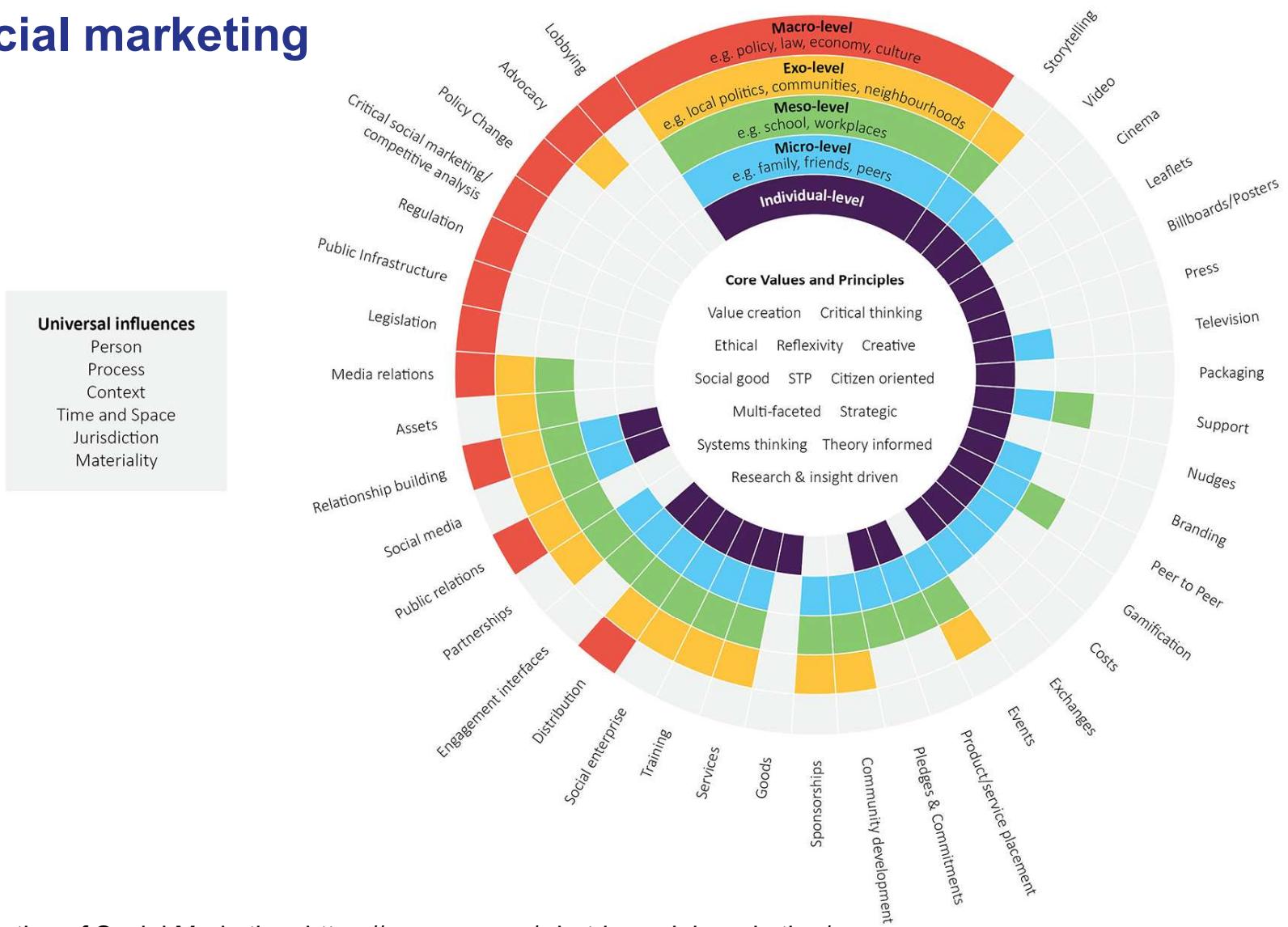
Funding issues....



Challenges for social marketing

Challenge #2:

Complexity of interventions....



Source: Australian Association of Social Marketing <https://aasm.org.au/what-is-social-marketing/>

Challenge #3:

Behaviours are the
hardest to tackle...very
habitual, pleasurable

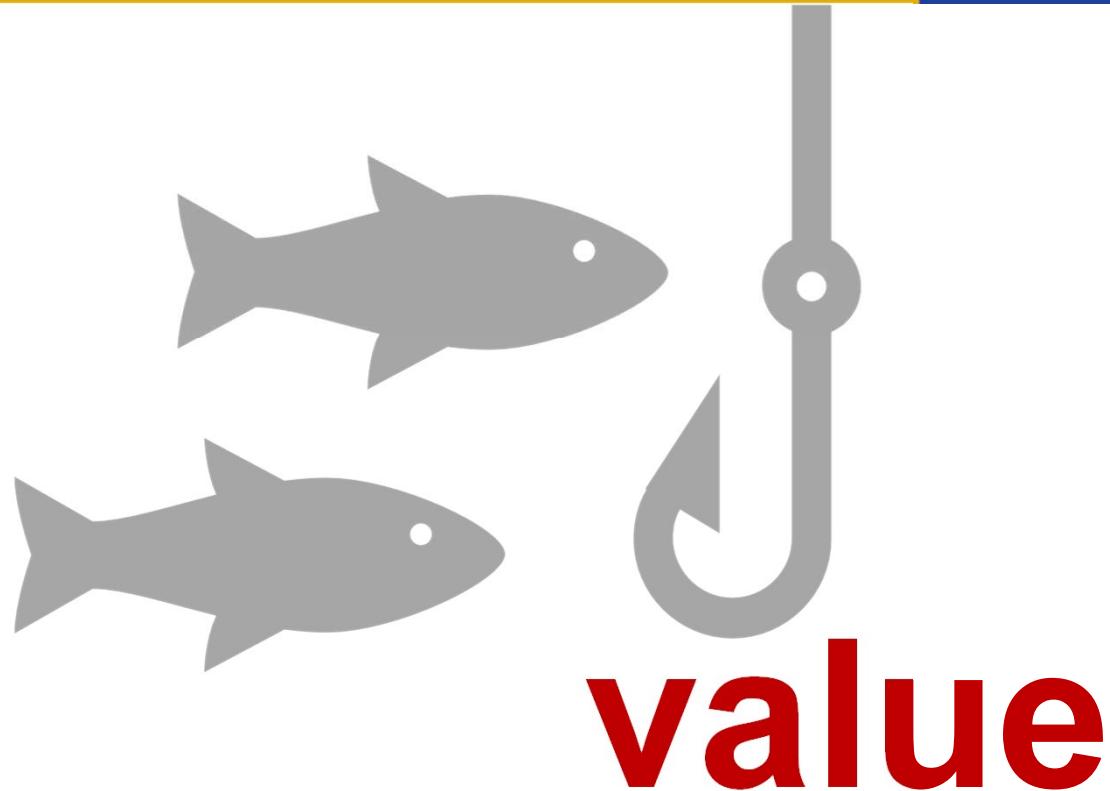


Source:

<https://www.kisspng.com/png-glass-black-simple-broken-glass-effect-elements-142013/preview.html>

Challenge #4:

Are we using the right
appeals/content to
change behaviours?





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Creating **value** attempt



The state of waste

Global waste management crisis due to **over-consumption** and a **“throw away”** culture prompted by excessive production of short-lived disposable products that require large landfill and better recycling infrastructure (O'Brien, 2013).

Recycling proposed as a solution



Recycling - the increasing cost of waste collection, management, and reprocessing makes recycling unsustainable as the sole solution to reduce humans' environmental impact (Allwood, 2013).

Recycling - is not always effective due to many countries' lack of recycling facilities and over-reliance on “waste export” to other countries for reprocessing (Blue Environment, 2016).

Recycling - when consumers know that products can be recycled, they counter-intuitively use more resources, overconsuming and producing more waste (Sun and Trudel, 2016)

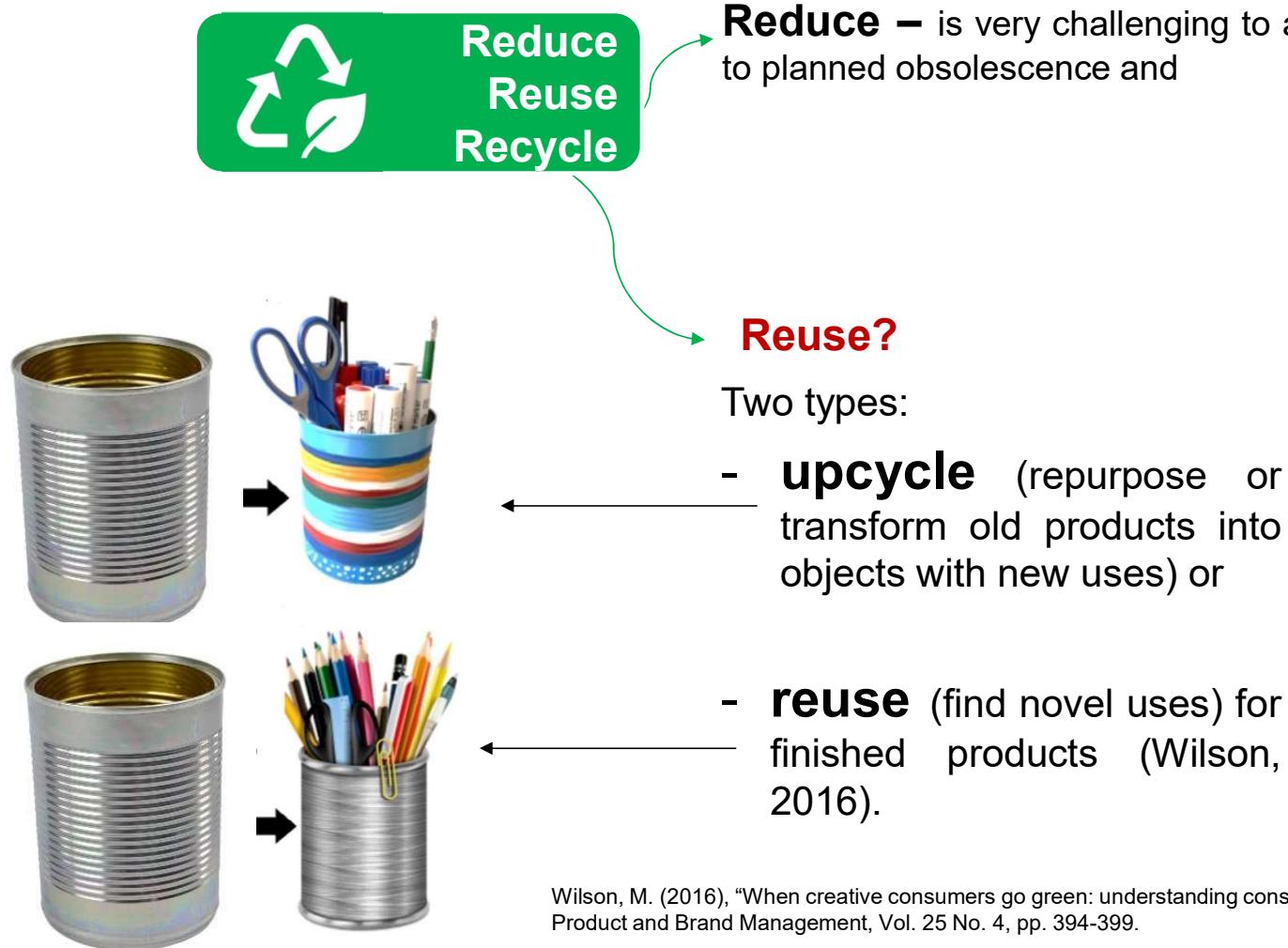
Allwood, J.M. (2013), Squaring the Circular Economy the Role of Recycling within a Hierarchy of Material Management Strategies, Elsevier Science and Technology.

Blue Environment (2016), “National waste report”, available at: www.environment.gov.au/system/files/resources/d075c9bc-45b3-4ac0-a8f2-6494c7d1fa0d/files/national-waste-report-2016.pdf (accessed 25 October 2019)

O'Brien, M. (2013), “Consumers, waste and the ‘throwaway society’”, thesis: some observations on the evidence”, International Journal of Applied Sociology, Vol. 3 No. 2, pp. 19-27.

Sun, M. and Trudel, R. (2016), “The effect of recycling versus trashing on consumption: theory and experimental evidence”, Journal of Marketing Research, Vol. 54 No. 2, pp. 293-305.

The state of waste



Wilson, M. (2016), "When creative consumers go green: understanding consumer upcycling", Journal of Product and Brand Management, Vol. 25 No. 4, pp. 394-399.



Reuse?

- It reduces the amount of waste entering landfill/recycling system and resources/labour required to process it
- It reduces the need for new resources
- Consumers can reduce their overall consumption levels, as well as their individual carbon footprint
- It offers psychological benefits, such as enjoyment associated with the re-consumption process (Wilson, 2016).

value?

What do we know about the factors that stimulate reuse and upcycling?

Past research

- Only **creative individuals** engage in this behaviour (Wilson, 2016)
- **Financially disadvantaged** consumers will engage in this behaviour (Trujillo and Rosa, 2017)



Trujillo, C.A. and Rosa, J.A. (2017), "Consumer creativity influenced by hope, integral emotions and socio-economic status", International Journal of Consumer Studies, Vol. 41 No. 5, pp. 576-586. Wilson, M. (2016), "When creative consumers go green: understanding consumer upcycling", Journal of Product and Brand Management, Vol. 25 No. 4, pp. 394-399.

How can we encourage more people to engage in reuse or upcycling?

Tarabashkina, L., Devine, A., & Quester, P. G. (2022). Encouraging product reuse and upcycling via creativity priming, imagination and inspiration. *European Journal of Marketing*, 56(7), 1956-1984.
<https://doi.org/10.1108/EJM-06-2020-0442>

We need new interventions –

focusing on **value**,
easy to execute and low-cost

Interventions

Creativity
priming

Environmental
message

Control group

Creativity priming:

“To confirm that you are eligible to take part in this research on product creativity, please recall and briefly describe a situation when:

1) you purchased a product and modified it to suit your needs, or

2) created a new product using an existing product
In both cases, the examples could relate to product modification when you changed the product's colour, function, shape or any other attribute (glued something to it, painted it, etc)”

Interventions



Environmental appeal:

Think about the items that we throw away that can still be reused in your household.

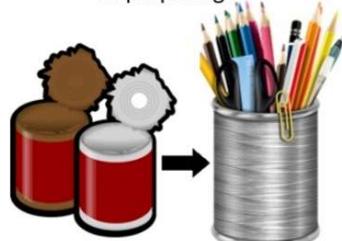
Is recycling the only option to reduce the impact of our manufacturing and production on the environment?

By **continuing to re-consume (reuse or upcycle)** items and product packaging that are typically discarded you:

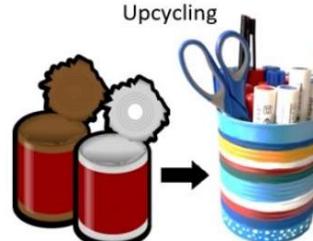
- o **divert items from landfill** (when not recyclable)
- o **conserve the resources** which would have been otherwise used to recycle these items (water, electricity, etc)
- o **reduce the amount of greenhouse gasses emissions** associated with recycling

So, **start reusing or upcycling** items that are typically put in a recycling or a waste bin:

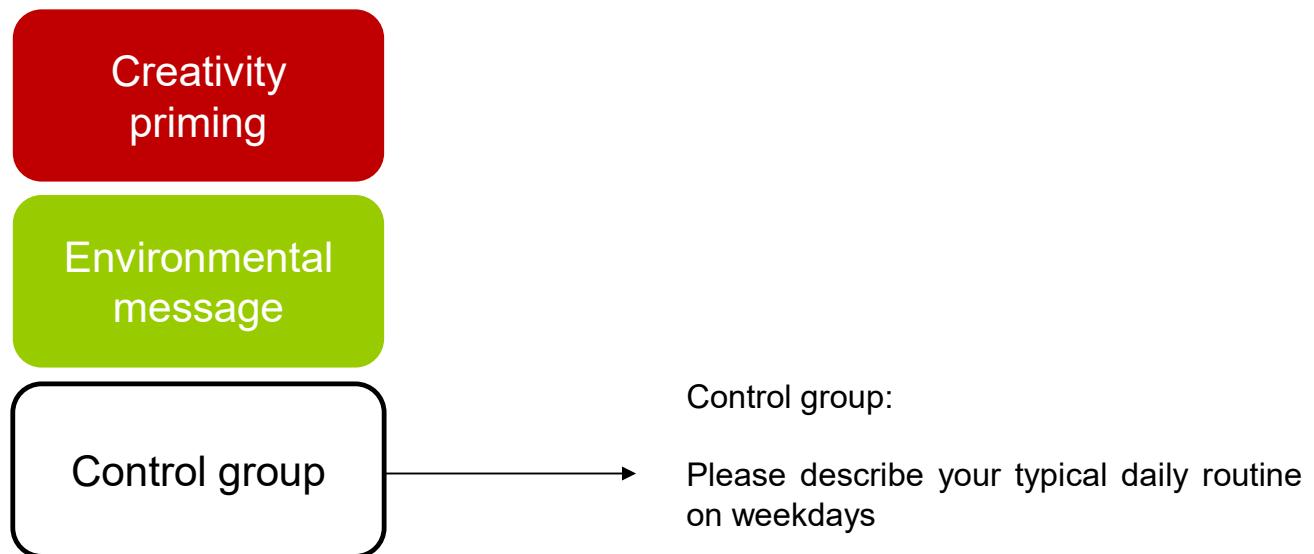
Repurposing



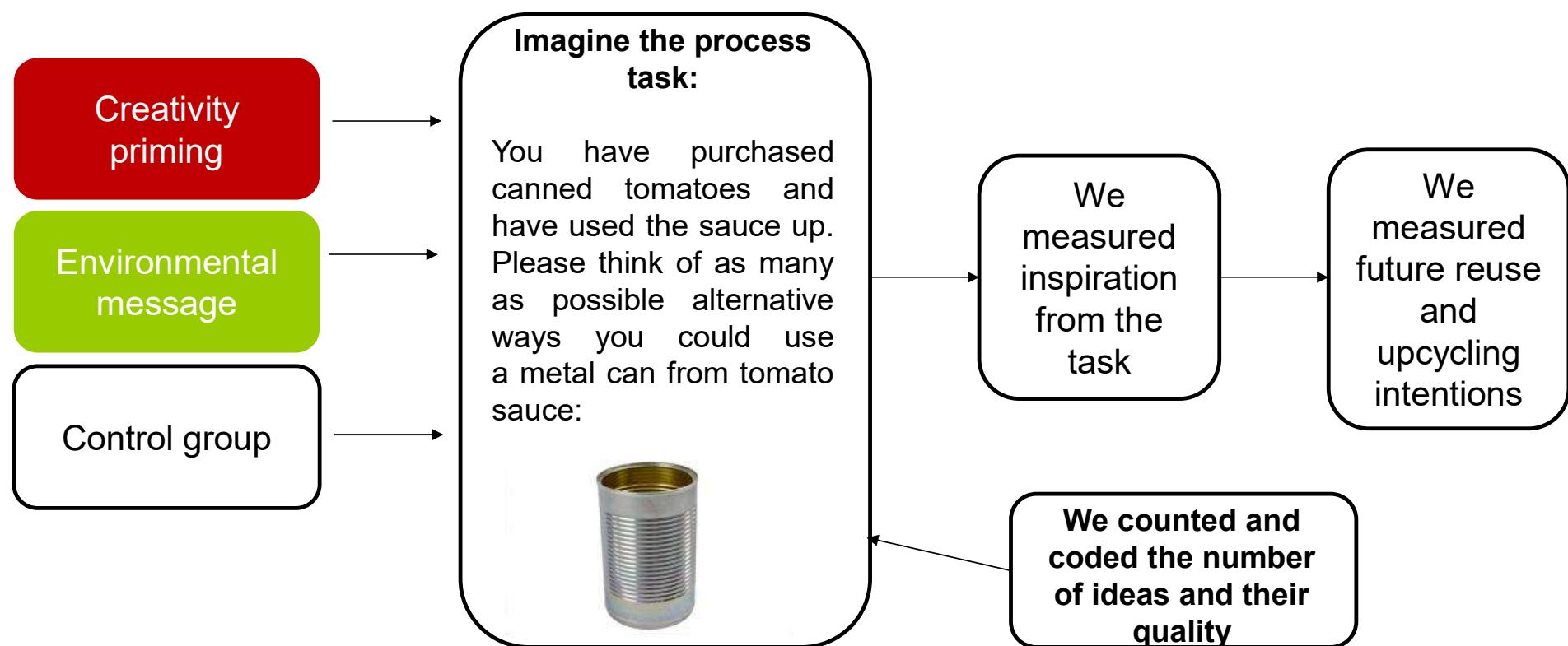
Upcycling



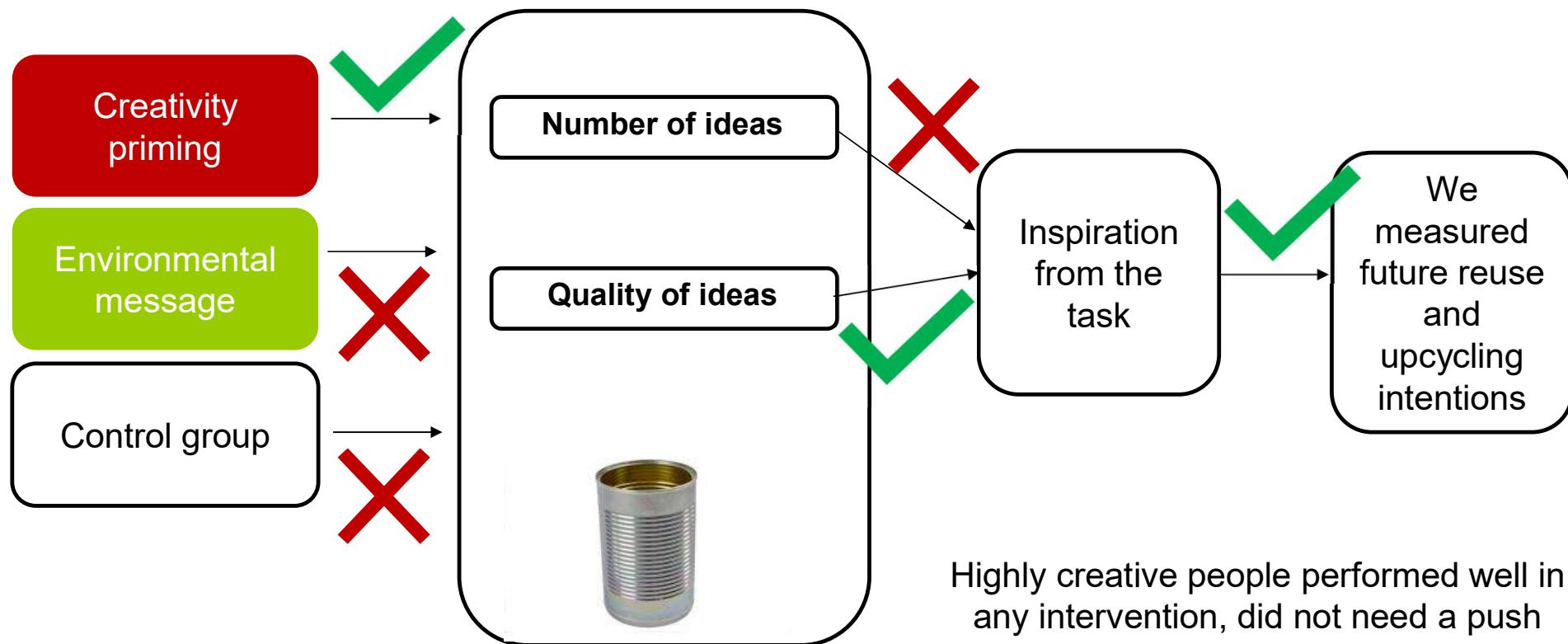
Interventions



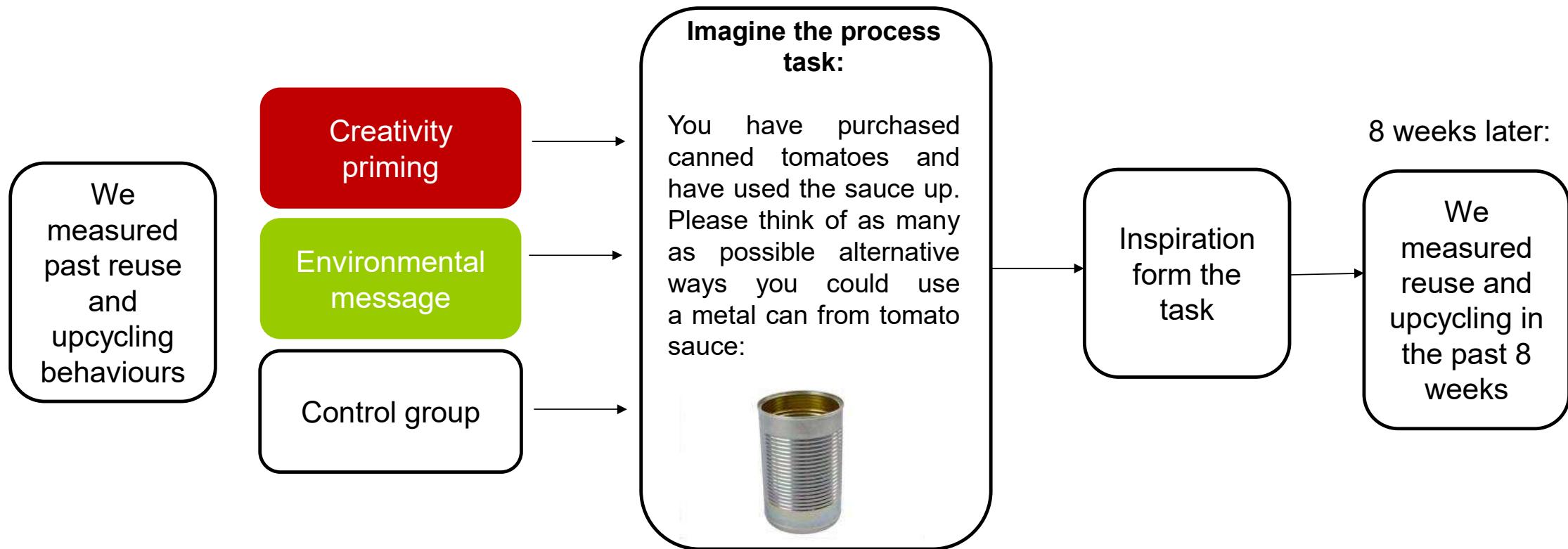
Interventions



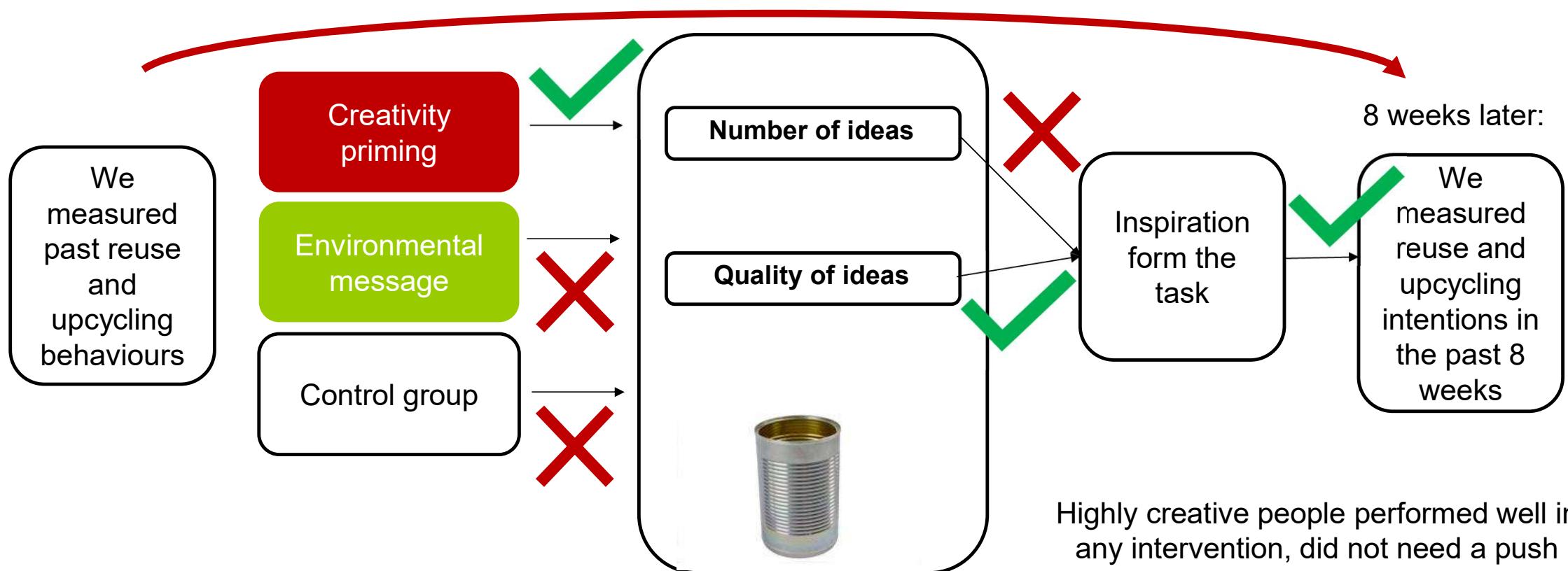
Study 1



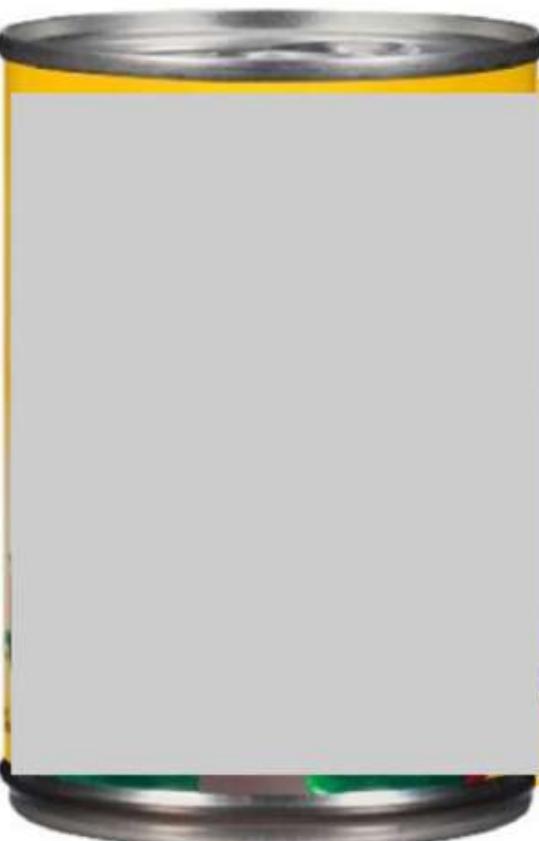
Study 2



Study 2



Study 3



visit our website and

Remember the last time you were creative (you modified a product to suit your needs or created a new product using an existing one)?

Imagine the multitude of ways this metal can may still be useful. Here are just a few examples:

Reuse - finding novel uses for old products without changing their shape, colour, etc.

Upcycling - transforming old products into objects with greater value by changing their shape, colour, etc



Those who recalled a time they were creative, imagined reuse or upcycling, and generated creative ideas, felt inspired — and reported greater intention to reuse or upcycle in the future.

**So where does
this leave us?**

Value



Thank you!

Any questions?



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