



# From the Cause of all evil to marketing for *C*hange

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.





# 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)



## 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**.



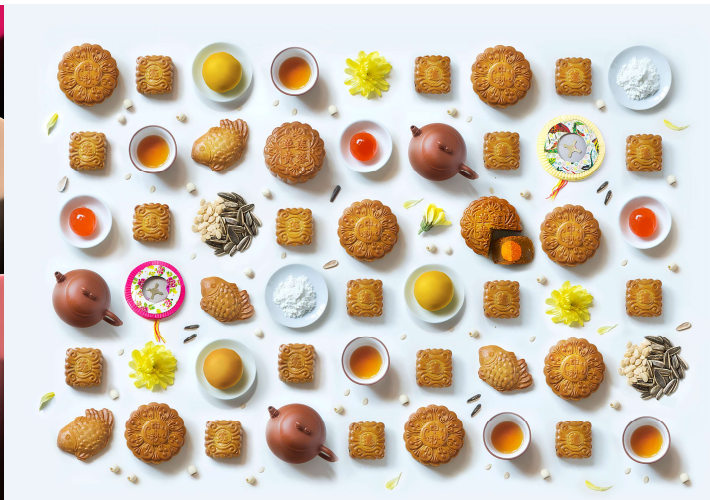
# Origin of marketing

## 1900s

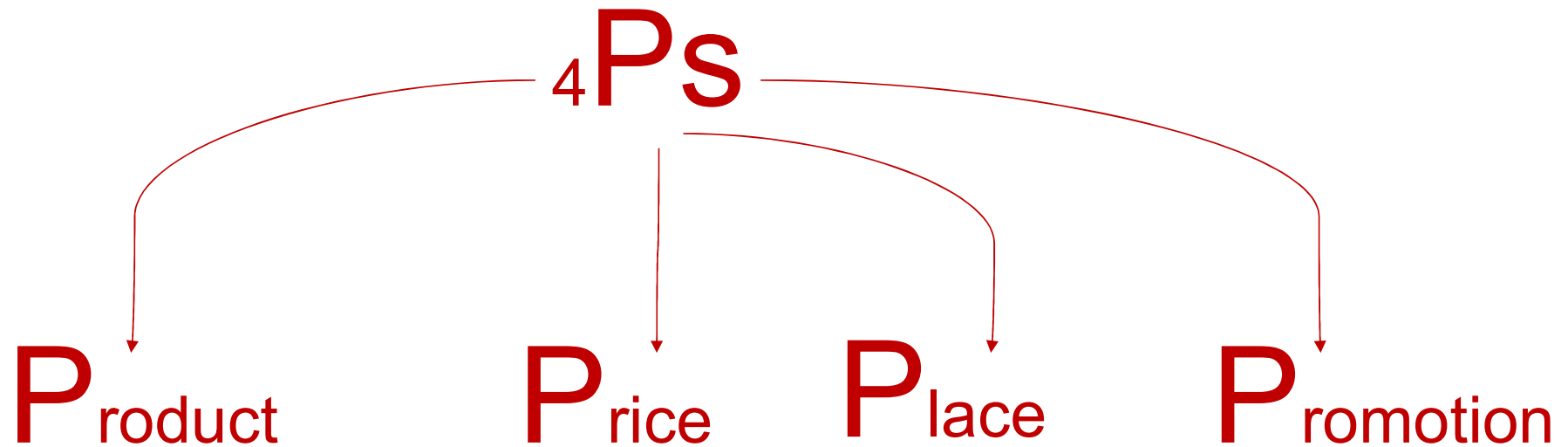
The first marketing course was taught at the University of Michigan in **1902**. At that time, marketing was defined quite simply: it was about **distribution** and **exchange**.

## 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:



## 1960s-1980s The Marketing Mix Era

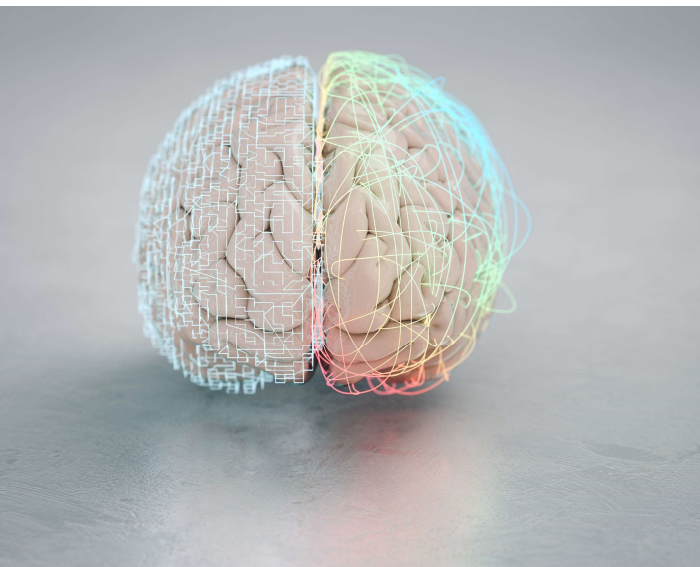


# Origin of marketing

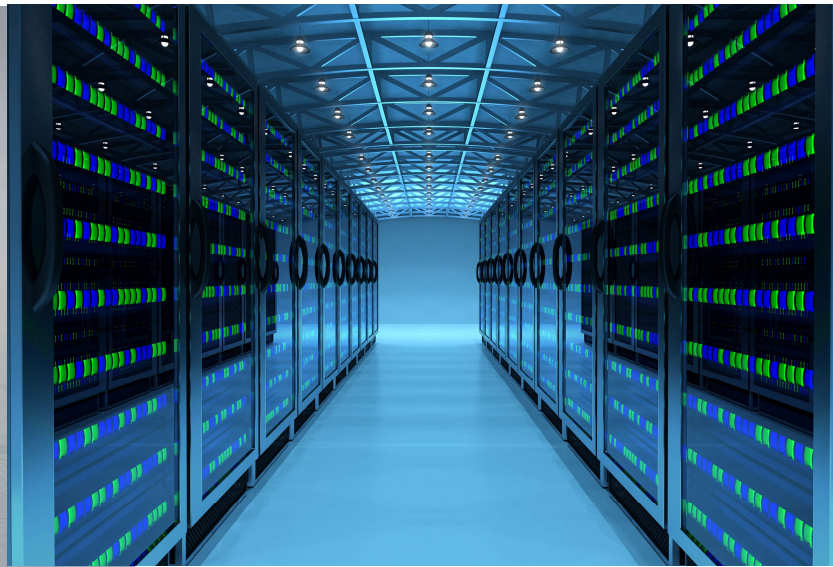
**1990s-2000s**

**Relationship marketing**, digital marketing, and global expansion

**Neuroscience**



**Internet**



**Facebook**





# Origin of marketing

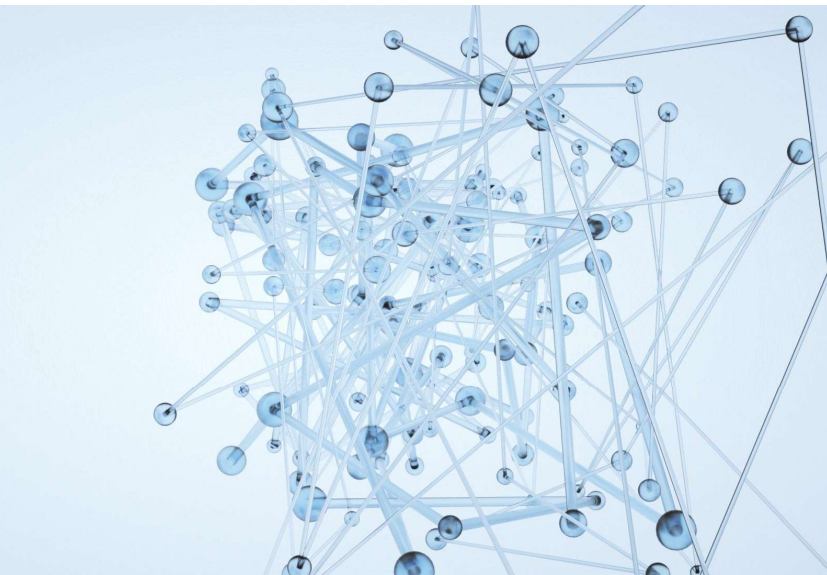
**2010s-2020s**

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

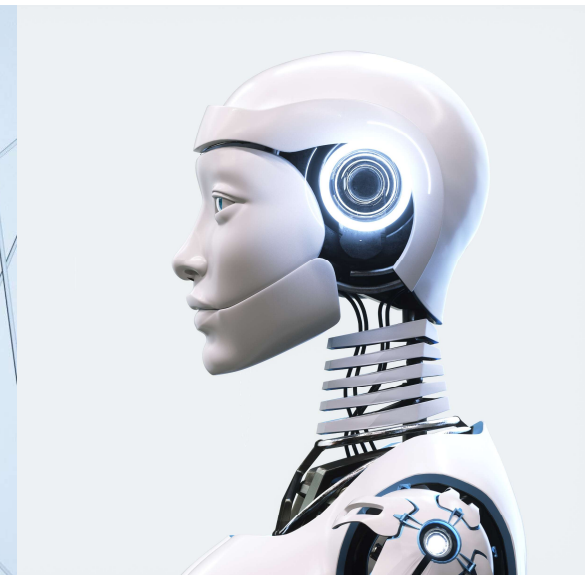
**Metaverse, VR**



**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 **e***vil*?



**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)

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

PURPOSE



Vision



Hope



Social responsibility

INDIVIDUAL VALUE

CAREER



Network expansion



Marketability



Reputational assurance

PERSONAL



Design & aesthetics



Growth & development



Reduced anxiety



Fun & perks

EASE OF DOING BUSINESS VALUE

PRODUCTIVITY



Time savings



Reduced effort



Decreased hassles



Information



Transparency



Organization



Simplification



Connection



Integration



Configurability



Risk reduction

ACCESS



Availability



Variety



Commitment

STRATEGIC



Reach



Flexibility



Component Quality

RELATIONSHIP



Responsiveness



Expertise



Commitment

PERFORMANCE



Scalability



Innovation

FUNCTIONAL VALUE

ECONOMIC



Improved top line



Cost reduction



Product quality

TABLE STAKES



Meeting specifications



Acceptable price



Regulatory compliance



Ethical standards

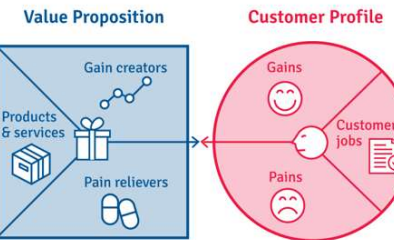
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value

Crafting the Value Proposition



Source: Strategyzer

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

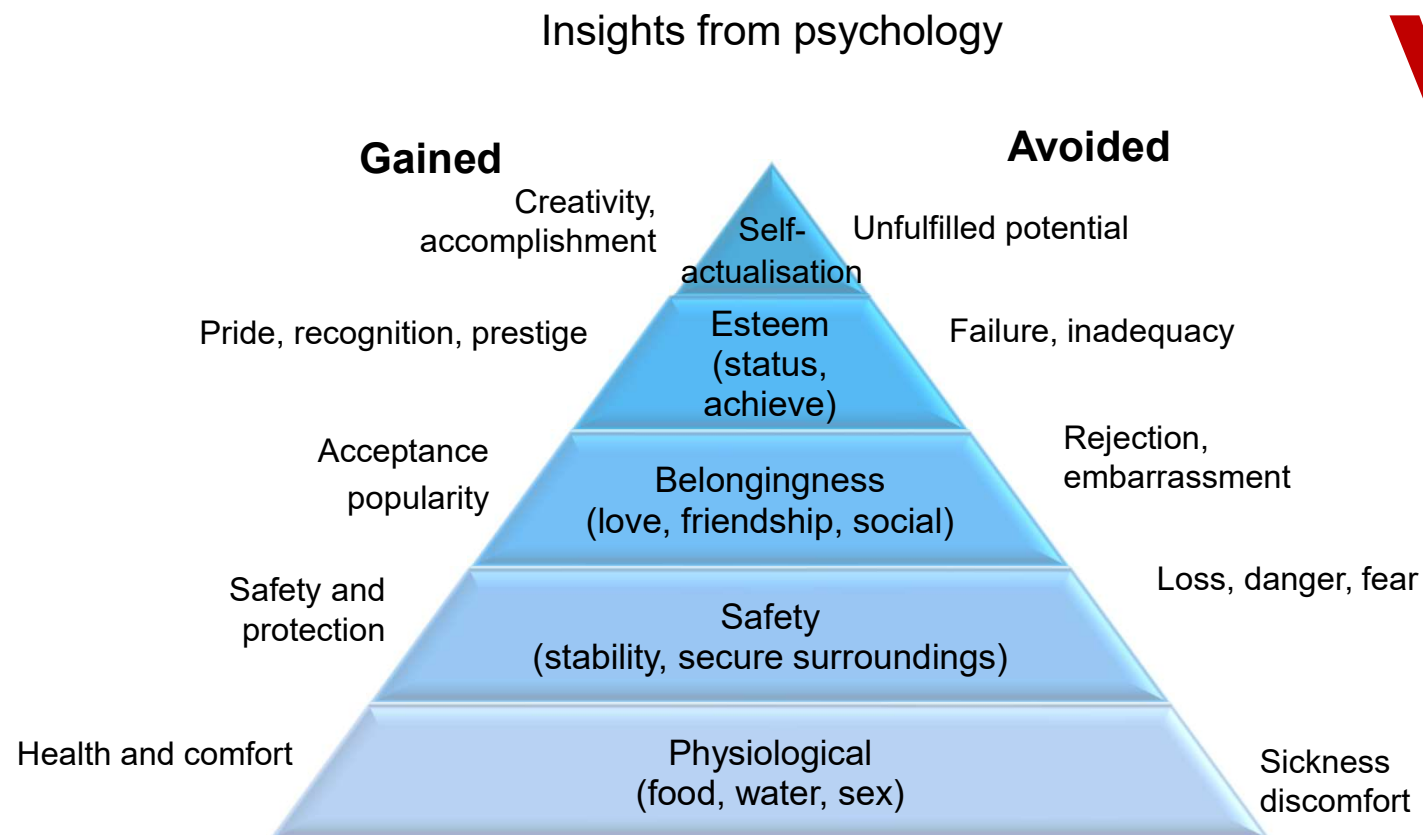
Trustworthy, fiscally responsible and dependable

Luxury, creativity, spirituality

Class, elegance, and sophistication

## Needs or wants hierarchy

# value





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

# 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:



**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/>

## Fear appeal



Sources:  
<https://campaignsoftheworld.com/creative-print-ads/your-beauty-up-in-smoke/>

And

<https://www.health.gov.au/resources/publications/stop-smoking-start-repairing-health-benefits-for-women?language=en>





## 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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AUSTRALIA**

# PLANET OR PLASTIC?

9 million tons of plastic waste  
ends up in the ocean every year.

**Choose the planet.**



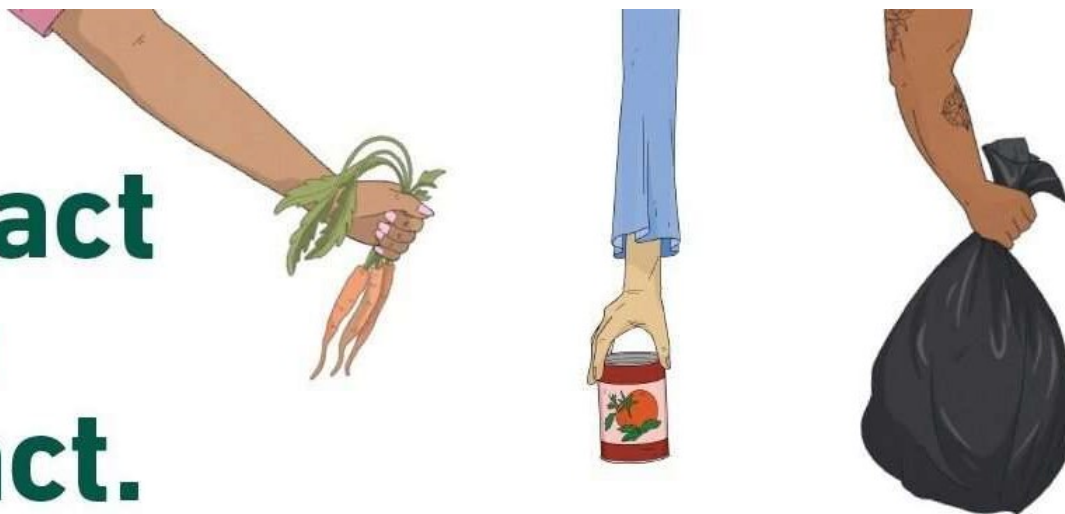
[Natgeo.com/planetorplastic](https://natgeo.com/planetorplastic)

This billboard will be repurposed to make reusable bags.

Source:

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

# A small act makes a big impact.



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]



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



Council logo  
goes here



Sustainability  
Victoria







Don't buy exotic animal souvenirs



Source:  
[https://www.boredpanda.com/powerful-social-advertisements/?utm\\_source=google&utm\\_medium=social&utm\\_campaign=organic](https://www.boredpanda.com/powerful-social-advertisements/?utm_source=google&utm_medium=social&utm_campaign=organic)

# Challenges for social marketing

## Challenge #1:

Funding issues....





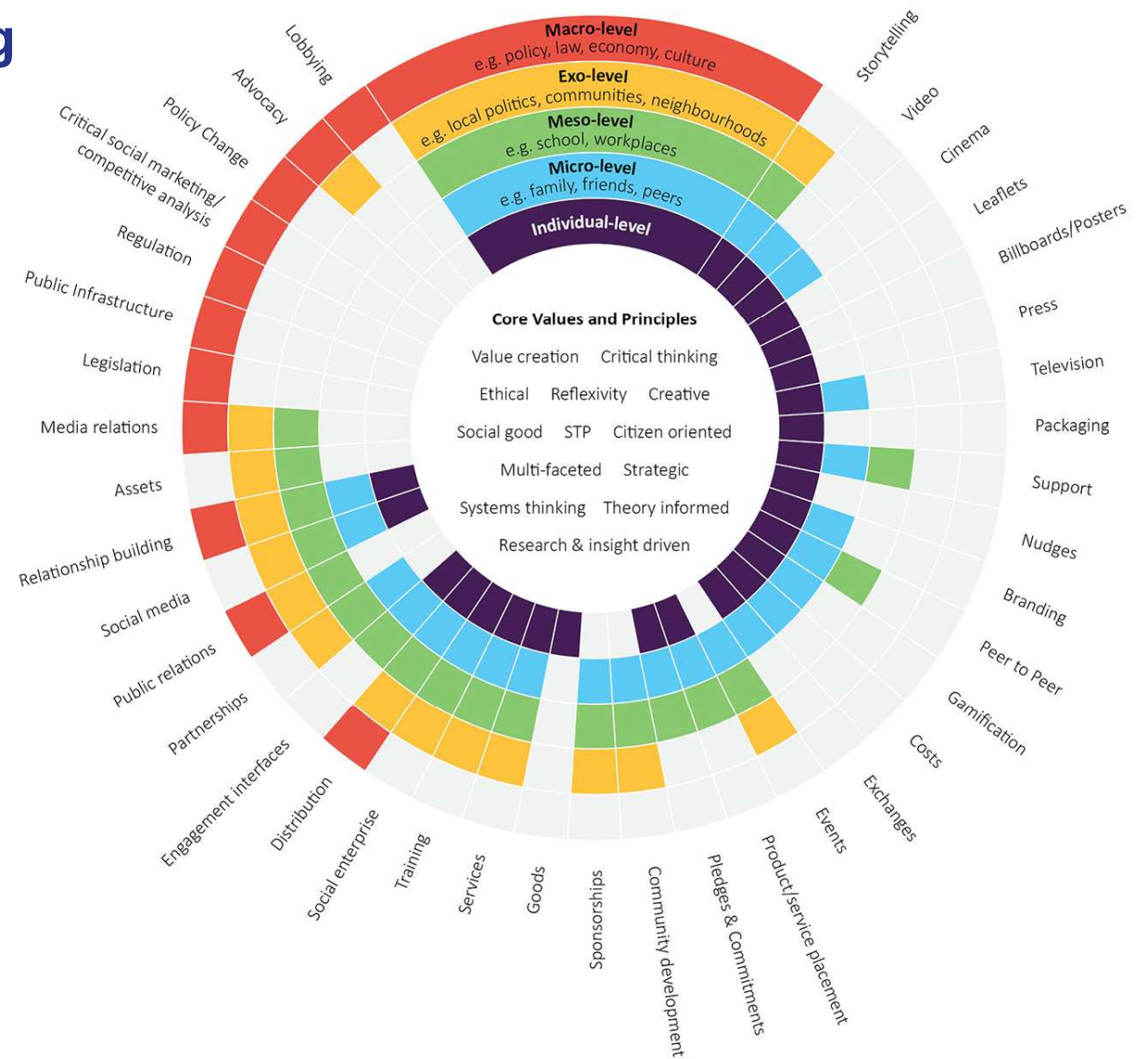
# Challenges for social marketing

## Challenge #2:

Complexity of interventions....

### Universal influences

Person  
Process  
Context  
Time and Space  
Jurisdiction  
Materiality

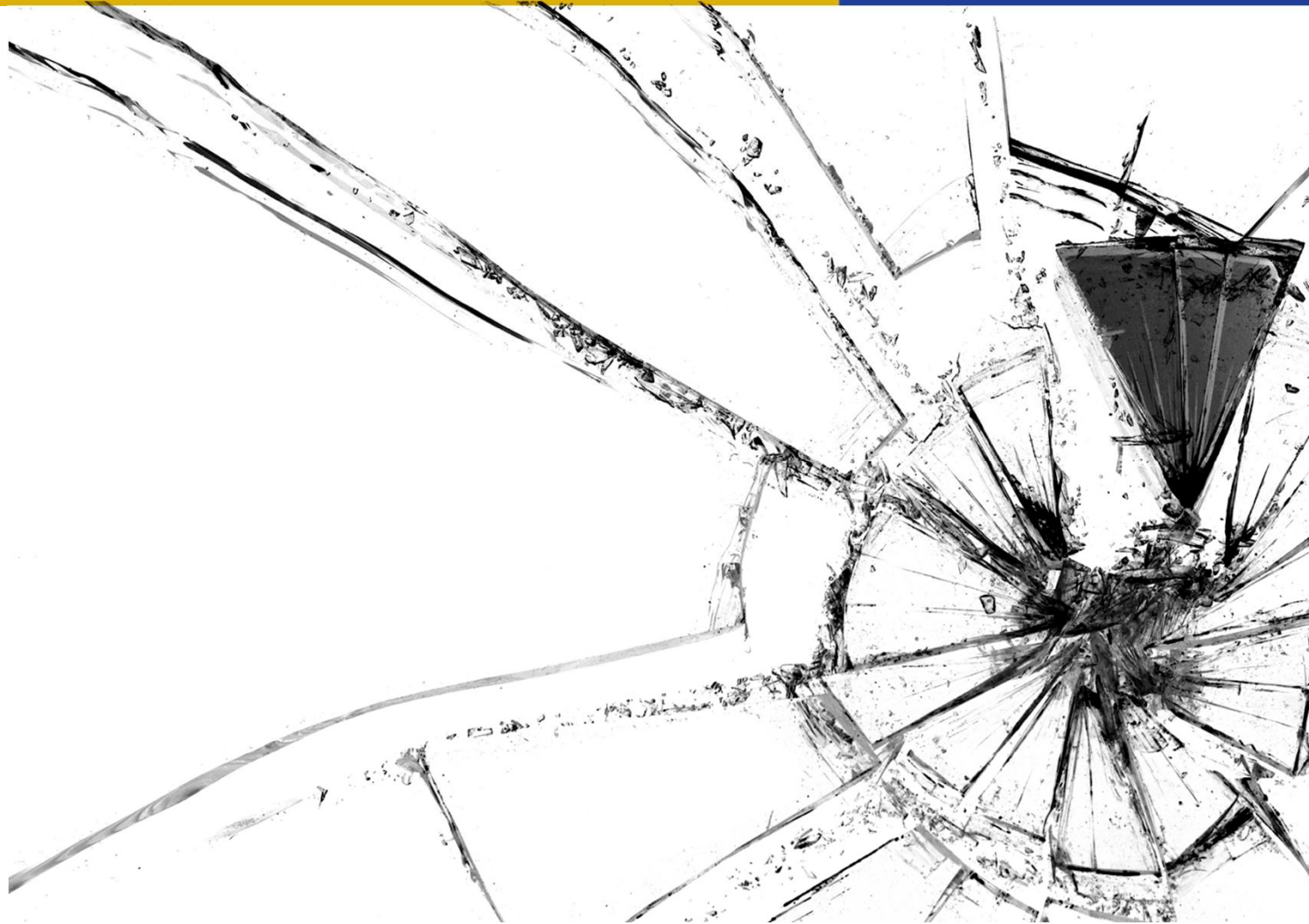


Source: Australian Association of Social Marketing <https://aasm.org.au/what-is-social-marketing/>

# Challenges for social marketing

## Challenge #3:

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

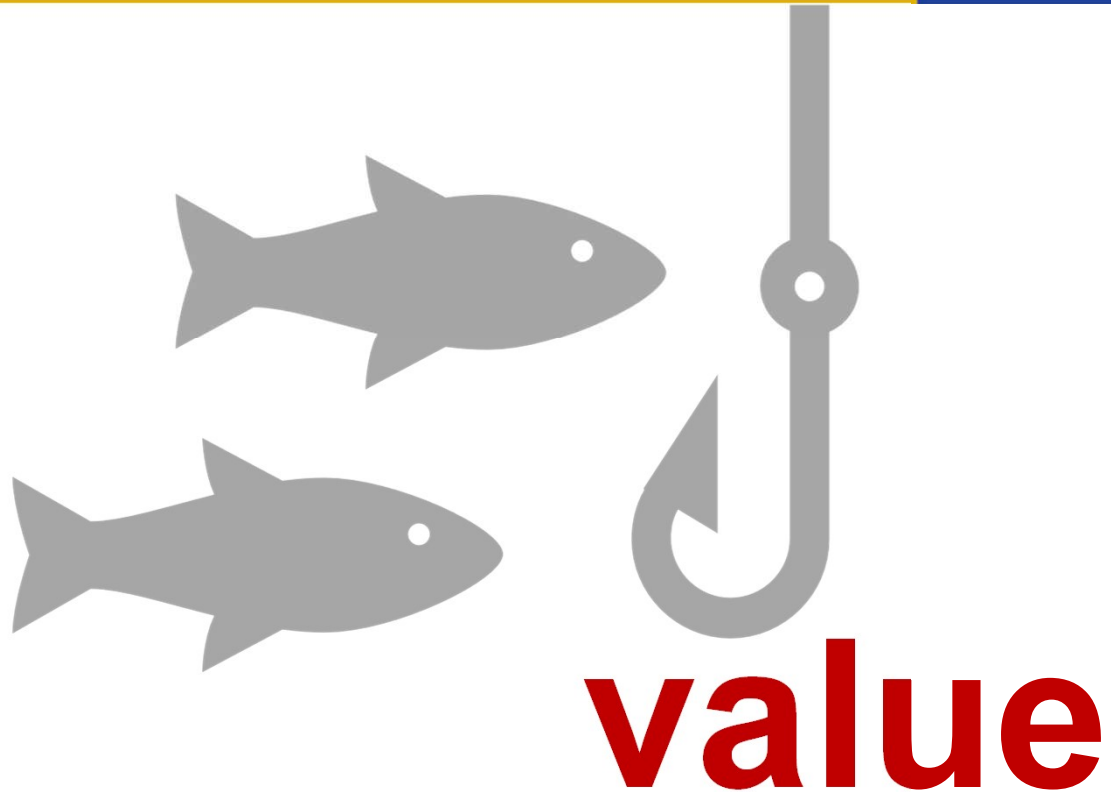


Source:  
<https://www.kisspng.com/png-glass-black-simple-broken-glass-effect-elements-142013/preview.html>

# Challenges for social marketing

## Challenge #4:

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



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](http://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 vidence”, 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



**Reduce** – is very challenging to accomplish due to planned obsolescence and

## Reuse?

Two types:

- **upcycle** (repurpose or transform old products into objects with new uses) or

- **reuse** (find novel uses) for finished products (Wilson, 2016).



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 reduce 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?

- Only **creative individuals** engage in this behaviour (Wilson, 2016)



- **Financially disadvantaged** consumers will engage in this behaviour (Trujillo and Rosa, 2017)



# **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:

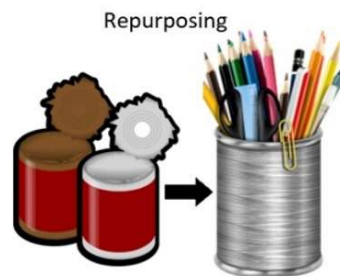
**Think about the items that we throw away that can still be reused in your household.**

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

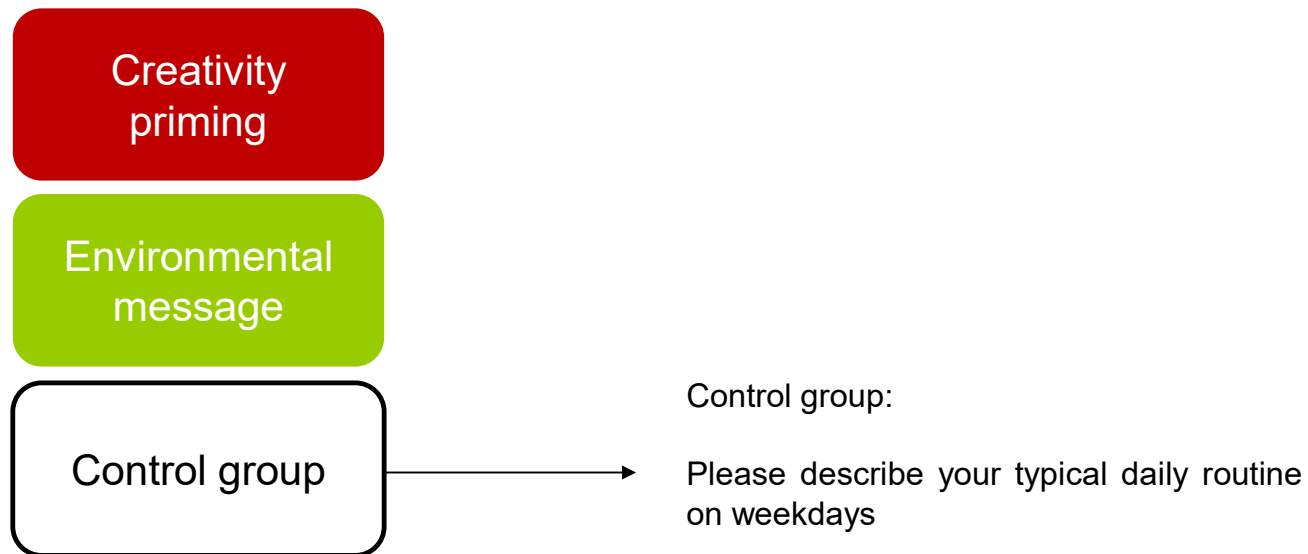
By **continuing to re-consume (reuse or upcycle)** items and product packaging that are typically discarded you:

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

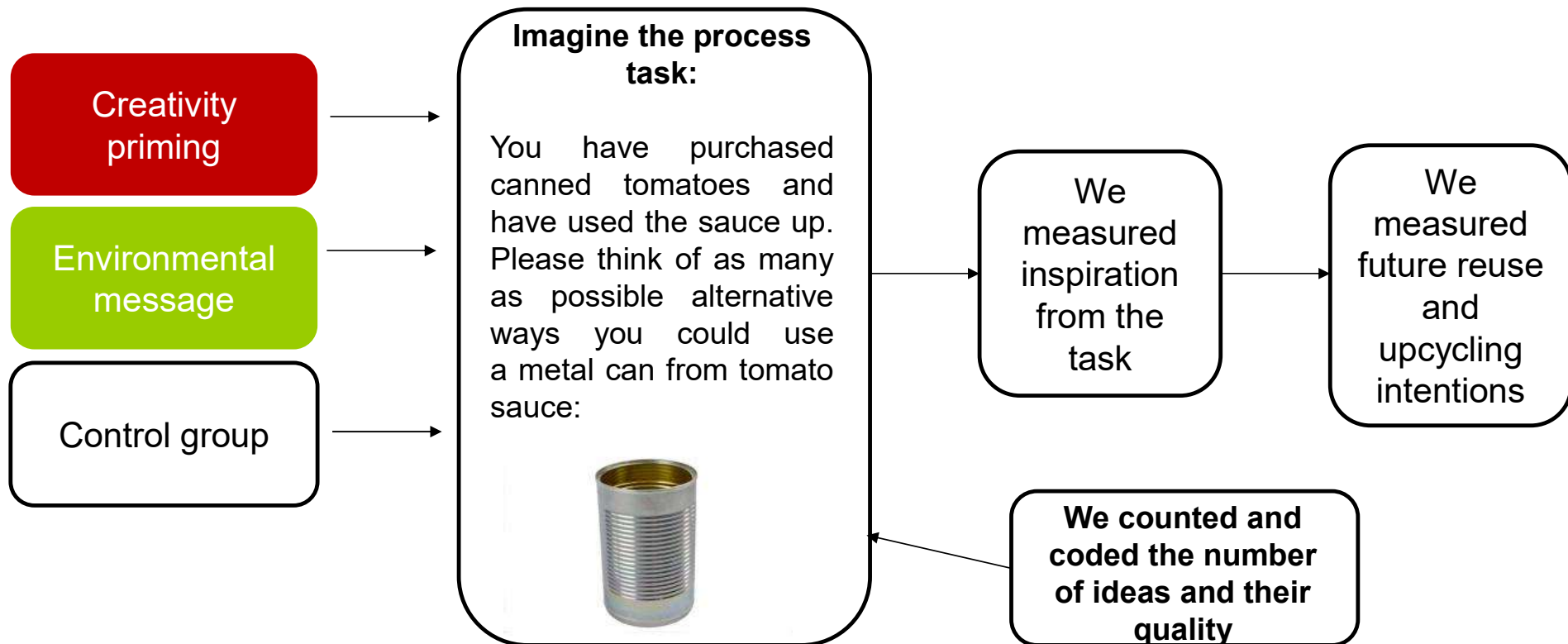
So, **start reusing or upcycling** items that are typically put in a recycling or a waste bin:



# Interventions

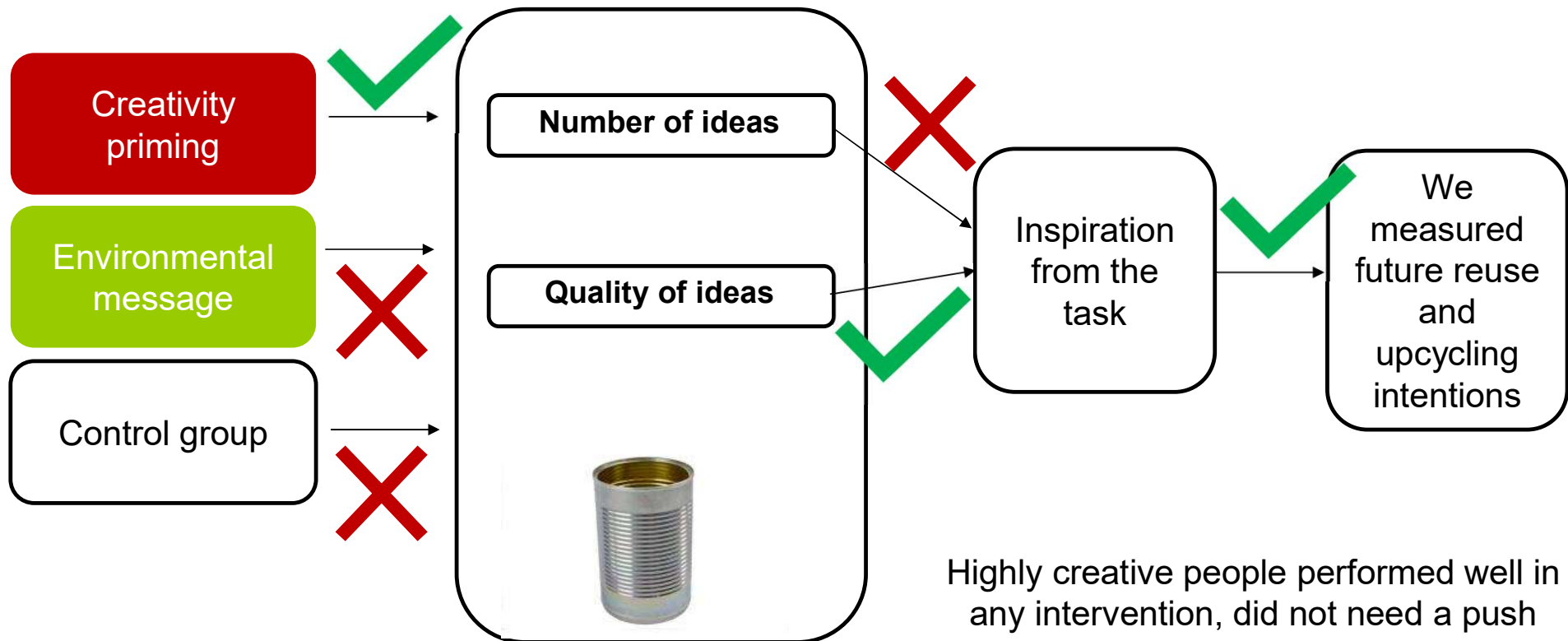


# Interventions

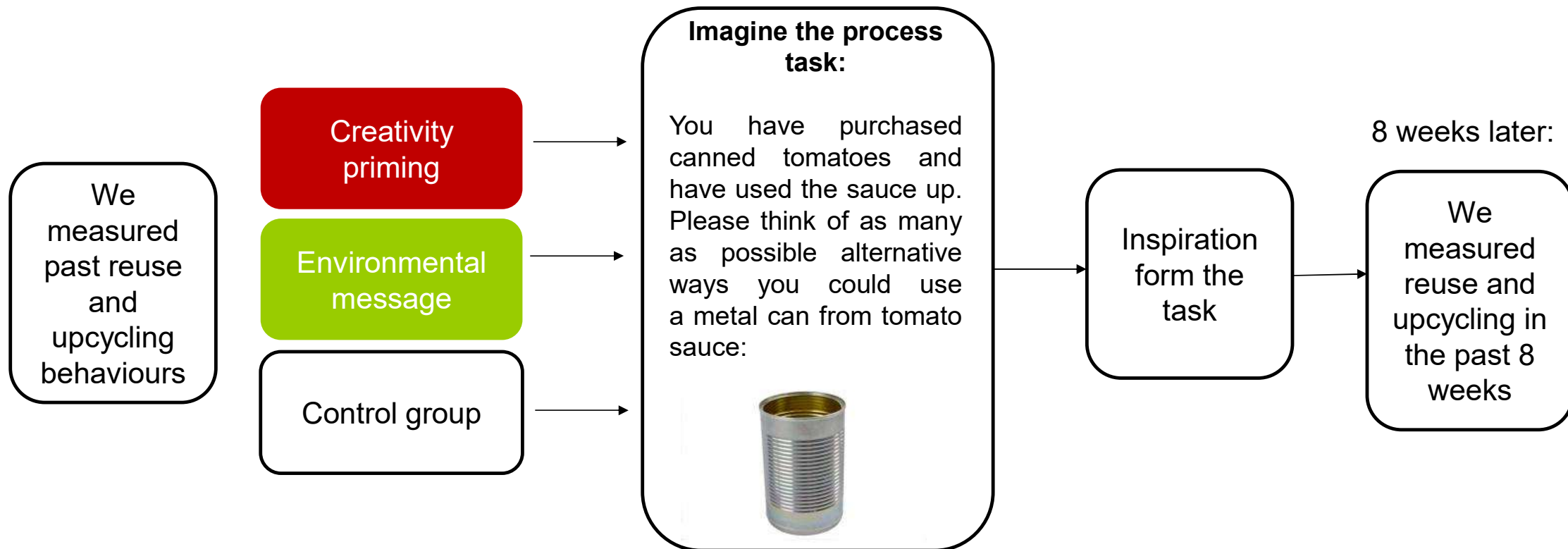




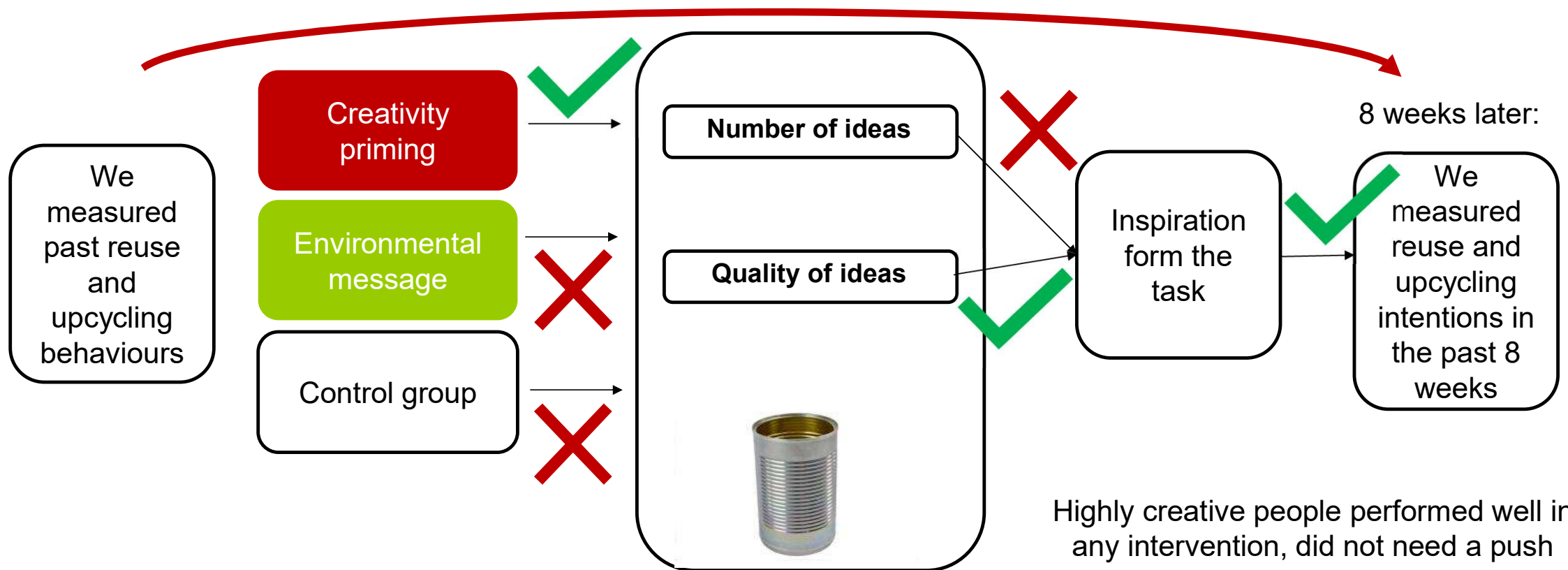
# Study 1



## Study 2



## Study 2



## Study 3



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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