‘Broadening the Scope’

Proceedings

The Open University
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Welcome to the ISM-Open 2014 Conference. We extend our thanks to all of the authors, presenters, peer reviewers and speakers who have made today’s event possible. Together we look forward to sharing a stimulating and exciting day packed with thought-provoking speakers, interesting papers and lively debate.

This one day conference, hosted by ISM-Open, takes places against a backdrop of today’s digital age, increased data sharing in both healthcare and businesses, gradual economic recovery, health and economic inequalities and the ongoing challenges of climate change.

Our conference theme ‘Broadening the Scope’ reflects the broadening of concerns in the areas of social marketing and socially responsible management. In social marketing, various public health issues have broadened to wider segments of the population. For example, concern about alcohol consumption has recently extended to older age groups drinking at home, e-cigarettes broaden concerns about regulation, the impact on health and uptake of e-cigarettes by children and obesity continues to grow across the population. Socially responsible management has also seen a broadening in its scope, as illustrated by the increasing potential for combining data from multiple sources into ‘big data’ and the spreading focus on CSR to an increasing number of countries across the globe. The programme of presentations will consider how social marketing can help in tackling society’s problems and how corporations may contribute in building a responsible and inclusive society.

Today’s conference provides a forum at which the latest research on these themes will be presented, and at which current thinking in social marketing and socially responsible management will be aired.

We are honoured to welcome our three keynote speakers: Professor Linda Bauld (Institute for Social Marketing, University of Stirling), Professor Michael Blowfield (University of Wolverhampton), and Caroline Watson (Global Action Plan). They will be speaking during our opening session and we look forward to hearing their views in relation to our conference theme ‘Broadening the Scope’.

Finally, we extend our thanks to all members of the organising committee for their contribution, particularly to Jackie Fry and Jan Swallow. Our thanks go also to colleagues from the Open University and other institutions who have contributed to organising and running today’s conference, and of course to all of you for sharing the event with us.

Professor Sally Dibb, ISM-Open
Dr Fiona Harris, Dr Helen Roby and Dr Anja Schaefer, Conference Chairs
About ISM-Open

The Institute for Social Marketing at The Open University (ISM-Open), led by Professor Sally Dibb, was established in 2009 as a result of a collaboration between the Institute for Social Marketing (ISM) at the University of Stirling and the Open University. ISM brings over 30 years’ experience to the study and dissemination of social marketing theory and practice. Work began in 1980 as the Advertising Research Unit at the University of Strathclyde, when the focus was on the impact of mass media communications on public health. The Institute for Social Marketing was established in 2004-2005 at the University of Stirling, under the Directorship of Professor Gerard Hastings, which recently passed to Professor Linda Bauld. The Institute’s ground breaking social marketing research was recognised through the Queen’s Anniversary Prize for Higher and Further Education in 2013. The launch of ISM-Open saw the birth of a new brand of ISM at The Open University in Milton Keynes. The ongoing partnership between both universities enables the increasingly international focus and of the Institute’s work to be maximised. ISM-Open conducts research in four key areas:

- The development and evaluation of behaviour change interventions based on social marketing principles.
- The impact of public policy on health and social wellbeing.
- The use of behaviour change interventions to deliver more sustainable consumption.
- The impact of commercial marketing on the health and behaviour of individuals and of society more generally.

Current and recent project areas at ISM-Open include an ESRC Festival of Social Event on sustainable clothing consumption, the Milton Keynes Electric Light Infrastructure project funded by the Office for Low Emission Vehicles, projects on smart grids and micro-generation, and the MRC-funded study Alcohol Policy in Scotland and England (APISE) in collaboration with colleagues in ISM at Stirling. Priority research areas for ISM-Open include: sustainability and sustainable consumption, faith and community partnerships, health, financial wellbeing and quality of life.

Find out more by visiting our website: [www.open.ac.uk/ism](http://www.open.ac.uk/ism)
# Programme

SM track = Social marketing track  
SRM track = Socially responsible management track

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<td>Refreshments</td>
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<td>09.20 – 09.30</td>
<td><strong>Welcome:</strong> Professor Sally Dibb</td>
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<td>09.30 – 11.00</td>
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Business and development – hammer, power drill or new craft? |
| 10.00 – 10.30 | Professor Linda Bauld  
Social marketing research and public health policy                  |
| 10.30 – 11.00 | Caroline Watson  
Saving the world one choice at a time: Using a behaviour change approach to deliver environmental impact |
| 11.00 – 11.30 | Coffee break                                                          |
| 11.30 – 12.30 | **Session A**                                                          |
| Session Chair | Terry O’Sullivan                                                      |
| A1, SM track  | Allison Ford & Anne Marie MacKintosh  
Developing measures to assess adolescent awareness and perceptions of e-cigarettes: An initial exploratory qualitative study |
| A1, SM track  | Tom Farrell & Anastasina Tate  
‘Touchdown on Planet of the Vapes’: UK e-cigarette consumer behaviour and attitudes - A netnography |
| A1, SM track  | Fiona Harris, Paul Harrison & Anne Marie MacKintosh  
Smokers’ perceptions of novel smoking cessation advertisements |
| Session Chair | Anja Schaefer                                                          |
| A2, SRM track | Marylyn Carrigan, Carmela Bosangit & Caroline Moraes  
Gilding the lily: Corporate Social Responsibility, SMEs and the jewellery industry |
| A2, SRM track | Myfanwy Trueman & Ali Baig  
Identity and a sense of place: Building ethical ‘civic’ brands for a multicultural society |
| A2, SRM track | Carlo Borzaga & Silvia Sacchetti  
The enterprise as a deliberative nexus. Or why the costs of inclusion can be lower than the costs of exclusion |
<p>| 12.30 – 13.50 | Lunch break                                                           |</p>
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| 13.50 – 15.10 | Session B | Tom Farrell| Sinead Duane, Sandra Galvin, Aoiife Callan, Christine Domegan, Andrew W. Murphy & Akke Vellinga  
Bug Run Schooldays: Designing E-health applications to support behavioural change |
|            | B1, SM track |           | Christine Domegan, Patricia McHugh, Michelle Devaney, Sinead Duane, John Joyce, Olivia Daly & David Murphy  
Moving ahead together: A collaborative design for social change |
|            | B1, SM track |           | Fiona Spotswood  
Using Social Practice Theory to frame the contribution of social marketing in the multidisciplinary future of ‘behaviour change’ |
|            | B1, SM track |           | Alan Shaw  
The suitability of SROI to assess Social Marketing Campaigns |
| 15.10 – 15.40 |         |            | Tea break |
| 15.40 – 16.40 | Session C | Fiona Harris| Caroline Moraes, Carlos Ferreira, Michelle McGrath & Nina Michaelidou  
The impact of consumer ethical judgement on controversial advertising avoidance on social media |
|            | C1, SM track |           | Shelly Chapman, Stan Maklan, Agnes Nairn, Radu Dimitriu & Emma Macdonald  
Effects of customized advergames on children’s persuasion knowledge, attitudes and food preferences |
|            | C1, SM track |           | Tania Weinfurtner & Haider Ali  
Self-control and choice overload. The implications for social marketing |
|            | C1, SM track |           | Alan Tapp, Adrian Davis & Clive Nancarrow  
Population attitudes to cycling in GB: Implications for policy |
|            | C2, SM track |           | Alan-Miguel Valdez  
Urban sensing systems for behaviour change: Emerging issues in a smart transport project in Milton Keynes |
|            | C2, SM track |           | Stephen Potter & John Miles  
Developing a commercially viable electric bus service |
| 16.45 – 17.00 |         |            | Close and thanks: Professor Sally Dibb |
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Professor Michael Blowfield

Mick Blowfield is Professor of Corporate Responsibility at Wolverhampton University (UK) as well as being a senior visiting research associate at Oxford University and a fellow at London Business School. A relative newcomer to academia, he has been an entrepreneur and senior manager in over 20 different countries around the world, and has a track record of researching, advising and managing social development programmes in countries from the Sudan to Indonesia to the USA. He has worked in the private, public and NGO sectors in areas such as human development, international justice and sustainability. He has three books in print on corporate responsibility, business and sustainability, and most recently *Turnaround Challenge: business and the cities of the future* (all with Oxford University Press) as well as numerous articles. His current research focuses on the transition of business towards the needs and realities of a prosperous green economy, and his current business clients include Accenture, Mars and Shell.

Professor Linda Bauld

Linda Bauld is Professor of Health Policy at the University of Stirling, Director of the Institute for Social Marketing and Deputy Director of the UK Centre for Tobacco and Alcohol Studies. She also holds the CRUK/BUPA Chair in Behavioural Research for Cancer Prevention, a part time secondment to Cancer Research UK that began in August 2014. Linda has a background in applied policy research and for the past 15 years her research interests have centred on the evaluation of public health interventions. She has conducted studies on drug and alcohol use, inequalities in health and, most notably, on tobacco control and smoking cessation. She is a former scientific adviser on tobacco control to the UK government and recently led the development of an independent alcohol strategy for the UK, *Health First*, which was published in March 2013.

Caroline Watson

Caroline is a partner leading on travel and air quality at Global Action Plan. She is a strong believer in “shrinking the challenge” and “growing the people”, a la Chip and Dan Heath’s *Switch*, as a winning strategy to behaviour change. Caroline has over 10 years of experience working on climate change policy and delivery, and came to GAP in 2014 from the Energy Saving Trust where she was Transport Strategy Manager. Prior to EST Caroline developed policy for the Environment Agency, was a Researcher for a Member of the House of Commons EFRA Committee, and earned a Masters degree in Environmental Politics. She is an electric car evangelist and is one of the first people in the UK to drive the BMW i8. Follow her at @carolineswatson
Professor Michael Blowfield  
Business and development – hammer, power drill or new craft?

An emphasis on making markets work for the poor has thrust companies into the role of ‘development agents’ – organisations that consciously seek to deliver outcomes that contribute to international development goals. But what does ‘development agent’ mean in terms of the promise, the conceptualisation and the developmental outcomes? Is it a genuine broadening of the scope of business’ relationship with society? In this address, I start to unpack those questions, and make the case for what business would need to do if it is to present a genuinely alternative model of business as a development agent that better meets the criteria for a genuine development actor.

Professor Linda Bauld  
Social marketing research and public health policy

Many of the causes of chronic disease and premature death are modifiable factors such as smoking, poor diet, lack of exercise and alcohol consumption. Social marketing can play a role in addressing all these issues through working with individuals and communities to change behaviour (or the environments that shape behaviour), and with organisations and government to influence policy and practice. This presentation will illustrate how recent research from the Institute of Social Marketing at the University of Stirling and the Open University has helped shape current developments in UK tobacco and alcohol policy. Focusing on the examples of: plain packaging; developing a national alcohol strategy; and tobacco harm reduction, the presentation will explore how social marketing research can influence current policy, along with some of the barriers to conducting and disseminating this type of research.

Caroline Watson  
Saving the world one choice at a time: Using a behaviour change approach to deliver environmental impact

The environmental crisis facing us can seem overwhelming and it’s difficult to see how individual actions can have significant impact to change the world. However, technology solutions and policy/legislative solutions are not moving fast enough to tackle the problems alone. Behaviour change or (individuals making the right decisions) can show immediate results, from walking, cycling, public transport or car sharing instead of driving, to switching off lights and other energy intensive equipment, collectively these choices can have a big impact. However, getting collective action is not easy. Using examples of case studies and techniques from the work of Global Action Plan and beyond, Caroline will show how behaviour change can save the world one choice at a time.
The enterprise as a deliberative nexus. Or why the costs of inclusion can be lower than the costs of exclusion

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Abstract:

The provision of social services is increasingly complex, segmented and local. The complexity of social needs and their interconnections require sophisticated coordination systems, not merely with respect to the production of services (who is in charge, how often the service is delivered, where, how) but also to the allocation of decision-making power. This implies an understanding of the role of the community as well as that of participants in the value chain for identifying needs, solutions and opportunities. The aim is to design governance tools that allocate decision-making power to patrons so that they are part of the governance of activities. The governance question asks how specific patrons and communities participate and on what terms (Kaplinsky, 2000). Governance identifies who is responsible for the identification of needs, for the design of services and for defining the inter-organisational division of labour along the socio-economic value chain.

The structure we propose is centred on cooperation and shared decision-making amongst stakeholders for the production of social and economic value. The inclusion of a multiplicity of actors across sectors (civil society, public sector, private for profit, private not for profit) requires a coordination model that recognises the value of shared access to decision-making (Sacchetti, 2013). The problem at stake is as follows: what happens when multiple patrons exist both internally and externally to the firm, as in the social service sector? What are the consequences when multiple patrons are included in decisions of interest? Specifically we need to draw attention on two elements:

a) The identification of answers to complex needs requires appropriate decision-making praxis developed around an idea of inclusion and deliberation. Likewise it necessitates the definition of socially valued objectives outlined in terms of stakeholders’ wellbeing. The outputs of production governance are consistently assessed in terms of the social value produced, besides economic value.

b) The production of two types of positive effects. In answering social and personal needs, social services can explicate a direct positive effect on specific patrons (e.g. on users by means of volunteer work and lower prices) as well as a general effect on the community at large (in terms of positive externalities, e.g. the promotion of inclusive and cooperative attitudes; increased market efficiency; lower poverty levels; widespread social innovation).

The movement towards increasingly inclusive and holistic forms of production governance is therefore desirable on the ground that this would address all these categories of consequences. But how can we re-think the idea of formal and substantive control in production organisation in this direction? The paper suggests why the prevailing approach is incomplete and conceptualises a different model.
Economic theory justifies control by means of ownership rights and typically associates those with one category of stakeholders (Hansmann, 1996). Because of the inherent complexity of social services and the plurality of potential impacts that irradiates from the governance and nature of service provision, traditional mono-stakeholder control is inadequate if we wish to acknowledge contributors and beneficiaries as well as understanding the wider effects of social service production governance. To justify this claim we re-consider Hansmann’s analysis and, in particular, Hansmann’s conclusion that not all excluded patrons can have a representation and decision-making role in the board of directors. This claim is re-assessed in light of the costs of exclusion produced on excluded patrons and on society overall. From this perspective we provide a justification for multi-stakeholdership.

We advance Hansmann’s model by considering the total positive and negative effects of socially oriented activities for all patrons. The objective of the enterprise with social aims is to minimise the costs of exclusion whilst producing positive effects along the value chain and across society overall. The deliberative nexus that links patrons in the social value chain serves the purpose of dynamically identifying the needs, processes and objectives of the enterprise. The deliberative process internalises this multiplicity of actors, it recognises the complexity of the needs coming from the community and provides articulated solutions with respect to the integration of multiple perspectives and of service provision. Deliberation is in this sense a process of discovery by which publics and stakeholders provide the knowledge and perspectives that support a cooperative decisional process. This is necessary because in the proposed model objectives are complex and change in the long-run as a function of community needs. We provide examples using the multi-stakeholder social enterprise.

References
Do consumers care about eco-labels? The role of scepticism as a barrier to green and ethical purchase behaviour

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Abstract:

Eco-labels have emerged as one of the main tools of green and ethical marketing helping consumers to make choices that will reduce harmful environmental impacts and enable them to influence how products are made (Rex and Baumann 2007). Research has measured willingness-to-pay by consumers for certified products and there is evidence that certification can positively impact companies. Yet developing markets for certified products is not easy (Hansen et al. 1998, Hansen and Punches 1999; Kärnä, Hansen and Juslin 2003). Reports have highlighted an increase in consumers’ willingness to pay more for green products worldwide; however, there are also studies showing that consumers’ green intent does not always translate into actual green purchase behaviours (Sheehan and Atkinson, 2012). From the early 1990s, researchers have observed that actual consumer purchasing has lagged behind verbally expressed concern for the environment, some of which is attributed to confusion about and scepticism towards green marketing communications (D’Souza, 2004; Ellison, 2008). Consumers do not always believe the environmental benefits communicated in advertisements and on product labels (Leire and Thidell, 2005; Thøgersen, 2002).

Scepticism is a cognitive response that varies depending on the context and the content of communication and may only reveal itself on certain occasions (Mohr et al., 1998). Do Paco and Reis (2012) assert that despite scepticism towards green claims, consumers perform and participate in green activities and even buy environmentally friendly products. Identifying consumers that are sceptics are important because they can still be convinced about the veracity of the message through evidence of proof (Mohr et al., 1998). Hence, this paper aims to more deeply explore the reason/sources of scepticism towards certified green products among consumers. Greater understanding of consumer reluctance towards environmental claims can help researchers, policy makers and practitioners design more effective ways of communicating the meaning of these labels to the consumers and consequently stimulate positive behaviour change (Thøgersen et al., 2010).

The study adopted an interpretivist approach and web diaries were used to capture the thoughts, feelings and prejudices of participants (Tedlock, 2003; Chang, 2006) towards green and ethical products. The 34 participants were drawn through a UK based market research company representing various geographic locations across UK. Adopting do Paco and Reis’s (2012) proposed model on scepticism towards green advertising which suggests that environmental concern, conservation behaviour and buying behaviour were linked to scepticism, the participants were asked to write about their everyday shopping behaviour, including green products that they
purchase. Thematic analysis, with the aid of Nvivo10 software identified common themes in the diaries across the individuals (King et al, 2004).

The analysis confirms that participants actively engaged in activities that are environment friendly with the belief that they are doing their share in protecting/saving the planet. Most participants indicated they buy green products along with other ethical products (such as Fairtrade products). However, some participants have indicated that eco-labels have not influenced their purchase decision and that price and quality of products have remained important for them. Some participants expressed that their negative perceptions of certified green products are associated with issues such as a company’s motivation for taking part in these initiatives; questionable product quality; higher prices for certified products; and conflicting causes (such as carbon footprint of fair trade products vs locally produced products). Indeed, consumer scepticism was evident in the perceived exaggerations, misleading/confusing information and the perception of truth in ads and packages that were observed by Mohr et al (1998) and do Paco and Reis (2012). This leads the authors to argue that it is crucial that these doubt/issues raised by consumers should be addressed to translate consumers’ willingness to pay for green products into actual purchases and further encourage environment friendly consumption.

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Gilding the lily: Corporate Social Responsibility, SMEs and the jewellery industry

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Abstract:

Increased demands that the jewellery industry improves corporate social responsibility (CSR) and ethical sourcing are presenting significant challenges to the organisation of global jewellery supply chains, many of which feature exploitative business practices that cause harm to numerous stakeholders (Earthworks, 2010). Consequently, organisations such as the British Jewellers Association (BJA) and Responsible Jewellery Council (RJC) are pressing the jewellery industry to improve their global responsibility standards (Rainer, 2013), proposing third party certification (national and international) as a route to signal CSR.

A particular challenge for jewellery firms is that asymmetries of information exist about CSR and corporate social irresponsibility (CSI) in the marketplace, and this creates incentives for opportunistic behaviour by unscrupulous firms. In the jewellery industry, a number of certifiers provide market signals concerning quality and authenticity claims about precious metals and gems, but the complex and fragmented supply chains of the sector make signalling CSR a challenge. Indeed, little is known about how UK fine jewellery small businesses (SMEs) navigate their business ethics complexities and tensions (Morsing and Perrini, 2009), at a practical level. Currently, the global jewellery industry, like many other sectors, is struggling to address the problems that emerge when CSR information received by buyers about their products is uncertain and asymmetrically distributed. Therefore, this paper seeks to better understand, a) what are fine jewellery SME attitudes and behaviour towards CSR? and b) what do SMEs consider to be the value and impact of CSR signals emitted by the global jewellery industry.

The paper uses signalling theory to frame an investigation of CSR in the jewellery industry. Signalling theory is a lens through which to explore the behaviour of two parties when each has access to different information on a particular subject. The aim of the theory is to reduce the extent of asymmetry between different parties (Connelly et al., 2011; Spence, 2002). Signalling commitment to CSR is a key challenge for firms, and thus signalling theory was considered a useful framework.

Given the limited research on SME business responsibilities and even scarcer research within the context of fine jewellery SMEs, an interpretive qualitative approach was considered appropriate due to the exploratory nature of the study (Creswell, 2007; Denzin and Lincoln, 2005). Empirical data for this project was collected through in-depth, face-to-face interviews conducted with small business
owners and key trade informants in the Birmingham Jewellery Quarter (BJQ). Data analysis was on-going throughout the project, following a template analysis approach.

Research findings suggest the exclusion of SMEs from CSR initiatives being undertaken by the jewellery industry. Significant barriers to membership were cited by SMEs who believe they are disproportionately disadvantaged by the requirements of responsible practices outlined by certification and self-regulating bodies. There is limited evidence that small jewellery firms are incorporating CSR into everyday business, and some indication of CSR participation asymmetry. Larger firms and major organisations are well-informed and proactive within organisations dedicated to improving CSR standards. Yet relatively few small businesses are equally well engaged, and too many small firms fail to realise the benefits of CSR. Both MNEs and SMEs need to operate in unison to establish cross-industry agreement on accessible, but robust entry standards for this sector, and to develop a tailored CSR perspective that allows jewellery SMEs to contribute to, and signal, CSR compliance.

The paper uses signalling theory to frame this investigation of CSR in the jewellery industry, proposes a typology of SME CSR signalling, and provides a richer understanding of SME business responsibility in an under-researched context. It also broadens the debate around CSR by focusing upon the transferable context of the global fine jewellery industry. Lastly, the findings also demonstrate that where voluntary regulation and industry efforts are too weak to address the more complex challenges facing the industry, some legislation at national and international level will be required.

References
Effects of customized advergames on children's persuasion knowledge, attitudes and food preferences

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Abstract:

Food marketing to children has been identified as a contributing factor to childhood obesity worldwide (WHO/FAO 2003) as the promoted food is often high in fat, sugar and salt (FSS) (Hastings et al 2003; Institute of Medicine 2005; British Medical Association 2005; Hastings et al 2006; Harris et al 2009). Increasingly, such food is marketed to children via branded, immersive online games (advergames) effectively circumventing many countries’ rules about food promotion to children. This practice attracts criticism amongst experts (Nairn and Fine 2008; Livingstone 2009; Nairn and Haiming 2012) and the public (Channel4, 2014) as the promoted food is often nutrient-poor (Moore and Rideout 2007; Lee et al 2009; Dahl et al 2009). Further, in advergames commercial persuasive messages merge into a gaming content, thus blurring the border lines between advertising and entertainment (Moore and Rideout 2007). Consequently, there is a call for stricter regulation on this technique (Nairn and Haiming 2012).

Food advergames have been shown to have an impact on children’s preferences (Mallinckrodt and Mizerski 2007), consumption (Harris et al 2011), choice (Hernandez and Chapa 2010), purchase requests (Mallinckrodt and Mizerski 2007; Reijmersdal et al 2010; Rifon et al 2012), brand recognition (Reijmersdal et al 2012) and recall (Hernandez and Chapa 2010; Reijmersdal et al 2012) as well as generating positive attitudes towards the game and the promoted brand (Hernandez and Chapa 2010; Reijmersdal et al 2010/ 2012). The impact of children’s ability to identify and correctly evaluate the persuasive intent in advertising (i.e. their persuasion knowledge) is contested. Mallinckrodt and Mizerski (2007) find that persuasion knowledge does not have an impact on brand preferences. Reijmersdal et al (2012) add that persuasion knowledge does not influence either cognitive or affective responses. Waiguny et al (2012), however, find that identification of persuasion intent has a significant negative impact on brand attitudes.

Most empirical research about specific features of advergames focuses on interactivity (Reijmersdal et al 2010; Sukoco and Wu 2011), brand integration (Winkler and Buckner 2006; Reijmersdal et al 2010; Rifon et al 2012) and brand prominence (Reijmersdal et al 2012; Cauberghe and Pelsmacker 2010). Apart from Bailey et al (2008), who investigated avatar customizability on children’s arousal...
and subjective presence during gameplay, the feature of customisation has not been investigated comprehensively.

This study offers early findings about the impact of customised advergames on children’s affective responses, persuasion knowledge and food preferences. Participants from two distinct age groups were recruited: 7-8 and 11-12 year olds (n=38). Children from each age group were randomly allocated to one of three treatment conditions, and each group played an advergame designed specifically for this study. To manipulate customisation, three versions of the same game were created, with two levels of customisation and one with no customisation as a control. The game play was followed by a questionnaire to assess children’s food preferences, attitudes towards the game, the brand, and their persuasion knowledge.

The results show that attitudes towards the game have a significant impact on children’s attitudes towards the brand promoted in the game, and that effect is evident across age groups. This study also supports other research suggesting that advergames have a strong impact on children’s food preferences, and this impact extends to the older age group as well. Identification of persuasive intent had a negative impact on children’s’ brand preferences; however, correct identification of the commercial source of the game did not have an impact on their preferences.

This study has a number of limitations. First, the focus is on short-term attitudes; second, given that the study was conducted in a private school with a limited sample size, further research with a larger sample from a wider socio-economic background is warranted.

There are implications for practice. Firstly, advergames are a persuasive form of promotion and one can argue therefore, that they should be subject to the regulatory control commensurate with that governing traditional commercial advertising and promotion. Second, the study suggests an opportunity for developing advergames that promote healthy foods, so that children’s food preferences would change. There are also implications for theory. Many researchers have expressed concern that due to young children’s limited cognitive ability they are more susceptible to advertising’s persuasive intent (Friestad and Wright 1994; John 1999). This concern should be broadened to older children as well. In fact, a larger proportion of younger children identified correctly both persuasive intent and the commercial source of the game than the older children.

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Moving ahead together: A collaborative design for social change

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Abstract:

Background

The ocean is vitally important to Europe. The 27 Member States have between them, the largest maritime territory in the world (around 3.9 million square kilometers) and a coastline of some 100,000 kilometers. 90% of all EU external trade goes by sea and European ship owners control almost 40% of the world fleet. The ‘blue’ economy represents roughly 5.4 million jobs and generates a gross added value of almost €500 billion a year, with further growth possible in a number of areas (European Commission, 2012).

However, many European individuals are not conscious of how their day-to-day actions, local communities and networks can have a cumulative effect on their relationship with the seas and ocean. “Sadly, ocean life today is threatened as never before. People are fundamentally reshaping the marine environment, and no area of the oceans remains unaffected by human activities, ranging from commercial fishing to global climate change” McKenzie Mohr, Lee et al. (2012, p.109).

Despite our society’s scattered relationship with the ocean, this complex association could benefit from a more integrated social change framework which incorporates consensus-building processes through boundary-spanning relationships for scaled up change.
Social Issue

A collaborative design to empower social change needs to facilitate the shift from authoritative and competitive problem describing to solution seeking for sustainable marine ecosystems (Roberts, 2000; Lefebvre, 2013, 2014; Hastings & Domegan, 2014). Such collaboration aims to allow multiple stakeholders from various sectors and settings to simultaneously work together, as different networks have varying opinions and experiences that reflect diverse social systems, contexts, content and actors underlying social change. A collaborative design could ensure individuals are no longer “objects of social marketing projects” (Brenkert, 2002, p.21) but as Lefebvre (2013, p.8) notes, groups to be reached out to and engaged in “scoping the possible causes of and solutions to problems and not just to pre-test options with these groups and individuals.”

One potential collaborative design for moving ahead is found in Collective Intelligence (CI), a group methodology, capable of embracing diverse networks, conflicting relationships and up, mid and downstream communities (Warfield 1976; 2006, Warfield and Cárdenas, 2002). Specifically, this paper reports on an exploratory application of Warfield’s CI, as part of an EU funded ‘Sea for Society project’ (FP7/2007-2013). Formative research was undertaken with stakeholders in eight countries, who, through consultations, identified barriers to and solutions for change.

In a solution seeking CI 2-day session, knowledgeable marine ecosystem stakeholders (1) generate and clarify ideas, (2) vote, rank, and select ideas for structuring, (3) structure ideas using CI software, (4) discuss a visualisation map from group thinking with the group and amend where relevant and (5) evaluate collaborative discourse to further understand the group reasoning. Following these five CI steps, a Structural Barrier Map is generated (Figure 1), tangibilising the groups direction for social change.

Figure 1: A Structural Barrier Map

The Structural Barrier Map is read from left to right. The barriers to the left significantly aggravate the barriers to the right. For example, ‘Lack of Vision by Policy Makers Towards the Sea’ significantly aggravates ‘Lack of Interdisciplinary Research – Marine, Science, Ecology, Economics’. Barriers grouped together in the same box, such as ‘Lack of Vision by Policy Makers Towards the Sea’, ‘Ireland Suffers from Sea Blindness’ and ‘Lack of Standalone Marine Department with Sufficient..."
Weight’ are reciprocally inter-related and they significantly aggravate one another. Three different barrier aggravation pathways are evident in Figure 1, with directional arrows indicating aggravating barriers.

The Sea for Society consultations reveals barriers to a sustainable marine ecosystem and importantly, how stakeholders from different networks perceive these barriers to be interrelated and connected. Sea for Society also identifies the options considered by stakeholders as the most feasible and impactful actions for a sustainable marine ecosystem. Figure 1 hints to the value of tapping into relationships, networks and communities because the rich understanding possible, derives from the synergies of intelligence, expertise and lived experiences of all involved. Richness also derives from working together to develop holistic understandings of the problem, addressing problem complexity and seeking a set of options matched to the complexity of the social issue. A collaborative approach of this nature encourages dialogical interaction (Ballantyne & Varey, 2006); intentional inclusion, mutual framing, collaborative learning and extended active participation between multiple networks within and across many societal levels, to scale up new shared values for a sustainable marine ecosystem.

**Conclusion**
Central to moving ahead together, social marketers need to go beyond individual campaigns to an integrated, collaborative design for solution seeking social change.

**References**
Bug run schooldays: Designing e-health applications to support behavioural change

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Abstract:

Introduction
Antibiotic resistance (ABR) is one of the greatest threats to our public health system in an era when few new antibiotics are being produced. Most of antibiotic consumption/prescribing takes place in the community [1] and Ireland is one of the few European countries where outpatient prescribing is still increasing [2]. While ABR is a complex and dynamic problem [3], overprescribing of antibiotics is considered the main driver of the spread of ABR.

The Supporting the Improvement and Management of Prescribing for urinary tract infections (SIMPle) intervention incorporated a novel electronic health iPad application (Bug Run Schooldays). The overall aim of SIMPle a social marketing informed intervention was to improve the quality and quantity of antibiotic prescribing for urinary tract infections (UTI) in primary care. Bug Run Schooldays was designed to support the conversation between the GP and patient and to increase patients’ understanding of the issue of ABR.

This paper presents the design process from initial formative research through to the evaluation of Bug Run Schooldays. Interactive material in General Practice waiting rooms, such as educational videos and electronic games, has been recommended as a mechanism to create awareness and explain the problems associated with the overuse of antibiotics in primary care [4]. Waiting room support can also increase patients’ understanding and satisfaction of their care, as well as empowering patients to discuss their treatments further with the GP [5, 6].

Method
Formative research was undertaken with GPs and citizens to inform the SIMPle intervention. The findings showed that communication between the GP and patient were influential in the decision to prescribe and/or consume an antibiotic. This research also revealed difficulties in communicating the
issue of ABR to the patient and the patient’s difficulty in understanding the issue. These findings informed the design and implementation of Bug Run Schooldays.

Developed as an e-health resource, Bug Run Schooldays consists of an infomercial and game which was piloted on iPads in 18 general practice waiting rooms. iPads were installed in the waiting room using fixed mounted steel frames at a low height for accessibility for children with a tilt mechanism for adult use. The infomercial targeted at adults communicates key facts on ABR through an animated video with voice-over to ensure engagement from different literacy levels. Through focused messaging the infomercial aims to empower patients to open the discussion with their GP on the necessity of antibiotics. The game, set in a school, shows the character Bob who can stay healthy by collecting fruit and water and avoiding nasty bugs. However, if Bob picks up too many bugs and gets too ill, he can take an antibiotic. This comes at a price as he will slow down before getting back to full health.

For the infomercial, numerous scripts were drafted involving both expert and lay people in the process. The final script was plain English proofed using National Adult Literacy Association ‘Simply Put’ best practice guidelines. Bug Run Schooldays was user tested with children from three primary schools in both urban and rural locations and different socio-economic areas prior to installation.

Evaluation
As part of a larger SIMPle evaluation (www.nuigalway.ie/simple), the impact of Bug Run Schooldays was included within a process evaluation which took place after a four month implementation period. Although this evaluation provided some insights into how Bug Run Schooldays was perceived within the practice, it raised questions about how these support systems could be assessed in real time. Opportunities for evaluation were assessed throughout the development of Bug Run Schooldays however strategies were limited due to lack of Wi-Fi connection in some practices.

Discussion
There are several potential benefits and outcomes associated with the use of Bug Run Schooldays.

- Awareness among children and adults about potential harmful side effects of antibiotics.
- To open the conversation about the necessity of antibiotics between patients and GP.
- A greater awareness among adults about the issue of antibiotic resistance.
- Empower patients to engage in decisions on their treatment.
- Providing a novel, free platform for the wider (international) community to promote antibiotics awareness.

Bug Run school days received the Crystal Clear MSD Health Literacy award (2014) for Best Project in General Practice and is now freely available for use in general practices.

Acknowledgements
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References


‘Touchdown on Planet of the Vapes’:  
UK e-cigarette consumer behaviour and attitudes - A netnography

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Abstract:  
Marketed as an alternative or substitute to smoking, the e-cigarette industry is experiencing monumental growth. The scope of this study is to research the phenomenon and discover how and why people in the UK use e-cigarettes in the context of smoking cessation. Smoking remains the leading cause of preventable diseases and premature deaths in the UK. Approximately 10 million people in the UK smoke, and surveys consistently find that most smokers want to quit (ASH, 2013a; ASH, 2013b). Examples of e-cigarettes are in Appendix1). Tobacco contains nicotine, an addictive psychoactive drug with withdrawal symptoms (Benowitz, 2010), thus many smokers have difficulty quitting. For the first time in four years, the NHS saw demand for its stop-smoking-services fall (Gallagher, 2013). E-cigarette use has a potential for aiding smoking cessation, yet is new gateway to nicotine addiction. Marketed as an alternative to tobacco, vaping is becoming increasingly popular as smokers quit smoking by switching to e-cigarettes. Literature focusing on e-cigarette user behaviour and attitudes is emerging, thus Etter and Bullen (2011) and Barbeau et al. (2013), demonstrate strong preference to e-cigarettes over NRT’s and cigarettes being efficacious in helping smokers quit. Dockrell et al. (2013), state that an increasing number of smokers use e-cigarettes to reduce or quit smoking, without any support or assistance from NHS stop-smoking-services. Barbeau et al (2013) focus group of fourteen vapers highlighted online communities as a vital source of advice, information and support. This suggests that vaper communities provide an alternative source of support to NHS services, and due to their social aspects, gives them something the NHS may not be able to replicate; a sense of group identity. Yamin et al. (2010) believe that the interest in e-cigarettes has been partly fuelled by the increase in e-cigarette forums. Cova et al. (2007), claim that by researching consumer tribes, marketers can start to genuinely understand the real drivers behind consumer behaviour. A netnography of Planet of the Vapes’ (POTV), an online user community was undertaken by the authors to identify key factors motivating e-cigarette smokers to switch from tobacco to e-cigarettes, and their perceived efficacy. Using Kozinets (2002, 2010) established methodological guidelines, analysed discussions on the e-cigarette forum from November - December 2013. Three key themes emerged from the analysis (see Appendix 2) - Vaping as Sense of Freedom, Vaping as Hobby, Vaping as Community. E-cigarettes help vapers abstain from smoking and control their addiction, which increases their self-efficacy (Bandura 1977) and thus helps to explain why people continue to use them. Self-efficacy is central to smoking cessation, but our findings suggest not so when purchasing an e-cigarette. Although e-cigarettes help smokers to reduce or completely give up using tobacco, vapers show little or no intention of stopping vaping. Barbeau et al. (2013) also discovered vapers enjoy doing so and perceive to be of minimal or no harm. Most vapers used to smoke and are aware of potential health risks. However unknown long-term effects of vaping are unlikely to worry them, because our findings indicate their view is that even if there are harms, they cannot be as harmful as smoking. Attitudes and subjective norms towards e-cigarettes are generally positive. An inherent paradox was evidenced necessitating smokers to quit smoking to start vaping. This raises concerns that vaping requires starting a new habit that may be as addictive as smoking. From a public health perspective, although switching one habit for another is not as ideal as going ‘cold-turkey’ or using NRT’s, it can be concluded that e-
cigarettes are the 'lesser-of-two-evils'. A limitation of our netnography study is that the sample is not representative of all vapers in the UK; however the findings contribute to the relatively limited research area of e-cigarette users. With ongoing controversy surrounding e-cigarettes and future regulation, there is great value in gaining observational insight into the consumption behaviour and attitudes of vapers. This therefore study can inform health practitioners, stop-smoking-services and policy makers in insights in the e-cigarette consumption.

References
Appendix 1: Types of E-Cigarette

First Generation ‘cig-a-likes’

Second Generation (refillable with liquids)

Third Generation ‘mods’

## Appendix 2  Data Analysis Extracts (Source: Authors 2014)

### Core Theme 1  Vaping as Sense of Freedom

<table>
<thead>
<tr>
<th>Elements and Narrative</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Freedom from expensive prices of tobacco</td>
</tr>
<tr>
<td>• Free from harming others through second hand smoke</td>
</tr>
<tr>
<td>• Control over addiction</td>
</tr>
<tr>
<td>• From ill health caused by smoking</td>
</tr>
<tr>
<td>• No longer stigmatised smoker</td>
</tr>
<tr>
<td>• Find tobacco disgusting</td>
</tr>
</tbody>
</table>

"Vaping gives me hope that I can grow old (disgracefully!) to see my kids grow up and, in turn the grand kids.” [P:D23]

"For the first time in 20 years I believe I will have to consider my pension and how to cope with grandchildren, I have also joined a gym and have started weight training and some bag work which are things I had enjoyed since my teens..." [P:DI]

"It means I'm no longer coughing up tarry crap, and can run up stairs without getting short of breath. Also it tastes and smells nicer, and costs less. What's not to like?" [P:DL]

"I am definitely a vaper now could still smell it on my jacket this morning "did we really smell that bad?"[P:V]"

### Core Theme 2  Vaping as a Hobby

<table>
<thead>
<tr>
<th>Elements and Narrative</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Enjoy purchasing e-cigarette paraphernalia (devices and flavours)</td>
</tr>
<tr>
<td>• Replaces behavioural habits of smoking with vaping</td>
</tr>
</tbody>
</table>

"I now view this as a hobby, I have learnt so much from the people on this forum, it is my support group if you like. I gives you the inspiration to keep off the stinkies." [P:AI]

"The physicality is exactly the same, the enjoyment is far better, I never saw any tobacco cigarettes that were flavoured cherry, blackcurrant or bingobongo flavour (whatever that flavour is lol) when I smoked" [P:BJ]"

### Core Theme 3  Vaping as a Community

<table>
<thead>
<tr>
<th>Elements and Narrative</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Advice, Support and Information provided by the forum</td>
</tr>
<tr>
<td>• Debate</td>
</tr>
<tr>
<td>• Evidence of market maven</td>
</tr>
<tr>
<td>• Advocates for vaping</td>
</tr>
<tr>
<td>• Fighting together to protect the industry</td>
</tr>
</tbody>
</table>

"This is the vaping community having one of those difficult discussions about the legal and moral issues that we currently face and might inform legislation… These discussions help us as a group establish our position and formulate our defence of that" [P:C]

"Having these debates in the confines of our own forum develops our ideas and understandings" [P:AW]

"I have met people here and in real life, people I would not of spoke to if it was not for vaping, and every single one of them is special in their own way, and we all have that one thing in common." [P:D]"
Developing measures to assess adolescent awareness and perceptions of e-cigarettes: An initial exploratory qualitative study

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Abstract:

Background
Tobacco industry documents have revealed that tobacco marketing, including packaging and product design, is used to appeal to the needs and concerns of target consumer groups, notably young people. It has been identified that the marketing of e-cigarettes uses similar techniques to those previously used by the tobacco industry and e-cigarettes are increasingly available in a variety of styles and flavours. There have therefore been some concerns that e-cigarettes may hold appeal for young people. The purpose of this exploratory qualitative study was to help inform the development of measures to be included in a UK-wide survey with 11-16 year olds. The survey, to be conducted over the summer of 2014, will measure awareness of e-cigarette marketing and brands, perceptions of different styles of e-cigarette products and flavours, perceived social acceptability of e-cigarette use, and actual e-cigarette use. This initial qualitative stage of research was designed to explore how e-cigarettes are understood and experienced by adolescents.

Methods
Six focus group discussions were conducted with 11-16 year olds (N = 34) in Glasgow (Scotland). Groups were segmented by age, gender and social grade. Participants were shown a range of e-cigarettes, along with traditional cigarettes and nicotine replacement products. The discussions explored: general awareness of and engagement with e-cigarettes; awareness of e-cigarette marketing; and perceptions of e-cigarettes which varied in product type, packaging and flavour. Projective techniques were used to allow participants to link concepts with products, helping to uncover meanings inherent within the designs and brand imagery profiles.

Results
Adolescents viewed e-cigarettes as a distinct product type which was separate from nicotine replacement products and traditional cigarettes. There was a lack of terminology surrounding e-cigarettes and little engagement with e-cigarette products or e-cigarette marketing. Marketing exposure was evident although this appeared to be on a subconscious level. Generally, e-cigarettes were perceived to be for adult smokers who wanted to quit. However, once exposed to e-cigarette packs and products, it was apparent that some of these contained messages which appealed to adolescents. This resulted in confusion about who e-cigarettes were intended for. Some aspects of these products, especially sweet and fruity flavours, were identified as being for young never smokers rather than for adult smokers who want to quit. Occasionally, e-cigarettes were seen as a more appealing option for fitting in with peers, or experimenting with cigarettes, for those who may be put off by the harmful nature of traditional cigarettes. There was little in the way of consistent imagery, but some positive imagery was generated by the packaging of brands owned by tobacco companies. There was uncertainty about the chemical content, addictive nature of e-cigarettes and
any potential harm associated with e-cigarettes use. Knowledge tended to come from a family member who had used e-cigarettes.

Conclusion
E-cigarettes are a product in relative infancy. It is likely that product design, brands and packaging will be developed and refined over time with further marketing investment. This small exploratory qualitative study highlights that there may be potential cause for concern over the messages communicated to adolescents. There is therefore a need to monitor e-cigarette marketing strategies, along with adolescents’ exposure to and engagement with e-cigarette marketing. Adolescents would benefit from clear and consistent information regarding e-cigarette products, the addictive nature of nicotine, and potential risks and harms associated with e-cigarette use.
The role of new product development in minimising sustainability impacts

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Abstract:

Purpose of the Paper
This international study aims to explore new product development (NPD) techniques which are utilised by brands in order to minimise sustainability impacts, thereby facilitating more sustainable consumer purchase decisions. The objectives of the research are to investigate a variety of socially and environmentally sustainable approaches to NPD currently in use and to examine how these approaches can encourage other brands and retailers to engage in more sustainable practices towards product consumption.

Theoretical background
Environmental and social sustainability have become important issues for brands and retailers in recent years, with an increasing market for products with a higher level of sustainability. Brands are expanding the range of sustainable products offered and there is potential to offer further choice, both to minimise the sustainability impacts of manufacturing and to meet consumer demand. A study for Defra found that consumers were willing to change their patterns of behaviour regarding their sustainability impacts if they were supplied with relevant knowledge and if sustainable products were more widely available (Fisher et al, 2008). Consumers’ views on sustainable consumption have also been explored in various previous studies (e.g. Carrigan and Attalla, 2001; Shaw et al, 2006; Park and Lennon, 2006). However, there is very limited literature available about brands’ perspectives on sustainability (Miller and Merrilees, 2013) particularly in the area of NPD, despite its pivotal role in affecting product sustainability, thus indicating a requirement for further research in this area.

Methodology
The qualitative research design consists of in-depth semi-structured interviews with up to ten companies. Access has been granted to designers, as well as employees in other NPD roles in sustainable clothing SME’s for this project. The sample will contain respondents from companies based in the UK, Poland, Germany, Austria, Lithuania, The Netherlands and Italy. The clothing brands that are participating define themselves as ‘green’ or ‘eco’ using aspects of environmental or social sustainability such as materials used (organic, recycled, recyclable, repurposed or pre-consumer waste), Fair Trade and other socially sustainable forms of manufacturing or localised production.

Findings
The study is currently in its initial phase. Exploratory interviews took place in 2013 with a pilot sample of designers. The design process (its stages; timescale; participants; equipment; trend influences; selection of componentry; fabric finishes; garment construction; interlining; materials content and usage) and choice of bulk production techniques will be investigated via discussion with designers and technical staff. Various product types will be assessed to discover whether different styles can be more inherently sustainable. It is anticipated that the findings will reveal a range of sustainable NPD processes that could potentially be adopted by more mainstream clothing brands. Key factors that act as enablers or barriers to the usage of such processes will also be explored. The study will assess ways in which, if at all, these barriers can be overcome.
Research Limitations/Implications
This empirical study is limited to one product sector in European countries and future research could cover a wider range of sectors in other continents. The research outcomes could have implications for NPD theory and provide a contribution by incorporating sustainable values in relevant theoretical models. An updated NPD model could include additional or more detailed stages to address sustainability issues.

Practical and Social Implications
The findings could have implications for clothing brands’ sustainability policies and practice, ultimately encouraging and facilitating more widespread availability of sustainable clothing. It is intended that mainstream (i.e. ‘non-sustainable’) clothing companies, particularly retailers and brands catering for the mass market, could be made aware of ways in which they can improve the sustainability impacts of the clothing that they sell. The outcomes could also help to inform government policy, as its Defra and WRAP divisions are currently investigating the sustainable consumption of clothing, as well as that of other product types.

Originality
The originality of this paper lies in its unique insights into the incorporation of sustainable practices within the NPD process. The paper could be of interest to academics, clothing brands, clothing retailers and NPD practitioners in other sectors, to inform both theory and practice in sustainable NPD.
Smokers’ perceptions of novel smoking cessation advertisements

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Abstract:

Introduction
The aim of this research was to test an alternative approach to the typical fear appeals in smoking cessation advertisements, using instead positively-framed approaches drawing on Frederickson’s (2001) Broaden-and-Build Theory of Positive Emotion. Hastings et al. (2004) questioned the ethics and scientific basis for using fear appeals on the grounds that they can be counter-productive and rely on laboratory studies with students. Potential drawbacks of fear appeals include: desensitisation to a threat; irritation; avoidance of the message; negative reflection on the message source; and unintended negative impact on non-target audience (Hastings et al., 2004); and defensive rejection of messages (Devlin et al., 2007).

Methodology
To explore the potential for using positive emotion as an alternative to fear appeals, an online experiment was conducted in which each participant viewed one of the four advertisements (three positive types and one negative comparison) embedded in an online survey. Both positive and negative affect significantly increased quit intentions among smokers who were not initially intending to quit but only positive affect increased smokers’ self-efficacy to quit (Harris et al., 2014). However, no significant difference between advertisements was found.

This presentation will explore smokers’ perceptions of the four novel advertisements and reactions to positively-framed approaches, using comments gathered from an open-ended question in the survey.

Sample
Of the 1,129 smokers and ex-smokers who participated in the experiment, 555 provided comments on the advertisements. Equal numbers of smokers over the age of 24 years from across all five of Prochaska et al.’s (1992) stages of change were recruited by two specialist recruitment agencies from all geographical regions of the UK and Australia, where in the latter graphic fear appeals have been used since 2006 (Borland et al., 2009).

Stimuli
Three positively-framed advertisements were professionally created for the experiment, based on a typology of positively framed messages (Harris and Harrison, 2012). A negatively-framed advertisement from a real European quit smoking campaign was used for comparison with permission from the European Commission (the source details were omitted and acknowledged at the end of the experiment). This advertisement was selected based on similarities with the three
created advertisements (in the gender and age of the focal character and activities depicted) and its novelty (the story unfolded in reverse motion). It represented the negative aspects of smoking, but not too grotesquely so as to minimise distress and was balanced by the inclusion of positive elements as recommended by Hammond (2011). All four advertisements included music, a short storyline and a final strap line (see Figure 1).

**Figure 1 Stills and strap lines from the advertisements**

Ad 1: Positive - challenge assumptions/misconceptions

Ad 2: Positive – modelling

Ad 3: Positive – motivational

Ad 4: Negative – comparison*


**Data analysis**

Analysis of participants’ open-ended comments was carried out by compiling a list of initial code themes from reading the comments, transcribing these themes on to pieces of paper and then grouping them into overarching themes. The resulting themes were assigned numerical codes, which were then assigned to participant’s comments in the data file. In addition, we used a qualitative data analysis software package, Leximancer, to construct maps that visually summarise participant open-ended responses, as a means of triangulation of the analysis of the data. Leximancer is best described as a content analysis emulator that allows for the development of thematic clusters and grouping of related concepts through the use of algorithms, machine learning and statistical processes (Young and Denize, 2008).

**Findings**

Positive approaches were well received and widely considered a welcome change from the usual fear appeals. All of the advertisements were perceived as motivating by some of the participants.
However, those that simply provided positive motivational messages (without any element of “shock”) were sometimes perceived as weak and a minority believed that smoking cessation advertisements should be hard-hitting, consistent with Hastings et al.’s (2004) suggestion that people have been conditioned to expect that fear appeals should be used to counter smoking.

The findings suggested that smoking cessation advertisements need to: treat smokers with respect and avoid playing on guilt (or appearing to play on guilt) or preaching; use a novel and preferably positive approach and avoid the obvious or usual arguments; engage, inspire and empower smokers; and ensure that scenarios are believable and that characters are as inclusive as possible.

Conclusions
The findings suggest that positively-framed smoking cessation messages show promise and are capable of “broadening people’s momentary thought-action repertoires” consistent with Frederickson’s (2001) Broaden-and-Build Theory of Positive Emotion (p.219). The findings also support Hammond’s (2011) recommendation to include positive elements to counterbalance negatively-framed messages.

Acknowledgements
The authors would like to thank the European Commission for permission to use Advertisement 4 that was part of the European Commission’s anti-smoking campaign "Ex-smokers are unstoppable" (http://ec.europa.eu © European Union, 1995-2012) and Anthony Ferrieri of foto Ferrieri films for his contribution in making the three positively-framed smoking cessation advertisements.

References


From ‘Nudge’ to ‘Shove’ – A case study of the failure of social marketing (Tesco’s carbon labelling initiative)

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Abstract:
Climate change is an increasingly prevalent and urgent topic of debate and there is little dispute that reductions in greenhouse gas emissions are required. The food system contributes almost 20% of the UK’s greenhouse gas emissions, making it a significant area on which to focus in terms of reduction targets, therefore changes in food consumption are fundamental (Garnett 2008). Understanding how to change consumer food purchasing behaviour to become more environmentally sustainable is undeniably an important social issue and a challenge for social marketers to address.

Carbon labelling is an innovative approach to influencing consumer food purchasing behaviour, in which the amount of carbon dioxide (and other greenhouse gases) emitted over its lifecycle is displayed on pack (The Carbon Trust 2009). Tesco, the UK’s largest supermarket began carbon labelling in April 2008 following the announcement of their intention to carbon label their own brand products in the anticipation that it would allow consumers to “compare their carbon footprint as easily as they….compare their price or their nutritional profile” (Leahy 2007). There was considerable debate as to the validity and efficacy of carbon labelling, particularly with regard to the impact on consumer behaviour (for example Berry, Crossley et. al, 2008; Upham and Bleda, 2009; Newcastle Business School, 2010; Vision TwentyOne, 2008).

This paper presents the results of a study conducted in 2010 which highlights the barriers to achieving behaviour change through the use of conventional marketing methods in a mainstream (supermarket) environment. The research involved a mixed method case study approach. A mixed methods approach is strongly advocated by Carrington, Neville et al. (2010), who suggest the combination of methods leads to a more significant understanding. Having multiple sources of evidence and developing a “chain of evidence” also increases the construct validity of the research (Yin 2009 p. 41). The first phase of the case study involved exploratory focus groups, designed to provide an understanding of the reasons behind current food shopping habits and patterns and to gain an appreciation of current levels of awareness, understanding and use of carbon labelling. Focus groups were considered an appropriate tool to use since their purpose is to obtain information on how people think or feel about a specific issue/product (Krueger & Casey 2000) and systematic procedures were followed to overcome some of the criticisms of this methodology (Tull & Hawkins 1993; Krueger and Casey 2000). Results paved the way for phase two of the case study, a series of social marketing interventions both pre-store (working with schools) and in-store (various activities) designed to raise awareness and understanding of carbon labelling, and ultimately to create an environment more conducive to purchasing of a carbon labelled product. The key element of the pre-store interventions was to work with a significant number of primary schools to run a ‘Carbon Footprint Week’, engaging children and parents in carbon footprinting/labelling topics. In designing the in-store interventions, there was consideration of all elements of the marketing mix but most scope for intervention was in the area of promotion. Various merchandising activities were designed,
centred on carbon labelling, such as floor stickers, shelf talkers and leaflets. The interventions were specifically targeted towards young families. Young families were the lifestage chosen because it is a diverse group, amenable to change (due to the influence of their children), facing a range of constraints (stay at home versus working mums, shopping with/without children) and often demonstrating a higher level of involvement with food in general and supermarket shopping in particular. The experimental design was intended to assess the effectiveness of the different combinations of interventions – pre-store only, in-store only and both pre-store and in-store interventions. Comparable stores with no interventions were used as control. Whilst other laboratory experiments, which could have provided greater control, were considered, these interventions represented an opportunity to gain ‘real’ consumer behaviour data and research done in natural settings such as the supermarket have higher external validity (Meiselman 2007).

Results of the interventions were evaluated using several sources of evidence – interviews with teachers, two questionnaires (designed using principles such as those described by Tull and Hawkins 1993) and, most significantly, using actual purchasing behaviour data through the use of supermarket loyalty card data. Using this data is an important element of this research, bringing strength to the quality of the research by providing actual purchasing behaviour data, void of social desirability bias (Carrington, Neville et al. 2010). This was particularly salient given that most of the sustainable consumption literature uses self-reported or intended behaviour measures (for example Schwepker and Cornwell 1991; Shrum, McCarty et al. 1995; Robinson and Smith 2002; Selfa, Jussaume et al. 2008; Vermeir and Verbeke 2008).

Results from the study showed some impact on raising awareness, understanding and claimed behaviour, but no discernible impact on actual purchasing behaviour.

This research highlights the challenges associated with changing behaviour in the face of competing and often conflicting drivers of supermarket purchasing behaviour. It highlights the benefits of mixed methods in understanding behaviour and evaluating impacts of targeted interventions, particularly in such complex contexts as sustainability, consumption and the supermarket shopping mission. This paper also makes a contribution in understanding the role of and challenges presented to social marketers as they embark on activity involving industry, academic, independent advisory and education partners.

References


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The impact of consumer ethical judgement on controversial advertising avoidance on social media

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Abstract:
Greater consumer use of the internet has led to a continued rise in digital advertising spend (eMarketer, 2014). This is an important issue for marketers and researchers, given that the proliferation of social media advertising is driving brands to produce adverts which attempt to cut through the ad clutter with the use of controversial appeals (Dahl, Frankenberger, & Manchanda, 2003; Drumwright & Murphy, 2009; Fam & Waller, 2003; Waller, 2005). Organisations involved in the field of social marketing have also used social media to promote their messages and foster behavioural change. In doing so, campaigners have often made use of imagery and appeals which may be perceived by consumers as shocking, either by depicting dire situations or consequences, or by addressing ‘unmentionable’ issues (Wilson & West, 1981). Parallel to these developments, previous research has suggested a tendency for consumers to avoid online advertising (Cho & Cheon, 2004; Kelly, Kerr, & Drennan, 2010; Pashkevich, Dorai-Raj, Kellar, & Zigmond, 2012), a phenomenon potentially related to increased consumer agency in online environments. Despite these trends, research on the reasons why consumers may avoid ads on social media remains scant.

This paper is original in that it analyses the potential link between consumer avoidance of social media advertising, controversial ad perceptions and consumers’ ethical judgements of such ads. This is addressed by examining how controversial or shocking ad perceptions and consumer ethical judgement of ads impact advertising avoidance, in the specific context of social media, using a three-phase research design. The researchers first conducted four focus groups with consumers in order to establish if consumers do avoid social media adverts and some of the reasons which lead them to do so. This was followed by the development of hypotheses (Table 1), a conceptual model (Figure 1) and a pilot quantitative study which tested the appropriateness of exiting scales to measure the impact of consumers’ ad perceptions (Chan, Li, Diehl, & Terlutter, 2007), ethical judgements of ads (Vitell & Muncy, 2005) and ad avoidance antecedents (Cho & Cheon, 2004) on advertising avoidance. Once the pilot survey was concluded, the main survey was launched and data was collected through an online quota sample of 270 UK consumers.
Table 1: Summary of Hypotheses and Expected Relationships between Variables

<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>Expected relationship direction</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1: Consumers’ perception of social media ads as a source of goal impediment is significantly related to their avoidance of social media ads.</td>
<td>(+)</td>
</tr>
<tr>
<td>H2: Consumers’ perception of ad clutter on social media is significantly related to their avoidance of social media ads.</td>
<td>(+)</td>
</tr>
<tr>
<td>H3: Consumers’ prior negative experiences with social media ads are significantly related to their avoidance of social media ads.</td>
<td>(+)</td>
</tr>
<tr>
<td>H4: Consumers’ perceptions of social media ads are significantly related to their avoidance of social media ads.</td>
<td>(+)</td>
</tr>
<tr>
<td>H5: Consumers’ perception of social media ads as shocking is significantly related to their avoidance of social media ads.</td>
<td>(+)</td>
</tr>
<tr>
<td>H6: Consumers’ ethical judgements of social media ads are significantly related to their perceptions of social media ads.</td>
<td>(-)</td>
</tr>
<tr>
<td>H7: Consumers’ ethical judgements of social media ads are significantly related to their avoidance of social media ads.</td>
<td>(-)</td>
</tr>
<tr>
<td>H8: Consumers’ ethical judgements of social media ads are significantly related to their perceptions of social media ads as sources of goal impediment.</td>
<td>(-)</td>
</tr>
<tr>
<td>H9: Consumers’ ethical judgements of social media ads are significantly related to their perceptions of social media ads as sources of clutter.</td>
<td>(-)</td>
</tr>
<tr>
<td>H10: Consumers’ ethical judgements of social media ads are significantly related to their prior negative experiences with social media ads.</td>
<td>(-)</td>
</tr>
</tbody>
</table>
The results were modelled using a nested approach to structural equation modelling (Anderson & Gerbing, 1988; Schumacker & Lomax, 2004; Ullman & Bentler, 2013), which compared the fit of a standard model to a derivative model (Table 2) which explicitly tested the effect of consumers’ perception of an advert on social media as “shocking” to ad avoidance.

Table 2: Model Comparisons

<table>
<thead>
<tr>
<th>Fit Indices</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th></th>
<th>( \chi^2 )</th>
<th>RMSEA</th>
<th>( \chi^2/df )</th>
<th>GFI</th>
<th>NFI</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Base Model (df=378)</td>
<td>801.04**</td>
<td>0.064</td>
<td>2.12</td>
<td>0.84</td>
<td>0.96</td>
</tr>
<tr>
<td>2. Full Model (df=377)</td>
<td>685.78**</td>
<td>0.055</td>
<td>1.82</td>
<td>0.87</td>
<td>0.97</td>
</tr>
</tbody>
</table>

n = 273. * p<0.05; ** p<0.01. Numbers are rounded to two decimal places.
Data analysis confirmed most of the hypotheses and relationships between constructs (Table 3). Firstly, consumer ethical judgement was significantly related to both consumers’ perceptions of social media ads, the antecedents to avoidance of such ads, and social media advertising avoidance. Secondly, consumers’ perceptions of social media ads were also significantly related to social media ad avoidance. Finally, despite controlling for these constructs, consumers’ ad avoidance antecedents remained strongly related to ad avoidance. Consumers’ ad perceptions and social media ad avoidance appeared unrelated.

**Table 3: Parameter Estimates and t-Values**

<table>
<thead>
<tr>
<th>Path</th>
<th>Hypotheses</th>
<th>Estimate</th>
<th>SE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal Impediment → SM Ad Avoidance</td>
<td>H1</td>
<td>0.99**</td>
<td>0.06</td>
</tr>
<tr>
<td>Ad Clutter → SM Ad Avoidance</td>
<td>H2</td>
<td>1.89**</td>
<td>0.06</td>
</tr>
<tr>
<td>Prior Negative Experience → SM Ad Avoidance</td>
<td>H3</td>
<td>1.48**</td>
<td>0.11</td>
</tr>
<tr>
<td>Ad Perception → SM Ad Avoidance</td>
<td>H4</td>
<td>0.01</td>
<td>0.06</td>
</tr>
<tr>
<td>Shocking → SM Ad Avoidance</td>
<td>H5</td>
<td>0.64**</td>
<td>0.07</td>
</tr>
<tr>
<td>Ethical Judgement → SM Ad Perception</td>
<td>H6</td>
<td>-0.26**</td>
<td>0.03</td>
</tr>
<tr>
<td>Ethical Judgement → SM Ad Avoidance</td>
<td>H7</td>
<td>-0.20**</td>
<td>0.07</td>
</tr>
<tr>
<td>Ethical Judgement → SM Goal Impediment</td>
<td>H8</td>
<td>-0.42**</td>
<td>0.07</td>
</tr>
<tr>
<td>Ethical Judgement → SM Ad Clutter</td>
<td>H9</td>
<td>0.24**</td>
<td>0.07</td>
</tr>
<tr>
<td>Ethical Judgement → SM Prior Negative Experience</td>
<td>H10</td>
<td>-0.17**</td>
<td>0.04</td>
</tr>
</tbody>
</table>

** p<0.01, * p<0.05, one-tailed regression tests. Numbers are rounded to two decimal points.

This analysis was followed by a comparison of the model to an alternative, nested structural model which specified consumers’ perceptions of social media ads as shocking. The alternative model showed a better fit to the data (Table 2), and was deemed preferable to the original model (Dion, 2008; Schumacker & Lomax, 2004; Ullman & Bentler, 2013). With the direction of results broadly similar to the original model, the alternative model demonstrated that perceiving social media ads as shocking strongly increased the likelihood that consumers would avoid such ads. The revised model is presented in Figure 2.

The main contribution of this paper lies in its ability to advance previous research in this area by empirically examining the impact of additional antecedent constructs (i.e. shock perceptions and consumer ethical judgement) on social media advertising avoidance, and by examining consumers in the UK. This research is especially relevant for the field of social marketing, as it highlights that consumers may be more likely to avoid well-intentioned campaigns which depict shocking imagery or address taboo subjects.
Figure 2: Results of the Full Model

References


Abstract:
For social or other marketers, the fundamental marketing technique of segmentation (Johnson, 1971) exploits, and arguably reinforces, predictable stable categories, of which gender is one of the most apparently straightforward. But how relevant does it remain in a metrosexual world of men and women occupying a variety of gender positions within and between their biological sexes? Social marketers in particular should be wary of unreflective gender segmentation’s role in imposing an unquestioned and unreflective binary opposition, with negative consequences for people of either sex whose personal dispositions and choices might not correspond to conventional expectations. This study looks in detail at focus group data from research about environmental attitudes and behaviour in the workplace (reported elsewhere (Smith and O’Sullivan, 2012)) to argue for an understanding of environmental discourse as gendered in a way that is relevant to social marketers’ ability to frame appropriate messages, but not necessarily tied to stable gender categories within individuals.

In spite of its prevalence in some popular and academic literature, the notion of gender differences in language is difficult to sustain as a simple reflection of either male or female identity. Reality is richer and less easy to pin down. Rather than being a dichotomy, gender manifests itself in a variety of inter- and intra-personal ways. Sunderland (2004) pokes gentle fun at the regular dismay of ‘undergraduate students of linguistics or education’ interested in exploring ‘gender differences’ in talk from their friends or from classrooms but who end up complaining ‘ “I can’t find anything to do with gender” ’ in spite of poring over painstaking transcriptions (2004, p. 16). Quite apart from neglecting other factors which may be present in how men and women use language, such expectations tend to be founded on a view of gender which sees it as prior to, and productive of, behaviour rather than something that is continuously produced through behaviour.

Contemporary thinking on gender as produced in this way can trace at least some of its inspiration to West and Zimmerman’s (1987) characterisation of gender as ‘a routine, methodical, and recurring accomplishment’ (p. 126) in contrast to the received academic wisdom on gender in the late 1980s which saw it as ‘an achieved status …. constructed through psychological, cultural, and social means’ (ibid.). Admittedly, acknowledging gender as an ‘achieved status’ differentiates it from the merely biological category of sex. But the concept of achievement (as something fixed and finished) neglects the continuing negotiation between the gendered individual and the gendering expectations of the society into which that individual attempts to fit. West and Zimmerman call this process ‘doing gender’, a phrase elaborated by later researchers exploring how gender is done (and undone) in social situations, including organisations. The stakes are high in this performance, which continuously pervades human experience and activity. Incompetence in doing gender can ‘undo one’s personhood, undermining the capacity to persevere in a liveable life’ (Butler, 2004, p. 1).

Like any performance, doing gender needs a setting. Just as actors create their roles from what material is available (scripts, props, staging, bodies) within frameworks of genre, direction and audience expectation, so men and women perform gender within certain limitations. Meeting these limitations can involve improvisation or subversion, and some limitations are more flexible than others. Regarding gender as ‘always a doing’ (Butler, 1990, p. 25) alerts us to the interplay between performance and setting, which can include both a social setting (like a qualitative focus group...
interview, for example) and a discursive setting (such as the topic of the environment and global warming). While focus groups are planned and facilitated in a deliberate way by researchers, they allow naturalistic conversations to take place between participants in a way which increases their freedom of expression compared to more directive research techniques (Bloor et al, 2001). This promotes confidence in the authenticity of the speech produced and its validity as data to represent, amongst other things, power relations both within, and outside, the conversation in question.

One of the most important ways in which we perform our identities, as men or women, concerned environmentalists or global-warming deniers, is through talk (Gergen, 1994). Discourse allows us to know ourselves, and others, as gendered. Furthermore, since Lakoff’s (1975) trailblazing study of how white Americans use English in a way which bolsters male dominance over women, a stream of scholarship has developed to look critically at how men’s and women’s language in use reproduces gender performance and impacts on the power structures of patriarchy. Prominent in such scholarship has been Deborah Tannen (e.g. Tannen, 1991, 1993) who analyses how power and solidarity are created in discourse at the intersection of language and gender.

Using Critical Discourse Analysis (Fairclough, 2003) a form of close linguistic analysis which relates talk and text to structures of power in wider society, this paper reports on how men and women use environmental discourse to bring gendered positions into being. It concludes that, rather than resorting to simplistic gender segmentation in formulating and delivering pro-environmental messages, social marketers should frame pro-environmental behaviour and attitudes as a resource for individuals to draw upon in their continuing negotiation of gendered selves.

References
Developing a commercially viable electric bus service

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Abstract:
Diesel, and even hybrid, buses can be a serious source of city centre air pollution. Electric buses deliver zero emissions, but because of the need to recharge, in operation they require about double the number of vehicles, so making mainstream electric bus operations prohibitively expensive.

In January 2014 Milton Keynes introduced an electric bus service designed to overcome this problem. An entire commercial bus route has been converted to electric operation with inductive charging at bus layover points. This will permit the use of smaller and less expensive battery pack and for the electric buses to operate continuously all day. Consequently this design does not require the purchase of a significantly larger fleet.

This study not only provides an example of how to technically resolve the electric bus problem, but raises strategic issues about the organisational structures to deliver sustainable transport, using a different business concept to that for conventional bus developments. The partners needed are not the usual mix normally needed to implement a new bus service. It is much more complex and the risks are not those normally faced. Whatever the potential benefits, nothing will happen unless there is an organisational structure that provides confidence for these partners to invest in the contribution they need to make.

The new organisational model involves an enabling company (electric Fleet Integrated Services Ltd) that provides a structure in which learning can occur and shields the bus operator and other key stakeholders from the initial risk of innovating. Once the commercial benefit is proven, then the stakeholders will have established trust and a way of working together that can be rolled out in a wider programme of bus electrification (full details are in Miles and Potter, 2014).

The following diagram shows the stakeholders and how the enabling company manages the contributions and risk from key stakeholder that provides the bus operator, Arriva, with the confidence to lease and operate the electric buses.
**Stakeholder relationships for the Milton Keynes Electric Bus project**

The approach adopted in Milton Keynes raises important points for innovation policy and stands in contrast to other electric bus projects in the UK that require large capital subsidies. There is government support for sustainable transport technologies, but these innovations require new institutional structures and business models as well. This need is well documented in innovation transition research. The use of an intermediary enabling company links with existing research on the crucial role that such intermediary organisations play to address the technological, financial and infrastructure barriers to successful market diffusion. Stewart and Hyysalo (2008) note how such intermediaries operate along the supply-use axis bridging the user-developer innovation domains and connecting users (in this case the bus operator) with suppliers/producers. The Milton Keynes project has sought to develop such a stakeholder enablement structure.

For government, rather than devoting very large sums of money to underutilised low carbon infrastructure, it would be considerably more cost-effective to support the development of enabling organisations that can open up investments from the private sector. Sadly the efficacy of this sort of policy intervention appears not to be understood and is outside their culture of practice.

**References**


The suitability of SROI to assess social marketing campaigns

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Abstract:

Purpose:
The objective of this study is to demonstrate how an existing cost based analysis framework can be utilised to assess either the potential or actual impact of a social marketing campaign. It is based on a case study with People Matters (Leeds) CIC who commissioned the author to analyse the effectiveness of its social marketing campaigns so that it could demonstrate value and gain additional funding from the Big Lottery.

Theoretical Background:
A recent study by Stead et al (2007 p128) identified that despite there being a large number of primary studies purporting to measure social marketing effectiveness only a small number looked at the campaign's value in general as a behaviour change approach. They also argue that many studies fail to adopt a systematic approach.

Social Return On Investment (SROI) is a cost benefits analysis approach that can demonstrate the success of a social enterprise (Arvidson, Lyon & McKay, 2013). Its use, in a social marketing context, may counter some of the criticisms put forward by Stead et al (2007).

Case Study Background:
People Matters (Leeds) CIC is a Third Sector organisation whose purpose is to provide support to individuals with learning difficulties. The project focused specifically on their “Teens to Twenties” programme: designed to instil confidence and independence. The Big Lottery, the primary funding source, required evidence that the programme was effective and worthy of reinvesting in.

Approach (Completed):
The programme was first assessed against Andreasen's (1994) Social Marketing Benchmark Criteria. A qualitative approach was then adopted using semi-structured interviews involving the parents (guardians) and the child. Ethics required these interviews to take place together. Some of the older participants (over 18 years old) had the opportunity of attending the interviews either on their own or with a carer, parent, personal assistant or friend. The initial framework for the semi-structured interview was based on the proposed outcomes of the original Big Lottery bid.

Approach (To be Completed):
A thematic analysis approach will be used to analyse the data and the SROI Framework (HM Treasury, 2010) will be used to produce the final results.

Preliminary Findings:
The programme satisfies all of Andreasen (1994) Social Marketing Benchmark Criteria, qualifying it to be a social marketing campaign. Table 1 provides the reader with a breakdown of the study’s demographics.
Table 1: Study Demographics

<table>
<thead>
<tr>
<th></th>
<th>No</th>
<th>Under 18 years</th>
<th>With Parent</th>
<th>With Carer</th>
<th>Left Programme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>8</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Female</td>
<td>10</td>
<td>4</td>
<td>4</td>
<td>1</td>
<td>4</td>
</tr>
</tbody>
</table>

It must be stressed that work is still on-going however the following has been found:

**Increased self-confidence:**
Participants stated that their self-confidence had increased. They felt that they had more of a social life and had become less reliant on parents and carers. The parents and carers were particularly pleased, they believed that People Matters had given “a purpose” to their child and they could see a marked difference in their happiness.

**Increase independence:**
The programme had given the participants greater independence; all had stated that they were now happy to travel on their own although most would only do so on buses.

**Understand how to use money:**
The programme taught individuals how to use money. The participants were now able to use it to travel and to shop. Most stated that they would only deal with cash, some had progressed to even having their own bank account and debit card.

The objective of an SROI is to demonstrate that for every £1 spent on a programme there will be £X return in social value (HM Treasury, 2010 and HM Government, 2011). This is what the study is currently working on.

**Limitations:**
The study is only a “snap shot” of the issues highlighted through a self-reporting mechanism. The ideal approach would be to use a longitudinal study, measuring the impact of every individual attending the course.

**Practical Implications:**
The approach used in this study can be adapted by other researchers and practitioners. It will provide a step-by-step guide with highlights of the concerns and limitations that should be considered.

**Social implications:**
It is highly likely that the results of the SROI review will be vital for People Matters (Leeds) CIC in getting additional funding. It could be argued that other organisations with similar problems could adopt the same approach.

**Originality:**
This paper encourages social marketers to embrace a social return of investment approach to measure or forecast the effectiveness their social marketing campaigns. Even though the concept is widely used in other disciplines there is nothing relating it to the field of social marketing.
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Using Social Practice Theory to frame the contribution of social marketing in the multidisciplinary future of ‘behaviour change’

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Abstract:

Background
The 2011 House of Lords Behaviour Change report concluded that ‘behaviour change’ must become multi-disciplinary, criticising the government’s myopic commitment to ‘nudge’. It emphasised that any single-approach strategy will fail to tackle the scale of problems like incommunicable disease. Given this and other calls for multi-disciplinarity, the lack of commentary around the place of social marketing (sm) within a multi-disciplinary framework is of concern. Rather, publications tend to focus on effectiveness, definition, innovation of sm approaches and practitioner guidance. In response, this paper introduces Social Practice Theory (SPT) as a framework for scrutinizing sm’s contribution to multi-disciplinary ‘behaviour change’.

Social Practice Theory
Practice theories, which have recently regained prominence, are a type of cultural theory which consider humans as agents who act within the structures of practice. Agents ‘carry’ practices, which they ‘perform’. Thus understanding society using SPT focuses not on the experience of the individual actor as the subject of research or intervention, but on the practice itself. Practices are deconstructed into “several elements, interconnected to one another”, and although various configurations have been proposed, the simplified model devised by Shove et al, (figure 1), has the most potential when considering ‘behaviour change’ research and intervention/policy response.

Figure 1: The Social Practice Framework

Materials: including things, technologies, tangible physical entities, and the stuff of which objects are made

Competences: which encompass skill, know-how and technique; and

Meanings: symbolic meanings, ideas and aspirations (Shove et al, 2012, p.14)
The practice of cycling is used to illustrate. Required ‘competences’ include the skills necessary for riding a bicycle, navigation and time-management. ‘Materials’ include a bicycle, the road network, cycle paths and storage. ‘Meanings’, referring to understandings shared by the group about the practice, include a sense that cycling is not an appropriate method of commuting for ‘important’ people or that cyclists are intimidating. The practice comprises a combination of these elements, and changes to any element will create evolution of the practice. Such deconstruction can enable researchers to achieve a holistic understanding of a practice and also potentially, albeit in an untested way, examine the ways it might be changed to benefit society. (The approach also holds for social marketers the appeal of avoiding criticisms of political individualism as identified in recent commentary, although examining this potential is not the purpose of this paper).

The role of social marketing in multi-disciplinary ‘behaviour change’
The SPT framework can help identify how sm, in combination with other approaches, might be used to change the various elements of ‘problem’ practices. SPT analysis of the low numbers of British utility cyclists, for example, provides a range of footholds for change, requiring multi-disciplinary solutions extending beyond sm’s core competences. Sm would be suitable for changing the ‘meanings’ around cycling by using techniques such as branding and integrated marketing communications combined with insights into consumer behaviour to change perceptions and attitudes. (A comparable example of such an approach is the ‘Truth’ campaign, which changed teen perceptions towards smoking). Analysis using SPT may also illuminate an upstream role for sm to work with local policy makers to establish policies for educational approaches such as adult cycle training. However, other approaches would be required to change ‘materials’; such as urban planners for designing cycle paths, law enforcers for restricting driving speeds and engineers for providing ‘desire-line’ cycle bridges and cycle parking.

Conclusion
This paper does not argue that sm should be reduced to social advertising, and the panoply of marketing-based approaches used by social marketers is wholly acknowledged. Rather, it acknowledges that stand-alone sm interventions have enjoyed limited effectiveness on population-level problems (see), and thus it is posited that social marketers should routinely consider their contribution to ‘behaviour change’ as part of a multi-disciplinary approach. The 3-element SPT model may provide a useful framework for analysing the potential contribution of sm by assessing which element(s) would be influenced, and for identifying essential collaborators to achieve the multi-disciplinarity that has been called for.

References


Ibid, p.249


Reckwitz, 2002


2012


Shove et al, 2012


Utility cyclists are those who cycle for regular, short journeys, such as to work.


Abstract:
Media hype of a ‘cycling boom’ in Britain is misleading. The reality is that cycling levels have remained stubbornly flat since 2011. Around 2% of trips made in GB are by bicycle, contrastingly poorly with many other European countries. Cycling is important: high levels of cycling have immense benefits in improving health and the environment, reducing congestion and pollution, and with wider community social capital benefits associated with lowered motor traffic (Cavill and Davis 2007; WHO 2013).

Policies to increase cycling are well understood and include items such as segregated cycleways, lowered speed limits, better facilities and changes to legal liability for collisions (Pooley 2013). To date however there has been little political will in supporting these policies beyond warm words. There are many reasons for political inertia including firstly the assumption that most people have a car and are keen to preserve the mobility advantages the current system offers them; and secondly that environmental and health considerations should be subjugated to economic priorities, and that therefore the key transport issue is congestion relief rather than, say, health and well-being. These assumptions do not however appear to be based upon robust population level data – it may therefore be that political courage to change can be triggered by evidence of public opinion that challenges governmental ‘conventional wisdom’.

Academic studies based on population data on attitudes to cycling are surprisingly sparse. Various authors have commented on policy issues (Horton and Parkin 2012; Daley and Rissel 2011; Pooley 2013). Other work has explored cycling by specific sub-sets of the population, for instance driver attitudes to cyclists (Basford et al 2002), sharing the road (Christmas et al 2010), triggers and barriers to cycling (Pucher and Buehler 2008), or behaviour change to sustainable modes (e.g. Gatersleben and Haddad 2010). But population attitudinal data is rare (an exception is studies of Londoners eg Stone and Gosling 2008). With this in mind the authors report on large scale survey data collected for GB adults in 2010 and 2013, drawing out findings of particular interest to policy makers for future cycling provision in Great Britain.

A series of questions will be discussed: about the public’s attitudes to active travel, the role of the car in their lives, the trade-offs of convenience and expediency versus health and wider environmental issues, their cultural readiness for possible increases in cycling, and so on. Are there any signs of a population level shift in mood? There is current uncertainty about general public views on cycling, (as opposed to lobby groups or special interest minorities). Media coverage of cycling is divided with feature articles interspersed with anti-cycling ‘news’ items. It could be argued that a ‘cultural battle’ is taking place with the media and various parties seeking to win over public attitudes about in particular car vs cycling priorities. Thus, the public view of the media as an influencing variable is another important focus of study.
The data gives grounds for cautious optimism: there is majority agreement for cycling’s positive contribution to society and for increased funding; there are high levels of understanding that some media have an (unfair) anti-cycling agenda, and there’s considerable, if publicly understated, admiration for cyclists that belies the anti-cyclist hysteria in some quarters. This is a reasonable platform to campaign for pro-cycling policies, although it is slightly optimistic to presume that warm feelings towards cycling translate into action for most adults. Indeed, in British culture, cycling may be like the Church of England – people might feel pleased it’s there but have no intention of joining in! Thus, campaigners must be clear that they have significant hurdles, most notably from an unwillingness of motorists to give up their dominance of the roads, and also a hard-core of latent anti-cycling/cyclist sentiment from a (quite sizeable) minority (that also presents itself at times in our data), that may be seized upon by (some) politicians and pro-motoring groups to build anti-cycling agendas. The ‘battle’ for road space may migrate to a political battle for scarce resources: there is quite strong expert agreement that the key to more cycling in the UK – as extensively detailed elsewhere is a network of dedicated cycleways segregated from traffic. At the time of writing the present government has made warm noises about supporting cycling, but the political will for increased funding has not materialised. Our hope is that cycling can be de-politicised, and that all-party agreement can be found to provide such funding on the grounds of improved societal health and wellbeing, lowered congestion & pollution, and a reduced carbon footprint.

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Identity and a sense of place: Building ethical ‘civic’ brands for a multicultural society

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Abstract:
As post-industrial cities such as Bradford struggle to rejuvenate, the needs of local communities are being overlooked. Hard-to-reach (HTR) immigrant communities in Bradford are highly concentrated in the city centre and may not respond to communications which seek their engagement.

Places are ‘constructed out of a particular constellation of social relations, meeting and weaving together at a particular locus’ (Massey, 1994) and can be understood as the ‘simultaneity of difference’ (Kalandides, 2011). This potential for social capital cannot be ignored. However, it is a challenge to reach fragmented, multicultural societies which possess a plethora of needs and aspirations, but without this understanding it is difficult to provide a sense of identity, place and belonging where businesses can prosper and grow (Knez 2005; Blakey, Pearce, and Chesters, 2006). There are clear links between the need for a strong, inclusive and ethical approach towards urban regeneration if local people are to be re-enchanted, have their rights addressed, understand the ‘relatedness’ of new projects and, most importantly, engage with them (Amin 2006).

A recent £24 million water feature in Bradford city centre has attracted media interest and could lead to an £80 million boost to the local economy. However, local stakeholders, including business people, question the long-term economic benefits. Such investments may be perceived as ‘vanity’ projects which can add to the brand value of a city without actually delivering material benefit towards local businesses, many of whom struggle to attract customers due to various factors, including poor shop frontages. It is these neglected streetscapes, in fact, that are likely to send the ‘wrong message’ to those who actually have the capacity to drive change and regenerate business economies (Mannarini, Tartaglia, Fedi and Grenanti, 2006).

This work explores the literatures to conceptualise some of the complexities surrounding place identity and urban regeneration in a post-industrial context.

Firstly, ethnic diversity and cultural perceptions of identity are identified as likely to influence communities and the way they respond to city planners and regeneration initiatives (Lewicka 2005).

Secondly, there is a need to communicate ideas for regeneration (Trueman, Klemm and Giroud, 2004; Watkins and Herbert 2003), to elicit confidence and trust (Lewicka, 2005; Knez, 2005), to engage the support of local (business) communities (Amin 2006); and encourage ownership of the neighbourhood and city brand in an increasingly diverse, multicultural society (Davies and Chun, 2003; Hidalgo and Hernandez, 2001).

Thirdly, business proprietors and residents require a secure, supportive environment to prosper and grow, particularly if they are to invest time and resources in the neighbourhood, thereby adding credibility and value to the city brand (Manzo, 2005; Cornelius and Gagnon 2004). These identity
drivers depend upon a clear understanding of place in terms of local knowledge, skills, traditions and potential if plans for regeneration are to be effective (Tracey, Phillips and Haugh 2005, Watkins and Herbert, 2003).

Fourthly, improvements to the streetscape or built environment for each neighbourhood and business can reinforce self-image, business brand equity and place reputation (Mannarini et al., 2006), and provide a catalyst for motivational change (Roca and Roca, 2007; Knez, 2005).

Finally, an effective economic strategy will enhance community engagement and partnerships for regeneration as well as encourage brand loyalty (Hidalgo and Hernandez, 2001).

As Porter (1995) observes, the plight of the inner cities cannot be ignored since they provide an engine for economic wealth at one extreme, or social unrest and even riots at the other (Carling 2008). In this context, place brands can be enhanced or damaged depending on the success of city planners to understand identity and sense of place, if they are to build ethical ‘civic’ brands for a multicultural society. Without this understanding they are unlikely to bridge the gap between a fiscal need to regenerate the built environment of post industrial cities on the one hand, and a moral obligation to harness the social capital of local business communities on the other. A strong ethical dimension and clear place identity is likely to have a positive influence on local communities, as well as foster a sustainable and meaningful city brand for the long term.

The paper presents a theoretical framework that combines culture, communications, identity drivers, built environment and economic strategy (CCIBE) as a means of understanding the needs of a fragmented, multicultural society in a post industrial urban environment to form the basis for an ethical ‘civic’ brand. This work is grounded on the literatures of corporate identity, regeneration, social capital, corporate social responsibility and city branding.

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Urban sensing systems for behaviour change: Emerging issues in a smart transport project in Milton Keynes

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Abstract:

MK:Smart is a £16m smart city initiative drawing together and making available information relevant to how the city functions - including data from key infrastructure and sensor networks. The project has a strong technological component but it is not designed as a technology demonstrator. Instead, the project will be evaluated on the basis of its contributions to economic development and behaviour change. The premise of a smart city is that by having the right information at the right time, citizens, service providers and city governments alike will be able to make better decisions that result in increased quality of life and overall sustainability of the city (Khansari et al, 2014). One philosophy that has guided Milton Keynes’ approach towards low carbon living is that radical innovation will empower citizens so they can live better while consuming less (Manzini, 2006).

This position paper will concentrate on strategic considerations and potential issues that emerged during the early design stages for MotionMap. MotionMap is a demonstrator for Cloud Enabled Mobility (CEM) in MK:Smart, connecting users with information and other cloud-based services in such a way as to enable smart transport decisions. The system will continuously describe the real-time movements of people and vehicles across the city, providing embedded timetables and estimates of congestion and crowd density in different parts of the city.

The applications developed around MotionMap are expected to empower citizens to choose more sustainable transport behaviours. The project will benefit from upstream and downstream approaches towards behaviour change, as information made available through the system will have a two-fold impact: (1) it will shift the social behaviour of citizens towards more efficient and sustainable transport patterns, and (2) it will allows service providers and city government to provide more efficient and sustainable transport services.

The system requires a large amount of real-time data on human and vehicular activity, raising issues as to the role of people within the system, with passive (or even opportunistic) sensing on one end of the spectrum, and active, participatory crowdsourcing on the other. With opportunistic sensing, citizens may not be aware of the sensor networks deployed through the city. Devices belonging to the citizen (e.g., mobile phones, vehicles) may be tracked without explicit consent of the owners. In systems based on participatory sensing, individuals opt in to participate, either altruistically or out of personal or financial interest. A participatory system design focuses on tools and mechanisms that assist people to share publish, search, interpret and verify information collected through the sensing system, as well as social technical techniques to encourage the involvement of the public (Lane et al., 2008, Lim et al., 2009).

Active, participatory sensing can contribute to increased engagement and legitimacy, but raises the challenge of building an initial user base and achieving critical mass. Community sensing will only become useful once there is a large number of people participating. Achieving a useful scale requires the cooperation of strangers who may not trust each other, increasing the need for a sensing system with strong privacy protection, low commitment levels from users, and a clear value proposition for participants.
Increasingly, cities are considered not only as the object of innovation but also as innovation ecosystems, empowering the collective intelligence and co-creation capabilities of communities. In line with this philosophy, MotionMap is not intended to be a product or a service, but rather a platform for user-driven open innovation. This strategy will provide opportunities to explore the role of public-private partnerships for behaviour change within the context of a smart city. This approach raises the challenge of making the right data available through the right interfaces as to empower value co-creators, and also raises further concerns about data ownership and privacy. The choices made in the design of the system will raise concerns about engagement, participation, privacy, ownership, control, technological surveillance and behaviour change in smart cities.

References
Self-control and choice overload. The implications for social marketing

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Abstract:

This study examines the interaction between choice overload, self-control and satisfaction with both the process of making a decision and the chosen option.

Social marketing addresses a number of behaviours where self-control is an important aspect of consumer behaviour e.g. obesity (Flegal et al. 2002), smoking (Brook, Zhang & Brook 2014) and credit card debt (Wilcox and Stephen 2013). Lower levels of self-control are said to increase calorie consumption, smoking and consumers’ willingness to take on debt. In contrast, higher levels of self-control may be related to higher levels of fruit and vegetable consumption (Gerrits et al 2010). Individuals can also improve their levels of self-control (Muraven 2010) and find self-regulation more difficult when levels of self-control have been depleted by being used (Lisjak and Lee 2014).

From a commercial perspective most product portfolios are extensive (Iyengar & Lepper, 2000; Schwartz, 2004; Sethi-Iyengar et al., 2004; Vohs et al. 2008; Waldman 1992). The rationale is that high-variety marketing strategies increase firms’ competitiveness by better fulfilling consumers’ needs and wants over time (Kahn, 1998). However, while choice, in general, is beneficial (see for example deCharms, 1968; Kotler, 1997; Lancaster, 1990), too much choice can have negative consequences, such as decreased intrinsic motivation to make a decision (Iyengar et al., 2004), decreased preferences and satisfaction (Chernev, 2003), and increased regret and disappointment (Iyengar & Lepper, 2000; Schwartz, 2000). This phenomenon has been coined ‘choice overload’ (Iyengar & Lepper, 2000; Schwartz, 2000).

Decision-making and self-regulation seem to share a common psychological resource, “one may affect the other” (Vohs et al., 2008, p.897). Vohs et al. (2008) put forward that decision-making reduces self-regulation. Given the theoretical relationship between self-control and choice studies examining these concepts may generate implications for consumers in terms of showing how they can better exercise self-control, for marketers who may wish to present a socially responsible image and for social marketers in terms of identifying the role of an important variable that could be addressed in future behaviour change campaigns.

Based on Iyengar and Lepper's (2000) chocolate study on choice overload and its impact on satisfaction, expectations and consumption behaviour, an experiment was conducted to examine the interaction of choice overload, self-control and consumers’ satisfaction with the decision-making process and the chosen option. It was hypothesised that faced with a high level of variety, people with higher degrees of self-control would be more satisfied than those with lower levels of self-control.
Upon entering the LSE’s Behavioural Research Lab\(^1\), participants were led into a room, where the different kinds of chocolates were presented next to each other. There were six varieties of chocolates in the limited choice condition and 15 varieties of unbranded pralines were displayed in the extensive choice condition. Participants were asked to pick one of the displayed chocolates, eat it and fill out a computer-based questionnaire. In addition to demographic questions, the survey included questions to measure participants’ degree of satisfaction in light of the previous consumption choice experience and level of self-control and asked questions on possible confounding factors.

The results of this study showed no significant interaction between choice overload, self-control and satisfaction with both the process of making a decision and the chosen option. Similarly, no significant correlation was found between self-control and satisfaction, and the different choice sets and satisfaction. The findings do, however, show that more options make people more frustrated with making decisions, increases their difficulty in making a decision and decreases their feeling of making a well-informed decision.

There were also some clear limitations with a laboratory based study such as this. First, it did not represent a real consumption setting. Because participants were asked to choose a chocolate, they probably felt obliged to pick one and did not consider not picking one an option. This may be reinforced by the fact that subjects had signed up and were paid for the experiment. Further, it may have prevented a self-control effect as the perceived obligation may have undermined a self-disciplinary intervention, rendering the experimental choice situation a non-temptation.

References

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