

The Role of Marketing in Influencing Behaviour



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Overview

What is marketing about?

- What do marketers hope to achieve?

How do they go about achieving those goals?

- What tools do they use?

What effects does marketing have?

What is marketing about?

It's simple:

Behaviour change, maintenance and reinforcement

- Buy our brand, if you don't already
- Buy more of our brand, if you already use it
- Keep buying our brand, if you already use it

Sometimes...

- Suggest to others that they buy our brand too



How do marketers achieve these goals?

Unfortunately, not quite that mystical!

Instead...

Some simple rules

- Make brands:
 - Visible
 - Accessible
 - Affordable
 - Desirable



Visibility

Achieved in several key ways:

- Mass media advertising and promotions



Visibility

Packaging



Visibility

Retailing



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Accessibility

What does accessibility mean?

Robert Woodruff, former chairman of The Coca-Cola Company stated in 1923, that Coca-Cola should always be 'Within an arm's reach of desire'.



Accessibility – much more than retailers



Affordability

Achieved through “value-added” offers

- Might be price discounts
- Giveaways
- Competitions
- Bundled promotions



Desirability

Turning products into brands

- Imbuing physical attributes with psychological benefits



open happiness™

The Coca-Cola Company



Desirability



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Desirability



A screenshot of a website for Powerade. At the top left, a Powerade bottle is shown with the slogan 'POWERADE GO STRONGER FOR LONGER'. The navigation menu includes 'INTERVIEWS', 'TRAINING', 'TV ADS', 'HYDRATION', and 'SPORTS PARTNERS'. The main content area features a large image of All Blacks players with the text 'TRAIN LIKE YOU'RE IN THE GAME' and 'INTERVIEWS WITH THE ALL BLACKS'. A video player shows a selection of players with the text 'SELECTION SOME OF THE ALL BLACKS ON MAKING THE TEAM' and a 'WATCH THE INTERVIEWS >>' button. Below this, there is a 'REGISTER FOR UPDATES' section with a registration form and a Facebook social media widget for 'Powerade New Zealand' showing 21,167 people who like the page. At the bottom of the screenshot, there is an image of a Powerade bottle, a bowl of dipping sauce, and a plate of KFC fried chicken.



What effects does marketing have?

- Marketing can instil and reinforce powerful and risky behaviours
 - It would be odd if children were not also susceptible to these effects
- Study of 5 year old children found *children preferred the tastes of foods and drinks if they thought they were from McDonald's. Moderator analysis found significantly greater effects of branding among children with more television sets in their homes and children who ate food from McDonald's more often.*
(Robinson et al., 2007)

What effects does marketing have?

Study of 4-6 year old children concluded:

Branded food packages with licensed characters substantially influences young children's taste preferences and snack selection and does so most strongly for energy-dense, nutrient-poor foods. These findings suggest that the use of licensed characters to advertise junk food to children should be restricted.

(Roberto et al., 2010)

What effects does marketing have?

Hastings et al., (2009 WHO Report):

Evidence from more complex studies, assessed as capable of inferring causality, **find promotional activity is having an effect on children.** Research that has compared the influence of other factors on food behaviours, determinants of behaviour and health outcomes, find that family and parents, peers, other lifestyle factors, as well as socioeconomic status are also important. Nevertheless, **the research to date suggests that food promotion has an equally important effect.**