The Griffith Business School, Department of Marketing
Invites you to a seminar:

“Application of Social Marketing to Address Alcohol-Related Behaviors”

by Associate Professor Sameer Deshpande

When: 2pm – 4 pm, Friday 8th July 2011
Where: via video conference N72_1.18/G01 2.12
Refreshments will follow after the Seminar

Abstract:
A variety of social change campaigns that promote alcohol reduction are stuck in the old paradigm of utilizing information and regulatory-based approaches. Efforts primarily tend to be preachy, fear-based, and fail to address the internal and external factors that drive individuals to the risky behaviors. As a result, past efforts have largely failed to move the behavioral needle. To overcome this challenge, managers need to add social marketing to their current basket of social change tools. Based on previous studies, this presentation will highlight four areas where lack of marketing thought is observed, how it could be applied, and how this could lead us to more effective strategies.

First, one observes lack of audience orientation in many risky alcohol-prevention efforts. Formative research studies reveal that pregnant women differ by their reasons to drink (Deshpande et al. 2005) and so do college students (Deshpande and Rundle-Thiele, in-press). These findings help us create a very different picture of our audience and devise smarter change strategies. Second, one also finds absence of competitive analysis. Understanding audience perceptions of desired behavior vis-à-vis the current one (for example, comparison of binge versus participation in alcohol-free socializing opportunities on campuses; Deshpande and Rundle-Thiele, in-press) will help us create strategies that possess competitive advantage. Third, rarely do change managers offer opportunity in the environment in the form of a product or a service to promote desired behavior. New product offering reduced dependence on vehicles after alcohol consumption and improved highway safety (Deshpande, Rothschild, and Brooks, 2004). Similar product creation efforts need to be made in reference to other alcohol behavior contexts. Finally, a majority of the health communication campaigns focus on the threat variables of severity and vulnerability but few employ aspects of efficacy (Cismaru et al. 2010; Basil et al. 2008). Improving audience confidence would enhance the likelihood of behavior adoption.

Speaker:
Sameer Deshpande is an Associate Professor in Marketing in the Faculty of Management at the University of Lethbridge, Canada. He is interested in studying the extent and effectiveness of marketing thought in social change efforts. To that end, he has investigated what social change tools have been employed, how much social marketing gets utilized, what is the relative effectiveness of these tools in changing behavior. He has applied this thought in a variety of public health contexts such as college binge drinking, driving after drinking, drinking during pregnancy, weight management, financial savings, hand hygiene, and work safety. Additionally, he has conducted studies in relation to cultural issues such as motivations among young men to play Warhammer games, negotiation of rituals in cross cultural weddings, and consumer perceptions towards product placement in Hindi (Bollywood) cinema. He has also done some work in cause related marketing.

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