LECTURE 10

OTHER TRENDS IN CONSUMER & MEDIA PSYCHOLOGY

THE AIMS OF THIS FINAL LECTURE ARE:

- IN TERMS OF MEDIA PSYCHOLOGY, EXPLORE THE DARKER SIDE OF MEDIA INVOLVEMENT, SUCH AS ADDICTION AND DRUG ABUSE
- EXPLORE FUTURE TRENDS IN MARKETING PSYCHOLOGY AND SUSTAINABLE CONSUMPTION
- DEVIANT CONSUMPTION

PREVALENCE OF CIGARETTE, ALCOHOL AND DRUG (CAD) USE ACROSS CHILDREN`S DEVELOPMENT

- 61% OF SMOKERS HAVE BEGUN BEFORE THEY ARE 18
- 89% OF RECENT ALCOHOL INITIATES ARE UNDER THE LEGAL AGE
- 58% OF ILLICIT DRUG USERS ARE NOT OLD ENOUGH TO VOTE!
- EACH DAY OVER 4,000 ADOLESCENTS SMOKE THEIR FIRST JOINT
- EACH DAY OVER 11,000 TAKE THEIR FIRST DRINK
- EACH DAY 1,300 12-17 YEAR OLDS START SMOKING

- MENTAL HEALTH SERVICES, (2006)

- WHILST THERE IS MUCH EXPERIENCE OF CAD USE, THERE IS LESS SO FOR THE HARDER DRUGS
- HOWEVER, THERE ARE STILL A SIGNIFICANT GROUP OF INDIVIDUALS WHO WILL ABUSE SUBSTANCES BEFORE THEY HIT PUBERTY
- WHY?
- BECAUSE ADOLESCENCE IS THE TIME FOR `DISCOVERY`
  - BY AGE 8, 10% HAVE HAD THEIR FIRST `PUFF` OR `SIP`
  - BY AGE 15, 72% HAVE EXPERIENCED AN ALCOHOL EVENT, 42% HAVE EXPERIENCED CANNABIS AND 26% THE HARDER DRUGS
  - BY 16, 1 IN 10 IS AN ILLICIT USER, 3 IN 5 ARE CURRENT DRINKERS AND 10% OF 14 YEAR OLDS, 22% OF 16 YEAR OLDS AND 26% OF 17 YEAR OLDS ARE BINGE DRINKING

BUT… studies are self report, under/over estimations?
Studies are based on students- what about the drop outs?

DETERMINANTS OF CAD ABUSE IN CHILDREN

Substance abuse is associated with poor self image, low religiosity, alienation from parents, physical and emotional abuse, family dysfunction and even self medication (Fisher et al., 2007)

Key factors in CAD in children fall under many titles: **PEERS**

Peers- these play a key role in teenage years, both as risk and protective factors (Bahr et al., 2005).
Do adolescents seek out like minded individuals?
Mednick et al., (2010) - on social media?

Does media function as a super peer?
Everyone is using…
Sets the `norm`…
Source of health information…

FAMILY AS A KEY DETERMINANT

Parents too are key risk or protective factors (Briones et al., 2006).
Abused children at greater risk
And alcoholic parents 2-9 times more likely to produce alcoholic offspring, which further extends to other substances (Comings, 1997)

Compare this to nurturing and communicative parents, where the protective factor is much greater

Keeping, (2011) parents underestimate their children's substance abuse

Are media the `electronic parents?
For example in the case of latchkey kids? (Gruber et al., 2005)

PERSONALITY AND BIOLOGY AS DETERMINANTS

Adolescence is the time of discovery and risk taking. The PFC is not fully mature until the 20`s (Gledd, 2008)
MRI`s of alcoholic teenagers show far more activity in the limbic system compared to controls when shown pictures of alcoholic products (Tapert et al., 2003)

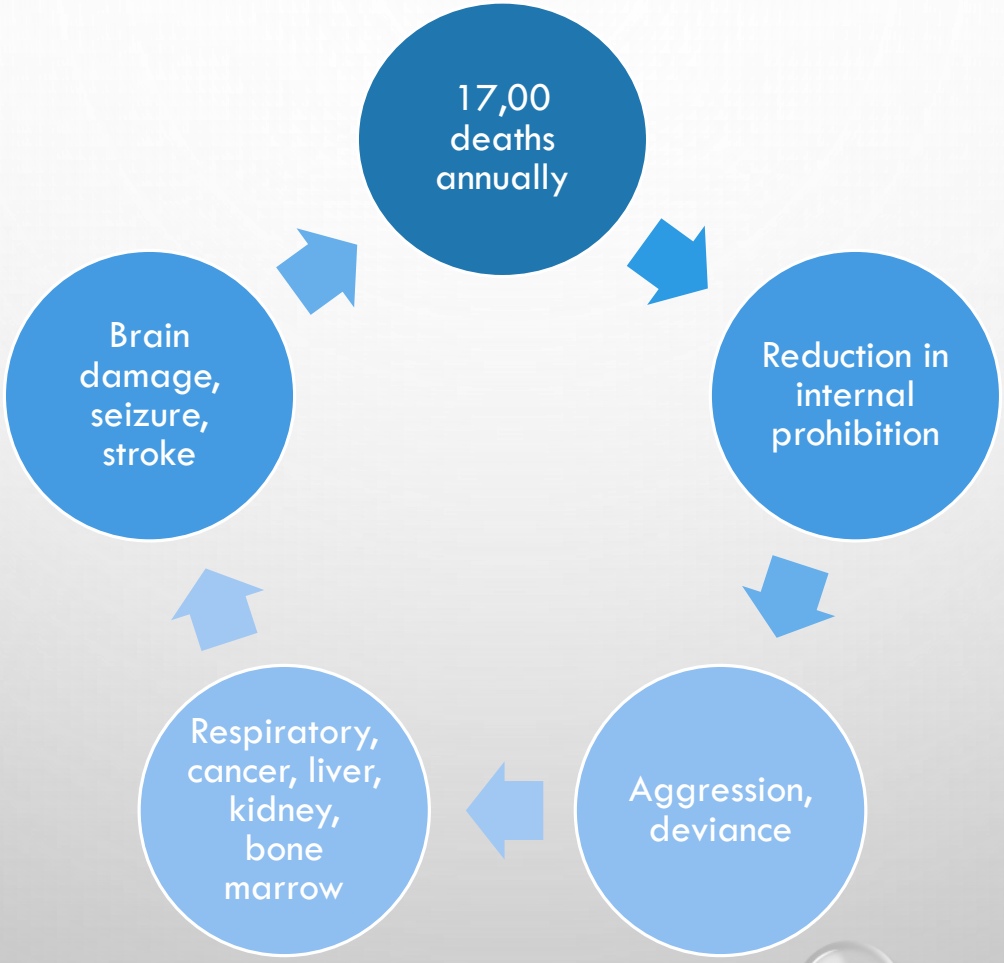
The developing brain is far more susceptible to addictive substances than the mature brain
Teenagers require less cigarettes to become addicted to nicotine than adults
Couple this will self-regulation of moods…

OUTCOMES ASSOCIATED WITH CAD USE

- FROM BENIGN HANGOVERS TO DEATH FROM POISONING
- REGARDLESS OF AGE, ALCOHOL RELATED DEATHS ARE AROUND 85,000 ANNUALLY
- LONG TERM RISKS TO BOTH DEVELOPING AND MATURE BRAIN
- ACCIDENTS, RISKY AND UNPROTECTED SEX

- INCREASED RISK OF DEATH DUE TO PD, CAD, CANCER- 1 IN 6 DEATHS IS DUE TO SMOKING
- THIS IS MORE THAN CAN BE ATTRIBUTED TO ALCOHOL, ILLICIT DRUGS, HOMICIDE, SUICIDE, CAR ACCIDENTS AND AIDS COMBINED (GLANTZ, 2003)

OUTCOMES WITH ILLICIT DRUGS



GATEWAY HYPOTHESIS OF DRUG USE

Supported by correlation studies

Smoking and alcohol abuse

Drug use such as marijuana

Heroin and cocaine

BUT…
Do users share the same psychopathology?
AND…
Do they start mixing in circles with like minded individuals leading to more opportunities for abuse? (Hall and Lynskey, 2005)

ADDICTION

Compulsive and uncontrollable substance abuse leading to negative health and social consequences, poor academic achievement…
BUT…
There are two components here:

DEPENDENCE
The biological element associated with tolerance and withdrawal

SUBSTANCE ABUSE
The behavioural and social consequences

AND
The biological and psychological elements
to addiction…

Given what we know about the vulnerability of adolescence and the developing brain… animal models have corroborated these findings

PERCEPTIONS OF CAD USE

- Adolescents fail to see the risks associated with CAD
- They do not recognise the problems associated with daily abuse
- HOWEVER they do recognise the harmful effects of smoking as they become young adults
- BUT they do not view cannabis a risk!
- The most widely used substance remains to be alcohol and they have a very cavalier attitude!

PREVALENCE OF SU/A IN THE MEDIA

ADVERTISEMENTS

- EACH YEAR BILLIONS ARE SPENT ON ADVERTISING (EVEN TO THOSE WHO ARE NOT LEGALLY ABLE TO USE THE PRODUCTS)
- MOSTLY FOR ALCOHOL AS THE ADVERTISING OF TOBACCO IS NOW BANNED IN MANY PLACES
- NO DATA AVAILABLE FOR ILLICIT DRUG PRODUCTS
- BUT RICH DATA FOR ALCOHOL!

FINDINGS

Pro-cigarette adverts:

Krugman et al., (2006)10 most popular brands, despite reduction in ads

Ads target new audiences due to the obvious depletion of current users, even though now illegal to advertise to the young

The young read adult magazines such as TIME, MAXIM etc.

The alcohol industry spends 330 billion at least each year depicting fun. Different age boundaries to tobacco

Voluntary age limits are placed on TV and radio but, in 2006 14 of 15 prime time TV programmes contained alcohol

SU/A STORY LINES IN TV & MOVIES

TV and movie

- **CAD advertised by embedding in movies, e.g. Superman 2, American Pie: Product placement**

Ryan & Hoerrner, (2004)

- **534 box office hits had 3,830 depictions of smoking and DISNEY films all bar 3 contained alcohol or cigarettes!**

Stern, (2005)

- **35% of major teen characters (PG) drank, 17% smoked, 30% used drugs**

SU/A IN MUSIC

- FROM 1969-1998 800 TRACKS CONTAINED REFERENCE TO ILLICIT DRUG USE (MARKET, 2001)
- PRIMACK ET AL., (2008) 42% OF POP SONGS IN 2005 REFERRED TO CAD USE
- FREQUENCY DOES VARY BY GENRE:

Across all genres- alcohol mentioned 24%, drugs 12% and smoking 3%

68% of songs referred to positive consequences… mainly in context of partying or sexual activity!

Genre	Percentage
Rap	90%
Country	41%
R&B	27%
Rock	23%
Pop	14%

VIDEO GAMES

Warning information is on the box, for example GTA. However game play itself will let you drive under the influence, complete with blurred vision…
What`s more you can have passengers who smoke marijuana…

CAD has not yet found its way wholly into the story lines of video games in general- It appears in only 2% (ESRB, 2004) **is this true?**

The ESRB descriptors of CAD fail to include the correct content… Haninger & Thomson (2004) found evidence of up to 58%...
Videotaped versus actually played

WEB SITES

- THE WEBSITES FOR BEER AND LIQUOR ARE HI-TECH AND INTERACTIVE. YOU CAN DOWNLOAD RECIPES, SCREENSAVERS, WALLPAPERS, WIDGETS, IM ACCESSORIES AND MUSIC
- YOU WERE ABLE TO VIEW THE AD`S, LISTEN TO THE MUSIC, USE BLOGS, CHAT ROOMS AND PLAY GAMES
- THE DOWNLOADS ARE OFTEN SEXUALLY PROVOCATIVE

- HOWEVER, ARCADE LIKE GAMES ARE NOW PROHIBITED ON ALCOHOL RELATED WEBSITES
- AND… WHILST THEY CHECK FOR AGE, IT DOES NOT REQUIRE VERIFICATION
- CAMY (2004) STUDY SHOWED THAT 700,000 VISITS TO ALCOHOL WEBSITES WERE BE CHILDREN OR ADOLESCENTS
- ALCOHOL WEBSITES

AND…

- OFFICIAL TOBACCO WEBSITES REQUIRE VERIFICATION COMPARED TO THE PRO-TOBACCO SITES WHERE THERE ARE OFTEN NO AGE RESTRICTIONS. E.G. FORESTONLINE.ORG THE FRIEND OF SMOKERS

- ADDITIONALLY THE INTERNET HAS WEBSITES FOR
  - `FIRST ECSTASY EXPERIENCE`
  - `WHICH DRUGS MIX BEST`
  - `PSYCHEDELIC EXPERIENCE OF KETAMINE`
- ALMOST `HOW TO` GUIDES, FOR EXAMPLE
  - EROWID.COM WEBSITE
  - RAVESAFE.ORG WEBSITE

ILLICIT DRUGS, PRESCRIPTION AND NON PRESCRIPTION DRUGS

- AS MENTIONED, ILLICIT DRUGS ARE RARELY SEEN WITHIN MOST MEDIA EXCEPT FOR FILMS (GRUBER ET AL., 2009) AND QUITE OFTEN ARE ASSOCIATED WITH POSITIVE EXPERIENCES RATHER THAN NEGATIVE
- FOR EXAMPLE `BAD TEACHER` DEPICTS MARIJUANA USE INTERSPERSED WITH HUMOUR.
- IT APPEARS THAT FILMMAKERS DO NOT REALISE THAT THE USE OF HUMOUR UNDERMINES AN ADOLESCENTS NORMAL DEFENCES AGAINST DRUGS AND SERVES TO LEGITIMISE ITS USE (BORZEKOWSKI AND STRASBURGER, 2008)
- A STUDY EXPLORING 1,000 12-17YEAR OLDS FOUND THAT SOCIAL MEDIA USE LED TO A TWO FOLD INCREASE IN DRUGS SUCH AS MARIJUANA

- NATIONAL CENTRE ON ADDITION AND SUBSTANCE ABUSE (NCASA, 2011) FOUND 350 WEBSITES ADVERTISING PRESCRIPTION DRUGS, WITH 85% OF THEM NOT REQUIRING A PRESCRIPTION TO ORDER
- THE US AND NZ ARE THE ONLY COUNTRIES THAT ALLOW FOR THE ADVERTISEMENT OF PRESCRIPTION DRUGS- THEY SPEND THIRTY BILLION ANNUALLY ON THESE
- US VIEWERS SEE 16 HOURS OF DRUG ADVERTS PER YEAR (FROSCH ET AL., 2007)
- WHY IS THIS IMPORTANT?

- Pills for all ills…
- Drug for every occasion

EFFECTS OF SA IN THE MEDIA

- EARLY CHILDHOOD-
  - THE ASSESSMENT OF YOUNG CHILDREN IS DIFFICULT DUE TO LANGUAGE RESTRICTIONS, HOWEVER DALTON ET AL., (2005) USED ROLE PLAY (SHOPPING FOR A PARTY AT BARBIE`S). CHILDREN HAD FREEDOM TO PURCHASE GOODS AND PLAY WITH A `FRIEND`
  - 62% BOUGHT ALCOHOL AND 28% BOUGHT CIGARETTES TO USE IN PLAY. ALCOHOL WAS CORRECTLY IDENTIFIED 58% OR THE TIME AND CIGARETTES WERE IDENTIFIED 68% CORRECTLY
  - IS THIS THE MOVIES OR PARENTAL SOCIETY?
  - INTERESTINGLY, ALL YOUNG CHILDREN VIEWED SMOKING AS BAD

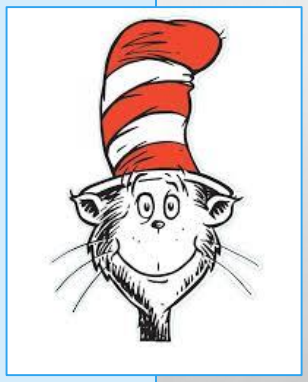
RESEARCH DURING MIDDLE CHILDHOOD

- AT THIS AGE CHILDREN ARE HIGHLY INFLUENCED BY BRAND AWARENESS AND POSITIVE ATTITUDES TOWARDS SA. THEY ARE HIGHLY SUSCEPTIBLE TO MEDIA INFLUENCES
- TOBACCO ATTITUDES AND BEHAVIOUR-
  - BOTH PRE-SCHOOL AND MIDDLE CHILDHOOD SHOWED HIGH BRAND AWARENESS PRIOR TO THE MSA (HENKE, 1995), 86% OF 7-8YEAR OLDS RECOGNISED CAMEL
  - SINCE THE BAN, RESEARCH IS LIMITED…

Question: how are attitudes and intention to smoke affected by exposure?
Klein et al., (2007) found a correlation from as young as age 4…

ALCOHOL ATTITUDES AND BEHAVIOUR

- BY NURSERY AGE BRAND RECOGNITION IS ACCURATE!
- 8 OF 10 CHILDREN RECOGNISE BUDWEISER, MORE THAN BUGS BUNNY OR CAT IN THE HAT.
- BY AGE 6-7 100% RECOGNITION FOR BUDWEISER/BUD LITE
- COGNITIVE DISSONANCE? ATTITUDES ARE NEGATIVE, BUT OVER 50% ARE DRINKING IT BY 7-12!
- AGAIN, MOVIES MUST PLAY A LARGE ROLE IN SHAPING ATTITUDES AND BEHAVIOURS
- DALTON ET AL., (2006) IF 9-12 YEAR OLDS ARE PROHIBITED FROM WATCHING MEDIA WITH ALCOHOL CONTENT, THEY WERE 40% LESS LIKELY TO NE AT RISK FROM IT



RESEARCH DURING ADOLESCENCE

- TOBACCO RELATED ATTITUDES AND BEHAVIOURS-
  - PECHMANN & SHIH (1999) CREATED 2 VERSION OF `REALITY BITES` FILM, ONE INCLUDING AND ONE EXCLUDING SMOKING
  - NON SMOKING 14 YEAR OLDS VIEWING SMOKING VERSION SHOWED POSITIVE ATTITUDES COMPARED TO THE CONTROLS VIEWING NON SMOKING VERSION
  - SUPPORTS RESEARCH WHICH SUGGESTS EXPOSURE TO POSITIVE ATTITUDES INCREASES INTENT TO SMOKE BY 50% (WELLMAN ET AL., 2006)
- HOWEVER THERE ARE INDIVIDUAL DIFFERENCES-
  - SARGENT ET AL., (2007) EXPOSURE TO SMOKING IN MOVIES IS ASSOCIATED WITH GREATER SMOKING IN ESTABLISHED SMOKERS **IF** THEY WERE LOW IN SENSATION SEEKING COMPARED TO THOSE HIGH IN SENSATION SEEKING

- CORRELATIONAL STUDIES OF AD`S CREATING POSITIVE ATTITUDES SHOW A GREATER INTENT TO SMOKE (PECHMANN & SHIH, 1999)
- A SUMMARY OF 50 PLUS PAPERS INVOLVING ADOLESCENT EXPOSURE TO SMOKING RAISED THEIR POSITIVE ATTITUDES BY 50% (WELLMAN ET AL., 2006)
- BUT MEDIA BASED SMOKING CAMPAIGNS IMPACT PEOPLE DIFFERENTLY DEPENDENT ON THEIR CHARACTERISTICS-
  - I.E. IMAGES DOUBLE THE ODDS OF SMOKING
  - PEER SMOKING SCENARIOS MORE APPEALING AND INFLUENTIAL

ALCOHOL RELATED ATTITUDES AND BEHAVIOURS

- THE QUALITIES OF COMMERCIALS ATTRACTIVE TO YOUNG PEOPLE ARE HUMOUR, MUSIC AND ANIMALS (SIMILAR TO ADULTS)
- THE ASSOCIATION OF A `GOOD AD` IS PAIRED WITH A `GOOD TIME` (CHEN ET AL., 2005)
  - WHY?
  - THE SENSE OF IMMEDIATE GRATIFICATION OF EXCITEMENT
  - THE PERCEPTION OF A HIGHER SOCIAL STATUS
- AS MEDIA CONSUMPTION INCREASES, SO DOES ALCOHOL CONSUMPTION (VANDEN BULCK ET AL., 2006)
- HIGHER CONSUMPTION AND HIGHER EXPOSURE IN UNDER AGE 15 YEAR OLDS IS ALSO CORRELATED AND AS CONSUMPTION INCREASED SO DID THE CORRELATION! (STACEY ET AL., 2004)

ILLICIT DRUGS ATTITUDES AND BEHAVIOUR

- OBVIOUSLY FEW STUDIES TO DATE, BUT…
- MAYTON ET AL., (1990)FOUND THAT THE DEPICTION OF DRUGS IN MUSIC AND FILM WAS PERCEIVED AS ENCOURAGING BY ADOLESCENTS LESS THAN 10% OF THE TIME.
- HOWEVER, WINGOOD ET AL., (2003) REPORTED THAT COPIOUS AMOUNTS OF RAP MUSIC RAISED ILLICIT DRUG USE IN AFRICAN AMERICAN FEMALE ADOLESCENTS, EVEN WHEN TAKING OTHER FACTORS INTO ACCOUNT SUCH AS PARENTS AND FAITH. THERE WERE MIXED RESULTS WITH OTHER GENRES
- DENT ET AL., (1992) ARGUES THAT MUSIC IS ONLY A WEAK PREDICTOR OF ILLICIT DRUG USE
- MOST LIKELY MEDIA INFLUENCE FOR ILLICIT DRUG USE IS THE INTERNET- DRUG ENCYCLOPAEDIAS WHICH NORMALISE AND CREATE ACCEPTING VALUES (BOYER ET AL., 2005)

DEVELOPMENTAL POINTS OF INTEREST

- THERE ARE PLENTY OF OPPORTUNITIES FOR EXPOSURE, WHERE CAD IS PORTRAYED AS POSITIVE, REPRESENTATIVE OF HIGH STATUS, FUN AND CAREFREE AND APPEARS AS A BACKGROUND ACTIVITY
- BUT THE EFFECTS ARE MEDIATED BY ENVIRONMENTAL FACTORS SUCH AS PARENTS, SIBLINGS AND PEERS
- AND THERE IS NO DOUBT THAT MEDIA EXPOSURE STILL INFLUENCES THE INITIATION OF USE
- STILL MANY QUESTIONS-
  - WHO IS MOST AT RISK?
  - DO YOUNGER SIMPLY GIVE SOCIALLY DESIRABLE ANSWERS?
  - WHY THE DISCREPANCY BETWEEN ATTITUDES AND BEHAVIOUR?

THE AIMS OF THIS FINAL LECTURE ARE:

- DESCRIBE **TECHNOLOGICAL TRENDS AND DEVELOPMENTS** AND THEIR RELEVANCE FOR CONSUMER BEHAVIOUR.
- APPRECIATE WHY ISSUES AROUND **SUSTAINABILITY AND SUSTAINABLE CONSUMPTION** ARE IMPORTANT AND THE IMPACT THESE WILL HAVE ON CONSUMERS OF THE FUTURE.
- UNDERSTAND HOW **GLOBAL RECESSIONARY PRESSURES** IMPACT CONSUMER BEHAVIOUR.
- DISCUSS **CONSUMER MISBEHAVIOUR** AND RECOGNIZE MARKETING'S ROLE IN THIS AND ITS IMPACT ON SOCIETY.
- CONSIDER THE RELEVANCE OF **TRANSFORMATIVE CONSUMER RESEARCH** FOR DEALING WITH ISSUES AROUND CONSUMER WELL-BEING.

TECHNOLOGY TRENDS ON THE HORIZON

- QUANTIFIED SELF (WOLF, 2010)
  - THAT TRACKING METRICS CAN LEAD TO SELF-IMPROVEMENT
  - PRODUCTS AND APPS THAT WORK FOR CONSUMERS IN SOME WAY
    - NIKE+ FUELBAND
    - LUNGS
    - ANTIBIOTICS REMINDER

- TED TALKS: THE QUANTIFIED SELF

- IMPLICATIONS
  - INCREASE IN TAILORED BENEFITS
  - RESPONSIBILITY FOR HEALTH SHIFTING TO CONSUMERS AWAY FROM GOVERNMENT/STATE.

TECHNOLOGY

- TECHNOLOGY FOR SHARING - FROM THE *REAL WORLD* THROUGH THE VARIOUS *SOCIAL MEDIA PLATFORMS AVAILABLE*.

  - RFID WRISTBANDS
    - E.G. LUNA PARK AUSTRALIA USING RFID CODES FOR UPDATING FB STATUSES AS THEY GO ON RIDES
  - QR CODES
    - E.G. TESCO AND KOREAN SHOPPERS
  - SOCIAL MEDIA CAMPAIGNS TO CREATE SHARING OPPORTUNITIES
    - E.G. RIJKSMUSEUM AMSTERDAM

USING SOCIAL MEDIA IN MUSEUM MARKETING

NEURO-MARKETING

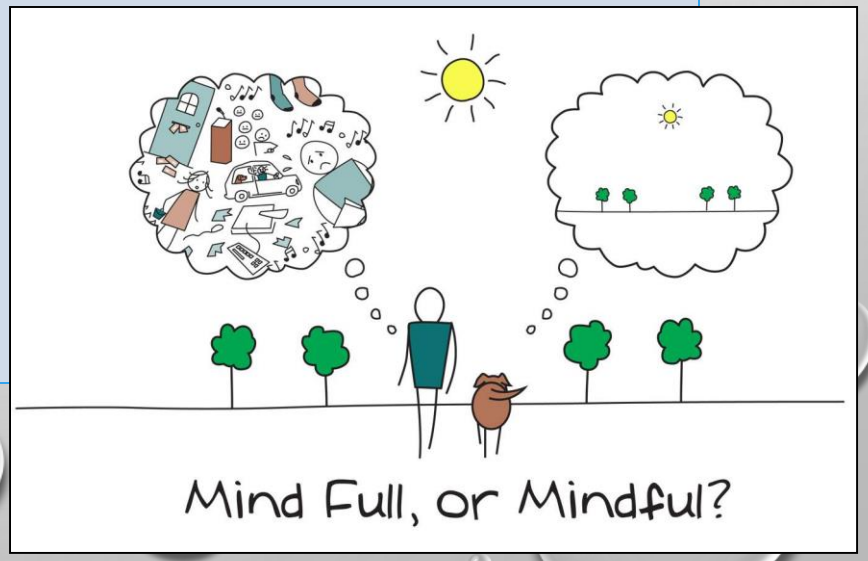
- **NEURO-MARKETING** IS '*THE APPLICATION OF NEUROSCIENTIFIC METHODS TO ANALYZE AND UNDERSTAND HUMAN BEHAVIOUR IN RELATION TO MARKET AND MARKETING EXCHANGES*' (LEE ET AL., 2007).
- USES BRAIN-IMAGING TECHNIQUES SUCH AS FMRI (FUNCTIONAL MAGNETIC RESONANCE IMAGING) TO IDENTIFY BRAIN ACTIVITY THROUGH CHANGES IN BLOOD FLOW.
- DIRECTLY EXAMINES HOW THE BRAIN WORKS AND THE CHOICES IT MAKES WITHOUT REQUIRING THE CONSUMER TO CONSCIOUSLY PARTICIPATE (MORIN, 2011).

SUSTAINABLE WORDS, SUSTAINABLE CONSUMPTION

- CONTEMPORARY CONSUMER CULTURE IS ONE THAT IS DOMINATED BY IDEAS AROUND ABUNDANCE AND EXCESS.

- MUCH OF MARKETING ACTIVITY IS AIMED AT SELLING GOODS AND SERVICES THAT ENHANCE PEOPLE'S SENSE OF SELF…
  - WHY ARE MATERIAL GOODS SO DESIRED?
  - WHAT HAPPENS IF WE TRY AND STEP OUT OF THAT SYSTEM, TRY TO CONSUME LESS, HAVE A LIFESTYLE LESS FOCUSED ON BUYING THINGS?

- VOLUNTARY SIMPLICITY (VS)
- MINDFUL CONSUMPTION
- TREND TOWARDS LESS OWNERSHIP



VOLUNTARY SIMPLIFICATION

VOLUNTARY SIMPLICITY REFERS "NOT TO A SINGLE PHENOMENON BUT TO A COMPLEX SET OF ATTITUDES, INCLINATIONS AND CHANGES IN GOALS AND LIFESTYLES" (WACHTEL, 1996: 225).

WIDE VARIATION IN THE WAYS THAT PEOPLE PUT THEIR BELIEFS INTO PRACTICE.

- SHAW & NEWHOLM (2002) SPECTRUM OF ETHICAL CONSUMERS FROM
  - THOSE WHO FULLY EMBRACED ETHICAL CONSUMPTION, DRIVEN BY ETHICAL CONCERNS TO OWN AND USE LESS.
  - TO THOSE WHO 'REFINED' THEIR CONSUMPTION TOWARDS ETHICAL STANDARDS – CONSUME DIFFERENTLY (RATHER THAN LESS).

- HUNEKE (2005)
  - HIGHLY COMMITTED SIMPLIFIERS → LESS COMMITTED SIMPLIFIERS.

MINDFUL CONSUMPTION

- CONTEMPORARY CONSUMER CULTURE CANNOT BE MAINTAINED FOR LONG, WITH THE THREATS OF CLIMATE CHANGE AND PEAK OIL RESULTING IN A SITUATION WHERE *CONSUMERS MUST BE MINDFUL OF THEIR OWN CONSUMPTION ACTIVITIES*.
- GLOBAL CONCERN, E.G. *DANSHARI* MOVEMENT IN JAPAN; `BUY NOTHING DAY ACROSS THE WORLD`.
- INCREASED SELF-SUFFICIENCY AMONG CONSUMERS, E.G. INCREASING POPULARITY OF ALLOTMENTS IN THE UK; ONLINE AUCTION SITES; RECYCLING SITES.

SHIFT TOWARDS AN OWNERLESS ECONOMY

PEOPLE STARTING TO CONSIDER WHAT THEY CAN LIVE WITHOUT AND HOW THEY ACCESS GOODS AND SERVICES. FOR MANY OF THESE CONSUMERS, HAVING GOODS AND SERVICES IS NOT CRITICAL, BUT RATHER, IT IS THE EXPERIENCE.

- ASSET-LIGHT GENERATION (FITZGERALD, 2012)
- ACCESS BASED CONSUMPTION: FOUR DISTINCT GROUPS OF CONSUMERS WITH VARYING DISPOSITIONS TOWARD ACCESS-BASED CONSUMPTION: FICKLE FLOATERS, PREMIUM KEEPERS, CONSCIOUS MATERIALISTS AND CHANGE SEEKERS (BARDHI AND ECKHARDT (2012)

RECESSION AND CONSUMPTION

- CHANGING SPENDING PRIORITIES
  - ‘LIPSTICK INDEX’ ESTEE LAUDER
  - DROP IN EXPENSIVE CATEGORIES LINKED TO CONSUMER FEARS AROUND DEBT AND SPENDING
    - POTENTIAL SOLUTIONS – HYUNDAI’S(2009) FINANCE PACKAGE
- CONSUMER VOLATILITY
  - PEOPLE RE-ASSESSING AND RECONSIDERING THEIR EXPENDITURE
- NEW LUXURY/TRADING UP

  "WHAT YOU HAVE TODAY IS THE DEMOCRATIZATION OF LUXURY. IT'S ABOUT THE MIDDLE CLASS“ (SILVERSTEIN AND FISKE, 2003)

CONSUMER MISBEHAVIOUR

- *"BEHAVIOURAL ACTS BY CONSUMERS WHICH VIOLATE THE GENERALLY ACCEPTED NORMS OF CONDUCT IN CONSUMPTION SITUATIONS AND THUS DISRUPT THE CONSUMPTION ORDER"* (FULLERTON AND PUNJ 2004:1239)
  - DEVIANT ACQUISITION BEHAVIOUR (COMPULSIVE BUYING, THEFT)
  - DEVIANT USAGE BEHAVIOUR: EXCESSIVE CONSUMPTION

DEVIANT ACQUISITION BEHAVIOUR

COMPULSIVE BUYING IS AN UNUSUAL OBSESSION WITH SHOPPING SUCH THAT IT SIGNIFICANTLY AFFECTS THE PERSON AFFLICTED.

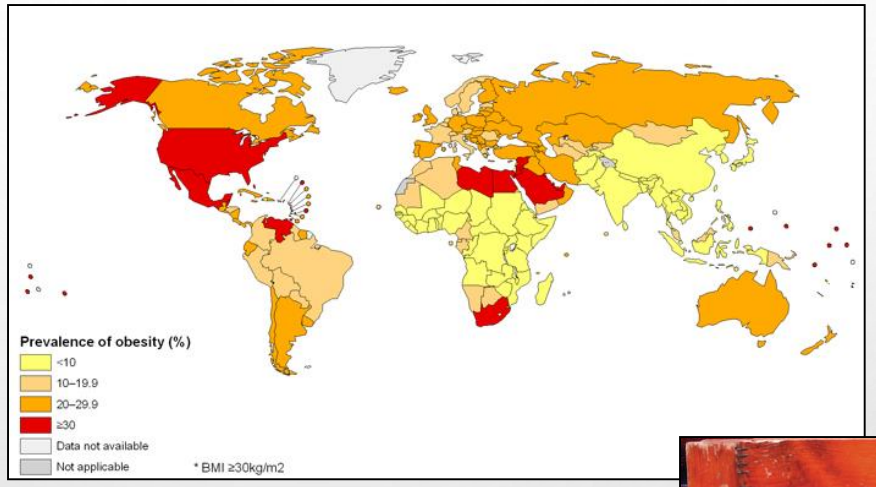
- SOME CONSEQUENCES
  - BROKEN RELATIONSHIPS
  - FINANCIAL, EMOTIONAL AND INTERPERSONAL CONSEQUENCES CAN BE DEVASTATING
  - CREDIT CARD DEBT / HIGH BORROWING

CONSUMER THEFT REFERS TO THE DESIRE TO STEAL AS A WAY OF ACQUISITION OF CONSUMER OBJECTS

- RESULTS IN EITHER MATERIAL LOSS OR PSYCHOLOGICAL DAMAGE, OR BOTH,
  - TO MARKETERS
  - TO MARKETING INSTITUTIONS
  - TO OTHER CONSUMERS

DEVIANT USAGE BEHAVIOUR

- OBESITY CRISIS



- EXCESSIVE ALCOHOL CONSUMPTION

TRANSFORMATIVE CONSUMER RESEARCH

- TRANSFORMATIVE CONSUMER RESEARCH (TCR) REFERS TO A STREAM OF RESEARCH THAT FOCUSES ON BENEFITING CONSUMER WELFARE AND QUALITY OF LIFE ACROSS THE WORLD.
- EMPHASIS ON WELL-BEING; HIGH QUALITY, RIGOROUS RESEARCH; IMPORTANCE OF CONTEXTS; PARTNER WITH CONSUMERS AND THEIR CARETAKERS; DISSEMINATION OF FINDINGS (MICK ET AL , 2012).
- INTERESTED IN GLOBAL PROBLEMS SUCH AS FOOD WELL-BEING (BLOCK ET AL., 2011), ADDICTION (MARTIN ET AL., 2012), POVERTY(BLOCKER ET AL., 2013), AND RISKY CONSUMPTION BEHAVIOUR AMONG YOUTHS (MASON ET AL., 2013).

PRACTITIONER INSIGHT: SIMON HARROP, BRANDSENSE

HOW ROYAL MAIL USED NEUROIMAGING TO ASSESS CONSUMERS' RESPONSES TO MARKETING MATERIAL.

ISSUE? HOW CONSUMERS RESPONSE TO THE SAME MARKETING COMMUNICATIONS DELIVERED ON PAPER OR DIGITAL FORMAT

HOW? NEUROIMAGING TECHNIQUES TO IDENTIFY CONSUMERS' BRAIN RESPONSES TO THE TWO FORMS OF COMMUNICATION.

FINDINGS?

- THOSE AREAS IN THE BRAIN WHICH HIGHLIGHT EMOTIONAL RESPONSES WERE MORE ACTIVE WHEN PRESENTED WITH THE STIMULUS IN PAPER THAN IN DIGITAL FORM.
- RESEARCH SUCH AS THIS REVEALS WHAT IS TERMED 'SUPER-ADDITIVITY'.
  - 1+1 = 3
  - ADDITIONAL EMOTIONAL RESPONSE IS CREATED BY THE SYNERGY OF THE ELEMENTS.

SENSATIONALMAIL

CONCLUSIONS

- WE HAVE DISCUSSED SOME OF THE **TECHNOLOGICAL TRENDS AND DEVELOPMENTS** IN MARKETING, AND HOW COMMERCIAL ORGANIZATIONS ARE USING NEUROIMAGING;
- ISSUES AROUND **SUSTAINABILITY AND SUSTAINABLE CONSUMPTION** WERE EXPLORED;
- WE HAVE EXAMINED HOW CONSUMERS ARE RESPONDING TO **GLOBAL RECESSIONARY PRESSURES;**
- WE ALSO LOOKED IN DETAIL AT **CONSUMER MIS-BEHAVIOUR** AND RECOGNIZED MARKETING'S ROLE IN THIS AND ITS IMPACT ON SOCIETY;
- FINALLY WE CONSIDERED THE RELEVANCE OF **TRANSFORMATIVE CONSUMER RESEARCH** FOR DEALING WITH ISSUES AROUND CONSUMER WELL-BEING.

- IN TERMS OF MARKETING'S ROLE IN THE FUTURE, THERE ARE IMPORTANT POINTS TO CONSIDER:
  - THE ROLE MARKETING AND BUSINESS HAS PLAYED IN CREATING THE CONDITIONS THAT HAVE LED TO SOME OF THE VERY PROBLEMS DISCUSSED HERE,
  - SHOULD COMPANIES BE INVOLVED THE COMPANIES INVOLVED IN INITIATIVES TO IMPROVE HEALTH AND WELL-BEING?
- IN CONTEMPORARY MARKETPLACES WHERE CONSUMERS KEEP CHANGING, POWER IS MOVING AWAY FROM MANUFACTURERS AND RETAILERS TOWARDS CONSUMERS, WHO ARE ARMED WITH INFORMATION, CHOICE, AND CONNECTIVITY (ROBERTS, 2013).
- KNOWING THOSE CONSUMERS, ENGAGING IN DIALOGUE AND FORMING EMOTIONAL CONNECTIONS WITH THEM IS KEY TO SUCCESSFUL CONSUMER RELATIONSHIPS.