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Combating Climate Change

An integrated social marketing communications approach

Author: Zaineb Bouharda (zaineb.bouharda@open.ac.uk)

Supervisors: Dr. Fiona Harris, Professor Emma Bell, and Dr. Carmen Mal



BUSINESS SCHOOL

Climate change – a wicked problem

Individual/social Challenges: Downstream

- The environment is perceived as free
- Changing behaviors call for altruistic values
- Psychological denial of climate change claims

Structural/organisational challenges:

Upstream

- A complex and diverse network of stakeholders (policymakers, NGOs, media advocates, scientists, businesses, etc.)
- A multitude of green messages
- Lack of behavioral branding agreement

What IMC means?

Integrated marketing communications (IMC) is a well-established concept in commercial marketing as a process that contributes to the effectiveness of marketing strategies, by ensuring consistency in communicating the brand promise through different media platforms. **Research suggests** that IMC has the potential to improve social marketing interventions, however, there is a scarcity of studies investigating IMC in social marketing settings, particularly in promoting pro-environmental behaviours.

Social marketing – a solution

Behaviour change

Socio-psychology

Social marketing is a strategy used in conjunction with regulatory policies to promote pro-environmental behaviour. Inspired by commercial marketing, different in goals and attributes of the marketing mix (Product, Place, Price, and Promotion) and nature of competition.

Interventions

Behavioural agreement

Marketing mix strategy

Research objectives

- Develop an accurate **conceptualisation** of the IMC construct in the climate change social marketing context
- Explore the **underlying challenges or barriers to IMC application** in the field of climate change social marketing
- Inform the **key dimensions of IMC implementation** and clarify the consequent **mechanisms of IMC application** in this field.

Research Setting



UK charity-based environmental organisation (ENGO)

Methodology

Design: Qualitative case study

Methods: interviews with practitioners and stakeholders, and documentary review

Contribution to knowledge

Theory: Contribution to the development of the concept of IMC in social marketing studies.

Practice : Maximising the learning of IMC as a strategy to improve communication campaigns and achieve the desired pro-environmental behaviour change.

