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Consumer dominant social marketing

- Fostering social change through the adoption of disruptive business models

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How do we, as marketing practitioners and researchers, take a discipline solidly founded on ‘free’ choice models of individual behaviour and develop new ways of using social marketing techniques to foster social good?

—————→ **Disruptive business models > the sharing economy**



The sharing economy **Definition**

- To pool, mobilize and structure excess resources in order to facilitate shared production, distribution, trade and consumption of goods and services in ways that benefit individuals, groups or the wider society



The sharing economy

The problem

Underutilization of excess resources

Average lifespan usage: 6-13 min



Average usage: 8% of the time



**7mill tons of household food waste/
year (UK)**



The sharing economy

The solution

- Tech facilitated C2C utilization of excess resources
- C2C value creation





Marketing paradigms

Value creation

Consumer power

Marketing paradigm

Anker et al. (2015 forthcoming), Consumer dominant value creation, *European Journal of Marketing*

Consumer dominant paradigm

- **Value** C2C value creation (value-in-use)
- **Social marketer** Pool, mobilize & structure resources

Vargo, S.L., & Lusch, R.F. (2004), Evolving to a new dominant logic for marketing, *Journal of Marketing*

Service dominant paradigm

- **Value** Co-creation
- **Social marketer** Value facilitator

Product dominant paradigm

- **Value** Product/service inherent properties and features
- **Social marketer** Value creator

→ Evolution over time



Social marketing

CASE

Promoting literacy in developing countries





Social marketing

CASE

Promoting literacy in developing countries

- Illiteracy largely rooted in non-access to physical text
- 7bill people on earth, 6bill have access to mobile phones
- 1/3 in developing countries read stories to children from mobile phones



UNESCO (2014): Reading in the mobile era



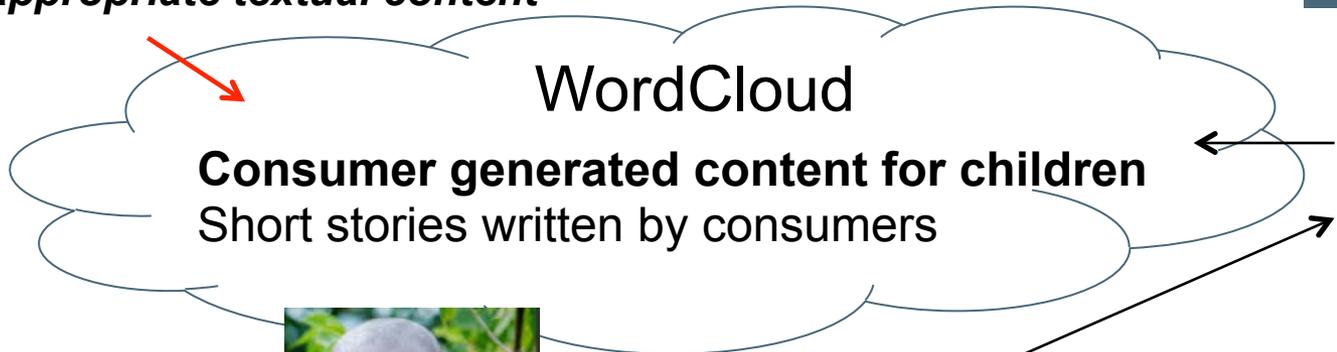
Social marketing

CASE

Promoting literacy in developing countries

Mobile portal providing access to appropriate textual content

Consumer dominant



C2C value creation

Facilitate content sharing

Sharing economy

Smartphone app

Pool, mobilize and structure resources

Social marketer



The future > the now

We have to stop thinking of ourselves as value creators or value co-creators. Consumers create value! Our role is to pool, structure and mobilize resources in order to reinforce consumers' capacity to solve their own problems



Are we ready for the challenge...