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travel value having the largest relative effect on group-travel intentions-to provide a basis for further theory development in this domain.

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Product, promotion, or audience? Exploring concerns associated with the promotion of unhealthy food and beverages to children and adolescents.

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The promotion of unhealthy foods and beverages to children and adolescents has been debated among marketers, the food and beverage industry, and public health professionals. Concerns have been raised regarding promotional methods used and the products being marketed.

This paper explores this issue by focusing on the variables of product, promotion, and consumer vulnerability. Interviews with public health professionals, and marketers and members of the food and beverage industry inform this work. Drawing on the use of matrices and spectra to represent the interplay of multiple variables, a three-dimensional model is proposed that highlights how this issue is situated at the nexus of concerns relating to unhealthy food and beverage products, controversial promotional approaches, and an audience perceived as vulnerable.

This paper offers a new way of exploring food and beverage promotion to children and adolescents and helps to clarify why some instances of this practice are more problematic than others. The use of a qualitative approach enables the complexity and nuance associate with this issue to be captured. Opportunities for further research include verifying or refining the model presented, or adapting it to other social or ethical issues relevant to contemporary marketers or policy makers.

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Can We Measure Children’s Perceived Value?

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Given the importance and centrality of consumer perceived value in marketing and the increasing importance of children as a consumer group, a gap in our understanding of how value is perceived by children was identified. Not only was there a lack of measurement tool available for use with children but the concept was also poorly understood in this context. Do children consider value when making purchase decisions and if so what dimensions are considered? Is the concept established when children become independent shoppers or is it changing as they become socialized as consumers? Using self-completion diaries and in-depth interviews in combination with grounded theory methods of analysis, this study identified six components of value. It importantly identified costs and benefits which were considered and traded off as children grew older, as contributors to value perception. Findings will be used to guide the development of a measurement instrument for perceived value which will assist future research on developmental changes which occur with age.