



The Thrifty Initiative



Assessment 3: Behaviour Change Strategy Jody Box s5162813

The behavioural problem: clothing is a big source of waste that contributes to landfill

The behavioural solution: 18 to 25 year old females in Ipswich donate good quality clothing to the Thrifty store for resale.

The behaviour change brand name: Thrifty

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1. Behaviour issue overview summary

- The fashion industry has a high negative environmental impact due to the waste it generates as it goes straight to landfill and takes 40 years to decompose (ABC, 2018; Jacometti, 2019; Upparel, 2022).
- Recycling clothing is the most effective disposal method, with the least impact on the environment (Xe, 2021).
- Landfills are a topical issue in Ipswich, QLD with increasing numbers of companies wanting to establish in the area (Giles, 2020). There is ongoing public uproar about landfill in Ipswich with complaints about toxic fumes and foul smells across residential areas (Facebook, 2020).
- The desired behaviour change is for 19- to 25-year-old women in Ipswich, QLD Australia, to take unwanted clothing to opportunity shops, recycling will give more consumer choice and reduce waste to landfill therefore aid in saving the planet.
- The targeted audience are lifelong learners, educated and with a large proportion working. The audience has a high social and environmental conscience with a focus on values.
- SMART objective 1 is: Reach 50% of 18 to 25 year old females in Ipswich, QLD to educate them that clothing waste contributes to landfill and is a significant environmental hazard within 12 months.
- SMART objective 2 is: Increase by 10% the number of 18 to 25 year old females in Ipswich, QLD actively donating their clothes to opportunity shops within the next 12 months.
- SMART objective 3 is: Change the perception of 40% of 18 to 25 year old females in Ipswich, QLD to positive and that shopping at opportunity shops is a benefit within 12 months.
- This behaviour issue is viewed through the social cognitive theory where by the personal factors that determine human behaviour is knowledge and attitudes. It is proposed that with education, recycling clothing will lead to a reduction of waste to landfill. The behavioural factor that will influence the cohort is self efficiency and the target audience will see this as personal win-win situation.

2. Define the market position



Thrifty is a benefit focused behaviour change initiative. Thrifty targets 18 to 25 year old females in Ipswich, QLD, encouraging them to actively donate good quality unwanted clothing. Thrifty serves two purposes, it reduces the overall amount of clothing that goes to landfill in Ipswich and provides a retail outlet aimed at 18 to 25 year old females where they can buy stylish clothes, second hand at minimal cost. The biggest barrier to this age bracket is actually getting the clothes to a Thrifty store. As such, the brand has a van collection service, where the customer fills a bag and calls a telephone number for collection. The Thrifty store is a non for profit charity store to be located within Riverlink Shopping Centre in the heart of Ipswich. Unlike the other opportunity shops in Ipswich

that run like businesses with profits going to the parent company, Thrifty donates 100% of profits back into the clothing recycling initiative in Ipswich.

Thrifty leverages a behaviour change brand within the retail fashion industry advocating the value exchange entity of donating good quality clothes instead of throwing them out. The benefit being a reduction in land fill in Ipswich and a retail outlet with low priced good quality clothes to purchase. This value exchange aims to resonate with the target audience, and empower young female adults to reconsider waste disposal by donating and in turn aid towards saving the planet.

“We want 18 to 25 year old females in Ipswich, QLD to view Thrifty as the major solution to clothing purchase and disposal amongst all other means, because the Thrifty initiative aids towards land fill reduction in Ipswich, QLD and helps save the planet.”

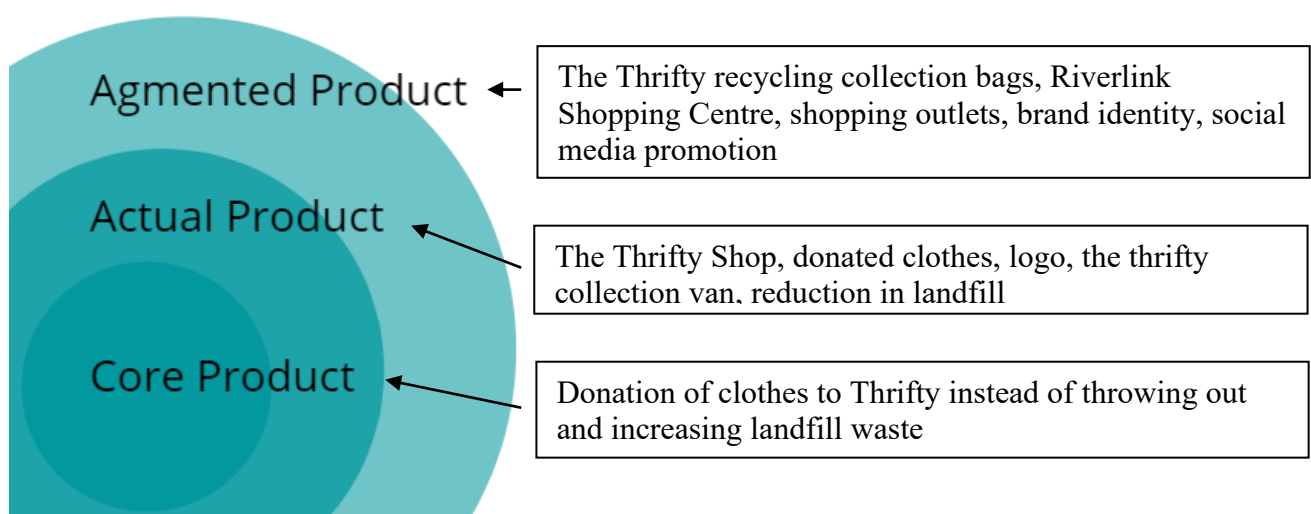
3. Partnership strategy

Partners



The partners for the Thrifty initiative are the City of Ipswich (the local Council) and Riverlink Shopping Centre (the major shopping centre in the heart of Ipswich). Ipswich City Council will bring professional credibility to the initiative by being an authority figure bringing home to the target audience the waste management problem. Ipswich City Council will also benefit the initiative as it will be able to engage in small business funding for a community cause. Riverlink Shopping Centre will bring street credibility to the initiative as it is a location full of retail outlets that are frequented by the target audience.

4. Product strategy

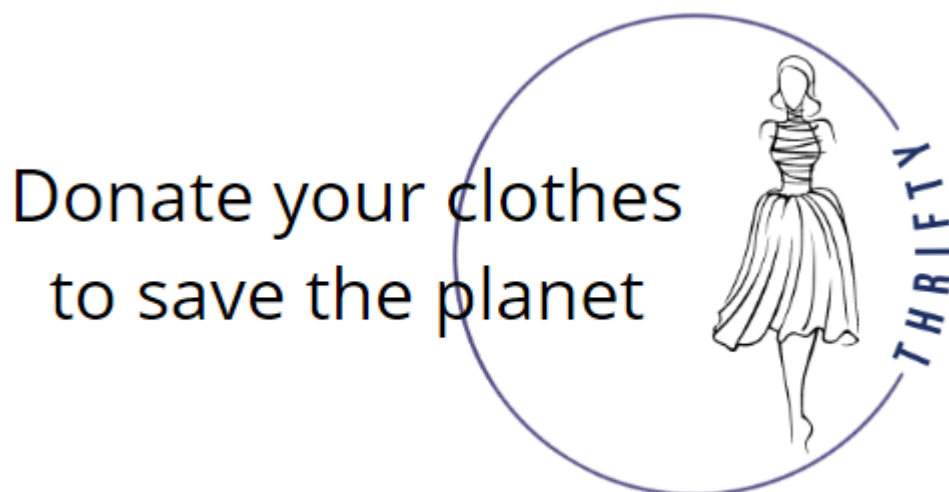


Core Product – The core product is the behaviour change desired, donating clothes to Thrifty instead of throwing out and contributing to landfill waste.

Actual Product – Numerous studies have found that information alone has little effect on sustainable behaviour (Lee, 2018). Whilst there will be social media education about the issue of clothing contributing significantly to landfill there will be actual products for the target audience to carry out their behaviour change. The Thrifty initiative's actual product is a second hand store located in Riverlink Shopping Centre alongside the other retail outlets the target audience purchase full price clothes from. The second hand clothes are to be displayed in a boutique style outlet and sold for a fraction of their initial full price retail value. The Thrifty initiative has a logo to identify its brand. To enable the target audience to donate and eliminate the barrier of how they can donate in a time and energy sensitive way the Thrifty van was developed. The target audience calls a free number and the Thrifty van will collect the donated clothing at the target audience's convenience. Finally, the last product of the initiative is the result which is a reduction of clothing to landfill.

Augmented Product – These are the outlying products that assist the behaviour change. There will be Thrifty recycling bags distributed to the target audience on stands throughout Riverlink near the stores the audience. The recycling bags will clearly have the Thrifty van phone number displayed. The augmented product also includes the brand identity and the social media activity that generates awareness of the brand and the social issue.

Brand – The brand name is Thrifty, in the brand name the main message is that you are being responsible by shopping at the Thrifty store. The tagline 'donate your clothes to save the planet' is a direct link to the behaviour change and the benefit donating clothes has on reducing landfill waste and therefore providing good environmental outcomes.



The Thrifty brand has a logo that is delicate and stylish to appeal to the target audience's modern and stylish self image persona. The image is clear and crisp to represent the boutique style quality clothing shopping experience, to draw the target audience in and move away from the negative image of unstylish, mass sale of cheap clothing as depicted in Ipswich's existing charity stores.

5. Pricing strategy

There is a monetary, time, convenience, environmental and a psychological self efficacy positive price associated with the Thrifty initiative. The target audience's behaviour of donating will equip a store with quality fashionable clothing for sale. The target audience will save time donating and experience the convenience of having their goods collected and will overcome the barrier of locating recycling bins or charity stores to dispose of their goods. The environmental outcome will be positive as there will be a reduction of clothing to landfill and there will be the self efficacy of the target audience knowing that their actions aid in saving the planet.

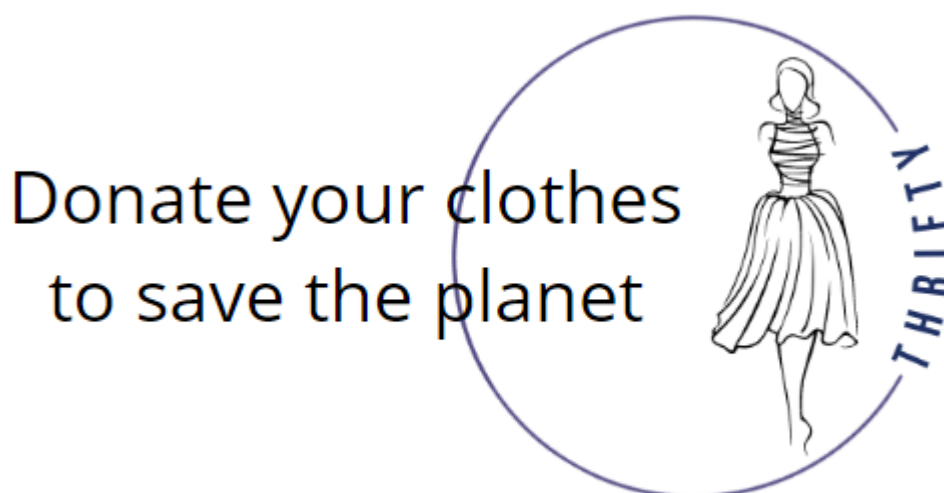
There is also a cost price associated with the initiative. The Thrifty store has rent and overheads, the van petrol comes at cost. The Thrifty recycling bags and stands come at a manufacturing cost. There are staffing costs associated with collection and distribution to the store and to employ sales staff and management. A cost that may psychologically affect the consumer is the reputation associated with buying and wearing second hand clothes compared to newly purchased items.

6. Place strategy

The most significant place associated with this behaviour change initiative is Riverlink Shopping Centre and the actual Thrifty store. The secondary place associated is the landfill sites where the waste reduction will occur. A mobile place is the Thrifty van that runs throughout Ipswich collecting donations and taking them to the Thrifty store. The initiative will have signs and billboards advertising the desired behaviour change. Quick advertisement will also run over the local radio station River949. The final place is the website to be designed and the associated social media marketing campaign that will take place through Facebook and Instagram.

7. Promotion strategy

Again please note the brand logo ad tagline:



There are three campaigns in the messaging:

- Clothing waste contributes significantly to landfill
- Donate your clothes to save the planet
- Visit the Thrifty shop for quality and fashionable clothes at a margin of the price.



Media category & vehicle	Month 1 – April 2023				Month 2 – May 2023				Month 3 – June 2023			
	Wk1	Wk 2	Wk3	Wk4	Wk1	Wk 2	Wk3	Wk4	Wk1	Wk 2	Wk3	Wk4
Radio												
River949												
Social Media												
Facebook												
Instagram												
Mobile Media												
Collection Truck												
Billboards												
Inner City												

As suggested previously, there are three campaigns in the messaging of the Thrifty initiative.

Campaign One

The first message is an awareness message to make the target audience aware of the issue. The target audience is educated (Sklarow, 2022). The target audience is also environmentally sensitive and value sustainability (Rahilly, 2020). They are unlikely to be aware how significantly clothing contributes to land fill. The first campaign highlights facts and figures about throwing out clothing and its impact.

Campaign Two

The second message is designed to create a behavioural action with the message ‘Donate your clothes to save the planet’. The audience is made aware of the issue, now they are educated and enabled to take action. Recycling bags will be available in Riverlink Shopping Centre and the message is if you are 18 to 25 and within the target audience, those clothes will be collected for free. This is time saving and convenient. The audience does not need to seek out second hand stores nor recycling bins to dispose of their clothes. Messages will include the fact that Thrifty is seeking good quality fashionable goods.

Campaign Three

The final campaign message is to shop at the Thrifty store in Riverlink Shopping Centre. It is a behavioural campaign that seeks action but also highlights benefits of that action. As this audience is seeking to shift towards bricks and mortar clothes shopping rather than online a physical

store will be attractive to them (Rahilly, 2020). The messaging will include that it only sells quality fashionable stock to remove the stigma associated with the traditional older second hand outlets currently in Ipswich. The 18 to 25 year old audience look beyond the product to look at the company, what it does and what its mission and values are and trying to build us as a society, therefore a completely charity based organisation that donates all profits to the original issue will resonate with them (Rahilly, 2020). The benefit is high quality clothes at a fraction of the price. The store will hold a grand opening on the third month.

Media channel justification:

River 949 is the local radio station for Ipswich and it is based in North Ipswich. The radio station is the most popular and listened to by the target audience as it has modern and up to date music and items and is specifically community focused. The radio will air small advertisements one for each of the monthly campaigns. Initially it will be raising awareness followed in subsequent months by encouraging action and highlighting benefits.

The Facebook and Instagram social media platforms will be used to promote all three campaigns over the three months. Elmas (2018) suggests that women aged 14-24 spend on average 822 minutes per week on social media. The advertisements and posts will target Ipswich women aged 18 to 25 and show within their social media feed.

The mobile media source is the collection van which will travel around the residential suburbs of Ipswich and the Thrifty logo will become recognisable. The target audience will see the van and associate it with radio, social media and billboards.

A billboard will be located within the Ipswich CBD and advertise each campaign in turn each month. This may be the boldest media channel but it will also be the weakest at targeting the specific target audience as all generations will see the campaign.

8. Evaluation and monitoring strategy

Outcome Evaluation strategy			
Behaviour change Measure	Metric	Data collection process	How it will be measured
Awareness	Number of people within the target audience engaged.	A survey on Facebook.	Number of likes and comments on the Facebook and Instagram posts and results of the Facebook survey.
Donation	Number and quantity of clothes donated.	Collection of data will be generated as the Thrifty van goes out for collection runs and during in store sorting.	Measures will include number of people aged 18 to 25 donating and also the total number of garments donated by each person.
Foot traffic in store	Number of people visiting the store.	A record keeper will spend a week at the store recording foot traffic.	Measure will be made of the number of people visiting the Thrifty store.

Impact Evaluation Strategy		
Behaviour measure	Metric	How will it be measured
Engagements	Sales quantity totals	Transactions on the register and profit made.
Tons of clothes donated therefore not sent to landfill.	Tons of clothes donated.	Upon completion of each delivery the clothes will be weighed and counted before sorting and merchandising in store.

9. Professional identity reflection

I have completed an Urban Studies degree and been engaged in full time employment for 20 years prior to the commencement of this Business degree. I have been professionally engaged in Town Planning, Regeneration, Housing, Training, Communication and Development. I have majored in marketing and will complete my degree when this subject is finalised. I will continue studying and complete a Design degree I had previously commenced, part time whilst working. I was engaged in communication and felt I fell short of knowledge and was using instincts to complete tasks. I also wanted to fulfill a high school graduate desire to undertake a creative degree. Saying this, I feel my chosen career initially will return to housing with the view of moving into marketing communication within housing in the future.

The Business degree has given me the knowledge to understand businesses holistically and how they function from top to bottom, along with their parts. It has deepened my knowledge of the marketing world and what it takes skill and action wise to part take in a marketing job. The current degree builds on my previous degree and enabled me to revisit and enhance my reflection, problem solving and critical thinking skills.

I believe this degree has only minimally enhanced my ability to build professional networks or make connections this is primarily due to the nature of the course structure and Covid. Unfortunately due to so many subjects being available throughout the three years you do not often meet a student again after a trimester and also due to my decision to part take in online study I have not developed a strong student network. This has only been hindered further by Covid when on campus subjects would have been chosen and I would have integrated more with other students. I feel I have made professional connections more with my on campus lecturers and tutors, this is partly due to the frequency of seeing and speaking to them and also as a mature student I can relate to them on a level I cannot relate to the school leaver students. I reflect that this degree has enhanced my abilities to research appropriately and develop documents to a high standard. This along with my previous work experience puts me in a better position as I re-enter the professional world. It has also given me the confidence that I am adequate in my roles that I undertake. To enter the communications world I feel I need to complete my Design degree and undertake some short courses in social media and design packages.

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