

2025 SIDS NDE Joint Programme

Forum and Capacity Building
on Co-creation for System Transformation

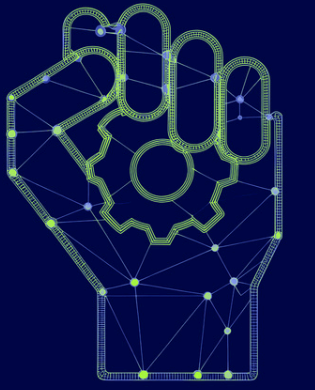
Session 2: Evaluating Outcomes

PRESENTER

Prof Sharyn Rundle-Thiele
Social Marketing @ Griffith



LEARNING OBJECTIVES

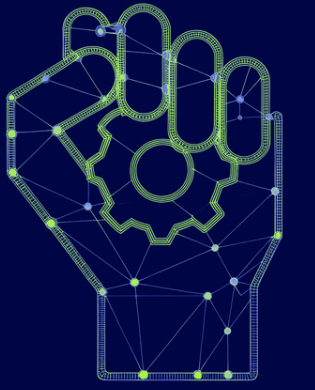


- Understand why theory matters for behaviour change
- Identify commonly used theories in climate action
- Apply theory to real climate technology challenges

This interactive design ensures participants leave with:

- ✓ Practical interview skills
- ✓ COM-B diagnostic capability
- ✓ SIDS-contextualised solutions
- ✓ Tools they can immediately apply to their CTCN work

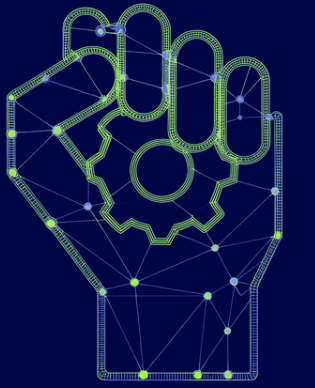




WHAT IS THEORY?



WHAT IS THEORY?



“A systematic explanation of observations”

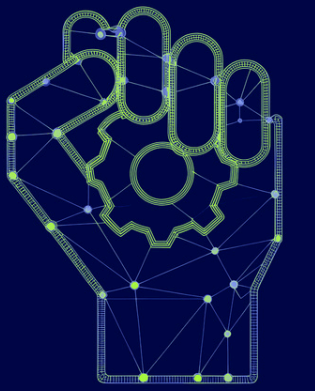
(Creswell, 2007)



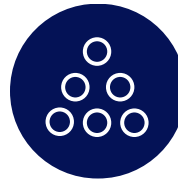



WHAT IS THEORY?

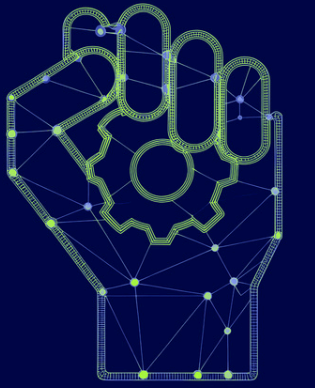
“..a set of plausible relationships proposed among concepts or sets of concepts”

(Strauss and Corbin, 1994)

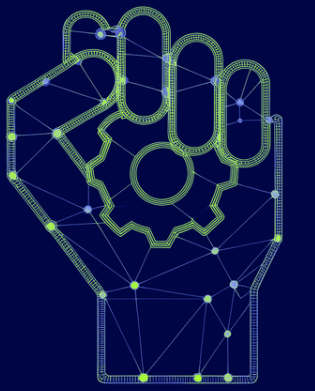


WHAT IS THEORY?

-  Concepts (Concept clusters, classification concepts, ideal types)
-  Relationships
-  Can be represented by a model
-  Explains or predicts



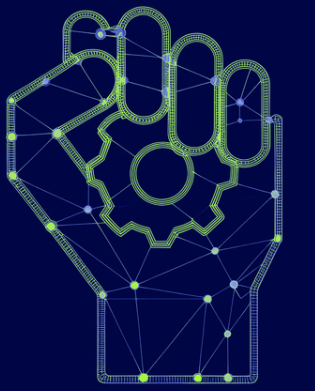
WHAT IS THEORY?



Theory can be simple but general

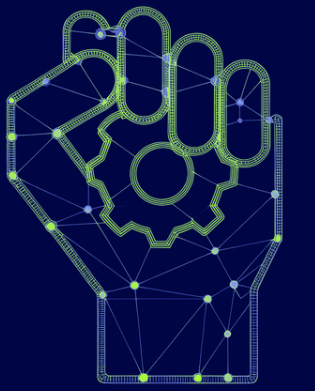


WHAT IS THEORY?



Theory can be complicated but specific

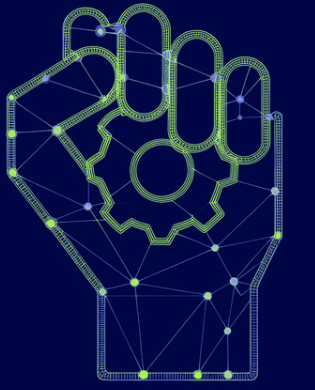




Let's have a theory race



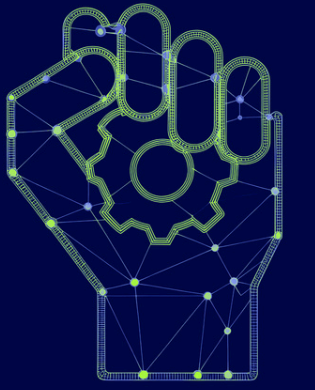
WHAT IS THEORY?



Theory provides “a structure or a road map to guide your examination of the behaviours you are dealing with”

(NSMC, 2011, p. 53)

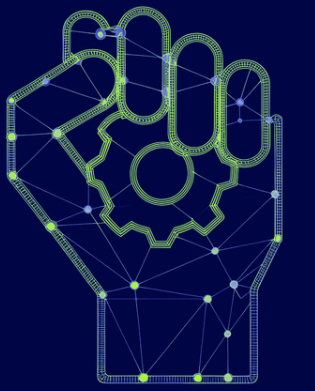




SOME BEHAVIOURAL CHANGE THEORIES



POPULAR THEORIES IN SOCIAL MARKETING



Social Marketing: A Systematic Review of Research 1998–2012

Social Marketing Quarterly
2014, Vol. 20(1) 15-34
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sagepub.com/journalsPermissions.nav
DOI: 10.1177/1524500413517666
smq.sagepub.com
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V. Dao Truong^{1,2}

Abstract

This article examines the development of social marketing research from 1998 to 2012. Drawing upon journal and database searches, 867 articles were retrieved and then analyzed in the light of the content analysis method. The article indicates that social marketing has captured increasing research attention, as evidenced by the growing number of articles published. U.S.- and U.K.-based researchers and institutions have contributed significantly to shaping knowledge in the field. Public health has predominantly been the research topic and hence more articles have been published in health-related journals than in marketing-related journals. Substantial research has focused on downstream social marketing, while the upstream and critical dimension has been given limited attention. Behavior change theories underlying social marketing studies were not always reported, leading to difficulties in identifying common factors in effective interventions. Social marketing research has been dominated by qualitative methods, although both quantitative and mixed methods are gaining prominence. Limitations to the article are discussed and gaps for further research indicated.

Keywords

marketing, behavior change, health promotion, systematic review, content analysis

Table 4. Theories and Models Most Widely Used in Social Marketing.

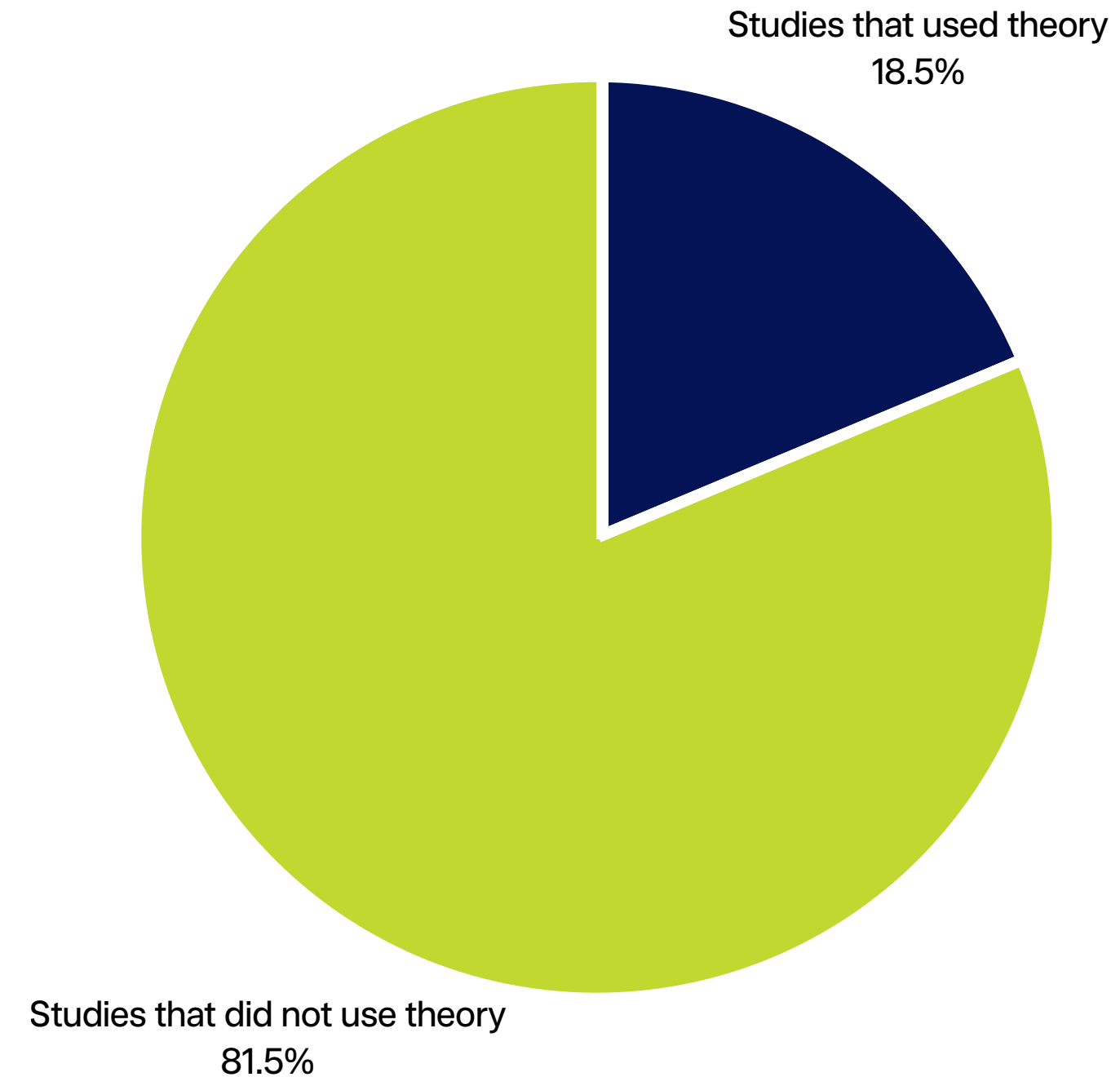
Theories/models	Instances
Social cognitive theory	23
Theory of reasoned action/planned behavior	22
Health belief model	21
Stages of change model/transtheoretical model	20
Social/behavioral—ecological model	16
Diffusion of innovation theory	14



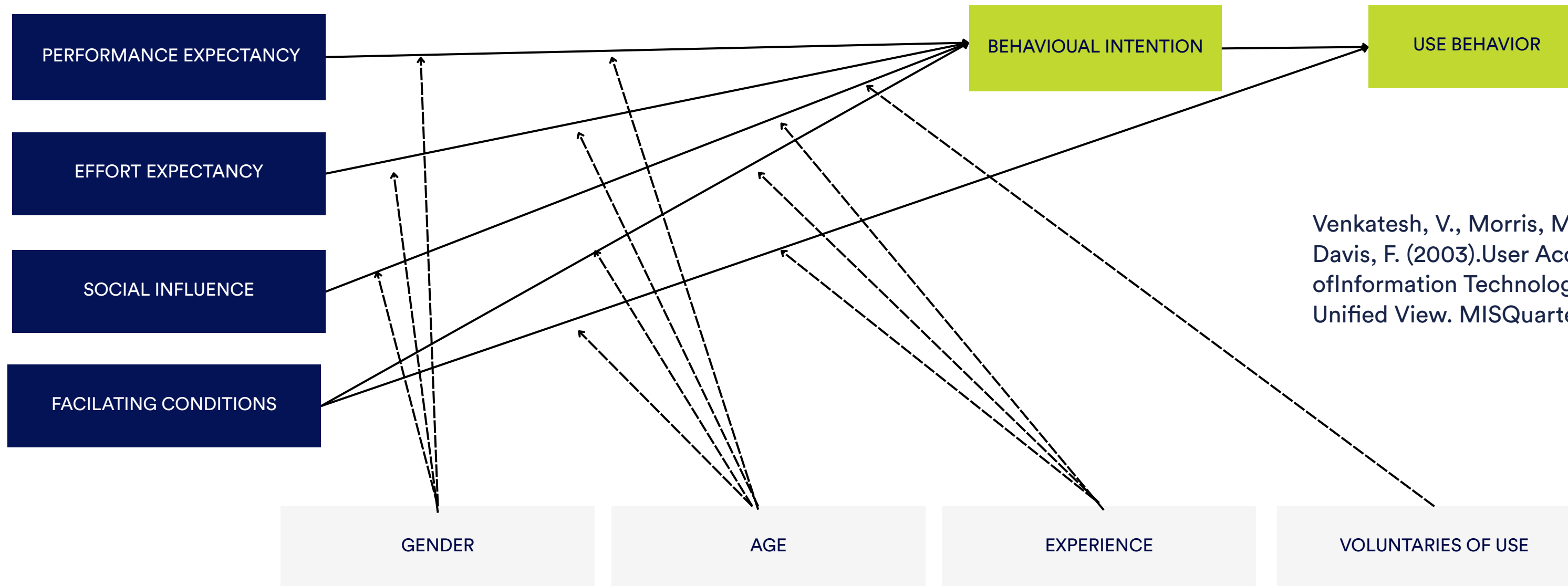
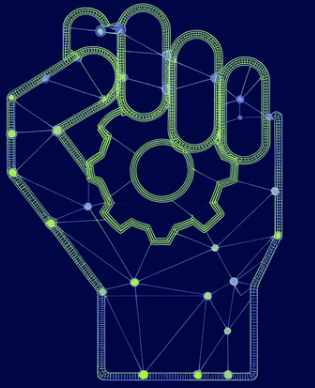
THEORY USE IN SOCIAL MARKETING

N= 867 (Truong, 2014)

Studies using theory are more effective
(Thackeray and Neiger, 2000)



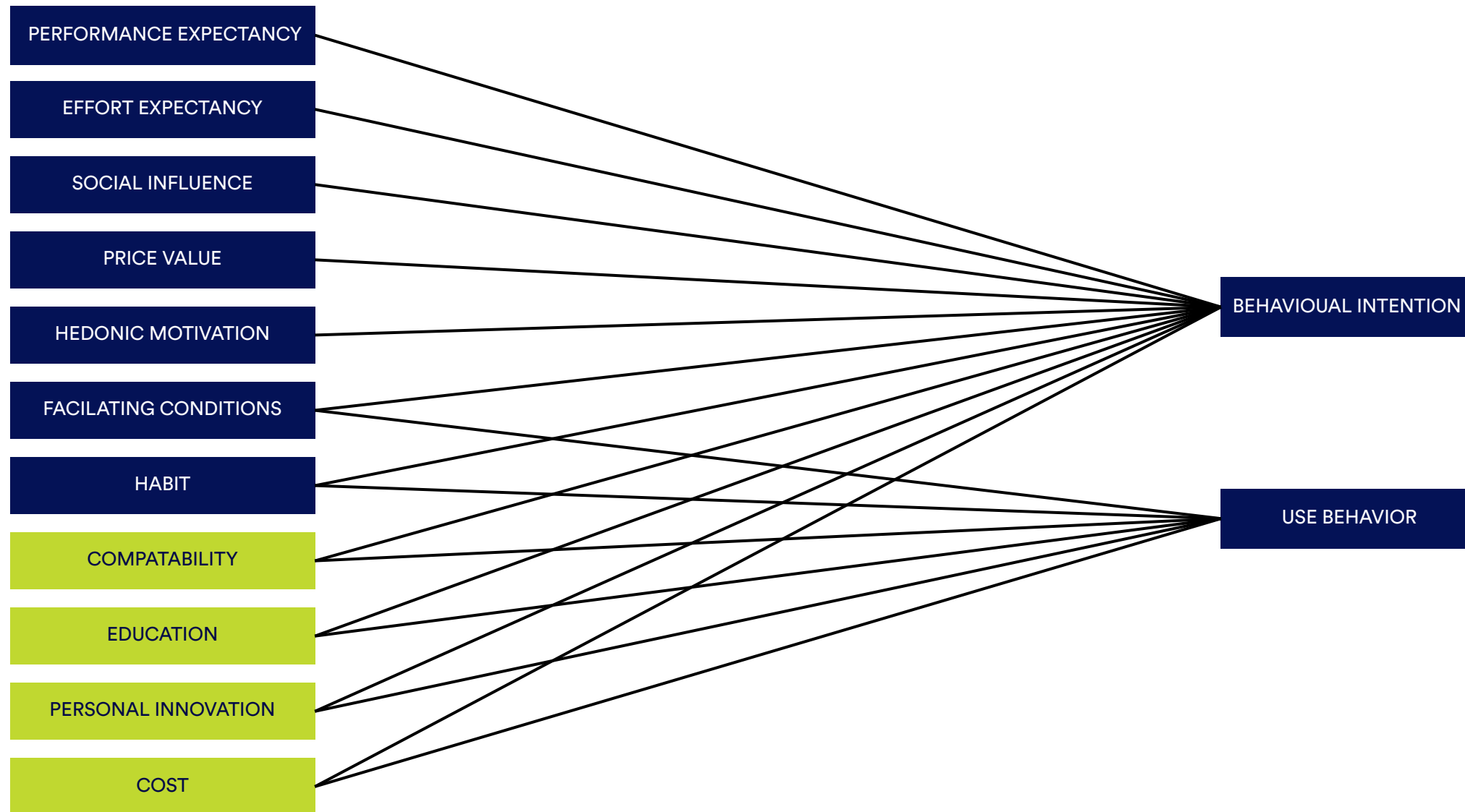
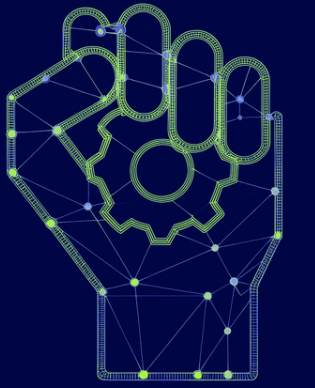
THE UTAUT-1 MODEL



Venkatesh, V., Morris, M., Davis, G., & Davis, F. (2003). User Acceptance of Information Technology: Toward a Unified View. MIS Quarterly.



THE UTAUT- EXTENDED MODEL



Moderators

Individual Characters
(age, gender, consumer/employee)

National Cultures
(individualism, masculinity)

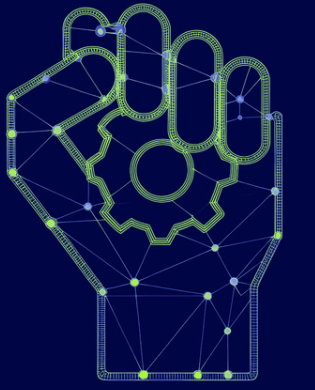
Technology
(mobile, online, transaction)

Controls
(study year, sampling)

Blunt, M., Chong, A. Y. L., Tsigna, Zayyad, Tsigna & Venkatesh, V. (2022). Meta-Analysis of the Unified Theory of Acceptance and Use of Technology (UTAUT): Challenging its Validity and Charting a Research Agenda in the Red Ocean. *Journal of the Association for Information Systems*, 23(1), 13–95. 10.17705/1jais.00719



CONCEPTS

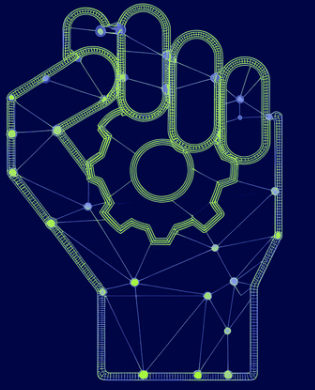


- 1 Expectation of performance:**
What use does MPS have for the shop keepers?
- 2 Expectation of effort:**
How much effort do shop keepers have to contribute to using an MPS?
- 3 Social influence:**
What do the peers and family members of the shop keepers say about using an MPS?
- 4 Price value:**
Is it a good value for money to use the MPS for shop keepers?

(Context: Mobile Payment Services [MPS] among shopkeepers) <https://acceptancelab.com/unified-theory-utaut>



CONCEPTS (CONT)

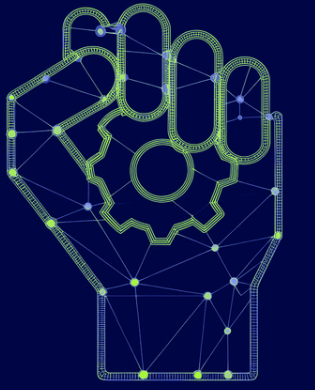


- 5 Hedonic motivation:**
Is it fun for shopkeepers to use the MPS?
- 6 Facilitating conditions:**
Do the shopkeepers know how to use an MPS?
- 7 Habit:**
Do shopkeepers have routines in which they use the MPS?
- 8 Compatibility:**
Is the technology compatible with the shopkeepers' lifestyle?

(Context: Mobile Payment Services [MPS] among shopkeepers) <https://acceptancelab.com/unified-theory-utaut>



CONCEPTS (CONT)

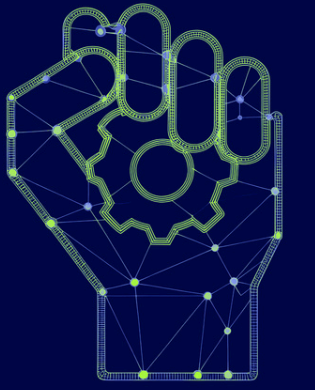


- 9 Education:**
What educational background do the shop keepers have?
- 10 Personal Innovativeness:**
How willing are the shop keepers to try out any new technologies?
- 11 Costs:**
To what extent does the shopkeeper perceive the technology as costly?

(Context: Mobile Payment Services [MPS] among shopkeepers) <https://acceptancelab.com/unified-theory-utaut>



MODERATORS

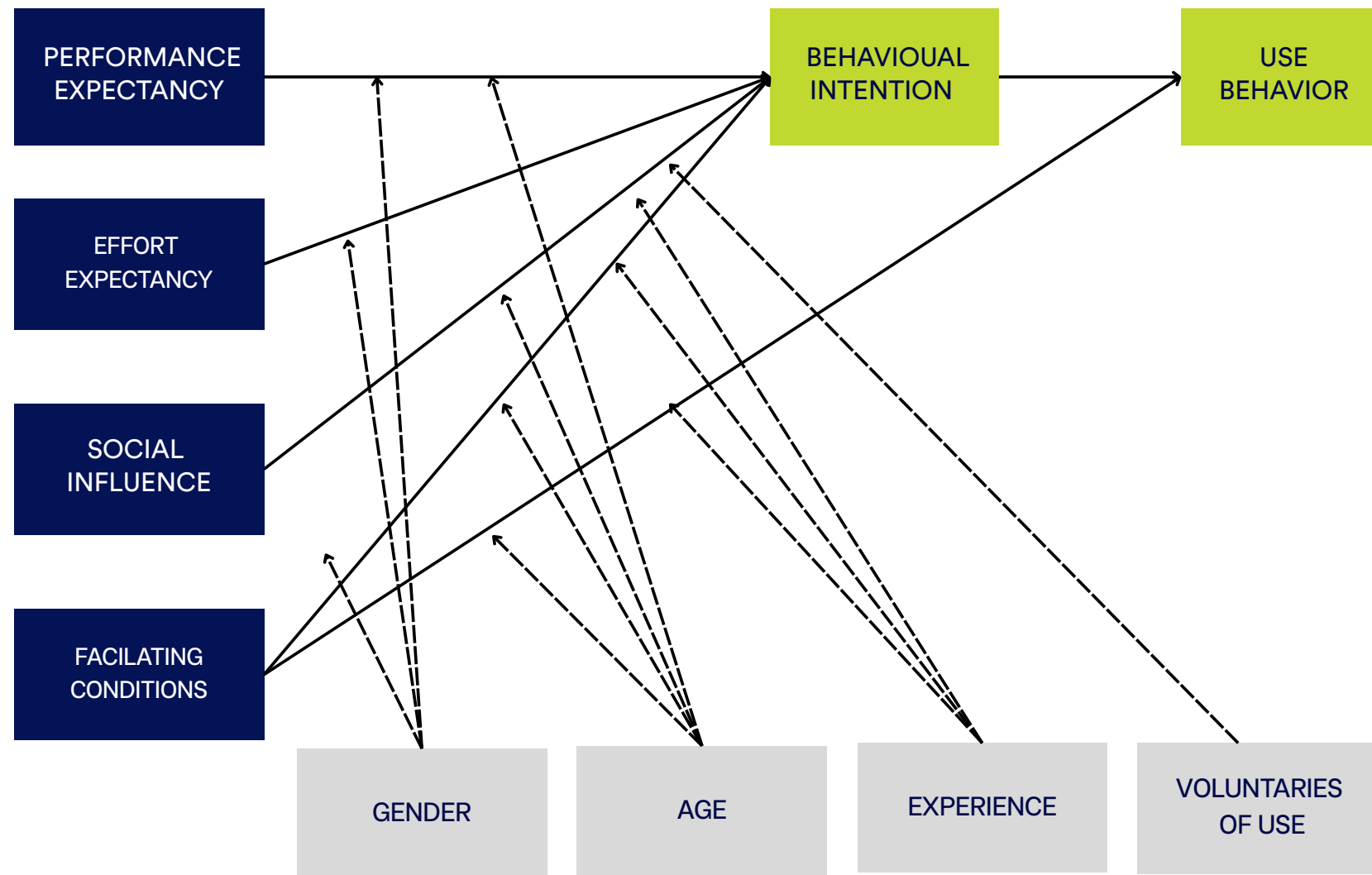
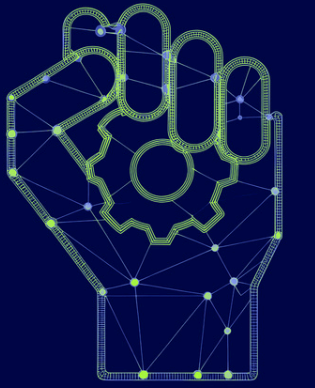


1	Masculinity	Femininity	<i>Is the culture masculine or feminine?</i>
2	Individualism	Collectivism	<i>Is the culture collectivistic or individualistic?</i>
3	Mobile	Non-Mobile	<i>Is the culture collectivistic or individualistic?</i>
4	Online	Offline	<i>Does the technology provide online or offline services?</i>
5	Transaction	Non-transaction	<i>Is the technology used to conduct financial transactions?</i>

<https://acceptancelab.com/unified-theory-utaut>



TEST OF UTAUT-1 MODEL



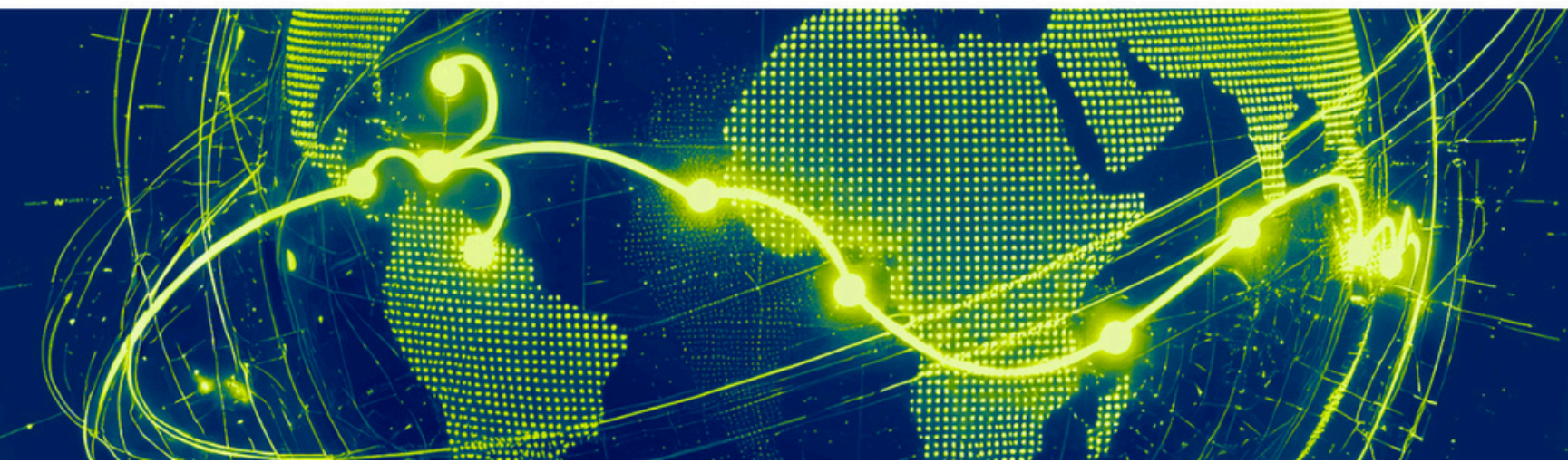
Journal of the Knowledge Economy (2024) 15:15523–15549
<https://doi.org/10.1007/s13132-023-01722-x>



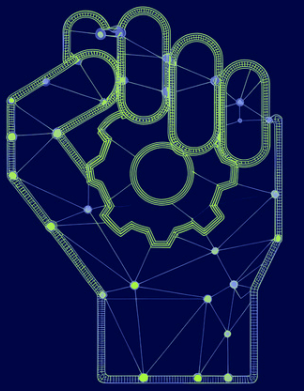
Applying the UTAUT Model to Understand M-payment Adoption. A Case Study of Western Part of Fiji

Sailesh Saras Chand¹ · Bimal Aklesh Kumar¹

Received: 10 May 2023 / Accepted: 12 December 2023 / Published online: 5 January 2024
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TEST OF A VARIATION OF THE UTAUT MODEL



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Contents lists available at [ScienceDirect](#)

Social Sciences & Humanities Open

journal homepage: www.sciencedirect.com/journal/social-sciences-and-humanities-open



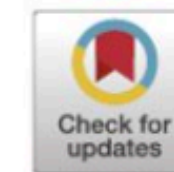
Regular Article

The mediating effect of attitude on adoption of mobile payment services in small island developing states. The case of Mauritius

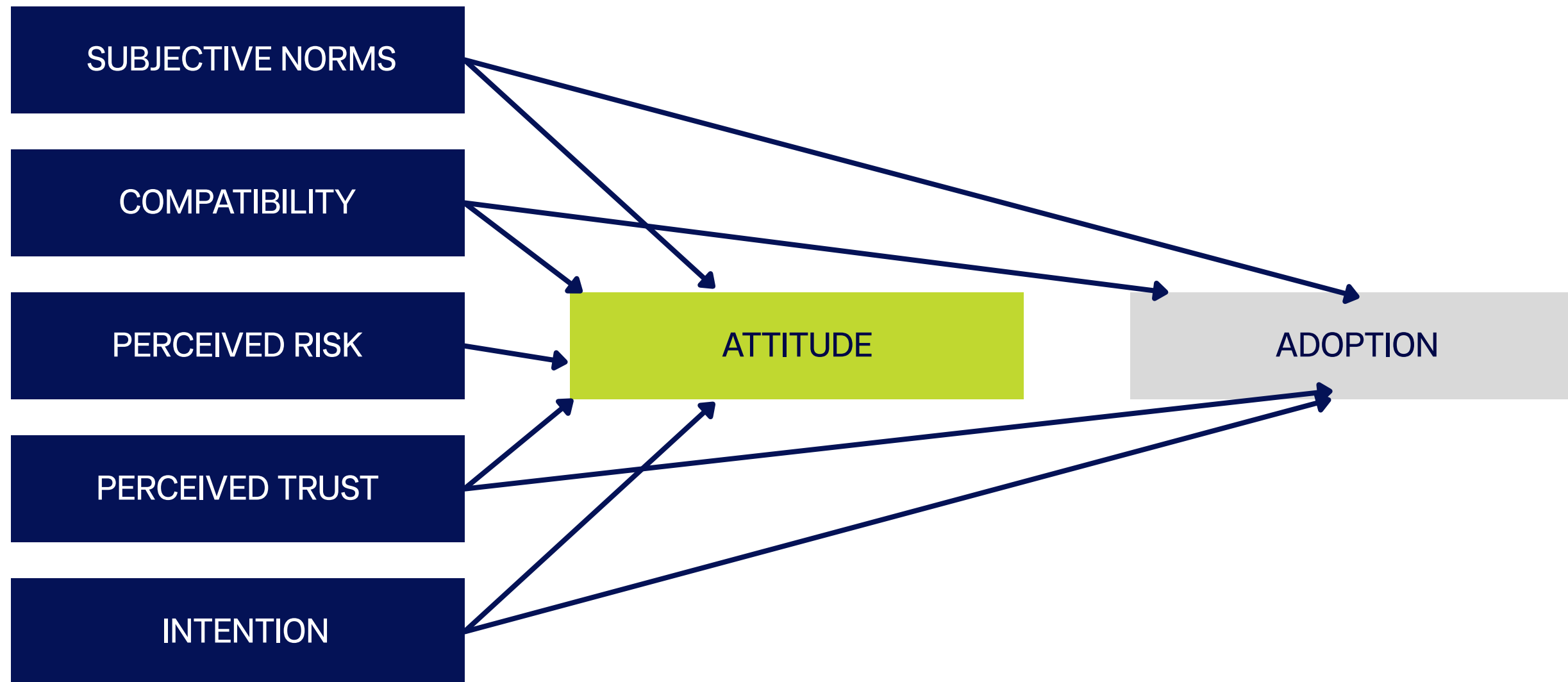
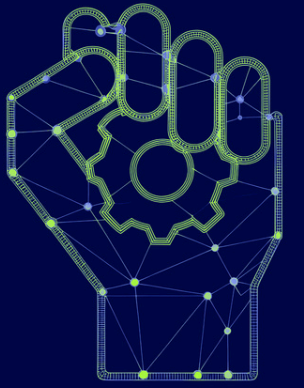
Leenshya Gunnoo^{a,*}, Ushad A. Subadar^b, Sheereen Fauzel^b

^a *University of Technology Mauritius, Mauritius*

^b *University of Mauritius, Mauritius*

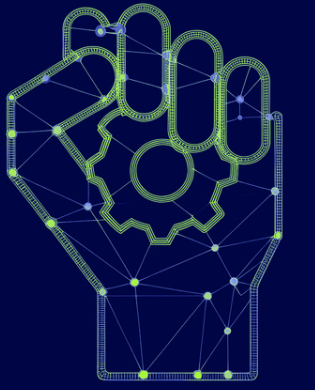


TEST OF A VARIATION OF THE UTAUT MODEL



Except for Risk and Trust, the model worked.

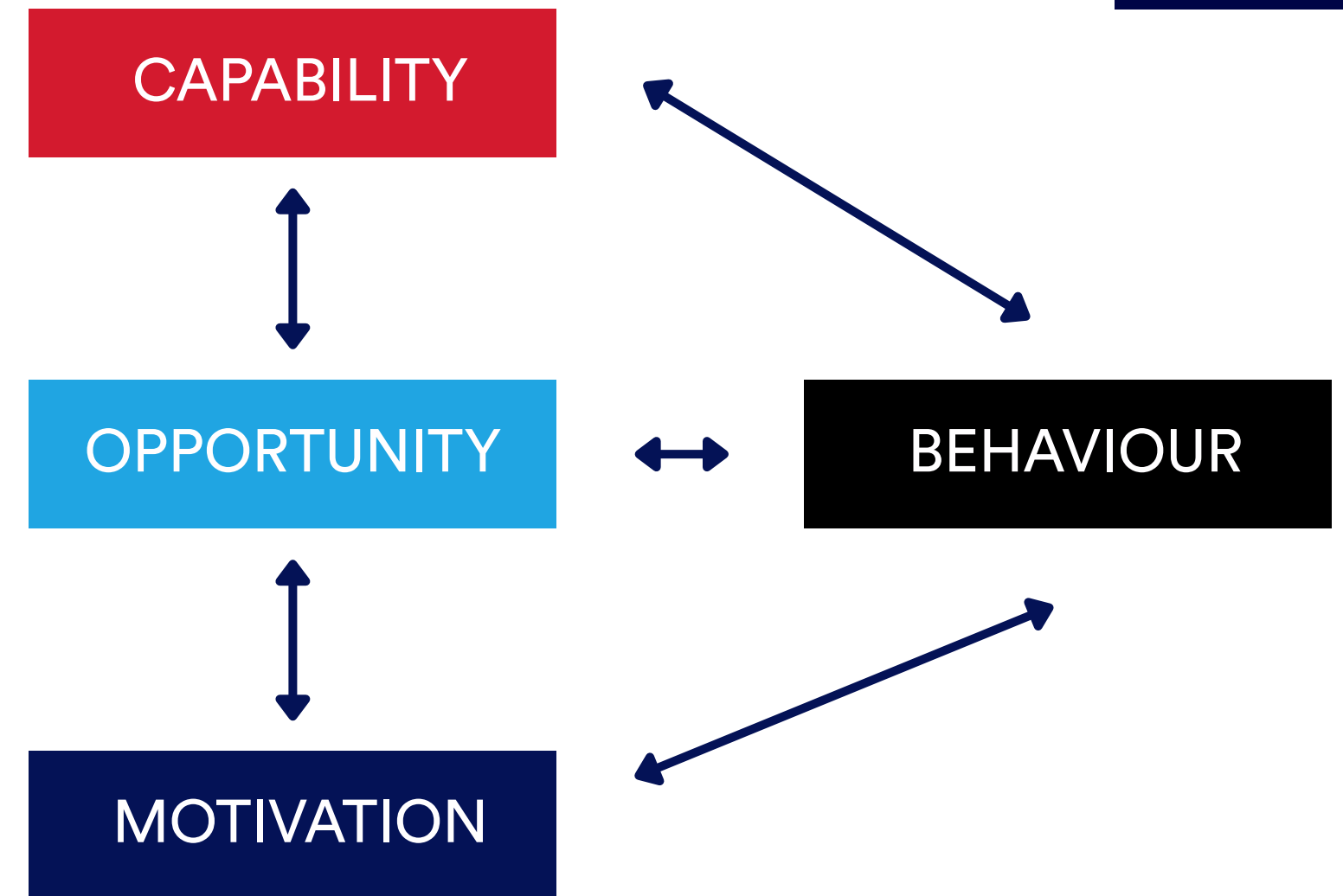
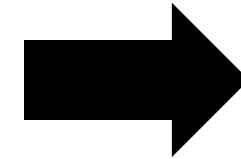
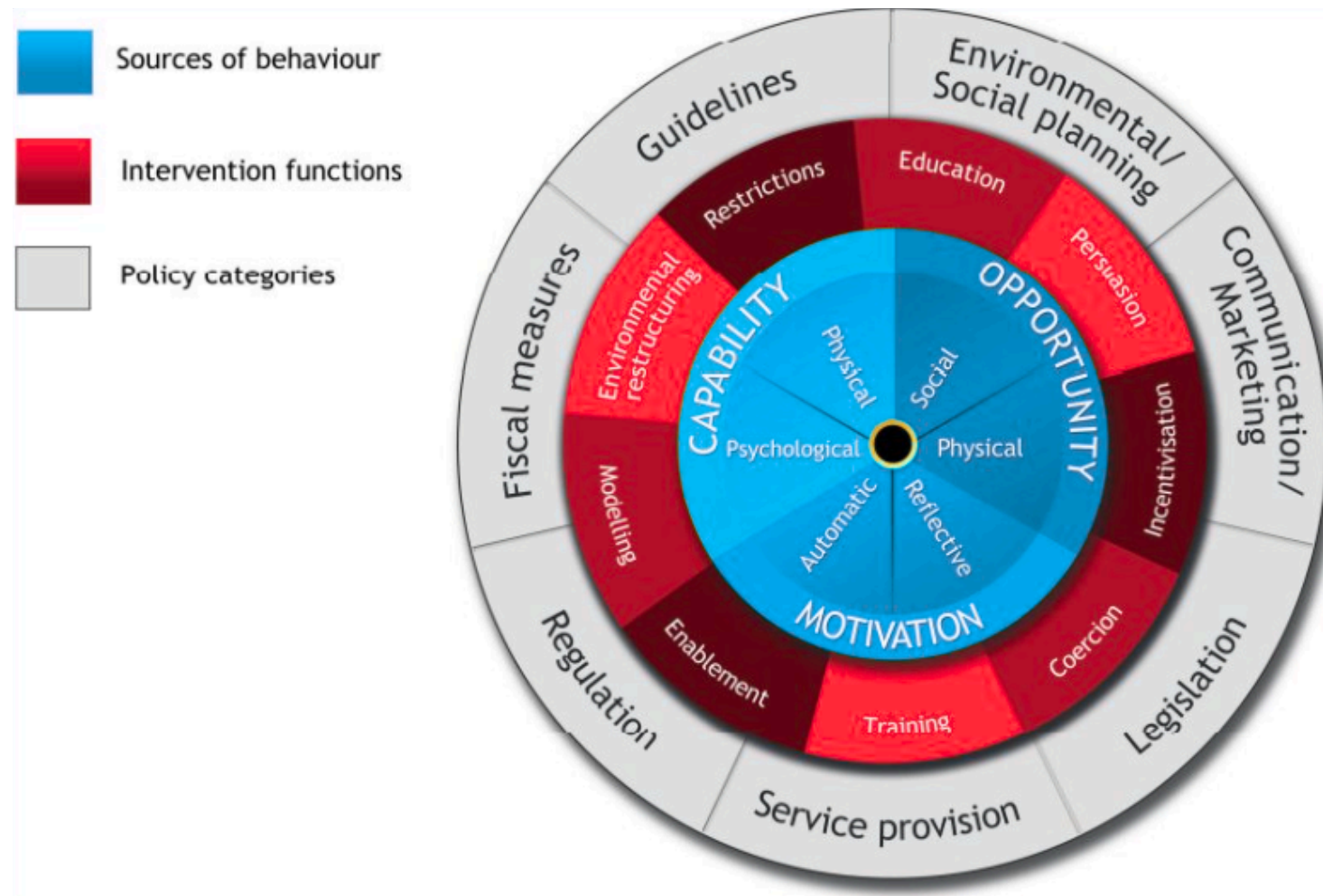




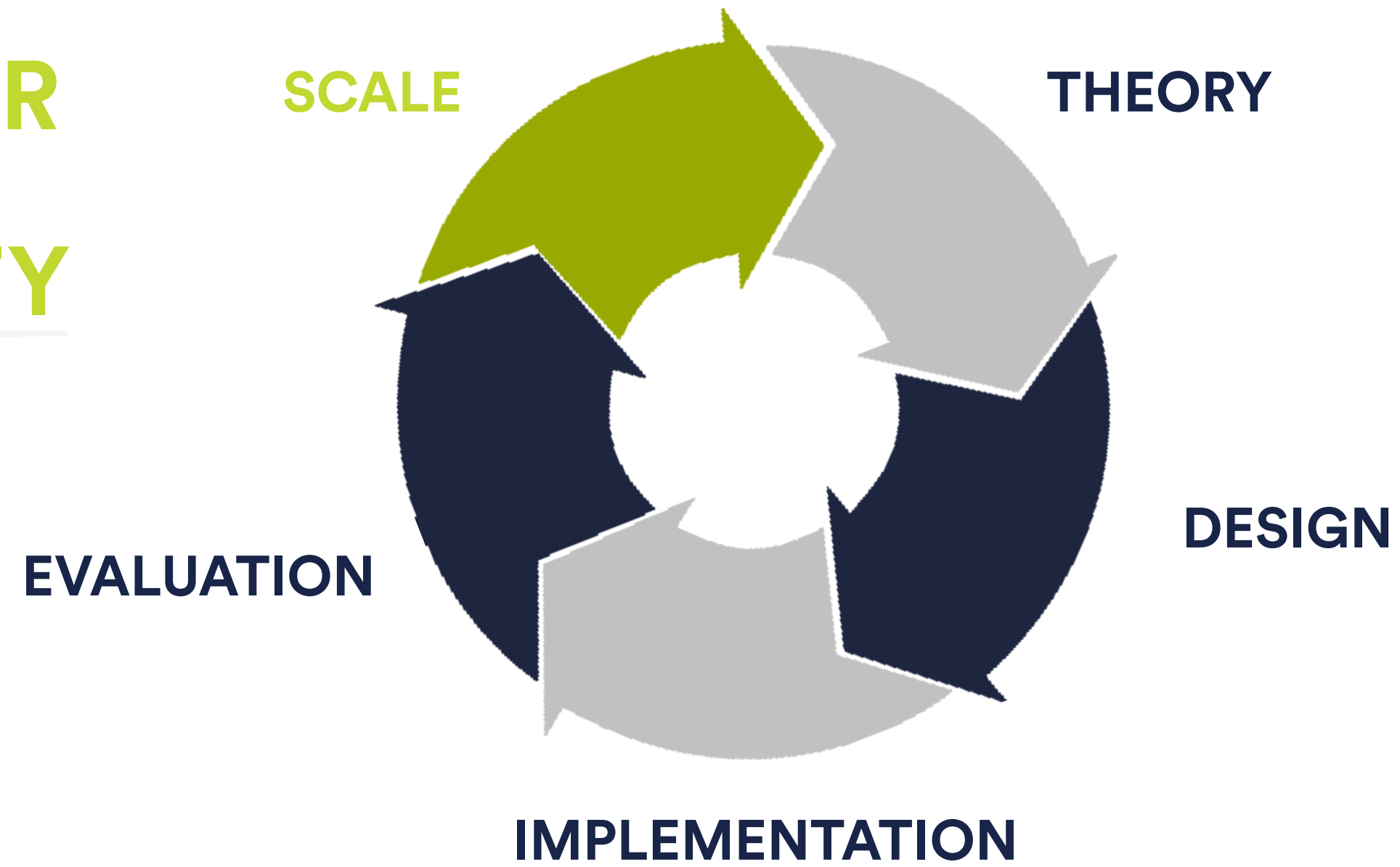
THE COM-B



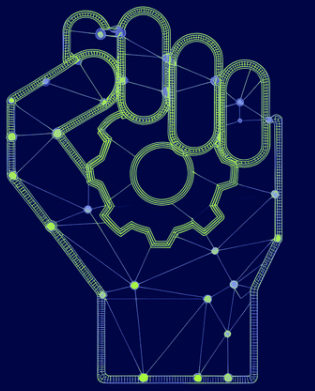
THEORY: COM-B



DESIGNING FOR BEHAVIOUR CHANGE AND SUSTAINABILITY



ACTIVITY



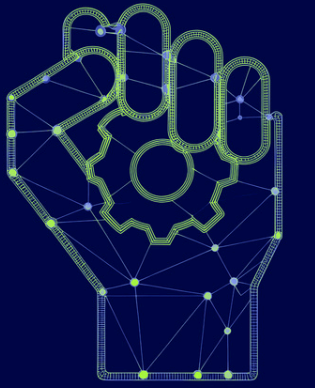
Lets play the theory sorting game



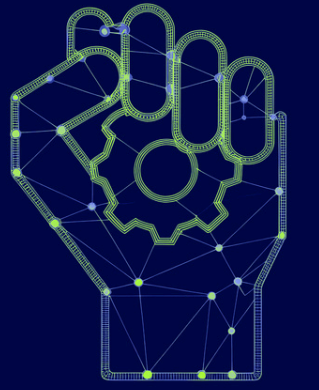
CASE EXAMPLE

E-WASTE

Example of a previous project that used COM-B model.



THE PROBLEM:

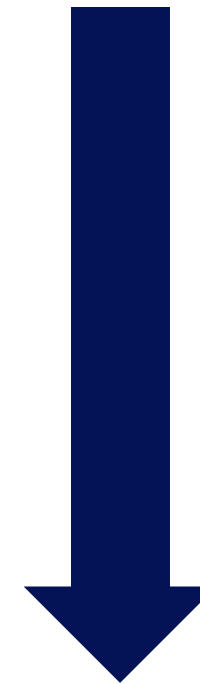
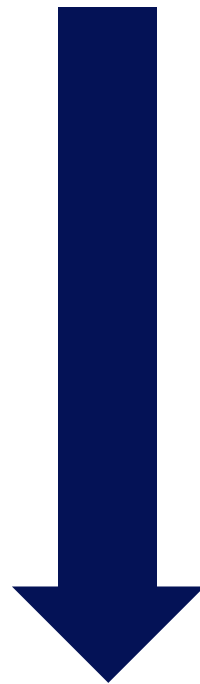


80%

of E-waste X formally treated

62 Mt 2022

74 Mt by 2030

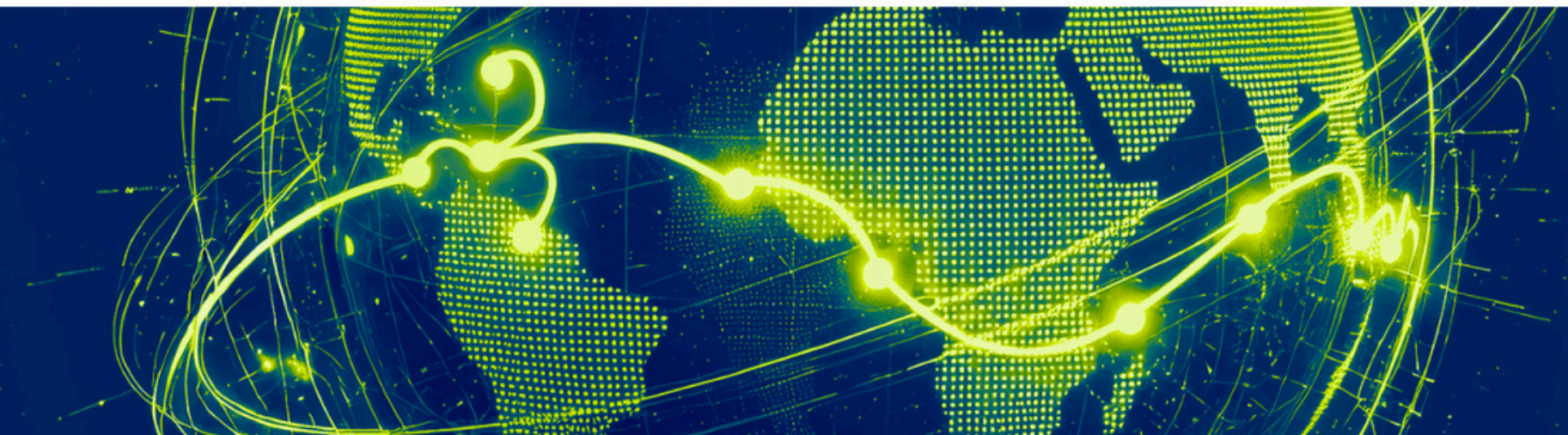


US\$91 billion

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7.8 kg

per capita (Global)



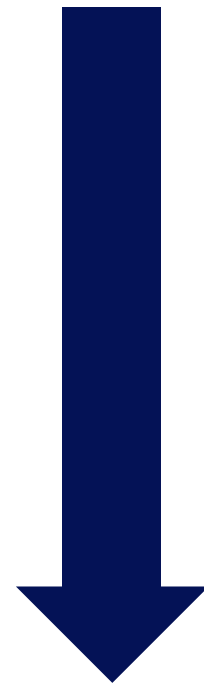
THE PROBLEM:

80%

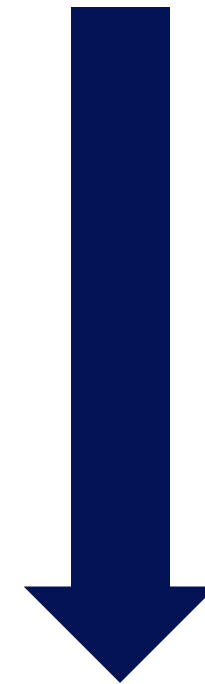
of E-waste X formally treated

62 Mt 2022

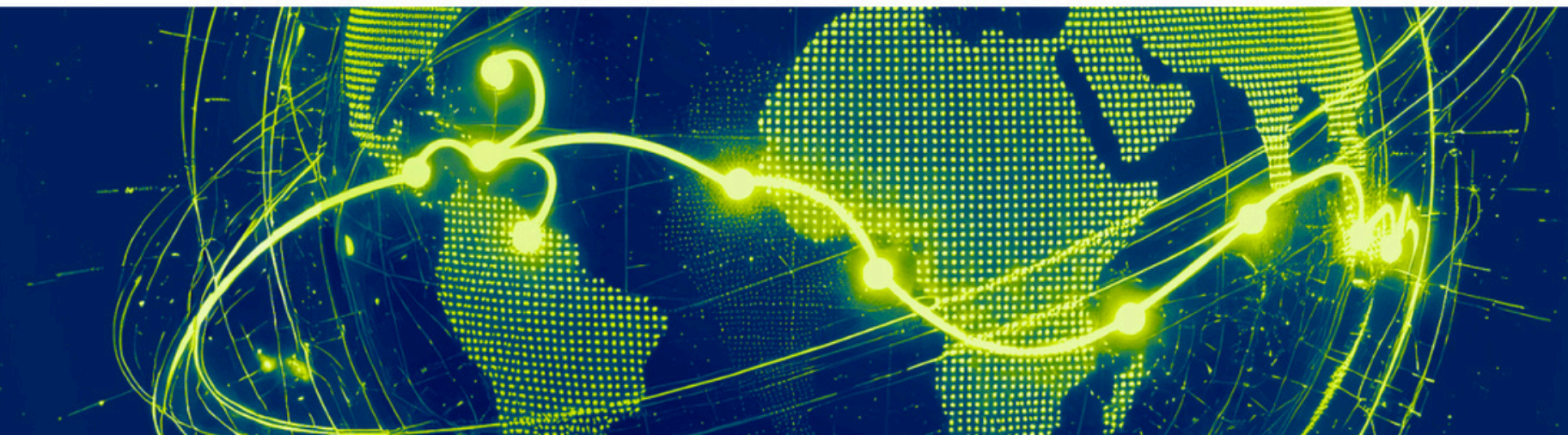
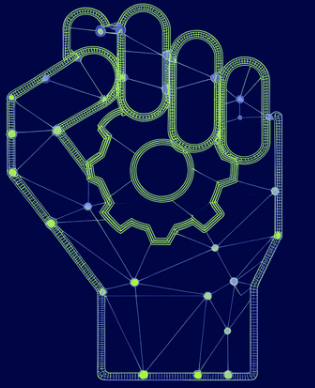
74 Mt by 2030



US\$91 billion



\$\$\$\$



TOP 12 PRIORITIES



Ethical Approval:
Reference# 2022/078



CASE EXAMPLE

- Batteries cause fires
- Never bin your batteries
- Give batteries a new life
- Get rid of leaky batteries
- Keep our drivers safe
- 40+ drop off locations available on the Sunshine Coast

Get rid of batteries before they leak!

40+ FREE
SUNSHINE COAST
DROP OFF POINTS

Find one here

RECYCLE
mate

sunshinecoast.qld.gov.au

Sunshine Coast
COUNCIL

Keep drive

Never bin your batteries

Find your drop off point at

RecycleMate

Batteries cause fires.

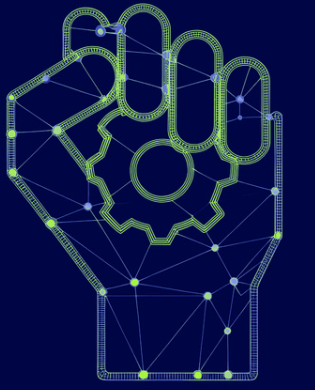
40+ FREE
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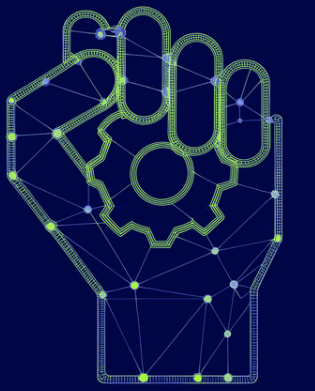
CASE EXAMPLE



COM-B ACTIVITY



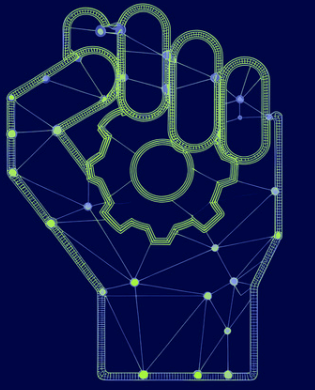
KEY MESSAGES



All three components must be addressed for lasting change

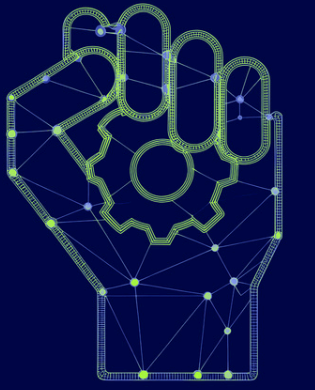


KEY MESSAGES



Theory helps identify what to measure and where to intervene





QUESTIONS?

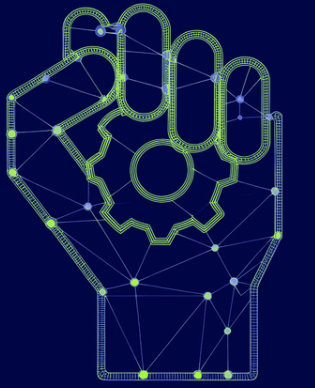


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