

<https://doi.org/10.23913/ricsh.v9i18.237>

Artículos Científicos

Categorización cualitativa para diseñar marketing semiótico estratégico en consumo sustentable: storytelling y universitarios

Qualitative categorization for the design of strategic semiotic marketing in sustainable consumption: storytelling and university consumption

Categorização qualitativa para projetar marketing semiótico estratégico no consumo sustentável: contação de histórias e estudantes universitários

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Resumen

Los diversos esfuerzos por detener el daño ambiental en el mundo deben ir más allá de hacer conciencia y enfocarse a desarrollar contenido comunicativo que genere acciones y cambios conductuales de los individuos. En este trabajo la comunidad conformada por universitarios fue utilizada para identificar categorías de análisis cualitativas aplicables en el desarrollo de estrategias que impulsen acciones que favorezcan el consumo sustentable. El objetivo fue definir el tipo de estrategias que pudieran significar empatía y por ende, efectividad para el envío de mensajes que conlleven el actuar a favor del medio ambiente. Se recurrió a la fenomenología, al pragmatismo, al interaccionismo simbólico y al *marketing*



semiótico utilizando como base metodológica entrevistas en profundidad realizadas a sujetos en etapa universitaria. Los diferentes códigos que emanaron para dar lugar a los contenidos efectivos en vías de acciones sustentables, fueron conciencia, conductas, interacciones sociales, impacto, persuasión, selectividad, satisfacción de necesidades y convivencia. Con base en ello se propuso desarrollar historias que narraran mensajes a través de diferentes piezas de *storytelling* como una opción viable ante el tipo de contenido comunicativo empático con la comunidad de consumo elegida, y la urgencia de respuesta que se requiere por parte de los individuos. Se concluyó que las técnicas de alto impacto logran persuadir al público receptor hacia tomar elecciones de acción a favor de satisfacer sus necesidades sin poner en riesgo la integridad de terceros ni futuras generaciones.

Palabras clave: universitarios, categorías cualitativas, comportamiento del consumidor, símbolos, impacto ambiental.

Abstract

The various efforts to stop environmental damage in the world must go beyond raising awareness and focusing on developing communicative content that generates actions and behavioral changes for individuals. In this work, the community made up of university students was used to identify qualitative analysis categories applicable in the development of strategies that promote actions that favor sustainable consumption. The objective was to define the type of strategies that could mean empathy and, therefore, effectiveness for sending messages that involve acting in favor of the environment. Phenomenology, pragmatism, symbolic interactionism and semiotic marketing were resorted to using in-depth interviews with subjects at the university stage as a methodological basis. The different codes that emanated to give rise to effective content in the process of sustainable actions were awareness, behavior, social interactions, impact, persuasion, selectivity, satisfaction of needs and coexistence. Based on this, it was proposed to develop stories that narrated messages through different pieces of *storytelling* as a viable option before the type of communicative content empathetic with the chosen consumer community, and the urgency of response required by individuals. It was concluded that high impact techniques succeed in persuading the receiving public to make action choices in favor of satisfying their needs without putting at risk the integrity of third parties or future generations.



Keywords: university students, qualitative categories, consumer behavior, symbols, marketing, environmental impact.

Resumo

Os diversos esforços para conter os danos ambientais no mundo devem ir além da conscientização e focar no desenvolvimento de conteúdos comunicativos que gerem ações e mudanças de comportamento nos indivíduos. Neste trabalho, a comunidade formada por estudantes universitários foi utilizada para identificar categorias de análise qualitativa aplicáveis no desenvolvimento de estratégias que promovam ações que favoreçam o consumo sustentável. O objetivo foi definir o tipo de estratégias que poderiam significar empatia e, portanto, eficácia no envio de mensagens que envolvam atuar em prol do meio ambiente. Foram utilizados fenomenologia, pragmatismo, interacionismo simbólico e marketing semiótico, tendo como base metodológica entrevistas em profundidade com sujeitos em estágio universitário. Os diferentes códigos que emanaram para dar origem a conteúdos efetivos em formas de ações sustentáveis, foram consciência, comportamentos, interações sociais, impacto, persuasão, seletividade, satisfação de necessidades e convivência. A partir disso, propôs-se desenvolver histórias que narrem mensagens por meio de diferentes narrativas como uma opção viável diante do tipo de conteúdo comunicativo empático com a comunidade de consumidores escolhida e da urgência de resposta que é exigida dos indivíduos. Concluiu-se que as técnicas de alto impacto conseguem persuadir o público receptor a fazer escolhas de ações em prol da satisfação de suas necessidades, sem colocar em risco a integridade de terceiros ou das gerações futuras.

Palavras-chave: estudantes universitários, categorias qualitativas, comportamento do consumidor, símbolos, impacto ambiental.

Fecha Recepción: Septiembre 2019

Fecha Aceptación: Julio 2020



Introduction

The study of consumer behavior has been associated with different theories and scientific contributions such as those of Sha, May and Londerville (2007) or Ajzen and Fishbein (1980) as well as Rodríguez and Rabadán (2015), who between analyzing attitudes, behaviors, factors psychological, personal, social and market, delve into the way in which a process aimed at research can be built for the implementation of strategies based on methods capable of being applied in different contexts of similar consumer communities.

Paris (2015), Mickelsson (2017) and González (2016) ensure that the graphic and formal elements are decisive when permeating and making the purchase decision, being at this point where marketing is interrelated with semiotics when designing messages directed towards changes in behavior between individuals with certain similarities and related environments. On this occasion, the study points to Mexican university students from public institutions in Mexico. For this, previous studies were taken within the Benemérita Universidad Autónoma de Puebla (BUAP) and as a sample at the Faculty of Communication Sciences (FCCom), to establish a methodology that promotes sustainable consumption among its members.

Thus, studies related to the behavior of individuals and their thematic relationship with the environment have been addressed for several decades (Schiffman and Kanuk, 2005). Sustainable consumption reviews, analyzes and proposes different approaches related to the way in which communities decide to consume, what they consume and the way they do it (Giddens, 2014), which is why semiotic marketing establishes strategies to promote the consumption of goods without damaging the environment, using different symbolic elements recognizable by individuals (Alonso, 2008). That is, to form procedures that form methodologies to establish the stages that impact on conscious consumption (Saldívar, et al, 2002). Here a qualitative categorization is proposed through an in-depth interview guide designed based on the literature review applied to a member of each of the sectors of the BUAP university community that allows defining the structure of a storytelling as a strategy towards sustainable consumption.

Metohd

Consumption and sustainability

The selfishness of women and men has no measure. Bur (2013) refers to sustainable development as activities that do not deteriorate the elements that make it possible, conserve the environment and favor people's well-being, translate into economic growth that promotes social equity and establishes a non-destructive relationship with nature. Given this, Löbler (2017) adds that the human being suffers from an extreme anthropocentrism being urgent not only that he understands, but that he admits to carry out actions that favor the quality of life for future generations, and therefore nature can surely survive without humans, but they will not be able to do it without nature (Löbler, 2017). Different efforts have been made to influence consumption behavior and its relationship with holistic well-being, without a favorable result. Even Löbler (2017) refers to the need to establish a marketing relationship between nature and human beings. González (2016) for his part, delves into the need to implement market tools that promote practices towards sustainable consumption.

The question is to know the way in which a strategy can represent the reason why the messages constructed in favor of a change in behavior work. González (2016) emphasizes that mechanisms should be proposed to “support the achievement of sustainable development goals on food waste” (p. 185).

It must be considered that production today is more than series and the generation of products increasingly serves fragments of audiences willing to spend not only their money, but their lives for the convenience and promptness of consumption. (González, 2016).

Behavior of the university consumer community

As previously reviewed, the habits of university consumers affect the environment, therefore, an effort should be made to understand the reasons for the behavior of these consumer communities, as well as the factors and elements that can support the purchase decision and generate actions to affect the environment as little as possible.

In 2013, a study was carried out within the Benemérita Universidad Autónoma de Puebla (BUAP) where a severe problem of consumption and disposal of Styrofoam was identified where individuals acted in an unconscious manner. The objective was to distinguish the behavior of the university community regarding the use, consumption and disposal of waste. This study was supported by a project that emerged in 2007 within the



Faculty of Communication Sciences and developed through the Communication and Society Academic Body. Under the name University and Environment Megaproject (UMA), it was possible to identify both the perception that the community had about caring for the environment, as well as defining the elements that should be applied to generate proposals and influence the behavior of university students regarding this topic. .

The information obtained showed not only the lack of awareness of the acts of use, consumption and disposal of the Styrofoam, but also what they discarded and the way they did it. Through direct observation within the faculties of the University City of BUAP, it was distinguished, on the one hand, the lack of identity in the design of the messages aimed at the purpose of guiding and informing on the subject, and on the other, the absence of habits about the materials in which food is consumed. Given this, it became clear the need to identify the factors that influence consumer behavior, as well as the impact of each of them on that decision-making (González, 2016), since it seems that it is not one of your priorities.

Thus, in 2013 the problem addressed by UMA was monitored and the line of styrofoam consumption was taken in the University City of BUAP. It was identified that food was consumed in disposable containers that generated more than 270,000 pieces of Styrofoam per week. This coupled with the huge amounts of PET, plastic, aluminum, cardboard, paper, electronic waste and toxic products emanating from the Institution's laboratories. A red light of integral contamination in a community educated in values of social responsibility and respect for its environment.

Theoretical-strategic position towards social behavior: categories and codes of analysis on the problem

To delve into the present topic, a digital search was made based on the categories sustainable consumption and semiotic marketing. Among the generalities found are those mentioned by Fernández (2018, who takes up Ajzen and Fishbein, 1980) who associates the theory of reasoned action with the analysis of attitude and behavior on said behavior. This author highlights that the choice of individuals attends to psychological, personal, social and market factors with which they sympathize. Su and Chang (2018) mention the importance of visual elements, whether graphic or created in consumer references, and argue that texts of this type promote brand loyalty in segmented markets.



Along the same lines, the issue of local and global meanings in consumers has been addressed, dividing them into three types of consumer dimension: subculture, neotribe and brand community, thanks to a semiotic analysis of the content of messages sent through digital media (Rodríguez and Rabadán, 2015). From this, the importance of considering consumption communities based not only on a dimension that characterizes the audiences (Rodríguez and Rabadán, 2015) but also on communities that have a multiple dimension in the way they perceive meanings and hence, they act on it.

Studies focused on consumer sensory perception have used insights or selfies, as possible destabilizers of consumer perception when choosing a brand (Rokka and Canniford, 2016). This technique has been widely considered in the study of semiotic marketing (Presi, Maehle and Kleppe, 2016) defining insights as rich visual and auditory texts that are studied from four types of analysis: descriptive, response, formal and thematic. politextual that are decoded by the three types of consumer dimensions.

Barrio, (2017) associates insights with categories such as attitude and behavior, which, related to audiovisual elements, define the different types of consumers based on the way they generate the interpretation of meanings. Other authors highlight the use of another diversity of methodologies in semiotic marketing (Henninger, Alevizou and Oates, 2016) mainly when it comes to studying sustainable consumption through new methodologies, where consumers associate certain aspects of value in meanings with those that are found during the consumption process.

Other investigations have addressed the study of symbols and meanings, emphasizing the role of design in the construction of messages (Gurrieri, Govan and Cherrier, 2016) and its use in interpretation, persuasion and preference towards a product (Le Roux, Thébault, Roy and Bobrie, 2016). Maddock and Colina (2016) addressed the importance of products with the way they are advertised through an analysis of visual images and auditory references related to food. Martin and Väistö (2016) recommend that it is necessary to use more consumption theory to understand the link between hedonic, aesthetic and cognitive-rational aspects of sustainable consumption since socio-semiotic reading is a resource that favors consumer confidence towards the changes in their actions, this through semantic structures that present empathic stories to their perceptions (Cid, 2002).

Sustainable strategic marketing: storytelling and its qualitative categorization

After carrying out the review of texts and cases related to the topic, the purpose is to establish the parameters for the content that should form the strategy that persuades towards sustainable consumption. Also identify the symbolic elements that should make up that strategy. And finally, to establish the evaluation parameters of the strategy chosen for a consumer community within a public university in Mexico.

For this, the interest was raised on defining the significant symbolic elements that should be included in a semiotic marketing strategy to promote sustainable consumption among the population of university communities. This includes the category codes that are: type of audiences, objectives, tactics and strategies. Assertions within what is stated in the semiotic marketing category are retaken to establish that the messages must attend a certain time of reflection and pregnancy to permeate the consumer's mind. Also, the content of the message should cover issues in which experiences are manifested, such as storytelling where empathic cases are shown with the public of the Faculty.

This is possible by choosing strategies that promote importance in issues such as social relevance, the promotion of values-based behaviors and a look towards the search for solutions to these problems. This situation has led to questioning the ways in which information on awareness of sustainability, consumption and possible behavior change is being made available, forcing us to review the options for greater innovation in conscious communication on these issues.

In this way, the proposal seems to tend towards making this approach from symbolic, cultural and archetypal codes, in fact, there are several studies that appeal to the need to work on semiotic approaches to understand marketing and its relationship with different marketing variables. Mickelsson (2017) addresses the link between diverse topics such as sustainability and semiotic marketing in consumer communities (Rodríguez and Rabadán, 2015), such as that of young university students. The construction of narratives based on strategic semiotic marketing on products related to sustainable consumption requires a space in the research that allows associating the actors with consumption and finding the way in which semiotics coincide with the commercial sphere of the marketing image. . This, from consumption, must imply strategic behaviors favorable to the environment and social impact (Raghda, 2013).



Thus, in the arduous task of sensitizing and raising awareness in organizations (Peterson and Lunden, 2016), it is necessary to base the steps to follow to build proposals that apply symbolic construction and the association of empathic symbols with the conscious consumption of food-friendly products. environment. That is, redesign methods that promote sustainable consumption practices. Given this, the strategy called storytelling is proposed, a story made in such a way that it generates empathy with the receiver by internalizing, understanding and creating meanings (Salmón, 2008) thanks to the references they have of certain situations, with which they feel identified and therefore, it is more feasible to persuade them towards a change in their behavior. This is a semiotic marketing innovation towards the promotion of socially favorable practices with the environment.

Salmón (2008) refers that storytelling establishes emotional links with consumers due to the symbolic relationship they manifest. It is a qualitative research tool to describe personal moments, situations with details that contribute elements in the elaboration of messages loaded with defined intentionality on the part of the issuers. It should be considered that, like any tool of this qualitative nature, it is subject to the interpretive understanding of the human experience (Durán, 2012).

The approach of this tool is not only research, but also strategic, allows to identify meanings emanating from the informants themselves. The application of storytelling is thus a transfer of knowledge from the researcher to the reader that achieves the creation of empathic stories for the adoption of favorable behaviors towards sustainable consumption (Stake, 2005).

The categories used for this qualitative research were phenomenology, pragmatism and symbolic interactionism, all of them from a social perspective that would allow inquiring from the information provided by each individual interviewed, categories that will support the construction of an effective, empathic, functional strategy , purposeful, and feasible. For the construction of this strategy, some statements about semiotic marketing and sustainable consumption were considered, for finally, a dimension of the sustainable consumption category, which is more descriptive and finds specific behaviors, this is that of sustainable actions.

The profile of the interviewees was of representation of sectors within the FCCom, that is, an academic, a non-academic and a student. The question guide for in-depth interviews that was applied to them gave rise to the storytelling strategy as a promotion option towards

sustainable consumption. In this way they will be understood as follows: A1 is Administrative, E1 is Student, and D1 is Teacher.

Thus, the interview revolved around the issue of the relationship of the behavior of university members, where semiotic marketing is a method to achieve the purpose of a change towards sustainable consumption. 31 questions were used. The axes of the interviews based on the categories are shown in Table 1.

Tabla 1. Guía de Entrevista en Profundidad

Categoría: Fenomenología.- Relación de acciones, sociedad, e individuos
Categoría: Pragmatismo.- Interpretación de su realidad
Categoría: Interaccionismo simbólico.-Consenso y significados
Categoría: Consumo sustentable (Actitudes hacia el consumo y sustentabilidad)
Categoría: Marketing semiótico (Mensajes sobre consumo sustentable)
Categoría: Acciones sustentables (elementos para establecer estrategias)

Fuente: Elaboración propia, 2018.

The findings emanating from the application of this qualitative instrument are detailed below through an extract of the analysis and interpretation of the results found in the application of the in-depth interviews. During the writing, the verbatim quotes of what was narrated by the individuals are distinguished, as well as the intersection with the theoretical construct. In this way, the theoretical outline that supports the analysis and the importance of the relationship between the categories is described.

Results

Interpretation of qualitative research results

Each of the interviews took place within university facilities. The issues were addressed as the subjects manifested them in their responses. For this reason, although all the categories were addressed, they were resolved indistinctly in order to provoke a freer narration by the interviewees. The results emanating from the phenomenology category show three manifestations of intentional consciousness that are explained below in Table 2

:

Tabla 2. Manifestaciones de la conciencia intencional

Intencionalidad (propósito) = intencional = vivencia intencional (enmarcada en un tiempo y espacio)		
Conciencia actual	Identificar el problema (consumo de productos dañinos)	Vivencias Experiencias Fenómenos
Conciencia potencial	El sujeto define productos “dañinos”. Factores que preceden a la decisión elegida	
Conciencia atencional	El sujeto normaliza y le parece cotidiano y actual la conducta. Se establecen motivos por los que sucede algo.	

Fuente: Elaboración propia, 2018. Basada en Martínez, 1996 y Osorio, 1998.

The results emanating from the category of phenomenology show three manifestations of intentional consciousness (Martínez, 1996): current, potential and attentional consciousness, recognizing that experiences or phenomena are what make up the types of consciousness (Osorio, 1998).

Intentionality is the most important characteristic of intentional awareness (Husserl, 1998) and the manifestation of experiences are manifested in the information collected from experiences (Berger and Luckmann, 2005). The findings are defined below through the codes of the phenomenology category:

- a) *Current awareness* El mentions “what we students do is buy inside the university and we do not demand or do not say then do not serve me in the Styrofoam or I am not going to use the straw, the straw as they call it or the cutlery like that, not because neither do we, because we bring our cutlery or our lunch ”.
- b) *Potential consciousness* is the background of the experience of the facts, for example, El states that “More than anything styrofoam, styrofoam ... well, in general it is used in the university and it seems to me that everywhere for all food, drinks, even cutlery that are made of plastic and thus, they are not, although they say that if some factories or companies are not reusable at all, in the same way the bottles are not, anyway, some companies then if they are dedicated to that ... ”
- c) *Attentional awareness*, which is when awareness attends to a fact adapting it to the current moment. Given this, El says “We don't do it either, maas, so if it is bought in the cafeteria it will always be disposable, disposable and disposable; So I think that on our part, no, we don't demand anything, let's say that we are little, a little disinterested in that part ”.

The interviewees refer to a phenomenon constantly and with an awareness of all three types. The phenomenon refers to the use of Styrofoam containers, mainly plates, glasses, cutlery, in the understanding that consciousness is the experiences, phenomenological consciousness is the intentional experience framed in a time (Mead, 1972).

In an intentional awareness in which the current awareness is marked, the interviewees are aware that they identify the phenomenon of unsustainable consumption of Styrofoam containers, as well as the damage it causes, in a sample of potential awareness and attentional awareness when referring to the fact in a daily and current way (Martínez, 1996). Therefore, the community is aware of its actions, but there is confusion in the actions and the way they proceed, since apparently the norms that are established do not support the continuity of said behaviors.

In the results of qualitative research, the category of pragmatism shows that individuals behave from two types of behaviors, open behavior and covert behavior. The open behavior of students, which involves signs and symbols that are related to physical and social objects, as referred to by pragmatism (Hans, 1998). This interaction between objects and symbols make them behave in one way or another. Two behaviors that pragmatism contemplates were manifested: open behavior and covert behavior. With these they interpret reality or their social representations. In addition, the interviewed subjects use symbols and signs to express what they interpret from their reality and the actions they carry out as open behavior (Charon, 2007). In this way, university students assume that they consume materials that they should not manifest an open behavior and justify themselves through symbolisms related to the idea of "it is what they are offered". Here are findings from the corresponding codes:

- a) Open behavior corresponds to individual behavior about what objects represent to a person (Charon, 2007; Mead, 1972). As E1 mentions "... what we students do is buy inside the university and we do not demand or do not say then do not serve me in the Styrofoam or I am not going to use the straw, the straw as they call it or the cutlery like that, not because neither are we Well, we bring our cutlery or our "lunch"
- b) Covert behavior is that which people collectively manifest when stimulated by the symbols that objects represent to them (Charon, 2007; Mead, 1972) creating statements such as the following, E1: "... even if they say that if some factories or

companies are not reusable at all, in the same way the bottles, as well, some companies can, because if they dedicate themselves to that ... "

In this way, it has been possible to identify the way in which individuals recognize their acts and their ways of behaving, but also locate the stimuli that lead them to those behaviors. In a pragmatic sense and as Hans (1998) refers, the interviewees remember what interests them, what is useful to them, and everything in relation to the way in which they connect everything with the world and with their experiences.

In relation to the category on symbolic interactionism, the research carried out revealed the composition shown in Table 3:

Tabla 3. Categorización del interaccionismo simbólico

Categoría	Sub-categoría	Código
Interaccionismo simbólico	Comportamiento	Interacción social Hipertextualidad y múltiples modalidades semióticas
	Campo semántico	Acciones sociales Combinación de análisis orientado textualmente con un análisis de las imágenes visuales

Fuente: Elaboración propia, 2018. Basada en Blumer, 1969 y Rose, 1962

Table 2 shows that members of the university community interact with symbols that are empathetic to them. The foregoing, both with regard to consumption through behaviors and semantic fields, as well as with regard to social interaction and social actions (Littlejohn and Foss, 2011) either by consensus or by socialization. The codes found are shown in this emptying:

- a) Social interaction is perceived in university students, when they refer to the messages that should be used in relation to consumption and the way they do them, with expressions such as E1: "I think that activities, recreational activities, forums, no I can tell you which videos, bone bone like videos or images that tell us that this is wrong and that ... and that it should not be done and that we avoid disposable eel ooo Styrofoam ... ok we see it but it really does not invite us directly just stop doing it ... "
- b) Social actions, on the other hand, are shown with the adaptation that is generated based on the interpretation that university students make of reality and the

environment, (Blumer, 1969) then reflect and choose about the different ways of acting (Rose, 1962). This is shown in A1's statement: Well, I imagine campaigns, only, campaigns that, well, now yes, some are being watched, right? "Hey, you didn't throw the garbage out well" "hey, take it out and put it in the bin", just like that, because, well, no, they come and throw it away and they don't notice which bin they put it in. " This expression also shows what D1 said: "the same graduates, the same students and of course the research professors make their materials and be consumed by the same public, mainly the internal and later by the external".

The public of the university community, students, administrators and teachers, showed that social interaction is a permanent and uninterrupted act as Mead (1972) refers to it, conformed by the interpretation of a set of non-isolated symbols, full of recognizable burden by a community (Blumer, 1969) that generates semantic fields to establish communication. In fact, community members, specifically teachers, refer to sustainability as a strategy for the interaction of symbols.

Regarding the perception that give rise to a semantic field, the following is quoted from subject E1: Well, it could be the purchase of... these products... aha, the purchase of these same products... but when saying consumption... it comes to mind more, better that it is macro not just a small portion... of the product when I say consumption... I imagine something gigantic, something big... then I think that would be a graphic representation... I think that would be... "also... Aha well if buying related things to the product that you ... that are friendly with the environment.

Regarding the category of sustainable consumption, the interviewees show the relationship with society, with the environment (Littlejohn and Foss, 2011), with consensus and interaction as an explanation of social interaction. They act by consensus and refer to the importance of generating strategies where they can identify elements related to sustainable consumption through symbols and signs (Mead, 1972) that are empathetic and invite actions; that is, that they are semantic fields recognizable as environmentally friendly. They also argue that the different types of audiences are considered when trying to influence the behavior of the consumer community.

The results of the research determined four dimensions related to sustainable consumption that are shown in Table 4:



Tabla 4. Dimensiones del Consumo Sustentable

Categoría	Dimensiones
Consumo sustentable	<p>1. Dimensión socioeconómica-ecológica Acciones relacionadas con empleo, ingreso, ahorro de energía, ahorro de agua.</p> <p>2. Dimensión fases del consumo Acciones relacionadas con políticas públicas hacia el consumo sustentable.</p> <p>3. Dimensión áreas del consumo Acciones relacionadas con lo que se consume para satisfacer necesidades indispensables.</p> <p>4. Dimensión impacto Acciones relacionadas con consecuencias del consumo: alto impacto y bajo impacto.</p>

Fuente: Elaboración propia basada en Geiger et al., 2018, Alonso, 2011, Liu et al., 2015, Murphy, 2012, Heiskanen et al., 2014

However, the interviewees also state that D1, "... when there are four or five products of something, but there is no sustainable option or there is not one where there is no impact (emphasizes) towards ecology, towards the planet...", then what should be done?

The category of sustainable consumption, in its dimension on impact and from a pragmatic approach, attached to empiricism, emphasizes that it is necessary to delve into the impact and essence of sustainable consumption, including a significant overview of domestic actions (Geiger, Fischer and Schrader, 2017). The impact of actions can be low or high. The low impact, although it does not leave a significant ecological footprint, does shape habits or actions that could mean some benefit. Teachers also carry out some actions that can have a high impact. It is very interesting that they do identify that their individual actions make a difference and can have an impact at the macro level.

- a) The low impact, although it does not leave a significant ecological footprint, are individual actions that could mean some benefit, such as the one that A1, from the administrative sector says: "... Nutrioli (oil) and Cocoon, supposedly harm less to the body, and for that reason, then those two are the ones that I consume the most. The student sector also manifests itself in this regard, J, says that "... the use of these products that I just mentioned... use and reuse... the products that we do... we handle every day... always with an aaaa look, therefore friendly with the environment ... I think that would be ... ", he also added" ... at some point I could choose between one bottle and another because it was thinner then logically

if there is less mmm ... eee matter as such will take less time to degrade or disintegrate . They also offer some ideas that could be implemented such as E1 “I say in the same way interesting... And being immersed in the cafeterias; well they will do their part in not serving in this type of products that I see impossible is really a utopia I want to think ”. It seems that teachers also carry out some actions that can have a high impact as mentioned by D1 “... we must try to make the garbage go in blocks, everything made of cardboard, everything made of glass, in the situation of the tetrapack to have it well for separated, whether it is taken away by the garbage or by the people who make sie ... well that they carry out this collection ... "It is very interesting that they do identify that their individual acts make a difference, and can impact at a macro level, as A1 says" ... , separate the cans, what is made of aluminum, plastic, paper, this ... food waste ... "

- b) The high-impact one suggests involving actors capable of generating public policies that must be addressed by society and seeking to make a difference in altering the behavior of sustainable consumption (Perevochtchikova, 2013). In this regard, teacher D1 comments “... the corruption label in Mexico weighs a lot, the government would be in all its power to say good in five years or in a year the sale of this type of plastic is already prohibited, I am still focused on that The issue of the water bottle for water, however we know that with a certain amount of money the government says good, it continues to sell and we see where else we can make this part sustainable. And if I do give a lot of weight to the government in that situation, in them would be the example even the solution for this sustainable part and with that, people who consume excessively X or Y product would be avoided ”.

Another way of thinking about high impact, as stated by A1 who emphasizes “... the Environment is damaged, it is being damaged and well, now it is going to have, grandchildren, my grandchildren, they are going to have an Environment that it will no longer be there, it will no longer be healthy... ”. The academic sector concentrates on the fact that actions should be proposed to avoid more consumption. To this, the teacher D1 comments “... I remember that at some point the university produced its computers emm it was a good experiment... another question is that to produce a liter

of Coca Cola you need 20 liters of water, or to produce a computer or a laptop are required, they are a ton and a half of water that reaches the whole process. "

The research shows that in addition to being aware of their actions, the issue of environmental impact is something that they do have considered, and they also identify the effects that this implies. The three sectors seem to show interest in what happens when they take one or the other option, but they also recognize that they do not always do their part, and that there is a lack of motivation or incentives to collaborate in a more committed way.

In these areas there was a greater response because codes such as security, standard of living, preferences, employment, income, saving energy, water and other resources such as public policies, acquisition, use are related. and disposal or disposal of products or materials; also (Liu, Oosterveer and Spaargaren, 2015) with sustainability, domains or consumption preferences to satisfy different types of needs. In this sense, he once again highlights the use of materials that distinguish Styrofoam or plastic as harmful, referring to areas of consumption such as the cafeteria of the place where they study, or their own home. In the field of sustainability, they give great importance to saving some natural resources, but they also refer that strategies must be implemented (Perevochtchikova, 2013) to not only raise awareness, but also develop policies that promote actions for the benefit of the community. In this way, the four dimensions are approached, from a socioeconomic-ecological scope, of phases and areas of consumption, and from the impact, as referred to by Geiger, Fischer and Schrader. (2017).

For its part, marketing, which is an activity carried out in community, in society, and social facts constitute a collective conscience (Durkheim, 1998), is formed of values, behaviors, attitudes, customs, in order to select what better satisfy the needs, to manifest an individual conscience but that becomes collective and involves emotions, feelings, customs.

In this way, the construction of messages that persuade towards an awareness in consumption, the teacher D1 mentions that "... it has to be a clear message and at the same time it has to be a compact message. Already in this dynamic society ... the message has to be in a few seconds, because the retention of the public that in this case the target public I estimate is between about 18 to about 35, it is approximately 17 to 12 seconds where if it is not achieved that attention is lost, it is lost and then we would have to look there for another,



another way ... it has to be concise, there must be no distractors, I mean that the same message has to be the main thing ... and the image has to be a complement , do not win the image to the message. Eee? the words have to be very very this very punctual maybe include hard data. Um, look for a person or maybe two who are in that message where you can make the complement to look for a message, although it is difficult to do it for this type of audience (your gaze is at a lost point while you think about it). what are you going to say). Suddenly it would be necessary to segment messages into 18 to 25, then 25 to 35, 40 not to fall into words such as rudeness, perhaps to want to draw the attention of the public, which in this case 18 to 25 are already very wordy ... strong ooo hook words that come to deconcentrate, mainly are those, those points ... "

- a) Selectivity is an action that contains elements of symbolic interaction (Sandoval, 1996), where the consumer is aware of his choice before different alternatives (Perlo, 2006). The students mention E1 "... videos or images that tell us that this is wrong and that... and that it should not be done and that we avoid disposable styrofoam... ok we see it, but it really does not directly invite us to simply stop doing it ... "
- b) The satisfaction of needs is when it is consumed in a conscious way but with the clarity that it is to reduce something that is required (Mead, 1972). Teacher D1 says that "... we see consumption as something morning, afternoon and night talking about food, talking about clothes, talking about technology, it is a consumption that we do on a daily basis, yes, and even already on very specific where it seems that on this date you have to consume, you have to buy, you have to spend, you have to even sell ... "

The research shows that although different actions are perceived to be able to collaborate for the benefit of the environment, they also show that what the market offers is not the most appropriate in terms of influence, message construction, satisfaction of needs, and therefore , to the choice of materials that do not cause long-term problems. Therefore, they suggest doing more work in the sense of relating more entities for the benefit of the construction of proposals with a greater look towards sustainability.

The information that the interviewees refer addresses phases of a strategy that includes the codes, the public, the objectives, the tactics and the contents, where assertions are retaken within what is stated in the results of the semiotic marketing category. This is by applying



symbolic elements for the interaction of the message and empathy in the construction of them, where they insist that the time in which the message is displayed is fundamental, but also that the aforementioned must be identifiable as an experience, something that has happened to them. or that they know of someone to whom it has happened, and therefore, decide to change or feel invited to take other actions. The storytelling could show empathy with the different types of audiences of the Faculty.

Discussion

Based on a descriptive method, a bibliohemerographic review of cases that exist on the process followed in the proposals of strategies on sustainable consumption was made. The findings of the qualitative instrument confirmed that the context where the university communities are found is suitable for the application of proposals on sustainable consumption based on semiotic marketing through storytelling. The application of in-depth interviews to the sectors of the university community, allowed to obtain the necessary information to ensure the relevance of carrying out storytelling contents that promote proposals on sustainable consumption within this type of communities. It is considered that the basis of the structure of these contents should be based on the narration of empathic stories about sustainable actions and the way in which the phenomenon manifests itself in the daily practice of consumption, as well as the various ways in which it interacts with through meanings that have become symbols, capable of being shared to carry out behaviors that benefit the environment.

In the qualitative interpretation made on the different a priori categories, some emerging ones were manifested, such as the type of socio-economic sector and the academic level to which it belongs. The results indicate that members belonging to a social sector and a specific academic level perceive reality differently and interpret it differently due to these differences in education and socioeconomic level.

The interviewed teacher expressed a meaning about the sustainability associated with cultural consumption, it seems that sustainability related to consumption requires more information and positioning in the community. The administrative sector continually confuses actions of consumption, with actions of waste and use, which leads to associations of different semantic fields and, therefore, unsustainable actions in their behaviors. Another

element identified is that the administrators confuse the graphic representations with definitions of sustainable consumption, mentioning that sustainable consumption is what is reflected in some containers, to mention an example.

From the results in the various categories and dimensions, it is possible to locate the strategy to develop a storytelling on the way to a change in behavior towards sustainable consumption in university communities in Mexico. The language to be used, the type of characters to be represented, the place, time and space where the protagonists will be located and the findings related to sustainable actions, are fundamental elements to establish sketches and guides for the generation of necessary stories. to generate behavioral changes through storytelling.

The limitations of this study are associated with the resistance that manifests itself in behavior change. Although various attempts have been made to achieve this, that is precisely the problem they have faced. It seems simple to carry out, but human beings respond to a series of stimuli that, with repetition, become difficult to change. It is at this point where the different problems of acceptance of proposals related to the benefit of the environment are being presented.

On the other hand, strengths are associated with the interaction between philosophical, sociological, psychological, and methodological perspectives, based on the development of proposals that trigger innovative references and allow the public to identify new forms of participation and collaboration for the benefit of the community.

The areas of weakness identified in the study were mainly the heterogeneity of the public, which is why work has begun in public that broaden the profiles; as well as emerging categories not considered in the research, such as the lack of basic information on the concept of sustainability among the members of the analyzed community.

The other weakness is the youth of storytelling as a persuasion strategy towards changing social behaviors. However, this weakness is a great opportunity to promote its use and be decisive in solving problems of a social nature that allow the improvement of the methodology and its scope.

Conclusions

Given that the objective of the work was to define the type of strategies that could mean both empathy and effectiveness for sending messages and acting in favor of the environment, it can be concluded that the storytelling strategy allows identifying emotions with actions and therefore allows the receiver to establish bonds of empathy with what he reads, hears, observes, contrasts or relives. For this reason, this strategy manages to connect with large audiences because it generates emotional connections with the stories that are told attached to real situations that evoke identification with who makes the narration, and therefore, with the message sent. The narrative used is very detailed, brief and mixes different types of content resources such as images, sounds, videos. Thus, it allows direct communication so that the consumer is perceived as part of the message and, therefore, becomes a protagonist of the story they perceive.

It is therefore important to take into account when developing persuasive strategies that storytelling connects with emotions, that is, it must be convincing and effective in its message, entertain and generate interest, in addition to activating the imagination and touching its most important side at all times. emotional. In addition to this, generate a link with the message that you want to broadcast, in such a way that you want to share with more and more individuals. The elements that should be included in this strategy are drama, bonding, immersion, simplicity, familiarity and trust in the narrator.

This type of strategy, storytelling, is undoubtedly functional since it manages to identify consumers with a situation in which they are reflected. Thus, stories are created in various genres where dreams, problems, achievements, loves, desires, among others, are shown. This manifests itself in characters who are credible, empathetic, honest and carry culturally recognizable elements. Immersion is achieved by applying the elements that generate expectation, rhythm, magic, surprise to attract attention to the content.

The plot can be developed in a simple way with actions that follow a time and placing the story in similar settings to achieve familiarity, under a logical narrative with a beginning, climax and ending. All this with the purpose of generating such confidence towards the character or the narrator that the receiver is in a position to carry out what the story suggests. Thus, the storytelling strategy complies with the elements to be able to transform the findings of the qualitative application, into a set of stories in which each of the sectors of the university community is shown the actions that it can exercise both in favor and against sustainable



consumption. The contents that must be addressed in the development of this tool must consider situations that lead to awareness of a specific situation. This purpose is achieved by showing behaviors where representative characters of the chosen consumer community interact with empathic social actions in representative and everyday environments, demonstrating their commitment to sustainability.

The characters must be totally credible, empathetic, with truthful stories, dreams, desires, loves, problems and achievements to share through their empathic and honest construction. Thus, it is about linking the narrators and characters with the receivers. And also, have rhythmic, magical, surprising and relevant productions to catch the audience's attention through a simplistic language and to represent scenarios where they are reflected.

In this way, individuals from university consumer communities will be reflected in the stories expressed in the storytelling narratives and will be able to become familiar with sustainable consumption issues and generate a relationship of trust with university issuers and messages. The purpose of raising awareness towards solidarity causes such as sustainable consumption can lead to changes in the way of acting and in actions for the benefit of the university context.



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