

# NEWCASTLE BUSINESS SCHOOL

# SEMINAR SERIES

“An integrative model for smoking cessation: a strategic focus on the individual demarketing tools”

**FRIDAY 25 OCTOBER |**  
**10:00AM**  
**ROOM X201**



Dr Fred Chao

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## **An integrative model for smoking cessation: a strategic focus on the individual demarketing tools**

Despite the ongoing threat that smoking poses, the relative effectiveness of the various demarketing tools remains unknown. This study empirically measured the influence of eight demarketing tools on the process of quitting smoking. The results revealed that demarketing tools from each of the 4Ps were influential in the cessation process, but in different ways. Whereas price and promotion tools served as key determinants of attitudes towards quitting, product and place tools were more influential when it came to quit intentions. This study makes three key original contributions. Firstly, in contrast to previous demarketing studies, the focus of analysis is on the individual demarketing tools. As a result, the study provides rare insight into the relative effectiveness of each of the eight demarketing tools. Finally, the study recognises that different tools play different roles in the cessation process, with some influencing *attitudes* towards quitting while others help shape quit *intentions*.

**Keywords:** Smoking cessation, demarketing, quit intention

**Dr Fred Chao**  
The University of Newcastle