

A SUSTAINABLE WASTE MANAGEMENT STRATEGY TO REDUCE JUNK MAIL ADVERTISING IN RESIDENTIAL LOCATIONS

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ABSTRACT

It is evident in the marketplace that consumers are being bombarded with a plethora of advertising material in every conceivable way. While considerable financial resources are being poured into trying to capture the attention of the consumer, there is also the concern that advertisers are not being socially responsible when it comes to the environmental issue such as waste, which to many is becoming an increasing concern.

One such concern is the use of unsolicited mail or in layman's terms, junk mail. Increasing volumes of unsolicited advertising material are flooding letterboxes all over the country. The cost to dispose of this material falls directly on communities through landfilling, recycling, and litter costs. Meanwhile marketers continue to use this form of medium to get their message across with little regard of its impact.

Is there a way that the amount of advertising material in letterboxes could be reduced?

A study was undertaken to determine whether 'No Junk Mail' stickers on letterboxes could be an effective way of reducing junk mail in the city. Council wanted to investigate whether a significant volume of household paper could be reduced at source simply by the use of 'No Junk Mail' stickers on mailboxes.

A sample of 181 households participated in the study which was made up of an initial survey, two separate trials and a follow up survey. Half of the study group used a 'No Junk Mail' sticker over the trial period and the other half did not.

The findings of this study reveal data that will assist Council in minimising paper wastage as well as from a marketing perspective, give an insight into the habits of households relating to junk mail advertisements.