University of Birmingham

Dr Sarah Forbes

Lecturer

The Department of Marketing

Contact details

Telephone **+44 (0) 121 414 3456 (tel:+44 121 414 3456)**

Email **s.forbes@bham.ac.uk (mailto:s.forbes@bham.ac.uk)**

Birmingham Business School
University House
Birmingham
B15 2TT

About

Sarah's research interests are focused in the area of Social Marketing and specifically the efforts related to physical activity and alcohol consumption. For example, Sarah has researched topics ranging from how an individual is classified as sufficiently active to help with the identification of receptive insufficiently active individuals, to a students' ability to recall units of alcohol consumption. Each research project Sarah pursues is driven to understand more about how to inform and aid an individual's voluntary behaviour change.

Qualifications

- BCom (Marketing), University of Otago
- PGDipCom Marketing (Distinction), University of Otago
- PhD, University of Otago

Teaching

Sarah is lecturing Services Marketing to MSc students and Social Marketing and Societal Issues to BSc students.

Research

Social Marketing:

Physical activity

- Segmentation
- Promotion

Alcohol consumption and policy

- Labelling
- Drinking behaviour

Publications

Peer Reviewed Journal Publications:

Avis, M., Forbes, S., & Ferguson, S. (2014). The Brand Personality of Rocks: A critical evaluation of a brand personality scale. *Marketing Theory*. DOI: 10.1177/1470593113512323.

Forbes, S., Robertson, K., & Lawson, R. (2013). Source Gender of health information: Does it matter? *European Advances in Consumer Research*. 10, 104-110.

Lawson, R., Forbes, S., & Williams, J. (2011). Patterns of Trust in Sources of Health Information. *New Zealand Medical Journal*. 124(1328); 98-105.

Robertson, K., & ***Forbes, S***. (2011). Maximum consumption: Heavy quantity drinking amongst university students. *Special issue: Australasian Marketing Journal*. 19(3); 196-202.

Peer Reviewed Conference Proceedings:

Robertson, K., **Forbes, S**. & Jackson, C. (2012, 3rd-5th December). *Students' knowledge of standard drinks in popular alcoholic beverages and accuracy in calculating their own standard drink consumption*. Paper presented at the Australia New Zealand Marketing Academy Conference, Adelaide, Australia.

Forbes, S., Robertson, K., & Lawson, R. (2011, 26th - 28th September). *Physical activity classifications: Comparison of IPAQ to 'WHO days'*. Refereed abstract presented to the 41st Public Health Association Australia Conference, Brisbane, Australia.

Forbes, S., Robertson, K., & Lawson, R. (2010, 15th - 16th July). *Text messaging as a behavioural intervention tool: Can it increase physical activity?* Paper presented at the International Non Profit and Social Marketing Conference, Brisbane, Australia.

Robertson, K., & **Forbes, S.** (2010, 16th - 19th June). *Attitudes and perceptions of the first year drinking culture*. Refereed abstract presented at the International Conference on Language and Social Psychology, Brisbane, Australia.

Forbes, S., & Robertson, K. (2010, 15th - 16th July). Normative Feedback Interventions: *What happens when perceptions of heavy drinking correctly reflect actual behaviour?* Paper presented at the International Non Profit and Social Marketing Conference, Brisbane, Australia.

Forbes, S., Robertson, K., & Lawson, R. (2010, 29th November- 2nd December). *An examination of outcome expectancies of physical activity as a function of stage of change*. Paper presented at the 2010 Australia New Zealand Marketing Academy Conference, Christchurch, New Zealand.

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