

## Communicating customer value of waste management through website content

**Rta Repovien**

Vytautas Magnus University

**Aušra Pažrait**

Vytautas Magnus University

### Acknowledgements:

The authors would like to thank the European Commission and the REA for the support of the TWIN-PEAKS project. TWIN-PEAKS has received funding from the European Union`s Horizon 2020 research and innovation programme under grant agreement No. 951308.

### Cite as:

Repovien Rta, Pažrait Aušra (2022), Communicating customer value of waste management through website content. *Proceedings of the European Marketing Academy*, 50th, (111757)

Paper from the EMAC Regional 2022 Conference, Kaunas, Lithuania, September 21-23, 2022



# Communicating customer value of waste management through website content

## **Abstract**

The purpose of this study is to determine how to communicate customer value of waste management through the website content. Theoretical analysis showed that customer value communication could be implemented by enlighten value dimensions and using content marketing principles. Quantitative content analysis of waste management companies' websites determines current content focuses on the communication of functional value through informative articles. Thus, a lack of more diverse content presenting the emotional and social values of waste management was identified. The contribution to the waste management field appears in integrating both customer value and content marketing theory to identify new opportunities and ways to involve society.

**Keywords:** *Customer value; content marketing; waste management*