

Theme: Social Marketing

Altman, J. A. and E. Petkus (1994). "Toward a stakeholder-based policy process: An application of the social marketing perspective to environmental policy development." Policy Sciences 27(1): 37-51.

This article suggests that the application of social marketing principles to the public policy process can facilitate the efforts of governmental policy-makers and non-governmental stakeholders to articulate their policy desires and to encourage the adoption and acceptance of particular environmental policies. A conceptual framework is presented, emphasizing both the influence of stakeholders on environmental policy development and the education of stakeholders as to the potential effects of the policy. The purpose of such a conceptualization is to show how social marketing principles can be applied to the public policy process in order to enhance the likelihood of successful policy development and implementation.

Binney, Wayne; Hall, J.; and Shaw, M. (2003). "A Further Development in Social Marketing: Application of the MOA Framework and Behavioral Implications." Marketing Theory 3(3): 387-403.

This social marketing study discusses the application of Rothschild's MOA framework (Motivation, Opportunity, and Ability) in a land-use management context. The authors hypothesize that landholders with higher levels of MOA are positively associated with behavior that would result in the effective control of a vertebrate pest (the European rabbit). A random sample of 566 land managers in southeastern Australia was obtained. The development of scales associated with this study were the result of intensive qualitative research, including focus groups, in-depth interviews, and a thorough review of secondary resources. The scales were developed through a factor analytic process and were piloted and pre-tested before being used. From the study it is ascertained that about one-third of land managers fall into the highest level of effective behavior, and for the remainder, social marketing interventions, using marketing, education, and the law, could be applied to change behavior. The study provides evidence that Rothschild's theoretical MOA framework can be applied to a social market and thus provides guidance on the types of interventions that may be effective in altering behavior. The MOA framework also provides a mechanism for segmentation that can be used to describe various markets and gives direction to the interventions that may be effective in altering behavior.

Binney, W., J. Hall, et al. "The MOA Framework and Behavioral Response."

This paper discusses the application of a conceptual social marketing model, the MOA (motivation, opportunity and ability) framework, in the context of an environmental management case study relating to land management. The main objectives involved examination of the relationships between the MOA constructs and the relationships between these constructs and socially desirable behavior. Structural Equation Modeling was chosen to examine the relationships in data collected from a telephone survey. The results from the analysis of the data revealed that the relationships between the MOA components could be used to explain changes in durable socially desirable behavior. In particular, intrinsic motivation is more likely than extrinsic motivation to produce a durable socially desirable behavior change.

Bloom, P. N. and W. D. Novelli (1981). "Problems and Challenges in Social Marketing." Journal of Marketing 45(2): 79-88.

Numerous problems can arise in attempting to use conventional, textbook approaches in social marketing programs. This article contains a review of these problems and draws on the experiences of the authors for supporting arguments and examples.

Bright, A. D. (2000). "The role of social marketing in leisure and recreation management." Journal of Leisure Research 32(1): 12-17.

To plan, develop, provide, and communicate recreation opportunities, and the enjoyment of their benefits, park and recreation agencies should utilize a systematic process of doing so. One way is to adopt technologies from the field of marketing, however recreation managers are often hesitant to utilize these technologies for a variety of reasons. There is a misconception that marketing is synonymous with advertising and selling. Marketing entails product and service development, distribution and pricing as well. Another problem is the stigma that marketing is a tool for increasing profits and market share for businesses. Recreation professionals also cite a lack of money, time and personnel resources available for adopting marketing techniques. Given limited resources, attempts at doing "marketing" have often been haphazard, limited to semi-annual or annual advertisements and brochures. Finally, marketing recreation behaviors, experiences, and benefits differs from tangible manufactured products. Recreation professionals should examine and adopt marketing technologies that recognize this difference.

Cornelissen, G., M. Pandelaere, et al. (2006). Cueing common ecological behaviors to increase environmental attitudes. Persuasive Technology. 3962: 39-44.

A major obstacle for promoting sustainable (e.g. ecological) consumer behaviors is people's negative attitude towards these. The authors tested the potential of a persuasion technique for improving these attitudes. They also propose that cueing ecological behaviors people usually engage in, increases the accessibility of previously performed ecological behavior in the memory. As several theories suggest attitudes are inferred from previous behavior, the authors expected the increased ease of retrieval of ecological actions to result in more favorable attitudes towards these. Two studies confirmed this hypothesis, and further research will verify the success of the technique in promoting actual environmental behavior. Implications for setting up effective social marketing campaigns are discussed.

Costanzo, M., D. Archer, et al. (1986). "Energy Conservation Behavior: The Difficult Path from Information to Action." American Psychologist 41(5).

Presents a social-psychological model of energy-use behavior that draws on behavioral and social research to explain influence processes and behavioral change related to energy conservation behavior. The model consists of 2 interacting sets of factors: psychological factors that refer to how information is processed by individual decision makers and positional factors that relate to characteristics of the decision makers' situations that support or constrain action. Suggestions for maximizing the effectiveness of informational appeals to conserve energy by convincing the consumer that a pay-off will result from the use of energy conserving devices are discussed. It is suggested that the adoption of a conservatory attitude is influenced by the vividness of the argument to conserve energy, the credibility of the source, the understanding and retention of the message, and the degree to which an individual is able and willing to install conservation devices in his/her home. Alternatives to informational appeals through mass media to encourage energy conservation are proposed.

Hastings G. and Saren, Michael. (2003). "The Critical Contribution of Social Marketing: Theory and Application." Marketing Theory 3(3): 305-322.

This paper examines the symbiotic relationship between social, commercial, and critical marketing thought. Marketers seek to influence consumer behavior. Much ill health and many social problems are caused by human behavior. Social marketing puts these two phenomena together and uses marketing insights to address social behaviors. In the process both arms of the discipline can benefit, and this paper illustrates this using the examples of exchange theory and relational thinking. Social marketing also recognizes environmental influences on behavior and that commercial marketing can be an important part of this influence. The case of tobacco is used to show that this influence can be malignant, and that as a result marketing has come under unprecedented scrutiny. Social marketing's understanding of both the commercial and social sectors puts it in a unique position to provide realistic critiques of marketing and identify intelligent solutions. The paper concludes that social marketing will flourish by exploiting its twin understanding of the good and the bad that marketing can bring to society.

Kotler, P. and N. Roberto (1989). Social marketing : strategies for changing public behavior. New York, Free Press.

Kotler and Roberto's book addresses social marketing as a strategy to change public behavior. Sections include: understanding social marketing, analyzing the social marketing environment, developing social marketing programs, and managing social marketing. Social marketing utilizes marketing strategies and techniques to promote a social cause, idea or behavior. It has seen become known as a social change management technology involving the design, implementation, and control of programs aimed at increasing the acceptability of a social idea or practice in one more groups of target adopters. It uses concepts of market segmentation, consumer research, product concept development and testing, directed communication, facilitation, incentives, and exchange theory to maximize adopters' response. There are three types of social products: (1) ideas, (2) practice, and (3) tangible object. The social idea being marketed can either be an attitude, belief, or value, and the practice is a particular behavior.

Kotler, P. and G. Zaltman (1971). "Social Marketing: An Approach to Planned Social Change." Journal of Marketing 35(3): 3-12.

Can marketing concepts and techniques be effectively applied to the promotion of social objectives such as brotherhood, safe driving, and family planning? The applicability of marketing concepts to such social problems is examined in this article. The authors show how social causes can be advanced more successfully through applying principles of marketing analysis, planning, and control to problems of social change.

Maibach, E. (1993). "Social marketing for the environment: Using information campaigns to promote environmental awareness and behavior change."

Proposes social marketing (SM) as an approach for developing solutions to many environmental problems currently facing the world. The SM approach applies generic marketing and marketing research strategies to the promotion of social programs or products. Guiding principles that may be used in developing environmental information campaigns are developed for pro-social communication. The principles include adoption of a consumer orientation, mutual exchange between marketer and audience, establishment of appropriate and realistic campaign objectives, analysis of channels of communication, use of behavioral theory, creation of a marketing mix, and establishment of a time frame that facilitates institutionalization of the campaign goals. Attention to these principles will help campaign and policy planners translate growing

environmental concern among the world populations and governments into effective environmental action.

Maibach, E. W. (2002). "EXPLICATING SOCIAL MARKETING: WHAT IS IT, AND WHAT ISNT IT?" Social Marketing Quarterly 8(4): 7-13.

This paper briefly describes social marketing for the purpose of differentiating it from other forms of public health practice for which it is often mistaken, and was commissioned to provide a starting point for a conference on the role of social marketing in promoting physical activity and nutrition. To that end, definitions of social marketing are presented, differences between social marketing and educational approaches to behavioral influence are examined, and a brief set of key concepts are suggested. A clear understanding of the two approaches is important in helping program managers decide when, and how best, to use each approach.

Maibach, E. W., L. C. Abrams, et al. (2007). "Communication and marketing as tools to cultivate the public's health: a proposed "people and places" framework." Bmc Public Health 7.

Communication and marketing are rapidly becoming recognized as core functions, or core competencies, in the field of public health. Although these disciplines have fostered considerable academic inquiry, a coherent sense of precisely how these disciplines can inform the practice of public health has been slower to emerge. In this article the authors propose a framework based on contemporary ecological models of health to explain how communication and marketing can be used to advance public health objectives. The framework identifies the attributes of people (as individuals, as social networks, and as communities or populations) and places that influence health behaviors and health. Communication, i.e., the provision of information, can be used in a variety of ways to foster beneficial change among both people and places. Similarly, marketing, i.e., the development, distribution and promotion of products and services, can be used to foster beneficial change among both people (e. g., by making nicotine replacement therapy more accessible and affordable) and places (e. g., by providing city officials with model anti-tobacco legislation that can be adapted for use in their jurisdiction). In sum, public health agencies that use their communication and marketing resources effectively to support people in making healthful decisions and to foster health-promoting environments have considerable opportunity to advance the public's health, even within the constraints of their current resource base.

* Note: Think Conservation Behavior when they are talking about health behavior.

McKenzie-Mohr, D. (2000). "Fostering Sustainable Behavior Through Community-Based Social Marketing." American Psychologist 55(5): 531+.

Proposes a community-based social marketing approach for promoting sustainable behavior toward the environment. Steps used in a community-based social marketing; Case studies illustrating the proposed approach; Barriers encountered in a program that fosters the purchase of products with recycled content in Seattle, Washington.

McKenzie-Mohr, D. (2000). "New Ways to Promote Proenvironmental Behavior: Promoting Sustainable Behavior: An Introduction to Community-Based Social Marketing." Journal of Social Issues 56(3): 543-554.

Most programs to foster sustainable behavior continue to be based upon models of behavior change that psychological research has found to be limited. Although psychology has much to contribute to the design of effective programs to foster sustainable behavior, little attention has been paid to ensuring that psychological knowledge is accessible to those who design environmental programs. This article

presents a process, community-based social marketing, that attempts to make psychological knowledge relevant and accessible to these individuals. Community-based social marketing (CBSM) is composed of four steps: uncovering barriers to behaviors and then, based on that info, (1) selecting which behavior to promote; (2) designing a program to overcome those barriers to the selected behavior; and (3) piloting the program; and (4) evaluating the program once it has been broadly implemented. CBSM merges knowledge from psychology with expertise from social marketing. This article also provides two case studies in which program planners have utilized this approach to deliver their initiatives, one having to do with backyard composting and the other with encouraging water efficiency. Finally, it reflects on the obstacles that exist to incorporating psychological expertise into programs to promote sustainable behavior.

McKenzie-Mohr, D. and W. A. Smith (1999). Fostering sustainable behavior : an introduction to community-based social marketing. Gabriola Island, BC, New Society Publishers.

Peattie, S. and Peattie, K. (2003). "Ready to Fly Solo? Reducing Social Marketing's Dependence on Commercial Marketing Theory." Marketing Theory 3(3): 365-385.

The past development of social marketing theory and practice has been based largely on the translation of ideas and practices from conventional, commercial marketing. The application of a customer orientation and conventional marketing techniques has often successfully revolutionized the pursuit of social goals and has led to the growing popularity of social marketing. There is, however, a danger that an over-emphasis on the direct translation of mainstream marketing principles and practices into social contexts may create practical problems and also confusion regarding the theoretical basis of social marketing. This paper provides a critique of the development of social marketing theory and its reliance on mainstream commercial marketing. It argues that social marketing's future development may depend upon a better understanding of, and emphasis on, the differences between the social and commercial contexts. The paper concludes that social marketing needs the development of its own distinctive vocabulary, ideas and tools. To achieve this, there may be opportunities for theorists to follow the example of other marketing sub-disciplines, and also to reach back directly into the disciplines on which marketing is founded, including economics, psychology, sociology and communications theory, in search of new and better-adapted practices and theories to apply.

Rothschild, M. L. (1999). "Carrots, Sticks, and Promises: A Conceptual Framework for the Management of Public Health and Social Issue Behaviors." Journal of Marketing 63(4): 24-37.

The author presents a framework that considers public health and social issue behaviors and is based on self-interest, exchange, competition, free choice, and externalities.

Targets that are prone, resistant, or unable to respond to the manager's goal behave on the basis of their motivation, opportunity, and ability and on a manager's use of the strategies and tactics inherent in education, marketing, and law.

* Note: explanation of the MOA model