



People's Democratic Republic of Algeria
Ministry of Higher Education and Scientific Research
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Faculty of Commercial Economic Sciences and Management Sciences

**Directed work with examples intended for L2 MANAGEMENT
students**

“MARKETING module”

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6-Social Marketing

1-Definition of Social Marketing:

The very first formal definition of social marketing was that offered by **Kotler and Zaltman** in 1971 (p. 5):

Social marketing is the design, implementation and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution, and marketing research.¹

« Social marketing is a process that applies marketing principles, tools and techniques to create, communicate and deliver value in order to influence target audience behaviors that benefit society (public health, environment...) » **Kotler and Lee** (2008), Social marketing, Sage.²

But how different is Social Marketing to the regular commercial or business marketing? One major difference between commercial marketing and social marketing is that the latter seeks to benefit the target audience and the general society and not monetarily profit the marketer. It seeks to influence perceptions and attitudes and modify social practices and behaviors. This tool has been used extensively in international health programs, especially for family planning and HIV and AIDS campaigns and more recently for such diverse topics as drug abuse and organ donation. It is used strategically to influence policy formulation at various levels to bring about such results.

Social marketing is hence the appropriate application of marketing concepts and techniques into the community in order to achieve specific behavioural goals for a social good. Basically, the primary aim of 'social marketing' is 'social good', while in 'commercial marketing' the aim is primarily 'personal benefit'. This does not mean that commercial

¹ Alan R. Andreasen. Social Marketing: Its Definition and Domain. P109
https://venturewell.org/wp-content/uploads/Social-marketing_Andreasen.pdf

² Karine Gallopel-Morvan, PhD , Senior Lecturer in social marketing .University of Rennes 1, France. Social marketing: main principles, tools & theoretical models.2008

marketers do not contribute to ' achievement of social good. We will read about this later in this unit.

Here is how Kotler himself defined the concept: "The societal marketing concept holds that the organisation's task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors, in a way that preserves or enhances the consumer's and the society's wellbeing" (Kotler, 1994). you will . note the emphasis on identifying the needs of the clients, and on providing a service or product which is of the required quality. It also brings the wellbeing of society into consideration, and leaves out the profit orientation.

2-Social and Commercial Marketing - Similarities and Differences:³

There are certain aspects that are common to both. Customer orientation is important in both forms of marketing. Both these kinds of marketers must know their customers and work towards the satisfaction of their target audience. In both cases the customers must perceive benefits that equal or exceed the perceived costs.

Market research is fundamental in both commercial as well as social marketing. Market research is undertaken by social marketers to understand the customers' present beliefs, attitude and knowledge about a relevant social issue. In a campaign for donating blood, it will be beneficial for the marketers to understand the reasons why people hesitate to donate blood, what kind of beliefs and attitudes color their decision to either donate or not donate blood

**There has to be* a segmentation of audience in both cases. A campaign to orphaned children may be more meaningful for middle and upper middle class localities rather than for lower middle class households where they normally have larger families already. So, relevant social issues must be identified and the marketing strategy must be tailored accordingly to each segment.

We saw that the 4 P's of Marketing are as applicable to social marketing just as it is in commercial marketing. The only "P" we may have found irrelevant is "price" but we clearly see price not just in terms of money, but in greater ways in which the customer "pays a price" - time, effort, discipline etc.

³ SOCIAL MARKETING. <https://egyankosh.ac.in/bitstream/123456789/15592/1/Unit-6.pdf>

**But there are differences...*

Firstly, social marketing aims for community or societal gain rather than personal or financial gain. In commercial marketing often the segmentation is done on the basis of the most profitable segment. While in social marketing we will look at the extent of the need, the social problems, the readiness of the people to change and aim at the improvement of the people rather than the personal business of the marketer.

-There is a very major difference between social and commercial marketing when it comes to competition. In commercial marketing it is competing with other brands and similar products that satisfy similar needs. In social marketing, the competition is a bit tougher. You are competing with conflicting desires. The man who must stop his extramarital sexual activities has the competing desires of the enjoyment he receives. He must be persuaded to see the benefits obtained from adopting the opposite behavior. Social marketing has been used extensively in anti-smoking campaigns too. Smokers would know the strong pull back to tobacco. This is the kind of strong competition the social marketer faces.

3-Comparing Marketing to Other Behavior Management Tools:⁴

Social marketing can also be understood by comparing it with other approaches to managing behavior change. Rothschild (47) developed a conceptual framework that contrasts marketing with education and law. In his view, education informs and persuades people to adopt healthy behaviors voluntarily by creating awareness of the benefits of changing. When health professionals educate people about the benefits of adopting healthy lifestyle behaviors, citizens have free choice in how they respond, and society accepts the costs when some people continue to practice undesirable behaviors. Education is most effective when the goals of society are consistent with those of the target audience, the benefits of behavior change are inherently attractive, immediate, and obvious, the costs of changing are low, and the skills and other resources needed to change are readily available [e.g., putting a baby to sleep on its back to prevent sudden infant death syndrome (SIDS)].

⁴ Sonya Grier, Carol A. Bryant. SOCIAL MARKETING IN PUBLIC HEALTH. First published online as a Review in Advance on October 12, 2004. https://www.researchgate.net/profile/Carol-Bryant/publication/7974745_Social_Marketing_in_Public_Health/links/0fcfd5075e0dc8a7e8000000/Social-Marketing-in-Public-Health.pdf

Law or policy development uses coercion or the threat of punishment to manage behaviour. Legislation is the most effective tool for public health when society is not willing to pay the costs associated with continued practice of an unhealthy or risky behaviour (e.g., drunk driving) yet citizens are unlikely to find it in their immediate self-interest to change.

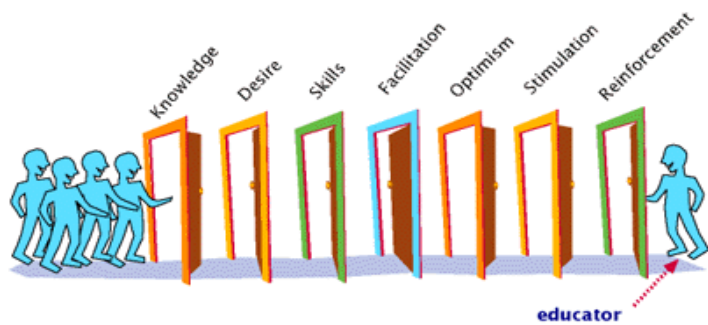
In contrast, marketing influences behaviour by offering alternative choices that invite voluntary exchange. Marketing alters the environment to make the recommended health behaviour more advantageous than the unhealthy behaviour it is designed to replace and then communicates the more favourable cost-benefit relationship to the target audience. Marketing is the most effective strategy when societal goals are not directly and immediately consistent with people's self-interest but citizens can be influenced to change by making the consequences more advantageous. Like education, marketing offers people freedom of choice; but unlike education, it alters the behavioural consequences rather than expects individuals to make a sacrifice on society's behalf. Education and policy changes are often components in a social marketing intervention; however, marketing also creates an environment more conducive for change by enhancing the attractiveness of the benefits offered and minimizing the costs.

4-seven steps to social change:⁵



Each one of these conditions is actually an obstacle, so you can think of this model as a set of 7 doors...

⁵ Social Marketing - A 7 Step Approach. November 4, 2003.
<https://www.comminit.com/content/social-marketing-7-step-approach>



Elements of the model

This model allows us to identify which elements are already being fulfilled, and so concentrate resources on the gaps.

The *seven elements are* -

knowledge

desire

skills

optimism

facilitation

stimulation

reinforcement

1. Knowledge/awareness:

An obvious first step is that people must -

- know there is a problem;
- know there is a practical, viable solution or alternative. This is important. People are practical - they will always demand clear, simple, feasible road maps before they start a journey to a strange place.

- identify the personal costs of inaction and the benefits of action in concrete terms people can relate to (ie. they 'own' the problem).

An awareness campaign aims to harness people's judgement.

2. *Desire* - imagining yourself in a different future

Change involves imagination. People need to be able to visualise a different, desirable, future for themselves.

This is different to being able to recognise rational benefits.

Desire is an emotion, not a kind of knowledge. Advertising agencies understand this well - they stimulate raw emotions like lust, fear, envy and greed in order to create desire. However, desire can also be created by evoking a future life which is more satisfying, healthy, attractive and safe.

Example of a marketing campaign based on desire:

IMAGE: Sexy image of desirable partner rolling around in the compost heap

COPY: Get in touch with the good earth

- Call 1300 for your Good Earth home composting package.

To design a campaign that harnesses your audience's imaginations, you'll have to start by liberating your own (I'm the first to admit that in an era where everything has a strategic plan, this can be difficult!)

3. *Skills* - knowing what to do

Being able to easily visualise the steps required to reach the goal. This is not about emotion - it is purely rational (it is what we have rationality for).

People learn skills best by seeing someone else do them. The best way to do this is to break the actions down into simple steps and use illustrations to make visualisation easy. It's amazing how many social marketing campaigns forget this element.

Example:

Home composting is easy!

[Illustrate step1, step 2, Step 3]

Call 1300 for your free 3-step Easy-compost booklet.

4. Optimism (or confidence)

The belief that success is probable or inevitable. Strong political or community leadership is probably an important ingredient of optimism.

I can't over-emphasise optimism. EPA research showed about 14% of the population are disabled from environmental action by their sense of isolation and powerlessness. If government and business are not leading by example, who can blame people for sensing their individual efforts may be futile?

5. Facilitation - having outside support

People are busy with limited resources and few choices. They may need accessible services, infrastructure and support networks that overcome practical obstacles to carrying out the action.

If personal behaviour change is blocked by real-world obstacles (and it usually is) then all the communications on earth will be ineffective. The role of an 'education' strategy might therefore need to be expanded to involve the establishment of new services and infrastructure. This is why recycling has been successful - we now have simple, quick, low-cost collection services which make recycling easy.

Example:

Home composting is easy!

Sign up for a free home compost bin delivery service.

6. Stimulation - having a kick-start

We are creatures of routine. Even with all the knowledge, desire, good will and services in the world, there is still the inertia of habit to overcome. Consciousness is the tool human beings use to overcome habit, but we are unconscious most of the time. How can social marketers create moments which reach into our lives and compel us into wakefulness?

When I think of the moments which have compelled me to act, they are of two kinds - either threatening (direct and personal, like an airport being proposed in the next suburb; or a threat to my world-view like a terrible famine in Sudan); or inspirational. The inspirational has always happened in a collective context - a kind of inspirational mass conversion which is based on our human social instincts (like the mass meeting where we make a personal commitment or give an extra large donation).

So the stimulation could be an imminent threat (like a cost increase), a special offer or competition (based on self-interest), or, better still, some communally shared event which galvanises action (e.g. a telethon, a public meeting, a festival).

7. Feedback and reinforcement:

A host of voices, situations and institutions daily compel us to act in undesirable, unhealthy and anti-social ways. These forces don't disappear just because we've run a campaign. Effective social marketing is about continuous recruitment and reinforcement of messages - with regular communications which report back to people on the success of their efforts and the next steps which are expected of them.

Many NGOs (CAA, Amnesty, Greenpeace etc) have learnt this lesson and devote considerable resources to continuously feeding success stories and updates to their contributors, as well as new calls for support and action. We need to learn the same lesson and devote resources to celebrating people's successes (a Waste-Not Week might be a useful focus).

5-The importance of empowerment

Empowerment is the feeling of confidence that you can be a cause of genuine change. In practice, it's an elusive mixture of many ingredients - like skills, optimism, leadership, belief and experience. Empowerment can be built in a social marketing project by close association with your audience, even to the point of taking directions from them.

However empowerment is surprisingly fragile. It can easily be destroyed by dishonesty or mixed motives. But it can also be destroyed by a well-meaning social marketing project. Here is a cautionary tale - 970s, the \$180m 'Mr Fit' health research program in the United States set out to determine how effectively professional intervention could reduce the risk of heart attacks. 12,000 men in the high-risk group for heart attacks were selected. Half were told that they had a high-risk of heart attack, but would be the used as the control group. The others were provided with intensive medical intervention - they were booked into cooking classes, fitness classes, family counselling sessions and so on.

The result, after several years, took the researchers by surprise. The control group improved their prognosis, while the intensively assisted group did less well. The explanation is that the assisted group were disempowered by the intensive intervention - they did not need to really take responsibility for their lives, because a health professional was doing it for them!

6-A seven-step research methodology:

To be useful, a 7 step approach needs to feed into a research methodology. We need to figure out where the obstacles are (ie. which gates are closed) with a given audience. Here is an example of the kind of research questions you could ask, assuming that home composting was the goal of the proposed campaign.

Knowledge:

STATEMENT: The best way to have great garden is to compost kitchen scraps and lawn clippings.

Strongly agree/Agree/Neither/Disagree/Strongly disagree

Skills:

STATEMENT: I know how to make a clean, odour-free home compost.

Strongly agree/Agree/Neither/Disagree/Strongly disagree

Desire :

STATEMENT: A home compost is part of a healthy, natural lifestyle.

Strongly agree/Agree/Neither/Disagree/Strongly disagree

Services:

STATEMENT: I know where to find compost bins and advice on how to use them.

Strongly agree/Agree/Neither/Disagree/Strongly disagree

Optimism:

STATEMENT: I don't bother to compost because it won't make any difference.

Strongly agree/Agree/Neither/Disagree/Strongly disagree

Stimulation:

STATEMENT: I don't compost because I'm too busy OR just not interested.

Strongly agree/Agree/Neither/Disagree/Strongly disagree

[There's no need to test for Reinforcement - it's a given!]

7-What are the key characteristics of social marketing?

Social marketing is a strategic approach to promoting social good or positive behaviour change. It applies marketing principles and techniques to influence the behaviour of target audiences for the greater social good. Key characteristics of social marketing include:

1. **Behaviour Change Focus:** Social marketing aims to encourage specific behaviours or actions that benefit individuals and society, such as adopting healthier lifestyles, protecting the environment, or promoting social causes.
2. **Target Audience Orientation:** Social marketing identifies and targets specific audience segments whose behaviour needs to be influenced. Understanding the needs, preferences, and motivations of the target audience is crucial for effective communication and engagement.
3. **Insight-Driven:** Social marketing campaigns are based on research and data analysis to gain insights into the target audience's attitudes, beliefs, and behaviours. This information helps in developing tailored strategies that resonate with the audience.

4. **Exchange Theory:** Social marketing often involves an exchange between the target audience and the organization or entity promoting the campaign. The audience is encouraged to adopt a desired behaviour in exchange for perceived benefits or value.
5. **Communication Strategies:** Effective communication is key in social marketing. Campaigns use a mix of channels such as mass media, social media, community events, and interpersonal communication to reach and engage the target audience.
6. **Sustainable Impact:** Social marketing aims to create lasting behaviour change that extends beyond the duration of a campaign. Sustainability is achieved through on-going efforts, community involvement, and partnerships with stakeholders.
7. **Ethical Considerations:** Social marketing campaigns prioritize ethical practices, transparency, and respect for the autonomy of individuals. Campaigns should not manipulate or deceive the audience but instead empower them to make informed choices.
8. **Evaluation and Monitoring:** Social marketing initiatives incorporate monitoring and evaluation mechanisms to assess the effectiveness of campaigns, measure behavior change outcomes, and make data-driven improvements for future efforts.
9. **Partnerships and Collaboration:** Collaboration with stakeholders, community organizations, government agencies, and other partners is essential for the success of social marketing initiatives. Partnerships help in leveraging resources, expertise, and reach.

By incorporating these key characteristics, social marketing can effectively address complex social issues, promote positive behaviour change, and contribute to the well-being of individuals and communities.

8-Social marketing examples:

A wide variety of social causes use social marketing, including ones focused on health and safety, environmentalism and social activism. Here are 20 examples of successful social marketing campaigns and their message, organized by category:⁶

Health and safety:

Examples of health and safety social marketing include:

1. Anti-smoking:

There are many organizations and health institutions that promote social marketing aimed at reducing the number of Americans who smoke and encouraging them to quit. From television ads, telephone hotlines and package label warnings, these efforts help deter people from becoming new smokers and help those who already have the habit break it. Some powerful television advertisements feature stories and appearances from real-life smokers now experiencing severe health issues, like lung cancer or a permanent tracheostomy.

2. Healthy diet and exercise:

Promoting healthy diet and exercise in the interest of public health is a focus for many national organizations, particularly aimed at establishing good habits in children. From providing statistics on obesity, how to build a balanced dinner plate or simple exercises to increase activity, healthy lifestyles can prevent other common ailments, illnesses and diseases.

3. Health charities and organizations:

A majority of health organizations and charities often use social marketing to increase awareness and influence behaviors to both prevent deaths and increase fundraising to continue advocating. For example, breast cancer organizations promote self-screening practices and mammograms, while the ALS Association used the well-known ice bucket challenge to spread word-of-mouth social marketing while also raising funds.

4. Safe driving:

⁶ <https://www.indeed.com/career-advice/career-development/social-marketing-examples>

From drunk driving campaigns that make the public consider the negative effects of drinking and driving to buckle up campaigns that promote everyday safe driving, government agencies and others employ social marketing to protect public safety.

5. Substance abuse:

Iconic and classic social marketing campaigns like the television commercial featuring an egg cooking in a frying pan aimed at preventing substance abuse by evoking emotion and creating a lasting image. Other programs like Drug Abuse Resistance Education (DARE) focus on children and teenagers to gain the skills and confidence needed to resist peer pressure.

6. Suicide and mental health awareness:

Social marketing related to mental health and suicide awareness and prevention often aims to reduce the stigma frequently associated with mental health disorders or challenges. It focuses on encouraging people to speak up and reach out, giving information to 24/7 telephone hotlines and websites available to help. Other marketing methods include a world suicide prevention day and sharing statistics, warning signs, symptoms and stories of people who overcame life challenges.

7. Breastfeeding:

Social marketing around the support of breastfeeding often includes using experts to talk about the benefits, promoting mother-friendly work programs and educating new parents on methods and best practices.

8. Bullying:

Because personal stories often drive an emotional connection to the audience, social marketing on bullying and cyber bullying often includes testimonials from children and teenagers who experienced it first-hand. Advertised telephone hotlines also provide round-the-clock support for victims and their families.