

Week 2

Social marketing is not the same as:

- **Social development**

Provide financial aid, technical assistance and other forms of practical help for sustainable survival, protection and development

- **Health promotion**

Provide access to information, life skills, supportive environments and opportunities for making healthy lifestyle choices

- **Non-profit and Public Sector Marketing**

Uses marketing techniques for fundraising, advocacy and program development for non-profit organisations and charities

- **Cause-related marketing**

Collaboration b/w a commercial business and non-profit organisation for mutual benefit

Market an image, product or service to help address a social issue, through providing resources and funding, while at the same time addressing important business objectives

- **Social Media**

Online communication technologies allow individuals to share info, ideas, opinions and experiences, modify and co-create content in virtual communities and networks

Difference between education and social marketing:

- Education= tool for social marketer but does not work alone
- Used to communicate information and/or build skills
- Primarily applies to only one of the 4 marketing tools: promotion
- Does not give the same attention and rigor to creating and sustaining behaviour change

Mindful consumption (Sheth, J.N., Sethia, N.K. and Srinivas, S. 2011)

- Mindful mindset
- Mindful behaviour
- Proactive and integrate with core business
- Customer self-interest with business interest
- Maximise stakeholder welfare
- Problems with overconsumption
 - Neglect- ignorance, indifference, denial

To change behaviour, marketer must understand WHY people engage in harmful behaviours

Research is characterised by

- *Independent variables*: blend of product, price, place, promotion that constitutes your marketing mix
 - Factors you can control to influence
- *Dependant variables*: desired behaviour change
- *Research objective*
 - Exploratory
 - Descriptive
 - Casual
- *Data type*:
 - Qualitative
 - Quantitative
- *Sources of information*
 - Secondary research
 - Primary research
 - Key informant interviews
 - Focus groups
 - Surveys
 - Experiments
 - Observational
 - Ethnographic
 - Mystery shoppers
- *Stage in planning process*
 - Formative
 - Pretest
 - Monitoring
 - Evaluation

Behaviour Change Models

Social Norms Theory (Berkowitz 2004)

Ideal conditions for social norms marketing

- Target market thinks “everyone is doing it”, when in fact they are the minority
- Target market then engages in the desirable/undesirable behaviour using the rationale “everyone is doing it”