

An integrative model for social marketing

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Abstract

Purpose

Social marketing has evolved differently in the developing and developed worlds, at times leading to different emphases on what social marketing thought and practice entail. This paper aims to document what those differences have been and provide an integrative framework to guide social marketers in working with significant social and health issues.

Design/methodology/approach

An integration of views about social marketing is proposed that is focused on the core roles of audience benefits; analysis of behavioral determinants, context and consequences; the use of positioning, brand and personality in marketing strategy development; and use of the four elements of the marketing mix to tailor offerings, realign prices, increase access and opportunities; and communicate these in an evolving media environment.

Findings

Ideas about branding and positioning, core strategic social marketing concerns, have been better understood and practiced in developing country settings. Social marketing in developing countries has focused much more on products and services, with a concomitant interest in pricing and distribution systems. In developed countries, social marketing has too often taken the 1P route of using persuasive communications for behavior change. The integrative framework calls for an expansion of social marketing to product and service development and delivery, using incentives and other behavioral economic concepts as part of the price element, and extending place as both an access and opportunity idea for behaviors, products and services.

Practical implications

The framework pulls together social marketing ideas and practices from the diversity of settings in which they have been developed and allows practitioners and academics to use a common set of concepts to think about and design social marketing programs. The model also gives social marketers more latitude in how to use price and place in the design of programs. Finally, it also provides a platform for how we approach social change and public health in the years ahead through market-based reform.

Originality/value

Five challenges to social marketing are identified – achieving equity, influence of social networks on behaviors, critical marketing, sustainability, scalability and the need for comprehensive programs – that may serve to focus and coalesce social marketing research and practice around the world.

Keywords

Marketing Social change Entrepreneurialism Innovation Social marketing Communication

Citation

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Design/methodology/approach. 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. *Journal of Marketing*, Vol. 35 (July, 1971), pp. 3-12. Keywords: stakeholder theory; corporate social responsibility; market orientation; ethics; community.

The past few years have witnessed the simultaneous development of the antiglobalization movement, of shareholder activism, and of corporate governance reform. Within the marketing literature, much fragmentation can be observed in terms of the unit of analysis considered and the dimensions of social responsibility investigated. We depict stakeholder norms based on integrative social contract theory (ISCT) (Donaldson and Dunfee 1994), a framework previously employed in the marketing literature (e.g., Dunfee, Smith, and Ross 1999) and particularly appropriate to analyze conflicting norms among different groups. Social marketing campaigns are those that borrow from commercial marketing techniques for social engagement – influencing a target audience to change their social behaviours and to benefit society. The importance of social marketing cannot be underestimated because it often raises awareness of far-reaching topics that are often out of the sight and mind of the mainstream population. Whether it's related to the environment, public health, safety, or community development, marketing for good is a methodology for creating change.

The history of social marketing. As a formal discipline, social mar... A social marketing model for integrating methods must include quantitative and qualitative methods at each stage of the process for formative research, process evaluation and outcome evaluation. While each program is unique, the model proposed here can be adapted based on available resources. See Figure 1, Integrative Social Marketing Research Model. Integrating Formative Research. Prochaska JO, DiClemente CC (1983). "Stages and Processes of Self-Change in Smoking: Toward an Integrative Model of Change." *Journal of Consulting Clinical Psychology*, 5:390-5. Steckler A, McLeroy KR, Goodman RM, Bird ST, McCormick L (1992).