



<https://www.theatlantic.com/health/archive/2018/03/why-people-dont-take-life-saving-medications/556538/>

Why don't people do what's good for them?

Why do people adopt behaviours that are not good for them?

SOCIAL MARKETING

Influencing Health Behaviour Using Marketing Principles

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29 March 2018**

Why Social Marketing?

Marketing is **customer-centric** and draws on human psychology

Marketing principles can be used to gain insights into human behaviour

Private sector marketers have been extremely successful in influencing behaviour



Structure of Presentation

- What is Social Marketing?
- Principles of Social Marketing
 - *Understanding Human Behaviour – the BCOS Model*
 - *Principle of Exchange*
 - *Competition*
 - *The 4 plus 1 P Framework*
- Applications of Social Marketing
- Conclusions

Social Marketing is not...

- *Social Media Marketing*
- *Not promotion or media outreach only*
- *Not about coercing behaviours through punishment*



“ Social marketing is a process for influencing behaviour using marketing principles for the process of social benefit rather than commercial profit”

- Will Smith

Social Marketing and Public Health

- Induce people to **adopt** socially useful products and services such as immunization, family planning.
- Inducing people to **give up or avoid** undesirable behaviours such as smoking and drug use
- Inducing people to **maintain** desirable behaviours such as exercising

Social Marketing Principles

- Stages of Change
- Segmentation
- BCOS (Benefits, Costs, Others, Self-Efficacy)
- Competition
- 4 Ps plus One – Product, Price, Place, Promotion and Policy

Stages of Change

1. Precontemplation
2. Contemplation
3. Preparation
4. Action
5. Maintenance

(Prochaska, J.O., DiClemente, C.C. and Norcross, J.C., 1992. In search of how people change: Applications to addictive behaviors. *American psychologist*, 47(9), p.1102.

Marketing at Different Stages

Precontemplation	Creating awareness and knowledge and creating a sense of personal relevance (interest)
Contemplation	Communicating and devising personal benefits ; reducing costs ; increasing social pressures
Preparation and Action	Bolster self-efficacy and maximise opportunity to act
Maintenance	Create reward systems; make repeat behaviour easy and keep social pressure on

Segmentation

Segmenting is dividing your audience into groups according to some set criteria'. These criteria range from age, gender, etc. to psychographic factors like attitude, interest, values, etc.

Behavioural Drivers: BCOS framework

- Benefits
- Costs
- Others (interpersonal or social pressures)
- Self-efficacy (belief that he/she can actually make the behaviour happen)

Benefits versus Cost – The Principle of Exchange

You give me Rs. 30

You get

Coca Cola

- A thirst quenching drink
- Energy /fun
- Youthful feeling
- Boyfriend/girlfriend
- Good taste

Exchange – Benefits vs Costs of Immunization

Costs

Money

Time

Momentary discomfort

Social disapproval ??

Benefits

Better health

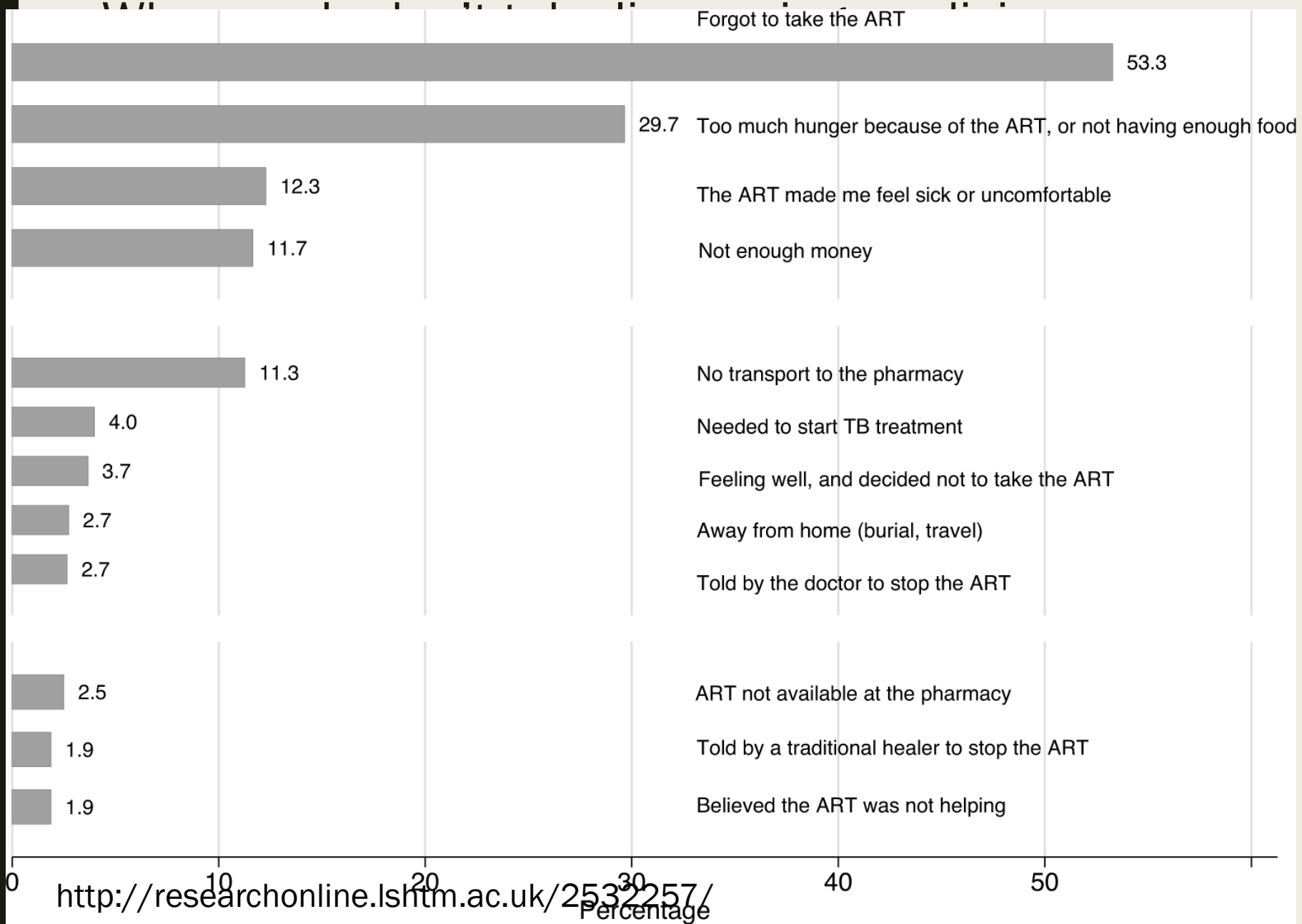
Avoidance of greater
discomfort from sickness

Ability to go to school, work
and travel

Understanding Benefits and Costs

Increase or highlight benefits in case of desirable behaviour

Decrease or deemphasize barriers/costs



Anti-Smoking Campaigns: Increasing Costs of Undesirable Behaviours

- Labeling of cigarettes
- Banning cigarette advertising
- Educate about secondary smoke effects
- Nonsmoking in homes
- Nonsmoking in restaurants
- Nonsmoking on airlines
- Raising taxes on cigarettes to pay for anti-smoking campaign.
- States suing cigarette companies
- www.thetruth.com

The influence of “Others”

- Many people do not adopt a certain behaviour because someone in their immediate circle opposes it.

We learn to bring social pressure to bear when it helps and minimize it when it hurts

Self-efficacy

- Self-efficacy is the individual's belief that he or she can actually make the behaviour happen.

We need to increase the individual's sense of self-efficacy.

Bandura, A., 1977. Self-efficacy: toward a unifying theory of behavioral change. *Psychological review*, 84(2), p.191.

Competition

Competition as it is perceived by the consumer is not always what the social marketer thinks it is.

- Audience can always go somewhere else, do something else, or maintain behaviour

Implication: *Modify product, programme, service provider, so to make the competitive product less attractive, less available or more costly*

Childhood Obesity

- Benefits
- Costs
- Others – Parents, Schools, Local bodies, Media, Policy Makers
- Self-efficacy – Important

Obesity among Indian kids on the rise

Indians aged between 5 and 19 years are increasingly getting obese, according to a report by a commission formed by the World Health Organization (WHO).



STARTLING FACTS:

- Between 1990 and 2014, the number of overweight children in low and middle income countries has more than doubled from 7.5 million to 15.5 million.
- In 2014, almost half (48%) of all overweight and obese children under 5 years age lived in Asia and one-quarter (25%) in Africa.
- Almost 22% of Indian children are obese and face health risks.

ALARMING CONSEQUENCES:



Obesity is directly linked to high blood pressure



Type 2 diabetes



Heart disease



Osteoporosis

Source: TNN // TIMES INTERNET

Designing Social Marketing Programmes The 4 P's

- Product
- Place
- Price
- Promotion

(Jerome McCarthy, Basic Marketing 1960)

Product

- Behaviour, Service, Product being exchanged with target audience for a certain price and benefit
- These must compete successfully with the price and benefit of current behaviour

Price

- Cost to the target audience of changing behaviour
- Can be financial but more often other costs
 - *Time*
 - *Effort*
 - *Psychological cost*
 - *Lifestyle*

Place

- Channels through which product is available (access)
- Move programmes or products to places which are easy for audiences to access

Promotion

- Communicating to the audience about product, programme, price and place
- Can be through different media
 - *Advertising*
 - *Public Relations*
 - *Events*
 - *Personal Selling*
 - *Entertainment*
 - *Direct Mail*

Will Balbir Pasha get AIDS?



Will Rocky become **Balbir Pasha**?

**Rocky has many girlfriends
and he never wears condoms.**

This sense of bravado has left many men infected with HIV/AIDS.



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Saadhan Helpline - **23892222**

Will Hariya's wife and his to-be-born child become **Balbir Pasha**?

**Away from his wife, Hariya
fulfills his needs elsewhere.**

**It's men like these who often infect
their wives and children with HIV/AIDS.**



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Campaign Objectives ..1

Targeted young men (18-40) lower socio-economic group.

1. To increase perception of HIV/AIDS risk from unprotected sex with non-regular partners by personalizing the message and creating empathy through identifiable real-life situations
(ATTITUDINAL CHANGE)

Campaign Objectives ..2

2. To generate discussion about HIV/AIDS among the target populations and opinion leaders in order to facilitate understanding and knowledge acquisition (**CHANGING SOCIAL NORMS**)
3. To motivate people to access HIV/AIDS helpline and VCT service (**BEHAVIOURAL CHANGE**)

Cervical Cancer Screening – A study in Coimbatore

- 103 Women, Married and Unmarried, Across Income Groups
- Low awareness of screening tests or vaccines
- Married versus Unmarried – Stigma of being considered sexually active as cervical cancer associated with STD
- Emotional Barriers – Fear of being diagnosed for cancer, fear of how others would view them; Low support from family; fear of what the doctor would think of them
- Practical Barriers – Busy Lives
- Service Barriers – Finding a accessible and trustworthy gynaecologist

Growing Up - Monisha Mukundan (2016)

Transform me! We cry

To the beautician, the teacher,

The nutritionist, the Ayurvedic practitioner,

The guru, the tutor, the healer.

Make me beautiful, make me slim,

Make me wise, compassionate,

Clever, successful, beloved.

Quite forgetting, that is only I
Who can learn, can walk, or work out
Can eat as I should.
Only I can transform myself,
Inside and out, through hard work,
And pleasure too.
The pleasure of change,
Of shifting our palates, our habits
Our lives.
By moving our bodies,
By exercising our minds.
Transformation is up to each one of us.
And only us.

When they tell you they can do it for you,
Through massage, through products,
Through diets and conversations

They lie.

Even if they do not know that.

Being as enmeshed in illusions

As we are.

Only we can do it.

It's in our own hands

And we CAN do it.

Social Marketing Resources

- <https://www.cdc.gov/healthcommunication/index.html>
- <http://www.thensmc.com/>
- <https://ecdc.europa.eu/sites/portal/files/media/en/publications/Publications/social-marketing-guide-public-health.pdf>

Social Marketing Planning ...1

- What is the extent and nature of the behavioural problem?
- Who are those most affected? Where are they? What are they like?
- How can they be reached?
- What beliefs do customers hold about both the perceived benefits and the perceived costs of the proposed behaviour?

Social Marketing Planning ...2

- What do they perceive that other people who are important in their lives want them to do?
- Do they think that they can carry out the behaviour and, if necessary, stick with it?
- Do they have the skills?
- Are the necessary products and services easily available?

Social Marketing Planning ...3

- What is the major competition to the proposed behaviour?
- What factors are likely to influence them to shift to the new behaviour and stick with it?