

Applying Quality of Life Research: Best Practices

M. Mercedes Galan-Ladero
Reynaldo G. Rivera *Editors*

Applied Social Marketing and Quality of Life

Case Studies from an International
Perspective

 Springer

Applying Quality of Life Research


Best Practices

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*To all the people and organizations who work
to make a better world, to help other people to
improve their quality of life.*

Preface

In the age of globalization and digitalization, societies face important challenges related to public health, education, the environment, etc., which can be addressed and solved by social marketing, and which have a great influence on people's quality of life.

Thus, social marketing has become a key tool to promote, modify, discourage, or even abandon certain ideas, values, attitudes, and/or social behaviors.

The aim of this book is to describe different cases about the application of social marketing in different areas, in different countries, and by different organizations (public and nonprofit organizations mainly but also businesses), and which have an impact on the quality of life of their target audiences. Thereby, this book approaches social marketing from quality-of-life (QOL) marketing philosophy in an international context, including case studies from different regions around the world.

Therefore, this book is structured as follows:

- A theoretical initial chapter, to introduce the concepts of social marketing, quality of life, and the link between these two terms.
- 25 case studies: they are brief but sufficiently complete, so that readers can understand the initial problem and see how the social marketing campaign was developed.

These cases have been grouped into several thematic sections, focused on:

- Health: Disease Prevention and Risk Behavior. This section includes cases related to the prevention of diseases and risk behaviors.
- Safe and Healthy Lifestyles. This section includes cases related to promoting better lifestyles (exercise, sustainable food, recycling, etc.)
- Inclusion and Interpersonal Relationships. This section refers to cases related to inclusive education and labor inclusion (people with disabilities, refugees, family orientation, and community-based actions for social change).

Within their diversity, a similar organization of all the chapters has been sought:

- An introduction to the topic
- The development of the case

- Conclusions
- Discussion questions (to be discussed in class, or outside the classroom)
- Teaching notes: with the possible solutions to the questions, or guidelines for working and discussing them (when they are personal opinions and do not have correct/incorrect answers).

This book is aimed at undergraduate and graduate students in marketing courses in general, and social marketing in particular. It is also intended for social marketers and practitioners who work in this discipline, so that they know different experiences of social marketing campaigns carried out in other countries and see the different results obtained. Thus, they can compare them and/or take them as a reference, improving their ability to design and implement new social marketing campaigns and strategies in their specific contexts.

As editors, we would like to especially thank the work of all the authors who, with their cases, have made this book possible. Their availability and collaboration in these difficult months of lockdown in practically all the countries due to the global COVID-19 pandemic have been key to bringing this project to fruition. We have been able to verify firsthand the effect of social marketing campaigns on our attitudes and behaviors (e.g., those that wanted us to “stay at home”. or “use the mask”) with different results depending on the countries, and how much they have affected our quality of life.

Finally, we would also like to thank the International Association of Public and Non-Profit Marketing (AIMPN - IAPNM), its members, and participants in its conferences, for the support they have given us, collaborating as authors in many of the case studies and/or helping to spread the call for chapters of this book.

We hope this book will be useful and enjoyable for readers, and will help to highlight the importance of social marketing around the world. And we also hope that it will encourage more research and work in this field, to spread the benefits that social marketing can provide, especially in improving people’s quality of life worldwide.

We invite readers to contact us if they wish, to send us their comments or make suggestions for improvements for future editions of this book.

Badajoz, Spain
Buenos Aires, Argentina
November, 2020

M. Mercedes Galan-Ladero
Reynaldo G. Rivera

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Part I
Health: Disease Prevention and Risk
Behavior

Chapter 1

Theoretical Background: Social Marketing and Quality of Life



Helena Alves, M. Mercedes Galan-Ladero, and Reynaldo G. Rivera

Abstract Nowadays, social marketing is a key tool for accepting, promoting, encouraging, changing, modifying, discouraging, rejecting, or abandoning ideas, values, attitudes, conducts, or behaviors.

Although it was initially used by public and non-profit organizations, currently businesses are also implementing social marketing. Since it can affect people's quality of life (QOL), it is applied in different areas, such as public health and welfare, education, governance, or environment issues.

Simultaneously, the quality of life approach would provide new insights to marketing strategies and better understanding of the audiences, as well as improving organizations' strategies, programs' effectiveness and results (financial, social and environmental).

In this theoretical chapter, some definitions and core concepts about social marketing approaches and strategies from quality of life perspective are considered. The main steps of a social marketing program are also explained. Ethical and cultural issues that influence social marketing are also referred to.

Keywords Social marketing (SM) · Quality of life (QOL) · Ideas · Attitudes · Behaviors · Social interventions

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Introduction

The twenty-first century society is volatile, uncertain, complex and ambiguous (Mack et al. 2015). Endogenous and exogenous factors change, sometimes at a fast pace, the objective and subjective conditions of people's lives. Crisis like COVID-19 pandemic and technological shifts like the massive introduction of artificial intelligence are dramatically changing people's quality of life. Therefore, public and private organizations search and design programs that would improve it through positive changes and processes.

Social marketing has been used to respond to social problems in different areas like health, environment, citizen participation, education, employment, among many others. These areas constitute people's quality of life (QOL) dimensions and therefore it is clear the impact that social marketing campaigns have on people's quality of life.

In the following sections, we introduce the main theoretical concepts that will help to understand how marketing, looking for the solution of social problems and needs, would be oriented by a quality-of-life (QOL) paradigm.

Social Marketing

In a globalized world, *social marketing*, also called *marketing of social causes*, or *marketing of ideas*, has become essential to solve problems related to public health, global warming, education, social issues, traffic safety, etc. Thus, social marketing has become a key tool for all types of organizations (public and nonprofit organizations, but also businesses¹)—Galan-Ladero and Alves (2019).

Definitions and Core Concepts: Some Areas for Its Application

The first academic definition of *social marketing* was published in 1971 by Kotler and Zaltman, who considered it as “*the design, implementation and control of programs calculated to influence the acceptance of social ideas and implies considerations of product planning, price, communication, distribution and marketing research*” (Kotler and Zaltman 1971: 5). This definition “*was very innovative at that time, because it meant transferring the marketing mix scheme (the 4 Ps) to a new type of products*”: ideas (Alves and Galan-Ladero 2019: 3). Later, social marketing was also defined as “*the use of marketing techniques and principles to influence a*

¹In this latter case, authors such as Kotler and Lee (2005) prefer to call it “Corporate Social Marketing”. e.g. when a company encourages physical exercise, healthy eating, or recycling.

Table 1.1 Other definitions about social marketing

Authors	Definitions
Moliner Tena (1998: 27)	Social marketing is an extension of marketing that studies the relation of exchange that arises when the product is an idea or social cause
Weinreich (2006)	Social marketing is the use of marketing techniques to promote the adoption of healthy or pro-social behaviors
Santesmases (2007: 1036)	Social marketing is a part or aspect of marketing . . . whose purpose is to stimulate and facilitate the acceptance of ideas or social behaviors that are considered beneficial to society, or to stop or discourage those other ideas that are considered harmful
French and Russell-Bennett (2015: 142)	Social marketing is a multidisciplinary branch of marketing. Social marketing is concerned with the social marketplace and making a significant contribution to solving social challenges. Social marketing seeks to make this contribution through the application of marketing principles, methods and systems to influence not only the behavior of citizens but also the behavior of social service providers, policymakers, politicians, and other stakeholders associated with particular social issues including the for-profit sector, the not-for-profit sector, and the media sector. Social marketing is defined by its central focus on social value creation using exchange, relationship building, and the provision of social offerings to influence behavior that will result in positive social change
Newton-Ward (2016: 1)	It is a systematic way to understand the determinants of health and social problems, and to address these causes with an array of interventions—in a way that makes change “fun, easy, and popular”
Basil (2019: 23)	Social marketing is the application of commercial marketing and other principles to influence behavior for the good of the individual and society

Source: own elaboration, from the cited authors

specific public that voluntarily accepts, rejects, modifies or abandons behavior for the benefit of individuals, groups or society as a whole” (Kotler and Lee 2005: 115). Finally, the Boards of the International Social Marketing Association, European Social Marketing Association, and Australian Association of Social Marketing also defined it (Morgan 2017), and established that “*Social Marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviors that benefit individuals and communities for the greater social good. Social Marketing practice is guided by ethical principles. It seeks to integrate research, best practice, theory, audience and partnership insight, to inform the delivery of competition sensitive and segmented social change programs that are effective, efficient, equitable and sustainable*”. Other definitions are included on Table 1.1.

However, *social marketing* is frequently confused with other communication strategies and socially responsible initiatives, such as *cause promotion, cause-related marketing, corporate social responsibility, health marketing, nonprofit*

marketing, social advertising, social communication, social media marketing, social propaganda, socially responsible marketing, or societal marketing (Table 1.2).

Thus, differently to other communication strategies and socially responsible initiatives, social marketing focuses on accepting, influencing, modifying, changing, discouraging, or abandoning ideas, beliefs, attitudes, values, practices, and behaviors (Andreasen 1994), to “*benefit the individual, their community, or the environment, achieving an individual and societal well-being*” (Basil 2019: 4). Targeted publics’ needs and quality of life are top priorities in social marketing.

To sum up, social marketing tries to “encourage a certain social behavior, foster a specific value, promote a specific attitude, facilitate a behavior or try to accept a certain idea, all of which are considered beneficial for society, or for a part of it. Or, on the contrary, it can also try to discourage or stop that behavior, attitude or idea that is not socially desirable, because it is considered harmful (Galan-Ladero and Galera-Casquet 2019). Some areas where social marketing has been applied are summarized in Table 1.3.

How the Quality-of-Life Paradigm Can Guide Social Marketing

Quality of life (QOL) surpluses economic well-being: it is “*the perception each individual has of his/her position in life, within the cultural context and system of values in which he/she lives, in relation to his/her expectations, interests and achievements*” (Tonon 2020: 2). From that approach, marketing is an organizational function that produces, prices, promotes, and distributes value that maximizes target audiences’ quality of life. This goal requires consumers’ well-being improvement, reduction of negative side effects or non-maleficence towards potential stakeholders and long-term social and environmental profitability (Alves and Vazquez 2013; Sirgy 1996).

Sometimes, QOL is confused with other terms that, although related, are not synonymous: living conditions, health conditions, welfare, well-being, happiness, sustainability, or human flourishing (see Table 1.4).

QOL is conditioned by the social structure (socio-demographic features), cultural traits, psycho-social characteristics of the community, and its private and public institutions operating within that context (Tonon 2020: 1). On the other hand, QOL is influenced by two types of forces (Tonon 2020: 1–2):

- Endogenous: it includes an individual’s mental, emotional, spiritual, and psychological responses to his/her living conditions and socio-cultural context.
- Exogenous: it refers to the social structure, relational and cultural influences of the communities where the individuals live.

Table 1.2 Other concepts related, but different, to social marketing

Concepts	Definitions
Cause promotion	“It is a CSR initiative whose objective is to build awareness and concern for social causes. The core element of the effort is promotional in nature. Persuasive communications are usually used” (Kotler and Lee 2005: 80)
Cause-related marketing	“It is a CSR initiative that consists of an agreement between a company and an NGO to collaborate in a social cause and obtain a mutual benefit. The company’s commitment is focused on contributing (financially or in kind) to the cause based on the sales or transactions made (the donation will depend, therefore, consumer behavior). Normally, the campaign is carried out for a specific product, for a specific period and with a particular NGO” (Galan-Ladero 2011: 97; Kotler and Lee 2005: 23; Santesmases 1999: 1004)
Corporate social responsibility	“It is a commitment to improve community well-being through discretionary business practices and contributions of corporate resources” (Kotler and Lee 2005: 3). “It is a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis. CSR concerns actions by companies over and above their legal obligations towards society and the environment” (Commission of the European Communities 2001)
Health marketing	It is a multidisciplinary area of public health practice that promotes the use of marketing research to educate, motivate and inform the public on health messages (CDC 2011)
Nonprofit marketing	It is the marketing that aims to improve the exchange activities of all non-profit institutions, although with more restrictive criteria this name is reserved for private NPOs or NGOs (Santesmases 1999: 899–902)
Social advertising	“It consists of applying the techniques and methods of commercial advertising to social causes” (Quintanilla et al. 1988: 140)
Social communication	“It is the use of language in social contexts. It encompasses social interaction, social cognition, pragmatics, and language processing” (ASHA 2020)
Social media marketing (“social marketing”)	“Marketing via online tools and platforms that people use to share information with each other, such as blogs, social networking sites, wikis, podcasts, and shared media sites” (Weinreich 2006)
Social propaganda	It deals only with strengthening of beliefs and is entirely didactic in nature (O’Shaughnessy 1996)
Socially responsible marketing	It is a marketing philosophy where the company should take into consideration the best interest of society in the long term
Societal marketing	It is a marketing concept that holds that a company should make marketing decisions not only by considering consumers’ wants, the company’s requirements, but also consumers’ and society’s long-term interests (Kotler et al. 2000: 921)

Source: own elaboration, from cited authors

Table 1.3 Some areas where social marketing has been applied

Areas	Examples
Health and Welfare	<p>To avoid health problems (obesity, diabetes, cholesterol, high blood pressure, heart attack, ictus, etc.):</p> <ul style="list-style-type: none"> – Promotion of healthy food consumption – Promotion of fat, sugar, and/or sodium reduction – Promotion of physical activity and healthy habits – Promotion mandatory social distance and isolation in the pandemics <p>To reduce child mortality:</p> <ul style="list-style-type: none"> – Prenatal care – Breastfeeding promotion – Implementation of hygienic measures – Vaccination promotion – Improvement of potable water access <p>To reduce maternal mortality (during the pregnancy or the birth):</p> <ul style="list-style-type: none"> – Prenatal care – Avoidance of child marriage <p>To prevent diseases (such as cancer, HIV infection, measles, etc.), or detect it on an early stage:</p> <ul style="list-style-type: none"> – Promotion of periodic revisions and tests – Vaccination – Social distance and isolation <p>To save lives:</p> <ul style="list-style-type: none"> – Encouragement of blood donation – Promotion of organ donation – Awareness about antibiotics use, to avoid becoming ineffective – Reduction of smoking, drinking, or drug use
Governance	<p>Citizenship:</p> <ul style="list-style-type: none"> – To promote civic participation – To enforce democratic attitudes and behaviors – To improve safety and reduce street violence – To implement mobility restrictions (e.g. lockdowns in pandemics) <p>Cities:</p> <ul style="list-style-type: none"> – To promote green and sustainable urban planning – To foster smart cities models <p>Social Responsibility:</p> <ul style="list-style-type: none"> – To encourage social entrepreneurship – To implement social responsibility in public administrations
Education	<p>Vial education (road safety):</p> <ul style="list-style-type: none"> – To use the seat belt – To respect speed limits – To promote sustainable social behaviors – Not to drink or use drugs when driving – To rest from time to time – Not to use mobile phones when driving – To use a child protection chair – To improve cyclist security – To enhance pedestrian security <p>Desirable social values:</p> <ul style="list-style-type: none"> – Full inclusion of diverse and migrant people – Full inclusion of people with disabilities (encouragement of social and labor integration; awareness of the need of correct accessibility to buildings and other

(continued)

Table 1.3 (continued)

Areas	Examples
	spaces; etc.) – Gender equality (to avoid gender violence, gender discrimination in the work, opportunities in the labor market, . . .) Traditions and cultural practices: – To avoid child marriage – To stop female genital mutilation – To stop persecution against religions Consumer protection and rights: – Information about consumer rights and awareness of consumer protection – Tax payment (VAT) Tax payment: – To avoid tax evasion Preservation of the natural environment: – Recycling and reuse – Avoidance of animal mistreatment and pet abandonment – Responsible use of water and other natural resources – Reducing consumerism that impacts on economic wealth (e.g. consumption of electricity)
Environment	To protect and preserve the environment: – To protect forests – To stop desertification – To diminish consumption of natural resources – To increase recycling and reuse – To fight against climate change To reduce pollution: – To reduce waste – To reduce plastic use – To improve air, water and soil quality – To encourage the use of clean, renewable and/or sustainable energy

Source: Adapted from Alves and Galan-Ladero (2019)

Therefore, social marketing is a framework for the planning and implementation of social change, which seeks to achieve a greater degree of well-being in people and in their quality of life. Thus, it can occur in four levels (Quintanilla et al. 1988: 142):

- A cognitive change (beliefs): understanding of something concrete, by the target audience.
- A change of action: specific actions to be carried out by the target audience.
- A behavior change: creating a new pattern of behavior in the target audience.
- A change in values: trying to alter some type of belief or value deeply ingrained in the target audience.

As an approach to social change and innovation, social marketing strategies are not ruled by market demand and economic value (Sirgy et al. 1985). Contrary to other types of marketing, ideas or causes could be controversial, painful for the public, but beneficial to their quality of life in the long term. From this point of view, marketing helps people to discover new ways of doing and flourishing. It requires a

Table 1.4 Other terms related to QOL

Term	Definition
Happiness	State of pleasant spiritual and physical satisfaction (RAE 2020). It is a component of QOL (Guardiola 2020: 194)
Health conditions	Health is “a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity” (WHO 1948) Thus, health conditions means “the status of a resident’s physical, mental, and psychosocial well-being” (Law Insider 2020). Health conditions affect people’s ability to function or enjoy life
Human flourishing	A critical and broad concept which includes many dimensions of physical, mental, social, relational, and spiritual well-being. It indicates growth, resilience, happiness, development and, mainly, thriving in human life (Archer 2017). In fact, “... the higher purpose of marketing is welfare in terms of well-being and prosperity, or human flourishing” (Varey 2013)
Living conditions	“The circumstances affecting the way in which people live, especially with regard to their well-being” (Oxford Dictionary on Lexico 2020)
Sustainability	“Quality that can be maintained for a long time (e.g. without depleting resources or causing serious damage to the environment)”—RAE (2020). It is a component of QOL (Guardiola 2020: 194)
Welfare	“The health, happiness, and fortunes of a person or group” (Oxford Dictionary on Lexico 2020)
Well-being	“The state of being comfortable, healthy, or happy” (Oxford Dictionary on Lexico 2020) It is a subject area in philosophy. It is the investigation of what determines how good or bad a life is for the one living it (Weijers 2020: 15). It is usually considered synonymous with welfare, prudential value, and the prudential good life (Weijers 2020: 16)

Source: Own elaboration, from the cited authors

marketer interested in transcendent motives, able to manage a proposal that has a price that does not match the demand, and a communication which is not propaganda but dialogue and cooperation towards shared goals.

QOL theory offers, to social marketing, a guide for designing and implementing strategies that do not search to maximize return on investments, but “. . . *an end state which is to be defined in terms of people’s needs, preferences, satisfactions, and well-being. The objective is then to maximize individuals’ well-being*” (Sirgy et al. 1985: 221). From that perspective, social marketing is not about exchanges that produce short-term satisfactory emotional states, but moral goods or values (directly related to publics’ needs, affects and culture) that facilitate human flourishing in the long-term.

An organization applying QOL social marketing should design and deliver ideas that increase physical, psychological and spiritual growth; establishing a price that is both affordable for the target and sustainable for society and environment; distributing the value in an inclusive way through promotional decisions that are simultaneously respectful and positive for targets and stakeholders identities.²

²For a complete analysis, see Alves and Vazquez (2013), and Lee and Sirgy (2004).

Social marketing guided by QOL principles generates trust, commitment, satisfaction and long-term relationships with publics (Alves and Vazquez 2013; Lee and Sirgy 2004). Those consequences require a clear ethical orientation in the organization implementing the strategy. Its purpose should be guided by an allocentric orientation rather than an egocentric one. While the latter is focused on the organization's economic value, the former recognizes the value of the entire organizational network and socio-cultural system (Sull and Ruelas-Gossi 2010).

In consequence, QOL marketing performance and effectiveness cannot be measured exclusively from the marketer's point of view and interests, but should analyze the strategies impact on subjective and objective life dimensions like: overall happiness with life, health, work, family satisfaction, housing, transportation, education, employment, personal security, spiritual or religious beliefs, participation in cultural activities, environment, values, social support, economic and political stability and welfare (Alves and Vazquez 2013:10; Tonon 2016).

QOL social marketing perspective requires a different kind of research and planning processes, which are not focused on "the market" needs and desires, but on the beneficiaries' culture, goals, social and personal purpose in life and the means to achieve them.

Rather than focusing on resources and economic goals, QOL social marketing is based on a stakeholders-based view, which requires a shift in terms of strategies design but also results and impact evaluation. A quality-of-life philosophy requires that social marketing strategies should:

- Define the problem in terms of quality-of-life and long-term life satisfaction.
- Conduct situation analysis considering publics' physical, social and psychological characteristics (which include dimensions like culture, affects, spirituality, traditions, etc.).
- Consider the influence of relational, transcendent and moral dimensions on human and social behavior.
- Select target, objectives and goals accordingly with actual and potential quality of life levels.
- Understand the diversity of targets' experiences, needs and expectations.
- Identify means influencing positive personal and social development that do not clash with other non-marketing quality of life means (e.g. healthy behaviors, altruistic attitudes, political participation, etc.).
- Develop a set of indicators to estimate the marketing program contribution to QOL. Those indicators should capture (through quantitative and qualitative methods) targets experiences with product "... acquisition, preparation, consumption, possession, maintenance, and disposal ... reflecting both individual and societal welfare" (Alves and Vazquez 2013: 11).
- Define objective, goals, positioning statement and marketing mix strategies considering the social and ecological context where they will be implemented.

Although a large part of marketing impact evaluations are based on quantitative metrics, QOL marketing requires to adopt mixed methods approaches, with a particular interest for qualitative studies. "*The importance of the use of qualitative*

methodology in quality of life studies is related with the importance of considering people's perceptions, opinions, feelings, ideas and interpretations. This kind of approach is essential to the understanding of people's experiences of wellbeing and to the discovery of new issues related with the quality of life field" (Tonon 2015: 4).

Applied studies on QOL analyze the material, psycho-social and emotional conditions of the people and how they respond towards their living contextual conditions. That means that in a world where change, complexity, sustainability and connectivity are conditioning the way organizations and individuals are taking decisions, QOL philosophy provides a framework that really puts the people and their interests at the center.

The relevance of the field is clear from its impact in social progress: QOL is vital for achieving UN sustainable development goals (SDGs). In fact, in 2011 the OECD launched the Better Life Initiative³ that, focused on the aspects that shape people's lives, contributes to understanding current distance to the SDG targets and offers a framework and methodology to improve the measurement of well-being. Accordingly with OECD (2017), individual well-being dimensions include material conditions (income and wealth, jobs and earnings, housing) and quality of life (health status, work and life balance, education and skills, social connections, civic engagement and governance, environmental quality, personal security and subjective well-being).

Consequently, QOL definition combines and integrates two dimensions (Martinez 2020: 210):

- Objective: QOL is usually measured by using indicators that represent observable and measurable conditions (e.g. durable housing, adequate water provision, availability of green areas, and accessibility to schools).
- Subjective: QOL sometimes requires some sort of subjective judgement (e.g. different standards may exist to consider a dwelling inadequate).

Thus, QOL incorporates two main approaches (Tonon 2020: 1):

- Quantitative—objective approach: what people have and can be observed directly.
- Qualitative—subjective approach: what people feel and can be observed indirectly.

From that perspective, QOL philosophy allows social marketers to guide their decision-making processes not only by transactional and relational approaches, but also by a holistic and ethical perspective, which includes a wide spectrum of objective and subjective personal and socio-cultural dimensions. Therefore, an effective QOL social marketing strategy should increase specific targets' well-being and create social value for a wide set of potential stakeholders, including the

³OECD Better Life Initiative website: <http://www.oecd.org/statistics/better-life-initiative.htm>

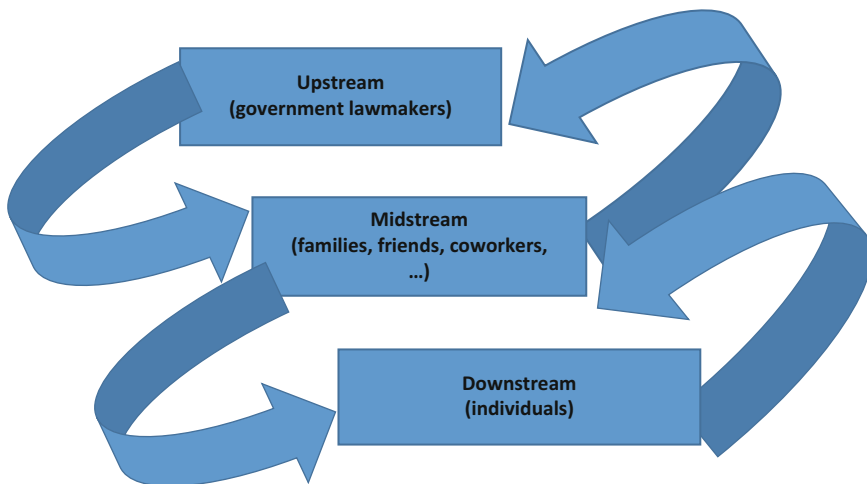


Fig. 1.1 Three streams in social marketing. Source: Own elaboration

environment. In this way, QOL social marketing represents a powerful tool for human development and flourish societies.

Social Marketing Streams

Donovan and Henley (2010) propose that “*the goal of social marketing is not just to encourage individual voluntary behavior and modify the environments that facilitate such changes, but also trying to influence and transform the social structures that will facilitate individual changes*”. This will mean “*targeting the individuals that have the power to change policies and legislation*” (Alves and Galan-Ladero 2019: 3). To achieve that, a combination of three approaches is advisable (Donovan and Henley 2010; Basil et al. 2019)—(Fig. 1.1):

- *Downstream approaches*: addressing the problem by facilitating access to solutions, influencing the behavior of individuals directly. That is, efforts are focused on those individuals whose behavior is wanted to be directly influenced (Basil et al. 2019: 3).
E.g. smoking, drinking, over eating, sedentary lifestyle, water and energy consumption, etc. Informational and educational programs for these target individuals might be useful.
- *Upstream approaches*: identifying and acting upon the main causes of the problem, by “*influencing social and environmental policies, structures, and decision makers that can help to alleviate the problem*” (Basil et al. 2019: 12). That is, efforts are focused on those who can influence the system within which the behavior occurs (e.g. decision makers, politicians, [local, regional, national,

or international] authorities, and others whose decisions could influence the social environment), in order to encourage or discourage the behavior (Basil et al. 2019: 3).

E.g. to restrict or ban the sale and/or advertising of some products considered socially undesirable (tobacco, alcohol, drugs; guns and other weapons; etc.).

- *Midstream approaches: acting upon those that can help behavior change, like families, friends, coworkers, among others.*

E.g. giving incentives, subsidies, grants, etc. if they collaborate to reach the socially desirable behavior (e.g. to promote family tourism, there is the family tourism seal in Spain—discounts and offers for families going on vacation with children).

A social marketing intervention could include a combination of all these approaches. *Thus, for example, to reduce the consumption of soft drinks with high sugar levels, actions could focus on* (French and Russell-Bennett 2015):

- *Manufacturers (to make healthier products).*
- *Politicians (to regulate the sugar level of these products, by law; or its advertising; or the places of sale—e.g. to ban the sale of soft drinks in vending machines in schools; or to increase taxes for these products).*
- *Families (to reduce the consumption of these soft drinks at home, replacing them with healthier products).*
- *Individuals/Consumers (to be aware of the health risks that its consumption implies).*

In order for social marketing to become effective, four dimensions must be present (Hastings and Domegan 2014):

- *“Customer” (citizen) orientation: identification of people’s needs, aspirations, values, and priorities. To be effective, “marketers first must understand the elements that determine people’s current behaviors”* (Basil et al. 2019: 9): the demographic, economic, social, environmental, technological, legal, cultural, historical, and political forces that influence individuals’ behavior. But also the barriers to behavior change (to identify, reduce, or eliminate them).
- *Creative orientation: finding imaginative ways to engage people (target audience).*
- *Collective orientation: recognizing that social and cultural context matters.*
- *Competitive orientation: critically addressing the competition while reducing the efforts (price) that target has to afford.*

Scholars and practitioners *“have been supporting these orientations, in their practice and research, with the useful insights of several theories and models of behavior change”* (Donovan and Henley 2010; Hastings and Domegan 2014; Basil et al. 2019), namely, the Health Belief Model, Stages of Change or the Transtheoretical Model, Community Readiness Model, Extended Parallel Process Model, Hierarchy of Effects and AIDA Model; the Protection Motivation Theory, the Social Learning Theory, the Theory of Reasoned Action, the Theory of Planned

Behavior, the Theory of Trying, the Theory of Interpersonal Behavior, the Exchange Theory, the Social Cognitive Theory, and the Social Capital Theory, Product Differentiation Theory, Consumer choice Theory, Diffusion of Innovation Theory, Involvement Theory, Co-creation Theory, Self-efficacy Theory, Social Norms Theory, Utility Theory, among many others. All these models and theories contribute to understanding the influences on behavior and hence provide a framework to develop the strategy and campaigns to fight social problems (Alves and Galan-Ladero 2019: 3–4). They arise from a variety of fields including marketing, psychology, and sociology (Basil et al. 2019: 72).

Social Marketing Approaches and Strategies

Social marketing is characterized by the coordination of different complementary approaches, to achieve the realization or modification of ideas, attitudes, or behaviors (Santesmases 1999; Rivera et al. 2016; Alves and Galan-Ladero 2019: 5): *a legal approach* (based on regulations, sanctions, rules, laws, etc.), *a technological approach* (using innovations to facilitate the desired behavior), *an economic approach* (reducing the cost of carrying out the desired behavior, or increasing the price to discourage unwanted behavior), *an informational approach* (focused, above all, on persuasive information), and a *relational approach* (based on interpersonal interactions and the impact of social behaviors and experiences).

*E.g. to reduce the tobacco consumption, many governments have banned smoking in public places, the sale of cigarettes to minors, or any kind of tobacco advertising (**legal approach**), promote non-smoking lifestyle among teens who can influence their peers (**relational approach**), medicines have been created (e.g. nicotine gum, nicotine patches, pills, ...; which are, in some cases, subsidized, and included in the National Health System)—**technological approach**, and many persuasive information has been offered, also in the cigarette packs (warning labels, fear-appeal messages, cancer images, ...)—**informational approach**. And the price has also increased (**economic approach**).*

*E.g. To reduce plastic pollution, some governments have banned single-use plastic bags and others have mandated, by law, that each bag be charged (**legal approach**); new recyclable and/or reusable plastic bags have also been created, as well as new materials (e.g. potato starch) that are less harmful to the environment, in addition to the traditional ones made of paper or cloth (**technological approach**); information on the damage that plastic bags cause to nature (**informative approach**); it is segmented according to the reference groups (**relational approach**); and the cost of the plastic bags (they are no longer free, to discourage their use) - **economic approach**.*

*E.g. To avoid the spread of COVID-19, the governments of many countries decreed a state of alarm and the lockdown of the population, restricting the mobility, and also making the use of masks and social distance mandatory (**legal approach**);*

*hydroalcoholic soaps, gels and sprays, PCR tests, new drugs, vaccines, as well as mobile applications to track population demographic movements and, using big data, artificial intelligence and geolocation, defining the spread patterns of the virus and evaluating the effects of the lockdown measures imposed (to review and, consequently, relax or tighten quarantine orders), would represent the **technological approach**; official and expert information on prevention measures and the correct use of masks, as well as the benefits of wearing them (**informative approach**); responsibility towards one's family, friends, coworkers, and/or fellow students (**relational approach**); and the regulation of the price of gloves, hydro-alcoholic products, and masks (with fixed prices to avoid speculation and facilitate access to them by everyone; and even being free, in some cases, for vulnerable people and/or without resources)—**economic approach**—was promoted.*

Consequently, different strategies can be applied in social marketing, depending on the purpose sought (Santesmases 1999; Alves and Galan-Ladero 2019: 6–7; Penelas-Leguía et al. 2012):

- To reinforce ideas, attitudes and/or behaviors: *a reinforcement strategy* (e.g. using awards, rewards, social recognition, economic incentives, legal norms, training programs, educational activities, information reports, etc.).
E.g. public recognition and awards for people with the highest number of blood and bone marrow donations.
- To induce the accomplishment of a desirable behavior: *an induction strategy* (e.g. establishing social controls, facilitating material and human means to carry out desired behavior, providing economic incentives, legal regulations, etc.).
E.g. some UK councils give free special bags to citizens for organic garbage.
- To generate a change in attitude (when it is negative toward a desirable social behavior, although it is practiced): *a rationalization strategy* (e.g. giving more information, trying to persuade with controls, advertising, etc.).
E.g. in some countries where some vaccines are compulsory (parents should vaccinate their children to maintain high rate of population's immunization), experts can make parents aware of the benefits that their children will have if they are protected against some diseases, such as measles (and not only to lose public economic support—e.g. Australia -, or avoid fines—e.g. Italy).
- To generate a change in attitude and behavior: *a confrontation strategy* (e.g. applying economic sanctions, using coercive actions, or persuasive information).
E.g. persuasive and/or fear-appeal information, fines, and even jail sentences, for drivers that do not respect traffic laws and rules (e.g. exceeding speed limits, parking in double row, or in prohibited areas, drunk driving, not wearing seatbelt, etc.).
E.g. in some countries, garbage is not collected if it is not correctly classified for recycling, and even can be given fines if it is not removed from the street in a determined period of time (e.g. Germany).