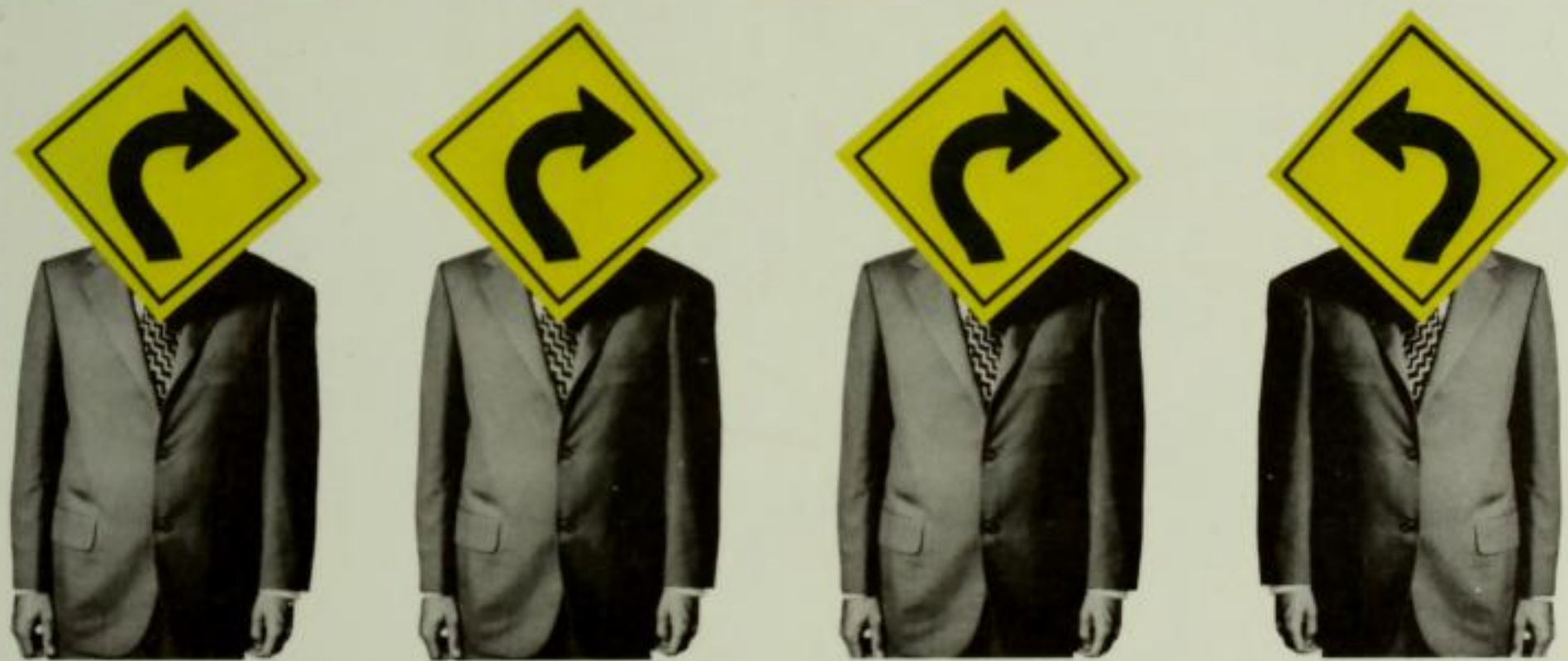


# SOCIAL MARKETING



**STRATEGIES FOR CHANGING PUBLIC BEHAVIOR**

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**PHILIP KOTLER**

**and**  
**EDUARDO L. ROBERTO**

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*Strategies for  
Changing  
Public Behavior*



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EDUARDO L. ROBERTO



THE FREE PRESS  
*A Division of Macmillan, Inc.*  
NEW YORK

Collier Macmillan Publishers  
LONDON



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The Free Press  
A Division of Macmillan, Inc.  
866 Third Avenue, New York, N.Y. 10022  
Collier Macmillan Canada, Inc.

Printed in the United States of America

printing number  
1 2 3 4 5 6 7 8 9 10

**Library of Congress Cataloging-in-Publication Data**

Kotler, Philip.

Social marketing.

1. Social marketing. I. Roberto, Eduardo L. II. Title.  
HF5415.122.K68 1989 658.8 89-45735  
ISBN 0-02-918461-4



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## Preface

Every nation in the world is experiencing social problems that its citizens and government are attempting to solve. Solving social problems involves social change—changing the way individuals and groups lead their lives by transforming adverse or harmful practices into productive ones, changing attitudes and values in communities and entire societies, and creating new social technologies that usher in desired changes and elevate the quality of people's lives.

Virtually all societies in these closing years of the twentieth century are wrestling with an acceleration and intensification of social change. Long-standing ideologies, such as Marxism, are weakening in the face of social and financial crises. Authoritarian political systems are undergoing massive changes, sometimes in the direction of democratization. In Third World countries, new ideas and practices, stimulated by global communications, are disrupting existing social orders. There is a "revolution of rising expectations." More people in more societies are eager for social change—for changes in their ways of life, their economies and social systems, their lifestyles, and their beliefs and values—than ever before.

In the past, massive changes were brought about by force and violence, through war and revolution. It is hoped that in the future, students of social change may look at the final decade of the twentieth century as a time when the balance of social change by exchange and persuasion versus social change by violence started to shift in favor of planned, voluntary, and nonviolent change.

Many modern societies are powered by a belief in democracy,



rationality, and progress. The dominant idea is that social and individual life can be shaped, changed, and improved by rational action—by individuals, by groups of people working together voluntarily, by the government, or by a combination of citizen and governmental action.

Social change campaigns arise among people who are intent on directing, shaping, and controlling change. Therefore, social change can be viewed as taking two forms: changes that occur spontaneously, that take place in the course of life without deliberate planning or rational human intervention, and changes that are planned and engineered by human beings to achieve specific agreed-on objectives and goals. In democratic societies, for the most part, planned social change is brought about by the concerned action of governments and citizens. The assumption is that leaders must win the consent of the governed to make major changes, although some democratic governments have “engineered” consent from the governed, manipulating the public in devious or heavy-handed ways. Insofar as democratic societies often seek to limit the scope and power of governments, changes undertaken voluntarily, by individuals and groups that are formed to promote social change, assume a prominence and, indeed, legitimacy in the conduct of social life. In these instances, citizen/voluntary action is valued as a legitimate alternative to “big government.”

This book examines the art and science of promoting planned, targeted social change. It highlights successful social change campaigns that have been launched by governments, by a combination of governments and citizens, and by citizens themselves. It probes the hows and whys of failed campaigns and the conditions of successful ones.

Its theme is that knowledge, techniques, and technologies now exist to organize and implement effective social change programs, in virtually every area of social concern, both locally and nationally. Social change campaigns can achieve their objectives of influencing, determining and changing ideas and practices. The lessons of successful social change campaigns in modern, industrialized nations and in developing nations can be utilized to launch sought-after social changes in all nations of the world, even in those that still resist the notion that social change is possible and achievable through human intervention and purpose. **Bringing about life-improving social change is the challenge and goal of social marketing.**



In recent times, social change campaigns have focused on health reforms (antismoking, the prevention of drug abuse, nutrition, and physical fitness), environmental reforms (safer water, clean air, the preservation of national parks and forests, and the protection of wildlife refuges), educational reforms (to increase adult literacy, to improve public schools, to raise students' test scores in science and mathematics, and to grant merit-pay increases to increase the morale of teachers), and economic reforms (to revitalize older, industrial cities; boost job skills and training; and attract foreign investors). Other countries, such as Sweden, Canada, and Australia, have launched vigorous campaigns to reduce smoking and alcoholic consumption, encourage safe driving, and protect the environment. In some cases, these countries have been more effective in their social change campaigns than has the United States. For example,

Sweden has developed a program that aims to raise a nation of nonsmokers. The program includes intensive antismoking education in the schools and in maternity clinics, progressive restrictions on cigarette advertising and promotion, high cigarette taxes, bans on smoking in public places, and full-service clinics to assist people who want to stop smoking.

Developing countries, such as the Philippines, Indonesia, and China, conduct forceful social campaigns to inoculate children against viruses; to make widespread the use of oral rehydration therapies; and to promote family planning, literacy, and healthful diets.

**But what do we mean by a social change campaign? A social change campaign is an organized effort conducted by one group (the change agent), which intends to persuade others (the target adopters) to accept, modify, or abandon certain ideas, attitudes, practices, and behavior.**

In many cases, the change agent ultimately seeks to change the target adopters' behavior. Behavioral change may occur at the end of a series of intermediate stages, such as change in a population's information, knowledge, and attitudes. Most of the social campaigns that we examine are high-consensus campaigns—to foster brotherhood, prevent forest fires, and rehabilitate drug abusers—with which most citizens agree. Others may enjoy less-widespread public support (such as family planning) or face opposition (abortion). The technology of social campaigning also