

Social Marketing: Improving the Quality of Life (2nd Edition)

Sage Publications: California (2002)

Philip Kotler, Ned Roberto, Nancy Lee

Introduction

As Alan Andreasen notes in the introduction to this book, social marketing has become an increasingly important aspect of marketing in recent years, a trend Andreasen predicts will continue. This textbook presents a systematic approach to social marketing that draws on marketing theory, and provides several examples to illustrate the application of theory to practice. However, the authors follow a very traditional approach to marketing decision-making. Readers looking for a more critical evaluation of social marketing and its applications, or an analysis of the empirical evidence underpinning social marketing theory, may find this book lacks depth.

Structure and Content of the Text

The text is divided into five sections that loosely follow the pattern of Kotler's marketing management texts. The first of these begins by presenting a definition of social marketing, which the authors suggest has a strong emphasis on voluntary behavioural modification, an explanation that has much in common with Andreasen's (1995) definition. The authors also identify other variables that can help shape consumers' behaviour, but they could do more to integrate social marketing with the legal, political and economic instruments available to marketers and policy makers. Rothschild (1999) discussed the role of "carrots" and "sticks" in social marketing programmes; this link with behaviour modification theory could be explored further. For example, social marketers can draw on regulation to modify and maintain behaviour in a way that commercial marketers cannot. Greater discussion of legislation prohibiting tobacco promotions, for example, would have fostered a better understanding of the regulatory environments that shape social behaviours.

The remaining chapters in the first section provide an overview of the strategic planning process that Kotler et

al recommend and develop in the later sections, and illustrate this using a variety of topical cases. The authors also outline twelve elements they suggest underlie successful social marketing campaigns. However, while these elements may offer some sensible guidelines, many lack a clear empirical foundation. For example, one element recommends starting with the target markets that are most ready for action. However, this assumes target markets exist, can be identified and accessed, and respond differently to different stimuli. Moreover, it assumes programmes that follow this advice will be more successful than those that do not. Although Kotler et al use cases to illustrate the elements they outline, these cases are rather anecdotal and the lack of empirical support is one of the major weaknesses of the text - a point I discuss in more detail below.

The second section of Social Marketing analyses the environments in which social marketing activities occur and begins by discussing the type of research that can be conducted. This section opens with a very brief summary of research methods, before discussing environmental analyses. As the authors note in the first section, social marketing does not require a new set of techniques, thus this section represents a summary of key topics outlined in more detail in mainstream marketing texts. For new social marketers, the information provided might be too superficial to be of much value, though it represents a sound summary of existing practice and the case studies provided link the methods outlined to social marketing programmes.

Readers familiar with Kotler's approach will easily recognise Section three of the text, which examines the selection and understanding of target markets. Although widely accepted as important in mainstream marketing, this approach has nevertheless attracted criticism, and the logic of segmentation remains debatable. For readers seeking a more critical review of how general marketing strategy may apply to social marketing,

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