

Factors Affecting the Success of Social Marketing: A Case of Bangladesh

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ABSTRACT

Social marketing means exploiting the commercial marketing techniques to influence the behavior of the target audience. Government, non-profit institutions and private companies are engaged in a variety of social marketing projects in Bangladesh. Since the independence of Bangladeshi range of organizations are practicing social marketing techniques to solve social problems. This study attempts to find out the factors that are important for the success of social marketing in Bangladesh. The researchers have used factor analysis to decompose the variables into four meaningful factors and regression analysis to find out the effect of those variables on the success of social marketing. Results of the analysis show that benefit of the project, product, promotion and monitoring the implementation of the project are significantly and positively correlated with the success of social marketing.

Keywords: Social Marketing, Factors, Bangladesh.

1. INTRODUCTION

Attention toward social marketing is escalating both in the developing and developed countries. The main aim of social marketing is to change harmful individual behavior and solve social problem. Social marketing is a behavioral science and informed approach to promote social change. It aims to bring about voluntary behavior change that is sufficiently scalable to bring about wider social or cultural change using marketing techniques and principles (Kotler and Zaltman, 1971). Social marketing promotes change in complex, and sometimes controversial behaviors, among audiences who may not recognize any need to change, and offers benefits that are delayed (Smith 2006).

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The practice of social marketing is more challenging than commercial marketing because here target audiences do not get any immediate advantage; even audience sometimes gets no benefit. Social marketing is also being practiced in Bangladesh side by side with commercial marketing for years. Different N.G.O, government affiliated organizations and commercial organizations are utilizing commercial marketing practices to solve social problems and changing individual behaviors for both individual and social well beings. But there is a dearth of academic work on social marketing practice and implementation in the context of Bangladesh and for that reason this is unclear which factors are imperative to run a successful social marketing project. The aim of this study is to find out the factors which are important for the success of social marketing in Bangladesh and to decompose the underlying variables into meaningful factors that can be used for further analysis into future studies.

2. LITERATURE REVIEW

For the first seven decades of the twentieth century, marketing was regarded as strictly an activity performed by businesses. In fact, it was inconceivable to many that marketing could be regarded as anything but a business activity. In the late 1960's, Eugene J. Kelley, editor of the *Journal of Marketing*, called for papers that should stimulate discussion of marketing's role in modern society and add to the existing fund of marketing knowledge. The result was two classic articles which appeared in the January 1969 issue of the above-mentioned journal. In the first article William Lazer(1969) examined how marketing affects society and demonstrated the need for business people to become more socially conscious. This was the beginning of a completely new school of thought which has been labeled both "Macromarketing" and "Societal Marketing."The second article, by Philip Kotler and Sidney J. Levy (1969) led to the broadening of the whole concept of marketing. They claimed that, "Marketing is a pervasive societal activity that goes considerably beyond the selling of toothpaste, soap, and steel. Traditional marketing principles are transferable to the marketing organizations, persons, and ideas."Kotler and Levy's article generated much discussion and for the next five years, a debate among academics ensued. Following the debates before and during 1974, it has been generally agreed that social marketing is here to stay and that it has many benefits to offer to society (Kindra and Stapenhurst, 1998).

After the evolution of social marketing, it has been explained in a variety of ways by a number of academicians and researchers. Kotler and Lee (2008) said that social marketers try to bring four behavioral changes in the audience. These are: 1.Accept a new behavior 2. Reject a potential undesirable behavior 3.Modify a current behavior 4. Abandon an old undesirable behavior. Social marketing is the design, implementation and control of programs calculated to influence the

acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution and marketing research. (Kotler and Zaltman, 1971). Social marketing draws on commercial marketing techniques to influence behavior change in populations and contribute to better social outcomes. (Marsh and Thornly, 2010). Social marketing is the application of commercial marketing technologies to the analysis, planning, execution and evaluation of programs designed to influence the voluntary behavior of target audiences in order to improve their personal welfare and that of society. (Andreasen, 1995). Social Marketing is a process that uses marketing principles and techniques to influence target audience behaviors that will benefit society as well as the individual. This strategically oriented discipline relies on creating, communicating, delivering, and exchanging offerings that have positive value for individuals, clients, partners, and society at large. (Nancy et al, 2011).

Social marketing is not a theory in itself. Rather, it is a framework or structure that draws from many other bodies of knowledge such as psychology, sociology, anthropology and communications theory to understand how to influence people's behavior (Kotler and Zaltman, 1971). Social marketing differs from commercial marketing in that the goal is to improve individual and societal well-being rather than to increase profitability, with the ultimate beneficiary being society or the individual, rather than the organization carrying out the social marketing activity (MacFadyen et al, 2003). A genuine social marketing intervention contains a number of key elements: a consumer orientation, a mutually beneficial exchange and a long-term planning outlook. The social marketer seeks to build a relationship with target 'consumers' or 'audiences' over time. The framework of social marketing puts a key emphasis on voluntary behavior. To facilitate voluntary exchanges, social marketers have to offer people something that they really want and highlight the benefits of change (McDonald et al, 2012). The success of Social marketing of micronutrients in developing countries depends on meeting the needs of beneficiaries, creative promotion, designing effective products, monitoring and adjustment of programs on the basis of regular feedback. (Favin and Griffiths, 1992). There are eight key elements or benchmark criteria which are included in successful social marketing projects. These are aim to change people's behavior, customer research, , exchange or providing more benefit than cost, marketing mix elements, segmentation and targeting and competition. (Andreasen, 2002). The UK's National Social Marketing Centre use 8 benchmark criteria for social marketing, using Andreasen's 6 criteria as a starting point and adding two more. 'Theory' reflects the significant body of tried and tested knowledge that now underpins social marketing, while 'Customer orientation' emphasizes the importance of placing the consumer at the heart of any marketing approach (National Social Marketing Center, 2010). Identifying appropriate target groups, establishing a stable funding base, recruiting and assembling the human resource expertise, monitoring product quality, effective marketing plan, trusted spokesperson, partnering with

relevant stakeholders are important factors for successful social marketing. (USAID, 2007).

3. METHODOLOGY

To achieve the objectives of the study, data were collected from both the primary and secondary sources. Secondary data have been collected from journals, newspapers, websites and reports available in the area of social marketing. Simple random sampling method has been applied in this study for sample selection. The study is mainly based on primary data and the study was conducted among organizations practicing social marketing in Bangladesh. The data collection period was from April, 2014 to June, 2014. Data have been collected from 55 social marketing projects of different organizations that are engaged in social marketing activities in the country. Respondents were surveyed with a structured questionnaire to get the data about the performance of social marketing activities of Dhaka region of those organizations. Respondents include the reliable employees of the sample organizations having sufficient amount of knowledge about the performance of those projects. Independent variables in this study were selected on the basis of extensive literature review. Total 15 questions were constructed to capture the factors that affect the success of social marketing. Responses to these questions were measured by a five-point Likert scale. For example, “1” denoted as strongly disagree, “2” denoted as disagree, “3” denoted as neutral, “4” as agree, and “5” as strongly agree. The responses regarding the performance of marketing mix, success of social marketing project, consumer research and monitoring the implementation of program have been measured as, “1” poor, “2” fair, “3” good “4” very good and “5” excellent. Collected data have been analyzed using Statistical Package for Social Science (SPSS) software. Hair et.al (2005) argued that for analyzing the relationship between one dependent variable and several independent variables, multiple regressions analysis can be applied. Hence, multiple regression analysis is an appropriate way to check the relationships between independent variables and dependent variable in this study. Moreover KMO, Bartlett's Test and factor analysis were done to fulfill the objectives of the present study.

Table 1: Sample Organization

Organizations	Number of projects
BRAC	10
Grameen Bank	10
World Vision	8
Ahsania Mission	7
PalliDaridroBimochon Foundation (PDBF)	8
Resource Integration Centre	3
Onnesha Foundation	9
Total Number of Projects	55

Regression model:

The linear multiple regression model has been identified as follows:

$$SSM = \alpha_1 + \beta_1 MME + \beta_2 B + \beta_3 CR + \beta_4 ST + \beta_5 SF + \beta_6 MIP + \beta_7 P + \beta_8 Q + \beta_9 D$$

Where,

SSM = Success of Social Marketing, B = Benefit, CR = Customer Research, ST = Segmentation and Targeting, SF= Sufficient Funding, MIP= Monitoring the Implementation of projects

P= Promotion, Q= Quality of Product, Pr= Price of the Product, D= Distribution.

4. FINDINGS

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.550
Bartlett's Test of Approx. Chi-Square Sphericity	57.458
Df	36
Sig.	.013

The KMO and Bartlett's Test showed that the null hypotheses population correlation matrix is an identity matrix is rejected. The approximate chi-Square statistic is 57.458 with 36 degrees of freedom which is significant at the 0.05 significant level. The value of KMO statistic is 0.550 which is larger than 0.5. Thus factor analysis may be considered as an appropriate method.

Table 2: Communalities

	Initial	Extraction
Benefit the project provided to the target audience	1.000	.660
Rating consumer research work	1.000	.459
Segmentation of the employee	1.000	.852
Rating the quality of product/service	1.000	.552
Rating the price of product/service	1.000	.383
Promotional work	1.000	.690
Distribution of product/service	1.000	.674
Sufficient funding for the project	1.000	.725
Rating monitoring and implementation of the project	1.000	.845
Extraction Method: Principal Component Analysis		

Table 3: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cuulative %
1	2.143	23.814	23.814	2.143	23.814	23.814
2	1.385	15.384	39.198	1.385	15.384	39.198
3	1.291	14.349	53.548	1.291	14.349	53.548
4	1.021	11.343	64.891	1.021	11.343	64.891
5	.967	10.742	75.633			
6	.715	7.948	83.580			
7	.555	6.163	89.743			
8	.494	5.489	95.232			
9	.429	4.768	100.000			

Extraction Method Principle Component Analysis

The results of principal component analysis indicate that, there are four factors whose Eigen values exceed 1.0. The Eigen value of a factor represents the amount of the total variance explained by that factor. The four factors identified in this study explain 58.45% of the total variance. The first factor explained 23.814% of this variance. Similarly, the second factor explained 15.834% of the total variance. The Third factor explains about 14.349% of the total variance. The fourth factor explains about 11.343% of the total variance. The percentage of variance combines for succeeding variables to make up 100 % variance. The research incorporates Kaiser’s criterion and Cattell’s scree test to extract the first four factors. According to Kaiser’s criterion, factors with Eigen values of 1.0 and greater than 1.0 are extracted for further investigation. Four factors are identified for the factor analysis using the Eigenvalue criteria as followed by. Furthermore, TABLE 3 shows the extracted sum of square loading for the two factors. The values are calculated on the basis of the common variance, which is smaller than the total variance, incorporating 64.891% of variance. Rotated sum of square loadings depict the distribution of the variance after varimax rotation. Varimax rotation tries to maximize the variance of each of the factors, so the total amount of variance accounted for is redistributed over the two extracted factors. The study incorporates principal component analysis with varimax rotation. This method is widely adopted as a reliable method of factor analysis.

Factor loadings for the extracted variables are represented in below:

Table 4: Rotated Component Matrix^a

	Component			
	1	2	3	4
Benefit the project provides to the target audience	.110	.797	.010	.111
Rating consumer research work	.482	.473	.052	.014
Segmentation and Targeting	-.306	.214	.027	.844
Rating the quality of product/service	.672	.219	.173	-.153
Rating the price of product/service	.137	.362	.479	.064
Promotional work	.823	-.088	.050	-.052
Distribution of product/service	.191	-.028	.798	-.028
Sufficient funding for the project	.538	.165	-.634	-.073
Rating monitoring and implementation of the project	-.239	.625	-.052	-.628

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

According to the result, first factor, exhibited heavy loadings for three variables pertaining to the factors of success of social marketing in Bangladesh. This factor consists of factor loadings for consumer research (0.482), quality of products and service (0.672), Funding (0.538) and Promotional (0.823). This factor can be called as “Improvement and promotional factor”, because variables of improvement for the social marketing project are highly loaded on it. Factor two, exhibits loading for two variables concerning heavily on Benefit (0.797) and monitoring (0.625) which can be called as an “Observational Factor”.

Factor three, exhibits loading for two variables concerning heavily on price (0.479) and distribution (0.798) which can be called as a “Price and distribution factor”. Factor four, exhibits heavy loading for a single variables which is segmentation and targeting (0.844) that can be called “Strategic Marketing factor.”

Factor analysis presented a good fit between the data and the proposed model. The goodness-of-fit statistic indicates that the model is acceptable and statistically significant. The Chi-square value of 5.718 indicates a good fit between the model and the data and there exists an adequate correlation among the extracted variables.

4.1 Regression analysis

Table 5: Model Summary

Model	R	R Square ^b	Adjusted R Square	Std. Error of the Estimate
1	.986 ^a	.572	.526	.70680

Table 6: ANOVA test results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	794.020	9	88.224	176.601	.000 ^a
	Residual	22.980	46	.500		
	Total	817.000 ^b	55			

Table 7: Coefficients^{a,b}

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 Benefit the project provides to the target audience	2.190	.160	.196	13.68	.001
consumer research work	.151	.128	.148	1.182	.243
Segmentation of the employee	.017	.070	.016	.235	.815
Quality of product/service	.262	.179	.276	1.463	.01
Rating the price of product/service	-.078	.085	-.075	-.913	.366
Promotional work	.60	.138	.048	.434	.03
Distribution of product/service	.169	.127	.187	1.329	.190
Sufficient funding for the project	.007	.099	.007	.070	.945
Rating monitoring and implementation of the project	1.184	.131	.192	9.03	.01

a. Dependent Variable: Success of the social marketing project

The value of $R^2 = 0.572$ or 57.2% variation in the dependent variables can be explained by the regression model. The value of adjusted $R^2 = 0.526$ or 52.6%. Adjusted R^2 suggested that, addition of the other independent variables doesn't not make a contribution in explaining the variation in the dependent variable.

The above ANOVA table gives necessary information whether there is any relationship between success of social marketing with Benefit, Customer Research, Segmentation and Targeting, Sufficient Funding, Monitoring the Implementation of projects, Promotion, Quality of Product, Price, and Distribution. Statistically if the ANOVA table shows that the significant value is .0000, it will be meant that there exists a relationship between the independent and dependent variables. So the final finding is that there is a significant relationship between success of social marketing with Benefit, Customer

Research, Segmentation and Targeting, Sufficient Funding, Monitoring the Implementation of projects, Promotion, Quality of Product, Price and Distribution. The values of all independent variables are as follows:

Success of social marketing = 1.243 + 2.190 (Benefit) + .151 (Customer Research) + 0.017 (Segmentation and Targeting) + 1.184 (Monitoring the Implementation of projects) + .60 (Promotion) + 0.262 (Quality of Product) + .078 (Price of the Product).

It can be said that, Success of Social Marketing in Bangladesh is dependent on various variables like - Benefit, Customer Research, Segmentation and Targeting, Sufficient Funding, Monitoring the Implementation of projects, Promotion, Quality of Product, Price, Distribution. Among these factors- Benefit (0.001), Quality of Product(0.008), Promotion (0.03) and Monitoring(0.01) are highly significant (these factors have impact on Success of Social Marketing in Bangladesh).

5. DISCUSSION AND CONCLUSIONS

The study provides four factors by the decomposition of the variables that can be used for the further analysis. These factors are “strategic marketing factor”, “price and distribution factor”, “improvement and promotional factor” and observational factor. This study provides initial empirical evidence of the factors affecting the success of social marketing in Bangladesh. The results of the regression analyses provide support for the hypothesized relationships. The statistical analysis has showed there is a positive relationship between the success of social marketing and Benefit, Customer Research, Segmentation and Targeting, Monitoring the Implementation of projects, Promotion, Quality of Product and Price of the Product. Among those factors benefit, quality of the product, promotion and monitoring of the project are significant. Managers of social marketing and non-profit organizations should provide more emphasis on the marketing activities of the organization. Customers should be provided the central focus and organization should try to learn and disseminate information about the customers in a systematic way. Lessons should be taken from the conventional marketing programs of the nonprofit organizations. Training should be provided to the employees for the better understanding and implementation of the social marketing projects. Social marketing products should be designed according to the needs and demand of beneficiaries. This study has added something new into the social marketing literature by identifying the factors which are important for the success of social marketing projects. But this study is not without any limitation. The number of study on social marketing in Bangladesh is quite rare. The study only collects information from the social marketing projects in Dhaka for that reason it is not representative for the whole

country. Future studies might address these issues by considering social marketing projects on a large scale having data from other areas of the country and emphasizing on other factors that are important for the success of social marketing in Bangladesh.

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