

ENGAGEMENT PARADIGM IN SOCIAL MARKETING? CASE OF OLD WINE IN A NEW BOTTLE

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Sustainable Behaviour Change

To create positive perceived value in the minds of the target audience through meaningful and long term relations (trust, commitment and satisfaction), the target audience needs to be engaged right at the beginning (through involvement and interactions) for sustainable behavior change

RELATIONSHIP MARKETING

- Morgan and Hunt (1994) emphasize trust and commitment is crucial to this relationship to add value for customers.
- Trust has been conceptualized as a willingness to rely on an exchange partner in whom one has confidence (Moorman, Zaltman and Desphandé, 1992)

Commitment and Satisfaction

- Trust directly influences relationship commitment (Morgan and Hunt 1994).
- Morgan and Hunt's (1994) theory of trust and commitment are expanded by including by including satisfaction as a key concept (De Wulf et al. 2001).

Customer Loyalty

- Yet satisfaction alone does not measure the depth of consumer responses and reaction to consumption and should not be relied exclusively as a proxy for loyalty (Bennett and Rundle-Thiele 2004).

- There is a need to focus beyond post consumption and explore ways of integrating consumers in delivering value which will influence attitude and behavior.
- Hasting (2003) had made contributions in adding the relational paradigm in social marketing and Russell-Bennett and colleagues (2009) discussed a value creation process model for governmental social marketing services.

Turning Intentions in to Behaviour in to Loyalty

- How can the customers be involved in social marketing programs so that satisfaction, trust and commitment can lead actual behaviours and not just intentions?



Customer engagement



What is Customer Engagement

- The concept of engagement has its origins traced back to psychology and organizational behavior disciplines (Achtenberg et al. 2003; May et al. 2004).
- Employee engagement has been used as a means to explore and explain organizational commitment and citizenship behaviours, subsequently a predictor of financial performance (Saks 2006).

In Marketing

- The concept is typically applied as “customer engagement” (Bowden 2009; Patterson et al. 2006), reflecting customers’ relevant individual and/ or context-specific levels of engagement with particular objects, such as brands (Sprott et al. 2009), products or organizations (Patterson et al. 2006).

- Customer engagement is thus crucial in explaining and/or predicting customer experience, perceived value and/or loyalty outcomes.
- Recent research focuses on customer engagement behavior (for e.g van Doorn et al. 2010) which also encompasses customer cocreation as trust, commitment and satisfaction are customer attitudes which are also motivational drivers for customers to focus beyond purchase/consumption.



DO WE NEED CUSTOMER ENGAGEMENT AS AN ADDED PERSPECTIVE IN SOCIAL MARKETING?



- The importance of customer engagement in designing effective social marketing programs is evident. However is there a need to add customer engagement as another dimension to social marketing, or is it already rooted in social marketing domain?



- Andreasen (1995) identified social marketing as the application of marketing techniques to influences people's behavior in a manner that is beneficial to the community and individual.
- Six benchmarks by which a social marketing program can be developed and assessment on:

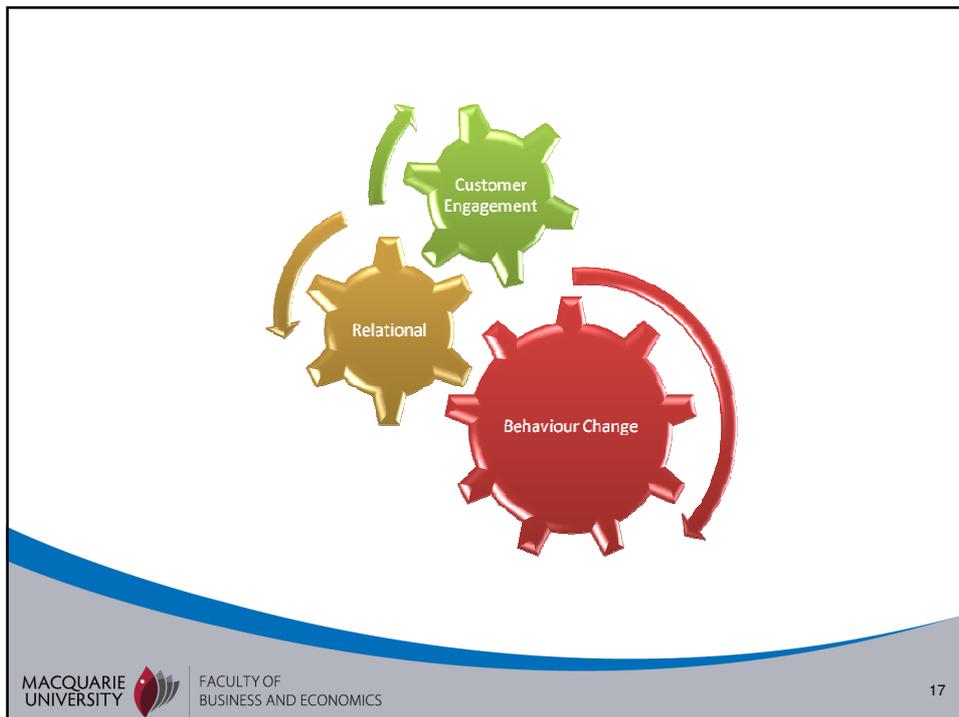


- Behavior change is the benchmark used,
- Projects consistently used audience research used when developing interventions, testing an intervention and monitoring an intervention,
- Careful segmentation of the target audience is carried out,
- There is a clear motivation that influences the target audience to change or modify behavior
- The use of the traditional 4ps in the social marketing strategy
- Beware of the competition face from desired behavior.



- Andreasen (2002) has discussed the need for target audience to be involved in pre design, design, implementation and evaluation of social programs. Hence the importance of customer engagement has always been emphasized in social marketing





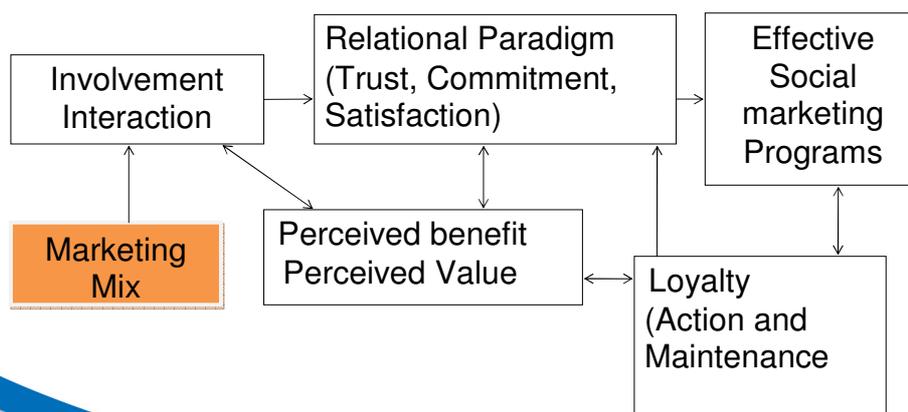
Customer Engagement in Social Marketing

- Social marketing is still the umbrella for behavior change/influence.
- Within effective social marketing programs, there is a need to create perceived value/benefit in the minds of the customers of behavior change.

- This will only happen if there is an environment of satisfaction, trust and commitment which needs the customer's engagement (involvement and interactions).
- Trust, commitment and satisfaction are antecedents of creating positive perceived value/benefit and are also outcomes of positive perceived value/benefit which then leads to sustainable behavior change.



Emphasis on Customer Engagement



Implications

- The move to relational and engagement paradigms in social marketing does not mean that social marketers should ignore the important role played by the traditional marketing mix in designing effective social marketing programs

- For customers to perceive value and benefit in social marketing interventions and to establish long term relations, there is a need to engage customers in creating value to maintain loyalty.
- The relationships built with the different stakeholders through interactions motivate the customers to be involved in the design and implementation of effective social marketing programs.

- Involvement and interactions allows room for the customers to be co-creators in social marketing programs which the customers can identify with (trust) and commit to (moving from intentions to actual behavior).



- There isn't a need to add customer engagement as another paradigm in social marketing as it is already been rooted in the social marketing domain such as Andreasen (2002) benchmark for effective social marketing programs.
- Social marketers need to focus on behavior change through target audience involvement and interactions both theoretically and in practice and deepen this ideology, which is already entrenched in social marketing.

