Transferring Relationship Marketing to Social Marketing

Pluralist Societies - The Context

• Conflict of values and crisis of meaning
• Multi-option societies (Berger and Luckmann, 1995)
• Most people feel insecure in a world full of possibilities (Berger and Luckmann, 1995)
• Difficult to know what is really valuable
• What is imposed from above is often branded as paternalistic (Pattyn and Liedekerke, 2001)
Social Marketing

• Particular dilemmas and complex ethical tensions (Andreasen, 1995; MacFadyen et al, 2001; Brenkert, 2002)

But...

• Transactional thinking is limited to deal with complexity
• Transactional thinking is still dominant in the field (Hastings, 2003)

Relational thinking can potentially help social marketing …

to reposition itself in the value pluralist society
Relationship Marketing

A Philosophical shift...

- Recognizes the customer as a co-producer and a co-creator of value.
- Offers more common sense (Gummesson, 1997)
- Brings integration and sense of the whole (Tzokas and Saren, 1997)
- Expands understanding about consumers’ attributions to value (Tzokas and Saren, 1997)
- Stimulates critical and strategic thinking.

Strategic Implications (Gronroos, 1996)

- Service perspective
- Processual management
- Partnerships and Networks
## Relationship Marketing

**Key Processes** (Grönroos, 2000, 2004)

- Interaction
- Communication/Dialogue
- Value

## Relationship Marketing

**Key Constructs**

- Trust
- Commitment
- Identification
- Cooperation
Transference of relationship marketing…

- Has deep theoretical and practical implications
- Poses complex challenges
- Opens new opportunities