



UNIVERSIDAD DE LAS PALMAS DE GRAN CANARIA
Departamento de Economía y Dirección de Empresas

The second World Social Marketing Conference

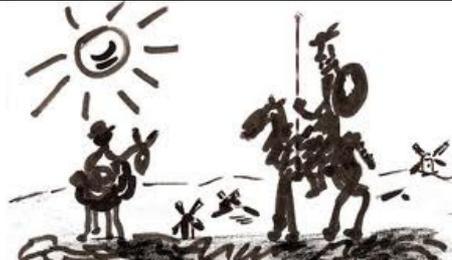
ETHICS & AESTHETICS OF SOCIAL MARKETING: A TECHNICAL APPROACH



Gonzalo Díaz Meneses



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“My lord, don´t forget you promised to me an island called Barataria and then I´ll see how to rule it”

Miguel de Cervantes Saavedra
1547-1616



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Objective

Highlighting the idea that social marketing is not only a mere application of commercial marketing into the social causes field but also it is the new approach of marketing.



Structure

- (1) Targeting the subject.**
- (2) Making comparisons between social marketing & commercial marketing.**
- (3) The four mess of commercial marketing.**
- (4) Practical implications from a technical approach.**
- (5) Conclusions**

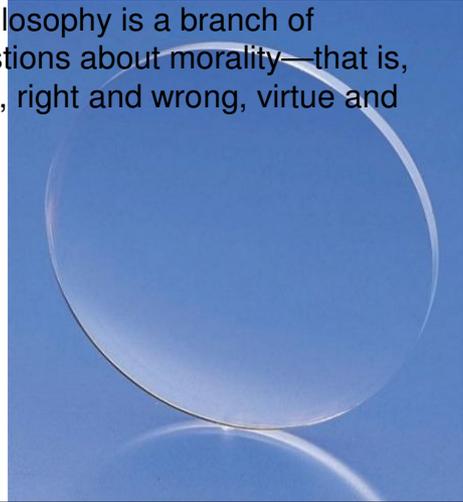




Posing the subject

Ethics

Ethics, also known as moral philosophy is a branch of philosophy that addresses questions about morality—that is, concepts such as good and evil, right and wrong, virtue and vice, justice, etc.



Posing the subject

Aesthetics

Aesthetics is a branch of philosophy dealing with the nature of beauty, art, and taste, and with the creation and appreciation of beauty. It is more scientifically defined as the study of sensory or sensory-emotional values, sometimes called judgments of sentiment and taste



Posing the subject

Theory versus practice

While the predominant theoretical paradigm of marketing emphasizes to the consumer need; the current practical framework is paying more attention to the way of satisfaction or product.

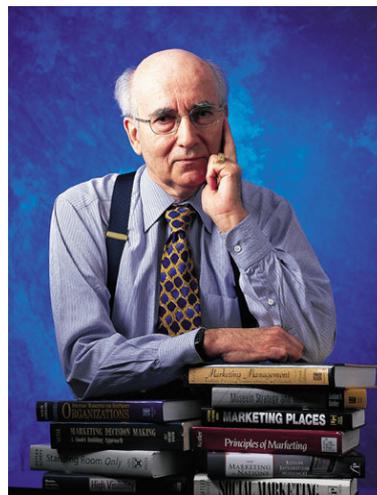


Posing the subject

Social marketing

Social Marketing is the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify, or abandon a behaviour for the benefit of individuals, groups, or society as a whole.

Philip Kotler:
Social marketing: improving the quality of life.





Posing the subject *Social marketing*

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 their society.

Alan Andreasen:

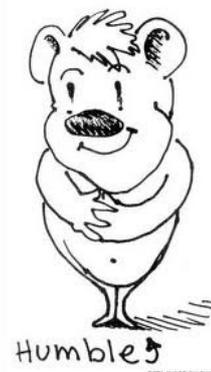
Marketing Social change: changing behavior to promote health, social development, and the environment



Posing the subject

Commercial Mk versus social Mk

The predominant theoretical framework of marketing is commercial and it is a particular ideology with a set of ideas and a comprehensive vision to look at world. However, academically speaking, marketing has changed this commercial perspective into a social perspective quite recently and thanks to the social marketing approach.



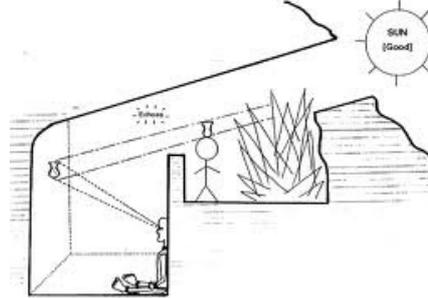
From anglosaxon to continental philosophical approach

Posing the subject

Ethics must be predominant over aesthetics

Do you know the Allegory of the cave?

Plato describes a group of people who have lived chained to the wall of a cave all of their lives, facing a blank wall. The people watch shadows projected on the wall by things passing in front of a fire behind them, and begin to ascribe forms to these shadows.



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From anglosaxon to continental philosophical approach



MAKING COMPARISONS
BETWEEN COMMERCIAL
MARKETING & SOCIAL
MARKETING

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Making comparisons (1)

Art marketing



The predominant anglosaxon commercial paradigm of marketing highlights the following idea: the more something is pretty the more something is good. *But according latin perspective, what is ugly could be good deeply.*

Making comparisons (2)

Drinking behaviour



In social marketing, beauty isn't necessary a sign of goodness. In fact, social marketing campaigns shows a more completed wisdom and then ugliness might be evoked clearly and without any sense of taboo.

Making comparisons (3)

Organic food

Social marketing not only shows a more completed wisdom in terms of recognising the aesthetical value of ethics but also it proposes ethics as predominant over aesthetics.



Making comparisons (4)

Tobacco



The significance of aesthetics in commercial marketing goes parallel to the exclusivity of positive emotions: surprise, happiness & pride are the mutilated affective world of marketing.

Making comparisons (5)

Safety driving



If we only feel positive emotions we wouldn't perform moral responses, we would run a lot of risks & we wouldn't help others as a value in itself.



Making comparisons (6)

Complaining behaviour



In social marketing, negative emotions are in motion since sadness, anger, shame, guiltiness & ugliness are natural and functional responses.



Making comparisons (7)

Breastfeeding



By designing a perceptual world with beauty and positive emotions, commercial marketing is always suspicious of cynicism and incapable of calling for sacrifices.

Making comparisons (8)

Tourism



Cynicism is an affront to truth & consequently to freedom and then to happiness.

Making comparisons (9)

Rs behaviours



Social marketing is interfering and nosy for the sake of benevolence.



4 MARKETING MESS

M (1)

Malevolence



Benevolence might be defined by stating that goodness is what you are and evil is what is far from yourself. So often commercial marketing is not taking a real photography of ourselves and it demands social conformity or it encourages us to become something impossible.

M (2)

Materialism



The emotive ethics based on Hume and Empirism states that any pleasant sensation is a sign of goodness. Nevertheless, according to idealism, ethics is independent from aesthetics and any corporal sensation.

M (3)

Manipulation



The notion of freedom is different in commercial marketing (materialistic) & social Marketing (idealistic). This is the reason why commercial marketing is easily manipulated and social marketing is more freedom idea oriented.

M (4)

Misrepresentation



Acceptability
9, 5 & 0

Discounts
93 á 79
89 á 75



What about misperceptions at consumer behaviour handbooks: halo effect, stereotypes, irrelevant fitches, psychological prices and subliminal messages.



**PRACTICAL IMPLICATIONS
FROM A TECHNICAL
APPROACH**



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Practical implications (1)
Regarding benevolence



www.darujkev.cz



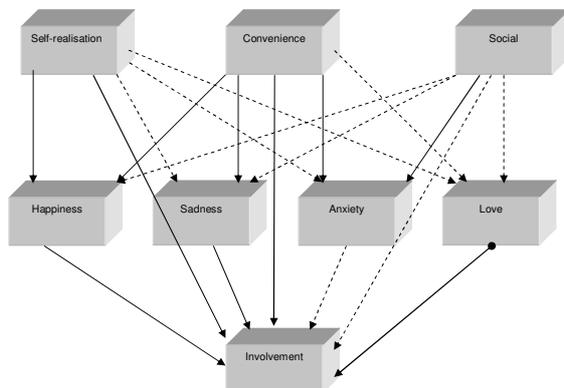
VOLVO
for life

*Sponsorship has a good impact on corporate
image in terms of trust and brand value.*



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Practical implications (1bis) *Regarding benevolence*



Calling for social pressure & convenience leads toward negative emotions such as anxiety and sadness.

JOURNAL Textile Research Journal
TITLE
PAPER TITLE The ethics of involvement with fashion: a freedom under social pressure
AUTHORS Díaz Meneses, Gonzalo
VOLUME Jul 2010; vol.80(4) DOI: 10.1177/0040517509339229
PAGES 354-364
YEAR 2010
ISSN 0040-5175

Practical implications (2) *Regarding Freedom*



Social marketing is a high involvement social science while commercial marketing is a low involvement social science. Therefore central routes of persuasion are more frequent in social marketing while peripheral routes of persuasion are more frequent in commercial marketing and this is of help in terms of gaining loyalty and long term performances

Practical implications (2bis)

Regarding Freedom



Recycling behaviour is associated to positive emotions. Then let's question fear appeals applications.



JOURNAL TITLE	Journal of Business Research
PAPER TITLE	Refuting fear in heuristic and in recycling promotion
AUTHORS	Díaz Meneses, Gonzalo
VOLUME	63
PAGES	104-110
YEAR	2010
ISSN	0148-2963
IMPACT F. (SSCI)	0.878

Practical implications (3)

Regarding idealism



If we only deal with our customers and we only think about our main market audience, it means we have got a limited business expectations given that we feel the market as something non expansible. Social responsibility is a tool for tapping new markets and expanding it.



Practical implications (3bis) *Regarding idealism*



Talking about values, the reason why there are binge drinking behaviours among young people is the lack of responsibility. It isn't because of hedonism.



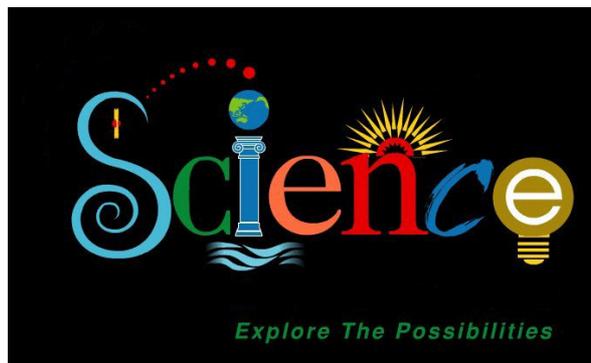
JOURNAL TITLE
PAPER TITLE

10th International Marketing Trends Congress 2011
SOME INTERNAL FACTORS TO EXPLAIN THE CANNABIS
CONSUMPTION PERFORMED BY YOUNG PEOPLE FROM
SOCIAL MARKETING APPROACH

AUTHORS

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Inmaculada Galván-Sánchez

Practical implications (4) *Regarding truth*



I don't know any science without a sincere aspiration to truth. Otherwise, marketing would be just a art rather a scientific discipline.

Practical implications (4bis)

Regarding truth



The organic food behaviour is a mid involvement response.

JOURNAL TITLE	Organizações Rurais & Agroindustriais
PAPER TITLE	El consumidor de frutas y verduras ecológicas: homo est temperatus [The consumer of organic vegetables & fruits: homo est temperatus]
AUTHORS	Díaz Meneses, Gonzalo; Nieves Rodríguez, Julia & López Martel, Manuel
VOLUME	v.11, n.1
PAGES	57-70
YEAR	2009
ISSN	1517-3879
IMPACT F.	



CONCLUSIONS



Conclusion (1)

Building a new marketing



Ethics is profitable not only as a value in itself but also as an instrument or means. In other words, is it possible leadership without ethics?

Social marketing not only applies commercial marketing principles but also it is changing commercial marketing into a new marketing with social responsibility. Therefore, social marketing is the new approach of marketing and then it is more than a mere application sector.



Conclusion (2)

How does this new marketing look like?

In Social marketing ethics is predominant over Aesthetics. Therefore, social marketing isn't emotional mutilated for the sake of wellness.

In Social Marketing, consumers should be much stronger against social pressure and fear appeals since consumers, in this new marketing, will be more independent, critical & unconformed for the sake of freedom, benevolence, idealism & truth.





Little by little Sancho Panza was becoming more a more idealist and in the end of the story he was very close and similar to Don Quixote in terms of principles

Miguel de Cervantes Saavedra
1547-1616



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