

Critical Social Marketing: Towards a Definition

downstream definition
upstream social
concepts
critical marketing
theory

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Critical Social Marketing: Towards a Definition

Structure

1. Social Marketing: Definitions and domain
2. Critical Marketing
3. Critical Social Marketing: Concept & Application
4. Critical Social Marketing: Definition & Framework

Social Marketing: Definitions and Domain

- Social Marketing has developed & expanded since Kotler & Zaltman first defined it in 1971.

- Applied to a range of behavioural issues



–smoking (MacAskill et al. 2002)



–drinking (Perry et al. 1996)

–physical activity (Huhman et al. 2005)

–food & nutrition (Nader et al. 1999)



–gambling (Gordon & Moodie, 2009)

–sustainability (Cooper, 2008)



Social Marketing: Definitions and Domain

- Focus has tended to be on individual behaviour change interventions [downstream] (Wallack, 1990)
- Literature & most definitions reflect this: (see Kotler & Zaltman, 1971; French & Blair-Stevens, 2006)
- However debate surrounding scope & definitions remains (Fine, 1981; Gordon et al. 2008; Dann, 2010)

Social Marketing: Definitions and Domain

What is Social Marketing?

- “Social marketing is concerned with the application of marketing knowledge, concepts and techniques to enhance social as well as economic ends. **It is also concerned with analysis of the social consequence of marketing policies, decisions & activities**”

(Lazer & Kelley, 1973)

Social Marketing: Definitions and Domain

- This critical dimension has been identified as:
 - socially responsible marketing (Andreasen, 1994)
 - societal marketing (Kotler & Fox, 1980)
 - critical marketing (Dann, 2010)
- Yet according to Lazer & Kelley an important function of social marketing is to provide control & social audit.
- Achieved through considering the impact commercial marketing has upon society

Social Marketing: Definitions and Domain

- This view has found support among some SM scholars: (Perry, 1976; Hastings, 2003, 2009; MacFadyen, 2001; French, 2009; Gordon, 2009)
- Yet this dimension of SM remains ill-defined and marginalised.
- By-product of scholarly debate around definitions & scope of marketing, social marketing & critical marketing.

Social Marketing: Definitions and Domain



Definition & scope of marketing: (Arnold & Fisher, 1996)

- Apologists (Luck, 1969) – favour a narrow [limited to the firm], & positive definition of marketing
- Social marketers (Kotler & Zaltman, 1971) – broadened concept of marketing applying to society and used to engender social good
- Reconstructionists (Dawson, 1972) – critical of marketing concepts and processes as well as its outcomes

Social Marketing: Definitions and Domain

- Social marketing as an approach for individual behaviour change interventions (Kotler & Zaltman, 1971; Andreasen, 1995; Dann, 2010)
- Recognition of the critical dimension of SM (Hastings, 2007; French, 2009)
- Synergies with upstream SM (Goldberg, 1995).
- 'Critical' social marketing research e.g. investigating the effect of tobacco promotion can help inform 'upstream' activities such as advocacy, policy & regulation
- Treat policy makers and regulators as another target market & apply social marketing principles

Critical Marketing



Involves the social and reflexive critique of marketing theory and practice

- Informed by: critical theory, deconstruction theory, ethics, feminism, post-modernism
- Burton (2001): no single definition - a conceptual cluster
- Not just deconstruction of marketing
- Provide solutions > facilitation of alternative marketing systems

Critical Marketing

- Links with social marketing (Hastings & Saren, 2003; Saren et al. 2007)
- However danger of territorialism and identifying with the wrong domain:
 - preference of narrower definition of critical marketing (Bradshaw & Firat, 2007)
 - social marketing lacks critical reflexivity (Brownlie & Tadjewski, 2008)
 - social marketing is a self serving adaptation of existing marketing system (Bettany & Woodruffe-Burton, 2009; Hackley, 2009)

Critical Social Marketing: Concept & Application



A semantic jungle??? - Perhaps a more appropriate term is 'critical social marketing'

- Distinct concept albeit strongly influenced by social marketing & critical marketing
- Involves critically investigating the impact of commercial marketing on society from a (social) marketing perspective
- Using this information to inform upstream social marketing activities such as advocacy, lobbying, policy and regulation; as well as downstream social marketing interventions (competitive analysis).

Critical Social Marketing: Concept & Application

Application: the case of tobacco marketing:

- Evidence suggests tobacco marketing influences youth smoking (Davis et al. 2008)
- Social marketers conducted studies investigating the impact of tobacco marketing (Hastings & MacFadyen, 2000; MacFadyen et al 2001)
- Research findings informed advocacy (e.g. ASH), policy (House of Commons Health Committee, 2002) and regulation/law (*Tobacco Advertising & Promotion Act 2002*)
- Also informed tobacco social marketing interventions (e.g. MacAskill et al 2002)



Critical Social Marketing: Concept & Application

- Also consider the case of alcohol marketing:
 - Recent systematic reviews suggest a causal link between marketing & youth drinking (Anderson et al. 2009; Meier et al. 2009)
- Social marketers have conducted studies investigating the impact of alcohol marketing (MacKintosh et al. 1997; Gordon et al. 2010)
- Research findings have fed into advocacy (e.g. BMA, 2009), policy (EAHF, House of Commons Health Committee) and regulation (Godlee, 2009), activities
- Can also help inform alcohol social marketing interventions (e.g. Focus on Alcohol Angus)



Critical Social Marketing: Concept & Application

- Not rebranding or claiming exclusive ownership of studies on commercial marketing & society, or upstream efforts (advocacy, media & pr relations, policy)
- Indeed much of this activity is conducted using different approaches & perspectives
- However critical social marketing provides a framework for researching the impact marketing has upon society AND then doing something about it, using a social marketing perspective
- Warrants location as a singular concept within marketing thought, and a proper definition:

Critical Social Marketing: Definition and Framework

- A definition:

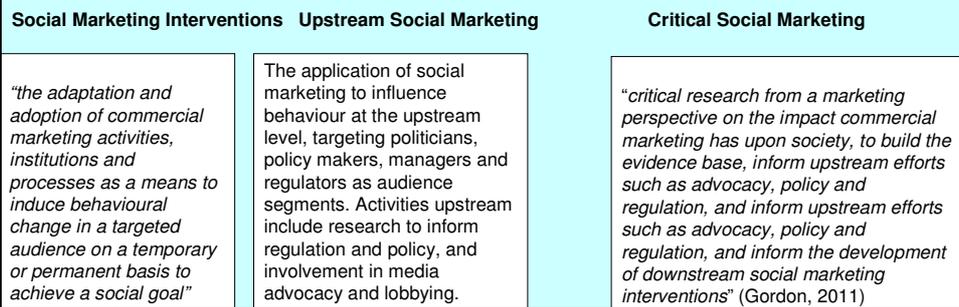
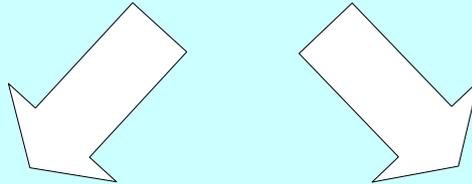
Critical research from a marketing perspective on the impact commercial marketing has upon society, to build the evidence base, inform upstream efforts such as advocacy, policy and regulation, and inform the development of downstream social marketing interventions

So how does this fit within the social marketing paradigm?

Critical Social Marketing: Definition and Framework

SOCIAL MARKETING

"Social marketing is concerned with the application of marketing knowledge, concepts, and techniques to enhance social as well as economic ends. It is also concerned with analysis of the social consequence of marketing policies, decisions and activities" (Lazer and Kelley, 1973).



Critical Social Marketing: Definition and Framework

- Critical social marketing has synergies with, and is informed by, mainstream marketing, social marketing and critical marketing
- However, it has distinct characteristics, legitimising its location as a singular concept
- Avoids confusion, and issues with locating it within established social and critical marketing paradigms, whilst acknowledging their contribution
- Consider how critical social marketing offers a useful framework for research:

<p>STEP 1 - Research:</p> <p>Using a marketers perspective to perform research which conducts a critical analysis of the impact of commercial marketing on society.</p> <p>Including marketing strategy, executions, techniques and principles applied. E.G: internal document analysis, audits of marketing, stakeholder interviews, formative research, survey research on impact of marketing on knowledge, attitudes and behaviour.</p>	<p>STEP 2 - Dissemination:</p> <p>Production of peer reviewed conference papers and journal articles presenting the findings from research that contribute to the evidence base.</p> <p>Other activities that involve engaging with academic and non-academic audiences such as workshops, inclusion of study findings in teaching materials etc.</p>	<p>STEP 3 - Upstream Social Marketing:</p> <p>Advocacy, lobbying, informing policy & regulation.</p> <p>Presenting findings to stakeholders organisations & policy makers, media & PR activities, stakeholder reports, critical reflexivity of commercial marketing systems and approaches.</p>	<p>STEP 4 - Social Marketing Interventions:</p> <p>Engagement with relevant stakeholder organisations to inform social marketing programmes.</p> <p>Liaison with organisations such as public health bodies to make use of research findings, inform the design and delivery of interventions.</p>
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Critical Social Marketing: Towards a Definition

Further Reading:



Gordon, R. (2011). Critical Social Marketing: Definition, Application and Domain. *Journal of Social Marketing*, 1(2):



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Thank You!

Questions???

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