



# Behavior changing through social marketing - a Georgian case study



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## Review of the current marketing approaches

- The process of economic transformation in Georgia is accompanied with the emergence of new values and establishment of entirely different relationships requiring a review of the current marketing approaches.
- Social Marketing is one of the modern trend of Marketing, which aims not only to focus on markets and needs of consumers, but to examine how marketing can be used as a strategy for changing behavior of the consumers for empowering well being of population



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## Social Marketing Concept in Georgia

- ✦ The concept of social marketing despite of its actuality is not popular yet among Georgian academic and societal groups. Social marketing interventions in connections with some social problems were realized in Georgia, but its usage in the practice of social changes is less efficient. Consumers are less informed in the issues regarding social responsibility, and hence, they do not demand socially responsible behavior from different stakeholders operating in the Georgian market.
- ✦ The private sector is still in the process of its formation, business faces various challenges like an unclear business environment and unpredictable future that increase expenses and caution in investment.
- ✦ The benefits of having socially oriented businesses are not fully recognized, which identifies business as main contributor to economic and human development.



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# Theoretical concepts of behavior changing

Social marketing relies on the theoretical concepts of behavior changing.

- ✔ Social cognitive theory (Bandura) - people are driven not by inner forces, but by external factors. This model suggests that human functioning can be explained by a triadic interaction of behavior, personal and environmental factors.
- ✔ Behavior of individual is depending on intervention on the belief and attitude of consumer. Attitude is generated from cognition (source of information) affect (feelings, emotions associated with an object which can influence attitude) and past behaviors.
- ✔ Transtheoretical Model of Change is the basis of effective interventions. The model describes how people modify a problem behavior or acquire a positive behavior. It is a model that focuses on the decision making of the individual.
- ✔ The Transtheoretical Model construes change as a process involving progress through a series of five stages: Precontemplation, Contemplation, Preparation, Action and Maintenance



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# Social Marketing Intervention in Georgia

- Implementation of Road Safety Program is good example of social changes campaign in Georgia.
- Road safety programs use social marketing instruments for resolving dominated social issue in the country.
- Due to joint action of government, business and society the formation of new behavior –consumption of safety belts have been conducted.



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## Why Road safety ?

- Road safety is crucial current social issues. Despite of different actions to reduce number of fatalist accidents in Georgian roads the problem is remained very critical.
- Road safety culture is very poor in the country Since 2007, with support from the FIA Foundation, the Partnership for Road Safety and other stakeholders had been implementing the project “Increasing Seat Belt Use in Georgia,” and has carried out numerous activities in order to increase seat belt use in Georgia.



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## Usage of safety belts in Georgia

- The special survey was made to understand consumers' dependence towards safety belts.
- Investigation showed the following tendencies: the part of interviewees shared the world experience and supported the introduction of seat belts;
- The second part considered that it's not necessary to use seat belts on low speed
- Such kind of opinion was expressed there are so many acute social problems in the country and there is no necessity to focus on that problem.



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## Survey of target Groups

- ✔ The results of consumer research revealed many negative events existing in Georgian reality while not using safety belts.
- ✔ Road accident statistics were systematically delivered to the society, which was very alarming.
- ✔ Many specialists consider that every aspect of road safety does not need to use social marketing or even whole marketing mix. Many social marketing issues are so complex that one organization cannot address them alone.
- ✔ We consider that each instrument of social marketing should be effective according time and place.
- ✔ As a result of intervention of social marketing it became possible to convince the individuals, the members of society (for instance, its unsafe to move without safety belts), special emphasis was given to lobby from legislators' side, to change the dependence of society in connection with the usage of safety belts.



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## The role of legislation

- ✔ Special emphasize was given to lobby from legislators' side, to change the attitude of society in connection with the usage of safety belts
- ✔ The majority of respondents fixed their positive attitude towards the adoption the law regarding safety belts.
- ✔ Adoption of the law in 2010 by the parliament of Georgia.
- ✔ It became obligatory by law to use safety belts while moving 25 dollars was defined for not fulfillment of this article.



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## Behavior changing campaign

- The executive government made road traffic under its control.
- It became obligatory to use safety belts not only for driver but also for the front passenger.
- As a result drivers and passengers have desire to wear seat belts and new social product was created, stimulated of this social product was realized by private businesses – banks, transport companies, TV channels, printed media and business associations.



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# Shift toward new social product (a)

Types of Changes	Forms Influencing	of	Behavior changing Sport	Activities	Results
Structural changing	Regulation Llegislation, taxes	of	The parliament of Georgia ; Ministry of Internal Affairs; The Ministry of Regional Development ; Ministry of Science and Education; Ministry of Health and Social Issue ;	Adopted Seat belt legislation	Prepared the Road Safety Strategy and Action Plan



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# Shift toward new social product (b)

Types of Changes	Forms of Influencing	Behavior changing Sport	Activities	Results
Changing on the society level	Awareness Raising Campaigns; Lobby ; Advocate ; Research and Media Campaigns Advertising campaigns; Education programs; Promotion activities Media marketing	<p><b><u>Business side</u></b> TBC Bank, Bank of Georgia, Procredit Bank, Toyota Company GPI Holding, Radisson SAS Iveria Hotel; Micro financial Foundation “Cristal” and the magazine “Autobild”.</p> <p><b><u>Civil society side</u></b> Georgia Alliance for Safe Roads; Partnership for Road Safety Foundation; NGOs Universities. Schools</p>	Financial stimulation , prize , awards television and radio advertisements, billboards, posters, events, media outreach, and police checkpoints.	Road Safety Day Child Protection Day “Protect the Unprotected”. Photo Exhibition on Seat Belts; Rally Events; “Road Safety” - New Subject at Georgian Schools Analyzing Social and Economic Costs of Not Wearing Seat Belts Youth Road Safety Education



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# Shift toward new social product (c)

Types of Changes	Forms of Influencing	Behavior changing Support	Activities	Results
Changing on the individual level	Increased motivational factors Improved consumer`s awareness	All stakeholders	New behavior driver and passengers with belt safety Passengers, drivers	94 % of Tbilisi drivers using safety belts regularly, Safety belt usage on high wayes 98%



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## Long-term success

- Social Marketing and Diffusion of Innovation operate at a broader, societal scale rather than focusing on individuals
- Consequently, social marketing intervention can resolve social issue and achieve a long-term success.
- New social product is seen as a significant product for a society, which should serve the purpose of public interest.



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Thank you for attention 😊